

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	Cabinet Member for Cultural Services and Sport
2.	<b>Date:</b>	20 <sup>th</sup> July, 2010
3.	<b>Title:</b>	'Active Rotherham' a strategy for sport and physical activity 2010 - 2020
4.	<b>Programme Area:</b>	Environment and Development Services

### 5. Summary

The report presents the final draft of 'Active Rotherham' a strategy for sport and physical activity 2010 – 2020, highlighting its six main themes and key tasks whilst outlining how the new strategy will be adopted and delivered by the Rotherham Partnership Network.

The report also identifies how the Rotherham Partnership Network will promote the strategy and report upon its achievements.

### 6. Recommendations

1. That officers report annually on progress against the strategy's 10 year vision.
2. That the strategy is accepted as a working document for Culture and Leisure Services involvement with the Rotherham Partnership Network and its partner agencies.

## 7. Proposals and Details

### **'Active Rotherham' a strategy for sport and physical activity**

With the support of the South Yorkshire Sport (CSP), the Rotherham Partnership Network has worked to create one strategy for the whole of the Borough that focuses on the development of sport and physical activity. Although the local authority has played an integral part in the production and development of the strategy, it has been a partnership approach by a number of agencies who have an interest in sport and physical activity, including NHS Rotherham which has also played a key role.

The Rotherham Partnership Network's belief in the need for a long term cultural change has led to 'Active Rotherham' outlining a ten year vision based on the need for sport and physical activity interventions that have the potential to influence wider social agendas such as health and crime.

#### **The Vision**

The Vision for the Strategy is Rotherham Alive, one of the 5 strategic priorities for Rotherham's Local Strategic Partnership.

#### **Our Vision - Rotherham Alive**

*Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full.*

#### **We want to see:**

- Everybody aspiring, to be active increased levels of participation in sport and physical activity.
- Better quality places and spaces to be active.
- A network of clubs and opportunities to support sport and physical activity and pathways for people to progress.
- Greater awareness about the importance of being active and people having access to information to help them participate.
- More people volunteering and developing skills to support opportunities for sport and physical activity.

#### **Strategic Themes**

In this section we set out how we are going to achieve our vision through a number of strategic themes, listed below, which will provide areas of focus for the next ten years. Within each theme we have developed a number of actions which the Rotherham Partnership Network has committed to do. This is kept deliberately broad; the Rotherham Active Partnership (RAP) will be responsible for the development of a detailed annual action plan to deliver this strategy.

- 1. Everybody Active - Raising Levels of Participation**
- 2. Places and Spaces to be Active**
- 3. Pathways for Activity**
- 4. Marketing Sport and Physical Activity**
- 5. Developing the Sport and Physical Activity Partnership and Workforce**

In addition the strategic framework has two cross-cutting key themes that will run through each of the five core themes above:

### **Equity**

- The Rotherham Partnership Network is committed to ensuring all Rotherham people have equal opportunities to accessing sport and physical activity provision. Equity is the golden thread running throughout the strategy that is paramount to the success of all five of the main strategic themes.

### **Sustainability**

- If Rotherham is to achieve all the goals as laid out in its 10 year vision, then there must be a strong focus on sustaining provision for the future. Working in partnership we will ensure that there is a long-term approach to the development of sport and physical activity, with consistent opportunities for sustained participation.

### **Managing the Strategy**

The strategy has been developed to ensure a planned and coordinated approach to the development of sport and active lifestyles across the Borough, and sets out how progress will be monitored in delivering Active Rotherham, outlining the specific targets and performance indicators which will be used to measure performance.

