



**COMMUNITIES CABINET COMMITTEE - THURSDAY, 17 JANUARY 2013 - BACKGROUND DOCUMENTS**

**AGENDA ITEM D5 - New Strategic Framework for Sport and Physical Activity in Kent**

- A Strategic Framework for Sport and Physical Activity
- Equality Impact Assessment

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# A strategic framework for sport and physical activity

A ten year vision  
November 2012

A range of quality, accessible sport and physical activity opportunities for **everyone** to be **more active, more often** and those wishing to **progress in sport** able to do so



**KentSport**  
[www.kentsport.org](http://www.kentsport.org)

A range of quality, accessible sport and physical activity opportunities for **everyone** to be **more active, more often** and those wishing to progress in sport able to do so



For a full version of this Strategic Framework or to receive a copy in an alternative format please contact us through our website **kentsport.org** or by e-mail **info@kentsport.org**

## Introduction

The Strategic Framework for Sport and Physical Activity has been produced to **build on the success of London 2012** and to provide a direction of travel for sport and physical activity across the County. It is designed to complement and **support partners and other agencies plans and strategies** as it is recognised that many partners will have their own sports policies and plans for their area. For a full version of the Strategic Framework, please visit **kentsport.org** or request a copy through **info@kentsport.org**

## Principles:

- The development of sport and physical activity can be undertaken through **partnerships** in order to ensure that best use is made of limited resources (staffing, funding and facilities/equipment)
- There should be efforts made to maximise sport and physical activity opportunities for **all people** and groups as defined within the Equality Act 2010, irrespective of gender, race, disability, age, sexuality or religious belief
- Sport is worthy of development in its own right for enjoyment and as part of local quality of life, but equally sport and physical activity benefits society in a variety of ways and assists in meeting **wider social outcomes**. This includes improving health and reducing health inequalities, developing local communities, enhancing education, supporting crime prevention (such as reducing anti social behaviour) and developing key skills which are transferable into employment
- Organisations involved in the development of sport and physical activity in the County should ensure that planning for sport and physical activity is based upon **strategic need, consultation and research**
- Organisations involved in the development of sport and physical activity in the County should aim to provide opportunities and facilities that are **accessible, affordable and of high quality**
- **Safeguarding and protecting** young people and vulnerable adults should be a key component of planning for sport and physical activity in the County
- Partners should aim to increase and support the **numbers of coaches, officials, volunteers**, health trainers and practitioners, leaders and other sport and physical activity workers (such as in sport, leisure and healthy living centres)
- The Strategic Framework should be **flexible** and adaptive and there will be regular reviews
- The Strategic Framework should be **complementary** to other national, regional, county or local organisations strategies and plans

A range of quality, accessible sport and physical activity opportunities for **everyone** to be **more active, more often** and those wishing **to progress in sport** able to do so

## Priorities

In order to achieve the Vision outlined above, the following priority themes will be the main focus for the Strategic Framework and for partners working in sport and physical activity. Each theme is inter-related and inter-dependent with at least one other theme listed:

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### **1 Increasing participation** in sport and physical activity

Provide a range of informal fun and social physical activity opportunities as well as more formalised competitive sporting opportunities for all people across the County.

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### **2 Using sport and physical activity to contribute to other social agendas**

Ensure sport and physical activity are key factors in improving health, community safety, community cohesion, community pride, educational attainment and quality of life in the County.

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### **3 Supporting the voluntary sector** and volunteering

Ensure national governing bodies of sport, clubs, coaches, leaders, health trainers and volunteers in sport and physical activity are supported and developed.

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### **4 Attracting funding and investment**

Attract funding and investment for sport and physical activity from a wide range of sources and co-ordinate work to make best use of limited resources available.

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### **5 Improving facilities** for sport and physical activity

Facility development proposals to be based on strategic and community need and ensure there are a mix of multi use and sport specific facilities, including on school sites, that are accessible, affordable and welcoming to a wide range of people in the County.



A range of quality, accessible sport and physical activity opportunities for **everyone** to be **more active, more often** and those wishing to **progress in sport** able to do so

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**6** Ensuring sport and physical activity is **recognised and supported** by local policy and decision makers

Ensure the value of sport to other social agendas is recognised by key decision and policy makers and features as a contributor within other appropriate key policies and strategies.

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**7 Improving information, co-ordination and partnership** working

Ensure information is readily available to residents in the County and that partners work together to provide co-ordination across sport and physical activity networks.

