

Active Lincs


Second Edition, 2010



A Sport & Physical Activity Strategy for North East Lincolnshire



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Foreword

'Live FAT die young!'

The increasing prominence of obesity within our community is having a detrimental effect on the overall health of our population. More and more people are becoming over-weight or obese and increasingly sedentary lifestyles are shortening people's lives, particularly in our most deprived communities. For the first time ever, many parents are expected to out-live their children unless this worrying trend is reversed.

To tackle the obesity epidemic, more children and adults must engage in regular physical activity whether through active living, exercise, fitness or sport. These activities not only improve people's health but provide opportunities for people to have fun, be socially active, make friends and enrich their lives. Such activities also bring communities together helping to build stronger neighbourhoods.

This strategy aims to focus local strategic partners around the key sport and physical activity based interventions that can have the biggest impact on the community we serve. Not only are these interventions designed to tackle health inequalities but also key agendas such as youth related crime, in partnership with the Police, and community well-being through support to volunteers and the third sector. The challenge is clear; we must support our community to be more active!

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North East Lincolnshire Council



Document Control

Background Information		
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Sustainable Community Strategy Priorities				
Priorities	Level of Significance			
	High	Medium	Low	None
Sustaining Work and Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting Children and Families	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reducing Health Inequality	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making Communities Safer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Council Plan				
Strategic Aims	Level of Significance			
	High	Medium	Low	None
Improve homes, streets and natural openspaces	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strengthen the local economy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a safer and more secure area	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being a well managed, top performing council	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Part 1 – Introduction

In 2007 North East Lincolnshire Council and the Local Strategic Partnership adopted the area's first ever Sport and Physical Activity Strategy, **Active Lincs**.

The Active Lincs Strategy was developed to provide a strategic framework, at a local level in North East Lincolnshire, to guide all of the partners involved in the sport and physical activity agenda. The strategy was focused on guiding work towards achievement of the national PSA target at the time around increasing adult participation in sport.

The strategy was developed following significant consultation and input from local communities and partners working across the sport, health, social care, community safety and education sectors. The four key themes that were contained within the original Active Lincs Strategy were; increasing activities, improving facilities, ownership and leadership; everybody active.

To support the co-ordination and delivery of the Active Lincs Strategy a stakeholder group was formed following Sport England's guidance on Community Sports Networks and was branded the Active Lincs Partnership.

Since the development and adoption of the first edition of the Active Lincs Strategy there have been significant changes at a national level around the priorities and strategic focus for sport and physical activity, particularly with Sport England's refocusing on 'sport for sports sake' and with Government's announcement of an ambition to deliver a five hour offer of PE and sport for all young people linked to the achievement of a sustainable legacy following the successful delivery of the London 2012 Olympic and Paralympic Games.

This second edition of the Active Lincs Strategy aims to review the changing landscape for sport by considering the new and existing priorities that have emerged and seeks to set a revised and refocused local framework for delivering sport and physical activity against these priorities with clarity on roles and responsibilities across key partners.

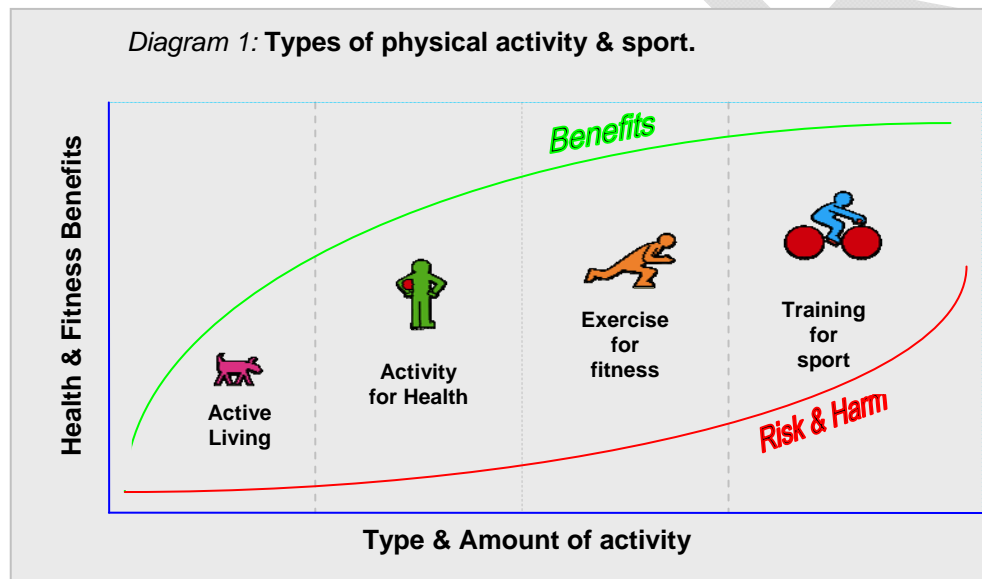
Part Two - Definitions of sport and physical activity

The terms physical activity and sport at times are interchangeable. In the context of this strategy the terms are defined below.

Physical Activity: This term is used within this strategy to cover all levels of activity including; Active Living (value placed on activity that happens in daily living ie DIY, active transport or gardening); Active Recreation (any level of unstructured activity that is freely taken part in for a sense of emotional or social wellbeing including play, dance, cycling or swimming for leisure); health related activity; exercise and play.

