

Sport and Physical Activity Strategy and Action Plan Review October 2007

In December 2005 a Sport and Physical Activity Plan with an accompanying Action Plan was adopted. Both documents were the culmination of an extensive consultation process with partners and Borough residents as well as wide ranging research. Additionally the wider context including Haringey's overall strategic focus combined with national and regional priorities were taken into account.

In order to meet the strategic and operational priorities identified from the consultation process, a number of key policy commitments were identified. These addressed issues of access, participation, communication, under representation and partnership and were worked up into policy objectives with accompanying tasks detailed in the Action Plan.

Sport and physical activity policy objectives:

- 1 To develop a range of quality and accessible recreational opportunities and sporting facilities available to all**
- 2 Increase participation in sport and physical activity and encourage an active lifestyle, in particular by those community groups who traditionally use sports and leisure facilities across the borough less than others**
- 3 To promote community ownership, participation and involvement in the development and delivery of facilities and programmes for sport and physical activity.**
- 4 To use the attraction of participation in sport and physical activity as a vehicle for young people to fulfil their potential and divert those at risk of offending away from crime**
- 5 To improve access to local provision so that participants can enjoy activities that are of high quality and in a safe and secure environment**
- 6 To assist each member of the community, particularly young people, to maximise their educational attainment and opportunity for lifelong learning through participation in sport and physical activity**

Subsequent to production of the Strategy, additional fundamental research data became available. The 2006 Active People and Active Places Surveys commissioned by Sport England have given us a sound footing on which to base the way forward. Additionally Haringey, along with other North London boroughs, commissioned a survey of year 6 and year 9 school children to ascertain their physical activity participation patterns.

This unprecedented level of accurate data has illustrated very powerfully the poor participation rates across the country including Haringey and given strong indicators about where resources need to be directed. Additionally

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Haringey has a stretch target of increasing adult participation by 4% in three years (2009/10).

In Haringey the headline key performance indicators are:

- Adult physical activity participation (3x per week 30 minutes of moderate activity) – 22.9%
- Adult sports volunteering (1 hour per week) – 2.7%
- Percentage of the borough population living a 20 minute walk from a quality assured leisure centre/park (with a full sized football pitch) – 69%
- Year 9 pupils sports club membership – 38%
- Year 9 pupils extracurricular activity – 55.7%
- Year 9 pupils doing 7 hours or more of sport per week 16%

It should be noted that adult participation rates, while poor, are similar to other London boroughs (excepting the affluent boroughs). However the year 9 pupils KPIs are generally lower than the three other North London boroughs in the survey (Waltham Forest, Enfield and Barnet). Low club membership is a major concern.

Policy Objective 1

To develop a range of quality and accessible recreational opportunities and sporting facilities available to all

- Active Places indicates that the majority of Haringey residents live in good proximity to quality assured leisure facilities (note these may be outside the borough).
- There has been significant investment in upgrading the leisure centres and parks over the past 2 years.
- Satisfaction surveys and rising attendance figures indicate that these investments have been beneficial for residents. Nonetheless there is still much to be done.
- Of key importance is Recreation Services developing relationship to the BSF process; success in influencing this should open up in a meaningful way school facilities for community use. This will be either by direct managing of leisure facilities in a dual use context as is likely for the 6th Form College or via partnerships around extended schools programmes and the like.
- Generally partnership working will play an increasing role in developing a range of accessible recreational opportunities.
- Sport England's recommended body to co ordinate this is the CSPAN (Community Sport and Physical Activity Network). Haringey have made good progress in this regard setting up a CSPAN with membership coming from the leisure community (Recreation Services, Clubs and Sports Delivery Agents), PCT, Children's Services and Middlesex

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University. In time it is hoped that the private sector and voluntary sector (HAVCO) will play a role in the partnership.

