
TITLE: District Sports & Physical Activity Strategy

Committee: Commercial Services Committee

Date: 22nd November 2016

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[R121]

1. ISSUE

- 1.1. To consider a broad strategy for the development of sport and physical activity in East Cambridgeshire.

2. RECOMMENDATION

- 2.1. Members are asked to endorse the strategy proposed.

3. BACKGROUND

- 3.1. The Authority has a long-standing interest in sport and leisure provision - most obviously reflected in the commitment to a new centre to replace the Paradise Pools facility, and in its continuing support to the District's network of leisure centres. There are also a number of village sports fields and pavilions, and voluntary sports clubs, some with their own facilities.
- 3.2. By its nature, this provision involves a range of different organisations, with differing circumstances and resources. The Authority has an interest in building a coherent approach across the District, but that approach must be based on partnership and support rather than on uniform delivery.

4. ARGUMENTS AND CONCLUSIONS

- 4.1. At all policy levels from local authority to the World Health Organisation, there is growing interest in the potential for active leisure to support wider policy agendas - particularly relating to health, but also for example to education and community engagement. Participation in leisure activities varies across the community – both locally, and nationally – and this has implications for those policy agendas. East Cambridgeshire is relatively well-provided in leisure provision, but the quality of opportunities varies to some degree; and some of the facilities are ageing, and therefore struggling both financially and in terms of community support.
- 4.2. These considerations point towards the need for a coordinated strategic approach, which provides a coherent framework for our continuing support to leisure services and facilities, and helps to identify current gaps and priorities for development

4.3. The draft strategy presented seeks to address these issues and opportunities.

5. FINANCIAL IMPLICATIONS / EQUALITY IMPACT ASSESSMENT

5.1. There are no financial implications arising from this strategy at this stage. Its implementation will form part of the normal work programme for the Senior Leisure Services Officer; and will be funded from existing budgetary commitments, and from incoming resources where appropriate.

5.2. The strategy will provide a platform for the development of wider opportunities; no adverse equalities impacts are anticipated, but the scope of the potential positive impacts will be more fully examined in relation to any new programmes or initiatives which follow its adoption.

Background Documents	Location	Contact Officer
Sporting Future: A New Strategy for an Active Nation (HM Government, December 2015)	Room 008, The Grange	Victor Le Grand Business Development Manager (Leisure Services) (01353) 616361 E-mail: Victor.LeGrand@eastcambs.gov.uk
Sport England: Towards An Active Nation, Strategy 2016-2021	Room 008, The Grange	Victor Le Grand Business Development Manager (Leisure Services) (01353) 616361 E-mail: Victor.LeGrand@eastcambs.gov.uk