

Report of Director of City Development and Director of Public Health

Report to Executive Board

Date: 9 October 2013

Subject: A Strategy for Sport & Active Lifestyles in Leeds 2013-2018

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. The Leeds Sport and Active Lifestyles Strategy 2013-2018 is a strategy for the whole city providing an overarching vision for the development of sport and active lifestyles over the next six years. This new City strategy will provide the context for future Council policy development in sport and follows on from the current strategy entitled 'Taking the Lead 2006-2012'. The actions of stakeholders and partners (including the Council) will contribute to the Best City objective by especially supporting sustainable and inclusive economic growth, a child friendly city and public health agendas.
2. The new city strategy aims to build on the unprecedented success of the 2012 Olympic and Paralympic Games and also build on future events in the city, Le Grand Départ of the 2014 Tour de France, and the hosting of games in both the upcoming Rugby League and Union World Cups and to gain full impact from events offering wider participation such as the highly successful Skyride event and the Leeds Half Marathon. It takes into consideration a number of key issues including for example; How to build on the fantastic performances of our local sportsmen and women at the recent London 2012 Olympic Games (and on-going world beating performances); the significant impact of physical inactivity on the City's wellbeing; how to widen access to sports participation and also how to help create an environment to help people succeed in their chosen sport.
3. The strategy is owned and overseen by Sport Leeds, the Sport and Active Lifestyles Partnership and network for the city that includes a wide variety of partners and stakeholders engaged in the delivery of sport in the city. The Partnership has been

operating now since early 2000 and is recognised locally and nationally as being a model of good practice. Sport Leeds oversaw the first city strategy which was produced in 2002. Both the Executive member for Leisure and Skills and the Head of Sport and Active Lifestyles are SportLeeds Board members.

4. The Executive Board report of 13th March 2013; 'Inspiring a Generation: a Sporting Legacy for Leeds: Progress Report' identified one of the forthcoming work streams as the development of a new city sport and active lifestyles strategy, with the city council providing strategic leadership in its production, development and implementation.

Recommendations

5. Executive Board are asked to note the contents of the report and endorse the strategy as the Sport and Active Lifestyles Strategy for the city for 2013-2018.
6. The Head of Sport and Active Lifestyles will assume responsibility for developing the council's response to the strategic direction set within the proposed SportLeeds Strategy.

1 Purpose of this report

- 1.1 To highlight the work of Sport Leeds in developing a strategy for Sport and Active Lifestyles for the city, and to inform on the achievements of Sport Leeds.

2 Background information

- 2.1 The first strategy for sport in Leeds was 'Active Leeds: Sporting City 2002 – 2006' and was followed by 'Taking the Lead 2006 – 2012'.
- 2.2 The London 2012 Olympic and Paralympic Games produced one of the greatest sporting spectacles the world has ever seen and illustrated the huge power of sport in bringing a nation together. The success story was unparalleled, with Leeds based athletes picking up gold (2), silver (1) and bronze (1) medals, at the Olympics and gold (3), silver (1) and bronze (1) at the Paralympics. This success has continued for many of our city sportsmen and women including most notably the success of the Brownlee brothers in the current world triathlon series.
- 2.3 The good news for major Sport events in Leeds continues with the 2013 Rugby World Cup, the hosting of Le Grand Départ of the 2014 Tour de France, and the hosting of games in the 2015 Rugby Union World Cup, whilst the city has offered mass participation events such as Skyride and the Leeds Half Marathon.
- 2.4 The new strategy, led by Sport Leeds, builds upon the principles and aims set out in 'Taking the Lead 2006-2012' whilst reflecting upon current challenges as well as the opportunities facing sport and active lifestyles. The ambition is to genuinely build on the successful London 2012 Olympic and Paralympic Games and ensure that there is a sustainable legacy for future generations.
- 2.5 The purpose of the strategy is to:

- Establish a strategic framework within which sport and active lifestyles can be developed for the benefit of residents in Leeds
- Provide focused priorities for Sport Leeds and its constituent partners for the next six year period
- Highlight the role and contribution of sport and active lifestyles to wider city priorities including social and economic outcomes and the overall vision for Leeds to be the best city in the UK by 2030
- Provide a basis by which progress towards achieving the vision for sport and active lifestyles can be monitored, success celebrated and good practice shared.