- A number of measures will be put in place in order to monitor the progress of the strategy's 10 year vision, the Rotherham Active Partnership (RAP) will be the group responsible for overseeing its progress and ensuring that appropriate action plans are produced, implemented and regularly reported on in order for it to achieve its aims and objectives.
- The overall measure will come from the annual Active People Survey for adult participation, in particular NI8 (3 x 30 minutes participation) and through the 5 hour offer for young people including NI57 (2 hours quality PE). However in addition the action plans will monitored against the document's strategic outcomes, as defined by the RAP.
- As part of the Partnership theme, the RAP will also focus on developing and improving marketing and support to develop funding, further enabling the 'Rotherham Partnership Network' to receive information, advice and support, and to assist everyone involved in delivering the strategy

### **Detailed Action Plans**

- The various Forums and Sports Action Groups linked to the Rotherham Partnership Network will develop their own action plans based on local need. These groups are at the rock face of delivering sport and physical activity,

therefore it is important that their role is specific and relevant. The RAP will work to encourage these groups to align their plans to the 'Active Rotherham' Strategy and seek to ensure their achievements are regularly reported on and that they are well recognised for their contribution.

- The Rotherham Partnership Network Action Plan will be delivered over a period of one year, regularly reviewed and updated on an annual basis. The plan will identify strategic aims, objectives and desired outputs, ensuring there is alignment between the RAP and RAN.

### **Reporting on the Strategy**

- The Rotherham Partnership Network will have a clear reporting structure in order to highlight its work, gain recognition and seek further resources to support the delivery of the strategy. In order to do this there will be a direct link to the LSP 'Alive' theme board, through the production of biennial progress reports. The Alive theme board will receive reports twice yearly, a six monthly interim report and a full annual report/presentation.

### **Updating the strategy**

- Being a 10 year strategic vision, there will be a need to periodically update or adjust the strategy, taking in to consideration internal and external political change or local, regional and national influences. The RAP will take this into consideration as part of the reporting progress ensuring the strategy is an up to date working document.

## **8. Finance**

The implementation of the strategy will primarily be financed through the contribution that every single partner organisation makes in delivering its objectives. There will however be some projects that will require the Network to access external funding as a consortium. Strategy implementation is not dependent on additional financial support from Rotherham MBC, however it does rely on RMBC officer time to facilitate and manage.

## **9. Risks and Uncertainties**

### **Key challenges for developing and implementing new strategy**

- While a number of key agencies are focused on the development of sport and physical activity, the overall success of Active Rotherham is reliant on the strength of the Rotherham Partnership Network. The Partnership Network needs to further develop in order to attract funding and to encourage partner agencies to pool resources and work together more effectively toward shared objectives.
- There are currently limited opportunities for accessing additional funding, which may limit the potential of the Rotherham Partnership Network to work effectively through new projects.

- Partner agencies have their own agendas which may be constrained by other priorities, particularly in the current financial climate.

## **10. Policy and Performance Agenda Implications**

Continuation to deliver with limited resources may impact on Culture and Leisure national and local performance indicators for adult participation.

### **National Indicators**

**NI8** – adult participation in sport

**NI199** – children and young people’s satisfaction with parks and play areas

### **Local Indicators**

**CSPI 1** – The number of adults and young people taking part in Culture and Leisure services that have a specific objective of learning or skill development

**CSPI 7** – The number of adults and young people taking part in Culture and Leisure services that have a specific objective of reducing the risk of illness or health improvement

**CSPI 11** – The % of adults and young people residents who have used the services provided at least once in the last 12 months

**CSPI 17** – The number of young people involved in cultural activity with a specific objective to reduce the risk of crime and anti-social behaviour

**CSPI 36** – The number of visits to Culture and Leisure Services

Active Rotherham also relates to many other local and national performance indicators including:

**NI57** - children and young people’s participation in high quality PE and sport’

**NI54** - services for disabled children

**NI110** - young people’s participation in positive activities

**NI6** - participation in regular volunteering

**NI151** - overall employment

**Adult participation** is a national indicator and an area of importance for Sport England mainly due to the enormous drop off post school / college. In Rotherham there is a need to raise participation levels in all age groups and it is generally recognised that adults participating in sport and physically activity are more likely to encourage their families to participate. Levels of participation are reported through the annual national **Active People Survey 2008/9**, which was identified at 19.2%.

## **11. Background Papers and Consultation**

Appendix 1 attached, ‘Active Rotherham Executive Summary’

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