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**8** Supporting and **developing talented performers**

Identified talented sports performers should be supported to reach their full potential through a range of mechanisms to support their training and development.

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**9 Attracting major events** to the County

Seek to attract major sporting events to the County and use these along with other high profile international sporting events coming to the UK to promote sport and physical activity.

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**10 Researching and planning** for sport and physical activity

Sport and physical activity opportunities should be underpinned by research using existing data tools (such as the Active People Survey) and based upon community need. Programmes should be monitored for effectiveness and to share good practice amongst partners.

A range of quality, accessible sport and physical activity opportunities for **everyone** to be **more active, more often** and those wishing to **progress in sport** able to do so

## How will progress be measured?

The following performance measures will be reviewed regularly through the Kent & Medway Sports Board:

- Participation in sport and physical activity by those aged 14+ (via **Active People Survey** – this is also used as a measure in the Public Health Outcomes Framework)
- Indicators within the **Health & Wellbeing Strategy** and associated plans that sport and physical activity can contribute to (e.g. National Weight Measurement programme at reception and year 6; health inequalities)
- Number of clubs with **Clubmark** or national governing body equivalent in the County
- Number of **club links** with educational establishments
- Number of schools involved in intra and inter school sport and attending county level Finals/Festivals as part of the **School Games**
- **Funding** and investment for sport
- Number of **talented performers** supported
- **Major Events** attracted to the County
- Number of **facility developments** and/or improvements
- Number of coaches, volunteers, leaders and health trainers accessing training and **continuous professional development** opportunities
- Number of national **governing bodies of sport** working in the County on specific identified programmes of work.



A range of quality, accessible sport and physical activity opportunities for **everyone** to be **more active, more often** and those wishing to progress in sport able to do so



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# **KENT COUNTY COUNCIL**

## **EQUALITY IMPACT ASSESSMENT**

Please read the EqIA GUIDANCE and the EqIA flow chart available on KNet.

**Directorate:** Customer and Communities (Cultural Services)

**Name of policy, procedure, project or service**

Kent's Golden Decade – A Strategic Framework for Sport and Physical Activity in Kent 2012-2021

**What is being assessed?**

As above

**Responsible Owner/ Senior Officer**

Elise Rendall / Kevin Day

**Date of Initial Screening**

26/09/2012



## Screening Grid

Characteristic	Could this policy, procedure, project or service affect this group less favourably than others in Kent? YES/NO If yes how?	Assessment of potential impact HIGH/MEDIUM LOW/NONE UNKNOWN		Provide details: a) Is internal action required? If yes what?  b) Is further assessment required? If yes, why?	Could this policy, procedure, project or service promote equal opportunities for this group? YES/NO - Explain how good practice can promote equal opportunities
		Positive	Negative		
Age	No - The aim of the Strategic Framework is to provide an overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.	Medium	None	a) No  b) No	Yes – the key themes and priorities within the Strategic Framework include older people and recognise that their needs should be catered for when planning participation programmes and activities. The needs of young people have also been included through opportunities provided by schools, clubs and the Kent School Games.  The images contained within the Strategic Framework and summary document reflect the diversity of the population within the County (age, gender, race, disability).
Disability	No - The aim of the Strategic Framework is to provide an	Medium	None	a) No	Yes – the key themes and priorities within the Strategic Framework include

Page 11	overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.			b) No	<p>disabled people and recognise that their needs should be catered for when planning facilities, participation programmes &amp; activities. The needs of disabled young people have also been identified through opportunities provided by schools, clubs and the Kent School Games.</p> <p>The images contained within the Strategic Framework and summary document reflect the diversity of the population within the County (age, gender, race, disability).</p>
<b>Gender</b>	No - The aim of the Strategic Framework is to provide an overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should	Medium	None	<p>a) No</p> <p>b) No</p>	<p>The ten year vision of the Strategic Framework focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.</p> <p>The images contained within the Strategic Framework and summary document reflect the diversity of the population within the County (age, gender, race, disability).</p>

	be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.				
<b>Gender identity</b>  Page 12	No - The aim of the Strategic Framework is to provide an overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.	Unknown	Unknown	a) No  b) No	The ten year vision of the Strategic Framework focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.
<b>Race</b>	No - The aim of the Strategic Framework is to provide an	Medium	None	a) No	Yes - the key themes and priorities within the Strategic Framework include

