

Report to Cabinet

Subject: Sport and Physical Activity Strategy 2022-2025

Date: 13 December 2021

Author: Head of Communities and Leisure

Wards Affected

All wards

Purpose

To adopt the Sports and Physical Activity Strategy 2022-2025.

Key Decision

This is a key decision as the strategy is likely to have a significant effect on communities living or working in an area comprising of two or more wards.

Recommendation(s)

THAT:

- 1) Cabinet adopt the Sport and Physical Activity Strategy 2022-25**

1 Background

- 1.1 Two key strategic priorities of the Gedling Plan 2020-2023 are “Cohesive, Diverse and Safe Communities” and “Healthy Lifestyles”. These priorities seek to promote strong, resilient communities, to reduce hardship and inequality and to promote the health and wellbeing of our residents. Communities engaging in sport and physical activity enhances local community connection and identity through volunteering and participation and supports the physical and mental health of residents involved in such activity.
- 1.2 An action in the Gedling Plan is to “Agree and implement a range of actions to deliver the approved Sport and Physical Activity Strategy”. Having such a Strategy can the direct the Council and its partners in developing more sustainable community infrastructure and enable better

health and wellbeing outcomes for local people.

- 1.3 The Council commissioned The Sport, Leisure and Culture Consultancy (SLC) in January 2019 to develop a Sport and Physical Activity Strategy for the Borough, partly funded by Sport England. During 2019, consultation was undertaken to inform a draft strategy. Consultees included Sport England, Active Notts, National Governing Bodies for Sport, Nottinghamshire County Council, local schools and internal stakeholders such as Planning and Parks and Open Spaces. Community consultation took the form of an on-line resident survey, from which 622 responses were received. A survey of local sports clubs and focus groups involving the Seniors Council, Youth Council and Newstead Youth Club were also undertaken.
- 1.4 In November 2019, Cabinet considered a draft Strategy informed by this consultation and agreed that a further two week consultation period be undertaken on that document. This public consultation was completed in September 2020 and feedback received from partners such as Active Notts, Ravenshead Parish Council, local residents and a local Autism charity.
- 1.5 Table A gives a summary of some of the key feedback from the draft Strategy consultation that has been considered in making further revision to the final Strategy.

Table A: How feedback from Draft Sport and Physical Strategy Consultation has informed the final Strategy	
Feedback	Amendment
Draft Strategy did not reflect on the Covid-19 pandemic	Summary of the impact of Covid-19 and an additional strategic aim included in Table 1 to reflect this
Some of the background data has changed	Refresh of some of the health and wellbeing data and a commitment to refresh data annually to inform delivery
Not clear how original consultation findings are translated into priorities	Figure 4 added to summarise consultation highlights and the "Why is this important" section in Table A refreshed to reflect this further
Not clear how the draft Strategy seeks to address inequality	Made reference to both Sport England and Active Notts inequalities agenda Broadened the link to the Gedling Plan inequality outcomes Strategic aim 2 re-worded to directly tackle inequality

Not clear how the previous objectives were relevant and specific to Gedling	Table A changed from objectives to strategic aims and specific reference made to the Borough
Unclear how the previous proposed actions and indicators would now be achieved	The proposed actions and indicators in the draft Strategy have been removed and a new action plan to be developed with partners to reflect on resources now available and the impact of Covid-19. This will be reported through Gedling Plan performance monitoring
Some wording and vision felt outdated	Refresh of language to reflect the current reducing physical inactivity agenda. A new vision of "Reducing inactivity in Gedling Borough" adopted
The Action Places and Active Environment themes appear to overlap	These two themes have been merged into one "Active Places" theme
There is no mention of the local and national physical activity partnership system in place	Background to the new Sport England and Active Notts Strategies added Reference added to the role of the Gedling Health and Wellbeing Partnership and wider health and social care system in terms of Strategy delivery
Community safety issues raised by residents	Link made to the community safety priorities in the Gedling Plan and reflected in the Active Places objectives.

