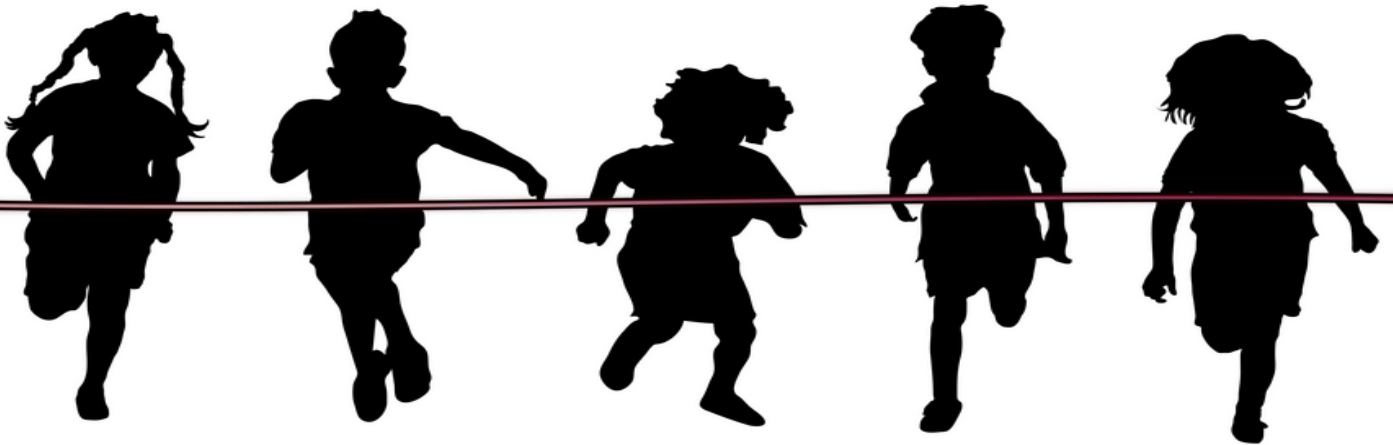


Sports & Active Recreation Strategy

2009-2012



Bromsgrove
District Council

www.bromsgrove.gov.uk



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Foreword - Portfolio Holder Introduction



This strategy has been developed in order to outline the priorities for sport and active recreation in Bromsgrove. It is guided by the Council's vision, values, priorities and objectives, existing local, regional and national strategies and consultation with key partners.

The research used in the development of this strategy has contributed to an improved understanding of the current position of sport across the district and has helped to define the identified priorities. These priorities are aligned to contribute towards the priorities of the Bromsgrove Sustainable Community Strategy and are in line with the Street Scene and Community Business Plan which forms the basis of the team plans, work programmes and improvement plans.

This strategy will be used to demonstrate Bromsgrove's commitment to improving the quality of life, health and well being of the local population, enhancing our residents sense of community and will play an integral role in attracting future funding from external sources, providing a basis for investment in sport across the district and increasing residents satisfaction of our sport and leisure provision.

The strategy identifies many key partners within sport and active recreation and it is through the sharing of common goals and developed partnership working that Bromsgrove District will be able to achieve its vision for sport.

Through this strategy Bromsgrove District will offer increased opportunities for all those who live in, work in and visit Bromsgrove to access fun, safe, and high quality sport and active recreation, nurturing talent at all levels and ensuring a sustainable programme of opportunities for the future.

*Councillor Roger Hollingworth
Portfolio Holder for Youth & Leisure
Leader of Bromsgrove District Council*



Bromsgrove District

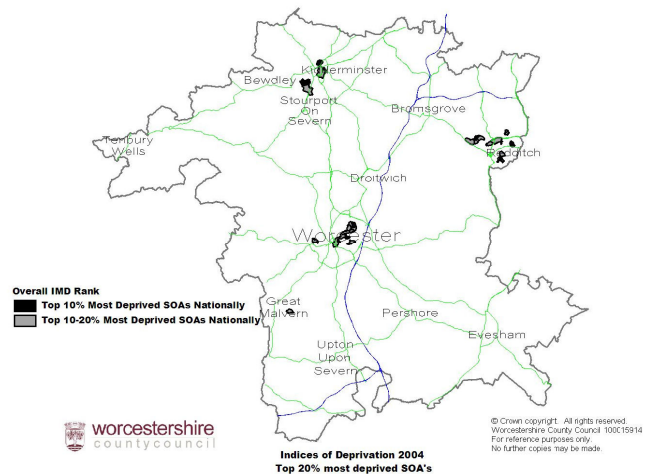
Geography

Bromsgrove District is situated in North Worcestershire and covers an area of approximately 84 square miles. Major population centres are Bromsgrove, Rubery and Wythall, with smaller population clusters in the villages of Alvechurch, Belbroughton and Hagley. Ninety percent of the district is green belt, which is visibly dominated by beautiful agricultural land and woodland, particularly in the west of the district.

Table 1 – Map of Bromsgrove District



Table 2 – Map of County Deprivation



Population

The District has an estimated population of 91,600 residents (2006 figure). The District's population is set to expand by a further 0.9% between 2006 and 2010, the second highest in Worcestershire (some counties are predicted to see a contraction in their population). The black and minority ethnic population (BME) is 4.2% which is low for the region and nationally. This BME percentage can be broken down as follows: 1% Irish, 1.6% Asian, 0.8% mixed, 0.6% black and 0.2% Chinese.

There are 37,798 households in the District. Over 25% of households contain only one older person. 19.1% of all the households in the District have one or more members in an identified special needs group, which is well above the national average. Of these, 56.7% have a physical disability and 37% are frail elderly.

The elderly population is predicted to expand as a proportion of the overall district population with the over 80s population expected to increase by 123.3% between 2004 and 2029.

The male and female life expectancies for Bromsgrove during the period 2001-2003 were 77.7 and 81.1 years respectively. This compares with the England and Wales national averages of 76.14 and 80.65 year respectively.

Economy

The economic picture of Bromsgrove is generally positive, with a mean household income of £36,906 (the County average is £32,699). The biggest employment sector in the District is public administration, education and health (25.5%) followed by distribution, hotels and restaurants (21.2%) and manufacturing (17.1%).

Health & Deprivation

Indices of Deprivation 2004 ranked Bromsgrove 293rd out of 354 local authorities, with 1 being the most deprived local authority. Deprivation is lower than the national average and one of the lowest compared to similar areas.

Within Bromsgrove District health is at it's poorest in both Charford and Sidemoor which class as "hotspot" areas. Premature rates from circulatory disease and cancers remain higher in hotspot areas compared to other areas of Worcestershire. Premature death rates from cancer remain one third higher and premature death rates from circulatory disease remain double in hotspot areas compared to Worcestershire County rates.

To maintain reductions in order to meet "Our healthier Nation" target to reduce premature deaths from cancer and circulatory disease by 2010 lifestyle factors need to be addressed. Circulatory disease and cancer are related to lifestyle factors such as smoking, alcohol consumption, a poor diet and low levels of physical activity.

In order to address this, the Worcestershire Partnership have agreed the following National Indicators which Bromsgrove need to focus on in relation to health;

To improve adult participation in sport
To reduce harm related hospital rates from alcohol
To reduce obesity among primary school age children in year 6
To reduce the mortality rate from all circulatory disease at ages under 75
To reduce 16+ current smoking rate prevalence

By achieving these targets Bromsgrove will be able to meet “Our Healthier Nation” targets to reduce premature deaths from circulatory disease and cancer and improve life expectancy for residents of Bromsgrove.

