

APPENDIX 1 NATIONAL CONTEXT

NUNEATON AND BEDWORTH BOROUGH

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
NATIONAL CONTEXT	
<p>A NEW STRATEGY FOR SPORT – DEPARTMENT FOR CULTURE, MEDIA AND SPORT (CONSULTATION DRAFT AUGUST 2015)</p>	<p>The Department for Culture, Media and Sport issued this consultation paper in August 2015 for comment by October 2015.</p> <p>The development of the new strategy reflects a need to re-invigorate the nation’s appetite for participation in sport following what appears to be a significant reduction in participation (most high profile being swimming), following the upsurge after the 2012 London Olympics.</p> <p>The Consultation Paper has 10 themes, which explore the future role, remit and influence of sport in the UK into the future:</p> <ul style="list-style-type: none"> • Theme One: Participation • Theme Two: Physical Activity • Theme Three: Children and Young People • Theme Four: Financial Sustainability • Theme Five: Coaching, Workforce and Good Governance • Theme Six: Elite and Professional Sport • Theme Seven: Infrastructure • Theme Eight: Fairness and Equality • Theme Nine: Safety and Wellbeing • Theme Ten: International Influence and Major Sporting Events <p>The key driver for the strategy is to increase participation in sport and physical activity and to make activity an integral part of everyday life in the UK, for everyone.</p> <p>The Consultation paper examines the role of funding, partnerships and priorities for the future of sport and sports facilities. It is anticipated that the full Strategy will be published in early 2016.</p>
<p>SPORT ENGLAND STRATEGY 2016- ‘TOWARDS AN ACTIVE NATION’</p>	<p>The Vision for this Strategy is:</p> <p>‘We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers’.</p>

APPENDIX 1 NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	<p>The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.</p> <p>This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:</p> <ul style="list-style-type: none"> • Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest • Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life • Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient • Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport • Helping sport to keep pace with the digital expectations of customers • Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers • Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources • Working with the sector to encourage innovation and share best practice particularly through applying the principles¹ and practical learning of behaviour change
<p>MAKING ENGLAND AN ACTIVE AND SUCCESSFUL SPORTING NATION: A VISION FOR 2020 (2004)</p>	<p>The strategy aims to change the culture of sport and physical activity in England in order to increase participation across all social groups. Changing the culture will lead to improvements in health and other social and economic benefits and provide the basis for progression into higher levels of performance.</p> <p>Six priority areas for change are identified including promotion and marketing, legislation and regulatory change, innovation and delivery and strategic planning and evidence.</p>

APPENDIX 1 NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
<p>A SUMMARY OF SPORT ENGLAND'S STRATEGY 2011-12 To 2014-15</p>	<p>Vision</p> <p>A summary of Sport England's strategy 2011-12 to 2014-15</p> <p>For England to be a world leading sporting nation where many more people choose to play sport.</p> <p>Mission</p> <p>Sport England aims to deliver a world leading community sport system. We will make participation in sport a regular habit for many more people, and ensure the delivery of sporting opportunities in the ways and places that people want.</p> <p>Strategy Rationale</p> <p>For sport's own sake and for the wider benefits it can bring. These include economic benefits, improved public health, happiness and well being, and stronger and safer communities.</p> <p>5 strategic approaches will be implemented to achieve the above:</p> <ol style="list-style-type: none"> 1. By maximising the value delivered from our current investment in NGBs: <ul style="list-style-type: none"> • Helping them achieve their grow and sustain targets by developing interventions to capture and leverage demand from current and potential participants • Applying our knowledge and intelligence to help them solve their problems • Withdrawing funding and re-investing it when necessary to maximise value for money • Supporting their talent pathways through their excel programmes • Joining up work between NGBs to achieve critical mass and grow demand 2. By delivering Places People Play to: <ul style="list-style-type: none"> • Create a major improvement in local club facilities, linked to the London 2012 Olympic and Paralympic Games • Create iconic facilities for community sport • Create a new generation of volunteer 'sport makers' inspired by the Games • Improve the sporting experience of young people through Sportivate • Capitalise on the interest in sport generated by the London 2012 Games, and provide opportunities for spectators to become participants