Sport: This term is used within this document to cover 'all forms of physical activity either organised or casual in participation and is aimed at improving, or expressing mental well-being, fitness as well as forming social relationships and obtaining results in competition at all levels.'

There is clearly a link between the introduction to physical activity and the progression through to organised sport as detailed below.



As demonstrated in diagram 1 there is a clear pathway from physical activity (at its most basic level) through to sport. The diagram shows the correlation between physical activity and sport and the links between the risk and harms versus the benefits of taking part.

Active Living: This is physical activity at a light-moderate level, people that currently don't engage in any activity or sport will be encouraged to start here with introducing small manageable amounts of physical activity at regular intervals throughout a week, e.g. 10mins walking, gardening, Wii Fit & active play. Introduce a gradual increase in activity towards government guidelines of 5 x 30mins for adults and at least 60 mins a day for children.

Activity for Health: This is Physical activity at a moderate level for 30mins and 5days a week for adults and at least 60mins per day for children to gain some significant health benefits. Times of activity can be broken down into more manageable chunks i.e. three lots of 10mins (adults) or three lots of 20mins (children). Physical activities include – Cycling, Walking (moderate pace) plus many more including maybe some sporting activities.

Exercise for Fitness: This is physical activity at a moderate-vigorous level for around 20mins 3 times a week and will normally include people actively involved in running or going to the gym or training for a specific activity or sport. This section isn't exclusive of still achieving the government guidelines this is extra to it.

Training for Sport: This is physical activity aimed at training for a specific event or sport and the training can be vigorous depending on the aspect of training you are doing. It is very specific to that event and may involve different forms of activity that put extra strain on the body. Depending on the level at which you compete in sport depends on the frequency and amount of training needed.

Where reference is made to 'moderate' physical activity within this document this is identified as; increased breathing beyond the normal rate; increases in body temperature (sweating); increases in heart rate.

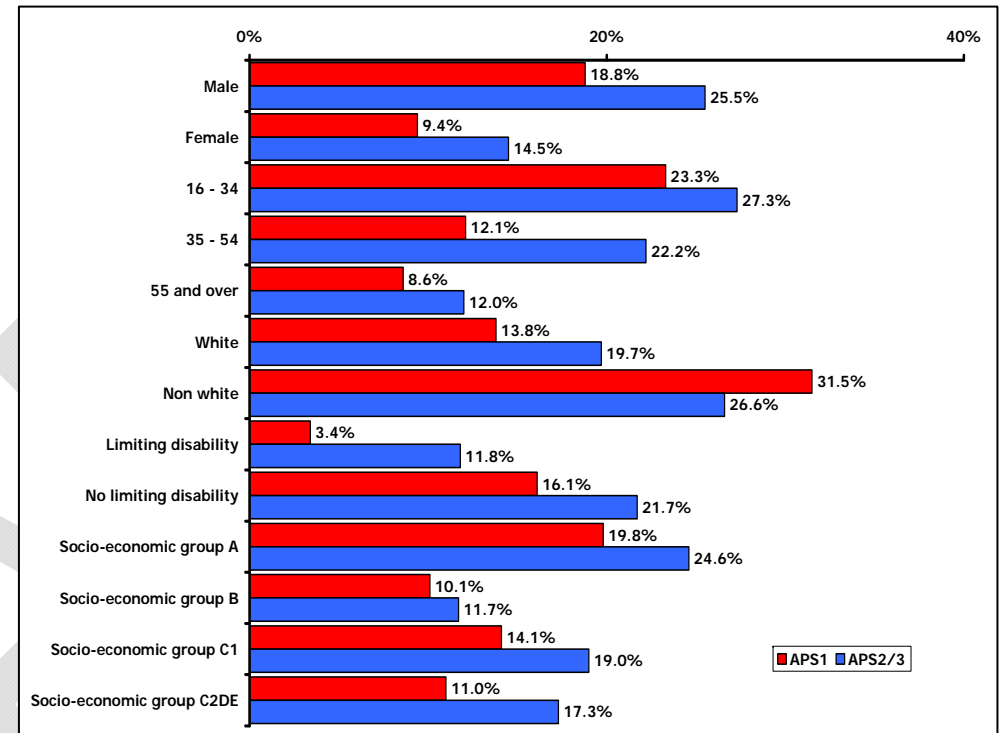
Part Three - What has been achieved so far?

When the first Active People Survey (2006) results were released, North East Lincolnshire was identified as having lower than average participation rates in sport and active recreation.

Just 18.9% of the adult population in North East Lincolnshire were classed as 'regularly active' compared to the national average of 21.25%. Even more concerning though was the percentage of adults in North East Lincolnshire that undertook no moderate physical activity at all equating to 55.4% of all adults. This is a major contributing factor to some of the challenging issues around health inequalities in the area.

In order to increase participation levels in sport and active recreation a combined strategic push under the theme of 'Increasing Activities' was initiated across all partners engaged in the Active Lincs Partnership. As a result the latest Active People Survey 2/3 (2009) has reported an increase to 19.9% of all adults in North East Lincolnshire now 'regularly active'. This shows a positive direction of travel but also indicates that there is still a long way to go to achieve the national and local ambitions around participation levels in sport and active recreation. The table to the right demonstrates the comparative participation levels from Active People Surveys 1 and 2/3 broken down by demographic profile.