The most recent Primary Care Trust (PCT) annual report noted that our children’s health is good, but there is a need for more child and adolescent mental health services. The PCT also retain a concern (shared by the Council’s own Community Safety team) that domestic violence remains “common place”.

Between 2000-2003 teenage pregnancies increased marginally across Worcestershire (the overall rate is significantly lower than England as a whole). Charford in Bromsgrove is a significant hotspot with ten teenage pregnancies a year.

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Crime & Fear of Crime

Bromsgrove Community Safety Partnership reduced its headline crimes by 32% during the past 2 years compared to 24% for Worcestershire and 4% Nationally.

Anti Social Behaviour (ASB) has reduced by 2% during 2007/08 compared to 7% for the whole of Worcestershire.



Surveys consistently point to youths ‘hanging around on street corners’ as a major concern for Bromsgrove residents. It has been analytically proven that giving young people the opportunity to participate in sports and recreational activities actually reduces ASB in a given location and can positively affect perception of young people.

The support and guidance of a Sports & Active Recreation Strategy will assist the Partnership to deliver its Government and Local Area Agree targets over the next three years.

Bromsgrove has to meet three year Public Service Agreements 23 and 25 that require the tackling of local concerns about Crime &

ASB and reduce the harm caused to the community from drugs and alcohol driven Crime and ASB.

Local Area Agreement targets ask Partners to tackle perceptions and concerns about Crime & ASB.

Sporting & Recreational diversionary activities will be important tools for Bromsgrove Community Safety Partnership to meet these targets during 2008-2011 by giving young people throughout the District an alternative to Crime, ASB and Substance Misuse.

Reference; 2007 and 2008 West Mercia Crime Surveys

Education

The percentage of the population qualified to NVQ Level 4 is significantly higher than average. GCSE results gained at local authority schools and colleges in the district in 2007 were amongst the highest in the country (69.7% achieved five or more GCSEs at A*-C compare to a Worcestershire average of 61.6%).

There are three School Sports Partnerships that currently operate within Bromsgrove district, each of these having a strategic responsibility over clusters of schools working together to develop PE and sport opportunities for all young people. Each partnership consists of a partnership development manager (PDM), a team of school sport co-ordinators (SSCOs based at Middle, Secondary, High and Special Schools, and first and primary school link teachers (PLTs). The PDM is a full-time role that manages the SSPs and develops strategic links with key partners in sport and the wider community.

An SSCo concentrates on improving school sport opportunities, including out of hours school learning, intra and inter-school competition and club links, across a family of schools. PLTs are based in first and primary schools and aim to improve the quantity and quality of PE and sport in their own schools.

Sports and Play Facilities

The District Council is a key provider of sporting opportunities across the District with a dual use sports centre in Hagley as well as the Dolphin Centre in Bromsgrove. The Council also owns a variety of other sporting facilities for public use including tennis courts, bowling greens, skate parks, basketball courts and football pitches as well as an increasing number of multi-use games areas (MUGAs).



Within the district, there are currently 33 play areas owned by Bromsgrove District Council catering for all ages. In addition, there are 6 Multi Use Games Area's located throughout the district which have been installed since 2007, and 3 skate parks. Daily inspections are carried out and a rolling refurbishment programme is in place to maintain the standard of the facilities.

There are currently 39 first, middle, primary, secondary, high and special schools in the district. In addition there is one private school. Each school has its own sport and play provision on site, and facilities vary widely from single court gymnasiums to 4 court sports halls, multi-use games areas and Astroturf pitches.

The facilities at 6 of the schools within Bromsgrove District are new builds completed in 2007/2008, and each of these is managed and



maintained through a private finance initiative as a result of the implementation of the Building Schools for the Future (BSF) programme. BSF is a government initiative aiming to promote a change in the quality of the nation's educational provision and is the biggest single government investment

in improving school buildings for over 50 years. BSF is a 10-15 year programme aimed at re-building and renewing school

facilities so that every secondary school in England has 21st Century facilities. This transformation programme is aimed at improving every aspect of teaching and learning, as well as providing integrated services to families and pupils so they can take full advantage of the educational opportunities available.

The development of these new sites has increased the number of, but more importantly, the quality of both indoor and outdoor sporting facilities including 2 four court sports halls and outdoor netball and tennis court provision.

There are a variety of sports clubs within the District, many of which include a junior section. At present, 17 of these clubs hold clubmark accreditation, with a further 7 clubs identified as working towards achieving their accreditation.

The Case for Sport

Sport can play an important role in today's society and embraces much more than traditional team games and competition. It can be a tool for stimulating national pride and community spirit, reducing levels of crime, enhancing economic development, ensuring social inclusion, improving health and tackling obesity.

Sport England

Sport England is responsible for promoting and investing in sport, helping the government meet its sporting objectives in this country and distributing both Lottery and Exchequer funds to sport. Their resources are allocated to meet their business objectives of Grow, Sustain and Excel.

In 2007 Sport England developed a delivery system for sport which sought to clarify the position and role of the numerous agencies and organisations that play a part in delivering opportunities for sport and active recreation.



The Sports Partnership Herefordshire and Worcestershire (SPHW) is a partnership of agencies across the two counties committed to delivering both locally identified priorities and those that are nationally determined. It provides strategic co-ordination and planning for sport in the area, with a primary focus on delivering the community sport PSA and supporting the school sport PSA through the School Sport Partnerships in the area. SPHW also has responsibilities for performance measurement and the collation of performance indicators, marketing and communications across the two counties, raising the profile of sport and attracting investment for sustainable delivery.

Within Bromsgrove, the Community Sports Network (CSN) was established in July 2007 and brings together a network of local deliverers who all contribute to the development and delivery of



sport across the district. Directly linking to the Local Strategic Partnership Health & Wellbeing Theme Group, the CSN is responsible for identifying local priorities and appropriate initiatives to increase numbers taking part in sport and active recreation as well as opening up opportunities amongst hard to reach groups.

The recently published Sport England Strategy 2008-2011 marks a significant shift in focus and direction, aiming to address the fundamental challenges facing sport, and in particular, community sport. Most notably, Sport England now identifies sport for sports sake, with investment to address the needs of sports participants across the country,

providing a clear distinction within the physical activity agenda which is currently driven by a number of government departments including the Department for Health. A total of ten focus areas are outlined, and the Bromsgrove Sport Strategy seeks to deliver outcomes within these key areas.

In summary, Sport England is committed to delivering:

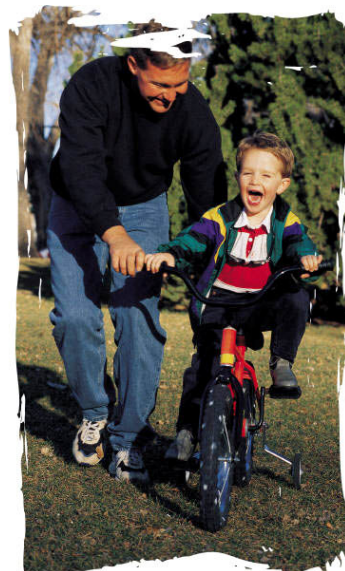
- 1m people doing more sport by 2012-13
- A reduction in post-16 drop-off in at least five sports by 25% by 2012-13
- A quantifiable increase in satisfaction (actual measure to be determined)
- A talent development system in at least 25 sports
- A major contribution to the delivery of the Five Hour Sport Offer engaging more 5-19 year olds in sport

These targets link with the Worcestershire Local Area Agreement target NI8 - 1% increase year on year in adult participation in sport, which Worcestershire measures through the annual Active People survey.

