

More people, more active, more often

Brighton & Hove

Sport and Physical Activity Strategy

2013-2018



**Brighton & Hove
City Council**

1 Introduction



More people, more active, more often

The vision driving the 2013-2018 strategy is to create a more active healthier city, a greater equality of opportunity, better facilities and a higher standard of sports performance delivered through strong partnerships between sport and health service providers.

In 2006, the council and partners agreed a six year Sports Strategy and now there is a need for a new strategy to build on the important contribution which sport and physical activity makes to the city.

The 2006-2012 strategy achieved a great deal. Physical activity levels have risen (Health Counts 2013), and a new sport and physical activity landscape has emerged in the city: new facilities have been built, new events have been introduced and new activity programmes created. The range and quality of sports & physical activity opportunities has been significantly enhanced.

Over the same period, there has been increasing recognition of the impact which sport and physical activity can have on the health, education and social wellbeing in the city. In the UK the estimated annual cost of ill health directly attributable to physical inactivity is estimated to be £0.9 billion – In Brighton & Hove the financial cost of physical inactivity across five diseases linked to physical inactivity (ischaemic heart disease, ischaemic stroke, breast cancer, colon/rectum cancer and diabetes mellitus) is £1.4 million per 100,000 population. Therefore, a focus of the new strategy will be to encourage regular sustainable participation to improve health and well-being; to play an important preventative role by improving the health of individuals to reduce the need for reactive and acute health services.

Beyond health improvement, participation in sport and physical activity yields benefits through increased social cohesion, happiness of residents, and economic benefits. Organised sport, for example, is a major provider of volunteer opportunities. Nationally, 19.2% of all volunteers, volunteer within the sport sector (DCMS: Taking Part 2013), with an estimated economic value of just under £2 billion (UK Civil Society Almanac, 2010).

There is also the opportunity to target those groups that are experiencing the highest levels of inequality, in order to provide a significant contribution to the achievement of priority outcomes for the city. The city needs



The main purpose of the strategy is to set out a programme of action which will continue to raise the profile of sport in the city and to maximise the benefits which sport and physical activity provides.

The aim is to achieve the following outcomes:

- 1 Increased regular and sustainable participation in sport and physical activity
- 2 Increased social and health benefits delivered by sport and physical activity
- 3 Improved equality of access to sport and physical activity
- 4 Increased opportunities for children and young people to participate in sport & physical activity in school and community settings
- 5 Increased capacity in the voluntary sport and physical activity sector in the city
- 6 Increased participation in high performance sport in the city



a successful sporting and physical activity programme to help deliver the Brighton and Hove Strategic Partnership's vision of "a city where opportunities are provided for our residents to improve their lives in a sustainable and inclusive way that reduces inequality".

Over the next five years there is an excellent opportunity to capitalise on the social and health benefits of sport and physical activity. The 2012 Olympics and Paralympics have created new levels of demand and aspiration both among established sports men and women and those taking up a sport for the first time. There is a need to ensure a similar legacy is created by hosting major events in

the city such as the Rugby World Cup 2015. However, whilst expectation of what sport and physical activity can and should deliver is now higher than it was in 2006, these expectations and opportunities must be set against a context of increasingly finite resources.

The challenge of the 2013 - 2018 strategy is to use city resources effectively to continue to ensure that opportunities for participation are accessible to all and that individuals and organisations are able to fulfil their potential. Collaborative working across the network of key stakeholders in the city is imperative to maximise resources and increase opportunities in the city.

The context in which the challenges to continue to increase participation and the equality of opportunities, are different to that of 2006. The spaces in which sport and physical activity takes place have changed. The city's professional football and cricket clubs have significantly improved their venues providing high quality experiences of sport, and increased opportunities to host high profile events such as the Rugby World Cup. In March 2012 the council adopted an Indoor Sports Facilities Plan and it has already brought success with a Sport England Inspired Facilities grant of £150,000 to replace the track at the Withdean Sports Complex. Freedom Leisure and Mytime Golf have taken over operational management of council sports and leisure facilities and have invested in improvements. In addition, enhancements to the city's public spaces, parks and gardens have provided increased opportunities for informal sport and physical activity.

The TAKEPART Festival of Sport & Physical Activity and Brighton Marathon have become established local events, and new programmes and partnerships have emerged between stakeholders from schools, communities, higher education, public services, National Governing Bodies of Sport organisations and private enterprises. On the negative side, the influential national and local network of School Sport Coordinators has now been abolished. All of these factors will have an influence on how we approach the next five years.

The links between physical activity and health have an increasingly high profile and will form an important part of the strategy. In April 2013 the council assumed new responsibilities for public health in the city. Over the last two years the council and NHS Brighton and Hove have carried out Citywide Joint Strategic Needs Assessments (JSNAs) for Children and Young People, People with Disabilities and Childhood Obesity. In partnership with the Sports Development Team a JSNA for Sport and Physical Activity has been completed.

All of these assessments identify a direct link between health, general wellbeing, sport and physical activity. They add a new insight and new dimensions to the context in which any future strategy must be delivered.