The most significant communities of interest or demographic groupings that have demonstrated an increase in sport and active recreation participation levels are males, 35-45 year olds, 55 and over, limiting disability and the lower socio-economic groupings associated with our areas of highest deprivation. Under the 'Everybody Active' theme of the first Active Lincs Strategy many of those groups were directly targeted to drive up participation levels linked to the implementation of the Community Sports Coach Scheme funded by Sport England. In particular programmes around disabled sports participation seem to have had a real impact along with schemes such as Sport Lincs which has engaged many young males in areas of high



deprivation in activities such as the Fair Play Football League. Work to make activities and facilities more accessible to minority ethnic and migrant communities has been successful but this does not appear to have impacted on the participation data indicating that there is still a lot of work to do around developing appropriate and accessible activities and facilities for some cultures.

Alongside this work the Specialist Health promotion Service have engaged in a vast amount of work within lower socio-economic groups and areas of high deprivation, working hard to improve the opportunities to take part in and improve the levels of physical activity and tackle levels of obesity by engaging with children & young people, (community, schools childrens centres, colleges), adult communities and older people combining some great intergenerational work.

Children and young people's participation rates in PE and school sport within North East Lincolnshire have also progressively increased since the development of the Governments PE and School Sport Strategies.

CASE STUDY: HEALTHKICK

HealthKick is a project which is about creating healthier, happier young people by combining a mix of education, theory and physical activity sessions, with the emphasis on getting a little bit fitter, eating healthier and promoting behaviour change. The project is a result of partnership work between The Specialist Health Promotion Service (SHPS), Learn GTi and Oasis Academy Wintringham. HealthKick has been run as a pilot at the Oasis Academy Wintringham where students were selected by the school to go on the programme as they were at risk of leading an unhealthy lifestyle. 12 young people have completed the course enjoying weekly 2hour sessions with the first hour being theory and the second physical activity. A full training package supports the project engaging with staff who will deliver the programme to ensure its sustainability. This worked well at Oasis Academy Wintringham as the staff there will now continue delivering the programme in house. The programme and lesson plans were developed in partnership with Study Support, SHPS, Food for Fitness Team and behaviour specialists from the Teenage Pregnancy Team. The project has been identified as good practice, with a feature in Nurses Magazine. The scheme is believed to be the first of its kind in the country and due to its success the programme will now be rolled out in secondary schools across North East Lincolnshire.



Information detailed in the 08/09 school sport survey showed that 91% of young people participated in 2hrs curriculum PE, an increase of 10% from 07/08. In addition to increasing the numbers participating, the School Sport Partnership provides a programme to develop teachers' confidence, knowledge and skills in teaching PE. This programme, delivered in partnership

with qualified sports coaches and dance teachers, has had a positive impact on teaching and learning within the PE curriculum.

CASE STUDY: DISABILITY SPORTS

In order to develop the provision of universal sports and leisure activities for adults and young people with a disability a partnership has been formed called the Healthy and Active Group. This group includes Sport & Leisure Management, North East Lincolnshire Care Trust Plus, Northern Lincolnshire and Goole Hospitals NHS, North East Lincolnshire Council, Oasis Academy Wintringham and Foresight. The partnership originally formed to organise a wide variety of activities hosted at Grimsby Leisure Centre as part of a regular disability taster day. The taster day initiative has been taking place for over two years now with an event taking place every three to four months. Many of the day centres, local disability organisations and schools attend. Activities offered at the taster days vary and have included Boccia, Chair Based Exercise, Cycling, Ice-Skating, New Age Kurling, Swimming, Tai Chi, Trampolining, Tri Golf, Wii Fit, Aqua Fit, Polybat and Scalextric Bikes. The taster days have proved to be an amazing success with regular attendance of around 160 participants and carers. The most successful activities at the taster days such as cycling, sledge hockey, swimming, ice skating, boccia, kurling, tai chi, power wheel-chair football and trampolining have all now been developed into regular weekly disability sports activities with positive regular attendance.



Significant strides have also been made in the areas of school sport competition, volunteering and leadership. The most recent research showed that 58% of young people took part in inter-school competitions. What has been pleasing is that the number of older pupils (including girls) taking part has increased through specific targeted programmes and competitions. Volunteering and leadership programmes are now embedded in a number of

schools with children and young people regular volunteering both at school and in the local community. Other key successes include the delivery of a full strategic review of leisure facilities on both leisure centre and school sites. The outcome of this review is a secured package of long term investment into sports and leisure facilities in North East Lincolnshire of around £20million. This is on top of £3million of investment secured to develop a Football Development Centre at Bradley Playing Fields. The survey results and achievements to date do however indicate a need to continue focusing on females and older people because whilst participation levels have increased amongst these groups, they are still relatively low compared to male and younger age range groupings.

CASE STUDY: BRADLEY FOOTBALL DEVELOPMENT CENTRE

North East Lincolnshire Council in partnership with the Football Foundation, Grimsby Institute of Further & Higher Education, Football Association, Sport England, WREN, local football leagues and clubs have secured around £3million to develop the Bradley Playing Fields site into a state of the art football development centre. As part of the development the site will be transformed to include a full-size, floodlit third generation artificial turf pitch and a new facility including state of the art changing rooms, training areas and social facilities. The plans also include the provision of a floodlit grass premier pitch for use in cup final matches and by local teams competing in higher level leagues. The development will also see improvements to the rest of the Bradley site including better car parking, pitch drainage and security to enhance the overall experience. The Football Association identified Bradley Playing Fields as the priority site for Football Foundation investment in North East Lincolnshire as part of their drive to develop a network of Sports Villages across the country in the run up to the London 2012 Olympic and Paralympic Games. Construction is now well under way and the new facility is planned for completion in time for the 2010/11 football season.