Health

It has been established that physical inactivity is a cause of some of the UK's biggest killer diseases – heart disease, stroke, diabetes and bowel cancer as well as a range of other health problems, from depression to osteoporosis. This does not cover obesity where in the past 20 years the UK's obese population has trebled through the increase of sedentary activities. It is projected in the next 10 years based on the current trend at least 50% of children will be obese.

In June 2008 Worcestershire Primary Care Trust published its Obesity Strategy. This seeks to reduce the proportion of overweight and obese children to 2000 levels by 2020 in the context of tackling obesity across the population and to halt by 2009 the year on year increase in obesity among children under 11 in the context of a broader strategy to tackle obesity in the population as a whole.



Inactivity among older people is another major health worry. Not only is it adding to the burden of cardiovascular disease, it is also contributing to frailty and dependence in old age and an alarming increase in the number of falls and fractures.

Exercising for half an hour at least twice per week during midlife can significantly cut a person's risk of dementia later in life. People in their late 40's and early 50's who do this could reduce their risk of dementia by about 50% and those who are genetically prone to Alzheimer's disease could see a reduction of about 60%, according to a study in *Lancet Neurology*, Sweden.



This issue is further compounded as public sector leisure facilities are used less by those who have social, economic and other hardships than those who are more affluent and mobile. (Source: *Leisure & Recreation Management – Gorge Torkildsen 5th Edition*).

In Bromsgrove the rate of emergency admission for hip fractures is slightly above the England average. (www.healthprofiles.info)
In the National Service Framework for Older People it suggests that

Increasing activity levels by 10% could save 600 lives and £50 million a year in the West Midlands (Source: Sign up for Sports-Sport England West Midlands regional Plan 2004 –2008).

In 2004 the Department of Health published 'Choosing Health: Making Healthier Choices Easier'. This paper was designed to set out actions to enable the Government to support people in making better choices for their health and the health of their families.

Recommendations to come out of the white paper, and which are addressed within this strategy are:

- Local authorities providing local leadership to bring concerted and integrated local action on health
- Investment and new initiatives in disadvantaged and deprived communities
- New initiatives to promote physical activity and sport inside and outside school
- A lead role alongside PCTs as public sector leaders for addressing health inequalities, protecting the health of their local communities, and promoting health to their populations

Most recently, the Health Information for Public Health in Worcestershire strategy published in 2008 has identified physical activity as a priority for the county.

Community Safety

The Community Safety Partnership Criminal Damage and Anti-Social Behaviour Action Plan details 21 different interventions aimed at reducing criminal damage and ASB. Specifically, there are focuses around youth groups and youth provision and associated provision of both diversionary and positive activities for young people.

Research carried out on sport and its potential to reduce crime and improve public safety can be broadly divided into two main categories: programmes seeking to use sport with 'at risk' populations to prevent crime and programmes that use sport to rehabilitate offenders.



Whilst there are widely differing opinions on this subject, there are a number of success stories which indicate that sport can be an effective tool in engaging young people, and that sports salience for many young people enables it to attract them to diversionary programmes.

In 2003 Estelle Morris, Minister for Arts, launched Positive Activities for Young People (PAYP), a three year multi-departmental programme for young people 'at risk' aged 8-19yrs. It was launched in response to growing concerns over high levels of youth crime, with a 2003 MORI Youth Survey estimating that 25% of 10-17 year olds in England and Wales had committed a criminal offence of some kind in the previous 12 months.

PAYP was to provide participating young people with a range of diversionary and developmental activities during holiday periods which would hopefully encourage them into non-PAYP term time activities.

PAYP was viewed by participating agencies as a success, delivering a targeted programme to a hard to engage group, and achieving a range of positive outcomes for participating young people including reductions in criminal and anti-social behaviour, supporting young people back into education and offering opportunities for personal development.

Open Space, Sport and Recreation Needs Assessment

As part of a countywide overview, a playing pitch strategy was developed for 2002-2009, primarily concerned with voluntary participation in competitive association football, cricket, rugby union and hockey, by adults and young people. Research conducted identified three key components as a basis for maintaining and improving playing pitch provision: protecting existing provision, overcoming identified deficiencies and enhancing existing provision.

Based on the playing pitch strategy, an action plan was developed to address the shortfalls.

Within Bromsgrove, the local playing pitch provision is currently undergoing reassessment as part of an open space, sport and recreation needs assessment.

This study aims to map out the quantity, quality and accessibility of open spaces in order to prioritise areas for improvement and more importantly to help protect sites across the district. It will help to identify local issues so that they can be addressed more effectively. The study is underpinned by national guidance, in the form of Planning Policy Guidance Note 17 and will provide an important framework for the provision of open space across the district.

Every Child Matters

The Government's Every Child Matters: Change For Children agenda is aimed at improving young peoples' lives from birth to age 19.

The Government's aim is for every child to have the support they need to:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

This strategy will support the ECM agenda and will complement the work already being carried out by other agencies in achieving the five outcomes.



Local area agreement targets NI110 - young people's participation in positive activities, and NI56 – obesity amongst primary school children in year 6, will be positively contributed towards through ECM and the Bromsgrove Sport and Active Recreation strategy.

Bromsgrove's Approach to Sport and Active Recreation

Sport can be defined as 'means all forms of physical activity which, through casual or organised participation, aims at expressing or improving physical fitness and mental wellbeing, forming social relationships or obtaining results in competitions at all levels'. (Council of Europe, European Sports Charter, 1993).

Active Recreation is generally unstructured activity that individuals freely pursue in their leisure time for a sense of enjoyment that also benefits their physical, social and emotional wellbeing.

Play is defined by the Children's Play Council as free time activities of children and young people of all ages when they are choosing what to do, usually with their friends, and without direction from adults.

This strategy identifies the principles involved and priorities for the future of sport and active recreation in Bromsgrove. In order for the vision to be achieved a framework needs to be established, key partners need to be identified and a holistic approach needs to be taken in order to address and tackle problems, allocate resources, identify and attract funding, increase sporting opportunities and ultimately achieve success, whether on a personal, community, county or national basis.

It will lead to a more clearly defined and targeted approach to the delivery of sport reflecting national, regional and local objectives, and incorporate key government strategies. It will create and enhance partnerships between Bromsgrove District Council, National Governing Bodies, the County Sports Partnership, School Sport Partnerships, other statutory agencies, voluntary bodies, sports clubs, schools, facility providers and individual sportsmen and women.

Core to the development and implementation of this strategy is the Bromsgrove Extended Community Activity Network (BECAN).

Community Sports Networks (CSN) are an integral part of the

Single System for Sport and Bromsgrove's CSN, BECAN, was established in 2007. BECAN consists of the key organisations involved in delivering sport and active recreation across all sectors of the community. It is a partnership that will have strategic links to



the Local Strategic Partnership Theme Groups Improving Health & Wellbeing and Children and Young People, and will provide the delivery arm for the achievement of district wide improvements for the provision of sport and active recreation opportunities as well as working to deliver a number of the outcomes identified in Bromsgrove District Council's Community Strategy and Improvement Plan and partners local action plans.

