
TITLE: District Sports & Physical Activity Strategy: Update Report

Committee: Community Services Committee

Date: 22nd November 2017

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1. ISSUE

- 1.1. To review the development of sport and physical activity in East Cambridgeshire.

2. RECOMMENDATION

- 2.1. Members are asked to note the contents of this report.

3. BACKGROUND

- 3.1. A sport and physical activity strategy was endorsed by the Commercial Services Committee in November 2016.
- 3.2. The primary purpose of this strategy was to respond to a growing national policy interest in population-wide physical activity levels, and to build this consideration more explicitly into our approaches to facility provision and support. This applies most obviously to the new leisure centre and our work with the local trusts, but also to emerging projects and new developments.

4. ARGUMENTS AND CONCLUSIONS

- 4.1. The landscape for this work has continued to evolve over the last 12 months, with an increasing emphasis among funders and policy-makers on building participation among the less active members and sections of the community. This is reflected for example in the new Sport England funding programmes, which are somewhat more participation-focused and targeted than previously.
- 4.2. This evolution – as previously anticipated - presents some significant opportunities, and also some challenges. The opportunities lie in potential collaboration with community, education and health agencies. The challenge is to align these wider partnerships and community needs with the culture and resources of the formal sports & leisure sector.
- 4.3. Our own capacity for development in this area has been transformed by the 'Let's Get Moving' programme. This programme is funded for two years by Cambridgeshire County Council (from Public Health funding), and is aimed at building participation in physical activity, particularly among those who are less active. The programme provides for a full-time

activity coordinator (or equivalent part-time posts) in each of the Cambridgeshire authorities. Our new Coordinator (Sophie Edwards) commenced in September, and is working on a range of local partnerships and programme developments, including walks, walking netball, and follow-up arrangements for those who have completed structured weight management programmes. We are also looking at Exercise Referral provision, and more generally at developing a wider range of partnerships. The aim is to build a network of participation opportunities – much of it informal, some more structured - at community level, and the scope for this is almost open-ended.

- 4.4. Such a development is likely to generate increased pressure on facilities – whether local and informal in nature, or more highly constructed. Responses to this will necessarily vary with the context, and the challenges – whether to support organisational capacity, guide and support facility-development, or some combination of the two – will vary accordingly. Further reports will be brought before the Committee as appropriate.

5. FINANCIAL IMPLICATIONS / EQUALITY IMPACT ASSESSMENT

- 5.1. There are no financial implications; the costs of the Let's Get Moving initiative are contained within the external funding, and align with existing budgetary provisions.
- 5.2. The strategy continues to provide a platform for the development of wider opportunities; no adverse equalities impacts are anticipated, but the outcomes will be monitored and evaluated 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 012, The Grange	Victor Le Grand Senior Leisure Services Officer (01353) 616361 E-mail: Victor.LeGrand@eastcambs.gov.uk
Sport England: Towards An Active Nation, Strategy 2016-2021	Room 012, The Grange	Victor Le Grand Senior Leisure Services Officer (01353) 616361 E-mail: Victor.LeGrand@eastcambs.gov.uk