

## Report to Cabinet

12<sup>th</sup> January 2017

Cabinet Member for Leisure and Culture



### DECISION REQUIRED

Not Exempt

## Adoption of Sport and Physical Activity Strategy

This report seeks Cabinet approval for the adoption of a Horsham District Council Strategy for Sport and Physical Activity.

The strategy frames Council priorities for Sport and Physical Activity for the period up to 2031 within five work strands with a simple overall aim which is 'To increase participation in sport and physical activity and improve the health and wellbeing of people living, working or visiting the Horsham District.'

It highlights current priorities, actions and success measures through which successful delivery of the strategy can be measured and identifies additional work being undertaken to refine future requirements for pitches and facilities.

### Recommendations

The Cabinet is recommended:

- i) To approve the draft Sport and Physical Activity Strategy as set out in appendix 1 of this report.

### Reasons for Recommendations

- i) The Horsham District Planning Framework plans for the delivery of 16,000 new homes between 2011 and 2031 and, although pressure on public finance is unlikely to abate during this period, the framework brings opportunities to secure and deliver new sports infrastructure. Given these factors, it is important that the Council has a clear vision of its sport and physical activity priorities and how these can be achieved.

### Background Papers:

**Consultation:** Community and Culture PDAG, Parish Councils, West Sussex Public Health, Sport England, Governing Bodies for Sport, Relevant HDC Departments.

**Wards affected:** All

**Contact:** Trevor Beadle Ex 5209

## Background Information

### 1 Introduction and Background

- 1.1 This report seeks Cabinet approval for the adoption of a Horsham District Council Strategy for Sport and Physical Activity as attached at appendix 1.
- 1.2 Horsham District Council works with a wide range of partners to promote sport and physical activity and makes significant investment in related facilities and services.
- 1.3 Over the next 15 years the district population will grow at a rate of around 900/year to a population of 149,000 by 2031 (Source: Office of National Statistics).
- 1.4 The population change will increase demand for sport and physical activity services and during the same period some of the facilities owned or operated by the Council or its partners will reach or approach the end of their natural life.
- 1.5 The Horsham District Planning Framework plans for the delivery of 16,000 new homes between 2011 and 2031 and, although pressure on public finance is unlikely to abate during this period, the framework brings opportunities to secure and deliver new sports infrastructure.
- 1.6 Given these factors, it is important that the Council has a clear vision of its sport and physical activity priorities and how these can be achieved.

### 2 Relevant Council policy

- 2.1 Adopting a formal strategy is an identified priority in the 2016-19 Horsham District Corporate Plan.

### 3 Details

- 3.1 The strategy frames Council priorities for Sport and Physical Activity for the period up to 2031 within 5 work strands with a simple overall aim which is **'To increase participation in sport and physical activity and improve the health and wellbeing of people living, working or visiting the Horsham District.'**
- 3.2 The five work strands are:

**Encouraging and supporting people to become more active** - providing opportunities so that people who don't currently participate are encouraged to do so and so that people who already take part are encouraged to take part more often.

**Ensuring sufficient and appropriate sporting infrastructure** – sporting infrastructure needs to keep pace with the needs of a growing and changing population and it is imperative to provide the right facilities, of the right quality in the right place.

**Developing effective sporting and physical activity pathways** – encouraging and enabling people to stay involved in sport and physical activity and to achieve the performance standard that they aim for.

**Widening access to sport and physical activity** – ensuring that people who may find it difficult to take part as a result of disability or personal circumstances have increased opportunities to do so.

**Strengthening organisations and partnerships** – increase the number and quality of volunteers, coaches and clubs and deliver new projects through joint investment with other public and private sector partners.

- 3.3 The strategy includes action plans within each of these 5 work strands. These action plans will be monitored by the Head of Community and Culture. Progress will be annually reported to the Council through the Policy Development and Advisory Group and the plans will be updated to reflect new intelligence, needs and aspirations within the strategic framework.
- 3.4 The strategy reinforces both the value that the Council places on the importance of Sport and Physical Activity and its commitment to increasing participation and improving health within finite financial constraints.

## **4 Next Steps**

- 4.1 Officers have already been progressing actions contained within the draft strategy and in fact several in the original draft have been removed as they have already been completed whilst the strategy document was being finalised.
- 4.2 Once adopted, the strategy will be accessible to all stakeholders and partners so that they can mesh their own priorities with those of the Council. This will result in joint investment opportunities and new facilities and services delivered both by the Council or in partnership or through Council support to community organisations.

## **5 Views of the Policy Development Advisory Group and Outcome of Consultations**

- 5.1 The **Policy Development Advisory Group** supports the Strategy.
- 5.2 Parish Councils, West Sussex Public Health, Sport England, Governing Bodies for Sport, Relevant HDC Departments have all been consulted and their comments have been incorporated into the final draft version appended herewith.
- 5.3 There are ongoing discussions with some stakeholders (eg. equine pursuits) regarding possible actions through which the Council can help them increase participation and improve health and any new actions will be incorporated into this 'live' part of the Strategy.

## **6 Other Courses of Action Considered but Rejected**

- 6.1 There is no statutory requirement to have this strategy but having a strategy which identifies priorities and which is guided through research and a robust evidence base is considered best practice by Sport England. Without it the Council would be

open to challenge regarding its priorities and any opportunities for joint investment and positive outcomes may be more limited.

## **7 Resource Consequences**

- 7.1 The action plans in the strategy assume no reduction in the Council Officer base delivering sport or health services in the next few years. The Council currently receives £278,000/year from West Sussex Public Health for its Health and Wellbeing Service and whilst this service is highly regarded there is always a degree of vulnerability attached to externally funded services. If this funding were reduced some actions would need to be removed and targets revised.
- 7.2 There are a number of projects within the plan that are already budgeted for (eg, Broadbridge Heath Lesiure Centre) but there are others that are dependent on s106 funding or Community Infrastructure Levy if they are to progress. The fact that they are identified in the strategy affords then high priority when there is competition for scarce resources.

## **8 Legal Consequences**

- 8.1 There is no statutory requirement to have this strategy

## **9 Risk Assessment**

- 9.1 The culture within the department is to set challenging targets which may not all be achieved rather than set simple ones which fail to maximise the potential impact of the strategy through outputs and outcomes. There is some reputational risk if not all targeted outcomes are achieved.

## **10 Other Considerations**

- 10.1 This strategy recognises the case for sport and physical activity in terms of its contribution to health, economic development, social inclusion, community safety and lifelong learning and includes specific sections on equality and diversity