Since BECAN's establishment, the group has been successful in securing £82,400 of additional funding to deliver a variety of projects including an activity referral scheme, a disability multi-sport club, a community swim programme, an out of school hours project for young people 16-19yrs, a targeted angling project and employ a part-time walks co-ordinator to develop both led and independent walking opportunities. In addition, a further £48,000 of Sport Unlimited funding to deliver the 5hr offer has been secured and delivery programmed for 2008/2009 with the consultation and involvement of all BECAN members.

An action plan for BECAN will be produced laying out how and when identified improvements will be made over the three year time period of this strategy, and BECAN will have a responsibility to ensure that throughout this time, the membership remains both relevant and representative of the local agencies responsible for delivery.

In July 2008 the Department for Culture, Media and Sport (DCMS) announced the Governments intentions to offer grants to Local Authorities to deliver a Free Swimming programme. The proposal focussed around two core target groups, the under 16's and the over 60's. The proposal offered grant monies for local authority expenditure in the financial year 2009/2010 and 2010/2011. Bromsgrove District Council have proposed to accept the financial support for delivery of free swimming to the over 60's, which will allow the Council to expand current offer of a 50% discounted rate to include for example free of charge swimming lessons and discounted combination packages.

Principles and Values underpinning the strategy

- To contribute to the five outcomes for children and young people: being healthy; staying safe; enjoying and achieving; making a positive contribution; achieving economic wellbeing.
- To identify new projects and initiatives aimed at increasing participation levels for all and support their development
- To encourage social inclusion by providing facilities, services and opportunities that meet the needs of all
- To ensure that the community has safe and easy access to a range of sport and active recreation opportunities within a reasonable distance from their homes
- To use sport positively to engage children and young people and foster inter-generational respect
- To utilise sport as a tool to address health inequalities across the district and encourage a more active community

Key Partnerships

The Sports Partnership Herefordshire & Worcestershire

The Sports Partnership is an alliance of the eight Herefordshire and Worcestershire local authorities, Worcestershire Primary Care Trust, the University of Worcester, Sport England, National Governing Bodies of Sport (NGB's) and other key organisations. Their vision is to be the strategic lead for Sport and Active Recreation in the two counties.

Bromsgrove Sports Development works closely with the Sports Partnership to ensure the effective and co-ordinated delivery of activity and best use of resources. A key element of this work is the development of Joint Delivery Plans (JDP). JDPs are designed to achieve the 5hr offer and are the collaborative work of the North Worcestershire School Sport Partnership, Extended Services and Bromsgrove District Council. The Sports Partnership collates JDPs from each of the District Councils and where possible, co-ordinates the delivery of these plans at a county level to reflect consistency in delivery and ensure value for money by enabling cross district working where possible.

The Community Sports Coach scheme is regionally managed through SPHW, and includes collation of quarterly statistics and the provision of an annual Community Sports Coach Networking Day.

The SPHW coach and volunteer development work includes the provision of Sports Coach UK workshops delivered in the district, the Leadership Academies and support for local clubs wishing to obtain Clubmark accreditation. The SPHW is currently in the process of producing a countywide database of qualified coaches. This will enable all districts to identify suitable coaches within their locality that can be accessed to deliver on a range of programmes, and in addition, allow the SPHW to identify any gaps in coach availability and seek to address these through the delivery of local coaching awards to up-skill new and existing coaches.

SPHW runs a comprehensive website that provides a multitude of information, including local course details, club information including training venues and times, opportunities for funding and volunteering information. Bromsgrove District Council is now able to access the online club database to update this information on an on-going basis.

School Sports Partnerships

School Sports Partnerships are the main vehicle for delivering the national strategy for PE, school sport and club links. They are families of schools that enhance sports opportunities by improving co-ordination, links between primary and secondary schools and out-of-hours opportunities, coaching, leadership and community sport.

The North Worcestershire School Sports Partnership is in its first stage of development and is focused around the main town of Bromsgrove, although it stretches up to Rubery in the north and Alvechurch in the east, as well as encompassing some outlying rural and semi-rural areas. There are 4 families of schools incorporating 29 schools across the district.

The Wyre Forest School Sport Partnership incorporates the 6 primary and secondary schools to the west of the district and the Redditch School Sport Partnership includes the family of 3 schools to the east of the district.

This strategy will identify key areas where Bromsgrove District Council can work with the School Sports Partnerships to help develop sport across the district.

The presence of three different school sport partnerships all within the boundaries of Bromsgrove District brings a unique set of challenges in trying to meet the requirements of all three and provide appropriate levels of support to the districts schools which are inevitably working towards the delivery of three different work plans. These issues are compounded by the fact that the three partnerships are all at differing stages of evolution, with the Wyre Forest SSP being established for over 7yrs and the North Worcestershire SSP being only in its second year of development.

Specialist Sports Colleges

Chadsgrove School holds specialist sports college status, and is the only school within the North Worcestershire School Sports Partnership to hold this. Haybridge Secondary School based within the Wyre Forest School Sport Partnership also holds this status.

Chadsgrove School is in a unique position, being the only Special Educational Needs (SEN) School within Worcestershire that has Sports College Status and to this end, has specific aims to optimise physical development, growth and fitness and foster a sense of well being, provide opportunity for social development through learning to co operate with others and function as part of a

group and enable pupils to experience the success of competition.



Through successful partnership working across the North Worcestershire School Sport Partnership, Bromsgrove District Council and Chadsgrove School, a

whole range of successful projects have already been delivered including the Playground to Podium project - identifying gifted and talented SEN pupils and providing them with appropriate player

pathways, Keep on Moving – a programme of various activities for adults with disabilities, and the development of a wheelchair basketball club.

Competition Framework

Launched in September 2005, the National Competition Framework for young people set out the following vision:

- A world-class system of competitive sport for young people
- Transformation of the content, structure and presentation of competitive opportunities for young people of school age
- A heightened profile for school sport and, specifically, competitive opportunities

This work is a collaboration between the Youth Sport Trust, Sport England, the National Council for School Sport (NCSS) and the National Governing Bodies of Sport (NGBs).

The Competition Manager infrastructure for Herefordshire and Worcestershire was originally implemented in 2006 and there is currently a team of 4 Competition Managers in place. Competition Managers are an integral part of the network in raising the quality and quantity of competitive opportunities for all young people in line with the National Governing Bodies' Competition Frameworks. The competition manager for Bromsgrove and Redditch currently coordinates competition targeting young people who do not currently experience regular inter school competition.

Work so far has seen the transformation of high school leagues in a range of sports as well as the scheduling of 'fixture free' weeks where schools are encouraged to engage pupils to try non traditional sports such as dodgeball, trampolining and rowing. In addition extended team tournaments are taking place throughout Bromsgrove in traditional sports such as netball and football, which allow more young people the opportunity to represent their school in competition.

In addition the competition frameworks are advocated in Bromsgrove supporting a pathway to lifelong engagement through participation, leadership and volunteering and performance. A new National Schools Sports Week was delivered in July 2007, aiming to create an exceptional competitive experience for all young people whilst supporting sport to identify and develop talented

young performers. By 2010 England will be well on the way to possessing a world class competitive sport structure which will increase participation, underpin the development of talented and elite performers of school age and impact on the health of the nation's young people.

Local Strategic Partnership

A local strategic partnership is a none statutory, Multi Agency body which works within local authority boundaries and aims to bring together at a local level, different parts of the public, private, community and voluntary sectors to co-ordinate and improve the delivery of sustainable economic, social and physical regeneration, or improved public services that meet the needs of local people.

