

Agenda Item 21

Community Initiatives Unit
Salisbury District Council
The Council House, Bourne Hill
Salisbury, Wiltshire SP1 3UZ

Principal Sports Development Officer
direct line: 01722 434274
e-mail: lcary@salisbury.gov.uk
web: www.salisbury.gov.uk

Report

Subject : Revision of the Council's Sport and Recreation Policy

Report to : The Cabinet

Date : 07 June 2006

Author : Louise Cary

Cabinet Member for Community and Housing: Councillor Cole-Morgan

1. Purpose of the Report

1.1 To seek cabinet's approval of the revised, Sport, Recreation and Physical Activity Policy.

2. Background

2.1 Members adopted Salisbury District Council's first Sport and Recreation Policy, 'Valuing Our Future' at the Community Initiatives Committee meeting, on 24th January, 2004. This policy recognises that sport and recreation have both an intrinsic value in their own right and an enabling role that helps deliver wider social, economic and environmental agendas that contribute to the well-being of people and the communities in which they live, and which are important to the overall quality of life.

2.2 The Policy acted as a crucial framework for the development of the Council's Sport and Recreation Strategy 2002 - 2006 'On Your Marks.....' which sets out a vision for the district:

'To provide a framework that will encourage and create a broad range of quality opportunities in order to enable participation in sport and active recreation by the whole community, including visitors to the area. To secure the provision of safe and suitable activities and facilities, both directly and indirectly by establishing partnerships with or supporting organisations, clubs and individuals as appropriate'.

2.3 The Policy has served its initial purpose, and with the many changes to political priorities at a national, regional and local level, the development of the sports infrastructure and the need to consult with our local sporting community, it is necessary for the current policy to be updated. In re-writing the policy the major changes considered to have had the greatest influence are as follows:



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Awarded in:
Housing Services
Waste and Recycling Services



- amendments to the council's political priorities and organisational themes
- revisions to the council's Service priorities have been revised.
- revisions to the council's financial strategy
- London hosting the 2012 Olympics
- the establishment of the Wiltshire & Swindon Activity and Sports Partnership
- the Wiltshire Strategic Boards objective to be the healthiest county by 2012
- the requirement to look for external funding to resource services
- greater consideration being given to Equality and Diversity issues

2.4 In addition to the political changes, the revised policy has been written taking into account the results of an extensive questionnaire based on the current policy that was distributed in January to a range of partners, sports organisations, service units, parish councils, and members.

3. **Sport, Recreation And Physical Activity Action Plan**

3.1 The Council's Sport and Recreation service currently operates against the Sport and Recreation Strategy Action Plan. Whilst the policies have been re-focused and updated, this action plan can continue to support the delivery of sport, recreation and physical activity until it is updated.

4. **Promoting The Policy**

4.1 The Policy will be published and distributed widely across the district and beyond and will be available on the Council's website.

5. **Recommendation**

5.1 That Members adopt the Revised Sport, Recreation and Physical Activity Policy.

6. **Implications**

Financial - There are no financial implications at this stage. The Policy reflects the council's current priorities and budgetary allocation

Legal: - None at this stage, but individual projects may require legal support as and when required

Personnel: The recruitment of casual coaches and tutors will primarily be done on an ad hoc basis in accordance with Financial Standing Orders and /or the Recruitment and Selection Code of Practice.

Community Safety: Elements of the Policy, in particular Policy Issues 1 & 5 will support the Community Safety Strategy in accordance with Section 17 of the Crime & Disorder Act 1998.

Environmental: - Elements of the Policy, in particular Policy issue 6, will enhance the environment as outlined in the Policy.

Core Values: The Sport and Recreation Policy meets the following Core Values:

- Fairness & Equality
- Progressive employer
- Open Learning Council & Willing Partner
- Communicating with the Public
- Supporting the Disadvantaged
- Excellent Service
- Thriving Economy

SALISBURY DISTRICT COUNCIL **SPORT, RECREATION AND PHYSICAL ACTIVITY POLICY**

SPORT AND RECREATION: VALUING OUR FUTURE

INTRODUCTION

Salisbury and South Wiltshire benefits from a wide range of sports and recreation facilities, sports clubs and related organisations, educational establishments, coaches, tutors and volunteers, which together form the sports infrastructure across the district. This varied sports provision can enhance, bring value and purpose to the lives of individuals and communities in many ways.