Part Four - The changing landscape for sport and physical activity

In 2004 the Governments 'White Paper' Choosing Health came out recognising the need to improve health and prevent disease not just cure it. Sport England's Strategy at the time complimented this but in 2007 the former Secretary of State for Culture, Media and Sport, Rt Hon James Purnell MP, announced a Ministerial review of Sport England. At this time Government also unveiled ambitions to deliver an offer of 5 hours of sport each week, to every child as part of a sustainable legacy following the London 2012 Olympic and Paralympic Games.

Several other defining policy documents have also been released since then including; Healthy Weight Healthy Lives; Nice Guidance; Be Active Be Healthy; Change 4 Life Campaign; all inextricably linked to empowering people to live healthier more active lifestyles.

The importance and impact that physical activity can have in improving the quality of life for people of all ages is now clearly understood. Physical activity and sport are more significantly recognised than ever in tackling the rising tide of obesity amongst our communities and reducing health inequalities. The main aim of the strategy is to inspire people to be more active more often.

The announcements above and changes in policy direction radically changed the strategic landscape for sport and physical activity and have influenced this second edition of the Active Lincs Strategy.

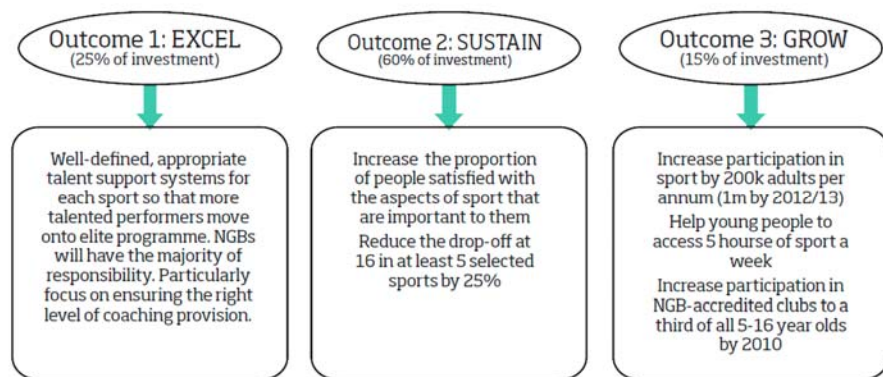
Healthy Weight Healthy Lives: One Year On

The above named document suggests that the following key areas of work should be focused on to ensure that localised strategies for physical activity are linked to key national targets around health improvement:

- Do more to support children in the early years of development through a single set of evidence based messages on healthy eating and active play;
- Continue to improve the environment for school children to become active both inside and outside of school;
- Create more opportunities for activity and healthy eating through building on our Change4Life partnerships across the area;
- Raise public understanding of the crucial importance for each individual of maintaining an appropriate energy balance;
- Building physical activity into our lives by creating an environment that promotes healthier lifestyles.

Grow, Sustain, Excel: Sport England Strategy 2008 - 2011

Following the Ministerial review of Sport England their new strategy clearly focused on “sport for sport’s sake”, based around working through National Governing Bodies of Sport to develop a world leading community sport system. The strategy focuses around three outcomes - growing and sustaining the numbers of people taking part in sport and improving talent development to help more people excel. The diagram below highlights the outcomes that Sport England are seeking to achieve in relation to the 3 strands of the strategy.



PE & Sport Strategy for Young People (PESSYP)

The Youth Sport Trust plays a central role in supporting the Department for Children, Schools and Families (DCSF) and the Department for Culture, Media and Sport (DCMS) in the delivery of the PE & Sport Strategy for Young People. The overall aim of the PE & Sport Strategy is to enhance the take-up of sporting opportunities by 5 to 19 year olds.

The aim was for 85% of children to have access to two hours per week of high quality PE and school sport by 2008. Remarkably, this target was achieved a year early, as the 2007 School Sport Survey found that 86% of young people were taking part in a minimum of two hours per week.

Now the ambition is for each child to have access to five hours a week by 2012. This should be made up of two hours of physical education within the curriculum and three hours offered on school sites or in the community.

National Performance Framework for Local Authorities

In order to translate these national targets to local areas, key performance indicators relating to sport were included in the national performance framework for local authorities. These indicators are used as part of the Audit Commission’s Comprehensive Area Assessment (CAA) which measures the effectiveness of local authorities and their partners in improving the quality of life for their communities. These two indicators are:

- NI 8: Adult participation in sport and active recreation
- NI 57: Children and young people’s participation in sport and high quality PE

It is against these two national indicators that the Active Lincs Strategy is measured. It is also widely recognised that delivery against these indicators has the knock on effect of supporting broader Local Area Agreement priorities around health, community safety, the economy and outcomes for children and young people.

Part Five - Local issues

North East Lincolnshire's Sustainable Community Strategy (SCS) sets out the long term community priorities that the Local Strategic Partnership (LSP) have agreed to focus their efforts on with regional Government Office. The current medium term priority Partnership Plan that is tackling these key themes is called the Local Area Agreement (LAA). Within these priorities it is clear that increased access to sport and physical activity can play a significant part in shaping our local communities. These priorities are also mirrored in North East Lincolnshire Council's new Council Plan (2010/2013).

