

Report of Head of Sport & Active Lifestyles

Report to Sustainable Economy and Culture Scrutiny Board

Date: 16th July 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 type="checkbox"/> Yes	<input checked="" 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, following on from the current strategy entitled 'Taking the Lead 2006-2012'.
2. The new city strategy aims to build on the unprecedented success of the 2012 Olympic Games and takes into consideration a number of key issues including for example; 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. They oversaw the first city strategy which was produced in 2002.
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 was 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. As part of the consultation process members are asked for their comments on the strategy, particularly around links to the major City outcomes, prior to the final strategy being presented to the Executive Board on 4th September 2013.

1 Purpose of this report

- 1.1 The Scrutiny Board is asked to consider the Leeds Sport and Active Lifestyles Strategy 2013-2018 and provide comments in advance of a report being presented to the executive Board on 4th September 2013.

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.
- 2.3 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.
- 2.4 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.
- 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. The health cost of inactivity estimated to cost the city £10.1m per annum.

- 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.

3.5 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. 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 Councils Executive Board when considering the "inspiring a generation" report last summer.

4 Corporate Considerations

4.1 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 ongoing throughout May and June 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, CDD, Executive member for Leisure and Skills,

disability sport forum, West Yorkshire Sport, Sport England, Executive Member for Health and Wellbeing, education and professional clubs.

4.1.4 The final draft strategy is in development and Scrutiny board is being asked to comment on the headline aims and objectives in order that comments can be fed into the final draft.

4.1.5 A draft executive summary 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.

4.3 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

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

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

4.6 Risk Management

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 improving health within the population.
- 5.2 The strategy reinforces the Council's role in providing strategic leadership and further supports the Council's role in ensuring 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 Members are asked for their comments on the strategy, particularly around links to the City outcomes, prior to the final strategy being presented to the Executive Board on 4th September 2013.

7 Background documents¹

- 7.1 Draft Sport and Active Lifestyles Strategy Executive Summary

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.