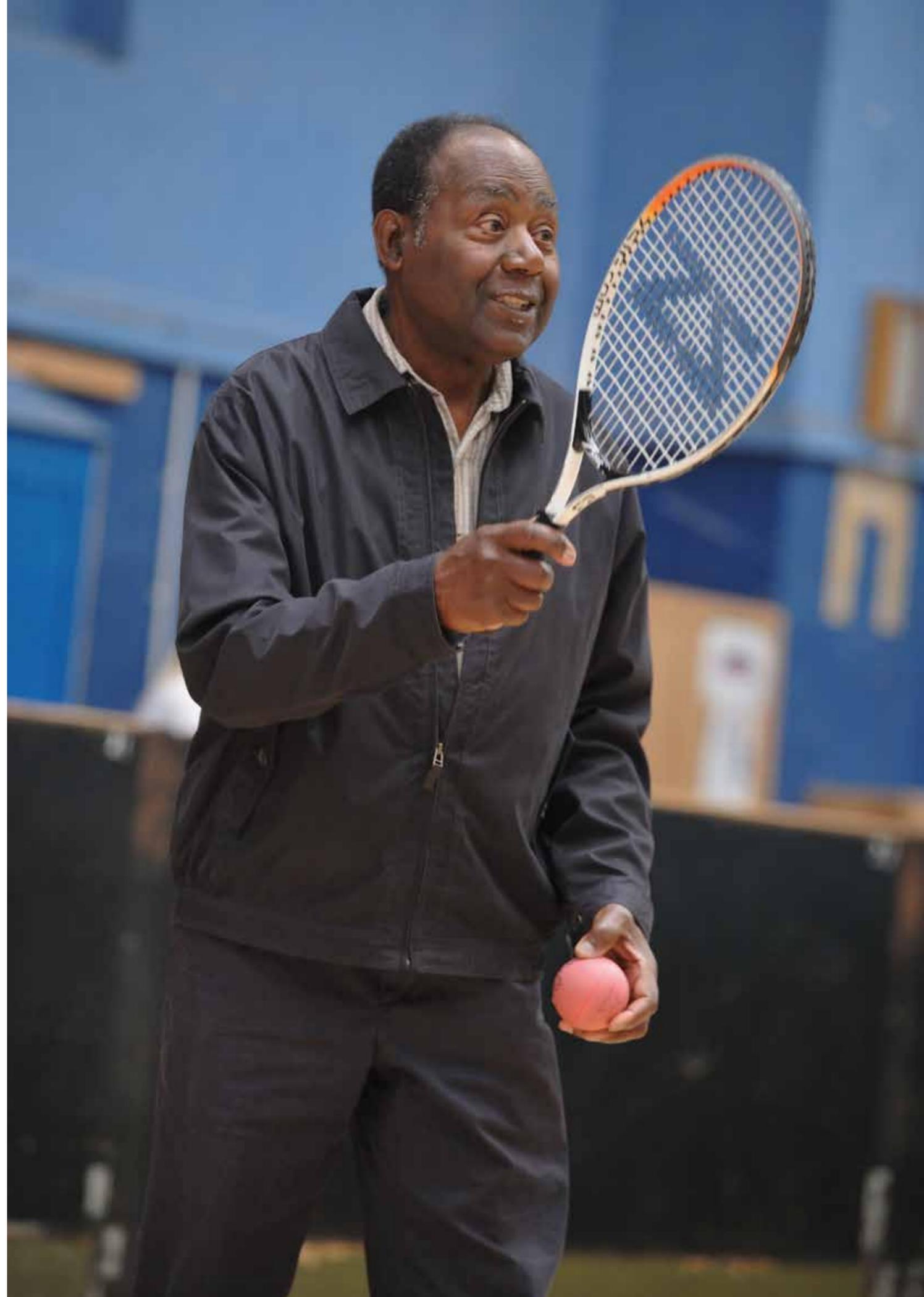
Therefore, the starting point and some of the key issues for the new strategy are considerably different to those of 2006. The 2006 strategy was very ambitious. It set out to involve all sports providers in the city in the pursuit of a single unified set of strategic aims. In practice, this has proved difficult to achieve but the need to retain an overview of sports development in the city and for various partners to work effectively together remains strategically important.

For 2013-2018, there is a need to step back from the broad vision and to refocus on some of the more practical aspects of service delivery and sports development. In particular there is a need for the council to reassess its own contribution and to ensure that it is maximising the impact it can make on sport and physical activity in the city.

The council's role is central and is fully recognised as a key player in the delivery of sports and physical activity services. Consultation (outlined in section 8), undertaken as part of the background to the strategy, shows that other sports providers place a high value on the council services and they have identified some key priorities for the council to deliver.

An action plan (see Section 3) for the council's Sports Development Team has been devised to deliver a series of targeted outcomes which will achieve these aims. Additionally it is envisaged that a Joint Working Plan will be developed with key partners from the Sport and Physical Activity Strategic group.

The strategy is action orientated, but its early sections set out the context in which action is to be taken and the vital role which sport and physical activity plays in the life and wellbeing of the city.



2 Challenges that need to be addressed



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In preparing an action plan to improve sport and physical activity provision in the city over the next five years, a number of analyses have been undertaken to identify needs and priorities. These are detailed in sections 6 to 9 below. In order to deliver the aims of the strategy as stated on page 3 in the introduction, there are a number of issues which need to be addressed.

2.1 Increasing Participation

Brighton and Hove's participation rates are similar to comparable cities but, with a higher than average percentage of the population in the 25 to 44 age group and a number of social and health issues which could be improved through active recreation, the city should be seeking to do better, with more than three quarters of the population doing less than the recommended levels (Health Counts 2013). A general increase in sport and physical activity participation will contribute to the delivery of many broader strategic outcomes for the city and it is therefore central to the strategy. As well as improvements in general health and wellbeing there is also increasing recognition that sport and physical activity delivers improvements to mental health, community cohesion, educational attainment, a reduction in crime and anti social behaviour and an increased economic contribution to the city (Game of Life 2013). On a personal level, sport offers many opportunities for personal development and social engagement as well as the potential for employment. An active city will be a healthy and achieving city.

In the development of the strategy we have paid attention to the needs of people protected in law (Equality Act 2010). As we develop annual action plans we will ensure we continue to remove barriers and increase opportunities.

2.2 Targeting Specific Groups

Many of those groups who would benefit most from sport and physical activity are the very groups who are least likely to participate for cultural, personal, practical, geographical and economic reasons. Helping groups to overcome these barriers and supporting them to engage in activity will provide them with many positive outcomes and ensure that access to sport and physical activity is equal for all.

Communities which have been identified for targeting and which need specific support are: Children and Young people, Older People, Disadvantaged Families, Black and Minority Ethnic Groups, People with Disabilities, Lesbian, Gay, Bisexual and Transgender Groups, and Women and Girls.

In addition areas such as East Brighton which suffer most from social and health inequalities have been identified as requiring specific support and targeted interventions.

With the success of the 2012 Paralympics, there is a much stronger focus on providing opportunities for disabled people to participate in sport and the strategy and action plan reflect this.