Page 13	overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.			b) No	<p>BME groups/individuals and recognise that their needs should be catered for when planning participation programmes and activities. The needs of young people from BME groups have also been identified through opportunities provided by schools, clubs and the Kent School Games.</p> <p>The images contained within the Strategic Framework and summary document reflect the diversity of the population within the County (age, gender, race, disability).</p>
<b>Religion or belief</b>	No - The aim of the Strategic Framework is to provide an overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should	Unknown	Unknown	<p>a) No</p> <p>b) No</p>	The ten year vision of the Strategic Framework focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.



	be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.				
<b>Sexual orientation</b>  Page 14	No - The aim of the Strategic Framework is to provide an overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.	Unknown	Unknown	a) No  b) No	The ten year vision of the Strategic Framework focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.
<b>Pregnancy</b>	No - The aim of the Strategic Framework is to provide an	Unknown	Unknown	a) No	The ten year vision of the Strategic Framework focuses on working with

<p>and maternity</p> <p>Page 15</p>	<p>overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.</p>			<p>b) No</p>	<p>partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.</p>
<p><b>Marriage and Civil Partnerships</b></p>	<p>No - The aim of the Strategic Framework is to provide an overall general direction for sport and physical activity in the County. It has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief. The Strategic Framework should</p>	<p>Unknown</p>	<p>Unknown</p>	<p>a) No</p> <p>b) No</p>	<p>The ten year vision of the Strategic Framework focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.</p>

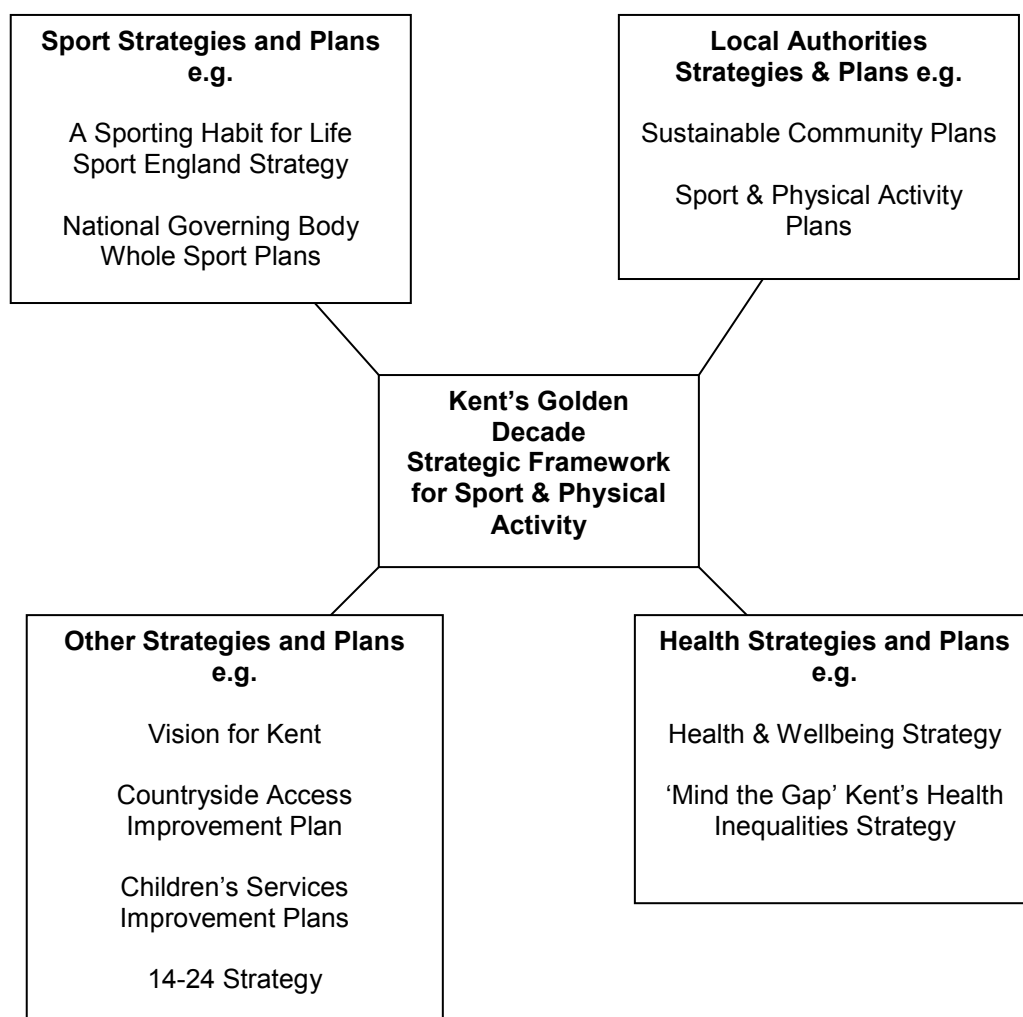
	be complementary to other key strategies and plans and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met.				
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## Part 1: INITIAL SCREENING

