

CABINET - 16TH NOVEMBER 2017

Report of the Head of Neighbourhood Services Lead Member: Councillor Jonathan Morgan

Part A

ITEM 9 LEICESTER-SHIRE AND RUTLAND SPORT PHYSICAL ACTIVITY AND SPORT STRATEGY 2017- 2021

Purpose of Report

To present the Leicester-shire and Rutland Sport Physical Activity and Sport Strategy 2017 – 2021 for endorsement and to seek approval to enter into a partnership agreement with Leicester-shire and Rutland Sport to develop and deliver Charnwood's Sport and Physical Activity Locality Commissioning Plan for Sport and Physical Activity in partnership with key organisations across the borough from 1st April 2018 - 31st March 2019.

Recommendations

1. That the Leicester-Shire and Rutland Sport (LRS) Physical Activity and Sport Strategy 2017- 2021 is adopted by the Council as a key delivery partner.
2. Approval is given to enter into a partnership agreement with LRS to develop and deliver Charnwood's annual Sport and Physical Activity Locality commissioning plan for 2018/19 which will focus on local priorities and will be directly aligned to the overarching aims of LRS Physical Activity and Sports Strategy.

Reasons

1. To provide LRS with the Council's support for the principles set out in the strategy.
2. To continue our partnership with LRS to influence decision making and maximise future opportunities.

Policy Justification and Previous Decisions

The Council's Corporate Plan 2016 - 2020 through its aim of 'Every Resident Matters' makes a commitment to tackling inactivity and providing opportunities to those insufficiently active for good health. It makes a commitment to 'encourage healthy lifestyles for all our residents through physical activity programmes and the provision of sports facilities and green spaces'.

Chief Executive Approval was given to the Head of Neighbourhood Services to enter into a partnership agreement with LRS to deliver Charnwood's Sport and Physical Activity Locality Commissioning Plan for Sport and Physical Activity in partnership with key organisations across the borough from 1st April 2017 - 31st March 2018. (Ref: DD146).

Implementation Timetable including Future Decisions and Scrutiny

If approved, the Strategy will come into immediate effect.

The development of Charnwood's annual Sport and Physical Activity Locality commissioning plan for 2018/19 will focus on local priorities and will be directly aligned to the overarching aims of LRS Physical Activity and Sports Strategy.

Report Implications

The following implications have been identified for this report:

Financial Implications

The Strategy provides a framework for local delivery plans to be developed. These Locality Plans are annually submitted to Public Health who scrutinise and then allocate funding. As a result there are no financial implications associated with this report.

Risk Management

The risks associated with the decision Cabinet is asked to make and proposed actions to mitigate those risks are set out in the table below.

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
Not all Local Authorities in Leicester, Leicestershire and Rutland endorsing the strategy	Unlikely	Minor	Extensive partner consultation undertaken and feedback has helped to shape the final version of the strategy
Reduction in Public Health funding will impact on the delivery of the strategy	Likely	Moderate	The strategy will be a tool to attract other external funding streams (not just Public Health) to support local delivery
Reducing Local Authority budgets will impact on the delivery of the strategy	Likely	Moderate	The strategy sets out the importance and positive contribution physical activity and sport makes across our local communities. By taking a proactive approach to prevention we aim to reduce future health problems along with financial costs.

Equality and Diversity

An Equality Impact Assessment has been completed and attached at Appendix 2.

Key Decision: Yes

Background Papers: DD146

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Part B

Background

1. Leicestershire-Shire and Rutland Sport (LRS) is a partnership of the local authorities of Leicestershire, Leicester and Rutland (LLR) working together with key physical and and sports organisations including; universities, further education colleges, schools, National Governing Bodies of Sport, clubs, coaches and volunteers.
2. LRS have a shared commitment to enrich the lives of the residents of LLR by;
 - Getting more people taking part in physical activity and sport
 - Improving our citizen's physical activity and mental well-being
 - Developing our paid and unpaid workforce
 - Creating a strong voice for physical activity and sport
 - Building a physical activity and sport environment that is safe, fair and customer focused
3. The Council is a member of LRS and contributes an annual grant payment of £11,900 to support the work of the partnership. This annual grant contribution has enabled LRS to develop relationships with commissioners (Public Health) and external funders for the benefit of the wider partnership.

In 2016/17 the total financial investment to Charnwood which includes partner funding to deliver sport and physical activity commissioning plan was £538,291. In 2016/17 for every Council tax £ invested in Leicester-shire and Rutland Sport by Charnwood there has been a minimum return of £21 partner funding.

This year 2017/18 the Council received a total grant contribution of £138,534 as a result of the brokering role LRS facilitate.

4. Why is physical activity and sport important?

We know that the benefits of physical activity and sport are far reaching and can positively change the lives of people of all ages and backgrounds across the county.

There is compelling evidence to show that:

- Physically active children and young people are more likely to do better academically
- An active population drives a stronger economy and has a positive effect on employability
- As recognised in the Government strategy for sport an active lifestyle has been shown to maintain and improve physical health and well being
- Active workplaces are more productive

- Physical activity and sport can provide a positive environment for young people and so helps to reduce crime and anti-social behaviour
- Those who play sport and are active are healthier, happier and more likely to be successful in academic and professional life

5. LRS Physical Activity and Sports Strategy - The Vision

Since January 2017 LRS have been consulting with key partners and agencies to produce a strategy that sets a long term vision for physical activity and sport across LLR that encompasses everything from supporting the least active residents to build activity into their everyday lives, through the development of future Olympians, Paralympians and World Champions.

The LRS Physical Activity and Sports Strategy long term vision is ambitious:

“We want to be the most active place in England, building a healthy and vibrant future for our communities”.

If we achieve this, we will have been able to contribute to, transforming physical and mental wellbeing outcomes in Leicestershire and Rutland, supporting a stronger economy, and helping individuals and communities to achieve their potential in life.