This may mean working more co-operatively, changing ways of working, or reallocating resources to try and tackle the issues that really matter to local people.

Bromsgrove's Local Strategic Partnership developed a Community Plan that now incorporates six theme groups: Communities that are safe and feel safe; Better Environment for Today and Tomorrow; Economic Success; Improving Health and Well-being; Children and Young People; and Stronger Communities.



The Community Plan is a strategy concerned with addressing issues important to residents, the business community and visitors to Bromsgrove District. It focuses on the way in which services are delivered and how they can be improved for everyone's benefit. The Plan is a developmental document and the priorities identified may change over time as improvements are realised and new issues emerge. Changes will be reflected in subsequent editions of the Plan and it will be updated at least annually.

The Plan provides an overall vision based on issues identified through consultation, government directives, postal and telephone surveys, focus groups and stakeholder meetings.

The aims and objectives of the Community Plan are to provide a co-ordinated approach to improving the quality of life for everyone in the District.

All plans produced by Bromsgrove District Council sit underneath the Community Plan, with the Sports Services Sports Strategy occupying the bottom tier of the pyramid.

Integrated Youth Support Strategy

This strategy outlines 10 standards through which the planned ambition should be realised. Specifically, the integration and support for young people is focussed on three key strands – positive activities, information, advice and guidance, and targeted support. The strategy seeks to enable partners to target resources more effectively so that delivery is proportional to need, promote, facilitate and enable co-ordination and integration, introduce localised commissioning to enable Bromsgrove LSP Theme Group Children and Young People to take on delegated responsibility, and finally, to utilise appropriate performance indicators to measure and monitor performance.

The integrated youth support strategy is currently in draft format and is out for consultation. The Bromsgrove Sport and Active Recreation strategy will be utilised going forward to address the 10 standards and partnership working that is highlighted by this document.

Scope of the Strategy

The Bromsgrove Sports Strategy covers sport and active recreation opportunities for all, inclusive of those with differing needs.

- Outdoor sports facilities in public parks
- Outdoor sports facilities on housing developments
- Open spaces for recreational use
- Indoor sports facilities
- Programmed activities based within existing sports facilities
- Sport and active recreation activities offered by statutory and voluntary groups including sports clubs, schools (both curricular and out of school hours learning), sports development, leisure providers, day centres, childcare and uniform groups and youth clubs

- Youth provision such as skate parks and climbing walls
- Outreach sports delivery
- Holiday schemes
- Extended services

Vision & Values

Our vision is to maximise opportunities, widen access to sport and active recreation and promote high quality positive experiences to encourage lifelong participation for all those who live, work in and visit Bromsgrove.

Bromsgrove has developed five values to underpin our approach to achieving the vision:

Partnership Working

We believe that in order to succeed we must work together, complimenting existing provision and enhancing services through a process of openness, collaborative working and the sharing of ideas, information and resources.

Access to Services

We believe that everyone has the right to access sport and active recreation opportunities. We recognise the blend of urban and rural living across the district and seek to provide accessible provision for all.

Valuing Differences

We believe that by recognising and valuing the diversity within our community we can provide better services that will meet the current and future requirements of our local population.

Quality Provision

We believe that quality experiences are crucial in engaging and encouraging continued participation in any sport or recreational activity.

Sense of Community

We recognise that sport and active recreation can engender a sense of community in all those who are involved. By celebrating achievements and positive contributions within sport and active recreation we can promote a better quality of life for all.

Our Principles

Quality

We strive for quality provision of services at all times. This includes quality coaching, delivery and development of sports activities, and design and management of facilities. In order to achieve and maintain quality, the clubmark process is fully supported, and those clubs who have either achieved clubmark or who can demonstrate that they are working towards clubmark are promoted over and above other clubs within the district. In addition, clubmarked clubs are able to access funding towards coaching qualifications etc through the Sports Partnership Herefordshire and Worcestershire.

Participation

In the 2006 Active People Survey the number of adults taking part in regular sport and active recreation in the West Midlands was measured at 19.3% (829,217 individuals). In Bromsgrove, regular participation (3 days a week, 30 minutes moderate intensity) was measured at 22.2%. Nationally, a 1% minimum growth in participation target has been set by Sport England, with the target of at least 50% of the population playing sport by 2020.

We believe that alongside the key message of increasing participation, there is significant value from providing and engaging in appropriate competition. Competitive sport can and should deliver high quality pathways which will leave a lasting legacy up to and beyond the 2012 Olympics.

Equity

“Sports equity is about fairness in sport, equality of access, recognising inequalities and taking steps to address them. It is about changing the culture and structure of sport to ensure that it becomes equally



It

accessible to everyone in society “(Sport England, 2000).

Sport can overcome inequalities and break down barriers but must itself be equitable and fair. Access is central to the provision of opportunities and the facilities used and provided should be, as far as reasonably practicable, accessible and appropriate to the needs of everyone. Equally, those who are an integral part of the provision of sporting opportunities should not only be equitable themselves in attitude and perceptions, but also promote equitable behaviour among others.

Fair play

The principles of fair play should be integral to sporting activity at all levels. Everyone involved in sport should acknowledge that intolerant attitudes and behaviour must be eradicated from sport, and that sport has great potential to foster tolerance in society as a whole.

Awareness of the need to establish positive action to promote tolerance and fair play in and through sport should be raised in all circles concerned, including sports clubs, coaches, facility operators and sportsmen and women.

It is acknowledged that the need to develop a sporting environment where fair play and playing within the rules is at the top of the agenda is required in order to demonstrate that winning is important, but not at any cost.

Delivery of wider social agendas

Sport can play an active part in promoting the social, economical and environmental wellbeing of communities, thus enhancing quality of life.

Sport England acknowledges the wider social and economic impact that sport can have, breaking it down into four key areas: improving health and well-being, creating stronger and safer communities, improving educational attainment and benefiting the economy.

Within Worcestershire, the Active People survey highlighted walking (22.5%), swimming (13.3%) and going to the gym (10%)

as the top three active recreation activities people currently engage in. The benefits of an active lifestyle, whether through competitive sport or a brisk walk in the park can include reduced risk of circulatory diseases, improved feelings of mental health and wellbeing, reduced levels of stress, improved joint mobility and can encourage social interaction.

Sports Development Continuum

The Sports Development Continuum underpins the vision and values by providing a clear pathway for the progression of participants at all levels in order to maximise achievements. In order for the model to be effective, the five values all need to be successfully implemented to ensure a quality experience is enjoyed by the participant, no matter which level they are currently performing at. It is composed of four levels which form a pyramid model:

Excellence: This is the 'peak' where individuals achieve sporting excellence and can be applied to performers at national and international levels.

Performance: At this level, the focus shifts to the identification of talent and improvement of sports specific skills. A more competitive element exists at this level, often at club or county level.



Participation: This refers to the regular participation in a specific activity primarily for enjoyment purposes. For children this can often be at a basic competence level, though for many competent adults participation is purely for reasons of health, fitness and social interaction.

Foundation: This level is the early development of skills and competencies. The acquisition of good exercise/skill habits provides a basis for personal development and future participation in sport.

As a local authority and member of BECAN, our focus is centred around the foundation and participation levels of the pyramid, encouraging and working to maximise 'grass roots' opportunities and increase participation, and then identifying gifted and talented individuals to feed through and develop pathways to move into the performance and excellence stages, often referred to as elite performance.