### Context

*Explain how this policy, procedure, project or service relates to a wider strategy*

The Strategic Framework does not, and will not, sit in isolation from other key strategies and plans. It should be complementary to those plans, and where possible be used to influence other plans to ensure that sport and physical activity's contribution can be recognised and that the County's sporting and physical activity needs are met. The diagram below provides an example of the complimentary nature of the new strategic Framework in relation to other strategies and plans.



### Aims and Objectives

*Provide a summary of what the policy, procedure, project or service is trying to achieve and how it will be achieved*

Much has been made of the importance of securing a sporting legacy from London 2012 and particularly with the success of Team GB and ParalympicsGB.

In Kent, much work was undertaken in the build up to the London 2012 Games by a wide variety of partners and through partnership working. The Strategic Framework aims to build upon this work and to enable the County to maximise the sporting benefit from the Games.

The Country is at the beginning of what has been heralded as the 'Golden Decade for Sport', with a number of major international events being hosted in Great Britain, including 2013 Rugby League World Cup, 2014 Commonwealth Games, 2015 Rugby World Cup, 2017 World Athletics Championships and 2019 Cricket World Cup.

There is also therefore the potential to use these high profile events to develop programmes and activities to encourage Kent residents into leading an active lifestyle.

***The vision for the Strategic Framework is that by 2021:***

***'All people across the County will have a range of quality, accessible sport and physical activity opportunities to be more active, more often and those wishing to progress in sport will be able to do so'.***

The Strategic Framework has a number of underpinning principles which include maximising sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief.

Other underpinning principles include: partnership working, improving health and reducing inequalities, planning for sport & physical activity based upon strategic & evidence of need, safeguarding and protecting young people and vulnerable adults, capacity building and developing the sports and physical activity workforce in the county.

The key themes and priorities are:

- Increasing participation in sport and physical activity
- Using sport and physical activity to contribute to other social agendas
- Supporting the voluntary sector and volunteering
- Attracting funding and investment
- Improving facilities for sport and physical activity
- Ensuring sport and physical activity is recognised and supported by local policy and decision makers
- Improving information, co-ordination and partnership working
- Supporting and developing talented performers
- Attracting major events to the county
- Research and planning for sport and physical activity

The themes and priorities are inter-related and in some cases inter-dependent.

With regard to monitoring progress against the Strategic Framework there are a number of performance measures which will be reviewed regularly through the Kent and Medway Sports Board. The measures have been selected as they are primarily based on known or existing performance management information and will provide an overview of the direction of travel across a number of themes in the Framework. These include:

- Participation in sport and physical activity by those aged 14+ (via Active people Survey)
- Indicators within the Health & Wellbeing Strategy and associated plans that sport and physical activity can contribute to (e.g. National Weight Measurement programme at reception and year 6; health inequalities) - TBC
- Number of Clubs with Clubmark or NGB equivalent in the County (via NGBs and CSP reporting)
- Number of club links with educational establishments (via CSP reporting)
- Number of schools involved in intra and inter school sport and attending 'Level 3' Finals/Festivals as part of the School Games (via School Games Organisers)
- Funding and Investment for Sport (via all Partners – Collated through KMSB)
- Number of Talented Performers supported (via FANS scheme records)
- Major events attracted to the County (via local authorities and NGBs)
- Number of facility developments and/or improvements (via all partners – collated through KMSB)
- Number of Coaches, leaders, Health trainers accessing training and CPD opportunities (Via CSP reporting and Health partners)
- Number of National Governing Bodies of Sport working in the County on specific identified programmes of work (via CSP reporting)

Equality monitoring will be utilised where possible within appropriate performance measures mentioned above, for example, the Active People Survey results regarding participation in sport & active recreation can be analysed by age, gender, disability and race.

## **Beneficiaries**

*Set out who the intended beneficiaries?*

The Strategic Framework for Sport and Physical Activity has been produced to build on the success of London 2012 and to provide a direction of travel for all partners and organisations involved in sport and physical activity across the County. The ten year vision focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.

