

**7 September 2010**

**Consideration of Activity towards achieving NI 8 'Adult Participation in Sport'**

**Ward(s)** All

**Portfolios:** Cllr Anthony Harris – Leisure, Culture and Environment

**Summary of report:**

Where we are in relation to Target

NI8 measures the percentage of adults undertaking 3 x 30 minutes moderate intensity sport & physical activity per week. The Walsall LAA target was an increase of 1% per year from the baseline 2006 (16.1%); therefore the target for October 2010 = 20.1%

NI8 performance is the outturn of the two previous years' Active People Survey (AP) results. The current (2009) performance of 16.8% is an aggregate of 13.4% (AP2 - 2008), and 20.1% (AP3 - 2009). Whilst it is still ragged as red, 50% of the 2010 outturn has already met the target as the performance will be based on an aggregate of AP3's 20.1%, and the as yet unknown result of AP4.

This 2009 yearly outturn shows a positive increase from baseline in Walsall's participation of 3.92% compared to nationally (+0.7%), West Midlands (+0.79%) and Black Country (+1.68%).

What Issues are

The target is owned by the CANdo Partnership (key professionals representing organisations that promote, develop and deliver services for sport and physical activity in Walsall).

Achieving the target (20% of Walsall adults undertaking 3x30 minutes exercise per week) equates to 6 million sessions per year. This level of provision cannot be directly delivered by the council and is also reliant on partners. The recent sports and physical activity workforce audit identified 75% of the delivery workers in the sector were from voluntary organisations delivering just under half of the of the community delivery.

A key associated issue is the Scrutiny Working Group reviewing leisure facility provision, which will hopefully secure the future of our leisure facilities and address of the limited community access to school sites where the majority of the boroughs sportshall provision is based.

The Target Action Plan for the target was submitted on the expectation of the additional commissioned services being supported in some way. When approved the potential commissions were removed but the targets retained.

What we are going to do

The CANdo partnership will be reviewed and re-invigorated directly linked to the re-establishment of the Council's Health Inequalities Group. This will create a slimmer board structure, based on senior representation from key partner organisations to ensure more strategic support and advocacy and enable more efficient service delivery to be achieved.

The Scrutiny Working Group reviewing leisure facility provision in tandem with AM2010 will provide clarity and strategic intent with regard our leisure facilities. It is hoped this will provide a clearer future direction for our 4 leisure centres and also resolve concerns about limited access to school and community association facilities.

This will include the planned future closer working with the NHS Walsall provider services to ensure a greater co-ordination between services, and greater on the ground delivery of services to meet community need.

As part of the Sport England Community Investment Funding, sourced to deliver this target, programmes will continue to roll out and include:-

- Participation Events,
- Specialised Conditions activities,
- Running and Jogging community programmes and
- Community Sports Hubs project.

These programmes and other services have also been enhanced by over 45 Future Jobs Fund posts, and the CIF marketing programme is due to deliver a targeted marketing campaign to increase participation this year.

#### **Background papers:**

N/A

#### **Reason for scrutiny:**

The NI8 "Adult Participation in Sport" National Indicator, has been flagged red within Walsall local area agreement.

#### **Resource and legal considerations:**

The impact of the year-on-year budget reductions for Sport & Leisure Services have been mitigated by securing significant amounts of external funding. The availability of such funding is anticipated to become increasingly scarce and will cause pressure on finances and workloads when existing funded programmes end.

#### **Citizen impact:**

Citizens participating within the programmes receive physical, mental and social health and well being benefits from increased activity levels. A fit and healthy body helps reduce joblessness, particularly in manual occupations, as well minimising the amount of time off work due to ill health. In addition many of the funded programmes aim to

increase use of community areas, therefore helping to create a safer local environment, to the service user and the local community.

**Environmental impact:**

Not Applicable

**Performance management:**

Not Applicable as this is the first report to scrutiny


**Equality Implications:**

Has an Equality Impact Assessment been carried out? No

**Consultation:**

Walsall Council Sport and Leisure Services  
NHS Walsall  
Wolverhampton University,  
Walsall College,  
Sports College Network,  
Healthy Schools.

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## 1. Report

1.1 The Community Activity Network (CANdo) partnership is the lead group for this target and as officers Ben Percival and Paul Wicker support this group and are the named leads. This report highlights current issues and future plans.

