

AMBITIOUS PLYMOUTH - SCRUTINY

Sports Development Unit
7 September 2015



Introduction

This paper provides the panel with an overview of the work of the Sports Development Unit during the next 12 month period.

Background

The Sports Development Unit's (SDU) core aim is to create and enhance the sporting, recreational and physical activity opportunities that lead to greater participation, particularly amongst under-represented groups. This is strongly linked to addressing health inequalities and other priorities such as tackling youth offending, capacity building, volunteering and sustaining a vibrant sporting infrastructure for the city. The Unit aims to do this by:-

- reaching those who need it most
- working with key partners
- promoting opportunities in the natural environment
- supporting community sport, and
- attracting external funding.

A small team of experienced and enthusiastic sports development officers work along-side a wide variety of communities and partners in a way that promotes our cooperative values to provide different community sports initiatives. These range from diversionary activities for young people, to activities for older adults keen to get active and improve their quality of life. The SDU maintains a strategic role for sport and physical activity within Plymouth, providing guidance and leadership to both internal and external customers and supports the Plymouth Sports Board.

Sport and active recreation is not just limited to traditional sports in traditional settings, but covers all forms of sport and active recreation. The SDU encourages participation in a wide range of informal/ introductory activities at a variety of venues across the city, eg Back to Netball in sports halls, beginner running in parks and seated fitness in community halls.

Achievements

The SDU has provided services to the community since 2002 and has shown year on year increases in participation at its activities over the last five years. This has grown from 40,037 attendances in 2010/11 to 62,509 attendances in 2014/15. Due to the Unit's focused work within the most deprived neighbourhoods¹ of the city, a 13.8% increase in attendance from people living within these neighbourhoods has been achieved over the last five years.

The Unit's proven track record in delivery and has been vital securing significant amounts of external funding. In 2014/15 this was in excess of £260,000.

Over the years the SDU has been instrumental in delivering a number of high profile projects. For example, it: co-ordinated the city's first ever Sports Summit which led to the creation of the Plymouth Sports Board; organised the Commonwealth Games Queen's Baton Relay event; and more recently, delivered a hugely successfully mass participation initiative called Ping! which incorporated hosting the national launch event (which was the first time ever this had taken place outside of London).

¹ Barne Barton, City Centre and Waterfront, Devonport, East End, Efford, Ernesettle, Ford, Greenbank and University, Ham and Pennycross, Honicknowle and West Park, Keyham, Lipson and Laira, Morice Town, Mount Gould, Mutley, North Prospect and Weston Mill, St Budeaux and Kings Tamerton, Stoke, Stonehouse, Whitleigh

The SDU holds Quest and Customer Service Excellence accreditation and has also received a number of awards from external partners highlighting its contribution and commitment to sport and physical activity. The staff's efforts have also been recognised on several occasions through our own Star Awards.

Plan for 2015/16

The SDU is constantly evolving to meet new demands and priorities, and in line with cooperative values, has moved away from being a direct provider/deliverer to become more of a facilitator/enabler. This has resulted in a larger number of sustainable, mutually beneficial partnerships with a variety of different agencies and organisations. These partnerships have made better use of diminishing resources and delivered more activity than before.

The challenge ahead is to seek more partnerships with public, private and voluntary sector bodies at local, regional and national level while maintaining existing relationships to realise shared objectives and deliver an integrated approach to sport and physical activity.

In particular the SDU is working to develop a stronger partnership with our colleagues in Public Health. Increased collaborative working with partners in health will enable knowledge to be pooled and joint strategies and interventions developed to meet the outcomes of both sectors, reducing the risk of duplication and delivering a more co-ordinated, front facing service. The Unit already supports the Thrive Plymouth (4-4-54) campaign, specifically helping to tackle inactivity.

The Unit will also look to continue to enhance its' offer of accessible and inclusive opportunities for physical recreation in the city, building on work it is already commissioned to do from Co-operative Commissioning and through funding from Sport England's Inclusive Sports Fund.

The service delivery during 2015/16 will continue to specifically assist those who have been identified as not participating in enough sport or physical activity to benefit their health and wellbeing, by particularly focusing on increasing levels by targeting the following groups:-

- Black Minority Ethnic groups
- Young people (14 to 25 year olds)
- People living in deprived neighbourhoods
- Women and girls
- Inactive Adults (25 to 45 year olds)
- People with disabilities.

Delivery in 2015/16

The SDU will continue to work with local sports clubs, National Governing Bodies of Sport, the County Sports Partnership, Sport England, the Plymouth Sports Board and others to create and promote sustainable opportunities for people to be more active.