- For individuals, sport, recreation and physical activity can provide enjoyment, inspiration, improve health and well-being, increase self esteem, be a challenge and provide a social focus
- To communities sport and recreation can create a sense of pride and identity, provide a focus for social life and bring people, skills and communities together for mutual benefit
- To the economy, sport provides local employment, tourist opportunities and regeneration of communities

Salisbury District Council wishes to build upon these benefits and further develop opportunities for sport, recreation and physical activity. The Key Policy Issues contained in this documents reflect the differing values of sport and recreation that the Council will focus on.

WHY A SPORT AND RECREATION POLICY?

The Policy is a statement of intent that provides the framework for Salisbury District Council to deliver its sports services either directly, or indirectly, and as such the policy aims to:

- highlight the areas of sport, recreation and physical activity that the Council wishes to prioritise in terms of both its support and delivery
- provide a framework for the Council to respond to new ideas and initiatives from the community.
- outline the Council's direction when revising the Sport and Recreation Strategy in partnership with Key Stakeholders.
- reflect relevant national, regional and local policies, where appropriate, e.g. Central Government, Sport England, Community Safety, Agenda 21, Anti-Poverty, Wiltshire & Swindon Activity and Sports Partnership.

The Policy will be promoted as widely as possible so that the community and relevant organisations can appreciate the Council's service priorities for sport and recreation.

WHAT ARE PHYSICAL ACTIVITY, SPORT AND RECREATION?

The following definitions demonstrate the distinction between, sport, recreation and leisure, and how they contribute to physical activity.

PHYSICAL ACTIVITY - Any force exerted by a skeletal muscle that results in energy expenditure above resting level

- SPORT –**
- i) entails physical activity in the form of skill, prowess, or exertion and involves organised competition between trained athletes based on a formal set of rules
 - ii) any form of physical activity, where an individual, or team wishes to improve their level of skill, competence, or ability
 - iii) any physical activity that diverts, or amuses: any type of physical recreation – swimming, fishing
- RECREATION –**
- i) active forms of leisure, freely chosen and intrinsically rewarding, generally non-competitive physical activity
- LEISURE -**
- i) an activity that is freely chosen and intrinsically rewarding, often characterised as a state of relaxation, or inactivity
 - ii) an activity that people would chose to do in their free time when not spent doing something for utilitarian purposes, such as working. Freedom from other social obligations Activities would include reading, eating, going to the pictures, going on holiday, a sport, or a form of physical activity, such as gardening.

For the purposes of this document, it is proposed that the Policy covers the definitions of Sport and Recreation only, i.e. those components that achieve **physical activity**. Whilst physical activity can also encompass activities such as gardening, DIY etc. and whilst SDC recognizes that all forms of physical activity can have a health benefit, this Policy will only focus on actual sports/fitness type activities. Again, the definition of ‘Leisure’ will be used only in the context of Sport and Recreational activities taking place in ‘leisure’, or ‘free time’.

Sport England advocates a broad definition of sport for public policy purposes, which is consistent with that recommended by the Council of Europe in its Charter for Sport. This all-encompassing definition of sport appears to reflect the proposed definitions of sport, recreation and physical activity highlighted above. Therefore SDC will adopt the following definition:

‘Sport means all forms of physical activity which, through casual or organised participation, aimed at expressing or improving physical fitness and mental well-being, forming social relationships, or obtaining results in competition at all levels’.
(Council of Europe, European Sports Charter, 1993).

This is a wide definition of sport that incorporates team games, individual sports and fitness-related activities such as aerobics and certain dance activities, as well as recreational activities such as walking and cycling. It includes casual and informal participation to more serious organised club sport, and for the minority, involves complete commitment in pursuit of the highest levels of excellence at Olympic and World level. This wide and inclusive definition of sport extends its relevance to the whole population and its value as a significant player in the broader social agenda.

The Role of Sport and Recreation

Sport, recreation and physical activity all have an intrinsic value in their own right and an enabling role that helps deliver wider social, economic and environmental agendas, which contribute to the well-being of people and the communities in which they live, and which are important to the overall quality of life.

