

# Kent's Golden Decade

## A Strategic Framework for Sport and Physical Activity



November 2012

## **The Vision**

The Vision for the new 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’***

## **Context**

Much has been made of the importance of securing a sports legacy from the London 2012 Games and particularly following the success of Team GB and Paralympics GB.

In Kent, much work was undertaken in the build up to the London 2012 Games by a wide variety of partners working together. This 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, following the London 2012 Olympic and Paralympic Games, including:

- 2013 - Rugby League World Cup
- 2014 - Commonwealth Games
- 2015 - Rugby World Cup
- 2017 - World Athletics Championships
- 2019 - Cricket World Cup

*For a full list of major events in Great Britain announced in September 2012, please see Appendix 1*

Therefore, there is also potential to use these high profile events to develop programmes and activities to encourage the county’s residents into leading an active lifestyle and to participate in sport.

In recent years, participation in sport and physical activity amongst adults aged 16+ in Kent has seen a small but significant increase <sup>(1)</sup>. However, at the same time, it is recognised that whilst this might be the case, the gap in health inequalities is growing and there is significant concern regarding the levels of obesity amongst children and adults. It has been estimated that the cost of inactivity to the County is approximately £21million per year <sup>(2)</sup>. Sport and physical activity can play its part in reducing health inequalities and obesity levels through encouraging more people to lead more active lifestyles. Among certain minority groups and communities, levels of participation in sport are significantly less and therefore corresponding health inequalities from inactivity are higher.

With London 2012 pledging to ‘inspire a generation’, there has also been a focus on young people getting involved in sport. Current Government policy is focussed on competitive sport in schools, largely to be delivered through the national School Games programme. In August 2012, David Cameron announced a new national PE curriculum would require every primary school child to take part in competitive school sport. More regular participation and an emphasis on pupil competence across a wide range of activities would be a key focus.

However, with an ageing population in the county, there also needs to be a focus on physical activity opportunities for adults and older people.

Sports governing bodies will be taking a key role in developing participation in their sports and 46 sports will be funded between 2013-2017, through investment by Sport England (*see Appendix 2 for list of 46 funded sports*). Responsibilities for public health are being transferred to local authorities and it is important that physical activity, including sport, is a central feature of the work in public health.

