

Agenda item: **Decision maker :** Culture, Leisure and Sport Decision**Date of meeting:** 10 October 2014**Subject:** City-wide Sports Strategy**Report by:** Head of Transport and Environment**Wards affected:** All**Key decision:** No**Full Council decision:** No

1 Purpose of report

- 1.1 To inform the Cabinet Member for Culture, Leisure and Sport of the progress with the city wide sports strategy and to seek approval for the proposed vision, objectives and time line for completion.

2 Recommendations

- 2.1 **That the Cabinet Member for Culture, Leisure and Sport agrees the proposed objectives within the draft city-wide sports strategy (item 4.2) and the proposed route to completion (item 4.3).**
- 2.2 **That the Cabinet Member for Culture, Leisure and Sport agrees the time line for completion (item 4.4).**
- 2.3 **That the Cabinet Member for Culture, Leisure and Sport agrees the proposal of the formation of a city-wide physical activity and sports forum (item 5).**
- 2.4 **That the Cabinet Member for Culture, Leisure and Sport is updated by officers as to the progress of this process, the final strategic document and the resulting actions, in the first six months of 2015.**

3 Background

3.1 Why a city wide sports strategy is needed

- 3.1.1 Sport offers a wide range of benefits from improved health, increased self-esteem and raised aspirations to economic growth. There is already a lot of work in the city to deliver an excellent offer around sport. It has been agreed that a city-wide sports strategy will help to pull together all of this excellent work and provide a framework to deliver an even more ambitious sporting offer for the city.

- 3.1.2 Portsmouth is a city that faces a number of health challenges and therefore the city will benefit from a city wide co-ordinated approach to sport. For those living in the most deprived areas of the city life expectancy is much lower (10.8 years for men and 6.1 years for women) than for those living in the least deprived areas (JSNA). These areas of deprivation across the city also match up with the areas of the city who are least likely to be physically active and more likely to be subject to wider health inequalities. Regular moderate intensity physical activity, such as walking, cycling, or participating in sports, has significant benefits for health. For instance, it can reduce the risk of cardiovascular diseases, diabetes, colon and breast cancer, and depression. Moreover adequate levels of physical activity will decrease the risk of a hip or vertebral fracture and help control weight.
- 3.1.3 More than 1 in 5 Portsmouth children are classified as obese and sport participation levels for 16-25yr olds has fallen by 11% since 2005/6. There is a need to target provision and offer innovative ways of participating in sport to ensure these trends do not worsen. Ultimately we want to increase participation in sport and a city-wide sport strategy will provide the means to do this. The strategy is focused towards low participation groups such as women and girls, people from lower socio-economic groups (specifically heart of Portsmouth and Paulsgrove) and young people.
- 3.1.4 Sport and physical activity offer a catalyst for change in more wide-reaching areas too. They can encourage communities to develop and help direct young people away from forming habits that will be bad for their health and futures. As seen with key sporting cities such as Barcelona and Manchester and more recently East London, sport can be a driver for regeneration of places and the creation of new jobs. The tourism profile of the city can be raised through hosting major sporting events.
- 3.1.5 Sport can also benefit the local economy. Sports businesses are on the increase and currently support 2,033 jobs in the city (1.9% total employment) and have a turnover of £40.7m.

3.2 How sport delivers wider city priorities

- 3.2.1 Portsmouth's ambitious programme of regeneration will mean that the city and how people use it will change over the timeframe of this strategy. As a city we need to ensure that our sporting offer remains relevant to local communities.
- 3.2.2 Shaping the Future, Portsmouth's regeneration strategy specifies the cultural life of the city will be flourishing, drawing people for leisure and recreational activities. It also aims for increasing aspirations, improving educational attainment and skills and developing the visitor economy. The image of the city will be improved and the opportunities and potential it offers promoted.
- 3.2.3 The vision for Portsmouth agreed by the city's Local Strategic Partnership (2008-2018) identifies a number of priorities. Specifically to enhance Portsmouth's reputation as a city of culture, energy and passion, offering access for all to arts,

sports and leisure. Alongside this specific priority related to sport there is a focus in the vision on:

- encouraging and enabling healthy choices for all
- improving opportunity and achievement in education, skills and lifelong learning
- diverse communities working together to create an inclusive city for all.