Sport recreation and physical activity are central to:

- ◆ social welfare (including the positive impacts on health, community safety, young people and education, voluntary work, social integration, community cohesion, social inequalities)
- ◆ economic health (tourism, employment and inward investment)
- ◆ physical health (active lifestyles, improved health benefits, reduction in NHS costs)
- ◆ environmental value (regeneration, sustainability)
- ◆ national, international and global importance (community development, national pride, political agendas)

Overall Purpose of Salisbury District Councils Sports Service

Salisbury District Council has a dual role, acting as both a service provider, and an enabler. Both roles will be used to help deliver the wider social agendas important to the district. (see 'The Role of Sport and Recreation' above). As a direct service provider, Salisbury District Council will offer a range of participatory sports opportunities, through the provision of activities and facilities. As an enabler, the Council's role will focus on creating access to sport within the community, by providing advice and support to individuals and groups, and enabling groups to work together to share their expertise and skills.

Salisbury District Council has a unique role to play in South Wiltshire and it should be seen as a lead organisation in developing and sustaining a healthy and active sports infrastructure. It should also be seen to be leading on strategic initiatives that will bring together sports providers, organisations, communities and users to ensure that the most is made of joint initiatives.

Guiding Principles/Criteria

SDC's Policy Issues and Priorities must reflect the wider social agenda, whilst taking into account the Council's core values. The following Guiding Principles/Criteria have been developed with this in mind.

Guiding principles/criteria for the Council's Sports Service are:

- creating equality of access and opportunity for all sectors of society in both rural and city areas
- advocating the need for an active and healthy lifestyle and encouraging health related and other associated benefits of sport and recreation

- providing sports activities that are challenging, competitive, inspiring, stimulating, rewarding and enjoyable
- raising the profile of sport, recreation and physical activity
- ensuring the continuity and sustainability of all sport and recreation provision
- working in partnership to enhance provision
- ensuring a co-ordinated structure to all activities and provision
- ensuring a consistent quality of provision across all areas
- providing a life-long learning experience for all both formally and informally
- ensuring that all SDC units provide a similar level of service to all groups

The delivery of the Council's direct and indirect service provision will need to demonstrate how all, or most, of the above principles are met. This may be through SDC's own initiatives in partnership or through individual stand-alone projects/initiatives.

Policy Issues & Priorities (relate to Council's Core Values)

SDC recognises the impact that sport, recreation and physical activity have on people and society. The Council has prioritised the following Policy Issues for its sports service to ensure that it benefits individuals, communities and the district as a whole.

POLICY ISSUE 1: **SPORTING OPPORTUNITIES FOR ALL YOUNG PEOPLE (4 – 18 YRS)**

Policy Objective: To work in partnership, with relevant organisations to give all young people the opportunity to experience a broad, balanced and progressive programme of sport and physical activity

Policy Priorities - SDC will endeavour to:

- 1.1 increase the percentage of young people taking part on a regular basis in a range of sports, through extra-curricular sporting activities and out-of-school sport,
- 1.2 support the education profession with the delivery of PE and School Sport, ensuring school – club links
- 1.3 give young people with potential, the opportunity to improve their skills through a structured programme that will provide access to organised sport and the best quality coaching
- 1.4 promote the benefits of sport and physical activity to young people by improving their general knowledge of health related issues
- 1.5 encourage all young people to develop an interest in and positive attitude towards sport
- 1.6 offer teenagers the opportunity to engage in alternative forms of physical activity to traditional sports

POLICY ISSUE 2

SUPPORTING ACTIVE COMMUNITIES

Policy Objective:

Work with relevant providers of sport and recreation across the district to promote enjoyment, increase participation levels, enhance the quality of life and develop new opportunities so that everyone has the opportunity to be physically active

Policy Priorities - SDC will endeavour to:

- 2.1 make sport central to vibrant healthy communities in both rural and city areas of Salisbury District in order to increase participation levels, and integration between all sectors of the community
- 2.2 help sports clubs increase their membership, by placing an emphasis on school to club links
- 2.3 promote the enjoyment of sport and physical activity and encourage more people to be involved in sport as participants, spectators, leaders, coaches, volunteers and by sharing in local/national sporting achievement
- 2.4 support the development of sports clubs, sporting organisations and other relevant groups to help them become sustainable, where relevant expand so that they can provide safe, well organised activities in their respective communities
- 2.5 make it possible for older people whatever their sporting ability, to learn, develop and broaden their range of skills through a variety of sports and physical activity
- 2.6 improve access to the countryside and promote opportunities for free play e.g. country parks, walking and cycling

POLICY ISSUE 3.