APPENDIX 1 NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	<p>3. By developing the right criteria and support system for the next round of NGB investment which:</p> <ul style="list-style-type: none"> • Rewards success in growing and sustaining participation • Incentivises an approach centred on what existing and potential participants really want • Uses our insight about what works and what doesn't • Helps NGBs to convert latent demand in their sport to drive participant numbers • Supports the development of specific programmes to build participation among younger adults, aged between 16 to 25 <p>4. By creating an environment in which the key providers continue to invest in sport, through:</p> <ul style="list-style-type: none"> • Making sport a better business proposition by continuing to drive excellence and equality in sports structures and provision • Identifying how we can work with the private sector providers of sport, for example by improving market conditions to incentivise private sector investment in sport • Encourage a focus on consumer needs, driving demand and generating volumes of participants • Helping local authorities make positive decisions about their sports provision • Setting a clear priority to improve community access to education facilities • Working with the voluntary sector (including clubs) to increase its capacity and skills, to develop sustainable solutions for community ownership and operation of sports facilities (looking in particular at asset transfer) <p>5. By providing strategic direction and market intelligence, through:</p> <ul style="list-style-type: none"> • Collecting and sharing evidence about the impact of our investment • Disseminating insight into cross-sector trends and analysis • Providing easy to use tools that support local development and delivery • Working with the appropriate partners to develop our knowledge of those people who are currently inactive and the encouragement they need to participate in sport
<p>GOVERNMENT STRATEGY FOR SPORT – “CREATING A SPORTING HABIT FOR LIFE- A NEW YOUTH SPORT STRATEGY” 2012</p>	<p>Developed by the Department of Culture Media and Sport and with a major role for Sport England in coordinating its delivery, this strategy identifies a significant drop in participation rates in key sports in the 16-25 age range.</p> <p>The gender difference is particularly stark as only 1 in 3 girls participate compared with 1 in 2 boys. The focus is therefore to increase consistently the number of young people developing sport as a habit for life.</p> <p>Over the next 5 years Sport England will invest £1billion pounds working with schools, colleges, universities and County Sport Partnerships.</p>

APPENDIX 1 NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	<p>A key aim is to establish a sustainable network between schools and clubs in local communities, and this will be achieved by;</p> <p>Building a legacy of competitive sport in schools</p> <p>An investment of £150m from DCMS, Sport England, Health Education and sponsorship will develop inter and intra school competition, and local, regional and national games.</p> <p>Improving links between schools and community sport clubs</p> <p>Strengthening links between clubs, schools, FE colleges and universities in conjunction with the National Governing Bodies of Sport (NGBs) will develop 6000 new school club links by 2017 and 150 FE colleges will have full time sport professionals to develop new sporting opportunities for their students.</p> <p>Working with NGBs focussing on youth</p> <p>NGBs will develop new “whole sport plans” for the period 2013-2017 with a focus on the 14-25 age range; they will also be charged with increasing participation in adults, people with disability and establishing development pathways for those with talent to fulfil their potential.</p> <p>Investing in facilities</p> <p>Building on the “Places people Play” programme, Sport England will invest a further £160m of lottery funding in to building or improving facilities and local clubs.</p> <p>Investing in local facilities and the voluntary sector</p> <p>Encouragement will be given to local authorities, clubs not associated with NGBs and other voluntary groups to provide quality sporting experiences and Sport England will establish a dedicated funding stream for local community clubs.</p>
<p>PROMOTING PHYSICAL ACTIVITY FOR CHILDREN AND YOUNG PEOPLE. NICE PUBLIC HEALTH GUIDANCE 17 (2009)</p>	<p>This strategy informs the future commissioning of physical activity provision, and contributes to the Physical Activity pathway. It emphasises the importance of physical activity for health in children and young people, and sets out how health can be improved through regular participation in physical activity.</p>

APPENDIX 1 NATIONAL CONTEXT

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<p>DEVELOPING A SPORTING HABIT FOR LIFE (SPORT ENGLAND 2011)</p>	<p>Developed by the Department of Culture Media and Sport and with a major role for Sport England in coordinating its delivery, this strategy identifies a significant drop in participation rates in key sports in the 16-25 age range.</p> <p>The gender difference is particularly stark as only 1 in 3 girls participate compared with 1 in 2 boys. The focus is therefore to increase consistently the number of young people developing sport as a habit for life.</p> <p>Over the next 5 years Sport England will invest £1billion pounds working with schools, colleges, universities and County Sport Partnerships.</p> <p>A key aim is to establish a sustainable network between schools and clubs in local communities, and this will be achieved by;</p> <p>Building a legacy of competitive sport in schools</p> <p>An investment of £150m from DCMS, Sport England, Health Education and sponsorship will develop inter and intra school competition, and local, regional and national games.</p> <p>Improving links between schools and community sport clubs</p> <p>Strengthening links between clubs, schools, FE colleges and universities in conjunction with the National Governing Bodies of Sport (NGBs) will develop 6000 new school club links by 2017 and 150 FE colleges will have full time sport professionals to develop new sporting opportunities for their students.</p> <p>Working with NGBs focussing on youth</p> <p>NGBs will develop new “whole sport plans” for the period 2013-2017 with a focus on the 14-25 age range; they will also be charged with increasing participation in adults, people with disability and establishing development pathways for those with talent to fulfil their potential.</p> <p>Investing in facilities</p> <p>Building on the “Places people Play” programme, Sport England will invest a further £160m of lottery funding in to building or improving facilities and local clubs.</p>