Despite the compelling evidence of the benefits not enough people across Leicestershire, Leicester and Rutland have developed a sustainable physical activity and sport habit. The Strategy sets out the following Ambitions, Foundations and Outcomes:

Ambitions

Each ambition below is supported by a range of actions to deliver the vision:

- Get Active
- Stay Active
- Active Places
- Active Economy

Foundations (principles used to deliver the Ambitions);

- Well Led
- Insight Driven
- Skilled and representative Workforce
- Effective Marketing & Communications

Outcomes

- Better Health
- More People
- Stronger Communities

Please see Appendix A for full version of the strategy.

6. Charnwood's Locality Plan

The Council's Sport and Active Recreation team use the LRS Physical Activity and Sport Strategy to develop a Locality Plan for the district. This locality plan is used to secure external funding from a range of resources. This approach has been used since 2011/12. Over the last five years the Sport and Active Recreation team has secured a total of £1,102,000 to deliver sport and physical activity opportunities throughout Charnwood.

The current locality plan 2017-18 totals £403,614 of which £138,534 is Public Health funding and £265,080 is partner contributions, either cash or in kind. This year's plan has seven areas of work (please see below) with a total of 60 projects across these areas.

- 1) School Physical Activity and Sport
- 2) Exercise GP Referral Scheme
- 3) Cardiac Rehabilitation Scheme
- 4) Older People
- 5) Least Active Children & Young People & Adults
- 6) Joint Projects/Initiatives
- 7) Inclusive Physical Activity and sport initiatives

Charnwood's Physical Activity and Sport Locality Plan is developed by the Local Charnwood Sport and Active Recreation Alliance (CSARA) who's membership includes; the Council, Public Health, North and South Charnwood School Sports Partnerships, Loughborough University, Loughborough College, voluntary sector, youth services, sports clubs, and National Governing Bodies of Sport.

Appendices

Appendix A	Leicestershire and Rutland Physical Activity and Sport Strategy 2017 – 2021
Appendix B	Equality Impact Assessment



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

PHYSICAL ACTIVITY & SPORT STRATEGY 2017-2021



LRS ONE VISION

Leicestershire, Leicester and Rutland the most
physically active and sporting place in England



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“If a medication existed which had a similar effect to physical activity, it would be regarded as a ‘wonder drug’ or a ‘miracle cure’”

Sir Liam Donaldson, former Chief Medical Officer of England



WELCOME

Leicester-Shire and Rutland Sport [LRS] is a partnership of the local authorities of Leicestershire, Leicester and Rutland [LLR] working together with amongst others, schools, National Governing Bodies of Sport, clubs, coaches and volunteers. We have a shared commitment to enrich the lives of the residents of LLR by:

- Getting more people taking part in physical activity and sport.
- Improving our citizen’s physical and mental well-being.
- Developing our paid and unpaid workforce.
- Creating a strong voice for physical activity and sport.
- Building a physical activity and sport environment that is safe, fair and customer focused.

Why is this important?

We know that the benefits of physical activity and sport are far reaching and can positively change the lives of people of all ages and backgrounds across LLR.

There is compelling evidence to show that:

- Physically active children and young people are more likely to do better academically.¹
- An active population drives a stronger economy² and has a positive effect on employability.
- As recognised in the Government strategy for sport an active lifestyle has been shown to maintain and improve physical health and mental wellbeing.
- Active workplaces are more productive.³
- Physical activity and sport can provide a positive environment for young people and so helps to reduce crime and anti-social behaviour.
- Those who play sport and are active are healthier, happier and more likely to be successful in academic and professional life.⁴

This is why our long-term vision has to be ambitious. **We want to be the most active place in England, building a healthy and vibrant future for our communities.** If we achieve this, we will have been able to contribute to, transforming physical and mental wellbeing outcomes in the sub region, supporting a stronger economy, and helping individuals and communities to achieve their potential in life. Despite the compelling evidence of the benefits not enough people across Leicestershire, Leicester and Rutland have developed a sustainable physical activity and sport habit.

We need to think and act differently. We need to consider whole system approaches to tackling inactivity. Where there is good practice we need to look to embed it and scale it and we need to re-define and broaden the range of organisations we will work with to reach new audiences. Together we are up for that challenge.



Andy Reed, OBE
Chairman



Bill Cullen
Vice Chairman

Sources

1. Department of Health, 2014, Moving More, Living More: Olympic and Paralympic Games Legacy
2. UK Active estimates that just a 1% reduction in the rates of inactivity each year for five years would save the UK around £1.2 billion [UK Active, (2014)]
3. Physical activity programmes in the workplace have resulted in reductions of absenteeism between 30% and 50%. [Davis, Adrian, Jones, Marcus (2007)]
4. CASE: The Culture and Sport Evidence Programme, 2015. 'A review of the Social Impacts of Culture and Sport by Peter Taylor, Larissa Davies, Peter Wells, Jan Gilbertson and William Tayleur'

PHYSICAL ACTIVITY & SPORT STRATEGY 2017-2021

VISION



Leicestershire, Leicester and Rutland the most physically active and sporting place in England.

AMBITIONS

GET ACTIVE
Everyone, of all ages, has the opportunity to start participating in physical activity and sport.

ACTIVE PLACES
Facilities, playing pitches and informal spaces, that encourage physical activity and sport are high quality and accessible.

STAY ACTIVE
Support people to develop a resilient physical activity and sport habit to ensure lifelong participation.

ACTIVE ECONOMY
Promote LLR as a premier, high performing location for undertaking the business of physical activity and sport.

FOUNDATIONS

WELL LED
Creating a culture where collaboration, good governance, effective leadership and sustainability is the norm.

SKILLED AND REPRESENTATIVE WORKFORCE
Developing a skilled, motivated and fit for purpose workforce (paid and voluntary) that is representative of our communities.