## **Consultation and data**

*Please record any data/research and/or consultation you have carried out to inform your screening*

Two consultation exercises have been carried out during the planning and draft stages of the Strategic Framework.

The first consultation exercise was an electronic survey which was undertaken during July 2012. The survey was distributed to 280 recipients, primarily partners, organisations and stakeholders rather than individuals who were located across the County. The recipients included equality partners such as the Kent Ethnic & Refugee Action Network, FMSG Folkestone Migrant Support Group, Vinbrooke Support Kent CIC and Sported. National / Regional partners such as Sport England, Youth Sport Trust, Sportscoach UK and the Women's Sport & Fitness Foundation were also included in the consultation exercise.

The survey invited feedback on the scope, Vision, underpinning principles and themes of the Strategic Framework. 80 responses were received from the first consultation exercise (29%).

Overall, the results of the first consultation exercise indicated a significant consensus regarding the scope, underpinning principles, and themes that were proposed within the new Strategic Framework. Whilst the question on the Vision was more open and therefore there were a wide variety of responses, there was also regular consistency within the responses regarding the Vision being about ensuring there are opportunities for all people to participate in sport and physical activity and to be more active, more often and being able to progress in sport.

There were some very specific points made in some of the responses to the consultation but it is not the aim of the Strategic Framework to list local specific issues or actions but to provide an overall general direction for sport and physical activity in the County. It is envisaged that specific issues will be addressed through local action plans and partnership working between relevant sectors with an interest and involvement in sport and physical activity.



A second consultation exercise was undertaken in September 2012 which included a summary of the key points from the first exercise, a draft of the new Framework along with an electronic survey inviting people to give their thoughts/comments.

The survey was distributed to the same 280 recipients who had received the first consultation exercise invite. 64 responses were received from the second consultation exercise (23%).

The second consultation exercise asked respondents to select from two proposed Vision statements. 60% of those who responded preferred the Vision which has now been used within the final document.

A number of suggestions were made regarding other performance measures that should be used, although partners also recognised that some performance measures need to be included within local plans, rather than the Framework. Some performance measures were suggested regarding walking and cycling and participation by disabled people, this data will be picked up through surveys such as Active People.

### **Potential Impact**

*Provide a summary of the results from your initial screening, highlighting where there is any potential positive or adverse impact. If there is no impact on any group or the impact is unknown please state that here.*

The results of the initial screening did not have any potential adverse impact on any of the groups.

There are opportunities for the Strategic Framework to positively promote equal opportunities and good practice:

- The needs of all individuals / groups should be taken into consideration by partners and other agencies working to maximise participation opportunities in sport and physical activity.
- The Framework also recognises the need for the use of a variety of communication methods, with information available appropriate to the audience and accessible in a range of formats if required.
- The images contained within the Strategic Framework and summary document reflect the diversity of the population within the County.
- Equality monitoring will be utilised where possible within appropriate performance measures.

### **Adverse Impact:**

None – The ten year vision of the Strategic Framework focuses on working with partners and other agencies to provide a range of quality, accessible sport and physical activity opportunities for everyone to be more active, more often and those wishing to progress in sport are able to do so.

### **Positive Impact:**

See above comments.

## JUDGEMENT

### Option 1 – Screening Sufficient

**YES**

Following this initial screening our judgement is that no further action is required.

**Justification:** The results of the initial screening did not have any potential adverse impact on any of the groups. There are opportunities for the Strategic Framework to be used to promote equal opportunities and good practice. One of the key underpinning principles of the Strategic Framework is to maximise sport and physical activity opportunities for all people and groups as defined with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, religious belief.

### Option 2 – Internal Action Required

**NO**

There is potential for adverse impact on particular groups and we have found scope to improve the proposal

*(Complete the Action Plan at the end of this document)*

### Option 3 – Full Impact Assessment

**NO**

*Only go to full impact assessment if an adverse impact has been identified that will need to undertake further analysis, consultation and action*

### Equality and Diversity Team Comments

*The Equality and Diversity Team to make any comments following their review.*

### Sign Off

*I have noted the content of the equality impact assessment and agree the actions to mitigate the adverse impact(s) that have been identified.*

### Senior Officer

Signed: 

Name: Elise Rendall

Job Title: Kent Sport & Physical Activity Officer Date: 03/01/2013

### DMT Member

Signed:

Name:

Job Title:

Date: