

Appendix 1 'Active Rotherham' a strategy for sport and physical activity

Executive Summary

Active Rotherham (2010 - 2020) sets out what we are going to do to further develop opportunities for sport, and physical activity across the Borough in the next ten years. It looks specifically how increasing participation in sport and physical activity can contribute to local priorities.

The Strategy is divided into five sections:-

Part One - sets out the Vision for the strategy and why being active is so important. It looks specifically how increasing participation in sport and physical activity can contribute to local priorities.

Part Two - highlights the "Bigger Picture", the national and regional influences that make sport, active recreation and physical activity a priority for Government.

Part Three - summarises the local issues that must be tackled, This includes data on our health, current activity levels, the quality of the infrastructure for sport and physical activity and the priorities for Rotherham.

Part Four - sets out the key strategic themes, our priorities and the things that the partnership will be doing in the next 10 years.

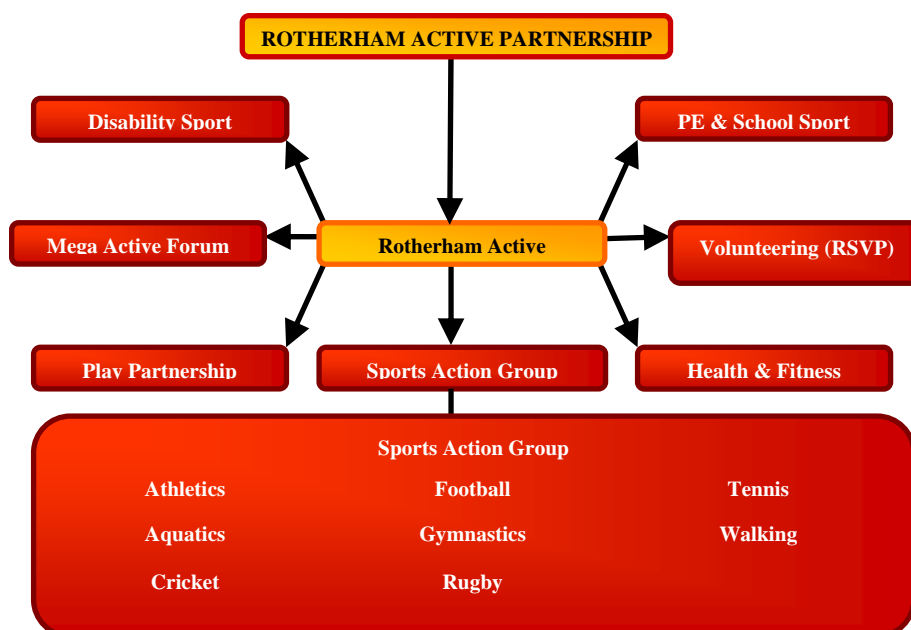
Part Five - includes our targets, key performance indicators and our plans for reporting our progress.

About Us – Rotherham Partnership Network

Formed in March 2006, this is the Community Sport Network (CSN) for Rotherham which includes key partners from Rotherham MBC, NHS Rotherham, South Yorkshire Sport, the Wickersley and Rawmarsh School Sport Partnerships, the voluntary, community and private sector and professional sports clubs. The Rotherham Active Partnership is the strategic partnership for sport and physical activity which in turn links to the National Governing Bodies of Sport (NGB's) and supports the broader Rotherham Active Network, which includes 80 organisations, and a number of sport forums and action groups involved in the delivery of sport and physical activity across the borough. The development of the Rotherham Partnership Network has provided a robust structure to enable all organisations involved in sport and physical activity to communicate and work together to develop sport and physical activity opportunities.

The Rotherham Partnership Network

The CSN structure below shows how all the 'Partnership Network' forums link to the Rotherham Active Network and the strategic partnership for sport in Rotherham.



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NHS Rotherham is at the forefront of addressing health and physical activity inequalities within the Borough. One of our many partners, Rotherham United's Football in the Community has gained trust status to become 'Rotherham United Football Club Community Sports Trust'. Rotherham School Sports Partnership's have developed an innovative sports leadership academy working with the top 60 gifted and talented young leaders in the borough. Rotherham's Sports Colleges have used their sport specialism to raise standards and academic performance across the curriculum. 96% of schools in Rotherham have now achieved National Healthy Schools Status. Our Vision for the Strategy is Rotherham Alive, one of the 5 strategic priorities for Rotherham's Local Strategic Partnership.

