

From: Mike Hill, Cabinet Member for Community and Regulatory Services
Simon Jones, Corporate Director, Growth, Environment and Transport

To: Growth, Economic Development and Communities Cabinet Committee

Subject: Draft Kent and Medway Strategic Framework for Sport and Physical Activity 2023 – 27

Classification: **Unrestricted**

Past Pathway of report: N/A

Future Pathway of report: N/A

Electoral Division: County - wide

Electoral Division: All

Summary: Active Kent and Medway (formerly Kent Sport) is the hosted service that provides strategic leadership, direction and support for the delivery of sport and physical activity across the county. The service promotes the physical, mental, and social benefits associated with being active.

This paper sets out the context for our new strategic framework and outlines how stakeholders can contribute to enabling everyone to enjoy the benefits of sport and physical activity.

Recommendation(s):

The Cabinet Committee is asked to consider and make recommendations to the Cabinet Member on the content of the draft 2023 – 2027 Kent and Medway Strategic Framework for Sport and Physical Activity, and how the vision of ‘more people, more active, more often’ can be collectively achieved and the associated benefits realised.

1. Introduction

- 1.1. The development of the Kent and Medway Strategic Framework for Sport and Physical Activity has been led by Active Kent and Medway.
- 1.2. Active Kent and Medway (formerly Kent Sport) is one of 43 Active Partnerships in England. The principal funders are Sport England and Kent County Council (via a Public Health Grant) whose strategies and outcomes set the direction of our work and activity.
- 1.3. Our vision is ‘more people, more active, more often’. Our mission is to ‘change and improve lives through sport and physical activity’.
- 1.4. To achieve this, Active Kent and Medway aims to increase participation in sport and physical activity with a focus on encouraging the least active of Kent and Medway’s 1.9 million residents to become more active. This is enabled by the

promotion of the associated personal and public health benefits and targeting resources where need is greatest, especially at those from under-represented groups including women, older people, people living with a disability or long-term health condition, ethnically diverse communities and people from lower socio-economic groups.

- 1.5. Active Kent and Medway engages with partners and networks across the county. This includes those in health, adult social care, community support services, housing, and transport as well as governing bodies of sport, clubs, school sports networks and local authorities, to provide opportunities for everyone to get involved in sport and physical activity for enjoyment as well as wider health and social outcomes.
- 1.6. The Strategic Framework aims to provide the detail as to where collective resources should be focused to deliver maximum impact. The Framework recognises that traditional sport alone will not encourage more people to enjoy the benefits of being physically active and that to address inactivity we need to engage with new partners and more diverse audiences.
- 1.7. The county has a significantly aging population and there are health inequalities throughout; 38% of adults and 58% of children¹ and young people aren't meeting the recommended physical activity levels
- 1.8. Addressing inactivity matters because;
 - There is strong scientific evidence that being physically active can help people to lead a happier, healthier life and people who exercise regularly have a lower risk of developing many long-term health conditions, therefore decreasing the burden on the health system.
 - By making it easier and more attractive for people to be active in their local neighbourhood, influencing how people live and travel, and through sustainable planning of space and place, we can contribute to tackling inactivity.
 - Sport and physical activity is an effective tool in instigating social change by bringing people together, creating positive futures, improving communities and the lives of those most in need.

2. The development of the Kent and Medway Strategic Framework for Sport and Physical Activity 2023 – 2027

- 2.1. The development of the Kent and Medway Strategic Framework for Sport and Physical Activity 2023 – 2027 has been led by Active Kent and Medway.
- 2.2. The Strategic Framework has been informed by Kent County Council's Framing Kent's Future Strategy which focuses on the social, economic and community issues that the county is facing. In the development of the framework, how Active Kent and Medway and our wider partners can contribute to and align with Framing Kent's Future has been considered, recognising where sport and physical activity has a role to play across its four themes.

¹ Sport England Active Lives Survey 2021

- 2.3. It also reflects Sport England's Uniting the Movement Strategy and the analysis and review of other current data and insight including Active Lives, Sport England Data Briefings and the Kent Joint Health and Wellbeing Strategy.
- 2.4. Every Local Authority in Kent has had the opportunity to feed into the Strategic Framework, as well as leisure operators, sports bodies and colleagues in Public Health, community support services, transport, planning and education.
- 2.5. Insight from Sport England's Tackling Inequalities/ Together Fund, which through Active Kent and Medway has invested over £400,000 in the county into sport and physical activity projects since 2020, has been utilised to inform the framework. As has from the Contain Outbreak Management Fund (COMF) which contributed £120,000 to countywide projects. Both funds enabled targeted work with some of the most disadvantaged and least active communities in the county.
- 2.6. Research from partner organisations including the Activity Alliance, Women in Sport and Sporting Equals has also been considered.