Policy Objective 2

Increase participation in sport and physical activity and encourage an active lifestyle, in particular by those community groups who traditionally use sports and leisure facilities across the borough less than others

- The Active People Survey demonstrates that participation rates are significantly lower in the areas of highest deprivation within the borough
- Ethnic minorities with the exception of black men have poor participation rates
- Women have significantly lower participation rates compared to men (except in the 55+ age group)
- There is a strong overall correlation between higher participation rates and club membership
- In order to tackle these inequalities and the overall low participation rate we need to accelerate the move from direct provision (through our own facilities) to enabled provision.
- Investment in sports volunteering and workforce development (coaches, referees and administrators) is crucial to empowering communities to provide sport and active leisure opportunities.
- The soon to be launched Sports Directory will be a valuable resource in this enabling environment.
- The GP Referral Scheme recently launched in the borough in partnership with the PCT is fundamental to engaging the most chronically inactive residents
- Projects such as the Markfield Park Development have the dual purpose of improving facilities and creating opportunities for Officers to work with a range of stakeholders to build community sports capacity.

Policy Objective 3

To promote community ownership, participation and involvement in the development and delivery of facilities and programmes for sport and physical activity.

- Community ownership is critical in terms of club development and therefore increasing participation.
- Initial work has begun on a club audit. This audit will form the basis for developing volunteering and the workforce (particularly the volunteer workforce). As well it will provide the opportunity for Officers to assist the development of multi sports hubs
- White Hart Lane Community Sports Centre, in particular and Finsbury Park Track and Gym offer the borough the most potential for community owned multi sports hubs. Work is currently planned to seek

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to externalise the management of these facilities to community organisations.

- More acknowledgement of the work being carried out in a voluntary capacity currently is also part of the picture and as such in November we will be staging the inaugural Haringey Celebrating Sports Awards.

Policy Objective 4

To use the attraction of participation in sport and physical activity as a vehicle for young people to fulfil their potential and divert those at risk of offending away from crime

- A great deal of progress has been made under this objective primarily due to NRF funding being available for diversionary activity for young people.
- Whilst the strategic focus and drive around participation has moved towards adults, the good work undertaken such as targeting holiday play schemes in crime hot spots and developing sporting role models via the Sports Scholarship Scheme must continue.
- Additionally the School Survey indicates that potentially Haringey's future adult participation rates will continue to be very challenging if issues such as young people's low sports club membership rates, low extracurricular sports rate and relatively low rates of high level activity are not addressed.

Policy Objective 5

To improve access to local provision so that participants can enjoy activities that are of high quality and in a safe and secure environment

- The Active Places Survey paints a relatively good picture of accessibility
- Work needs to be completed to identify the gaps.
- Generally however we know that the borough lacks swimming provision in the Wood Green area.
- While the borough has a good number of pitches they are often inaccessible due to issues such as poor drainage and changing facilities.
- A comprehensive plan to address these issues; particularly defining key indoor and outdoor facilities that need development in each Area Assembly must be completed in order to move forward.
- Current funding bids for Markfield and Lordship both have outcomes of increased use and increased club capacity integral to the applications.

Policy Objective 6

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To assist each member of the community, particularly young people, to maximise their educational attainment and opportunity for lifelong learning through participation in sport and physical activity

- Baseline figures relating to the quantity of PE and sports activity are now available and improvement can be measured.
- Through the Extended Schools Football Project specifically and other community sports programmes in schools – developing better community use of school facilities is being progressed, although SLA's with schools are still at the planning stage.
- Recreation Services is working closely with Children's Services around the BSF process to maximise community use of school facilities.
- The CSPAN will improve work in this area with the wider leisure community in the Borough and Children's Services working together in a structured way to maximise opportunity in sport and physical activity.

Conclusion

- Haringey has a stretch target to increase adult participation by 4% over three years (6029 adults in total).
- The CSPAN will provide a local strategic alliance of partners working cooperatively towards the achievement of agreed outcomes.
- Sport England funding will be dependent on the CSPAN endorsing projects that will increase adult participation.
- Other funding pots that are dependent on Sport England such as the Football Foundation will also require CSPAN endorsement
- Match funding, generally at 2 to 1 must be found
- Other sources of funding for this enabling work includes the Community Assets Fund, council funding and Sports Governing Bodies.
- Recreation priorities for resources and development are:
 - Increasing adult participation
 - Increasing club capacity
 - Increasing sports volunteering
 - Increasing the capacity of the sports workforce.
 - Ensuring good quality sport and PE opportunities for young people
 - Continued involvement in the BSF process
 - Developing multi sports hubs (WHLCSC and FPT&G)
 - Development of key indoor and outdoor facilities in each Area assembly area.
 - Providing for community ownership