However to achieve its aims, the SDU is clear it needs to prioritise services towards the target groups previously outlined above and as such a number of the Unit's key programmes reflect this e.g. Activate Plymouth, Active Devonport and StreetGames.

A full list of delivery programmes for the next 12 months is shown below.

Programme	Description
Ping! Plymouth	Develop and deliver an eight week street festival of table tennis, followed by a legacy programme of participation
Activate Plymouth	Develop and deliver a varied programme of affordable activities to increase physical activity levels of people (14yrs +) living within the nine most deprived neighbourhoods in the city

Active Devonport	Develop and deliver a wide range of free and low-cost sporting opportunities that are accessible to the local community
StreetGames	Co-ordinate ten Doorstep Sport Clubs for young people (14 to 25 years) in disadvantaged communities designed to grow their motivation and ability to adopt a sporting habit for life
Plymouth Games	Deliver a monthly programme of social sporting competitions
Sportivate	Coordinate and deliver a range of six week sports programmes to encourage young people (14 to 25 years) to take up a new sport and be more active
Run England	Develop a network of citywide community running groups for all abilities
Devon Opportunity Clubs	Develop new sessions and provide sport and physical activity opportunities for people with disabilities
Just Play Football	Coordinate and deliver ten area based football projects across the city aimed at increasing participation and developing young volunteers
Rounders	Develop a grassroots programme to increase participation in Rounders
Adult Swimming	Coordinate a free swimming lesson programme for older adults (60 years+) who are unable to swim
Short Breaks	Provide a programme of sporting activities and family fun days for families with disabled children
Tennis	Develop a community tennis programme offering a range of free and low-cost activities from cardio tennis and family fun sessions, to turn up and play and junior coaching sessions
Breeze Cycling	Develop a female only cycling programme and community led cycle rides for beginners to improvers
Badminton	Support the Community Badminton Network and develop junior badminton participation
NGB Initiatives	Deliver a range of informal/ introductory sporting initiatives to increase grassroots participation e.g. Back to Netball, No Strings Badminton
BME participation programmes	Identify and consult with various groups and support where possible e.g. Filipino Sportsfest, Refugee and Asylum Seeker football, Kurdish and Portuguese football
FANS	Administer a scheme which provides free access to sporting facilities for people who are competing at a national or international level
Coach Education	Develop and deliver a range of workshops to support community sports clubs
Grant Aid	Administer a scheme that provides financial assistance to people who want to become qualified sports coaches or officials
Events	Support and deliver a range of local, national and community events (e.g. National Paralympic Day, National launch of Ping!)

Plymouth Sports Board

Strategic direction for community sport city-wide is the responsibility of the Plymouth Sports Board which includes representatives from Plymouth City Council, Sport England, Active Devon, Plymouth School Sports Partnership, Plymouth University, University of St Mark and St John and Everyone Active. The Plymouth Sports Board's current priorities are to:

- Increase participation in sport and physical activity
- Support a vibrant and sustainable community sports sector
- Improve sporting facilities based on evidence of need, and
- Secure investment to support the Sport Board's priorities.

The Sports Board is currently reviewing its operation and effectiveness and has joint funded a small proportion of the SDU's newly appointed Community Sports Manager to facilitate this work. The review will consider how the Board could enhance strategic leadership for sport and physical activity within Plymouth.

Strategic direction is further informed by a Plan for Playing Pitches (recently completed) and work will get underway shortly to produce a Plan for Sports Facilities.

Key Performance Indicators for 2015/16

The SDU uses the following indicators to measure success and consideration is being given to how these could be widened in future to link to wider health outcomes and demonstrate social return on investment.

		2015/ 16 target
SDU 1	Total attendances at SDU activities and events	65,000
SDU 2	% of attendances from people living in deprived neighbourhoods	40%
SDU 3	% of attendances from people with disabilities	7.5%
SDU 4	% of users satisfied with the service provided by SDU	95%
SDU 5	% of partners satisfied with the services provided by SDU	85%
SDU 6	VFM – cost per activity	£3.25
SDU 7	Level of funding brought in to Plymouth through SDU support	£265,000
SDU 8	Number of identified individuals trained/ supported as activators/ coaches/ officials	450
SDU 9	QUEST accreditation	Good

Conclusion

The SDU aims to ensure the provision of a range of services, focused on communities with the greatest need. The challenge ahead is to continue to deliver this in a changing landscape, building sustainable partnerships with organisations and communities to ensure sport and physical activity maximises opportunities as a vehicle for social change and promoting health and wellbeing of Plymouth residents.