Delivering on the Priorities for Rotherham

The purpose of the Active Rotherham strategy is to provide a strategic framework for all partners working in sport and physical activity in the Borough. *People will be able to express themselves and have opportunities to be involved in a wide range of high quality cultural, social and sporting activities.* The vision for the Active Rotherham strategy reflects the major contribution that sport and physical activity makes to Rotherham Alive priority as the contribution of sport and physical activity to improving health is well recognised. However encouraging people to be physically active has a number of wider benefits notably the development of safer stronger communities, enhancing the lives children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity (Sport England 2008).

The Active Rotherham strategy aim is to provide a strategic framework for all partners working in sport and physical activity in the Borough. It provides a common understanding of the issues, priorities for action, and the direction to be taken over the next ten years This will be a key strategy for the delivery of the wider strategic vision for Rotherham, developed through the Local Strategic Partnership (LSP). The vision is made up of five strategic themes: **Achieving, Learning, Alive, Safe and Proud**; and two cross-cutting themes: **Fairness and Sustainable Development**.

The Rotherham Partnership Board is the overarching board responsible for overseeing the delivery of the Community Strategy, the achievement of strategic targets and subsequent reviews of the strategy. The Partnership Board is made up of the leaders from key partner organisations.

The vision for the strategy is taken from the **Rotherham Alive** theme:

"Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full. Health services will be accessible and of a high quality for those who require them. Rotherham will celebrate its history and heritage - building on the past and creating and welcoming the new. People will be able to express themselves and have opportunities to be involved in a wide range of high quality cultural, social and sporting activities. The media, arts, literature and sport will flourish. As a society, we will invest in the next generation by focusing on children and young people."

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Helping to Build the Delivery System for Sport and Physical Activity in South Yorkshire

The Rotherham Partnership Network is a key part of the South Yorkshire Sport Partnership. This is the formal partnership between Sport England and the four South Yorkshire Community Sport Networks (CSN's). Supported by South Yorkshire Sport, a small core team, its role is to support the four CSN's in South Yorkshire deliver on the local, regional and national priorities for sport and physical activity.

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Belief Commitment and Vision (2009-13) South Yorkshire Sport Strategy, identifies the role that the partnership will play in developing sport and physical activity, through eight specific themes which have been developed with extensive consultation. These themes provide a strategic framework for the delivery of local and national priorities for sport and physical activity with the aim of increasing participation.

Participation in Sport and Physical Activity

This is a summary of the key issues relating to participation in sport and physical activity in Rotherham. In appendix 1, we provide a detailed profile of participation for Rotherham using the Active People Survey Data.

In terms of participation in sport and physical activity, the focus of Sport England has been on increasing the number of adults achieving at least 3 sessions of 30 minutes each week.

Sport England's Active People Survey, established a base line for participation in sport and physical activity in 2006. In 2006 21 % of people nationally took part in sport and physical activity on at least 3 times per week. In line with the Health Survey for England, lower than average levels of participation in sport and physical activity are reported for older people, lower socio economic groups, people with a disability and minority ethnic groups. In Active People 2 (2007/8) 9.1% of this group achieve at least 3 sessions of 30 minutes moderate activity each week compared to 21.3% of all adults.

For Children and Young People, the Health Survey for England (2007) reports that boys achieve higher levels of physical activity with 72% achieving the recommended amount compared to 62% of girls.

Knowledge and Attitudes towards Physical Activity

A particular challenge is the perception that people have of their activity levels. The only exception was disabled people who identified "being limited by health" as the main barrier and the perception that people with additional needs cannot take part in sport and physical activity.

Key National Policies

The publication of **At Least 5 a Week (2002)**, **Game Plan (2002)** and **Choosing Health (2005)** ensured that increasing physical activity and sports participation levels became top priorities for the sport and health sectors, and a significant amount of work has been done to promote physical activity for all and develop a number of cross departmental government targets (Public Service Agreements).

In a specific response to the obesity epidemic, a cross government strategy, **Healthy Weight, Healthy Lives (2008)** sets out strategies to improve children's diets and activity levels, and to help build physical activity into people's lives.