INSIGHT DRIVEN
An understanding of people and place is at the heart of decision making.

EFFECTIVE MARKETING AND COMMUNICATIONS
Positively influence people's attitudes and behaviours towards being active and ensure information is accessible.

OUTCOMES

BETTER HEALTH
Improved physical and mental wellbeing especially for our most inactive people.

MORE PEOPLE
Regularly taking part in physical activity and sport.

STRONGER COMMUNITIES
Achieving more through physical activity and sport.

GUIDING PRINCIPLES
SAFE • FAIR • CUSTOMER FOCUSED



INTRODUCTION

The LRS Strategy sets a long-term vision for physical activity and sport across LLR that encompasses everything from supporting the least active residents to build activity into their everyday lives, through to the development of future Olympians, Paralympians and World Champions.

The strategy provides a framework for action by partners working across LLR. It needs local authorities and Local Sport Alliances working closely with public sector bodies including health, sports clubs (professional and voluntary), National Governing Bodies of Sport (NGBs) and the education, voluntary and private sectors, working alongside communities across the sub region. This is not just a strategy for the LRS core team and Board, but for all our partners. Many of these organisations will already be involved in supporting physical activity and sport, others may not but through their work they have knowledge, reach, and expertise that can contribute. **Achieving the vision and outcomes for physical activity and sport cannot be achieved alone. Everyone has a role to play** in bringing it to life to help realise our collective ambitions.

This strategy needs to be **future focused** with action reflecting changes in society – there is a growing and ageing population, people's perception is that they are increasingly time poor and this is contributing towards more sedentary lifestyles. Helping people to prioritise physical activity and sport across all stages of their lives is important.

This strategy argues that achieving our ambitions is not just about doing the same things more efficiently; it argues that a **step change is required** to maximise the positive benefits to our populations health and wellbeing, the economy, and to communities across LLR. Whole systems approaches are needed to embed different ways of working at scale. Our vision, developed with our partners, is about driving the positive change required to become the most active place in England that improves lives of people across LLR.



ACHIEVEMENTS OVER THE LAST FOUR YEARS

Alongside our partners, we can be proud of the progress made since 2013. The following are some key headlines. Together we have:

Invested **£578,000** 
to recruit 47 Graduate Trainees (Legacy Makers)

Increased physical activity levels,
with **26,000** more adults now
meeting the Chief 
Medical Officer
(CMO) guidelines

AWARDED £198,800 to 429
young
athletes
through
the Go Gold
talented
athlete
programme



Reduced inactivity levels with nearly
12,000 fewer adults classed as
inactive (as of 2015)

Secured

£3,933,288 

public health investment into local sport and physical activity
commissioning plans generated over 4.6 million attendances



16,869
young people
competed
in the level 3
School Games
programme, of
whom **1,610**
were disabled
young athletes

Generated over
274,600
users visits 
to the LRS
website
with over **2**
million page
views

Increased
participation in
sport, with more
than **13,000**
adults (16+)
taking part at
least once a week
for 30 minutes

Secured
£3,013,211 
from external sources to
support the development of
local clubs and organisations

£642,354
invested to deliver Sportivate projects
attracting **£378,389** of partner funding
resulting in 14,570 attendances

NATIONAL AND LOCAL PERSPECTIVE



Whilst there are challenges ahead, [including economic, social and technological], we do have a very clear sense of direction from the Government Strategy for Sport with its focus on the outcomes that can be achieved through physical activity and sport.

It is important to consider Sport England's vision that everyone in England, regardless of age, background or level of ability, feels able to engage in physical activity and physical activity sport. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone - meets their needs, treats them as individuals and values them as customers when developing local policy.

This means that locally we need to consider:

- Physical activity and sports contribution to five broader outcomes, (beyond sport for sports sake): physical wellbeing; mental wellbeing; individual development; social and community development and economic development.
- Ensuring approaches to physical activity and sport are built around behaviour change and the principles of behavioural science, insight and customer focus.
- Tackling inactivity and prioritising demographic groups who are currently under-represented in physical activity and sport.
- Helping those who currently have a resilient physical activity or sport habit to stay that way and to encourage the sector to work with them do this more efficiently and at lower public subsidy.
- Working with a wider range of existing and new partners, who can help reach target audiences and share mutual objectives.

Additionally, there needs to be a strong alignment to the priorities outlined in other local strategies. Examples of these include; Health and Wellbeing Strategies, Sustainability and Transformation Plans and Community Development Plans for LLR.

Our aspiration is for the priorities in this strategy to reflect and be reflected by our partner organisations as corporate priorities, ensuring this is not just a top down strategy but one that has local reach.

Where are we locally?

over **540,000** people are physically active in LLR

59% of adults want to do more physical activity – this includes **28%** of people currently inactive

There is a higher than national average population growth (**5%**) projected (2014 to 2020)

over **39%** of adults in LLR do not meet CMO guidelines

206,100 adults across LLR are physically inactive

Only **21%** of boys and **16%** of girls meet recommended guidelines for physical activity

Overall, White (British and other) participate more than Black and Ethnic Minority groups

A further **108,500** adults across LLR are not active enough for good health

75% of 5-7 year olds do not meet recommended guidelines for physical activity. This increases as children get older

16% gap in participation levels between the highest and lowest socio-economic groups

More than **9%** difference in participation levels between males and females

15.4% of disabled people participated in sport at least once a week - less than the national average

CONSULTATION HEADLINES

From our consultation with partners, some key themes and challenges have emerged to be addressed through this strategy. Some of the key messages that we have heard are that this strategy must:

Build on real positives, considering how we can adopt a whole systems approach to embed what works at scale.

Achieve the **balance between a universal and targeted approach and address inclusivity and inequalities**. It will be important for investment to focus in areas where there will be the greatest health and social benefits.