2.3 Coordinating Sport and Physical Activity and Health Programmes

The links between health and physical activity are well established. Both health and sports professionals are working to achieve the same aim of encouraging the community to be more active. To ensure that resources are effectively deployed and appropriately focused, there needs to be a close working partnership. With the assumption of additional health responsibilities from 2013, the council is under a greater obligation to demonstrate that its own services are leading the drive for health improvements in the city.

2.4 Improving the Facility Base

The Indoor Sports Facilities Plan 2012-2022 has clearly identified the current weaknesses in the city's facility provision and has a number of specific proposals to make improvements. All consultation exercises have prioritised facility development as a major issue for sport in the city. Progress on a number of actions identified in the Sport and Physical Activity Strategy may be dependent on the advances made through the Indoor Sports Facilities Plan.

As well as the need to develop indoor facilities, it is important to also improve the opportunities for sport and physical activity in parks and open spaces such as the seafront.

The most prevalent forms of physical activity in the city are walking and cycling, therefore ongoing improvement to the physical environment are important for leisure and active travel.

2.5 Refining Partnership Networks

Effective partnerships are integral to the success of the strategy. A great deal of progress has been made over the last six years to encourage and support sport providers in the city to work together to deliver common aims. The Sports Forum and the Sport & Physical Activity Strategic Group have both brought diverse providers together to share ideas and give each other support. Receiving recognition through a national Big Society Award 2013, for its role in empowering community action to boost sport and physical activity participation in the city, the TAKEPART Festival of Sport & Physical Activity has emerged as a new model for developing collaboration across city stakeholders to work towards strategic priorities in the city.





Likewise, sport and physical activity providers have to be aware of and responsive to trends in sport and the development of national and regional programmes which may benefit the city. As part of this, potential funding streams will need to be regularly identified to ensure that the city maximises its potential for external funding.

National Governing Bodies of Sport, with additional resources allocated by Sport England directed through their whole sport plans, will bring new impetus, resources and knowledge to the development of their sports within the city. It is important that they are supported with local knowledge and insight to ensure that their investment in Brighton & Hove directed to yield maximum impact on local residents and sports clubs.

2.7 Supporting Schools and Clubs

Schools and sports clubs are significant contributors to sports development in the city. It is important that there are opportunities for children to exercise and experience sport in their early years, to encourage lifelong sporting habits. Schools help to establish physical activity as an essential part of a healthy lifestyle and offer a range of sporting experiences. Clubs enable individuals to develop their specific talents to a higher level. The links between the two can ensure that sporting activity continues beyond leaving school and that young people have the right support from an early age to fully develop their sporting potential. Of particular importance is the need to find ways to stem the decline in participation of young people between the ages of 14 and 25.

The loss of School Sport Coordinators has left a gap in local school provision. However funding for Schools Games Competitions to support opportunities for young people to participate in competitive sport in school, and new funding to primary schools (to improve physical education and sport provision) exists until 2015. Sport England funding (2013-2017)

The Sports Forum has been valuable in sharing information and examples of good practice across a wide range of providers, its operation needs to be reviewed and its future role clarified.

Likewise the council needs to review the way its own partnerships work and find ways to actively monitor and support other key partnerships, such as those between schools and clubs, to ensure that a cohesive sporting network continues to be developed.

2.6 Benefiting from and contributing to wider agendas

The strategy cannot progress in isolation from what is happening in the council and elsewhere in sport. A collaborative network of sport and physical activity providers are able to contribute to wider agendas in the city relating to health, community development and social cohesion. They may also be able to benefit from practical help and sharing resources, where service providers in these areas wish to support sport and physical activity initiatives.

for National Governing Bodies of Sport for a satellite club programmes will also support more formal links between sports clubs and secondary and tertiary education providers.

The city has over 500 sports clubs and organisations providing the majority of sports participation opportunities in the city. The ability of these organisations to contribute to the outcomes of this strategy should not be underestimated, and the Sports Development Team already gives advice and practical help on issues such as training, administration, volunteering and fundraising. The TAKEPART Festival offers a formal vehicle for clubs to raise their profile, increase membership and develop new partnerships (eg with local schools), but consultation shows that clubs in particular would like more support in these areas.

2.8 Raising the Profile of Sport and Physical Activity

A recurrent theme of consultation exercises has been that many respondents felt sport and physical activity did not have the recognition or the resources it deserved in the city. Often, particular comparison was drawn with the profile achieved by arts and culture, and these views expressed that sport and physical activity should have a similar profile. This issue now has added importance as the strategy seeks to positively embrace the health and physical activity agenda and to encourage higher levels of participation. Raising the profile of sport and physical activity across the city and reinforcing, wherever possible, the key messages of the strategy will have a significant part to play in this.

2.9 Establishing Meaningful Priorities

The strategy reflects that there is more work needed to fully develop sporting opportunities in the city than is likely to be provided. Resources are stretched and, although every effort will be made to attract additional funding, there will be a need to establish some clear priorities. Like the Indoor Sports Facilities Plan, the strategy accepts that it is more productive to work to a small number of carefully selected achievable priorities than to offer an extensive list of desirable objectives which are, in reality, not likely to be delivered.



2.10 Using Council Resources in the Most Effective Way

As part of the process of rigorous prioritisation, we need to review the way in which internal resources are deployed, in order to ensure that they are in line with the objectives of the strategy and demonstrate value for money. This may in particular require a change of emphasis in the working practices of the Sports Development Team.



3 Targets



The setting of targets is ideally part of the process of delivery and can be helpful to the monitoring of progress, however they are not absolute determinants of the success of the strategy because quantifiable targets can only be set in a small number of areas. However, they do provide some concrete aims and will be a useful reference point through the next five years.

For many areas of the strategy, it would be extremely valuable to set quantifiable targets but there is no source of information which will allow for the monitoring of achievement. One desirable statistic among many, for example, is the total number of sports club members in the city. If such information were available, it could provide a valuable measure of progress and would be worthwhile gaining in order to continue to widen information bases (where possible) so that additional targets can be set.

