

Report to: Cabinet

Date of Meeting: 4 April 2016

Report Title: Hastings Sport and Physical Activity Strategy 2016-2020

Report By: Monica Adams-Acton
Assistant Director Regeneration and Culture

Purpose of Report

To advise that the Hastings Sport and Physical Activity Strategy has been refreshed and updated.

Recommendation(s)

- 1. That the updated Hastings Sport and Physical Activity Strategy 2016-2020 be considered and agreed.**

Reasons for Recommendations

Sport and physical activity play a key role in improving the health and wellbeing of our residents, as well as developing stronger and safer communities, contributing to economic prosperity, increasing skills, reducing our carbon footprint and increasing personal confidence and self-esteem.

The Strategy aims to make participation in sport and physical activity a regular habit for more people, particularly under-represented and inactive groups.

The Strategy reflects the coming together of a range of partners to establish a creative and coordinated approach to make a difference through sport and physical activity.

Introduction

1. Sport and physical activity play a key role in improving the health and wellbeing of our residents, as well as developing stronger and safer communities, contributing to economic prosperity, increasing skills, reducing our carbon footprint and increasing personal confidence and self-esteem.
2. The Council has an important leadership role to play in bringing schools, sport clubs, national governing bodies of sport, health organisations and the private sector together to work towards unblocking barriers to participation and improving the local sport delivery system.
3. The refreshed Hastings Sport and Physical Activity Strategy sets out a vision that Hastings is an active town where high quality sport and physical activity opportunities are accessible to all and the majority of people are actively engaged in sport and physical activity. It reflects the aspirations of a range of partners and aims to facilitate those partners, and others, to make a difference through sport and physical activity.
4. During the lifespan of the previous Sport and Physical Activity Strategy (2012-2015) physical activity rates of Hastings adult residents significantly increased.
5. The updated Strategy has been developed by a small working group facilitated by the Council's Leisure Services. The working group has involved partners from, ESCC Public Health, Hastings Voluntary Action, Sport England, Sussex County Sports Partnership and Freedom Leisure. The Strategy has been developed in wider consultation with the Active Hastings Partnership.
6. The development and implementation of the Strategy is amongst the expected outputs of our funding agreement with ESCC Public Health.
7. The Strategy targets local needs but is also closely aligned to national and regional priorities, including the indicators of the Public Health Outcomes Framework for England, 2013-2016, and the government's new sport strategy, Sporting Future, 2015.

Overview of the Strategy

8. The Strategy is written for statutory, voluntary and community sector partners: For partners whose role already involves sport and physical activity and for those partners whose traditional role does not involve increasing physical activity levels, but for whom sport and physical activity can enable them to deliver their own objectives.
9. The Strategy focuses on certain groups who are significantly less likely to play sport and be physically active than the population in general. Such groups include women and girls, disabled people, older people, and those from lower socio-economic groups,
10. The Strategy focuses on three priority areas:

- i) increasing participation and encouraging more residents to meet the recommended physical activity levels
 - ii) enhancing skills and building capacity (including volunteers)
 - iii) strengthening partnerships to ensure a co-ordinated approach.
11. The Strategy includes an overview of the local profile of Hastings and summarises some of the key local challenges. It also highlights examples of local good practice and illustrates the broader value of sport and physical activity.

Future Actions

12. The strategy will be regularly monitored, reviewed and developed in order that it continues to be a 'living document'. Each year the Active Hastings Partnership will produce an annual action plan, along with an annual report which will show progress against the priorities.
13. The action plan will include actions from a range of partners. The Council manage several externally match funded physical activity programmes which will appear in the action plan, including; Active Hastings, Street Games (outreach sport in areas of need), Sport for All (learning disabilities) and Opening Doors (aimed at our three least active wards and utilising non-traditional venues for sport).

Financial Implications

14. The financial implications for the Council remain the same as current for 2016/17.
15. Partners will resource their own actions within the action plan. The Council managed programmes, listed above, have external funding agreements in place with varying lengths of time. It is worth noting that the Street Games project has yet to secure full funding for 2016/17, however the Leisure team will continue to seek further external funding.

Wards Affected

Ashdown, Baird, Braybrooke, Castle, Central St. Leonards, Conquest, Gensing, Hollington, Maze Hill, Old Hastings, Ore, Silverhill, St. Helens, Tressell, West St. Leonards, Wishing Tree

Policy Implications

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness	Yes
Crime and Fear of Crime (Section 17)	Yes
Risk Management	No
Environmental Issues	Yes
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	No

Local People's Views
Anti-Poverty

Yes
Yes

Additional Information

Appendix 1: Hastings Sport and Physical Activity Strategy 2016-2020

Officer to Contact

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