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To: Communities Cabinet Committee

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Subject: **New Strategic Framework for Sport and Physical Activity in Kent**

Classification: Unrestricted

Summary: KCC's Sport and Physical Activity Service has produced a new Strategic Framework for Sport and Physical Activity in Kent entitled 'Kent's Golden Decade of Sport'. The owner of the Strategic Framework, the Kent & Medway Sports Board, is keen for all local authorities in the County to acknowledge its Framework.

1. Introduction

- 1.1 The new Strategic Framework for Sport and Physical Activity has been developed to build upon the good work that has taken place across the County in the run up to the Olympic and Paralympic Games and seeks to turn the ambition of a sport and physical activity legacy from London 2012 into reality.
- 1.2 It is a 'partnership' document, overseen by the Kent & Medway Sports Board which was established in 2007. The Board consists of an Independent Chairman and representatives from different sectors involved in sport and physical activity and its primary remit is to oversee the work of the County Sports Partnership in Kent, one of 49 partnerships in England which receives funding from Sport England to support the development of sport at local level. In Kent, the County Sports Partnership is hosted and managed by Kent County Council and is integrated within the Sport and Physical Activity Service, part of the new Culture & Sport Group in Customer & Communities.
- 1.3 The Strategic Framework has been developed through a two stage-consultation process with a wide range of partner agencies between June and October 2012.

2. The Strategic Framework for Sport and Physical Activity

- 2.1 The nation is at the beginning of what has been heralded as the 'Golden Decade for Sport' with a number of major international events planned to be hosted in Great Britain, including but not exclusively:
 - 2013 Rugby League World Cup
 - 2014 Commonwealth Games
 - 2015 Rugby World Cup
 - 2017 World Athletics Championships
 - 2019 Cricket World Cup

- 2.2 There is potential to use these high profile events to develop programmes and activities to encourage Kent residents to lead active lifestyles and to participate in sport.
- 2.3 It is recognised that sport and physical activity can be fun and enjoyable in its own right but increasingly there is recognition that it can make a significant and valuable contribution to health, social cohesion, educational attainment, community safety and other social agendas.
- 2.4 The scope of the new Strategic Framework, therefore, is focussed on the formal and informal sport and physical activities delivered through a range of services and partnership structures in the County relating to physical exercise, such as recreational walking, cycling, swimming and going to the gym, through to competitive sports and regular participation in clubs and leisure centres.

3. Components of the Strategic Framework

- 3.1 The Strategic Framework provides an overall vision statement, key underpinning principles and a number of themes with suggested recommendations. The scope, vision statement, key principles and themes have all been supported through the consultation process. The themes are:
 - 1. Increasing participation in sport and physical activity
 - 2. Using sport and physical activity to contribute to other social agendas
 - 3. Supporting the voluntary sector and volunteering
 - 4. Attracting funding and investment
 - 5. Improving facilities for sport and physical activity
 - 6. Ensuring sport and physical activity is recognised and supported by local policy and decision makers
 - 7. Improving information, co-ordination and partnership working
 - 8. Supporting and developing talented performers
 - 9. Attracting major events to the County
 - 10. Researching and planning for sport and physical activity
- 3.2 The Strategic Framework for Sport and Physical Activity aims to provide an overall 'direction of travel' for the next 10 years and as a partnership document it aims to be complementary to other partners' plans and strategies. In this way, partners can use the Framework to develop their own plans, according to their own priorities, whilst still contributing to the overall development of sport and physical activity across Kent.
- 3.3 The Kent & Medway Sports Board will review key performance information on a regular basis in order to assess progress against the themes and to identify further work that may need to be undertaken with partners.

- 3.4 A summary version of the Strategic Framework has been produced to provide a user friendly and easily readable document, which also signposts the full document which is available at www.kentsport.org/publications

4. Resources

- 4.1 The Framework requires no additional resources to be made available by KCC. It recommends that best use is made of existing and future resources available for sport and physical activity; that funding could be made available as appropriate through the Public Health agenda, and that sport and physical activity should be a part of the County Council's work in tackling disadvantage and addressing crime and disorder, tackling obesity and in building pride within communities and regeneration schemes.

5. Recommendation

- 5.1 It is recommended that Members of the Communities Cabinet Committee acknowledge the new Strategic Framework for Sport and Physical Activity on behalf of Kent County Council.

Appendix A - Kent's Golden Decade

Background Documents

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

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