Sport England's Active People Survey does provide useful information about the profile

of sporting and recreational activity in the city and is produced on an annual basis, but when analysed at a Local Authority level it relies on a comparatively small sample. For some indicators or demographic breakdowns at the Brighton and Hove level it would be hard to demonstrate statistically robust year on year change.

The Active People Survey has been used to determine outcomes and specific targets for individual areas are in the action plan.

Over the past 10 years, physical activity levels in the city have increased, however three quarters of the population of Brighton & Hove still do less than the recommended levels of physical activity.
(Health Counts 2013)



4 Action Plan

Citywide Sport and Physical Activity

Outcomes and targets 2013-2018

Outcome	Citywide Targets by 2018
1 Increased participation by local residents in sport & physical activity – Adults (16 +)	<ul style="list-style-type: none"> • Increase once a week participation in sport (Active People Survey) • Increase adult participation in sport and active recreation for at least 3 x 30 minute sessions per week (Active People Survey) • Reduce the number of inactive people in Brighton & Hove (Active People Survey Department of Health Indicator) • Increase local satisfaction in sport (Active People Survey)
2 Increased health benefits delivered by sport and physical activity in the city	<ul style="list-style-type: none"> • Increase the percentage of physically active adults (Public Health Outcome Framework indicator - www.phoutcomes.info) • Decrease the percentage of physically inactive adults (Public Health Outcome Framework indicator - www.phoutcomes.info) • To be in the top performing 25% of local authorities in England
3 Improved equality of access to sport and physical activity for the least active residents	<ul style="list-style-type: none"> • Increase adult participation from key target groups in sport and active recreation to at least 3 x 30 minute sessions per week (Active People Survey): <ul style="list-style-type: none"> - Female - Limiting Illness or disability - Black and Minority Ethnic Groups - NS SEC 5-8
4 Increased opportunities for children and young people to participate in sport and physical activity in school and community settings	<ul style="list-style-type: none"> • Increase the number of children and young people reporting recommended levels of exercise (Safe and Well at School survey)
5 Increased capacity in the sport and physical activity sector in the city	<ul style="list-style-type: none"> • Increase the number of volunteers who support sport to at least one hour a week from 13% (Active People Survey)
6 Increased participation in high performance sport in the city	<ul style="list-style-type: none"> • Increase in regional and national representation



Both individual service plans and joint working plans will be developed by key stakeholders to tackle the issues identified in section 2 contributing to the outcomes.

The council's Sports Development Team have produced a plan for 2013 which will be reviewed and produced annually. For each outcome there is an analysis of why they are important.

The action plan uses the following headings:-

Objectives:

Refers to the key priorities to achieve the outcome.

What will we do:

Identifies actions which will contribute directly to the required outcome.

Specific targets:

Not all actions will have easily quantifiable outcomes. Where it is possible to measure outcomes with some certainty and targets will be helpful, these have been included. There is more discussion of targets in Section 8.

The Sports Development Team will prepare an annual plan in collaboration with partners which sets out a series of specific, more detailed actions which will take the strategy forward during that year.

5 Delivery



The council's sports development and sports facilities teams will play a major role in achieving the strategy outcomes. In addition it is important for significant contributions to be made by the network of sports providers and other key stakeholders in the city. This contribution is often through joint initiatives or joint working plans with the council (eg Freedom Leisure Joint Working Plan).

The council's sport development team will continue to provide highly targeted direct services and to work closely with health providers to increase the impact of physical activity on health outcomes. They will also fulfil a coordinating role for sports providers and lead the drive to raise the profile of sport and physical activity across the city.

There was a great deal of positive feedback in the consultation about the delivery of sport and physical activity in the city by the council. However due to the pressures on resources the council needs to take stock and review its own role as a service provider.

Health and wellbeing boards

The public health team will work to put health and wellbeing at the heart of the council's policies and promote greater health equality across the city. Health and Wellbeing Boards have been established as forums where key leaders from the health and care system work together to improve the health and wellbeing of their local population and reduce health inequalities. Health and Wellbeing Boards oversee the Health and Wellbeing Strategy which will be based on an approved Joint Strategic Needs Assessment (JSNA) of the city's health and social care needs.



6 Where are we now?



More people, more active, more often

A series of analyses and summaries have been undertaken to provide the starting point for the 2013 - 2018 strategy and the context in which it will be delivered. These highlight some specific issues which face Brighton and Hove and identify the place which sport and physical activity has in relation to other national and local strategies. They report the views of recent consultation and give more detail of the complex network of providers who work together to provide sport and physical activity services in the city.

6.1 Sport and Physical Activity in Brighton and Hove – An Overview

Brighton & Hove is a diverse and exciting sporting city. It has a number of major sports clubs and facilities including Sussex County Cricket Club, Brighton and Hove Albion FC and Brighton Racecourse. It hosts significant sporting events such as the Brighton Marathon and the World Under 21 Beach Volleyball Championships. It has produced many sports men and women of renown.

The city has been home to Olympians from George Larnar, a double walking gold medallist in 1908 to Steve Ovet, gold medallist in the 800m in 1980, and Ashleigh Ball, a bronze medallist in the women's hockey team at the recent London Olympics. Notable Paralympians include Ben Quilter, a judo bronze medallist at the London Paralympics.

Cricket has long historical connections with the city including present day stars developed locally such as Matt Prior, Matt Machan and Joe Gattling. Clare Connor captained the England women's side for many years with the women's game also being very strong in the city.

In football, Adam El-Abd from Rottingdean has been a mainstay in the recent rise of Brighton & Hove Albion FC through the divisions.

Karen Pickering started her long international swimming career at the King Alfred Leisure Centre. Ryan Moore, the 3 time Champion Jockey (2006/08/09) has ridden numerous winners at his local track in the east of the city.

There are over **500** sports clubs in the city catering for a wide range of sports at all levels.

Schools, universities and private operators also make a substantial contribution to the development of sport and the creation of sporting opportunities.

The council itself is the single largest provider of sports facilities and services in the city. Its leisure centres, swimming pools, golf courses, pitches, parks, seafront, green spaces and sports development activities are at the heart of the city's sport and physical activity. The Sports Development team also has a vital role in coordinating and supporting activities among the many non council providers.

