

Principles for the Physical Activity, Sport and Recreation Strategy

2017-2022

Within the strategy there will be some key principles that will support the key areas of work as listed in Appendix 1. These principles will evolve and develop throughout the strategy process as more information and detail becomes available from National and County level strategies and local research and insight.

Physical and Mental Wellbeing

- To target development work at the physically inactive, particularly women and girls, and those in lower socio economic groups and other underrepresented groups who are 'ready to change' and become more active.
- To support the development and promotion of physical activity offers for older people that promotes and supports independent living.
- To develop, promote and support events which encourage family participation
- To support the development of mass participation activities and events including walking, running, cycling and dance.
- The activity offer to reflect insight gained from National, County and local research and surveys.
- Utilising sport, physical and recreational activity as a tool to promote and support positive mental wellbeing.
- Utilising sport, physical and recreational activity as a health improvement tool.

Individual Development

- Enable people of all ages to engage in physical activity, sport and recreation offers in the way in which they want to do so.
- More people from every background regardless of circumstance or situation regularly and meaningfully taking part in sport and physical activity.
- To support the recruitment, training, accreditation and on-going development of community volunteers.
- Support individuals to maximise their potential in the way they wish to engage in sport and physical activity. From recreational engagement and grass roots through to talented international athletes.

Social, Community and Economic Development

- To develop, promote and support events which encourage family participation
- To promote the use of the natural environment including parks, woodlands public open space and rights of way.

- Enhance partnership working with adjacent local authorities, parish councils, schools and other local organisations.
- To support and work in partnership with voluntary sector managed facilities, clubs and schools to maximise usage and deliver against community need.
- To support the development of Multi sport clubs – i.e. facilities to be encouraged where a number of sports clubs can share a facility, and/or the site can offer a range of sporting activities
- A more productive, sustainable and responsible sport sector
- Utilising sport, physical activity and recreation as a tool for driving inward investment and tourism into the District.

Promotion and marketing will cut across all elements of the strategy and as such a marketing review and rebrand if required will take place to reach the right people in the right way, with the right messages. For example utilising key campaigns such as This Girl Can and other brands and products such as Park Run as engagement tools.

Potential Key Performance Indicators

The measures used to assess the impact and success of this strategy will be a combination of nationally set ones through the new Active Lives survey and those that are set locally and will specifically target local are needs. The further detail on these suggested measures will develop throughout the course of development of this strategy.

National Measures

Increase in the percentage of the population taking part in sport and physical activity at least twice per month (Sport England)

Decrease in percentage of people physically inactive (Active Lives Survey) (Sport England)

Increase in the percentage of adults utilising outdoor space for exercise / health reasons (MENE survey)

Increase in the percentage of children achieving physical literacy standards

Increase in the percentage of children achieving swimming proficiency and Bikeability Levels 1-3

Increase in the percentage of young people (11-18) with a positive attitudes towards sport and being active (Taking part survey)

Increase in number of people volunteering in sport at least twice in the last Year 2 x per year (Active Lives Survey) (Sport England)

The demographic of volunteers in sport to become more representative of society as a whole (Active Lives Survey and ONS population data) (Sport England)

Percentage of publicly owned facilities with under-utilised capacity (through revised NBS) (Sport England)

Increase in the amount of non-public investment into sport bodies which are in receipt of public investment (Sport England)

Employment in grassroots sport (Sport England)

Headline results of the new Sport Workforce People Survey (Sport England)

Key Outcomes Locally

- Increased physical activity levels
- Reduced physical inactivity
- Increase in volunteering
- Reduced calls to service and crime
- Increased employment / employability
- Sustained sporting infrastructure
- Positive attitude towards sport and being active
- Increased commitment to leading healthier lifestyles
- Increased usage of outdoor space for exercise and health reasons
- Contribution to the local economy and return on investment