The following priorities and key actions sit within North East Lincolnshire Council's new Council Plan (2010/2013) which link to this strategy. This demonstrates a strong recognition of the role of sport and physical activity in supporting the areas wider strategic priorities.

Council Plan Strategic Aim: Improve health and wellbeing

(SCS theme: Reducing Health Inequalities)

Key Actions

- Participation in adult sport and leisure increased with actions targeted at the least active communities and also through actions aimed at raising the profile of the 2012 Olympics (NI 8)
- Improved school sports facilities and increased community use, resulting in increased levels of participation from 2012 onwards (NI 57)
- Joint partnership working through Positive Activities group and Extended Services Subsidy Partnership. Involvement of third sector organisations (NI 110)
- Deliver design and build programme for leisure facilities in the borough

Council Plan Strategic Aim: Create a safer and more secure area

(SCS theme: Making Communities Safer)

Key Actions

- To develop the Community Coaching and the Sport Lincs initiative ensuring a continued reduction in youth crime levels.
- Increase the number of young people participating in activities through the Sport Lincs initiative
- Deliver a broad range of positive activities to young people identified as most at risk of offending

Physical activity is increasingly being used as a tool to help deliver local shared targets and priorities through local area agreements (LAA's), the Childrens and Young Peoples Plan and Local Public Service Agreements (LPSA's). Improving health and reducing health inequalities are priority issues for a wide range of partners at a local level and physical activity & sport have an important role to play in addressing health issues.

North East Lincolnshire's second LAA is split into the following themes within which physical activity and sport have a clear role to play as described below.

LAA Priority Theme: Worklessness

(SCS theme: Sustaining Work and Business)

In the current challenging economic climate it is important that all sectors consider the role that they can play in supporting reduced worklessness to help boost the economy. Sport and physical activity can play its part by increasing volunteering and qualification opportunities across the sector and utilising sport as a vehicle to engage the long term unemployed in meaningful activities to build their confidence, self esteem and signpost into training opportunities.

LAA Priority Theme: Child and the Family

(SCS theme: Supporting children and families)

Increasing children and young people's (5 to 19 year olds) access to a weekly five hour sporting offer and improving access to facilities in the area can significantly support the delivery of all five every child matters outcomes assisting both the child and the family as outlined below:

- **Be healthy** by staying physically, mentally and emotionally healthy through regular participation.
- **Stay safe** by steering clear of crime and anti-social behaviour through engagement in positive activities.
- **Enjoy and achieve** by engaging in competitive sport and recreation developing social and personal skills.
- **Make a positive contribution** by getting involved in volunteering and leadership through sport.
- **Achieve economic well-being** by accessing sports training and developing skills such as team work and communication preparing for adult life and the world of work.

LAA Priority Theme: Health Inequalities
(SCS theme: Reducing Health Inequalities)

Sport and physical activity interventions can reduce child and adult obesity levels and encourage more people to participate in leisure pursuits and lead healthier lifestyles. Physical activity can also support healthy weight management and assist people in over-coming ill health.

LAA Priority Theme: Negative Behaviour
(SCS theme: Making Communities safer)

Delivering sport as an integral part of the positive activities offer can play a significant role in reducing negative behaviour. Sports activities aimed at young people, particularly on Friday and Saturday evenings, can significantly reduce youth crime and anti-social behaviour, reduce youth re-offending rates and reduce the number of first time entrants to the Youth Justice System.

LAA Priority Theme: Vulnerable Adults
(SCS theme: Reducing Health Inequalities)

Offering a range of sports and recreational activities and services can assist in meeting the needs of older and more vulnerable people including a range of disability groups. This can help people to be supported to live independently and can prevent social isolation. Work to improve access to sport and recreation for minority groups can also assist in broader community cohesion.

What does this tell us?

Whilst Sport England has re-focused towards “sport for sports sake” it is still essential that the Active Lincs Strategy capitalises on the ability of sport and physical activity to shape the local area and improve the quality of life for local residents. Focusing the resources for sport and physical activity on the local priorities listed above will improve the everyday life for our communities whilst supporting achievement of national targets for sport and delivering a sustainable legacy of regular participation. The knock on effect locally will be the achievement of a range of LAA priority outcomes and ambitions.

Part Six - The framework for sport and physical activity in North East Lincolnshire

In order to interpret the relevant national, regional and local priorities a framework for delivering national ambitions has been developed to give clarity amongst key partners around roles and responsibilities. The framework for sport and physical activity is graphically presented in the following pages of this strategy.

Ambitions and Partners

As noted in previous sections of this document the two main ambitions for sport and physical activity are to deliver 5 hours of sport each week, to every child and to increase adult participation levels contributing towards the health agenda. Guidance on delivering the 5 hour offer issued by the Youth Sport Trust (2009) suggests that the four lead partners in delivering strands of work against these ambitions are:

- School Sports Partnership (SSP)
- Humber Sports Partnership (HSP)
- Local Authority (LA)
- Care Trust Plus (CTP)

The localised framework for sport detailed in this section therefore seeks to build upon this guidance by clearly identifying areas of work that each of these main strategic partners are focused on whilst demonstrating the connectivity between these strands of work in delivering national ambitions and local outcomes. The framework also seeks to clearly demonstrate the different roles and responsibilities amongst these partners in supporting both the 5 hour offer and adult participation targets.

