

Meeting: Well-Being Strategic Partnership Board

Date: 2 October 2008

Report Title: Sport and Physical Activity Participation Improvement Plan – HARIACTIVE

Report of: Director of Adult, Culture and Community Services

1. Summary:

1.1 “Healthier people with a better quality of life” is one of the 6 outcomes sought through the Haringey Community Strategy 2007-2016.

Participation in sport and physical activity can make an important contribution towards this outcome by improving both physical and emotional health, reducing public expenditure on health services and promoting a sense of pride and achievement through the efforts and accomplishments of local people.

1.2 This is underpinned in the Local Area Agreement outcomes where there are 4 national indicators that sport and physical activity participation can contribute to. These are:

- NI 6 – Participation in regular volunteering
- NI 8 - (Stretch target) Adult (16 plus) participation in sport and physical activity.
- NI 56 – Obesity levels amongst primary school age children in Year 6.
- NI 121 – Mortality rate from all circulatory diseases at ages under 75.

1.3 The principal focus of the Council’s current work is towards achieving an increase in adult participation. This is based on the result of the Active People survey that was first undertaken in 2005/6. This established a range of key performance indicators for participation in sport and physical activity with the key indicator being KPI 1 :- the proportion of adults participating three times a week for thirty minutes at moderate intensity. The result from 2006 was 22.9% and the HSP and the Council are seeking to achieve 26.9% by 2010.

1.4 Reducing obesity levels amongst young people with a particular focus on year 6 arises out of the Government white paper – “Every Child Matters” and is a target within the Children and Young People’s Plan.

1.5 There are strong links between the adult increasing physical activity participation target and the Transforming Adult Social Care change programme for Adult Services. These links are via the principal of promoting access through the provision of information and appropriate

support with clear links to our Access Pathways Project in the Achieving Excellence programme.

1.6 There are established links between the onset of circulatory disease and a lack of physical activity. Other factors affecting circulatory disease are diet, smoking and stress.

1.7 There is currently widespread public interest in sport and physical activity because of the success achieved by the Great Britain team at the Beijing Olympics and the staging of the 2012 Olympics in London. This offers a unique window of opportunity for sport and physical activity to increase participation, particularly amongst young people and younger adults aged 16-24 who are reported as being the most enthusiastic supporters of the London 2012 Olympics (Guardian 26.8.08).

1.8 In June 2008, interim (half yearly results) from the latest Active People survey were published which though not statistically valid because of the small sample size, reported a drop in the headline participation indicator of 3.9% from 2006. This appears to be part of a London wide trend with participation across London reducing by an average 2.7%.

1.9 Within Haringey, the Council and partners have already taken action designed to increase participation. This includes:

- Substantial additional investment in Council leisure facilities;
- Financial support through the HSP for a number of initiatives;
- Securing external funding through Sport England for new activity programmes;
- The opening of a new private sector facility "Fitness First" in Green Lanes.

HARIACTIVE is proposed to act as an umbrella for all existing sport and physical activity initiatives.

1.10 Additionally, HARIACTIVE will have a number of component parts. These are:

- Development of the HARIACTIVE brand.
This would be part of a high profile campaign designed to promote awareness of the benefits of participating in sport and physical activity with targeted campaigns aimed at particular groups.
- Provision of information
Lack of information about the availability of facilities and opportunities is a barrier/ impairment to sustaining and developing participation. Information would be made available via a number of mediums in order to be accessible to different target groups.
- New activity
A range of new activity sessions is being planned to target particular sections of the community. These include walking, netball, keep fit, basketball and football with target groups being parents of school age/ nursery children, younger women, younger and middle aged men and people aged 45+. Geographical areas being targeted are predominantly in the East of Haringey.

1.11 The HARIACTIVE initiative is an innovative approach towards

achieving a challenging target which will require the Council and partners to be focused and sophisticated in using high quality marketing information to influence and change local people's behaviour in respect of physical activity participation. It is strongly linked to current work being undertaken in the Regional Public Health group designed to more effectively target resources through improved use of marketing information.