APPENDIX 1 NATIONAL CONTEXT

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	<p>Investing in local facilities and the voluntary sector</p> <p>Encouragement will be given to local authorities, clubs not associated with NGBs and other voluntary groups to provide quality sporting experiences and Sport England will establish a dedicated funding stream for local community clubs.</p> <p>The Localism Bill</p> <p>This Bill provides new local powers including;</p> <ul style="list-style-type: none"> • Greater freedom and flexibility for local government • Reforms to the planning system placing more influence in the hands of local people over issues that make a big difference • New rights and powers for local communities. For example, makes it easier for local people to take over amenities and keep them part of local life • Ensures that local social enterprises, volunteers and community groups with ideas for improving local services get a chance to change how things are done. <p>This Act effects a "passing of power to a local level creating space for local authorities to lead and innovate, and give people the opportunity to take control of decisions that matter to them"</p>
<p>PUBLIC HEALTH REFORMS AND PHYSICAL ACTIVITY GUIDELINES 2013</p>	<p>Public Health White Paper (2013)</p> <p>The White Paper outlines the Government's plans for funding of 'public health' to be decentralised and controlled at a local authority level from 2013 onwards. £4bn will be ring-fenced for local authorities to spend on areas within the definition of 'public health'</p> <p>Background</p> <p>This paper forms part of the wider Government plans to reform the NHS. The Coalition's ambition is to reform the NHS by devolving power from the centre and commissioning GPs to run their own practices.</p>

APPENDIX 1 NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	<p>Key announcements include the introduction of:</p> <ul style="list-style-type: none"> • 'Public Health England' - a 'dedicated new public health service' sitting within the Department of Health • Directors of Public Health, who will work at a local authority level and lead on the public health offer • A health premium, to reward local authorities for progress against a new outcomes framework. This will take into account health inequalities <p>Statutory health and well-being boards, bringing together local authorities and health officials.</p> <p>Relevance to sport</p> <p>The White Paper contains a number of key themes. These range from mental health, tobacco control, pandemic flu and social marketing through to sexual health and pregnancy.</p> <p>Of direct relevance to sport are the areas focussing on physical activity and obesity. While there is little detail in the paper at this stage, sport and physical activity are referenced throughout the document as examples of how to improve public health from a health and well-being perspective.</p> <p>The paper specifically references physical activity initiatives, noting the mass participation legacy, as one part of the public health drive. The Olympic and Paralympic style sports competition is also referenced.</p> <p>While both of these initiatives are already in the public domain, it is welcome that sport and physical activity feature so predominantly in the paper.</p> <p>Given the ring-fenced nature of the £4bn budget, sport needs to be included within the definition of 'public health' in order to benefit from funding at a local level. While the definition has not been set, the frequent mentions of sport and physical activity demonstrate that they are on the public health agenda.</p>
<p>THE PHYSICAL ACTIVITY GUIDELINES – START ACTIVE, STAY ACTIVE – JULY 2011</p>	<p>A report from the Chief Medical Officer presents guidance on the volume, duration, frequency and type of physical activity across the full age ranges to achieve general health benefits. It is aimed at all authorities and organisations developing services to promote physical activity, and it is aimed at professionals, practitioners and policymakers concerned with planning and implementing policies and programmes that use the promotion of physical activity, sport, exercise and active travel to achieve health gains.</p>

APPENDIX 1 NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	<p>The report covers early years, children and young people, adults and older adults; there are specific recommendations for each sector, with a succinct fact sheet setting out recommendations for each age group.</p>
<p>HEALTH AND SOCIAL CARE REFORM ACT (2012)</p>	<p>The Act was passed in Parliament in March 2012 as part of the Government's vision to modernise the NHS. The bill moves commissioning responsibilities to both the GP consortia and also to Local Authorities for public health. These will come together in health and wellbeing boards.</p>
<p>PUBLIC HEALTH OUTCOMES FRAMEWORK 2013-2016</p>	<p>Published in January 2012, the Public Health Framework identifies two overall outcomes to be achieved:</p> <ul style="list-style-type: none"> • Increased healthy life expectancy • Reduced differences in life expectancy and healthy life expectancy between communities <p>Public health will be measured against 66 health measures, including a physical activity indicator.</p>