However, despite the excellence of much sporting activity in the city, as the Indoor Sports Facilities Plan 2012 - 2022 approved by the council in April 2012 shows, Brighton and Hove lags considerably behind other comparative authorities in the breadth and quality of its public leisure facilities

6.2 Council Service Organisation and Delivery

One of the most important functions of the council is to facilitate and support partnerships with and between providers. Sport and Physical Activity services are provided in the city through an extensive network of providers all of whom have their own specific role to play. The success of the strategy depends on sustaining the vibrancy and variety of this service network and encouraging joint working between its many contributors.

The council's own direct sports provision forms part of the Assistant Chief Executive (ACE) Department under the leadership of the Head of Sport and Leisure. Services include:

Delivering participation programmes which engage and target the least active population, and contribute to the reduction of health inequalities in participation:

- Management and organisation of the city's Healthwalks Scheme providing 648 led walks a year and volunteering opportunities for hundreds of volunteers.
- Delivery of a range of targeted activities under the Active for Life programme designed to tackle inequality, create stronger inclusive communities and

improve the health and well being of residents in focused areas of the City. Over 78 weekly sessions are delivered providing accessible and local provision.

- Coordination and organisation of up to 40 sporting events a year including TAKEPART, Brighton & Hove's Festival of Sport & Physical Activity.
- Direct provision of activity sessions in a wide range of sports including holiday sports courses, skateboarding programmes and initiatives such as the Ping! Brighton & Hove.

Information and support services for residents, clubs and volunteers to increase participation and build capacity:

- Collation and dissemination of information about sport and physical activity opportunities and general promotion of sport and health in the city. This includes the management of the Active for Life website and directory which provides an A-Z of sport and physical activity opportunities.
- Liaison with and advice to sports clubs, schools and community groups to support engagement programmes, establish development plans and source funding for facility improvement, training and initiatives to increase membership.
- Deliver needs led training programmes and placements volunteers, students and clubs.
- Collaborate with partners to provide inclusive provision and access.
- Delivery of the City Sports and Physical Activity Awards and City Sports Forum, Sport & Physical Activity Grants Scheme for volunteers, clubs and providers.

Plus, the council's Sport Facilities Team:

- Supervises and controls all contracts for the management of council leisure facilities
- Is responsible for facility maintenance and development
- Represents the council on external bodies and liaises with other sports agencies
- Seeks external funding for council sports facilities

6.3 Facilities Management Contracts

All of the council's sports facilities are managed through facility management contracts. There are currently two contracts:

Golf Courses

The city's two golf courses are managed by Mytime Active under a 10 year contract which will run until 31 March 2020.

Leisure Centres

All of the council's leisure facilities are managed by Freedom Leisure under a 10 year contract which will run until 31 March 2021.

Both of the above contracts have brought revenue savings and investment into facilities. They are each based on a detailed specification of services to be provided. The Sports Facilities and Sports Development Team work with the operators through a Joint Working Plan to jointly develop activity programmes.

6.4 Seafront, Parks & Open Spaces

Brighton & Hove's coastal setting, bordered by the South Downs National Park offers the city a unique environment in which sport and physical activity can take place. These natural spaces for sport and physical activity provide local opportunity for a variety of activities, whilst the parks and open spaces in the city provide a variety of formal and informal sports and recreational spaces.

6.5 Partners

There are many other providers who play a vital role in creating opportunities for participation in sports and physical activity. A comprehensive audit of sports provision in the city showed that clubs, schools, universities, and private providers all make an important contribution to the network of sports facilities and opportunities for participation. Many of these are in active partnerships with the council. The Brighton & Hove Sport & Physical Activity Strategic Group brings together key stakeholders to develop sport and physical activity in the City. It has representatives from Sussex and Brighton universities, Public Health team, the Community Voluntary Sector, Sussex County Cricket Club, Albion in the Community, Freedom Leisure and Active Sussex.

6.5.1 Albion in the Community

Albion in the Community is a major contributor to sports provision in the city providing a range of programmes that improve health and education and tackle inequality and social inclusion. Programmes such as the Kickz Project and the Seagulls Specials are helping provide sports opportunities for groups in the city that traditionally participate less in sports activities.

6.5.2 Universities

Both Universities have a prime objective of providing opportunities for their student population. This is particularly important as a high proportion of graduates remain in the city. Through Active University funding, the Park Life Project (University of Brighton) is providing greater informal opportunities for students to participate and also develop links to community providers. The facilities are also available for staff and the wider community which support the increase of overall participation. The students also play an important role in volunteering in the city through the Project V and Active Student schemes.

6.5.3 Brighton and Hove Public Health

There is increasingly close working relationship between the council's sports services and Public Health. A number of initiatives designed to encourage active lifestyles are jointly-funded, such as the Healthwalks scheme and the Active for Life project.

6.5.4 Active Sussex

Active Sussex has a key role to play across the county including as a partner of the council within Brighton & Hove. Active Sussex are funded by Sport England and prioritise the achievement of Sport England's national objectives at a county level. See 7.2.1.

6.5.5 Sussex County Cricket Club

The popularity of cricket has been greatly enhanced at a community level with initiatives such as the "Chance to Shine" programme with the focus on encouraging young players at schools and clubs.

6.5.6 Freedom Leisure and Mytime Active

These not-for-profit trusts have a key role in the provision of facilities and engagement with the local population.



6.6 The 2006 - 2012 Strategy: Achievements

We have undertaken a detailed review of the progress of the 2006 – 2012 strategy and its outcomes. This review forms an important part of the background to the development of the 2013 – 2018 strategy. Set out below are some of the main achievements over the last six years:

Facilities

- **The Amex Community Football Stadium** opened and hosts Brighton & Hove Albion Football Club and Albion in the Community.
- **Yellowwave Beach Sports**, the first beach sand sports venue in the UK opened.
- Facility developments in **parks and open spaces** including 3 skateparks, 3 multi play areas, boulders and green gyms.
- **Both indoor and outdoor facility improvements** including the Sussex Cricket County Ground and council leisure sites.
- **Facility site developments** of £10.5 million at Brighton University and improvements at Sussex University.