Be Active Be Healthy will result in a greater focus on social marketing, the development of environments which support and encourage activity, particularly active travel, supporting inactive people to become active, and the development of local structures and partnerships to deliver physical activity and sport.

Sport England's strategy is concerned with "sport for sport's sake", based around NGB sport with County Sport Partnerships provided with core funding to deliver services to NGBs. Sport can and does play a major role in achieving wider social and economic benefits especially health improvement. The PE & Sport Strategy for Young People (PESSYP) sets out the aim to get more children and young people taking part in high quality PE and sport through the delivery of the five hour offer, The Strategy has ten key strands, each designed to maximise opportunities for young people to access high quality PE and sport and to ensure we deliver our aims for Olympic Legacy.

The "big messages" for sport and physical activity:

- Being physically active and taking part in sport and active recreation can seriously improve your health!

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- Increasing participation in sport and active recreation can help with the development of safer stronger communities, improving health, enhancing the lives of children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity.
- About half of adults nationally are inactive.
- We have a once in a lifetime opportunity with London 2012 to build a lasting legacy for sport and physical activity.

The Key Challenges for Rotherham

The Rotherham Partnership Network is committed to ensuring all Rotherham people have equal opportunities to accessing sport and physical activity provision. Working in partnership we will ensure that there is long-term approach to the development of sport and physical activity, with consistent opportunities for sustained participation.

1. Everybody Active - Raising Levels of Participation

This theme is concerned with increasing participation in sport and physical activity. Rotherham has a higher proportion than the national average of people from groups who are less likely than average to take part in sport and physical activity. We will use sport and physical activity to support healthier lifestyles, reduce health inequalities and to raise aspirations as well as delivering targeted initiatives to increase and broaden participation in sport and physical activity. The Transforming Rotherham Learning programme and the PESSYP Strategy and the 5 Hour Offer represents a significant opportunity to develop a 'whole school' and community approach to sport, physical activity and healthy lifestyles. In addition the 5 hour offer provides opportunities to increase access to sport and physical activity for young people in Further Education.

2. Places and Spaces to be Active

We need co-ordination across the full range of providers in Rotherham to ensure that we are working intelligently in the way we invest in, market and programme our facilities.

The importance of parks and green spaces for generating opportunities for informal activity *must not* be underestimated.

Greater attention must also be given to the built environment, the infrastructure for cycling and walking and the neighbourhood variables that influence participation. Building more facilities will not increase participation for example if people do not feel safe going out alone, or they do not have a car and public transport is not available. Working with planners to develop a culture of "active design" in the way we shape the built environment will be important.

3. Pathways to Activity

Once we have attracted people into regular activity, it is important that we keep hold of them, or sustain their participation. Dropping out in sport and physical activity across the 'life course' is a particular problem in Rotherham especially for people over 35, and there is a marked decline for the over 55's. This is also an issue for girls in KS3/4 and for young people when they leave education.

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The "sports club" is core to many people's experience of sport – coaching, competition and significant parts of overall facility provision all centre on the club structure. Sports clubs mean different things to different people and a priority for Sport England and South Yorkshire Sport is to work with National Governing Bodies to ensure that an accessible, modern, sports club structure is developed within each sport.

4. Marketing Sport and Physical Activity

Improving how we market sport and physical activity to increase local demand for activity. This means knowing our markets better, (needs, wants, barriers and motivations) in order that we can be more effective with resources available across the partnership rather than spending more):

- Making it easier for people to find out about what is available e.g." knowing where to go".
- Capitalising on motivational opportunities arising from the 2012 Olympic Games and its legacy.

5. Developing the Sport and Physical Activity Partnership and Workforce

This theme is concerned with the development of the individual people and organisations that support the delivery of sport and physical activity opportunities.

We need to create a workforce which is made up of the right people in the right place with the right skills to increase opportunities for high quality, locally accessible sport, active recreation and physical activity. Given the strategic importance of children and young people we need to find ways of better co-ordinating and training our 'young people's workforce' in the Rotherham to ensure a co-ordinated approach to providing positive activities in sport and physical activity and the development of more active lifestyles.

We also need to be strategic in the way that we link volunteering and training work in sport, active recreation and physical activity through to developing the employability of some of those people undertaking this work.