Public sector partners have a **leadership role to support residents and communities to maximise the power of physical activity and sport to create health and social outcomes**.

Not lose sight of the important role that clubs, coaches, volunteers and NGBs and the role they play in supporting existing participants.

Partners told us that;

- Early years and engagement in schools
- Workplaces
- Paid and voluntary workforce are all areas where we can make a difference at scale.

Recognise that the contribution of physical activity and sport goes beyond just health and social care, and that we must **continue to work to influence other sectors**.

Acknowledge the **financial realities of the public sector**, and endeavour to ensure resources are used intelligently.

Redefine and broaden the range of organisations we work with to reach new audiences.

Don't lose sight of **local priorities**, and reflect different needs in different parts of LLR.

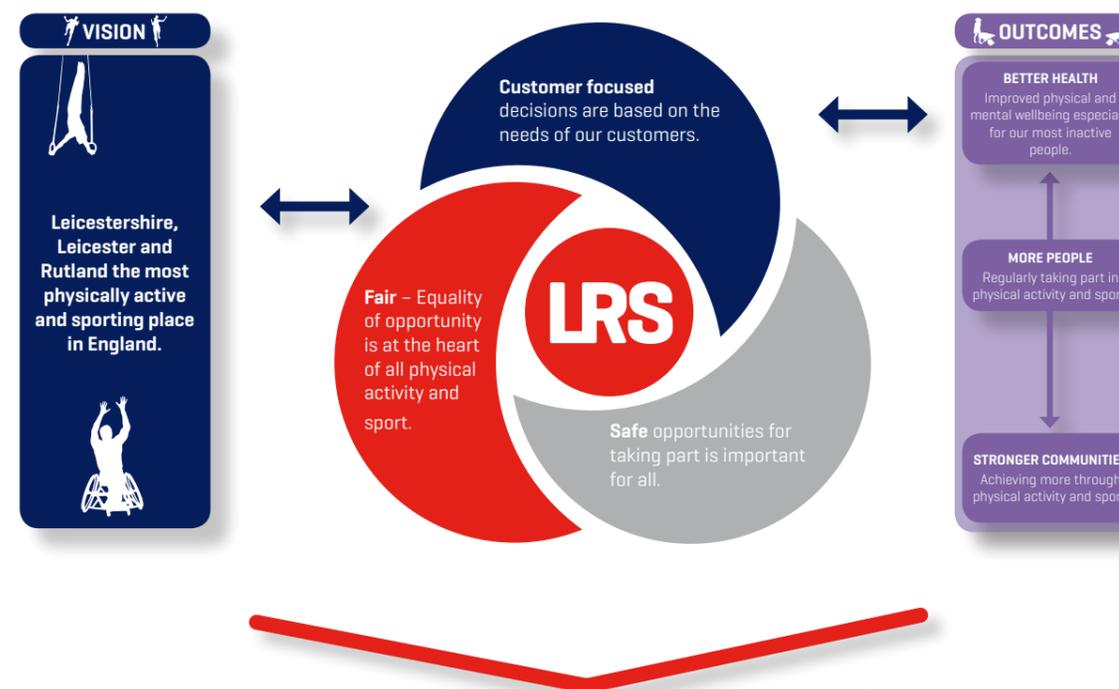
Recognise that **implementation is key** and we need to put in place appropriate structures and plans to deliver our collective aspirations.

Understand the needs of customers (and non-customers) better.

Future proof what we do, by focusing on ways of working effectively together.

GUIDING PRINCIPLES & MEASURING SUCCESS

Our Guiding Principles will underpin all our work in delivering the priorities of this strategy. Our success in achieving our vision and outcomes will be measured against progress against the headline indicators, stated towards the bottom of this page*



Indicator	2016/17 baseline information for LLR
Increase in the percentage of people (16+) physically active (150 mins each week)	63.3% ¹
Decrease in the percentage of people physically inactive (less than 30 mins each week)	24.1% ¹
Increase in the percentage of active young people (60 mins per day)	14.9% ²
Increase in the percentage of adults utilising outdoor space for exercise/health reasons	20.8% ³
Increase in the sector GVA for Leicestershire, Leicester and Rutland	£513m ⁴
Increase in the number of people volunteering in sport at least twice in the last year	TBC
Net investment (physical activity and sport) into LLR from external funders	TBC
Increased levels of social trust in local communities ⁴	TBC
Percentage of the population reporting positive perceived self-efficacy ⁴	TBC

*We will explore creating a population and deprivation standardised composite measure, based on England wide information, to determine a national ranking
 1 Source: 2017 Active Lives Survey. 2 Source: Public Health Outcomes Framework. 3 Source: Leicester, Leicestershire Economic Partnership
 4 Active Lives Survey: Information will be available from 2018/19

OUR PRIORITIES FOR ACTION ... WHAT WE NEED TO DO BY 2021

In this section we outline the key priorities that require multiple and cross partner working to bring this strategy to life. The section begins to address both what needs to be delivered (the Ambitions), and how we plan to deliver on these priorities (the Foundations).

LRS and partner organisations will:

AMBITION 1: GET ACTIVE

Everyone, of all ages, has the opportunity to start participating in physical activity and sport.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
1.1 Embed physical activity and literacy into Early Years settings.	✓	✓	
1.2 Ensure all education settings deliver on a whole systems approach to physical education, physical activity and sport.	✓	✓	✓
1.3 Develop a targeted approach to raise physical activity levels in low participating groups.	✓	✓	✓
1.4 Develop referral pathways to enable entry into appropriate physical activity and sport opportunities.	✓	✓	
1.5 Develop and deliver relevant targeted physical activity and sport campaigns to reduce inactivity and increase participation.	✓	✓	
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, School Sport and Physical Activity Networks, Local Sport Alliances, Sport England, Further and Higher Education, Voluntary and Charitable Sector partners.			