3 Main issues

3.1 'Taking the Lead 2006 – 2012' provided the city with a strong framework for the development of sport within the city in the run up to the Olympics and Paralympics in 2012. The vision for this strategy was that *'By 2012 Leeds will be a leading city of sport and active recreation, recognised for the opportunities it provides from participation to excellence.'*

3.2 A strong partnership exists within sport, as demonstrated by the Sport Leeds Board made up of the major sport providers in the city from Universities and higher education, professional clubs and schools as well as the voluntary sector, health and the Council. It is argued that the strength of the partnership and the collaborative approach has played a significant part in delivering many of the achievements during the life of 'Taking the Lead'.

3.3 Achievements include:

- Based on broad definition of sports participation 3 x 30 minutes per week (Sport England Active People Survey- NI8, that includes walking) Leeds ranks seventh of all local authorities, with participation having risen to 29.6% of the population. This shows a significant growth over the lifetime of the 'Taking the Lead' Strategy. Furthermore when looking at the number of non-participants a marked improvement can be seen across all target groups, with the exception of 16 – 25yrs, (the latter group being seen as an anomaly given the large proportion of students in the city who would be unlikely to be captured by the Active People survey)
- Latest Sport England Active People Survey figures show that participation 1 x 30 minutes per week (using a pure sport measure) has risen from 37.3% to 39.9% since 2012, moving the city from 125th to 39th of all local authorities. This is now the headline target measure used by Sport England and the latest Active People Survey results showed that Leeds had increased its' percentage of participation when the national position showed a decline post Olympics.

- Success in elite sport; for example with the Leeds Rhinos winning the Super League title in five of the last six seasons and also winning the 2012 World Club Challenge, whilst during the London 2012 Olympic Games and.
- Paralympic Games the city gained tremendous profile through the success of local athletes such as David Stone and Hannah Cockcroft.
- Hosting Le Grand Départ of the 2014 Tour de France and games in both the upcoming Rugby League and Union World Cups.
- The city has high levels of volunteering with sport as the number one choice. ('Inspiring a Generation: a Sporting Legacy for Leeds: Progress Report')
- Leeds is acknowledged as having a strong tradition in disability sport.
- All evidence suggests that Leeds fully embraced the opportunities surrounding London 2012 underpinned by strong partnership working. The Leeds Love Sport Festival and Training Camps are two strong examples.
- Sport Leeds is seen as a real strength for the city as a network of key influencers that has a strong collaborative and partnership ethos.
- Recent successful funding bids to Sport England for the Leeds Let's Get Active health pilot and the NGB pilot reinforces the positive regard for the city nationally and opportunity to shape best practice.

3.4 Despite the achievements, Leeds needs to recognise that there are a number of challenges going forward:

- Major challenges with health inequalities increasing. In terms of life expectancy for males the gap between highest and lowest areas in the city is 12.4 years and 8.4 years for women. People living in inner city areas of Leeds have a shorter life expectancy, lower income, higher unemployment and more health issues. The health inequality patterns are mirrored by levels of participation with the lowest levels in the most deprived areas. Given that physical inactivity is increasingly being seen as a major public health issue this generates major policy implications for the Council. Sport and Physical activity can play a significant role in improving the health of Leeds residents. It can have a positive impact on a range of conditions including for example: obesity, cardio vascular disease, type 2 diabetes and mental health conditions (e.g. depression and hypertension). It also serves as a very helpful means of engaging potentially "at risk" people, providing a doorway to also help in addressing other public health issues at the same time, such as smoking cessation. According to Sport England ("Sports role in improving the health of the nation") it estimated that if 1million extra people took part in sport just once per week in the UK it could save £22.5 billion in health and associated care. At a Leeds level The Director of Public Health (2012 annual report) stated that by 2015 the total cost for Leeds due to obesity and being overweight is likely to be £125m and £214m respectively. Reducing these health inequalities is a major priority within the city and sport and active lifestyles can contribute.