- 1.5 Following the draft Strategy consultation, it was proposed that the final Strategy be brought back to Cabinet for adoption. Due to the outbreak of the Covid-19 pandemic, the final Strategy document was not reported to Cabinet in 2020 as originally proposed, due to much of the capacity and focus of the Communities and Leisure based teams being redeployed on Covid-19 response work for much of that year. As Coronavirus restrictions finally eased in the July 2021, the Council has re-focused the resources in the Communities and Leisure Service Area towards service delivery and recovery work and this has enabled some of the strategic work programmes put on hold during the pandemic to be revisited.
- 1.6 Since July 2021, SLC has shared an updated Strategy that considered the feedback from the draft Strategy consultation. The Communities and

Leisure Service Area has done a further internal review of the document and consultation feedback to refresh the Strategy contents reflecting upon the implications of Covid-19 and the recovery strategies of Government and partners in relation to sport and physical activity. This has included sharing the initial high-level priorities within the SLC document with its strategic health and wellbeing partners in October at the Gedling Health and Wellbeing Partnership.

- 1.7 The internal review is now complete and this has refreshed the Strategy document in light of the following developments since early 2020:
- The refresh of the Gedling Plan 2020-23 in March 2021
 - The adoption of a new terms of reference by the Gedling Health and Wellbeing Partnership in July 2021
 - A new Sport England 10 year strategy, “Uniting the Movement”
 - A new strategy for our local active partnership, Active Notts, “Making Our Move”
 - A review of the impact that Covid-19 has had on our local communities and leisure facilities
 - A report from SLC on the feedback received from the draft Strategy consultees
 - A refresh of some of the health and wellbeing data that informs the Strategy
 - Consideration of more recent local consultations with young people and leisure centres users in 2021.
- 1.8 The draft Strategy consultation and subsequent internal review has informed the final Sports and Physical Activity Strategy, which can be viewed at Appendix A. The final document now links to the revised national and local strategies, considers the local impact of Covid-19, cites the opportunity for delivery through our local Health and Wellbeing Partnership and provides more detail on the overall consultation feedback. To reflect this, there has been an update to the Strategic Framework, Priorities, Vision, Aims and Objectives contained in the plan.
- 1.9 The final Strategy now has a new vision of “Reducing Inactivity in Gedling Borough”. Its revised strategic aims are:
1. Ensure Gedling Borough’s leisure centres, community hubs, sport facilities and the community and voluntary sector recover from the impact of COVID-19.
 2. Reduce inactivity by tackling inequality in Gedling Borough:
 - a. Within our ageing population
 - b. For those with a limiting illness or disability
 - c. For our children, young people and families most in need.
 - d. In neighbourhoods where inactivity exists

3. Improve access and signposting to sport and physical activity opportunities
4. Contribute to cohesive, diverse and safe communities through sport and physical activity

1.10 The Council will seek to work with its partners to deliver of these aims across three themes:

- **Active People:** resident led and co-production with established local engagement forums and communities, data and insight informed, targeting inequality, enabling behaviour change and enabling programmes for children and young people
- **Active Partnerships:** working with the whole health and social care system and community partners to enable better signposting and to empower local people to increase their activity levels.
- **Active Places:** to support the development sustainable community facilities and activities, ensuring we design these to meet local need and influence future planning decisions that encourage physical activity opportunities.

1.11 The Gedling Plan quarterly performance monitoring process will review the delivery of the Sport and Physical Activity Strategy and progress will also be reported to the Gedling Health and Wellbeing Partnership. A further refresh of all health inequalities data will also take place as part of the Council's review of its strategic Health and Wellbeing Delivery Plan. This data review will inform the delivery of the Sport and Physical Activity Strategy.

2 Proposal

2.1 It is proposed that:

- Cabinet adopt the Sport and Physical Activity Strategy 2022-25

3 Alternative Options

3.1 The Cabinet does not adopt the Sport and Physical Activity Strategy 2022-2025. Gedling Borough Council does not currently have a Sport and Physical Activity Strategy and legally it is not a statutory requirement. However, agreeing this Strategy is a commitment in the Gedling Plan 2020-2023 and as a strategic document it is essential to inform investment into facilities and community programmes that support the healthy lifestyles of our residents. In addition, the Strategy is informed by significant consultation with local communities and key stakeholders at the local and national level.