“The ‘Get Healthy, Get into Sport’ project is a great example of building our insight and the evidence of ‘what works’ to get inactive people, more active. Changing and sustaining behaviour change requires a deep understanding of the motivations of individuals”
Directors of Public Health, Leicestershire County Council and Leicester City Council



AMBITION 2: STAY ACTIVE

Support people to develop a resilient physical activity and sport habit to ensure lifelong participation.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
2.1 Ensure there is a network of effective and sustainable clubs and organisations, which cover a diverse range of physical activity and sport opportunities to meet the needs of local communities.	✓	✓	✓
2.2 Ensure there are opportunities and pathways in place for all people of any ability, to achieve through physical activity and sport.	✓		
2.3 Work with national and local organisations including public/private/voluntary sector partners, maximising a whole market approach, to develop, promote and deliver a universal physical activity and sport offer.	✓	✓	
2.4 Encourage everyone to embed regular, informal physical activity and sport opportunities into their daily family lives.	✓	✓	
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Local Sport Alliances, School Sport and Physical Activity Networks, Local Sport Alliances, Sport England, Further and Higher Education, Leisure Providers, Community Sports Clubs and organisations, Professional Sports Clubs.			

“Celebrating and inspiring older people, through The Twilight Games, is an example of how we need to work differently, with a wider range of partners to ensure that older people are supported to improve their health and well-being through physical activity and sport”

Care Home Manager



AMBITION 3: ACTIVE PLACES

Facilities, playing pitches and informal spaces, that encourage physical activity and sport, are high quality and accessible.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
3.1 Ensuring physical activity and sport is a priority within the planning system, utilising the Active Design principles for new developments.	✓		✓
3.2 Secure investment into both our traditional and non-traditional facilities, formal and informal spaces, based on strategic need, for physical activity and sport. [For example from Section 106, CIL and Lottery funds.]	✓		✓
3.3 Realise the potential that schools and colleges can offer their communities through high quality accessible facilities.	✓		✓
3.4 Promote the use of formal and informal local community facilities and open spaces for physical activity and sport, supporting a more active everyday lifestyle.	✓	✓	✓
3.5 Ensure the current network of local sport facilities are maintained to a high standard and have a diverse and inclusive approach to their programming.			✓
3.6 Increase the levels of active travel [e.g cycling and walking] therefore integrating physical activity into daily lives.		✓	✓
3.7 Promote active communities, encouraging stakeholders across the voluntary and public sector to use physical activity and sport to strengthen neighbourhoods and to support communities to work together.	✓		✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Sport England, NGBs, Workplaces, Voluntary sector and Charitable sector land management agencies.			

“We need to work together to create local environments that support active living if we are to change the behaviour of our communities of the future”

Portfolio Holder for Sport

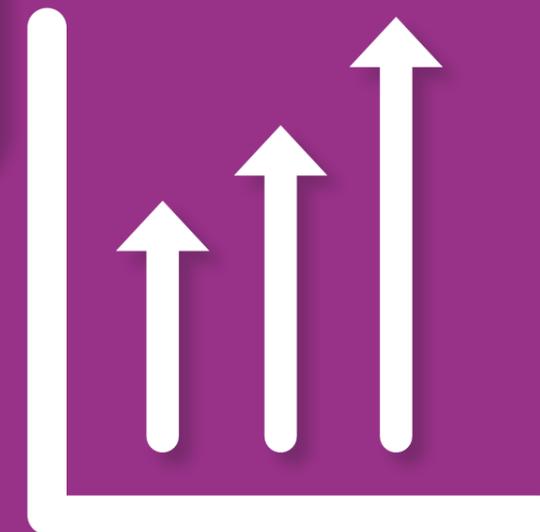


AMBITION 4: ACTIVE ECONOMY

Promote LLR as a premier, high performing location for undertaking the business of physical activity and sport	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
4.1 Deliver the ambitions of the Leicester and Leicestershire Sport & Physical Activity Sector Growth Plan with a particular focus on: a. Developing a coherent plan to attract and develop sport events [and conferences] of national and international standing. b. Promote Leicester and Leicestershire as England’s ‘County and City’ capital of sport, a premier location to attract sport and physical activity business investment and tourism. c. Capitalising on the global reputation and knowledge base for physical activity and sport within our universities.	✓ ✓ ✓		✓ ✓
4.2 For the strategy partners to take a lead in increasing the physical activity levels of their own workforces, and champion a sub region wide focus on active workplaces. To successfully evidence the positive economic impact of such approaches.		✓	✓
4.3 Support a network of sport businesses [Small and Medium Enterprises] to increase profitability and productivity.	✓		✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this ambition. We would anticipate the following taking a proactive leadership role: Local authorities, Leicester and Leicestershire Economic Partnership, Sport England, professional sports clubs, commercial sector.			

“It is vitally important that the physical activity and sport sector finds a way to demonstrate what the sector contributes to creating a thriving and vibrant economy”

Chair of the Culture Board

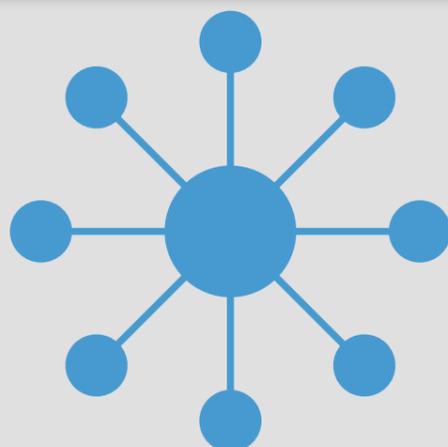


FOUNDATION 1: WELL LED

Creating a culture where collaboration, good governance, effective leadership and sustainability is the norm.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
5.1 To broker and facilitate a broad range of relationships to ensure that we have sector leading levels of leadership, influence, collaboration and partnership working across LLR.			✓
5.2 To influence and support new and existing partners, both locally and nationally, to ensure that strategic plans and policy reflect positively the role that physical activity and sport can play to improve health and strengthen our communities.		✓	✓
5.3 That LRS and its partners embrace the Code for Sports Governance to ensure high standards of good organisational practice.			✓
5.4 Work in partnership to align existing resources to support the achievement of the three headline outcomes, and work in a coordinated way to secure external investment.	✓	✓	✓
5.5 That we become more enterprising and innovating in our approach, which will lead to greater financial sustainability and reduce our dependence on public funding.	✓	✓	✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