Participation

- **The delivery of mass participation events** such as London to Brighton bike ride and Sports Relief and the development of new events such as The Brighton Marathon, TAKEPART, the Brighton & Hove Festival of Sport & Physical Activity and National Walking Day.
- **Development of programmes to improve health and wellbeing** to tackle inequality and develop community cohesion.
- Development of the **free-swimming** initiative and **workplace health** programmes.

Club and Volunteer Development

- **Increase in training opportunities** for volunteers, coaches, clubs, individuals and schools.
- Increase in number of clubs achieving **Clubmark accreditation**.

- **1 year and 3 year council funding** for sports clubs and the introduction of an annual sport and physical activity grant scheme.
- Launch of the **City Sports and Physical Activity Awards** to recognise volunteers, clubs and sporting heroes.
- Development of **volunteering opportunities**.

Partnership Development

- Formation of a **Sports Forum** for the city and a **Sport and Physical Activity Strategic Group**.
- Developing **city wide collaboration** through the TAKEPART Festival of Sport & Physical Activity.

Funding

- **Sourcing external funding** to develop sports programmes and develop facilities in the City, eg Barclays Spaces for Sport, which provided funding for the Hove Lagoon Skatepark and Skate Park Development Worker.

In 2011/2012 the Sports Development Team supported local clubs to access £74,000 of external funding to support local activities.

6.7 The 2006 - 12 Strategy: Lessons for the Future

Review of the 2006-2012 strategy has also offered an insight into some issues which have not been resolved over the last six years or will continue to require a high profile in the 2013 - 2018 strategy. Most notable among these are the need to:

- Ensure that gains made over the last six years are maintained
- Recognise, support and maximise the contribution made by volunteers
- Continue to build on and improve the sports club base in the city
- Further refine our view of sports and groups which should have a priority focus taking into account local needs and aspirations

- Review the role and function of the Sports Forum and the ways in which stakeholders are encouraged to work together
- Retain a strong emphasis on encouraging activity among current low participation groups and building the links between physical activity and health
- Support school sports activities and create more opportunities for young people to progress in sport
- Improve the city's sports facilities

Further consideration of how these issues can best be tackled over the next five years has been an important element in the formulation of the 2013 - 18 strategy.

6.8 The Indoor Sports Facilities Plan 2012 - 22

The council has already started planning for the future of sport and physical activity in the city. In April 2012 it approved an Indoor Sports Facilities Plan. Its priorities are to:

- **Build a new large multi-purpose sports centre**
- **Increase the number of community swimming pools**
- **Facilitate the opening of a purpose built gymnastics facility**
- **Increase levels of community access to existing school facilities, particularly sports halls**
- **Improve the quantity and quality of health and fitness facilities**
- **Improve existing athletics facilities including replacement of the track at Withdean Sports Complex**
- **Develop Withdean Sports Complex as a multi sport hub**
- **Improve the quantity and quality of artificial grass pitches**

Although this is a standalone plan which is already being implemented, its priorities are also central to the delivery of the Sports and Physical Activity Strategy.



7 The wider context

In January 2012 Sport England and the DCMS launched a new five year strategy “A Sporting Habit for Life 2012 - 2017” aimed at “growing sports participation at the grassroots level”. It focused in particular on youth sport and places demands on individual sport National Governing Bodies to increase participation in their sport by 14 – 25 year olds, all adults and people with disabilities.

7.1 National

Although the impact of the strategy at a local level is yet to clear, if it is fully delivered and funded, it could lead to the following developments:

- Funding at county level to further develop links between clubs and schools
- Support to secondary schools to open up their schools for community use and develop community sport clubs. This includes funding for facility improvements
- Introduction of College Sports Makers to develop sport in Further Education Colleges
- High profile support for the School Games

A number of statements about potential changes to policy have been made following the Olympic Games, some of which may have far reaching consequences for the organisation and promotion of sport.

The Primary School Sports Premium provides a dedicated ring-fenced resource to every primary school in England to deliver high quality PE & Sport. The funding commenced in September 2013 so the impact has yet to become clear but it could contribute significantly to some aspects of Brighton and Hove sport. The council will work with the County Sports Partnership (Active Sussex) to support primary schools in the effective use of the money to ensure a sustained impact over the two year and beyond. The Sports Development Team co-ordinate the delivery



of the School Games programme locally to drive participation in School Games competitions, increase the number of young people taking part in competition, develop opportunities for all, including the least active, increase club sport and develop Change for Life Clubs and increase links to local clubs.

7.2 Regional

7.2.1 Active Sussex

Active Sussex is the County Sports Partnership with a responsibility to coordinate and facilitate sport and physical activity across the county. Its “Sussex on the Move Physical Activity Strategy for Sussex 2010 -2020” has five key themes:-

- 1 Collaborate:** to develop physical activity through strong partnership across the county.
- 2 Influence:** to raise the profile of physical activity at a commissioning level to increase investment and resourcing at a local level.
- 3 Inspire:** to take an innovative approach to promoting physical activity, finding creative ways of presenting physical activity in new communities.
- 4 Target:** to target the least active population, and contribute to the reduction of health inequalities in participation.
- 5 Challenge:** to make a difference by challenging the ‘norm’ and realising the potential for people not currently participating in physical activity.

Active Sussex plays an important role as coordinator for the Sussex School Games and offers a number of support services to sports providers in the county.

7.3 Council and Community

Council and community policies which have been taken into account in formulating the strategy include:

7.3.1 Corporate Plan

Among key outcomes of the plan to which the Sport and Physical Activity Strategy will contribute are:

- Children and young people to have the best start in life
- Reduce health inequalities
- Culture and leisure opportunities for all
- Cohesive and safe communities
- Resilient and vibrant community and voluntary sector

7.3.2 Joining the Dots – Volunteering Strategy 2010 -2015

The council has a strong commitment to encouraging and supporting volunteers. The following strategic priorities of Joining the Dots form part of the context for the Sport and Physical Activity Strategy:

- Increase** numbers of volunteers in the city
- Increase** recognition and value volunteers and volunteering
- Improve** experiences for volunteers and the organisations they volunteer for
- Enable development** – build and influence an environment that enables volunteering to have the maximum economic and social impact



7.3.3 Sustainable Community Strategy

Brighton and Hove Strategic Partnership's strategy fully recognises the important role which sport and physical activity plays in community life. Many of the targets which it set for active recreation have already been met and the Sport and Physical Activity Strategy will further enhance the contribution made to delivering the key priorities of promoting enterprise and learning, and improving health and wellbeing.