Within Bromsgrove, performance and excellence levels are predominantly supported by the local clubs and county and regional development squads. However, the Council supports the transition between performance and excellence within the Sports Development continuum through its Free Access for County/National representatives Scheme (FACS/FANS). This scheme, administered by the Sports Development team, offers free usage of one of the following facilities: Dolphin Centre, Haybridge Sports Centre, Sanders Park Tennis Courts. Renewable on an annual basis, the scheme enables the districts residents to utilise the local facilities to support their training and development in their chosen activity.

Issues

Consultations used in the development of this strategy include:

Our Say Our Way – Children and Young Peoples Event
Youthink Consultation
The Big Questionnaire
Bromsgrove District Council Quality of Life Survey
PPG17 Audit (including playing pitches)
High 5 sporting opportunities event

Issues raised include:

- Differing needs of age ranges
- Transport/traffic fears
- Lack of information on existing provision
- Poor communication
- Negative perceptions of young people
- Cost of activities at leisure centres
- Need for better facilities in parks and open spaces
- Lack of information on local walks
- Affordability
- Creches at exercise venues

- Lack of time
- Poor quality pitch provision
- Lack of appropriately sized pitches (ie. shortfall of mini-soccer and junior pitches)
- Lack of choice/not enough on offer

Outcomes

1. Raise participation levels within sport and active recreation, particularly for under represented groups across the district

Priorities for change

- Widened access to an increased range of sport and active recreation opportunities
- More people have the opportunity to take part in a sport or active recreation activity of their choice
- More people have the opportunity to access a local sports facility as part of a healthy lifestyle
- Increased investment into sport and active recreation to enable enhanced programming and provision

2. Increase the number of high quality sports clubs, coaches, officials, volunteers and active recreation groups, therefore improving player pathways and the ability to signpost through to elite performance

Priorities for change

- More accredited sports clubs throughout the district with increased number of junior sections
- More sports clubs working towards accreditation
- More coaches attaining additional coaching qualifications
- More volunteers supporting local sports clubs through the Step Into Sport and Sports Leaders programmes
- Investment into facilities

3. Positively impact upon the local community by contributing to the outcomes of the Bromsgrove Local Strategic Partnership and the Worcestershire Local Area Agreement

Priorities for change

- More targeted programmes to reduce criminal damage and anti-social behaviour
- More sport and active recreation opportunities to improve quality of life of older people
- Support children and young people to live healthier and longer lives by increasing the amount of physical exercise and tackling obesity
- More opportunities for leisure and recreation activities for everyone
- Increased development of parks and open spaces to promote active recreation

Monitoring and Evaluation

All partners will contribute to the monitoring and evaluation of this strategy and the effectiveness of the projects that it drives.

- High level action progress will be reported to the LSP Theme Group Improving Health and Wellbeing.
- Records will be kept on users and diversity of users accessing programmes delivered through this strategy.
- A range of methods should be utilised to gather feedback from those who access activities so that this can be shared and used effectively to guide future programmes.
- All programmes should be evaluated to review what has been achieved in terms of effectiveness. This should include both quantitative and qualitative data.
- Details should be recorded of any accreditations or key learning outcomes achieved as a result of delivery from associated sport and active recreation programmes.

Performance Indicators

A set of performance indicators are required to enable all partners utilising this strategy to monitor performance which will help to

measure the relative success or shortcomings of this sports strategy. These indicators will also be a useful tool to demonstrate the impact that the joined up and collaborative workings of the partners involved is having on the community of Bromsgrove.

Participation

The total number of users accessing sport and active recreation provision through the strategy

The total number of usages for sport and active recreation provision through the strategy

Method of generation
Registers of activities

Quality

Number of clubs within Bromsgrove District who are accredited

Number of clubs within Bromsgrove District who are working towards accreditation

Method of generation
Clubs meeting either their National Governing Bodies accreditation or generic clubmark accreditation

The percentage of the population that have access to at least three different types of facility which are all within easy walking or cycling distance.

Method of generation
PPG17 Audit

Satisfaction

The percentage of the local community (i.e. from all social and ethnic groups including those who have disabilities) who record a score of either very satisfied or fairly satisfied for the provision of sporting and leisure opportunities

Method of generation
Annual household survey

Volunteering

The number of individuals who volunteer onto a project or activity programme through the strategy

Method of generation

16+ levels recorded from the Active People Survey

Under 16 levels recorded through the School Sport Partnerships

With Thanks

Bromsgrove District Council would like to thank the following individuals for their thoughts, contributions and constructive feedback to the production of this strategy:

Rebecca Clayton – Bromsgrove District Council

John Godwin – Bromsgrove District Council

Stephen Brewster – Sports Partnership Herefordshire and Worcestershire

Dave Evans – Worcestershire County Council

Graham Rocke – Bromsgrove Community Safety Partnership

Emma Barton – Worcestershire Primary Care Trust

Vicci Webley – Youth Sports Trust

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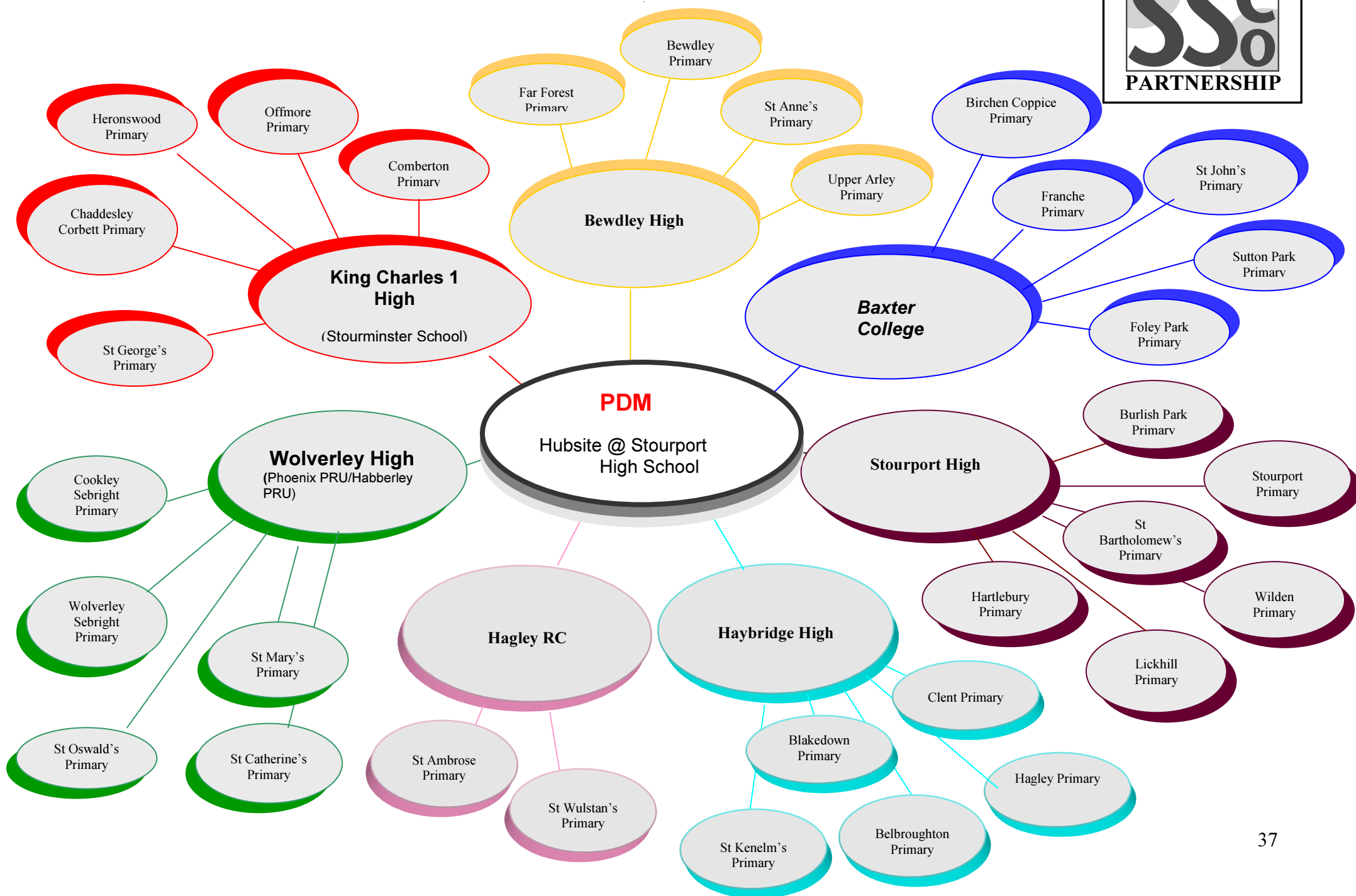