PERFORMANCE AND EXCELLENCE

Policy Objective:

To encourage the development and improvement of individual performance levels and give those who wish to improve their sporting skills, the opportunity to realise their full potential

Policy Priorities - SDC will endeavour to:

- 3.1 work with relevant partners to ensure that everyone with potential has the opportunity to improve their skills through quality, structured and locally accessible sports programmes
- 3.2 enable those who are achieving excellence in their sport to access opportunities at the highest level
- 3.3 work with relevant partners to support the identification of those with talent and potential

- 3.4 work with relevant partners to create structured pathways that will increase the number of participants with ability and allow them to improve their sporting skills and success at county level and beyond
- 3.5 support the provision of a range of competitive opportunities for both adults and young people across the district
- 3.6 work with relevant partners to support the build up to the 2012 Olympics

POLICY ISSUE 4.

PROMOTING EDUCATIONAL OPPORTUNITIES AND LIFELONG LEARNING

Policy Objective:

To work in partnership to provide a co-ordinated education and skill development programme

Policy Priorities - SDC will endeavour to:

- 4.1 work with relevant partners to give young people opportunities to develop their leadership skills – coaching, leading, officiating through the provision of training and practical delivery
- 4.2 support the development of a coaching strategy that will ensure individuals and clubs involved in coaching/teaching develop the necessary skills, training and knowledge
- 4.3 deliver a programme of education and skill development courses, workshops and home study to improve the quality of sports coaching, sports management and sports development
- 4.4 provide coaches and sports volunteers with the opportunity to become involved in the delivery/organisation of sports programmes

POLICY ISSUE 5.

PROMOTING HEALTHY LIVING AND PHYSICAL ACTIVITY

Policy Objectives:

To promote and encourage healthy and physically active lifestyles.

Policy Priorities - SDC will endeavour to:

- 5.1 promote the wider health and social benefits of sport, recreation and physical activity for all the community
- 5.2 support the development of active participation in physical activity for those with specific health issues and physical/learning disabilities
- 5.3 develop appropriate links with the Primary Care Trust and where possible with the Wiltshire Strategic Board to assist it in its objective to become the healthiest county by 2012

- 5.4 create and support an active culture within the workplace, encouraging more staff to become physically active
- 5.5 encourage and provide support for people to lead a more active lifestyle by building walking and/or cycling into daily routines by promoting active travel

POLICY ISSUE 6.

PROMOTING SOCIAL INCLUSION AND ACCESS TO ALL

Policy Objectives:

To enable the equality of access for all by developing opportunities based upon the specific needs and circumstances of individuals and groups

Policy Priorities - SDC will endeavour to:

- 6.1 Reflect the ability, needs and aspirations of all the community, by enabling, equality of access to all, so that everyone, whatever their circumstances, can develop skills and competence to enable sport to be enjoyed at any level
- 6.2 Specifically address inequalities and social exclusion by reducing barriers to participation and improve access to sport and physical activity in order to achieve equality of opportunity. Specific projects / measures to:
(measures in italics indicate that the issue has been addressed as a specific item)
 - ◆ encourage social cohesion in all areas of activity
 - ◆ develop participation amongst women and girls
 - ◆ *develop opportunities for people with physical/learning disabilities*
 - ◆ promote activities to black and ethnic minority groups
 - ◆ *address social issues – reducing fear of crime*
 - ◆ *target young people*
 - ◆ overcome rural isolation
 - ◆ maintain independence amongst the older population
- 6.3 Channel support towards economically, socially and recreationally disadvantaged areas and groups. Continue to provide the Wisecard.
- 6.4 Work with community safety partners to support members of society who feel excluded in order to give them a renewed sense of purpose, achievement, or self belief

POLICY ISSUE 7.

RESOURCING SPORT AND RECREATION

Policy Objective:

To work in partnership to ensure that the right community and specialist sports facilities are provided in the right place, against an identified need and that these facilities meet appropriate quality standards for design and management

Policy Priorities - In line with its core values, political priorities and medium term financial strategy, SDC will endeavour to:

Facility Development

- 7.1 Support the development of and investment in community facilities/activities against one or more of the following objectives:
- ◆ funding to be targeted at recreationally deprived areas/areas of greatest need
 - ◆ funding to be targeted at local projects that tackle local priorities, which will enhance the local environment and ensure a distinct identity
 - ◆ giving the improvement and upgrading of facilities equal attention to that given to providing new facilities
 - ◆ providing facilities to the highest possible quality, within limited resources
 - ◆ Linking and co-ordinating facility projects and needs wherever feasible
- 7.2 To ensure that any urban/rural improvement projects and new housing developments have adequate sports and physical activity provision

Work with relevant partners to support the development of a County Facilities and Developers Contributions Strategy

Resources

- 7.4 Work with relevant funding partners to support the identification of resources for sports clubs and other local community groups

Local Economy

- 7.5 Encourage organizations to utilize local companies/businesses that will boost the economic future of the local community and provide employment opportunities for young people and long term unemployed – training and investment in local people
- 7.6 Work with relevant partners to support sports events with priority given to those that benefit the local economy and community - the attraction of external funding, income generation, local employment, use of local companies, visitor spend etc.
- 7.7 Work with relevant partners to identify projects that will create a lasting legacy of London 2012

POLICY ISSUE 8.