Whilst the four main strategic partners are specifically referenced in the framework for sport diagram there are also a number of other key partners and sectors that significantly contribute to these areas of work. Many of

these partners have been heavily involved in the development of the first edition of the Active Lincs Strategy and continue to support this agenda. Some of these partners include; Sport & Leisure Management (SLM); Young People's Support Services; Humberside Police; Grimsby Town Football in the Community; Schools; Grimsby Institute of Further & Higher Education (GIFHE); Franklin College; Cultural Services; Extended Services; Building Schools for the Future; Highways & Transport Services; Neighbourhood Services; Regeneration Services; Shoreline Housing Partnership; Foresight; VANEL; Services to Sport (S2S) and the third sector including the network of volunteers, sports coaches, officials, sports clubs, leagues and community groups.

Enablers

In addition to the two main ambitions and the associated strands of work there are two key enablers that have been identified that require significant improvement to drive forward the cultural changes in attitudes to regular participation in sport and physical activity. These two enablers are:

- Improved access to high quality and affordable leisure facilities
- More people volunteering in sport

Separate strands of work specifically focused on unlocking the potential of increased participation levels through these two enablers are also being developed. These are represented as separate themes within the strategic action plan.

Local Outcomes

As highlighted previously increasing participation levels in sport and physical activity has the potential to deliver improvements on a broad range of local social objectives. In order to fully recognise this, the localised framework for sport references the local outcome benefits of increasing sporting participation levels as:

- Improved Every Child Matters Outcomes
- Reduced Crime
- Improved Health
- A Stronger Economy

FRAMEWORK FOR SPORT & PHYSICAL ACTIVITY IN NORTH EAST LINCOLNSHIRE

KEY PARTNERS AND ACTIONS

SCHOOL SPORTS PARTNERSHIP	HUMBER SPORTS PARTNERSHIP & NGB'S	LOCAL AUTHORITY ~ SPORTS & LEISURE SERVICES	PUBLIC HEALTH ~ SPECIALIST HEALTH PROMOTION SERVICE
<p>Ensure that high quality two hour curriculum experience in place for all young people 5 to 16.</p> <p>Ensure that one additional hour of sport is available on school sites beyond curriculum time.</p>	<p>HSP to co-ordinate NGB's to develop a high quality network of clubs creating sporting opportunities for young people.</p> <p>To develop effective talent development systems for each sport.</p>	<p>Work to give young people access to positive activities, including sport, particularly on Fri/Sat evenings.</p>	<p>Deliver physical activity schemes aimed at reducing childhood obesity and addressing healthy weight issues by providing empowering services via a social marketing approach.</p>
<p>Ensure that young people 16-19 have access to three hours of sport each week through the Further Education Sports Co-ordinator (FESCO) network.</p>	<p>HSP to work with NGB's through Whole Sport Plans to reduce the drop off in sport at 16 and increase affiliated adult participation rates in each sport.</p>	<p>Increase adult participation in leisure facilities through an enhanced leisure offer.</p> <p>Deliver programmes to reduce barriers targeted at under represented groups in sport identified through Active People data.</p>	<p>Develop partnerships to support, enable and engage the community to participate in Physical Activity opportunities and expand the contribution of Physical Activity to weight management.</p>

AMBITIONS

To enable every young person aged 5-16 to have access to **five hours of PE and Sport** (three hours for 16-19 year olds) each week.

To **increase (16+) adult participation** in sport and active recreation by 1% year on year based on Active People Survey Data.

ENABLERS

IMPROVED ACCESS TO HIGH QUALITY AFFORDABLE LEISURE FACILITIES

MORE PEOPLE VOLUNTEERING IN SPORT

LOCAL OUTCOMES

IMPROVED EVERY CHILD MATTERS OUTCOMES

REDUCED CRIME

IMPROVED HEALTH

STRONGER ECONOMY

Part Seven – Delivering the framework and strategic action plan

In order to deliver the framework for sport and physical activity in North East Lincolnshire as detailed on the previous page four strategic themes have emerged from the ambitions and required enablers. These four strategic themes are:

1. Delivering the 5 hour offer
2. Increasing adult participation
3. Improving facilities
4. Increasing volunteering

The following section covers the key actions under each strategic theme which have been agreed with key stakeholders. The action plan contains 14 key actions under the four strategic themes which are linked to the Framework for Sport in North East Lincolnshire diagram on the previous page. The role of the Active Lincs Partnership in North East Lincolnshire will be to put in place a system for regular monitoring and review against these actions and to guide delivery of sport and physical activity interventions at a strategic level linked to the Local Strategic Partnership.

1. Delivering the 5 hour offer

Strategic Action	Lead Organisation and Officer	Key Partners	Milestones	Timescale	Resource Implication	Output / Performance Measures
Ensure that a high quality two hour curriculum experience is in place for all young people 5 to 16 and that one hour of sport is available on school sites beyond curriculum time.	NEL School Sports Partnership, Partnership Development Manager	NELC Children's Services, Schools, Sports Dev, SHPS	Deliver 2 hours of PE and Sport within the curriculum by implementing the PE Policy and specific targeting of schools not currently delivering 2 hours. Provide opportunities for an extra hour within the school day. Develop strong links between schools and sports clubs ensuring continued engagement and club sustainability.	2010-11	Co-ordination resource, YST SSP Investment, Sports Unlimited and School Sports Coaching Grants, Community Sports Coach Scheme,	Increase baseline of 81% of all school pupils doing 2 hours of curriculum PE per week to 89% by 2010/11 (NI 57). By the end of the academic year 2010/11, 80% of 5-16 year olds in every School Sports Partnership (SSP) to take part in 3 hours a week of PE and sport organised by schools.