- Leeds therefore needs to focus on increasing the number of people doing at least some sport per week (1x 30 minutes), especially those in deprived areas.
- The economic landscape and pressures on public budgets are very different from when 'Taking the Lead' was launched and provide a constant reminder of the need to prioritise activity and ensure value for money from investment. This challenge is further heightened when considering that the city has a growing population. An overall increase in participation in real terms would therefore be required just to maintain the current percentage levels of participation.
- There is a challenge and opportunity to use the excellent high profile role models the city has to further promote engagement in sport in all areas, especially between business and community sport
- The city also needs to further build and grow its national and international reputation in providing high quality sports opportunities. This will include a focus on mass participation events whilst at the same time focusing on the identification of niche high profile spectator events, (especially now that the Arena is operational) and dovetails neatly into the emerging major events strategy for the city.

3.5 In order to get people more active, more often the new strategy seeks to address the issues by refocusing on 3 blocks of activity namely, Active sport, Active lifestyles and some forms of Active travel with the three core applications to be:

- Improving health and wellbeing through more active lifestyles;
- Widening access to sport;
- Nurturing success in sport across the city.

The strategy sets an ambitious vision which will have policy implications for the council and all the key stakeholders.

3.6 ***'The vision for the Sport and Active Lifestyles Strategy 2013-2018 is for Leeds to be the most active big city in England'***. This vision has already been supported in principle by the Council's Executive Board when considering the "inspiring a generation" report last summer.

3.7 There are a number of exciting strands of work and developments already scheduled as part of the strategy. These include;

- Leeds Let's Get Active (health and sport pilot project)
- National Governing Body Place Pilot
- Establishing legacy plans from forthcoming major sports events

- Developing a new city sports facility strategy (updating existing plans and supply and demand analysis)
- Staging a sports celebration, recognising the contribution of both volunteers and elite performers; Sport Leeds awards
- Leeds Loves Sport annual festival
- Connecting business with sport and active lifestyle programmes
- Development of the Breeze sport offer for young people
- Implementation of a sector leading school sport and physical education offer
- Development of a high profile events programme

3.8 In simple terms the strategy aims to raise participation levels by both targeting those who are currently inactive to do something (an extra 24,500 people doing 1x 30 minute session a week) and then those who are then doing something to do more (an extra 32,000 people doing 3x 30 minutes per week). There will be targeted programmes delivered by the council and partners across the city (e.g. Universities, third sector, National Governing Bodies of Sport), but the target relating to “inactive people” in particular will focus largely on those areas where health inequalities are highest as this corresponds with the lowest levels of physical activity in the city. Furthermore there is also likely to be a focus on those groups underrepresented in certain sports in addition to continuing to develop opportunities for disabled people to take part in sport. The Head of Sport and Active lifestyles will assume responsibility for developing the Council’s response to the new SportLeeds strategy.

3.. Corporate Considerations

3.1 Consultation and Engagement

- 4.1.1 Consultation on the new strategy has been led by Sport Leeds and commenced with a workshop for sport providers and the Sport Leeds Board members in 2012.
- 4.1.2 Sport Leeds Board members have been consulted throughout the process and the Sport Leeds Operations Group (a sub group of Sport Leeds) has been tasked with commenting on and producing the final strategy.
- 4.1.3 With the appointment of Neil Young Associates in April 2013 (funded by Sport England), the consultation process has been on-going throughout May to July alongside the development of the final draft of the strategy. Consultees have included health providers, social care, grass roots clubs, National Governing Bodies of Sport, City Development, Executive Member for Leisure and Skills, disability sport forum, Adult Social Care, West Yorkshire Sport, Sport England, Executive Member for Health and Wellbeing, Scrutiny Board (Sustainable Economy and Culture), education and professional clubs.

