

# RIBBLE VALLEY BOROUGH COUNCIL

## REPORT TO COMMUNITY SERVICES COMMITTEE

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meeting date: 23 AUGUST 2022  
title: SPORT ENGLAND UNITING THE MOVEMENT  
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### 1 PURPOSE

1.1 The report provides Committee with an overview of the latest Sport England Strategy, as it applies to the work of the Council in helping to residents to live an active and healthy life.

1.2 Relevance to the Council's ambitions and priorities

- Council Ambitions - To be a well-managed council providing efficient services. To help make people's lives safer and healthier based on identified customer needs.
- Community Objectives - To improve the health and wellbeing of people living and working in our area.
- To improve the opportunity for people to participate in recreational and sporting activity.
- To ensure that Ribble Valley remains a safe place to live. To combat rural isolation.

### 2 BACKGROUND

2.1 Sport England has recently released its 10-year vision to transform lives and communities through sport and physical activity. This document sets out how they propose to transform lives and communities through sport and physical activity.

2.2 The new strategy seeks to help the people and organisations recover from the challenges raised by Coronavirus (Co-vid 19) pandemic; to look beyond them and tackle the biggest issues of our next decade.

2.3 Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on robust and up-to-date assessments of need for all levels of sport and all sectors of the community.

### 3 ISSUES

3.1 The report draws on the overwhelming evidence that moving our bodies; through community sport, fitness, and physical activity, improves our lives, individually and collectively.

3.2 However, there is recognition that right now, the opportunities to get involved in sport and activity; and reap the rewards of being active, depend too much on your background, your gender, your bank balance, and your postcode.

3.3 There are deep-rooted inequalities which are at the very core of Uniting the Movement:

- Disabled people and people with a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition.
- If you're in a lower socio-economic group (NS-SEC 6-8), you're more likely to be inactive than people in higher social groups.
- Women are less active than men, and this gender gap starts with girls being less active from a very young age.
- People from Asian and Black backgrounds are far more likely to be physically inactive than people who are White – a fact reinforced by Sport England's 2020 'Sport for All?' report.

### 3.4 So what is Sport England proposing to do?

They believe that it is a shared sense of what matters to us all that led to 5 big issues:

- (i) **Recover and reinvent-** Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant, and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.
- (ii) **Connecting Communities-** Focusing on sport and physical activity's ability to make better places to live and bring people together.
- (iii) **Positive Experiences** for children and young people- Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
- (iv) **Connecting with health and well-being-** Strengthening the connections between sport, physical activity, health, and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
- (v) **Active Environments-** Creating and protecting the places and spaces that make it easier for people to be active.

By working together S.E. believes the five big issues in this strategy will have the most profound impact on increasing and sustaining activity levels across the nation.

### 3.5 S.E. believes that we need to create the right conditions for enabling this change: across the people, organisations, and partnerships with the potential to contribute and help turn our shared plans and ideas into action. The report refers to specific capabilities, information, approaches, and relationships that - used in the right way - will make progress possible. These are:

- 1 **Effective investment models**  
The right kinds of investment, timed well and delivered skilfully can stimulate demand, provide opportunities to get active, enable innovation, encourage collaboration, reduce inequalities, and enable greater sustainability.
- 2 **Realising the power of people and leadership**  
The people who spend their time helping others to be active are our most precious resource and their potential is limitless. They're the key to adopting and achieving the ambitions in this strategy.
- 3 **Applying innovation and digital**  
Times are changing, and so are people's expectations. In the face of significant opportunity and change, it's critical innovation, including digital, is applied to the big issues that are holding many more people back from being active.

#### 4 **High-quality data, insight and learning**

Key to collaborative action is a shared understanding of the opportunities and the challenges that we face together.

#### 5 **Good governance**

Good governance, and a commitment to positive, effective, safe delivery of opportunities at every level is how intentions and ambitions are enshrined into ways of working.

3.6 The emergence of this latest strategic document presents an opportunity for local authorities to consider its contents and reflect upon the extent to which we can contribute as catalysts for this change identified in 3.5.

3.7 Alongside the Sport England strategy; The Local Government Association (LGA) offer Support to Councils in the form of a range of programmes and tools to help tackle the challenges and take advantage of the opportunities for Culture and Sport Improvement. As communities rebuild from COVID-19, local authorities are developing innovative place - based approaches to understand and respond to local needs. The LGA and Sport England have developed programmes to support officers and councillors to work with communities and partners to co-create approaches to complex challenges, such as health inequalities.

3.8. The LGA working with partners, Sport England, Arts Council England, English Heritage and the Chief Cultural and Leisure Officers Association (CLOA), have developed a web resource to provide guidance for councils and their partners on how to create a local outcomes framework for culture and sport. Developing shared local strategic outcomes is the key starting point in developing an approach for physical activity, sport and wellbeing, and Sport England advocates that local authorities and their partners undertake an understanding of local needs and priorities as the basis for producing a strategy which has the widest impact on the community and enables the development of sustainable and effective interventions in satisfying those needs.

3.9 The process proposed by Sport England involves 4 steps:

- (1) Develop and understanding of the wider local strategic outcomes.
- (2) Using a cross sector approach, identify local community needs and priorities.
- (3) Establish the contribution physical activity, sport & wellbeing can make.
- (4) Secure 'buy in' to the shared local strategic outcomes.

3.10 In light of the latest Sport England strategy and supporting strategic guidance, and in the absence of existing Council strategic documents; (such as Leisure and or Cultural Strategy, Leisure Facilities Strategy); that serve in providing a focus for improving the health and wellbeing of Ribble Valley residents and in planning of new local facilities for sports and leisure. It is a timely opportunity to apply the process outlined in 3.9. in reviewing the direction of sport and leisure services.

3.11 There are no resource implications directly attached to this report, although depending upon the need identified for strategic documents required, bids would have to be made as part of the Council's budget setting process for funding to prepare and deliver some of these documents. It is unlikely that there will be any external funding available to help support external help, although Sport England, and Arts England do offer several resources and officer assistance to help authorities deliver some for these strategic documents. However, it is envisaged that there will also be a commitment of time by Council officers to lead the process of developing a local outcomes framework for sport and leisure. In the likelihood that external contractors are sought in the preparation of strategic documents such as: Leisure

and /or cultural strategy, Facilities Strategy, Playing Pitch Strategy, Open Spaces Strategy; then the respective procurement of contractors would be required.

#### 4. CONCLUSION

- 4.1 A strategic review can help to ensure that future leisure facilities take environmental considerations into account. The application of best practice in producing a robust evidence base for strategic documents could also serve to strengthen the Council's legal position. For example; - in dealing with objections raised by Developers against Council decisions to invest towards new leisure projects. An Outcomes Framework for Sport will help make the case for continued investment of public money and will help in measuring and evidencing the difference the service makes and its contribution to local priorities. The process serves to improve the decision making in allocation of resources towards local strategic need.

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