“We cannot do this on our own, we need to find better ways of making our resources go further; effective collaboration; across boundaries, is key to this”

Chair of the Cultural, Sport and Chief Officer Partnership

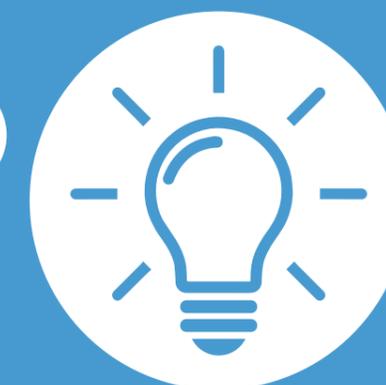


FOUNDATION 2: INSIGHT DRIVEN

An understanding of people and place is at the heart of decision making	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
6.1 Grow our partnership wide understanding and evidence base of our communities.	✓	✓	✓
6.2 Create a coherent and collaborative approach to developing and sharing insight.	✓	✓	✓
6.3 Support approaches to generate new insight to inform both business case development and the design of interventions at every stage of the physical activity and sport journey.	✓	✓	✓
6.4 Work with our partners to develop a common evaluation framework and ensure that we consistently monitor and evaluate interventions.	✓	✓	✓
6.5 Ensure that behaviour change principles are embedded within the design, delivery and messaging of our interventions.	✓	✓	✓
6.6 Make appropriate physical activity and sport data more openly available by supporting our partners to create systems and platforms that integrate with each other.	✓	✓	✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

“It is business critical that the partners in the LRS partnership area have a deep understanding of their place and that the offer to local communities is based on the needs of the individual”

Strategic Lead, Sport England



FOUNDATION 3: SKILLED AND REPRESENTATIVE WORKFORCE

Developing a skilled motivated and fit for purpose workforce (paid and voluntary) that is representative of our communities.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
7.1 Develop a coordinated and committed approach to Traineeships, Apprenticeships, and Graduate Placements for the sector.	✓		✓
7.2 Develop a robust Continuous Professional Development programme for the physical activity and sport workforce, to ensure they provide a high quality, customer focused experience.	✓	✓	✓
7.3 Deliver consistent physical activity, sport and healthy lifestyle messages and to support the principle of 'making every contact count' with partners.	✓	✓	✓
7.4 Ensure a coordinated approach to developing coaches, activators and volunteers, in order to increase and retain the numbers actively deployed in the sector, and ensure the workforce is more representative of the local community.			✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

"We need more programmes that support communities, like mine, to take the lead, only then can we make a lasting difference to our children and our community"
 Take the Lead Participant



FOUNDATION 4: EFFECTIVE MARKETING AND COMMUNICATIONS

Positively influence people's attitudes and behaviours towards being active and ensure information is accessible.	Primarily contributing towards		
	More People	Better Health	Stronger Communities
Priorities for Action			
8.1 Align to national and local physical activity and sport campaigns to maximise their impact across LLR.	✓	✓	
8.2 Use a range of platforms and methods to promote opportunities that encourage all people get active or stay active.	✓	✓	
8.3 Support delivery organisations and providers to develop more effective approaches to marketing and communications, supporting them with behavioural insights and training.	✓	✓	
8.4 Explore the development of a centralised digital hub which hosts data for formal and informal physical activity and sport opportunities across LLR.	✓	✓	✓
8.5 Celebrate the collective success of organisations and individuals that deliver positive outcomes through physical activity and sport.	✓	✓	✓
Call for Action			
This strategy needs both existing and new partners to take action to deliver this foundation. We would anticipate the following taking a proactive leadership role: Local authorities, Public Health teams, Sport England, School Sport and Physical Activity Networks, NGBs, Local Sport Alliances, Further and Higher Education, Leicester and Leicestershire Economic Partnership, Community Sports Clubs, Professional Sports Clubs, Voluntary and Charitable Sector partners.			

"We need to be more effective regarding how we tailor our message and communicate with inactive people to influence them to take part in physical activity and sport"
 Chair, Local Sport Alliance



ONE VISION

Leicestershire, Leicester and Rutland the most physically active and sporting place in England



**LEICESTER-SHIRE
& RUTLAND SPORT**
PHYSICAL ACTIVITY & WELLBEING

Leicester-Shire & Rutland Sport

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[Leicester-Shire & Rutland Sport](https://www.linkedin.com/company/Leicester-Shire-&-Rutland-Sport)

Leicester-Shire & Rutland Sport working together with our principle funders Leicestershire County Council and Sport England to support Physical Activity and Sport.

Charnwood Borough Council

Equality Impact Assessment 'Knowing the needs of your customers and employees'

■ Background

An Equality Impact Assessment is an improvement tool. It will assist you in ensuring that you have thought about the needs and impacts of your service/policy/function in relation to the protected characteristics. It enables a systematic approach to identifying and recording gaps and actions.

■ Legislation- Equality Duty

As a local authority that provides services to the public, Charnwood Borough Council has a legal responsibility to ensure that we can demonstrate having paid due regard to the need to:

- ✓ Eliminate discrimination, harassment and victimisation
- ✓ Advance Equality of Opportunity
- ✓ Foster good relations

For the following protected characteristics:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion and belief
8. Sex (Gender)
9. Sexual orientation

What is prohibited?