3. The Kent and Medway Strategic Framework for Sport and Physical Activity 2023 – 2027

- 3.1. The Kent and Medway Strategic Framework for Sport and Physical Activity 2023- 2027 will focus on delivering the shared vision of 'more people, more active, more often', through;
- 3.2. Connecting Communities – making it easier for people to be active locally and harnessing sport and physical activity's unique ability to make better places to live and bring people together, particularly targeting where inequalities are greatest.
 - Working locally with disadvantaged communities to better understand local barriers and enablers
 - Connecting and enabling local activators and community networks to inspire people to be active everyday
 - Promoting sport and physical activity with a view to enhancing community cohesion
 - Focusing on connecting underrepresented groups with their local green and blue spaces and opportunities to be active.

Health and Wellbeing - working in partnership to enable everyone to benefit from a physically active lifestyle.

- Upskilling professionals to have more and better conversations about the connection between health and physical activity
- Building on the awareness of physical activity's connectivity with mental and physical wellbeing to encourage people to move more in their everyday lives
- Increasing specific and targeted provision for people with long-term health conditions and disabilities

- Continuing to focus on active ageing and the multiple benefits this has for society
- Working to integrate physical activity into social prescribing and green social prescribing.

Experiences for Children and Young People – we want children and young people to enjoy being active and to create the right foundations for a long, active, and healthy life.

- Working with the least active children and young people to make being active more “normal” and “accessible” to them and their families
- Embedding physical activity across all aspects of school life including travel to school
- Advocating for the benefits of an active lifestyle on children and young people’s wellbeing and self-efficacy
- Promoting and delivering sport and physical activity in environments where the young person’s motivation, competence and confidence are at the centre of the offer.

Regenerate and reinvent - support leisure centres, clubs, and physical activity groups to better understand their community and deliver appropriate activities to increase activity levels that take into consideration people’s changing expectations and lifestyles.

- Working with partners to help them design and deliver enjoyable and inclusive sport and physical experiences
- Sharing knowledge and insight, supporting organisations in using it to help shape their offers
- Ensuring that the people central to the delivery of sport and physical activity have the right skills, knowledge, and behaviours to understand and represent the communities that they work with
- Continuing to support the delivery of pathways that are accessible and inclusive to everyone with talent potential.

Active Environments – we need to create and protect the places and spaces that make it easier for people to be active.

- Considering active environments and active design in our planning and decision making
- Making it easier and enjoyable to be more active and less sedentary in the places we live and work
- Focusing on active travel to encourage and enable a shift from cars being the principal mode of transport for local journeys
- Ensuring sport and physical activity provision is accessible (in its broadest sense) to inactive groups.

3.3. By 2027 we want to see;

- An increase in activity levels across Kent and Medway, especially in our least active communities. Currently 26.7% Adults in Kent (27.2% in England) are deemed inactive according to the Chief Medical Officers

guidance (<30 minutes per week) and 34% of children and young people in Kent (32% in England) (<30 per day) of moderate intensity exercise. ²

- More people working together to encourage people to be more active everyday. To be measured by organisations and individuals signing up to the Kent and Medway Strategic Framework for Sport and Physical Activity, conversations and attendance at partner events.
- Increased satisfaction with the range of opportunities to be active. To be measured through surveys, interviews and learning events.
- Positive benefits of physical activity being reported. To be measured through surveys, interviews and learning events.

4. Financial Implications

- 4.1. There are no new financial implications linked to the Kent and Medway Strategic Framework for Sport and Physical Activity and its delivery will be managed in accordance with existing budgets and spending plans.
- 4.2. Active Kent and Medway is hosted by Kent County Council and in addition to the 'in kind' value of the hosting arrangement, currently receives £300,000 per annum in funding via a Kent County Council Public Health Grant and £700,000 per annum of external funding from Sport England until 2027.

5. Equalities implications

- 5.1. An EQIA has been prepared. The evidence reviewed in undertaking the EQIA suggests that there is no potential for discrimination and all appropriate measures have been taken to advance equality and foster good relations between the protected groups.

6. Data Protection Implications

- 6.1 There is no processing of personal data.

7. Recommendation(s)

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7. Background Documents

- 7.1 Sport England - Uniting the Movement:
<https://democracy.kent.gov.uk/documents/s115082/71SportEnglandUnitingtheMovementSummary.pdf>
- 7.2. Draft Active Kent and Medway Strategic Framework
- 7.3. Active Kent and Medway Strategic Framework Summary

² UK Chief Medical Officers Guidelines Physical Activity Published 7th September 2019

7.4. An Equality Impact Assessment of the draft Kent and Medway Strategic Framework for Sport and Physical Activity:
<https://democracy.kent.gov.uk/documents/s115083/KentandMedwaySportandPhysicalActivityStrategyEqIA.docx.pdf>

8. **Contact details**

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