

APPENDIX 4 - STRATEGY CONTEXT

The Strategy has taken into account a number of key documents, initiatives and issues as detailed below which influence sport and the provision of sporting opportunities.

1. Department of Culture, Media and Sport (DCMS) – A Sporting Future for All

The first part of this national strategy is a broad vision which sets out issues and provides a framework for addressing them. Specific work programmes are then detailed within an action plan which states how these will be delivered.

Within the 'Lifelong Participation' part of the document, issues relating to the countywide Sports Strategy are detailed. It includes:

- the Government's aim to reduce unfairness in access to sport and to invest in grass roots facilities;
- recognition that many sports facilities provided by local authorities need capital investment where it is estimated that £1.5 – 2 billion needs to be spent on community sport over the next 10 years.

Within 'Increasing Participation by Young People' it includes:

- a statement that Sport England will allocate 20% of lottery funds to Youth Sport;
- encouragement of the development of after school activities for all abilities.

In 'Sports Development and Social Inclusion' reference is made to:

- the valuable role for Sports Development Officers, particularly in terms of youth sport and pathways between school, club and community services;
- all funding bodies in sport having to ensure that the promotion of social inclusion is a key part of all their work.

2. Department for Culture, Media and Sport – Policy Action Team 10

Policy Action Team 10 (PAT 10) was one of 18 Policy Action Teams set up by the Government's Social Exclusion Unit that considered, the problems of poor neighbourhoods. PAT 10 was led by the DCMS and made a series of recommendations that have significant implications for this Strategy. In particular:

- local authorities should assess provision and expenditure on arts and leisure geographically, using indicators of deprivation;
- local authorities should promote and develop programmes aimed at enhancing the creative and sporting talent of young people in disadvantaged areas;
- local authorities should seek ways to improve value for money from their assets / facilities by ensuring the widest possible use, for example using school sports facilities out of school hours.

3. Department of the Environment, Transport and the Regions (DETR) Local Government Act 1999 - Best Value

The Best Value legislation is a very significant element of the Government's Modernising Local Government Agenda. The legislation, which applies to all local authorities, came into force early in 2000. The law now requires that '*A Best Value authority must make arrangements to secure continuous improvement in the way in which its functions are exercised, having regard to a combination of economy, efficiency and effectiveness*' (Local Government Act 1999: para 3).

Each authority has to produce an annual Best Value Performance Plan (BVPP) which analyses how well the authority is performing and sets targets for the year ahead. All authorities must undertake a Service Review of all functions over a five year cycle. The process of these Service Reviews is to:

- *CHALLENGE* why, how and by whom a service is being provided;
- secure *COMPARISON* with the performance of others;
- *CONSULT* local taxpayers, service users, partners and the wider business community;
- Use fair and open *COMPETITION* wherever practicable as a means of securing efficient and effective services.

Best Value will have a significant impact on the future delivery of sports services by local authorities in the next five years and beyond.

4. Sport England - Investing in our Sporting Future (1999)

This is the Sport England Lottery Fund Strategy for the period 1999-2009. This document outlines the development of a two-fund approach:

- a Community Projects Fund for local capital and revenue projects which now has an easier two stage application process;
- a World Class Fund targeted at producing the facilities and programmes to provide the medal winners of tomorrow.

Applications for the Community Projects Fund Lottery are assessed using the Facilities Planning Model (FPM). This provides computerised modelling information on the supply and demand for facilities in an area. It is designed to assist in identifying any gaps or over supply in community sports facility provision. The Model's standard parameters can be changed to reflect the unique characteristics of an area and the needs of local communities. The outputs from this computerised Model will therefore be of great use in providing evidence for, and the likely effect on, sports facility development within Leicestershire, Leicester and Rutland. It must be recognised however that it should not be considered in isolation but as one element in the process of determining facility needs.

5. Sport England – England, the Sporting Nation, A Strategy (1997)

This is a strategy for English sport rather than a strategy for Sport England. It describes the sporting vision for England as follows.

It aims for England to be the sporting nation providing equal opportunities:

- for everyone to develop skills and competence to enable sport to be enjoyed;

- for all to follow a lifestyle that includes active participation in sport and recreation;
- for people to achieve personal goals at whatever their chosen level of involvement in sport;
- for developing excellence and for achieving success in sport at the highest level.

6. Sport England – Active Programmes (1998)

Since 1998, Sport England has been developing its national sports development programmes, which are:

- **MORE PEOPLE** – involved in sport;
- **MORE PLACES** – to play sport;
- **MORE MEDALS** – through higher standards of performance.

Each programme has many strands covering specific initiatives, for this Strategy the most relevant are:

- Active Schools;
- Active Sports;
- Active Communities.

Active Schools is a crucial programme for sports development in schools. It is built around two key elements: Sportsmark / Sportsmark Gold and Activemark / Activemark Gold awards. These quality accreditation programmes provide schools with a set of quality targets to ensure they deliver the highest standards of physical education and sports provision. In addition, Active Schools provides a range of integrated services and products specifically designed to help schools achieve those targets.

- Activemark and Activemark Gold are new awards open to primary schools, middle schools deemed primary schools, and special schools with primary-aged pupils. They recognise and reward outstanding physical activity programmes.
- Sportsmark and Sportsmark Gold are prestigious, highly popular quality awards. The awards recognise and reward schools that provide the very best physical education and sports provision to their pupils and the local community. Sportsmark Gold awards go to schools offering exceptional provision. To date 1,100 secondary and special schools have achieved a Sportsmark with a further 72 gaining Sportsmark Gold. Now entering its fourth year, Sportsmark has been streamlined and enhanced following a comprehensive review.
- TOP Play and TOP Sport programmes were launched in 1996 and will be established in all primary schools by 2001. TOP Play is aimed at those teaching core skills and fun sports to children aged 4-9 years old. TOP Sport is aimed at teachers introducing sports and games to children 7-11 years old. Both programmes provide equipment, activity resources and training.

Active Communities is designed to increase and sustain lifelong participation in sport and recreation and to promote continuous improvement in the delivery of sporting opportunities and services at a local level for all the community. It is based on the well-known slogan of the former English Sports Council of "Sport for All".

The programme aims to ensure that as many people as possible are "socially included" in the sporting world. It specifically addresses the known inequalities in English sport. Encouraging the efforts of local community leaders is a major part of the work. Sport England is working closely with local authorities, enabling them to respond in a positive way to the shift in the role of local authorities in the light of the Government's "Best Value" and "Modernising" initiatives.

Active Communities has taken the opportunity provided by the changes to the Lottery Regulations to re-focus the way the Sport England Lottery Fund will be allocating its funding. This has resulted in a far greater emphasis on support for small scale projects and the chance to invest in revenue items as well as capital. However, the Community Capital programme has also been re-focused to be strategic and to concentrate on 'priority groups'. Two key outcomes are:

- an extension of the *Awards for All* pilot programme nationwide, with £15 million available each year. The Awards For All programme is for schemes costing less than £5,000 and will be promoted through the local authority and community group networks;
- the creation of a new Priority Groups Revenue Fund for local authorities and other strategic organisations to access, on behalf of their communities, schemes to provide opportunities for priority groups and disadvantaged communities.

Active Communities has a further range of initiatives relevant to local authorities:

- an expansion of the professional infrastructure of **Sports Development Officers** working with the community;
- a new series of '**Active Community Projects**' including the **Positive Futures Scheme** to develop new approaches to key social exclusion issues, such as truancy, teenage anti-social behaviour, racism and crime prevention;
- a Best Value Toolkit to support local authorities in working to implement the Best Value legislation in sports services. It offers advice on the how to link together the current planning and management strategies which exist in isolation in many local authorities;
- the introduction of a new quality assurance programme '**QUEST for Sports Development**'. This will include National Performance Indicators for sports development to set quality service benchmarks that every community might expect to be delivered in their area;
- the targeting of '**Running Sport**', the existing training programme for sports administrators, on community groups. New 'skills' products will be developed to tackle community training issues;
- the introduction of additional sports-related training provided for community agencies and related organisations.

Active Sports is a five-year development programme targeting nine sports namely:

Athletics, basketball, cricket, girls football, hockey, netball, rugby union, swimming and tennis.

The programme's main aim is to help young people get more from their involvement in sport. It is a co-ordinated, England-wide programme delivered at the local level. At its heart are the local sports clubs. It also involves local authorities, education services, schools and governing bodies of sport, working in partnership to give young people local opportunities for participation, competition and skills improvement.

Each Sports Partnership is in charge of local delivery of Active Sports and agrees with Sport England which of these sports it wants to offer locally. The Sports Partnership ensures that the activities are of the highest standards and that they are reaching young people in every part of its area. These services may also be available to those of the nine sports not selected for that Partnership Area, and for other sports not being targeted by the programme.

7. Sport England - Sport Action Zones (2000)

Sport Action Zones (SAZs) are a new initiative from Sport England aimed at addressing sporting deprivation in some of the most socially and economically disadvantaged areas of the country. SAZs will address many of the reasons why residents in deprived areas may not participate in sport. These include the cost of using facilities, poor access to transport and lack of confidence and self-esteem.

The SAZ initiative is underpinned by the community development principles set out by PAT 10 (Sport and the Arts). These are:

- valuing diversity;
- embedding local control;
- supporting local commitment;
- promoting equitable partnerships;
- defining common objectives in relation to actual needs;
- working flexibly with change;
- securing sustainability;
- pursuing quality across the spectrum;
- connecting with the mainstream of sports activities.

Leicester has a one of the first 12 SAZs based on North Braunstone and its surrounding area. Sport England will be working closely with the City Council and local community to produce an Action Plan aimed at increasing participation and reducing the inequalities that exist. Resources have been made available by Sport England in order to deliver a sports development infrastructure aimed at meeting the identified needs of the local community. This provides an exciting opportunity to develop sports participation in the SAZ and other priority areas.

8. English Institute of Sport - East Midlands

This new development, funded by the UK Sports Council, consists of a network of centres and service providers whose aim is to provide the best high-performance training environment in the World, for World Class programme athletes. Eventually, the English Institute of Sport will provide support to over 4,000 athletes in a variety of

sports.

The East Midlands sites that have been included in this initiative, and the facilities that they will eventually contain are:

Loughborough University

- 50m training pool;
- indoor athletics straight;
- 12 court sports hall;
- sports science, sports medicine and conditioning facility, including a gymnastics analysis centre;
- water based hockey pitch.

Holme Pierrepont, Nottingham

- enhanced canoeing national centre and slalom course;
- sports science and sports medicine area;
- conditioning facility;
- upgrade of existing support facilities.

Other Facilities

- squash development in **Nottingham**;
- sailing development at **Rutland Water**.

A Lottery award of £22.4 million has also been made to the Nottingham Ice Centre.

9. Stephen Lawrence Inquiry: Macpherson Report (CM 4262-1, HMSO 1999)

This Report, into the murder of Stephen Lawrence, has profound implications for local government. Every local authority is required by the Home Secretary to examine their policies and practices in light of the Report. It is crucial that race and equality perspectives become a central feature of both service planning and service design.

Advice from the Local Government Association is that 'there is no blueprint' for local authority response to the Report. 'Each council needs to focus on the particular characteristics of its locality and diverse communities and review service delivery and policy formation to integrate action on race and equality issues.'

Key points relevant to this Strategy are:

- substantial mistrust of agencies by minority ethnic individuals and communities;
- much, much more co-operation is needed between agencies especially on the collection, recording and exchange of information;
- concerns about the short term funding of ethnic minority projects, and the tendency of those funding to withdraw from groups perceived to be confrontational.

The final recommendation is:

70. That in creating strategies under the provision of the Crime and Disorder Act or otherwise Police Services, local government and relevant agencies should specifically consider implementing community and local initiatives aimed at promoting cultural diversity and addressing racism and the need for focussed, consistent support for such initiatives.

This Strategy recognises the key points and recommendations from the Report.

10. Other Government Policy Documents

a) Department of the Environment, Planning Policy Guidance 17 (PPG17), Sport and Recreation (1991)

This guidance note describes the role of the planning system in assessing opportunities and needs for sport and recreation provision and safeguarding open space with recreational value. The effectiveness of PPG 17 has recently been reviewed and the information published by the DETR in 1999. However, the revised version of PPG17 has not yet been published.

b) The Town and Country Planning (Playing Fields) (England) Direction 1998

This directive required local authorities to consult Sport England on all planning applications involving sports pitches. Applications are assessed by Sport England against published criteria, which are founded on a presumption against loss unless there are exceptional circumstances.

c) School Standards and Framework Act 1998

Section 77 of the Act empowers the Secretary of State to protect school playing fields in England from disposal or change of use. The Secretary of State's prior consent is required before disposal or change of use of school playing fields can take place.

This provides a clear indication that school playing fields are a highly valued resource for both education and the local community and will not easily be surrendered to other uses. Department for Education and Employment (DfEE) Circular 3/99 explains those powers, offers guidance on them, and describes the criteria against which the Secretary of State expects normally to make decisions on relevant applications from local authorities, governing bodies and foundation bodies.

11. Sporting Trends

Leisure has been the fastest growing sector of the British economy in the last 10 years. This trend is likely to continue.

a) Participation Trends

'Living in Britain', the 1996 General Household Survey (GHS), shows that overall participation in sport or physical activity has not increased since 1993, although since 1987 there have been marked increases in participation in health related activities

especially swimming, keep fit and cycling and smaller increases in weight training and golf.

b) Male and Female Participation Trends

According to the 1996 GHS, sports participation by men still outranks that of women, although the gap is closing, particularly in football but also in cricket, rugby, tennis and golf. However, the largest proportion of participation by women is in indoor sports, especially health related activities like aerobics. Participation amongst women in outdoor sports is much lower than that of men. Weight training and soccer were found to be the most popular activities for young men. Golf, darts and bowls were more popular amongst the older age groups.