1. Direct Discrimination
2. Indirect Discrimination
3. Harassment
4. Victimisation
5. Discrimination by association
6. Discrimination by perception
7. Pregnancy and maternity discrimination
8. Discrimination arising from disability
9. Failing to make reasonable adjustments

Note: Complete the action plan as you go through the questions

■ **Step 1 – Introductory information**

Title of the policy	Leicester-Shire and Rutland Sport Strategy for Physical Activity & Sport 2017-21
Name of lead officer and others undertaking this assessment	Zoe Griffiths
Date EIA started	October 2017
Date EIA completed	October 2017

■ **Step 2 – Overview of policy/function being assessed:**

Outline: What is the purpose of this policy? (Specify aims and objectives)
<p>Since January 2017 LRS have been consulting with key partners and agencies to produce a strategy that sets a long term vision for physical activity and sport across LLR that encompasses everything from supporting the least active residents to build activity into their everyday lives, through the development of future Olympians, Paralympians and World Champions.</p> <p>The LRS Physical Activity and Sports Strategy long term vision is ambitious “We want to be the most active place in England, building a healthy and vibrant future for our communities”. If we achieve this, we will have been able to contribute to, transforming physical and mental wellbeing outcomes in Leicestershire and Rutland, supporting a stronger economy, and helping individuals and communities to achieve their potential in life.</p> <p>The Council’s Sport and Active Recreation team will use the LRS Physical Activity and Sport Strategy to develop a Locality Plan for the district. This locality plan is used to secure external funding from a range of resources. This approach has been used since 2011/12. Over the last five years the Sport and Active Recreation team has secured a total of £1,102,000 to deliver sport and physical activity opportunities throughout Charnwood.</p> <p>Charnwood’s Locality Plan sets out how it will aim to deliver physical activity, sport and cultural initiatives aimed at increasing participation amongst a wide range of residents.</p> <ul style="list-style-type: none"> • The plan outlines how working in partnership to deliver shared aims of improving the quality of life for everyone living and working in Charnwood, including a focus on priority neighbourhoods. • Encourage healthier lifestyles through the promotion and delivery of sporting and recreational facilities.
What specific group/s is the policy designed to affect/impact and what is the intended change or outcome for them?
<p>Activities that are delivered through the Sport & Physical Activity Strategy and Locality Plan are available for residents of any age regardless of their ethnicity, race, religion, disability and social / economic background. Charnwood’s Locality Plan details projects that are specifically aimed at BME communities, participants with a disability and families living within priority neighbourhoods. These include; exercise programmes specifically for Asian ladies, exercise/diet and nutrition programmes for BME communities, sport/physical activity sessions for people with disabilities and sport and physical activity opportunities for young people living within deprived wards throughout Charnwood.</p>
Which groups have been consulted as part of the creation or review of the policy?
<p>The Sport and Active Recreation Team have met and consulted with the public, key partners, community organisations and community groups, to ensure we meet the needs of all residents. Consultation has taken place with the following organisations;</p>

- North and South Charnwood SSPAN's
- Charnwood Borough Communities and Partnerships team (ASB, Community Safety, Neighbourhood Development and Partnerships)
- Charnwood Together Partnership
- Charnwood Health and Well Being Partnership
- Charnwood Partnership for Children and Families
- Leicestershire Nutrition and Dietetic Services
- Leicestershire and Rutland NHS
- LRS and Leicestershire County Council
- Charnwood North and South Clinical Commissioning Groups
- Leicestershire Partnership Trust
- Fusion Lifestyle (Private contractor)
- Youth Services
- Loughborough University
- Voluntary Sector including; Living Without Abuse (Domestic Abuse Services), Loughborough Foyer and Youth Shelter (supported accommodation schemes for young home-less people aged 16 -25 years), Charnwood Twenty-Twenty (Charity programmes for vulnerable young people 10 -19 years), Glebe House (independent charity that supports adult and children with learning difficulties), Community groups; Shree Ram Krishna Centre, The Exairo Trust and Mountsorrel Youth Development Group.

■ **Step 3 – What we already know and where there are gaps**

List any existing information/data do you have/monitor about different diverse groups in relation to this policy? Such as in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation etc.

Data/information such as:

- Consultation
- Previous Equality Impact Assessments
- Demographic information
- Anecdotal and other evidence

We will carry out customer evaluation surveys on all projects delivered through Charnwood's Locality Plan. This feedback helps us shape future delivery of the programmes and future physical activity and sports strategies. We will also use this information to ascertain how many participants are from BME communities; have a disability, age and gender.

To meet the needs of our users we make activities available during daytime, evenings and weekend and ensure that there is a good geographical spread of activity across the borough and that these are easily accessible to residents who may not have access to transport.

What does this information / data tell you about diverse group? If you do not hold or have access to any data/information on diverse groups, what do you need to begin collating / monitoring? (Please list)

The information collected will be used to monitor the outcomes of the strategy/Locality Plan and the projects delivered as part of the strategy. The information supplied will provide us with data on how many males and females take part, how many participants are from BME communities and how many participants have a disability. From the information provided we can then use this to ensure we are delivering projects that meet the needs of service users it is aimed at. Data collected has shown that we had received comparative numbers on activities from people with disabilities and from BME communities. 14% of the Charnwood population are non-white and 16% of residents have a disability. Through our work we have been able to be proactive in developing more targeted programmes which aimed to increase participation to these groups.

Step 4 – Do we need to seek the views of others? If so, who?

In light of the answers you have given in Step 2, do you need to consult with specific groups to identify needs / issues? If not please explain why.
We need to continually meet with all the partners who support the delivery of the Sport & Physical Activity Strategy to ensure we are meeting the needs of service users.

