

<b>GROWTH, ENVIRONMENT AND RESOURCES SCRUTINY COMMITTEE</b>	AGENDA ITEM No. 8
<b>1 NOVEMBER 2017</b>	<b>PUBLIC REPORT</b>

Report of:	Simon Machen: Corporate Director for Growth and Regeneration	
Cabinet Member(s) responsible:	Cllr Holdich: Leader of the Council and Member of the Cambridgeshire and Peterborough Combined Authority	
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<b>SPORT STRATEGY</b>
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<b>R E C O M M E N D A T I O N S</b>	
<b>FROM:</b> Corporate Director for Growth and Regeneration	<b>Deadline date:</b> N/A
<p>It is recommended that the Growth, Environment and Resources Scrutiny Committee:</p> <ol style="list-style-type: none"> <li>1. Note progress on the Sports Strategy, and:</li> <li>2. Make any recommendations as required.</li> </ol>	

**1. ORIGIN OF REPORT**

1.1 The Council has identified the need to refresh the current Sports Strategy. Now is the optimum time to have a fresh look at the city's needs and to develop a strategy that will assist in guiding the future provision of health and sport and facilities in the city, alongside the new Local Plan and new capital programme. The need for a clear framework for future investment is particularly critical given the projected population growth within Peterborough and the surrounding area.

The development of this strategy will provide the opportunity to assess the condition of existing provision, establish whether it is appropriate to meet all local needs and demand and ensure that potential provision helps address any current quantitative or qualitative deficiencies. In addition, there is a need to facilitate increased participation and improve the health and wellbeing of residents of Peterborough. The partnership (outlined in 6.2) has undertaken an evidence and methodology programme (required from Sport England) to inform the emerging document. The evidence and methodology outlines the current provision baseline, the current usage baseline, the health and viability of current facilities and gives recommendations for future development.

**2. PURPOSE AND REASON FOR REPORT**

2.1 The social and physical benefits of participation in sport and physical activity are recognised by national, regional and local government as leading to:

- Improvement in health and well-being
- Promoting economic development and the environment
- Contributing to the regeneration of communities and improved transportation
- Tackling issues such as anti-social behaviour, crime and problems relating to social inclusion as well as helping develop stronger and safer communities
- Providing opportunities to gain skills and competencies to enhance people's lives
- Recognising the valuable contribution of those who take part, volunteer, officiate,

- coach or spectate
- Providing patient choice and encouraging them to be responsible for their own health and well-being
- Assistance with budgetary control

This new strategy will ensure the promotion and development of physical activity and sport in our City and will result in all of Peterborough’s communities experiencing the wide range of benefits that greater involvement and participation can bring about.

The document sits within a core group of three strategies detailed below which link and have impact on local strategies and national priorities.



The final document will demonstrate the important role of sport in the social, economic, and cultural life of the city and the positive impact on personal and community wellbeing, identity, sense of belonging, recognising that Peterborough is a multicultural city with diverse needs. This will help to meet the challenges and deliver against the objectives for the sector as set out by Department of Culture, Media and Sport (DCMS). It is being produced jointly with Sport England.

2.2 This report is for the Growth, Environment and Resources Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview and Scrutiny Functions, paragraph No. 2.1 Functions determined by Council: Tourism, Culture and Recreation.

2.3 Culture and leisure contribute to the following priorities in the Sustainable Community Strategy:-

- Creating opportunities – tackling inequalities;
- Creating strong and supportive communities; and
- Delivering substantial and truly sustainable growth.

**3. TIMESCALES**

Is this a Major Policy Item/Statutory Plan?	<b>NO</b>	If yes, date for Cabinet meeting	N/A
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## 4. BACKGROUND AND KEY ISSUES

### 4.1 Peterborough: More people, More active, More often.

It is a common misconception that healthy activity needs to be strenuous. Together we wish to send out a different message in Peterborough that puts activity at the heart of everything we do.

Being more active is good for everyone, whatever their age. Whether it is charging around the playground at school, cycling around Peterborough on the green wheel instead of using the car, playing sport or even taking a walk through our parks, it all helps us feel better about ourselves as well as helping us to feel healthier and happier.

Being active takes on different forms. Some people will go to our leisure centres for a swim or a gym work out and may move into more regular or demanding activity. Others will find outlets for their energies in competitive sports such as football, cricket or rugby at one of our many clubs or facilities. These are important places as they give us that social network and that motivational boost we sometimes need to keep playing. They also help to foster and develop local talent, build aspirations and provide great role models for us all. For other people being more active can be quite simple and less organised. Walking the dog, dancing, cycling to work, or taking the stairs rather than using a lift - all these things help us become more active and happier people and will help us live together in healthier neighbourhoods.

Our message is quite simple. Being more active is fun, it can be easy to do, and it's social and will improve your health greatly. We all know that exercise can make us healthier and can reduce the risk of life threatening diseases such as cancer, diabetes and stress by building more activity into our everyday lives.

The new Strategy will be about finding new ways to get more people up and taking part at all levels across Peterborough. We want to see as many people as possible participating in quality activities and experiencing healthier lifestyles.

The Strategy will be about targeted developments and interventions. It is both about making the very best use of the wealth of existing resources and partly about ensuring there is a long-term return on all of existing investments in sport.

## 5. CONSULTATION

- 5.1 The proposed outcomes within Peterborough's vision for sport cannot be delivered in isolation. Peterborough City Council have and are working with a range of partners to develop documents for the City rather than for the Council. The Council will be clear on what it expects from those relationships with partner agencies, and what 'added value' it expects to achieve through working in partnership with the wider sector.