### 2.0 Where we are in relation to the Target:

2.1. **NI8 – At least 3 x 30 minutes moderate intensity participation** - defined as taking part on at least 3 days a week in moderate intensity sport and active recreation (at least 12 days in the last 4 weeks) for at least 30 minutes continuously in any one session. Participation includes sport and recreational walking and cycling and for those aged 65 and over and light intensity participation in yoga, pilates, bowls, archery and croquet.

Walsall LAA Target – increase of 1% per year from baseline (16.1%). Therefore Target for October 2010 = 20.1%

2.2. This target is measured by the Active People Survey (APS). The first APS in 2005/06 had a baseline of 1,000 people per local authority area. Subsequent surveys had 500 respondents, and therefore to make the NI8 figure two consecutive surveys are added together, to make the 1,000 comparison sample.

Survey	Year	No of respondents	Result	NI8 Result	Target (1% increase per year)
Active People 1 (LAA baseline)	2005/06	1,000	16.1%	16.1%	
	2006/07	-	-	-	17.1
Active People 2	2007/08	500	13.4%	16.8% av.	18.1
Active People 3	2008/09	500	20.1%		19.1
Active People 4	2009/10	500	tbc	Dec this year (AP 3 and 4 results together)	20.1

2.3. The NI8 Outturn is a result of two years of survey results to get the 1000 respondent to compare to baseline. Results to generate the current 16.8% NI8 performance is made up of 13.4% (AP2 – 500 people), and 20.1% (AP3 – 500 people). Whilst it is still ragged as red, 50% of the 2010 NI8 sample (AP3) has already met the target; 2010 NI8 outturn is based on this plus the as yet unknown result of AP4.

2.4. Comparison against national, regional and sub regional achievements in meeting this indicator also show very positive progress by Walsall within the individual yearly survey outturns.

NI 8 - At least 3 days a week x 30 minutes moderate participation (all adults)					
		APS1	APS2	APS3	Difference APS1 / APS3 Percent
		Percent	Percent	Percent	
<b>National</b>	Yes	21.25	21.62	21.95	+ 0.7%
<b>West Midlands</b>	Yes	19.47	19.32	20.26	+ 0.79%
<b>Black Country</b>	Yes	16.06	15.74	17.74	+ 1.68%
<b>Walsall</b>	Yes	<b>16.14</b>	<b>14.04</b>	<b>20.06</b>	<b>+ 3.92%</b>

2.5. The target within Walsall was set, based on the then Sport England Target of an increase in participation of 1% per year, nationally and locally. As can be seen this has not been possible nationally, with an increase of only 0.7% from baseline. Within Walsall participation as measured by the individual surveys has increased by 3.92% over the same 4 years; and also compares well against West Midlands (0.79%), and the Black Country (1.68%).

### **3. What Issues Are:**

3.1. The target is owned by the CANdo Partnership (a group of key professionals across Walsall representing organisations that play a key part in promoting, developing and delivering services for sport and physical activity). Attendees include

- Walsall Council Sport and Leisure Services
- NHS Walsall
- Wolverhampton University,
- Walsall College,
- Sports College Network,
- Healthy Schools.

3.2. The partnership has undertaken action planning against its key priorities, one of which is the increasing adult participation and the NI8 target that sits alongside this. We have identified key activities we are looking to promote and develop as a partnership, based off of analysing Active People results, as well as developing market segmentation analysis and neighbourhood profiles to focus our efforts. We have also attempted through the partners to undertake some key planning work such as a community activity audit, to hold activity information in one central but accessible database. In addition we have recently been undertaking a sport and physical activity workforce audit, to ascertain the scope and skills of the current workforce within Walsall.

3.3. Ultimately the target is for 20% of Walsall to undertake 30 minutes of activity three times a week, which equals 114,000 activity sessions per week, just under 6 million sessions per year. Fundamentally this level of provision cannot be directly delivered by the Council. Indeed the provision of sport & active recreation in Walsall is a combination of core council delivery (leisure centres, outreach community services, and school orientated community provision), plus significant voluntary and private provision (supported and guided via key development work).

3.4. The recent Walsall Sports and Physical Activity Workforce Audit identified the following people who undertake paid or voluntary roles in delivering these opportunities across Walsall and the total hours of work they do. This helps to show the wide range of services and impact the voluntary sector sports networks undertake in delivering services on behalf of Walsall.

