

# 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)

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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

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## 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.

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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.

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## 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.

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