7.4 Joint Strategic Needs Assessments (JSNAs)

There are a number of JSNA's which have been undertaken by the council over the last four years which have conclusions or recommendations relevant to the Sport and Physical Activity Strategy. They are:

7.4.1 Physical Activity and Sport

The JSNA takes a detailed look at the links between health provision, desirable health outcomes, sports provision and physical activity. Drawing on the extensive research, analysis and guidance which has been undertaken at national level, the Assessment makes a clear case for the role which sport and physical activity can play in improving the health and wellbeing of communities. This applies especially to the maintenance of healthy weight and the prevention of the onset of conditions such as Type 2 Diabetes.

It places particular emphasis on the health value of regular physical activity at all stages of life from birth to old age.

It summarises the crucial links between health and physical activity in the following statements:

“Physical activity has significant physical health benefits for children, particularly prevention of overweight & obesity & Type 2 diabetes, & improvements in skeletal health. There are also links to improved psychosocial health in terms of self esteem & tackling depression, all of which provide strong evidence for promoting physical activity amongst children & young people.”

“There is a clear causal relationship between the amount of physical activity people do & all-cause mortality. While increasing the activity levels of all adults is important, targeting those adults who are significantly inactive (ie engaging in less than 30 minutes of activity per week) will produce the greatest reduction in chronic disease.”



The Assessment highlights the need to more heavily promote general physical activity as a pathway to individual health and wellbeing. Specific recommendations made which are of direct relevance to the Sport and Physical Activity Strategy are:

All Ages

- Adopt a life course approach towards the prevention of sedentary behaviour, physical inactivity and the promotion of physical activity using the Chief Medical Officer's guidelines for all ages.
- Develop programmes and initiatives to encourage regular participation in sport and physical activity to address inequality and improve health.
- Support and develop local voluntary clubs and groups to provide sustainable sport and physical activity provision.
- Implementation of Indoor Sports Facilities Plan 2012-2022 to improve quality and quantity of sports facilities in the city.

Children and Young People

- Provide in and out of school sport and physical activity opportunities by developing and supporting community groups and facilities
- Develop physical activity and sport participation programmes to reduce inequalities and improve health
- Ensure a co-ordinated and comprehensive process is in place to collect intelligence on levels of sport and physical activity participation, both within and outside of schools

7.4.2 Children and Young People

The report recommends that in relation to the general health of young people and the strategy to counter obesity:

“The provision of sufficient and attractive out of school time activity should remain a priority in order to improve levels of activity overall (especially for girls).”

7.4.3 Children and Young People with Disabilities including Complex Health Needs

The Assessment identifies substantial barriers in accessibility to clubs, after school activities and even mainstream activities such as swimming for young people with disabilities.



8 Facts and figures



More people, more active, more often

Based on the ONS 2010 mid year estimates, the population of the City of Brighton & Hove is 258,800. The city has an unusual population distribution compared with the national profile.

8.1 Population

There are relatively large numbers of people aged 20 to 44 years – those most likely to be active in sport – with fewer children aged less than 15 years and fewer older people (aged 65 years or over). However, there are more very elderly people (aged 85 years or over), particularly women.

The population is predicted to increase, the greatest increase will be in the 25-34 and 50-59 age groups, The under 15 population will also see significant increase.

With two universities, the city hosts approximately 34,000 students, many of whom stay on after university. Estimates from the University of Sussex suggest that around 40% of graduates remain in the area after completing their studies.

The city has a large lesbian, gay, bisexual and transgender (LGBT) community, estimated to be about 1 in 6 people in the city.

In the 2001 Census, 88% of the city's population described themselves as from white groups compared with 87% nationally. The 2011 Census reveals that the ethnicity of the city is beginning to change with increases in non white ethnic groups living in the city, the percentage of Black and Minority Ethnic Groups has increased from 12% in 2001 to 19.5% in 2011. The non white population is spread across a wide range of ethnic groups with no dominant group.

Although much of Brighton and Hove has a comparatively good standard of living, there are significant areas of social deprivation and notable health inequalities across the city. Overall Brighton and Hove is the 79th most deprived out of 354 local authorities in England. The areas of most severe deprivation in the city are East Brighton, Moulsecoomb, Hangleton and Queen's Park.

The same areas perform poorly in the Child Wellbeing Index. East Brighton and Queen's Park in particular are consistently among the worst performers for all health indicators including all cause mortality, emergency admissions and mental health admissions.

Just over 1 in 6 residents are limited in their day to day activities because of a long-term health problem or disability.

Nearly one in 12 people (20,445 people, 7.5%) have a long term health condition or physical disability that impacts on their day to day activities a lot. This is similar to the average rates for the county/region. Around 5,000 adults are estimated to have a learning disability.

Sport and physical activity makes an important contribution to the city in both providing recreation for its comparatively young population and in supporting intervention strategies to alleviate social and health inequalities.

8.2 Participation

Sport has a number of Key Performance Indicators which it measures through its annual Sport England Active People Survey. The results below are taken from Active People Survey 6:

Indicator	Definition	%
Sports Participation	Adults participation in 30 minutes of moderate intensity sport.	34%
Volunteering*	Those volunteering to support sport for at least one hour a week	13%
Club Membership	Membership of a club "particularly so that you can participate in any sport or recreation activity in the last 4 weeks"	16%
Receiving Tuition	Those having received tuition from an instructor or coach "to improve your performance in any sport or recreation activity in the last 12 months"	19.6%
Organised Competition	Those "having taken part in any organised competition in any sport or recreational activity in the last 12 months"	15.4%
Organised Sport	Those who have done at least one of the following: received tuition, taken part in competition or been a member of a club to play sport in the last 12 months	34.5%

* these results relate to Active People 5

% = % of adult (16+) population taking part

Percentage of adults doing the recommended level of physical activity in the same week by age group and gender, Brighton & Hove



Source: Health Counts 2012 and 2013

Over the last ten years, we have consistently used the three cities of Southampton, Portsmouth and Bournemouth as a benchmark for delivery of sports services.