- 3.2 That Cabinet approve a different Strategy. This is not recommended as this proposed strategy is based on an extensive review of data, local circumstances and stakeholder feedback.

4 Financial Implications

- 4.1 Should Cabinet adopt the final version of the Strategy then there may be financial implications if the Council wishes to secure investment to enhance its leisure and recreational facilities as part of delivery. The model to do so will include preparing a business case and initially seeking external funding as an opportunity to develop sustainable facilities that support our residents to be active for future years to come.
- 4.2 The Council will also use existing staffing resources to enable participation in, and development of, physical activity programmes with local communities and partners. Part of this model will be to influence the commissioning of local health services to meet the needs of the local population, to build capacity within the local community sports and voluntary sector and to inform additional external funding bids. Any external funding bids will follow the Council's external funding policy process and the financial regulations of the Council.
- 4.3 There are currently established budgets within service areas that will enable the on-going delivery and maintenance of existing wellbeing programmes and recreational, leisure and community facilities that support residents to get more active.

5 Legal Implications

- 5.1 There is no statutory requirement to produce a Sports and Physical Activity, however this document will enhance the Council's position to influence partnership delivery and seek external funding to encourage healthier lifestyles in our communities. Where either funding is obtained by the Council, or it seeks to contract third party organisations to support Strategy delivery, the relevant procurement or grant funding processes will be followed and legal contracts and funding or grant agreements will be established in accordance with the Council's governance framework.

6 Equalities Implications

- 6.1 The Strategy has been developed using local health and well-being data, significant consultation with the local community and other local and national stakeholders and considers the impact of the Covid-19 pandemic on our communities.
- 6.2 The Strategy aims seek to have a positive impact on certain protected characteristics based on the data and consultation analysis undertaken. In particular it seeks to address health inequalities for the ageing population,

those with limiting illness or a disability, children, young people and families most in need and targeted neighbourhoods.

- 6.3 It is acknowledged that there are some gaps in national and local insight with regard to certain protected characteristics groups and this is reflected in the Equality Impact Assessment at Appendix B. Health and wellbeing and protected characteristic data in relation to physical activity will be reviewed on an annual basis to ensure positive impacts can be regularly reviewed where data indicates support may be required.

7 Carbon Reduction/Environmental Sustainability Implications

- 7.1 The Sport and Physical Activity Strategy provides the opportunity to contribute to carbon reduction in the Borough. Non-formal physical activity opportunities, such walking and cycling, provide a more sustainable alternative to high carbon emission transport options and consideration of promoting these sustainable benefits from physically active travel will be considered as part of the Strategy delivery.
- 7.2 In addition, any improvements made to the Council's local leisure and recreational facilities will seek the opportunity for carbon reduction through project delivery. This may include better design or more efficient and sustainable options for plant and other equipment required to support residents to be active.

8 Appendices

- 8.1 Appendix A: Sport and Physical Activity Strategy, 2022-2025
- 8.2 Appendix B: Equality Impact Assessment

9 Background Papers

- 9.1 None.

10 Reasons for Recommendations

- 10.1 To ensure the Council and its partners are informed and directed by local consultation and data, and other health and wellbeing insight, when seeking to support residents to get more active.
- 10.2 Supporting residents to get more physically active has a significant positive impact on the physical and mental wellbeing of residents. This in turn can offer financial benefits for both the local economy through participation, but also reduce the long-term financial strain on local health services.
- 10.3 An adopted Sport and Physical Activity Strategy will enhance any external funding applications that the Council, and its statutory and community partners, seek in future for the development of local leisure facilities and

physical activity opportunities for local residents.

Statutory Officer approval

Approved by: Paul Adcock

Date: 22/11/21

On behalf of the Chief Financial Officer

Approved by: Francesca Whyley

Date: 22/11/21

On behalf of the Monitoring Officer