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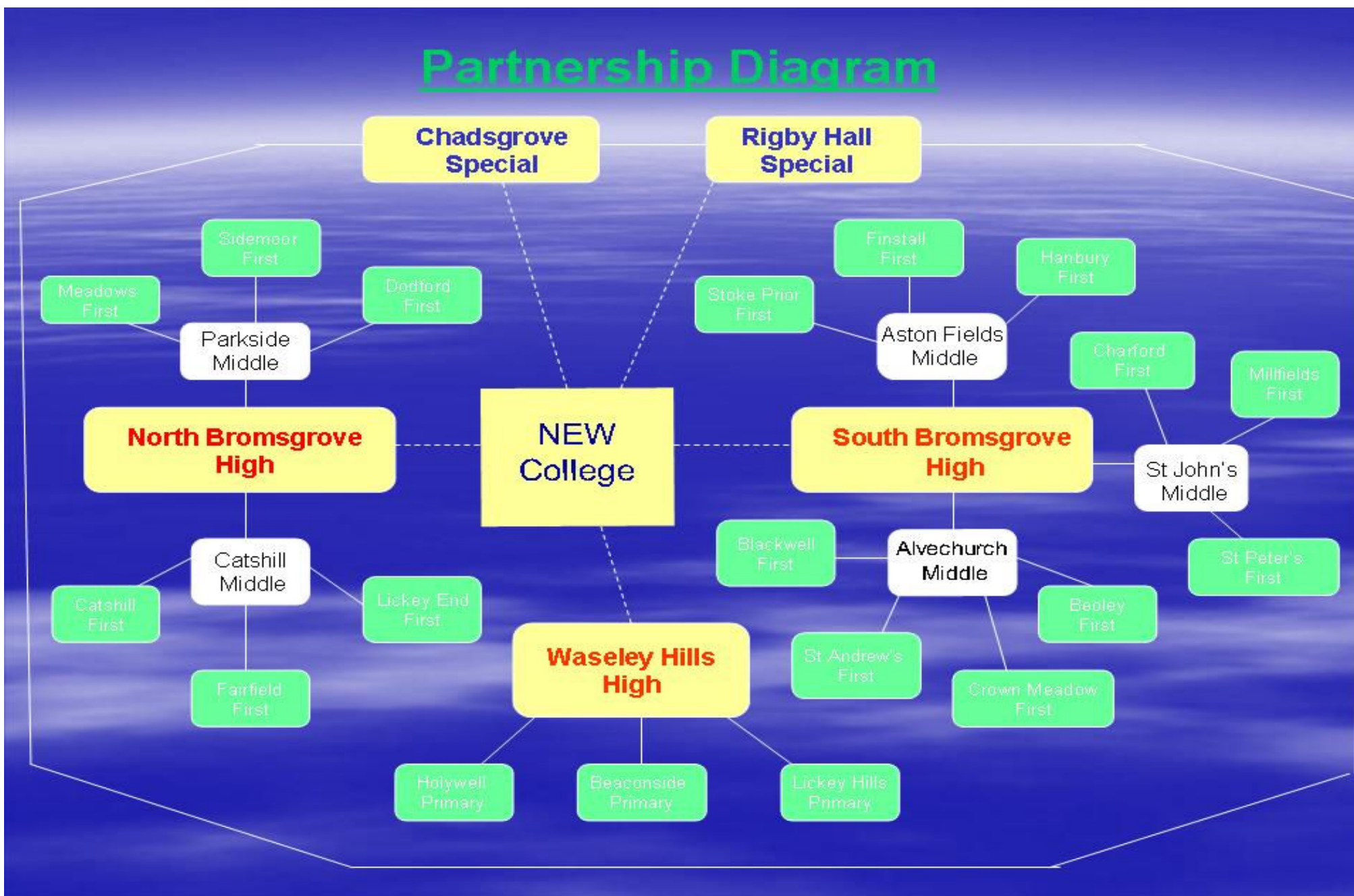
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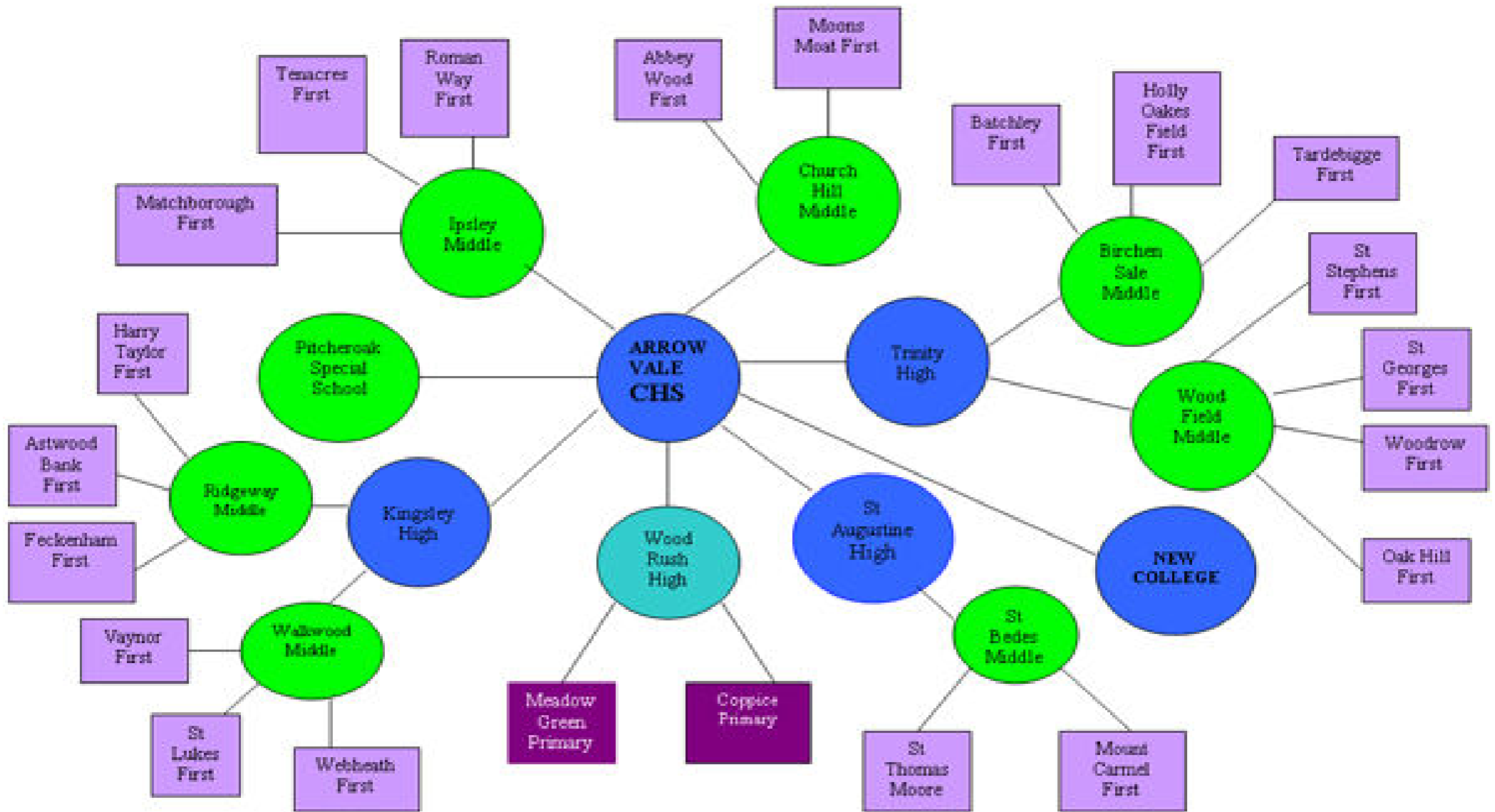