Strategic Action	Lead Organisation and Officer	Key Partners	Milestones	Timescale	Resource Implication	Output / Performance Measures
Co-ordinate National Governing Body's to develop a high quality network of clubs creating sporting opportunities for young people and develop effective talent development systems for each sport.	Humber Sports Partnership, Director	NGB's, Schools, NELC Sports Dev, Voluntary Sector	Identify 5 key priority NGB sports to focus area wide development plans on. Engage NGB's from these sports to work in NELincs. Identify resource to lead and drive forward area wide planning for these sports. Implement sport specific development plans.	2010 -11	Recourses deployed to increase capacity around engagement with both NGBs and Schools. Coach development funding in place, Re focusing of Marketing and communication resources, Tool kit in development	Increase number of clubs achieving Club Mark, Increase Number of Clubs working towards Club Mark. Increase number of Clubs with direct links to schools at primary and senior level. Increase NGB activity and focus on North East Lincolnshire. Increase number of young people entering into talent development programs. (Base Line 10 accredited Clubs Base Line 11 Clubs working towards Club Mark)
Work to give young people access to positive activities, including sport, particularly on Fri/Sat evenings.	NELC Sports Dev, Principal SDO	Humberside Police, NELC YPSS, GTFC FiTC,	Sustain and expand weekly academies. Increase delivery on Fri & Sat evenings linked to YCAP. Target activities into youth crime hot spots. Broaden range of sports activities on offer	2010-11	Further funding secured to retain and develop the Community Sports Coach and Fair Play League programme.	Increase the number of young people participating in activities through the Sport Lincs initiative by 5% year on year (Target 1853 by 2012) Also supports NI 110: Increasing young people's participation in positive activities. (Target 70% by 2011)
Deliver physical activity schemes aimed at reducing childhood obesity and addressing healthy weight issues enabling children and young people to take positive steps to Change 4 Life and aid in the prevention of illness and chronic disease in later life.	Specialist Health Promotion Service	Schools, School Nurses, SSP, Young Peoples Service, Concept 2, Food For Fitness	To continue to develop, monitor and evaluate projects including: <ul style="list-style-type: none"> o Steps 4 Life o IRIS o BoxFit o Active games o Active Clubs o 100 Day Challenge o Youth Dance o Parkour o HealthKick o Fit Bunch 	2010-11	Funding from existing funding streams within Public Health and SHPS. Expansion and new projects will require additional funding.	Increased physical activity opportunities available to improve the health and well being of young people in North East Lincolnshire. Increase children and young peoples participation in physical education and sport (LAA) and Support Schools to achieve Healthy School Status.

2. Increasing adult participation in sport

Strategic Action	Lead Organisation and Officer	Key Partners	Milestones	Timescale	Resource Implication	Output / Performance Measures
Ensure that young people 16-19 have access to three hours of sport each week through the FESCO network.	NEL School Sports Partnership, Partnership Development Manager	GIFHE, Franklin College	Provide opportunities for 3 hours of sport each week for 16-19 year olds on FE/HE sites through the FESCO network.	2010-11	YST investment in FESCO's.	Increase the number of 16 - 19 yr olds participating in up to 3 hours of sport each week by 1% year on year. (Baseline APS1 - 29.96% Baseline APS2 - 32.88% Target APS3 - 33.88%)
Work with NGB's through Whole Sport Plans to reduce the drop off in sport at 16 and increase affiliated adult participation rates in each sport.	Humber Sports Partnership, Director	NGBS, SSPs Clubs, YST SMEs,	Work with Schools to establish strong School club Lincs around 3 rd and 4 th Hour Activity, Deliver Club Toolkit, deliver interventions in targeted sports to create sustainable competition linked to local employers. Work with NGBs to improve offer to grass roots participation.	2010-11	Resources for School partnerships in place, re-targeting of Established funding streams required. Sustained communications in place.	Increase number of schools employing external coaches with direct club links in locality, Increase Number of Clubs with specific focus on improving offer to KS4. Increase number of clubs in alternative / New sports to North East Lincs. Increased number of adult participants through Back to Sport, TrySport initiatives. (Base Sport England Active People Survey 19.9%)
Increase adult participation in leisure facilities through an enhanced leisure offer.	SLM, Regional Director	NELC Leisure	Implementation of Everyone Active residents' card to NELincs community and associated benefits.	2010-11	Multi partnership approach to develop community engagement.	The frequency of visits from people accessing Council owned leisure facilities (Baseline 1,152,783, 2008/09 Target - increase by 1%pa 09/10 - 1,164,311 10/11 - 1,175,954)

