

Sport and Physical Activity Strategy

Stage 2 Consultation results

December 2005

1 Introduction

Following the production of the draft sport and physical activity strategy in July 2005, a number of stakeholders and agencies both within and external to the Borough were consulted as part of the overall development of the plan.

Alongside the strategy and action plan, a questionnaire was circulated requesting feedback and comments in order to finalise the draft for Member approval in December 2005.

15 direct responses were received from:

- Haringey Borough Football Club
- North and East London Sports Network
- Enfield Leisure Centres Limited
- Haringey Primary Care Trust
- Haringey Environmental Services (Street Scene and PEPP)
- Hornsey YMCA
- Haringey Sports Development Trust
- St Thomas Moore School
- Haringey Positive Futures
- Lee Valley Regional Park Authority
- LSC London North
- Haringey Corporate Voluntary Sector Team
- Haringey Youth Service
- Met Police, Fortis Green
- The College of North East London (CONEL)

The responses were sent via email or by post. Some were in the form of a completed questionnaire while others were written or telephone responses, highlighting general comments and observations. Correspondence pertaining to the Strategy was also received from Haringey Sports Council.

A summary of the responses is summarised below.

2 General comments

The majority of respondents were very positive about the overall strategy.

For example the Primary Care Trust state that:

“in general the strategy successfully maps sport and physical activity provision in Haringey. We agree with the overall thrust of the strategic direction and objectives. The Council have reviewed the wider policy context and local information well.”

“The Teaching Primary Care Trust very much welcomes the strategy and are pleased to see the way it has developed and the degree to which it has noted the views of health partners.”

However, the document, although comprehensive, was seen by some respondents as long and too detailed, with some of the strategic issues difficult to pick out. An executive summary was seen as a sensible way to address this issue.

3 The vision and objectives

“An ambitious, comprehensive vision for the borough”.¹

It was suggested that the overall vision should refer to inequality in access and need and how the strategy will address this without widening the gaps between east and west as in the west people are more likely to take up opportunities than those in the east.

The vision for Sport and Physical Activity was generally endorsed, however there was a view expressed that the sports strategy objectives should be focused upon positive outcomes for young people rather than focusing upon diversionary activities (i.e. away from crime).

The LSC London North suggested that the sports strategy objectives should also highlight the commitment to strengthen the provision of sports related training and schemes targeting young people.

4 Target groups

The strategy needs to be more specific about approaches to engaging with and providing for people at different life stages and making appropriate availability and to specifically design and target services/interventions for disadvantaged groups.

There was a general view held that the majority of sports clubs are located in the West of the Borough. In addition there are fewer facilities, both indoor and outdoor in the East of the Borough. The focus of developing pathways for encouraging participation levels should be concentrated in the east.

The provision of an effective marketing strategy was suggested in order to ensure wider participation, particularly to encourage those sections of the community that are currently underrepresented through mainstream leisure facilities.

5 Structures to deliver the strategy

The development of The Sport and Physical Board (SPAB) is seen as an important way of driving sport and recreation up the political agenda. However, it will require enough influence in order to drive through new initiatives and programmes. A voice at the “table” of the Local Strategic Partnership was seen as crucial. There was a view held that the development of a Leisure and Cultural Partnership Group (similar to the one in Enfield) may be a sensible way forward to ensure that the interests of sport and recreation are represented at the LSP Board level.

6 National perspective

¹ Response from The Learning and Skills Council London North.

Mention should be made of the Government Green Paper – ‘Youth Matters’ as opportunities exist within that for increasing young people’s participation in sport and physical activity. The vision of the Green Paper is to see services integrated around young people’s needs helping all teenagers achieve the five Every Child Matters outcomes to the greatest possible extent.

It was further suggested that the Wanless Report should be referenced, especially regarding children and young people.

7 Regional perspective

Context should be given to the London Sports Board and Sub regional sports partnerships and how they will develop opportunities to encourage participation and develop excellence across Haringey and North London.

8 Strategy development

Agencies such as Hornsey YMCA wished to work closer in the future with Haringey Council in delivering sport and recreational opportunities for the local community.

Links across other Council priorities were seen to have been acknowledged. However, more could be made of the need for the appropriate environmental conditions in order to encourage people to participate i.e. better street lighting, dealing with perceptions of crime etc.