North Worcestershire School Sport Partnership

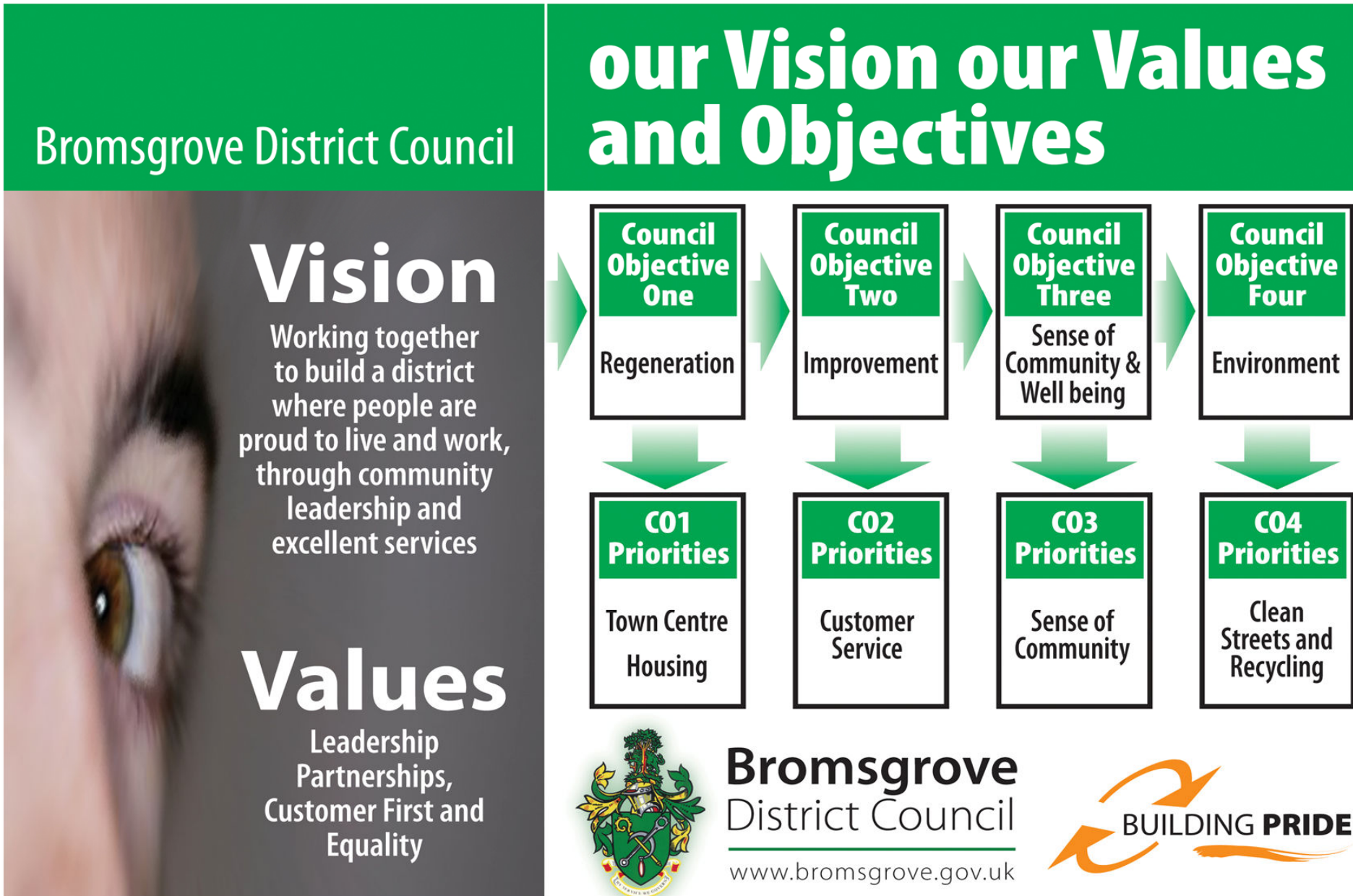
Partnership Diagram



Redditch School Sport Partnership



Bromsgrove District Council Vision, Values and Priorities



Current BDC Performance Indicators & Targets

Ref	Description				2008/09 Monthly Performance figures											
					Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.

PI's reported corporately

LPI Community Safety	Sports development usages	M	C	Target	1743.00	1804.00	1804.00	1825.00	1681.00	1763.00	1763.00	1620.00	1558.00	1579.00	1640.00	1722.00
				Actual												

M* = in the months when available (3 times per year)

Other Indicators Not Reported Corporately

LPI CS2	Number of locally delivered diversionary sessions	M	C	Target	7	7	7	24	42	2	19	12	4	6	19	8
				Actual												
LPI CS3	Numbers of users attending diversionary activities.	M	C	Target	32	41	49	57	57	8	52	20	22	18	58	22
				Actual												
LPI SD1	SD - Quality Assurred Clubs	Q	S	Target	N/A	N/A	16	N/A	N/A	17	N/A	N/A	18	N/A	N/A	18
				Actual	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
LPI SD2	SD - Clubs working to quality assurance	Q	S	Target	N/A	N/A	6	N/A	N/A	6	N/A	N/A	7	N/A	N/A	7
				Actual	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
LPI SD3	SD – Number of SD sessions delivered	M	C	Target	93	96	96	97	89	94	94	94	84	84	88	91
				Actual												
LPI SD4	SD – Number of users attending SD sessions	M	C	Target	714.00	740.00	740.00	747.00	688.00	722.00	722.00	664.00	638.00	647.00	672.00	706.00
				Actual												

Current Sports Development Staff Structure