3.2.4 Sport can contribute to the delivery all of those wider city objectives and this strategy sets out how.

3.3 Consultation

3.3.1 The consultation for the city-wide sports strategy has included an on-line survey, focus groups and a stakeholder workshop.

3.3.2 The *Portsmouth Move More* survey was carried out in January 2014. An online survey, with the scope of sports and physical activity, aimed at finding out current levels of activity and what would motivate people to increase participation.

3.3.3 The survey was designed to inform the objectives in the city-wide sports strategy. The outcomes of the consultation have been used to produce a targeted and relevant city wide sports strategy.

3.3.4 The survey received 696 responses with a good representation of groups across the city.

3.3.5 Sessions were held with key groups identified as having low participation as part of the consultation process.

3.3.6 A workshop with key stakeholders to review outcomes of consultation and set aims and objectives was held on 10th April 2014. The products of this workshop have been used to form the basis of the city-wide sport strategy.

4.0 City wide sports strategy - objectives and route to completion

4.1 The draft city-wide sports strategy is attached as appendix 1. This is however, only an internal draft for use in internal consultation. The document itself will then need to be produced in a format which is city-wide rather than the just for/by the city council alone (which is the current template being used). The aim is that the final document will be clear, informative but also enticing and promotional.

4.2 The objectives within the draft city wide sports strategy are:

- **Places to play** - specific focus on ensuring existing facilities are fit for purpose and developing new and non-traditional spaces for sport
- **Workforce development** - specific focus on ensuring Portsmouth has a quality sport workforce
- **Participation** - specific focus on increasing participation with low participation groups and ensuring healthy habits are formed

- **Events** - specific focus on increasing the number of high profile events and ensuring local community benefits from events.
- **Sport influencing wider city priorities** - specific focus on health, regeneration, education and community engagement

4.3 As the strategy is a city-wide document there needs to be a process of consultation with stakeholders internally and externally to agree the objectives and to identify an agreed approach to delivery. This consultation can be carried out in conjunction with the final document being designed so as not to cause any delays.

4.4 A full time line is attached as appendix 2. It is proposed that the final city-wide sports strategy will be launched in April 2015.

4.5 Once the main strategy document with the vision and objectives has been approved by relevant stakeholders a more detailed action plan will be produced. This will be the initial focus of a city-wide physical activity and sports forum.

5.0 City wide physical activity and sports forum

5.1 This report proposes the formation of a city-wide forum. The strategy is city-wide and a forum needs to be set up to ensure delivery and to develop a detailed action plan. It is suggested that this is a physical activity & sports forum rather than only focusing on sports in order to engage with all relevant groups. For example a local employer may not see that they have any role to play in a city-wide sports forum but may engage with the wider focus on physical activity.

6.0 Reasons for Recommendations

6.1 The draft city-wide sports strategy is now in a format that enables internal consultation. It is important that the Cabinet Member for Culture, Leisure and Sport agrees with the identified vision and objectives before any further internal consultation is carried out.

6.2 There have been a number of delays with completing the city-wide sports strategy so it is important to have a realistic time frame.

6.3 With the city-wide focus of the strategy it is important to have effective engagement with relevant stakeholders. The proposal for a city-wide physical activity and sports forum is aimed at enabling this.

7 Equality impact assessment (EIA)

7.1 A full equality impact assessment has been completed.

8 Head of Legal comments

- 8.1 There are no specific legal implications arising in this report. The Council is empowered by Section 2 of the Local Government Act 2000 to promote economic, social and environmental well-being in line with the Council's published Community Strategy.
- 8.2 Creating a city-wide sports strategy demonstrates the Council's vision for the promotion of the well-being within its area.

9 Head of Finance comments

- 9.1 Costs incurred to date have been officers' time and are funded from existing service budgets. Costs relating to publication and promotion of the city-wide sports strategy will need to be identified and funded from existing service budgets.
- 9.2 A financial appraisal will need to be prepared which will consider the Council's financial contribution in the delivery of the strategy and the sources of internal and external funding.

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Signed by:
Simon Moon
Head of Transport and Environment Service

Appendices:

Appendix 1: Draft city wide sports strategy

Appendix 2: Sports Strategy - time line

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/
rejected by Cabinet Member for Culture, Leisure & Sport on the 9th October 2014