Compared to these three cities, Brighton (25.4%) is placed first on the Participation Indicator with Bournemouth at 23.7%, Portsmouth at 20.7% and Southampton at 23%. This is for 3 x 30 minutes of sport or physical activity per week (APS7Q2).

The Active People Survey also gathers other information. Of note are the following results:

65% of adults in Brighton and Hove want to do more sport



Levels of satisfaction with sports provision in the city (44%) are lower than those for the South East (49%) and England (46%)

The council's own Sport and Physical Activity Survey in 2011 [see 4.2] showed that lack of time, work commitments and cost are the greatest barriers to participation.

There is also strong case for the need to target efforts to increase participation towards different communities in the city, where there are notable differences in current participation rates. Information taken from the Safe & Well at School Survey, Health Counts and Active People survey all indicate that there is lower participation levels amongst the following groups:

- Female
- Young people (14-25)
- Disabled/Long term health conditions
- Lower income groups
- BME groups
- Older People

8.3 Health and Wellbeing

The Joint Strategic Needs Assessment for Health and Wellbeing provides a wealth of information on health issues in the city. It highlights the following which have relevance to and the potential to be influenced by the Sport and Physical Activity Strategy.

- **Almost half of the population in the city has current or possible future health concerns linked to lifestyle issues**
- **Widening inequalities in life expectancy and cancer and circulatory disease mortality rates within the city**
- **High levels of mental health problems**
- **High estimated smoking prevalence**
- **Whilst childhood obesity rates are lower than nationally and falling, still more than one in seven 10-11 year olds are obese**
- **Large numbers of people with long term conditions**
- **Significant needs of those with physical disabilities, learning disabilities and autism - both adults and children**



Engagement in physical activity has a contribution to make to strategies in order to deal with all of these issues but importantly we must develop a closer understanding and address the practical reasons why people find it difficult to make healthy lifestyle choices. NICE guidance on the development of physical activity programmes to compliment public health outcomes should be used to inform local programmes.





9 Points of view

The council's Sports Development and Public Health teams have carried out a number of consultation exercises over the last two years relating to sport and physical activity. Taken together these create a valuable picture of how sports provision is perceived and what priorities participants, providers and other stakeholders, think the council should be pursuing.

9.1 JSNA Physical Activity and Sport – Sport and Health Provider Consultation

A representative sample of 26 sports and health providers were interviewed as part of the background to preparation of the JSNA.

Results show a lot of positive feedback about sports activity in the city and the contribution made by the council.

Areas which were identified as the most important for inclusion in future plans were the need to:

- Invest in facility improvement and address the geographical imbalance in facility distribution
- Improve cooperation and communication between stakeholders
- Deal with the gap left by the abolition of the School Sports Partnership
- Improve information about and promotion of sport
- Increase the profile of sport and physical activity in the city
- Focus on women and older people as target groups

9.2 Sport and Physical Activity Survey

The council carried out an online Sport and Physical Activity Survey which received 451 responses. The results from questions directly relating to the development of a new strategy were:

- Price discounts were the most likely factor to encourage greater participation followed by better access to facilities and activities at a more local level.

The top three sports which both male and female respondents felt the strategy should focus on were swimming, walking and cycling. Yoga, tennis, athletics and dance also featured highly in both sets of responses. When asked to identify three priorities for the strategy to pursue, the most nominated (in order) were:

- 1 Supporting and developing local voluntary clubs and groups who deliver sport and physical activity**
- 2 Increasing physical activity levels of all residents**
- 3 Supporting local clubs to access funding**



9.3 Your Club Your Say

The Sports Development Team carried out a survey of sports clubs to which 75 clubs responded, a rate of 12% among known clubs working in the city. The response rate was disappointing but its results still have some value and tie in with other feedback from sports clubs. Some of the most significant results were:

- The three highest ranked areas where clubs said they most needed support were advice on funding, increasing club membership and recruiting volunteers to support club activities.
- 42% of clubs wanted support to establish links with education and youth providers in order to promote their activities.
- 43% of clubs were unaware of the City Sports Forum.
- When asked to identify training needs to help the club develop, the two highest priorities were club funding and developing partnerships with other clubs and schools.

9.4 Indoor Sports Facilities Plan 2012 – 2022 Consultation

Preparation of the plan involved a number of consultation exercises with facility users, clubs and other stakeholders. These focused primarily on specific facility issues and the recommendations of the Indoor Sports Facilities Plan take these into account. Of wider interest to the Sport and Physical Activity Strategy were these results:

- Approximately 40% of respondents said that they used other sports facilities outside the city because they provided a better range and quality of facilities to those in Brighton & Hove.
- Almost 70% of clubs said that facilities in Brighton and Hove were not meeting their current training and competition needs and 60% said that the facilities would not provide adequate scope for the club to fulfil its development potential over the next 10 years.
- Gymnastics, table tennis, hockey and climbing were consistently identified as the sports in the city which were least well catered for.



10 Next Steps

Following the overwhelming success of the London Olympic and Paralympic Games there has never been a better opportunity to develop sport and physical activity in the city. The ability of sport and physical activity to contribute effectively to the outcomes of the wider health and other community agendas will be critical to ensuring that resources are provided.

In order for the key outcomes to be achieved it will be essential for all sports and activity providers to play an important role.

Working in partnership will be essential to maximise resources and ensure the greatest impact in the city. This will be particularly necessary of the key agencies that are members of the Brighton & Hove Sport and Physical Activity Strategic Group who will develop and deliver joint citywide initiatives.

The action plan that follows is the contribution from the council's

Sport Development Team to deliver the key outcomes. This will be reviewed and updated annually to reflect priorities and is an on going work programme.

More people, more active, more often will mean a healthier and happier Brighton & Hove with a larger proportion of the local population using the power of sport and physical activity to positively change their lives.