Step 5 – Assessing the impact

In light of any data/consultation/information and your own knowledge and awareness, please identify whether the policy has a positive or negative impact on the individuals or community groups (including what barriers these individuals or groups may face) who identify with any 'protected characteristics' and provide an explanation for your decision (please refer to the general duties on the front page).

	Comments
Age	The Locality Plan is available to anyone of any age. Projects highlighted within the commissioning plan are delivered across 6 life stages 0-5, 5-15, 16-25, 25-55, 55+ and Universal. Delivering projects across these life stages will ensure there is a good spread of activity available for residents of all ages.
Disability (Physical, visual, hearing, learning disabilities, mental health)	We provide a vast selection of activities specifically for disabled people in partnership with local disability groups, Fusion Lifestyle (leisure provider), LRS County Sports Partnership and our school sports partnerships (SSPANs). All our sessions are fully inclusive and cater for children and adults with a disability.
Gender Reassignment (Transgender)	There are no barriers to participation in respect of sex. We offer sessions which are for male and females to take part together and specific projects for men or women which have been identified as a need by our partners. Examples of these projects include Asian Ladies Swimming and Self-defence classes.
Race	Our aim is to have an inclusive approach to participation that is cohesive irrespective of racial groups. We have an awareness and understanding of specific issues that may impact on racial groups taking part in physical activity & sport.
Religion or Belief (Includes no belief)	We do not offer sessions which cater for specific religious beliefs. However we need to be aware and have an understanding of religious practices e.g. prayer time and fasting and how this impacts on religious groups taking part in physical activity and sport. Activities need to be planned taking into consideration the issues highlighted above for these groups of people.
Sex (Gender)	We would seek to ensure that all adults are not discriminated against regardless of their / or any perceived sexual orientation.

Sexual Orientation	As above
Other protected groups (Pregnancy & maternity, marriage & civil partnership)	As above
Other socially excluded groups (carers, low literacy, priority neighbourhoods, health inequalities, rural isolation, asylum seeker and refugee communities etc.)	A large proportion of the Locality Plan provides targeted programmes for residents living in Priority Neighbourhoods.

<p>Where there are potential barriers, negative impacts identified and/ or barriers or impacts are unknown, please outline how you propose to minimise all negative impact or discrimination.</p> <p>Please note:</p> <ol style="list-style-type: none"> If you have identified adverse impact or discrimination that is illegal, you are required to take action to remedy this immediately. Additionally, if you have identified adverse impact that is justifiable or legitimate, you will need to consider what actions can be taken to mitigate its effect on those groups of people.
N/A
Summarise your findings and give an overview as to whether the policy will meet Charnwood Borough Council's responsibilities in relation to equality and diversity (please refer to the general duties on the front page).
The Physical Activity and Sports Strategy/Locality Plan provides an inclusive approach to participation that is cohesive irrespective of race, religion, gender, sex, sexual orientation and disability. We have an awareness and understanding of specific issues that may impact on groups taking part in physical activity and sport.

Step 6- Monitoring, evaluation and review

Are there processes in place to review the findings of this Assessment and make appropriate changes? In particular, how will you monitor potential barriers and any positive/ negative impact?
<p>Yes there are processes in place to monitor, evaluate and review the findings of this assessment. The processes include:</p> <ul style="list-style-type: none"> • Consultation and feedback with our partners • Consultation and feedback with our customers • Consultation and feedback with Leicestershire & Rutland Sport in delivering the strategy outcomes
How will the recommendations of this assessment be built into wider planning and review processes? e.g. policy reviews, annual plans and use of performance management systems.
Any recommendations from the Equality Impact Assessment will be used to shape and improve future delivery of sport and physical activity programmes in Charnwood and shape the Sport & Physical Activity Strategy.

■ **Step 7- Action Plan**

**Please include any identified concerns/actions/issues in this action plan:
The issues identified should inform your Service Plan and, if appropriate, your Consultation Plan**

Reference Number	Action	Responsible Officer	Target Date
Step 2	To continue to develop marketing material which is creative and meets the needs of the specific groups identified within the physical activity and sports strategy.	Sport & Active Recreation Team	Ongoing
Step 2	To ensure that the strategy is delivered through the sport & physical activity commissioning locality plan and meets the commissioning priorities of providing activities that have a; Greater focus on families Greater focus on the inactive Greater focus on addressing inequalities	Sport & Active Recreation Team	Ongoing
Step 6	Meet with County Sports Partnership on a 6 monthly basis to discuss the progress of physical activity & sports strategy/Locality Plan and future funding opportunities.	Zoe Griffiths Will Blanche	October 2017 March 2018
Step 5	To continue delivery of sessions which take into account religious beliefs and practices.	Sport & Active Recreation Team	Ongoing
Step 6	Carry out regular customer surveys which show levels of satisfaction against the projects delivered as part of the physical activity& sport strategy/Locality Plan. Use feedback to make improvements to projects and develop new projects based on customer needs.	Sport & Active Recreation Team	Ongoing

■ **Step 8- Who needs to know about the outcomes of this assessment and how will they be informed?**

	Who needs to know (Please tick)	How they will be informed (we have a legal duty to publish EIA's)
Employees	All of Sport & Active Recreation team	Team Meetings & E mails
Service users	Existing Service Users	Email, Post, Social Media, Website
Partners and stakeholders	All Partners Listed	Emails, Meetings, Social Media and Website
Others		
To ensure ease of access, what other communication needs/concerns are there?		

■ **Step 9- Conclusion (to be completed and signed by the [Service Head](#))**

Please delete as appropriate
I agree with this assessment / action plan
If <i>disagree</i>, state action/s required, reasons and details of who is to carry them out with timescales:
Signed (Service Head): Julie Robinson
Date: 5th October 2017

[Please send completed & signed assessment to Suzanne Kinder for publishing.](#)