

Report of the Strategic Director of Place to the Regeneration and Economy Overview and Scrutiny Committee to be held on 28 February 2017

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Subject:

Active Bradford's Physical Activity and Sport Strategic Framework

Summary statement:

Active Bradford is a partnership of agencies from across the District that are committed to working together to increase the number of people being active and playing sport across the Bradford District.

Active Bradford will present the final version of the Physical Activity and Sport Strategy Strategic Framework which has a vision to create a 'healthy and prosperous Bradford where everyone chooses to make physical activity and sport an every day part of their lives'.

The committee is asked to endorse the finalised version of the Physical Activity and Sport Strategy Strategic framework following consultation.

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Overview & Scrutiny Area:
Regeneration and Economy



1. SUMMARY

Active Bradford is a partnership of agencies committed to increasing the number of people being active and playing sport across the Bradford District.

In February 2016 Active Bradford presented its draft Strategic Framework to this committee and was asked to carry out further consultation.

The committee is asked to endorse the finalised version of the Strategy Strategic framework following consultation.

2. BACKGROUND

2.1 Since 2002 there has been a Community Sport Network in Bradford consisting of a range of agencies working together to improve sports provision across the District. It has previously developed and implemented sports strategies, the most recent being the “Active, Healthy and Successful” strategy that finished at the end of 2015. The strategy had previously been discussed and endorsed by this committee with regular updates being given.

The strategy covered a period of major change for sport and its environment especially with the impact of the 2012 Olympics and Paralympics, Tour de France passing through the District and changes in government strategy.

2.2 The Community Sports Network enabled greater partner working and many projects and programmes have been completed over the last five years, for example:

- Introduction of mass participation events such as the Bradford Runs and the Sky Ride Cycling event and Skyride locals. Development of a series of district events across the annual calendar.
- School Sports Partnerships across the District have been retained delivering services to schools, especially primary schools which have had an injection of around £1.5m government funding for PE and school sport each year
- Completion of built facility and playing pitch strategies that have paved the way for the council’s programme for redeveloping its swimming pools and facilities.
- The introduction of the Sportivate programme involving over 1,300 young people on coaching programmes each year across the district.
- Extension of physical activity health referral programmes involving over 1,000 people per year.
- Bradford Schools Inter Winter and Summer Games leading to winners attending the West Yorkshire School Games.
- Active Bradford Network Health Conference and PE, Health and Well Being Conference.
- Creation of a new Active Bradford Website and links to sport and physical activities across the district.
- Born In Bradford has undertaken research into children’s physical activity levels since birth from 2007 to improve their health and well being.



- Introduction of new Bradford district Sports Awards in February 2016
 - Creation of Active Schools Group in October 2016
 - Bradford Cycling Summit January 2017
 - PE, Health and Well Being Conference February 2017
 - Year 2 Bradford District Sports Awards in March 2017
 - Active Bradford are leading on an Active Aging Sport England Funding Application.
 - Active Bradford Are leading on Local Pilots Sport England Funding Application
- 2.3 Despite this work, it remains that participation rates have been fairly static over the last five years. Only around half of our adult population have activity levels within the government's minimum guidelines and, worryingly, over one in three people are inactive, having carried out less than 30 minutes activity in the previous week. There is a similar picture for our children and young people. Whilst most of our children are active in the Early Years, by the time they reach 9 or 10 year old around two thirds of our children don't meet the current guidelines for activity.
- 2.4 Over the last 2 years the Community Sports Network has been refreshed with a new identity, "Active Bradford", a broader remit that extends to physical activity and a renewed commitment to greater collaborative working. It is chaired by Wayne Jacobs, ex Bradford City player and Assistant Manager and co-founder of the One in a Million charities. Partners include University of Bradford, Bradford College, schools representatives, sports volunteers, Born in Bradford, Health sector, Bradford City, Bradford Bulls, Yorkshire Sport and the Council.
- 2.4 It has recently developed a "Strategic Framework for Physical Activity and Sport" for the District (appendix A). Its purpose is to:
- Guide it in its work in the future through regular development, implementation and monitoring of action plans
 - Enable partner and other organisations to set out their own plans and strategies to promote a unified sense of direction for those working, paid and unpaid, across the physical activity and sport sector
 - Act as an advocacy tool to outside bodies so that it is able to clearly present its vision and ambitions
 - Provide a "check and challenge" for current and future work
- 2.5 The framework puts the person at the centre of the action plans, recognising that people choose to make physical activity and/or sport an everyday part of their lives. It is the sector's role to enable the choice to be easier and more enjoyable. This is reflected in the Vision:
- "A healthy and prosperous Bradford where everyone chooses to make physical activity and sport an everyday part of their lives"*