The PCT provided a number of specific comments with regard to health related activity, which will be built into the final strategy.

The PCT suggested that links could be explored in relation to collecting data on child obesity and local trends.

The need to identify a number of priority ‘Focus Sports’ was highlighted.

9 Partnerships

Seen as crucial in meeting the priorities of the action plan.

Very young children (pre-school age) should also be targeted through Haringey Play Association, Sure Start, Early Years and Play. This is seen as an important age group where opportunities for physical activity set the way for the future.

Ensuring that partnership opportunities are developed with the community and voluntary sector was identified as a priority. Key funders of the voluntary sector (and now more so the public sector) require evidence of partnerships that link between the LSP and the Council’s Strategy in order to award larger funding bids.

The strategy goes some way in valuing voluntary sector agencies that deliver a range of programmes and initiatives across the Borough. This will require re-enforcing if the SPAB is to be successful in driving sport and physical activity up the political agenda.

10 Schools

The Extended Schools agenda should be supported through the strategy. This will play an important part in getting schools to open up their facilities – by 2008 half of all primary schools will be extended schools.

Healthy schools initiatives should be given greater emphasis. In particular:

“The local Healthy Schools programme in Haringey has established a Physical Activity Working Group comprising of key partners from schools, the Local Authority, Haringey Sports Development Trust and TPCT in order to support schools in meeting the physical activity criteria required to achieve Healthy Schools status. The Healthy Schools Team will be prioritising those 38 schools that had formerly achieved local healthy schools accreditation in order to help them acquire the new Healthy School status²”.

Access to school sites was seen as problematic and there was a general perception that cost was a main barrier for many people. A focus should be upon better use of existing facilities across the Borough as much as the development of new facilities.

11 Opportunities

The Olympics was raised on a number of occasions by stakeholders as an important lever for inward investment, sports development and encouraging excellence in sport. It was acknowledged that the draft was produced before the announcement of the successful bidder was made. The potential spin offs of the 2012 games need to be clearly addressed through the strategy.

The strategy should provide detail of the investment programme that is currently taking place across the leisure facilities and how this will provide further opportunities to increase participation.

The LSC London North also identified further opportunities:

“The LSC is currently undergoing a radical transformation of its structures and processes. Part of this involves the creation of dedicated Borough Partnership Teams which will focus directly on developing local partnerships. There will be opportunities to enhance 14-19 joint working. For example although there is a Borough Schools Sports Partnership; an approach could be made to FE institutions to join an enlarged school / FE Group”.

In addition they also suggest:

“LSC London North has identified sports related activity as a priority area in its first 3 year strategic plan. We seek to build on this by continuing to prioritise our and partner funding streams towards the development of high quality skills and learning provision. Local research has demonstrated that sports related learning can be one of the most effective methods of engaging young people in learning.”

12 Resources

² PCT response

A widely held view is that there are a number of good strategies across the Council, however resources are limited and many are not adequately resourced. It will be important to ensure that the action plan priorities are deliverable and achievable.

A lack of resources for undertaking and co-ordinating community development work was identified. Securing capital funding to ensure “state of the art” facilities to increase participation levels was seen as a main priority.

Haringey Sports Council expressed the view that in order to develop a level playing field, that resources should be available to subsidise non Council run facilities as well as those provided directly by the Council.

Processes need to be developed to ensure that funding bids made across the public and community and voluntary sector are co-ordinated and complement, not duplicate, each other.

Information was seen as key, especially in relation to meeting health agendas and encouraging people to exercise regularly.

13 Action Plan development

There was a need expressed by the PCT to draw out the health element/representation on the SPAB.

There should be a greater focus upon identifying deficiencies across the Borough. This is in terms of both facilities and club/voluntary structures.

There should be a stronger emphasis upon targeting those groups who are currently underrepresented through the traditional leisure facilities.

Accidents/injuries are a major cause of admission and death in children and young people and therefore the development and access to **SAFE** play/sport/activities should be given the highest priority.

The development of a strategy for maximising local benefits for the 2012 games should be a priority in the action plan.

The attempts to bring together voluntary, health related and public sector partners was acknowledged and supported. Many respondents were very positive about future partnership working:

“The College of North East London with its established Sports Academy and menu of successful sports and fitness courses would make a significant contribution to the delivery of the Council’s Sport and Physical Activity Strategy.”³

³ CoNEL response