	<b>No of people currently filling roles per week</b>	<b>Total hours of work per week</b>
<b>Totals Delivery</b>	<b>2,956</b>	<b>10,090</b>
<b>Facility</b> (working in leisure centres, community associations, on direct provision of opportunities)	<b>326</b> (11.0%)	<b>1,649</b> (16.3%)
<b>Voluntary Sports Club</b> (volunteers involved in providing participation opportunities)	<b>2,208</b> (74.7%)	<b>4,600</b> (45.6%)
<b>Borough service</b> (working in boroughwide services – non facility based)	<b>133</b> (4.5%)	<b>1,102</b> (10.9%)
<b>School Based Community delivery</b> (school based provision of community opportunities)	<b>289</b> (9.8%)	<b>2,739</b> (27.1%)

3.5. This target should not be seen as Walsall Council direct delivered services; it covers voluntary sports clubs, school based facilities, private organisations and parks & open spaces – in part coordinated and facilitated by the Council.

3.6. The targets that were set within the TAP development meeting were set on the expectation of additional support for commissioned services that were identified within the TAP. When the TAP was submitted officers were informed there would be no development / investment funding to help achieve the target, and were told to remove the potential commissions although the targets that were set were retained.

3.7. A key supporting activity is the Community Services Scrutiny Working Group looking into the future of leisure facility provision in Walsall. This group is not only looking at the Council's 4 remaining leisure centres, but also provision by schools and community associations. An ongoing challenge is the lack of control the council has on wider "public" leisure facilities across the borough with a large proportion of the boroughs facilities on school sites, where community access is limited or inconsistent.

3.8. The requirement to make revenue savings also poses a challenge. Since the LAA target was set, Darlaston Multi-Purpose Centre, the Grange Golf Course and Willenhall Leisure Centre have all closed.

3.9. One of the major plans in delivering this target was the sourcing and deployment of the Community Investment Funding from Sport England to deliver a range of programmes to target adult participation. Whilst the CANdo Partnership was successful in securing almost £500,000 of funding, delays in approvals led to the majority of these programmes not coming on line until late summer 2009.

#### **4. What We are Going to do:**

4.1. This target is “owned” by Walsall Community Activity Network (CANdo). Whilst this group have been successful in action planning and securing funding, it has not proven an effective delivery mechanism.

4.2. It is intended to re-invigorate the CANdo partnership directly linked to the re-establishment of the Council’s Health Inequalities Group. This will create a slimmer board structure, based on senior representation from key partner organisations to ensure more strategic support and advocacy and enable more efficient service delivery to be achieved. This will include developing focussed operational themed groups sitting underneath this strategic management group. The BeActive (former Black Country Sports) Partnership will be supporting this review. This key action again reflects the fact that this target cannot be directly delivered by the Council, but facilitated and supported through partnership working. As part of this we would look at updating the Target Action Plan.

4.3. Much work has already been undertaken as part of the strategic review of leisure centres. This has included establishing a strong evidence base through a PPG17 audit of all sports facilities, Sport England Facilities Planning Model work looking at the supply and demand of pools and a new Playing Pitch Strategy. This, plus the AM2010 work will now be drawn together by the Scrutiny Working Group and will report this October.

4.5. Work is also being undertaken to create stronger links between the Council’s Sport & Leisure Services and NHS Walsall Lifestyle Services; mapping joint working, areas of duplication and areas of targeted work, to ensure a greater co-ordination between services, and greater on the ground delivery of services to meet community need. This may lead to an integration of these services under the NHS Transforming Community Services programme.

4.6. The Council has from 1 April 2010 re-organised its marketing and communications operations into one Marcomms team and there is an opportunity to work much closer with NHS Walsall in joint initiatives.

4.7. Finally as part of the Community Investment Fund, programmes funded within that include:-

- Participation Events Programme,
- Specialised Conditions Programmes,
- Running and Jogging programmes and
- Community Sports Hubs.

4.8. These programmes have also been supported by the employment of over 45 Future Jobs Fund posts to assist in additional delivery across Sport and Leisure. The CIF marketing programme is a project that is due to be rolled out this year with resources to promote and market messages to adults to increase participation in sport and physical activity. The approach of this programme is to promote the 3 x 30 message, as well as publicising all the various opportunities to be active across the wide range of deliverers identified rather than just trying to provide services directly.