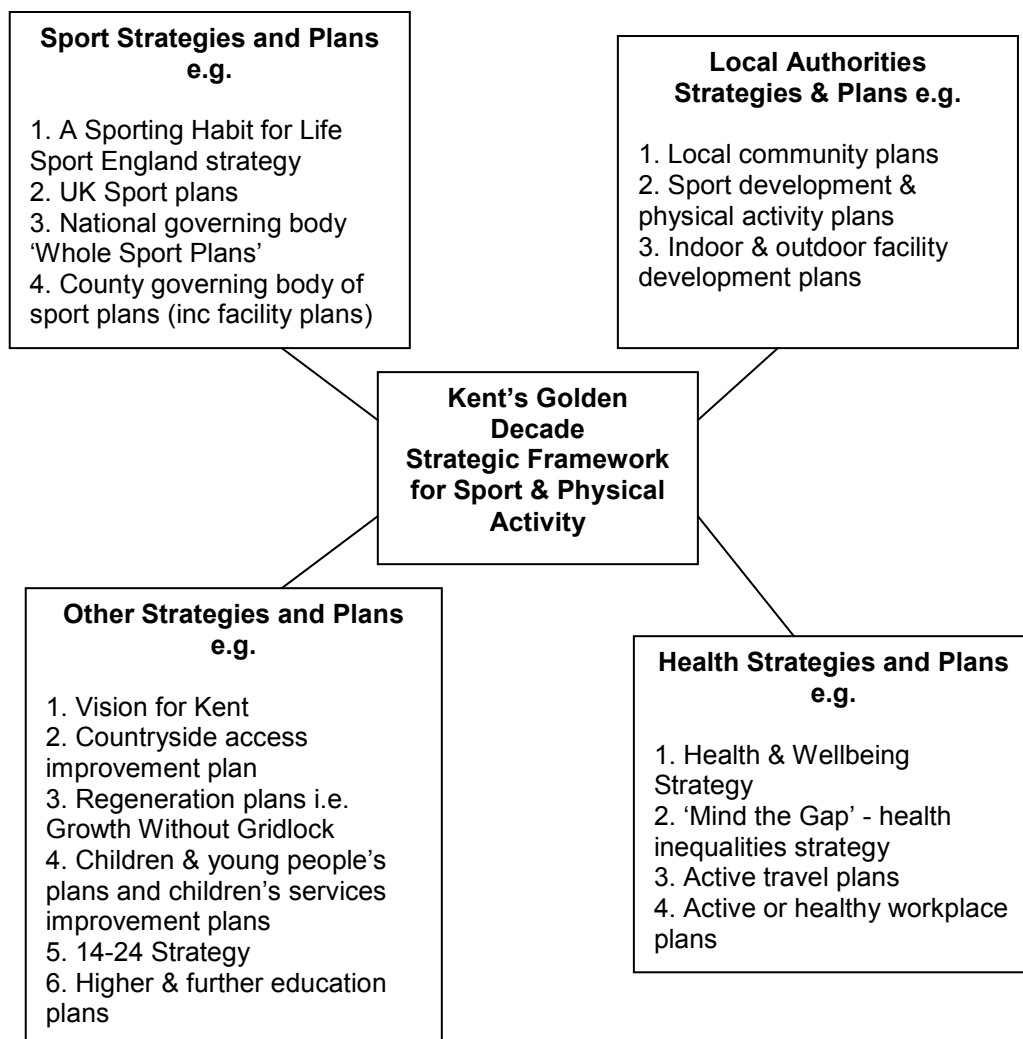
(1) Active People Survey

(2) DoH commissioned BHF Health Promotion Research Group, Oxford University

## **Links with other Strategies and Plans**

The Strategic Framework for Sport & Physical Activity should not sit in isolation from other key strategies and plans. It is recognised that local authorities, such as Medway Council will have their own sports policies and plans for their area. The Framework 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 following diagram provides an example of the complementary nature of the new Strategic Framework in relation to other strategies and plans.



The Strategic Framework is not designed to provide detailed targets, actions and timescales but rather to provide a direction of travel for all partners and organisations involved in sport and physical activity. Some common recommendations are made within each theme of the Framework but it is expected that detailed actions and targets will feature in the plans of individual organisations. hence offering flexibility for organisations to work on the most appropriate and relevant themes for them.

It is hoped that with this Framework as a guide, each organisation will be able to identify its own priorities and develop its own plans which will contribute towards the Vision.

The Framework will be overseen by the Kent and Medway Sports Board, with an Independent Chairman and representation from key partners involved in sport and physical activity in the County. The Kent & Medway Sports Board oversees the work of 'Kent Sport', the County Sports Partnership. This is funded by Sport England to provide support for national governing bodies of sport and for co-ordinating and managing a range of funded programmes with partners across the County.

## **Underpinning 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 with protected characteristics within the Equality Act 2010, including gender, race, disability, age, sexuality, 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).

In addition:

- 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.

## **Key Themes and Priorities**

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

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

(a) Partners should provide and promote a wide range of opportunities to become physically active and to participate in sports opportunities, including recreational walking and cycling, family activities, non-competitive and competitive sports. This provision should contribute significantly to the recommended 150 minutes per week of activity for adults.

(b) Informal activities and opportunities such as walking and cycling in the countryside, green spaces and country parks should be promoted widely to encourage physical activity.

(c) The needs of disabled people, older people and other specific groups should be catered for when planning participation programmes and activities.

(d) Partners in the County should promote and engage with national programmes aimed at increasing participation, such as 'Sportivate' and national governing body participation programmes (e.g. Back to Netball, No Strings Badminton, Rush Hockey, Instant Ping Pong).

(e) Schools should provide a wide range of physical activity and sporting opportunities appropriate to the age group, gender, ethnic background and individual needs of their pupils, both within their PE provision and in extra-curricular activity. This provision should include disabled pupils and make a significant contribution to recommended activity guidelines for specific age groups.

(f) The Kent School Games should continue to be organised and schools should be encouraged to participate in the wide range of activities organised locally through the School Games Organiser network.

(g) In order to increase participation, partners should develop coaches, leaders, health trainers and other sports workers to encourage and lead activity.

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

(a) Those working in sport and physical activity should aim to develop links with local agencies and partners dealing with health, community safety and disadvantaged communities and to encourage the use of sport and physical activity in their work.

(b) Partners should aim to ensure that physical activity and sport features in key public health strategies and work e.g. Health and Wellbeing Strategy and Clinical Commissioning Group plans, in order to contribute to public health outcomes, such as reducing levels of obesity and reducing health inequalities.

(c) Health partners (including GPs) should be encouraged to use exercise referral or exercise on prescription, for people with a range of medical conditions, as research suggests that exercise is effective as a preventative and rehabilitation measure.

(d) Partners should seek to ensure sport and physical activity features in community safety plans, hence helping to reduce anti-social behaviour.

(e) Encourage those working in health and community safety and with disadvantaged communities to allocate resources towards sport and physical activity.

(f) Sport and physical activity should be used to promote community cohesion, pride in locality and developing quality of life in the County.

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

(a) Partners should support governing bodies of sport (NGBs) to develop sport in the County, with emphasis on the 46 NGBs funded through Sport England but recognising that other sports may also need assistance. Governing bodies of sport should be supported to increase their skills and knowledge of marketing and communications, in order to promote their sport widely, using a range of communication methods.