- 2.6 The framework has taken a life-course approach in common with the Chief Medical Officer's Guidelines for physical activity with action plans being drawn up around the several stages using its enablers (workforce, places, promotion, programmes and events, knowledge and research) within the sector.
- 2.7 During the development of the Strategic Framework a wide range of partners were consulted with from the public, private and voluntary sector. This included colleagues from the CVS sector (through Bradford Young Lives), the professional clubs and community foundations as well as colleagues from early years and schools. Following the consultation period, amendments were made to the strategy to reflect suggestions and comments that were received and the final document was finalised by Active Bradford members at the end of December 2016.

3. OTHER CONSIDERATIONS

- 3.1 The Government's Department of Culture, Media and Sport has developed a Sporting Future Strategy setting out 5 key outcomes for health, social and the economy which the Sport England Towards an Active Nation Strategy launched in May 2016 will deliver against. The framework fits well with the messages in the government strategy i.e. a focus on encouraging inactive people to become active and tackling behaviour change on mass, further alignment of sport and physical activity, greater recognition of the wider impact of sport on health, communities and the economy and a broadening of Sport England's remit. This will include children and young people from the age of five, families based activities and offering training to at least two teachers in secondary school in England to better meet the needs of all children, irrespective of their ability.
- 3.2 The government's strategy also makes reference to the importance of locally driven plans through local partnerships which will strengthen the role of Active Bradford in the future.
- 3.3 Once completed, as a major partner of Active Bradford, the council will be asked itself to use the framework in drawing up its own plans and strategies related to physical activity and sport.
- 3.4 Active Bradford member organisations have agreed that they would like to proceed with making the partnership more formalised through becoming a fully constituted group.
- 3.5 Active Bradford have been working with Schofield Sweeny Solicitors to provide advice on the logistical and legal processes of creating a Company Limited by Guarantee. An Articles of Association and Limited Executive Summary have been created for the proposed company. These have been circulated to all Active Bradford member organisations who have been asked to refer them to their own respective legal teams and to feedback any questions or queries.



4. FINANCIAL & RESOURCE APPRAISAL

There are no financial implications.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risks arising out of the framework

6. LEGAL APPRAISAL

There are no legal issues in this report.

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

The actions plans arising from the framework will have a large focus on those who are currently inactive or low participation groups in sport. These tend to be those on low incomes, disabled people, some women and girls and some ethnic minority groups.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

Through the strategy implementation Active Bradford will be looking to influence local transport and planning strategic plans to increase the number of people making journeys by walking and cycling across the city. This should contribute to lower emissions'.

7.3 COMMUNITY SAFETY IMPLICATIONS

Contact the Safer Communities Delivery Co-ordinator, on (01274) 432816 for further guidance.

7.4 HUMAN RIGHTS ACT

Refer to the guidance contained in: 'Deciding Rights - Applying the Human Rights Act to Good Practice in Local Authority Decision-Making' published by the Local Government Association (<http://www.lga.gov.uk>).

- Consult the lawyer who normally offers advice in relation to the matters covered in the report.

7.5 WARD IMPLICATIONS

The framework is District wide so there are no specific ward implications.



8. NOT FOR PUBLICATION DOCUMENTS

None.

9. RECOMMENDATIONS

Those Members of the Committee endorse Active Bradford's Strategic Framework for Physical Activity and Sport.

10. APPENDICES

10.1 Physical Activity and Sport Strategic Framework

11. BACKGROUND DOCUMENTS

- Sporting Future: A New Strategy for an Active Nation, Department of Culture Media and Sport, HM Government, 2015.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACC_ESSIBLE.pdf

- Towards an Active Nation: A New Strategy to Tackle Inactivity, Sport England May 2016.

<https://www.sportengland.org/med10629/spengland-towards-an-active-nation.pdfort-ia/>