<p>Deliver programmes to reduce barriers targeted at under represented groups in sport identified through Active People data in support of work to deliver an Olympic Legacy linked to London 2012.</p>	<p>NELC Sports Dev, Principal SDO</p>	<p>Foresight, CTP, SHPS, SSP, SLM, NLAG, Physios, YPSS, Humberside Police, GTFC FITC, FAST, FLAG, Barnados, GIFHE,</p>	<p>Deliver targeted programmes of activity aimed at removing barriers and encouraging regular participation amongst:</p> <ul style="list-style-type: none"> o People with a disability o Older People o Women & girls o People from disadvantaged backgrounds o Migrant and BME communities 	<p>2010-11</p>	<p>Align existing resources and activity programmes to priority communities of interest.</p>	<p>Active People Survey Participation Measures:</p> <ul style="list-style-type: none"> o People with a disability (Target 1% increase on APS3 result) o Older People (Target 1% increase on APS3 result) o Women & girls (Target 1% increase on APS3 result) o People from disadvantaged backgrounds (Target 1% increase on APS3 result) o Migrant and BME Communities (Target 1% increase on APS3 result)
<p>Develop partnerships through a systematic social marketing approach to support, enable and engage the community to participate in Physical Activity opportunities and expand the contribution of Physical Activity to weight management. Focus will be on:</p> <ul style="list-style-type: none"> o Workplace o Communities o Collaboratives o Training and workforce development 	<p>Specialist Health Promotion Service</p>	<p>Schools, School Nurses, SSP, Young Peoples Service, Food For Fitness, Community Dietetics, Sports Dev</p>	<p>Support partnerships to develop, monitor and evaluate projects including:</p> <ul style="list-style-type: none"> o Chair Based Exercise o Tai Chi o Fun 'n Fitness o Walkwell o Buddying o Heartwell o GASP o Health In the Workplace o Cardiac Rehab o Growing clubs o WW On referral o Steps o Mens weight management o Balance 	<p>2010-11</p>	<p>Funding from existing funding streams within Public Health and SHPS. Expansion and new projects will require additional funding.</p>	<p>Increased partnership opportunities</p> <p>Increase community participation</p> <p>Increase opportunities for older people to take part in physical activity</p>

3. Improving facilities

Strategic Action	Lead Organisation and Officer	Key Partners	Milestones	Timescale	Resource Implication	Output / Performance Measures
Rebuild or refurbish all Council owned leisure facilities.	NELC Leisure, Project Manager ~ Sport & Leisure Development	NELC BSF, Children's Service, GIFHE, Franklin, Schools, Academies, SLM	Develop design and build programme for leisure facilities following strategic review of leisure recommendations.	2010-15	Capital resource (internal and external) required to deliver new and refurbished facilities.	Complete detail design for new pool and sports hall - (Target - March 2011) Complete refurbishment of KGV Athletic Stadium - (Target - March 2011) Commence build programme for new pool and sports hall - (Target - March 2012) Commence detail design for Cleethorpes leisure centre - (Target - March 2012) Complete build programme for new pool and sports hall - (Target - Dec 2013)
Enhance PE and sports facilities on primary and secondary school sites in the borough.	NELC BSF Team, BSF Project Director	NELC Children's Services, Leisure, Extended Services, HSP	Capital developments on BSF sites. Develop sporting centres of excellence on each site. Improve & secure community access to school facilities.	2010-15	BSF Capital Programme and NGB investment to boost sports provision where available.	Completion of Building Schools for the Future Programme. (Target - March 2017)
Improve the facilities available for recreational walking and off road cycling.	NELC Highways, Highway Asset Manager	Transport Policy	Improve grass cutting, signs, gates, stiles and bridges.	2010-13	Resource contained within the Local Transport Plan.	1. The percentage of total length of footpaths and other rights of way which were easy to use by members of the public (08/09 Result 90.40%, 09/10 Target 85.1%, 10/11 Target 87%)
Improve the infrastructure for cycling and walking locally to encourage more people to cycle and walk as a means of transport and leisure.	NELC Transport Policy, Senior Transport Officer	Highways, Road Safety Team	Provide off-road cycle paths, improve road safety and cycle parking facilities. Improve walking routes and pedestrian environment, increase crossing facilities.	2010-13	Resource contained within the Local Transport Plan.	1. (LTP2/3) No. of cycling trips entering the Town Centre between 7am - 10am on an average week day. (08/09 Result 3857, 09/10 Target 4050) 2. (LTP2/3) No. of walking trips entering the Town Centre between 7am - 10am on an average week day. (08/09 Result 15,581, 09/10 Target 15,737)

4. Increasing volunteering

Strategic Action	Lead Organisation and Officer	Key Partners	Milestones	Timescale	Resource Implication	Output / Performance Measures
Increase the number of young people aged 14 - 19 volunteering in sport.	NELC Sports Dev, Volunteer Co-ordinator	SSP, GIFHE, Franklin College, VANEL, HSP, YST	Deliver leadership academies in schools. Develop and implement Step Into Sport programme.	2010-11	Officer time and YST and HSP investment into Step Into Sport programme.	Total no. of pupils and students aged 14-19 enrolled on the Step Into Sport programme. (Baseline 253, Target 266)
Increase the number of adults (19+) volunteering in sport.	NELC Sports Dev, Volunteer Co-ordinator	GIFHE, Franklin College, VANEL, Humberside Police, YPSS, HSP	Develop specific 19+ volunteering programme (Inspire). Implement Recruit into Coaching initiative. Encourage volunteering at events. Develop structured placement and experience programme.	2010-11	Officer time and HSP / SSP investment into Recruit Into Coaching programme. Volunteer reward and incentive schemes.	Total no. of adults 19+ on volunteering programmes. (Baseline 69, Target 72)