- 1.12 In order to achieve the 26.9% target, the Council, with our partners, are proposing to launch the HARIACTIVE campaign from April 2009. Whilst this will explicitly be seeking to persuade people to participate three times a week, it is anticipated that the campaign will generally help to persuade local people to become more active and hence reduce the number of local residents, currently measured at 49%, who do not participate at all.

2. Recommendations:

- 2.1 That the Board notes the work undertaken to date, planned initiatives to be implemented and proposals currently under development.
- 2.2 That the Board endorses the HARIACTIVE approach and prioritises any potential future investment for this approach in support of achieving the LAA outcomes.
- 2.3 That the Board notes the role of the Haringey Community Sports and Physical Activity Network (CSPAN) as the principal group leading on this target.

3. Financial Comments

- 3.1 Any proposed development requiring funding will need to be considered as part of the Pre Business Planning process for 2009/10. As there are limited resources for new revenue investment proposals, any items must meet a key priority in the Council Plan.
- 3.2 The major proposal arising from the report is to initiate a high profile campaign from April 2009 to persuade more people to become more active (HARIACTIVE). Core funding for the campaign is to be provided through a new grant of £100,000 from Sports England, and a total of £70,000 from Local Area Agreement top-up funding in 2008/09 and 2009/10.

4. Legal Comments

- 4.1 The Council has powers under section 2 of the Local Government Act 2000 to do anything that is likely to promote the economic, social or environmental well-being of their area. In determining whether or how to exercise the power to promote well-being, the Council must have regard to their Community Strategy and this is done in the current report by reference to the proposed improvement plan's contribution to achieving one of the six outcomes of the Community Strategy – "Healthier people

with a better quality of life”.

For more information contact:

Name: Paul Ely

Title: Policy & Development Manager, Recreation Services, Haringey Council

Tel: 020 8489 5690

Email address: paul.ely@haringey.gov.uk

5. Background

5.1 The 2005/6 Active People was a national survey of 363,724 adults in England with 1,012 respondents from Haringey. From the national results, there was a high correlation between the proportion participating three times a week and KPIs 3, 4, & 5 for sports club membership, receiving tuition or coaching and taking part in organised competitive sport. The key results are set out below.

<i>KPI no.</i>	<i>Indicator</i>	<i>Proportion of population</i>
KPI 1	Participating three times a week	23%
KPI 7	Participating twice a week	7%
KPI 8	Participating once a week	12%
KPI 9	Not participating at all	49%
KPI 2	Volunteering in active recreation for at least one hour a week	2.7%
KPI 3	Membership of sports clubs	23%
KPI 4	Receiving tuition or coaching	20%
KPI 5	Taking part in organised competitive sport	11%
KPI 6	Very or fairly satisfied with sports provision in the local area	62%

5.2 246 different sports activities including walking and cycling (but not to or from work) were included as recognised activities in the Active People survey.

5.3 Sport and physical activity takes place in a range of settings and through a number of providers. These include:

- Council leisure facilities and parks
- Through other Council service providers (Youth, Adult Services, Community Education)
- Private sector health, fitness and sports clubs
- Voluntary and community sector facilities
- On housing estates
- Schools and Colleges (FE and HE)
- Through local sports clubs
- On the street (walking and cycling)
- Within the home (private fitness equipment)

5.4 There is no data available either for Haringey or nationally indicating the percentage split between these settings. However, in order to meet the participation target, an adult participating three times a week for 52 weeks would participate 156 times in a year. The total attendances from adults at the

Council's leisure facilities in 2007/8 was 847,951. This would equate to attendance by 5,436 adults three times a week for 52 weeks. This represents an estimated 13% of all adult participation which suggests that a far greater proportion of participation takes place in locations other than Council leisure centres.

