

CABINET

13 April 2006

SPORT AND PHYSICAL ACTIVITY STRATEGY 2006-2012

REPORT OF DIRECTOR OF COMMUNITIES

Contact Officer: Amanda Ford Tel No: 01962 848274 email: [aford@winchester.gov.uk](mailto:aford@winchester.gov.uk)

RECENT REFERENCES:

None

EXECUTIVE SUMMARY:

The report seeks Cabinet approval for the draft proposals and the process to create the Sport and Physical Activity Strategy 2006-2012 which is attached to the report. The strategy and a more detailed action plan will be developed with major partners in the future. Final consideration of the strategy will be undertaken once the launch of the Winchester District Sport and Physical Activity Alliance has taken place later this year.

RECOMMENDATION:

That Cabinet approve draft proposals and process leading up to the creation of the Sports and Physical Activity Strategy

CABINET13 APRIL 2006SPORT AND PHYSICAL ACTIVITY STRATEGY 2006-2012Report of The Director of CommunitiesDETAIL:1 Introduction

- 1.1 The City Council has prepared a draft strategy for consultation which will lead to the creation of a final strategy with a more detailed action plan once a partnership group has been established to contribute to its delivery.
- 1.2 The document at this stage considers the role of potential key stakeholders and how they can help to deliver the strategy. It also identifies clear links with the Community Strategy and other key documents serving the Winchester District.
- 1.3 The strategy also proposes how partners will take ownership of and contribute to its delivery through the formation of the Winchester District Sport and Physical Activity Alliance.
- 1.4 It is hoped that the Winchester District will benefit from London hosting the 2012 Olympics and that this will act as an inspiration to people and increase participation in sport. The Olympics will also potentially provide a focus for achieving targets locally in relation to improved health through sporting activity.
- 1.5 The government has set a national target to increase adult physical activity levels in England by 1% annually. To achieve this challenging target a single system for the delivery of sport in England has been established. In 2005 Sport England South East and the County Sports Partnerships worked together to develop the single system and establish Sport and Physical Activity Alliances throughout the region.
- 1.6 Sport Hampshire and Isle of Wight are ensuring that the development of Sports and Physical Activity Alliances form a key part of their new structure and will provide the critical link between Sport England South East, Sport Hampshire and IOW and alliances offering planning and delivery at local level.
- 1.7 The main purpose of a Sport and Physical Activity Alliance is to locally co-ordinate a network of partners, which will act as a voice for sport and physical activity. They will seek to achieve locally determined outcomes based on local priorities, strategies, action plans and targets including those from community strategies developed by local strategic partnerships.
- 1.8 The Winchester District Sport and Physical Activity Strategy will be the plan adopted by the Sport and Physical Activity Alliance for the Winchester area. A more detailed action plan will be developed by this Alliance in its first year of operation.

## 2 Consultation

- 2.1 All organisations and agencies with an interest in sport and recreation were invited to attend consultation workshops in December 2005. Over 80 partners attended these sessions.
- 2.2 Following the consultation period priorities for the strategy have been established and a series of actions were identified which will be expanded into a more detailed action plan once the Alliance is launched later this year. The draft framework document was then produced and all partners were invited to comment and their feedback has been incorporated into this framework document.

## 3 Winchester District Sport and Physical Activity Strategy

- 3.1 The draft strategy (which is attached as Appendix 1) identifies three primary aims under which the work of the Alliance will be guided. These are :
- Increase the number of people who are physically active
  - Increase the number of sport and recreation coaches, officials and volunteers
  - Improve access to high quality sport and recreation facilities
- 3.4 One of the major innovations of the draft strategy is to introduce a new partnership for sport and physical activity which will offer a strong voice to organisations such as sports clubs, the Primary Care Trust, parish councils, schools, the private sector and governing bodies for sport. This strategy recognises the importance of sport and physical activity issues in the Winchester area and will build stronger local relationships between statutory agencies and local communities.

## 4 Next Stage

- 4.1 The draft strategy contains key actions which set out the specific measures to be taken by partners individually and collectively to achieve the strategic aims.
- 4.2 Partners have been invited to add their comments and suggestions and they have been incorporated into this document. Once the draft proposals have been approved by Cabinet the Winchester District Sport and Physical Activity Alliance can be established.
- 4.3 Cabinet is asked to consider the draft strategy framework and to endorse both the strategic aims and actions proposed.

## OTHER CONSIDERATIONS:

### 5 CORPORATE STRATEGY (RELEVANCE TO):

- 5.1 This strategy, once finalised, will deliver predominantly on the Council's priority to improve the quality of people's lives by encouraging more active and healthy lifestyles

### 6 RESOURCE IMPLICATIONS:

- 6.1 There are no resource issues arising from this report

APPENDICES:

Winchester District Sport and Physical Activity Strategy