(b) Clubs with junior sections should be encouraged to obtain and maintain Clubmark accreditation (or their NGB equivalent) and should be encouraged to develop links with schools in order to provide local opportunities for young people to progress from school to community sport and to continue to be physically active.

(c) Clubs should be supported through regular communication, briefings, workshops and information for their development. This should include information on sources of funding, safeguarding young people and promoting the club to widen membership.

(d) Coaches, leaders, volunteers, health trainers and other sports workers at all levels should be offered support with training and continuing professional development opportunities, which enable them to encourage more people into sport and physical activity and to improve their performance.

(e) The individual needs of participants should be matched to the most appropriate coach, leader, health trainer or other sports worker.

(e) Partners should encourage the involvement of local people to volunteer in sport and physical activity.

(f) Volunteer centres in the County to promote opportunities to volunteer in sport and physical activity and promote relevant training opportunities to voluntary sector sports organisations.

(g) Volunteers should be appropriately recognised and rewarded for their efforts.

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

(a) Funding sources for sport and physical activity should be reviewed regularly and widely promoted to all partners.

(b) National governing bodies of sport wishing to work in the County should be encouraged to allocate resources from their 'Whole Sport Plans' to Kent.

(c) Partners should work together to ensure that the County benefits from the specific funding opportunities provided through the Government's Olympic legacy plan "Places, People, Play"

(d) All agencies involved in sport and physical activity in the County should seek funding through sponsorship, trusts, European sources and lottery funding streams and seek to co-ordinate with partners to ensure best use of resources.

(e) Sport and physical activity partners should prepare evidence of the value of sport and physical activity to other social agendas, in order to attract funding from non-traditional sources.

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

(a) Facility developments in the County should be based on strategic need and to meet the needs of the local community. This includes multi use 'leisure' facilities and sport specific facilities, which should be fed into 'Local Development Frameworks', wherever possible.



(b) Facility developments should be accessible to a wide range of users, should be welcoming and provide a varied programme of activities, including 'minority sports' to encourage as many people as possible to become active. This should include investigating new and innovative facilities and equipment (e.g. outdoor gyms or fully accessible gym equipment to enable disabled people to use local fitness facilities) and should also take account of cultural or gender requirements of users.

(c) Schools and other educational sites should be encouraged to open up their facilities for community use, including linking with local sports clubs and facilities to enhance sports opportunities for pupils, students and the wider community. Physical education and community sport's facility needs should be catered for when educational facility developments are planned.

(d) 'Playing Pitch Strategies' should be prepared and maintained to ensure there is appropriate provision of sufficient quality pitches to meet current and future needs.

(e) Sharing of facilities by different organisations, including clubs, should be considered to make best use of resources.

(f) The training of facility staff and volunteers should be undertaken to ensure high standards in health and safety, customer service and awareness of the needs of under-represented social groups, to ensure facilities cater for a wide range of users.

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

(a) Sport and physical activity should be recognised by decision-makers as a means through which the aims of the new Vision for Kent and the three Kent Ambitions ('Growing the Economy', 'Tackling Disadvantage' and 'Putting the Citizen in Control') could be met and thereby attract resources.

(b) Partners should work to demonstrate the value of sport and physical activity to health, community safety and education partners, providing relevant local case studies to support this.

(c) Kent and Medway Sports Board should seek to influence key policy and decision makers to recognise and support sport and physical activity.

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

(a) All providers involved in sport and physical activity in the County (e.g. schools, health, commercial and private sector, local government, higher and further education, governing bodies of sport) to link with

other sectors and networks. Each sector should consider organising networking events, to plan joint working, enable greater understanding of partner's objectives and the sharing of best practice.

(b) The changing school sport network needs to be co-ordinated to take account of the views of physical education and school sport across the County, in order that maximum benefit can be derived from national and local initiatives.

(c) All organisations should be aware of, and respond to, the need for a variety of communication methods to be used, from the written word through to modern digital and social media. Communication and information should be appropriate to the audience at which it is aimed and accessible in a range of formats if needed.

(d) Information on opportunities to participate in sport and physical activity should be readily available and promoted widely.

## **8. *Supporting and developing talented performers.***

(a) Partners should work together to provide a wide range of coaching, playing and competitive opportunities for people to progress in their chosen sport.

(b) Sources of funding for talented performers, including talented disabled performers, should be co-ordinated and promoted, and coaches of talented performers should be supported.

(c) Financial and other resources should be sought from a range of organisations to help fund talent identification and development work and to support talented sportspeople with their training costs and competition.

(d) The FANS (Free Access for National Sportspeople Scheme) should continue and services for members be developed and partners should consider a similar scheme for county level performers.