- 5.5 There is a direct relationship between participation and people's ages, gender, ethnicity, income and whether or not they have a disability. Participation is highest amongst younger males of white ethnic origin on higher incomes who are able bodied and lowest amongst older people, females, people from a non white ethnic origin, on low incomes and disabled.
- 5.6 Arising out of the Active People survey and other research, there are a number of key trends or facets which will underpin the HariActive approach. These are:
 - 5.6.1 From a survey of Haringey young people in years 6 and 9 conducted in 2006, young people are far more likely to be physically active where another family member (parent or sibling) participate in activity.
 - 5.6.2 As previously recorded above in 12.1, there is a high correlation at a national level between participation and club membership, receiving coaching or tuition and taking part in competitive sport. In Haringey, the 2006 survey with young people recorded very low levels (38%) participating through sports clubs compared with a north London average of (46%).
 - 5.6.3 Whilst 64% of 11-15 year olds take part in sport and physical activity at the recommended three times a week level, only 25% of 16-24 year olds participate.
 - 5.6.4 Related to the above, a recent study for Sport England conducted by the Henley Centre suggests that the 2 major factors contributing to stopping people from participating are:
 - Changes in personal circumstances (leaving school, new job, move house, have children);
 - Changes in the sport experience (facility closed, nobody to organise, became too expensive)
 - 5.6.5 Reported in the same study, 4 major facets were identified as describing the benefits from participating. These were:
 - Diversion/release/ escape
 - Performance – performing to the maximum of one's ability
 - Social life /belonging – the feeling of being part of a team or from the social contact achieved through activity
 - Exertion/fitness – feeling healthy, sleeping well, losing/ controlling weight.
 - These facets were universal but depending on the individual, certain facets would be more important than others.
- 5.7 From the Active People survey data, Sport England, in conjunction with the marketing analysis company Experian, has developed 19 market segments which cover the whole of the adult England population. A table illustrating the proportion of each segment resident in Haringey compared with London and England together with a map showing the dominant groups in different parts of

the Borough are attached at appendices B and C. Detailed lifestyle profiles for each of these groups have been developed.

- 5.8 The key conclusions that can be drawn from the various studies are:
- Supporting people to sustain their participation in circumstances such as leaving school, would have the most significant impact on increasing participation overall.
 - Where people have stopped participating, in order to encourage them to start again, the information recently developed by Sport England will be invaluable in targeting groups effectively through publicity initiatives and appropriate activities.

5.9 This will build on existing provision either currently being delivered or in development. The Council and partners have taken a number of actions following agreement on the LAA target designed to increase participation. These include:

- Significant investment in refurbishing and improving the Council's directly provided facilities, both indoor and outdoor.
- A review of fees and charges for leisure centres usage partly designed to increase usage and frequency of use by those on low incomes.
- The implementation of healthy walking and GP referral schemes.
- The opening for community use of the sports facilities at the Sixth Form Centre.
- A range of programmes targeting younger people.
- The ABG funded Libraries for Life project that includes a healthy walking element as part of a wider lifestyle programme.
- The Health for Haringey programme supporting community based physical activity sessions.
- Elements of the Central Government funded Community Grants scheme accessed via HAVCO.
- Other resources managed directly through the Wellbeing Partnership structure such as physical activity provision through day centres.

In respect of leisure centre usage, this has resulted in significantly increased attendances up 35% between 2006/7 and 2007/8.

5.10 A number of new initiatives are also currently being developed to be implemented in the next 9 months. These are:

- Employment of an officer to develop the sports hubs at White Hart Lane and Finsbury Park in order to increase participation and increase club membership, volunteering and coaching.
- Employment of an officer through Haringey Sports Development Trust to increase participation in walking, jogging and cycling. (Both of these posts are part funded by Sport England with match funding from Area Based Grant).
- Refurbishment of the sports pavilion in Markfield Park.
- Implementation of an extended activities programme for young people as part of the five hour offer.

5.11 The new initiatives have been developed to address the key trends and facets identified above.

Governance /Coordination

- 5.12 A structure chart setting out the proposed Governance arrangements for sport and physical activity through the Haringey CSPAN is attached at Appendix D. The CSPAN membership is from organisations a direct interest in sport and physical activity provision and is ideally placed to provide ongoing management. This will link directly to the Haringey Strategic Partnership structures, particularly for Wellbeing.

6. Use of Appendices / Tables / Photographs

- Appendix A – Haringey Participation Estimates by MSOA (.pdf)
- Appendix B – Market Segmentation Table (.pdf)
- Appendix C – Market Segmentation Map (.pdf)
- Appendix D – Proposed CSPAN structure