4.1.4 The final strategy is in development and Sustainable Economy and Culture Scrutiny Board has provided comments on the headline aims and objectives in order that comments can be fed into the final draft. Their comments were broadly very positive but were keen to highlight the following:

- To be the most active big city requires challenging targets in terms of rankings in the national performance indicators over the life of the strategy.
- To encourage volunteering through the university sector as well as more apprenticeships through sport, especially in inner city areas
- As part of the proposed wider review of sports facilities scrutiny supported the need to review community access to school sports facilities and may look to hold a future enquiry into the subject
- To explore further the link between transport and access to sport facilities and opportunities.
- To use role models to encourage participation in sport
- To explore the best ways of ensuring promotional messages about sports opportunities are communicated to young people through schools.
- To ensure that schools take greater ownership of PE and school sport by delivering high quality opportunities for young people to take part in sport and physical activity and also helping to address the drop off in participation once young people leave school .
- More detailed comments attached as Appendix 2.

4.1.5 The Strategy is attached at appendix 1.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 Equality and Diversity has been considered throughout the development of the strategy.

4.2.2 The 3 main outcomes of the strategy demonstrate the commitment to equality found within it:

- Improving health and wellbeing through more active lifestyles
- Widening access to sport
- Nurturing success in sport across the City.

4.2.3 An equality Impact Screening was carried out in July 2013 with the following conclusions:

- The new strategy recognises the impact of sport on health inequalities and has therefore focussed more on participation in the new strategy under the headings of Active sport, Active lifestyles and some forms of Active travel. This will hopefully encourage people that are traditionally not active, to participate.
- As the strategy is owned by Sport Leeds, there are already members on the Board to represent disability, women's and BME sport as well as the more traditional education (schools, further and higher), professional clubs, LCC, voluntary groups and coaches. This ensures the strategy is promoted to as

wide an audience as possible. Each of the Board members will have responsibility for the action plan that is derived from the strategy.

4.3 Council policies and City Priorities

4.3.1 The strategy supports the City's vision to become the best city in the UK by 2013.

4.3.2 This can be evidenced in the support for the following priorities:

- Tackling Health Inequalities
- A Child Friendly City
- Raising the profile of Leeds nationally and internationally
- Building cohesive & harmonious communities
- Dementia friendly city

4.3.3 The strategy also supports the Leeds Joint Health and Wellbeing Strategy 2013-2015 through contributions to the outcomes of:

- People will live longer and have healthier lives
- People will live full, active and independent lives
- People will enjoy the best possible quality of life
- People are involved in decisions made about them
- People will live in healthy and sustainable communities.

4.4 Resources and value for money

4.4.1 The strategy has been developed by Sport Leeds, the strategic lead for sport in the city. Sport Leeds is supported by Leeds City Council through the provision of secretariat functions. Other than this, there is no financial support from the Council.

4.4.2 The funding for Neil Allen Associates was awarded by Sport England to Sport Leeds to develop the strategy to completion.

4.5 Legal Implications, Access to Information and Call In

4.5.1 Scrutiny Board has been being consulted on the new strategy in advance of the final strategy being reported to executive board for their endorsement.

4.6 Risk Management

4.6.1 There are no significant risks in approving this strategy.

5. **Conclusions**5.1 The Leeds Sport and Active Lifestyles Strategy 2013-2018 is seen by Sport Leeds and its consultees as a valuable document that will further develop the provision of sport opportunities in the city and contribute significantly to both improving health within the population and the status of the city as a city of sport.

5.2 The strategy reinforces the Council's role in providing strategic leadership and further supports the Council's role in that it ensures that the provision of excellent sporting opportunities (and opportunities to be physically active) are an essential part of meeting its ambition of being "the Best City" and a "Child Friendly City".

6. **Recommendations**

6.1 Executive Board are asked to note the contents of the report and endorse the strategy as the Sport and Active Lifestyles Strategy for the city for 2013 - 2018.

6.2 The Head of Sport and Active Lifestyles will assume responsibility for developing the council's response to the strategic direction set within the proposed SportLeeds Strategy.

7. **Appendices**

7.1 Leeds Strategy for Sport and Active Lifestyles 2013-2018

7.2 Scrutiny Board (Sustainable Economy & Culture) 16 July 2013 Comments

8. **Background Documents**

8.1 None.