SUPPORTING THE LOCAL SPORTS INFRASTRUCTURE THROUGH PARTNERSHIP WORKING(A,C,E,F)

Policy Objective:

To improve the structure of sports across the district by strengthening networks and providing relevant high quality and accessible information, and promotional materials. To encourage and enable the planned and co-ordinated delivery of joint working initiatives

Policy Priorities - SDC will endeavour to:

- 8.1 provide a range of support/advisory services for all clubs and related organisations
- 8.2 maintain a database/website of clubs, facilities, coaches, activities, that has direct links with relevant partner organisations
- 8.3 provide a range of information sheets, bulletins, directories, leaflets
- 8.4 establish a Sport and Recreation Strategy for Salisbury District
- 8.5 provide a wide range of information/publicity in the media
- 8.6 support the work of Salisbury Area Sport
- 8.7 develop a Community Sports Network with partner organizations
- 8.8 encourage, create and sustain workable partnerships between SDC and other organisations and encourage other organisations to network.
- 8.9 work with other organisations where there is an effective means of delivering elements of the Sport and Recreation Strategy
- 8.10 be a valued and proactive member of the County Sports Partnership (Wiltshire & Swindon Sport and Physical Activity Partnership)

Excellent Services and Consultation are all-encompassing and should always be under-pinning features of objectives 1 – 8. However they are also important objectives in their own right, and as such should be included as specific policy statements.

EXCELLENT SERVICES & CONSULTATION

SDC will endeavour to:

Deliver quality sport and recreation services which are well managed, cost effective, responsive to demand and affordable in line with its core values, political priorities and financial capability by:

- striving to ensure quality across all areas of provision from service, design and management, through to teaching, leading and coaching
- undertaking a systematic monitoring process that will ensure existing policies are effective in achieving the targets in the strategy. This will then form the basis for future decision making

SDC will endeavour to:

Support the delivery of appropriate sport and recreation provision throughout the district to meet the needs of the community through a co-ordinated consultative and strategic approach by:

- ensuring that decision making with regards to sport and recreation is open and accessible
- continuing regular public consultations and surveys to ensure programmes and priorities continue to enjoy support
- amending strategies and policies accordingly
- ensuring appropriate consultation takes place with young people and other target groups

Service Delivery

The council recognises that it is not, nor should it be, the main providers of sport, recreation and physical activity. A wide range of others in the private, public and voluntary sectors are recognised as key providers of facilities and activities locally. The council's tasks are threefold:

- to provide activities and facilities ourselves to meet gaps in provision, where appropriate in line with the council's core values, political priorities and financial capability
- to encourage and promote others to provide, where activities and facilities can be best be run by the private or voluntary sectors, and again where there are gaps in provision
- to form partnerships with other providers, or encourage others to forge partnerships in order to secure optimum access for the community to the widest possible range of recreational opportunities

Following the implementation of the Sport, Recreation and Physical Activity Policy, the Council's Sport and Recreation Strategy will be reviewed and updated. The Policy will set the Council's direction when researching the needs of our community. The Sport and Recreation Strategy will be the Council's 'Action Plan' and as such will include specific services, outlines of ideas for services and room for responding to need all based on the policy issues and priorities. This does not mean to say that organisations that have objectives that do not reflect SDC's policy will not be included in the Strategy. The Strategy must reflect the community's needs, not just those of SDC. Therefore the strategy will also identify where other organisations can improve the quality of life for the community.

The Strategy/Action Plan will be delivered in a variety of ways:

- ◆ directly by SDC
- ◆ SDC working on joint projects with relevant partners
- ◆ indirectly by community groups and other organisations

IMPLEMENTATION AND EVALUATION

The lead officer for monitoring the implementation of the Policy is the Principal Sports Development Officer. The implementation and its outcomes will be reported annually. A full review of the Policy and Strategy will be produced after 3 years implementation