

Part A

Report to: Cabinet

Date of meeting: 4 July 2019

Report author: Head of Culture and Events

Title: Sports and Physical Activity Development Framework 2019-2023

1.0 Summary

1.1 Building on the success of the previous Sports Development Framework the attached draft Sports and Physical Activity Framework (Appendix 1) and associated draft Delivery Plan (Appendix 2):

- updates the council's approach, and brings it into line with, the new Sport England Towards an Active Nation strategy (<https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>);
- addresses the requirement to invest in appropriate development programmes to maximise the opportunities created by the new facilities supported by the council's investment;
- underpins our commitment to supporting community sports clubs and their volunteers; and
- enables supporting letters to be written when local community sports clubs apply for funding from their National Governing Bodies (NGB)

1.2 The new Framework sets out a draft vision and mission (as below) which are then delivered via actions under each of the four objectives (also below – actions in the Delivery Plan in Appendix 2)

Our Vision: Affordable, accessible and appropriate sport and physical activity opportunities for everyone.

Our Mission: Through collaborative leadership to develop a comprehensive and cohesive sports & physical activity development offer across the Borough.

Objectives:

1. To improve the quality of life of Watford residents through a vibrant, collaborative and targeted approach to the delivery of sport and physical activity programmes and opportunities.
2. To enhance the health and wellbeing of Watford residents by reducing inactivity levels.
3. To strengthen the local sporting infrastructure by supporting community sports clubs, and the volunteer workforce.
4. To match sports development programmes to major sports facilities investment, linking with the Sports Facility Strategy 2015 -2025

2.0 Risks

2.1

Nature of risk	Consequence	Suggested Control Measures	Response (treat, tolerate, terminate or transfer)	Risk Rating (combination of severity and likelihood)
Funding not available	Sports and Physical activity Framework programmes being reduced or ceased completely	Budget to be agreed and monitored closely. External funding sought where possible. Scope of the framework reviewed if funding is not available.	Treat	6
Partners have funding and resource issues	Resources reduced on programme	Use multiple partners, build supplier base and tender where appropriate	Tolerate	4

3.0 Recommendations

- 3.1 Cabinet is asked to approve the Sports and Physical Activity Framework 2019 -2023

Further information:

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Report approved by: Alan Gough – Group Head of Community and Environmental Services

4.0 Detailed proposal

4.1 There is no doubt about the important role that sport and physical activity can play in our lives, for those that currently or have previously played, or simply watched at whatever level, it impacts in a variety of ways such as;

- The drama of watching your team win or lose, the last gasp save or goal such as the last second shot that won England women the Netball World Cup in 2018 (they also won best sporting moment at the BBC Sports awards)
- Liverpool beating Barcelona 4-0 in the Champions League after trailing 3-0 on a hugely emotional and passionate night full of drama.
- The positive feeling after a game of sport or physical activity, the adrenalin rush, thrills and excitement this can bring.
- Acting as a great catalyst for positive integration and community cohesion sport is a great leveller to all on the playing field regardless of sex, education, race and religion
- Supporting and helping young people focus and concentrate, improving educational attainment and life chances
- Developing self-esteem, confidence, leadership skills and employability
- Providing older people with opportunities for social interaction, reducing loneliness, improving happiness, health and prolonging life

So sport and physical activity impacts on the;

- The quality of life of individuals,
- peoples well-being
- connecting communities and breaking down barriers
- opportunities for the disadvantaged and vulnerable communities of Watford

The above are all areas the council is committed to working towards improving and is recognised in its corporate priority ‘celebrate and support our communities’.

Watford Strengths

Watford has a number of strengths on which to build an even better sports and physical activity development framework:

- a volunteer base provided by over 200 sports clubs.
- recognition by Sport England for delivering quality programmes.
- a strong reputation for successfully applying for external funding and delivering high quality outcomes
- a solid reputation for developing coaches, club standards and working in partnership and collaborating with others
- a track record for investing in high quality sporting facilities such as the emerging developments at Oxhey and Woodside.

With growing concerns over national obesity rates among all ages but particularly among young people, less PE in schools, arguably poor diet choices and increased growth of internet use and gaming; the government produced a strategy 'Towards an Active Nation' to try and combat this.

The strategy is designed to;

- Improve inactivity levels
- Improve positive behaviours in young people
- Develop volunteers
- Improve governance, infrastructure, standards, making the sector more resilient

Our proposed Sports and Physical Activity Framework for Watford supports the above via our four specific objectives

1. To improve the quality of life of Watford residents through a vibrant, collaborative and targeted approach to the delivery of sport and physical activity programmes and opportunities
2. To enhance the health and wellbeing of Watford residents by reducing inactivity levels
3. To strengthen the local sporting infrastructure by supporting community sports clubs, and the volunteer workforce.
4. To match sports development programmes to major sports facilities investment, linking with the Sports Facility Strategy 2015 -2025

This is supported by a commissioning approach detailed in the action plan.

We will:

- develop and promote programmes to support investment into our buildings /new quality facility developments e.g. Oxhey/Woodside
- continue through our bursary schemes to help develop club infrastructure, strengthening safeguarding, skills coaches, governance
- continue to bid for external funds
- work in collaboration with a range of partners listed WFC, YMCA, Everyone Active, Peace Hospice, HSP, Cycle Hub, Schools, Herts Health, West Herts College, Sport England and sports clubs to support and deliver projects in the action plan.

5.0 **Implications**

5.1 **Financial**

- 5.1.1 The Shared Director of Finance comments that the delivery of year 1 of the proposed draft framework is contained within existing resources under Sports Development. However sports and physical activity programmes to support Oxhey and Woodside facility developments would require additional funds to be considered when appropriate and these would require a growth proposals to be considered.

5.2 **Legal Issues**

- 5.2.1 The Group Head of Democracy and Governance comments that there are no legal implications contained in this report.

5.3 **Equalities, Human Rights and Data Protection**

- 5.3.1 This will be a change to an existing framework and so an equalities impact analysis has been undertaken. The analysis is contained in the appendix 3

Having had regard to the council's obligations under the General Data Protection Regulation (GDPR) 2018, it is considered that officers are not required to undertake a Data Processing Impact Assessment (DPIA) for this report.

5.4 Staffing

5.4.1 None contained in this report.

5.5 Accommodation

5.5.1 None contained in this report.

5.6 Community Safety/Crime and Disorder

5.6.1 Sport and Physical Activity can play a part in reducing crime and disorder. It is recognised that participating in sport can have a positive on people's well-being and may in the longer term for some individuals, provide an alternative pathway or choice rather than crime and disorder.

5.7 Sustainability

5.7.1 There are no implications contained in this report.

Appendices

Appendix 1 – Draft Sports and Physical Activity Framework for Watford

Appendix 2 – Draft Sports and Physical Activity Delivery Plan

Appendix 3 – Draft Equalities Impact Assessment (EIA)

Background papers

No papers were used in the preparation of this report.