Key partners and consultees include:

- Sport England
- Living Sport
- National governing bodies of sport
- Vivacity: Culture and Leisure trust
- Nene Park Trust
- Community Groups
- Voluntary sector umbrella groups
- Education (including schools, Further Education and Higher Education)
- Friends of Parks and Green Spaces
- Disability groups
- NHS including the CCG (Clinical Commissioning Group)
- Local Sports clubs
- The Business Community
- Peterborough City Council councilors and officers
- The public

## 6. ANTICIPATED OUTCOMES OR IMPACT

6.1 Effective coordination and communication will be required to succeed in delivering the activities that will lead to achieving positive outcomes. A number of priorities in relation to coordination could support this as follows:

- Offers and developments which reflect the needs of communities.
- Ensure that all departments within Peterborough City Council are aware of their respective roles and responsibilities in relation to sport, and that they are working together to achieve the outcomes.
- Achieve greater clarity of the roles and expectations between departments and among partners, leading to improved coordination.
- Work across departments and organisations to commission in a more coordinated and joined-up way, which will maximise the impact of service delivery and reduce duplication of effort.
- Through the emerging Public Health structures and the Health and Wellbeing Strategy, develop the links between health and wellbeing, and sport and active recreation, opening opportunities for commissioning through partners and voluntary sector organisations.
- A single point of contact within the Council to respond and coordinate matters relating to sport services.

The Sports strategy will ensure the promotion and development of physical activity and sport in our City will result in all of Peterborough's communities experiencing the wide range of benefits that greater involvement and participation can bring about.

### 6.2 Governance

The Sports Strategy will recognise the significance of the leisure and recreation sectors in making Peterborough an Active City, and advocate continued support in leisure and recreation activities. The Strategy will also address concerns facing the sector and consider how to maximise opportunities for the Active life of Peterborough to flourish.

The Council is well placed to lead the development of the Strategy and to oversee its delivery. However, the diverse nature and scope of the sector is such that a range of other organisations will be central to ensuring that there is full engagement in the process. This is particularly the case in Peterborough where the Council already has a predominantly commissioning role and operates via a network of funded delivery partners both in leisure and health.

The development of the Sports Strategy is being overseen by the Strategy Steering Group. This successful partnership approach and subsequent consultation on the Strategy, suggests the need for a small executive group informed by and interconnected with a wider consultative forum. It is therefore proposed to establish a core delivery group – Active Peterborough – supported and informed by wider forums, such as the Health and Wellbeing Board and Peterborough's sporting governing bodies. Together, this alliance of organisations and individuals will take ownership of the Strategy and oversee its delivery.

Steering group members include:

1. Councillor Stephen Allen – Peterborough City Council
2. Lisa Roberts – Peterborough City Council
3. Simon Fairhall – Living Sport
4. Marie Hartley – Sport England
5. Kevin Tighe – Vivacity – delegated to Jon Marsden
6. Julian Base – Peterborough City Council - Public Health
7. Wendy Gooding – Stanground Academy
8. Nikki Griffiths – Inspire Peterborough
9. Wendy Newey – Peterborough & District Football League
10. Matthew Dalton – Peterborough Athletics Club

11. Helen Preston – Prestons Healthcare
12. Jawid Khan - Communities - Peterborough City Council

The consortium has been built around the leisure and recreation institutions in the City with Sport England. The group will be an open and relatively free-form group that has seamless links with the wider sector.

The proposed functions of Active Peterborough will include:

- Inform, own and oversee the delivery of this Strategy;
- Provide a voice for the sector;
- Networking, lobbying and information-sharing;
- Seek resources to deliver the Strategy;
- Make strategic connections with and contribute to the Local Enterprise Partnership and the Combined Authority
- Advise on selected projects and programmes;
- Encourage collaboration in the sector;
- Monitor progress on the Strategy and other key cultural projects.

The Council will play a central role in the Active Peterborough group and will support the development of the Forum. The specific priorities for the Council will include:

- Advocating the importance of Active lifestyles;
- Supporting partnership working;
- Delivering selected programmes;
- Commissioning and funding key programmes;
- Linking Active Lifestyles to other key city priorities;
- Liaising with national and regional governing bodies on behalf of the city.

## **7. REASON FOR THE RECOMMENDATION**

- 7.1 Now is the optimum time to have a fresh look at the city's needs and to develop strategies that will assist in guiding the future provision of health and sport and facilities in the city.

## **8. ALTERNATIVE OPTIONS CONSIDERED**

- 8.1 The alternative is that the city will not have an up to date Strategy from which to deliver and co-administer sport and leisure.

Without such a document external funders will not be able to invest in the city and developers will not have any requirements to make provision for sport in the city.

## **9. IMPLICATIONS**

### **Financial Implications**

- 9.1 The Strategy itself will have no direct financial implications. Any proposals included in the Strategy such as new prioritises will be subject to consideration as part of the Council's normal budget setting process, as with all other types of infrastructure.

### **Legal Implications**

- 9.2 There are no legal implications from the Sport Strategy.

### **Equalities Implications**

- 9.3 The Strategy is city wide and will make reference to equalities issues and actions. There is equalities representation on the steering group though Inspire Peterborough.

## **Rural Implications**

- 9.4 The Strategy is city wide and make reference to all areas including rural areas of the city. There is rural representation on the steering group through Cllr Allen.

## **10. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 10.1 The Strategy will meet the challenges and delivers against the objectives for the sector as set out by the Department of Culture, Media and Sport (DCMS) and has been produced in conjunction with Sport England.

## **11. APPENDICES**

- 11.1 None