(e) The three Kent based Universities should continue to develop co-ordinated support, advice and services (including sport science support) for sports performers, coaches and parents. Sports scholarship programmes should be promoted to young Kent sports performers, in order to provide local Higher Education opportunities, which can also support their development in sport.

(f) Sport specific facility requirements (including specialist equipment) which support the development of talent should be identified with, and supported by, national governing bodies of sport.

(g) Schools should explore flexibility within the school day to accommodate the training and competition needs of talented performers.

## **9. *Attracting major events to the County***

(a) All partners should seek to attract major sporting events to the County and work in partnership with appropriate agencies to support these events.

(b) All partners should plan for community sport and physical activity opportunities and programmes linked to major events in the County and to encourage more people into activity.

(c) All partners should aim to use major international and world level events coming to the UK in the next 10 years to promote sport and physical activity opportunities and encourage residents to join local sports clubs, where appropriate.

## **10. *Research and planning for sport and physical activity***

(a) Sport and physical activity partners should work together when planning activity to ensure it is targeted to areas of greatest need.

(b) Research data and available tools, such as the Active People Survey and local health profiles, should be used to plan for local sport and physical activity and to underpin facility development proposals and bids for funding.

(c) There is a need for partners in sport, physical activity and public health to work together and plan physical activity provision which will have a lasting, positive impact upon health outcomes and health inequalities in the county.

(d) Partners should aim to monitor and review their projects and programmes and to share learning and best practice to aid the development of sport and physical activity in the county.

(e) Equalities monitoring should be undertaken to assist partners to gain information on participation levels and therefore provide guidance on groups that can be specifically targeted to increase participation

## **Potential Performance Measures:**

The following performance measures will be reviewed regularly through the Kent and Medway Sports Board. It is recognised that there may be many other measures that could also be considered but it would be impossible for the Board to be aware of or be able to review these. Therefore, the measures

below 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 the themes in the Framework:

- 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) to be confirmed – see note 2 below
- Number of clubs with Clubmark or NGB equivalent in the county (via NGBs and County Sports Partnership reporting)
- Number of club links with educational establishments (via County Sports Partnership 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 Kent & Medway Sports Board)
- 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 Kent and Medway Sports Board)
- Number of coaches, volunteers, leaders and health trainers accessing training and continuous professional development opportunities (via County Sports Partnership reporting and health partners)
- Number of national governing bodies of sport working in the County on specific identified programmes of work (via County Sports Partnership reporting)

Note:

1. Equality monitoring will be utilised where possible within appropriate performance measures mentioned above.
2. The countywide Health & Wellbeing Strategy is still under development and therefore the relevant indicators within this are currently to be determined
3. All agencies should undertake monitoring and evaluation of their own areas of work and programmes
4. Relevant partners should undertake customer satisfaction surveys to assist in developing improvements to customer experience

## Acknowledgments

Kent and Medway Sports Board wishes to express it's thanks to Kent County Council for hosting Kent Sport, the County Sports Partnership and for its support in drafting and producing this Strategic Framework.

## Appendix 1 – Future Major Sports Events in Great Britain (as at September 2012)

Rugby League World Cup	2013
BMX Supercross World Series	2013
European Athletics Team Championships	2013
World Youth Netball Championships	2013
World Triathlon Championship Series Final	2013
Rowing World Cup Series	2013
Men's World Open Squash Championships	2013
ICC Champions Trophy	2013
Commonwealth Games	2014
Ryder Cup (Gleneagles)	2014
Rugby Football World Cup	2015
World Rowing Series (Option)	2015
World Canoe Slalom Championships	2015
European Eventing Championships	2015
World Fencing Championships	2015
World Artistic Championships (M&W)	2015
European Hockey Championships	2015
IPC Swimming European Championships (50m)	2015
World Athletic Championships	2017
Cricket World Cup	2019

**Appendix 2 – List of 46 National Governing Bodies of Sport funded nationally through Sport England to implement their ‘Whole Sport Plans’**  
*(Please note this is not an exhaustive of recognised sports, a list of which can be found at [www.sportengland.org](http://www.sportengland.org))*

Angling	Football	Rugby Union
Archery	Goalball	Sailing
Athletics	Golf	Shooting
Badminton	Gymnastics	Snowsport
Baseball/Softball	Handball	Squash
Basketball	Hockey	Swimming
Boccia	Judo	Table Tennis
Bowls	Lacrosse	Taekwondo
Boxing	Modern Pentathlon	Tennis
Canoeing	Mountaineering	Triathlon
Cricket	Netball	Volleyball
Cycling	Orienteering	Water Skiing
Dance	Rounders	Weightlifting
Equestrian	Rowing	Wheelchair Basketball
Fencing	Rugby League	Wheelchair Rugby
		Wrestling