

Bolton Sport and Physical Activity Alliance

Partnership Strategy

April 2007 – March 2010



Influences

There are many influences that the Bolton Sport and Physical Activity Alliance (BoSPAA) has had to take into account when developing this strategy and its delivery plan. This section provides a brief background to these influences.

National Context

The Government's initial plan for sport – 'A Sporting Future for All' – was published in March 2001. As well as recognising sport's intrinsic value, the plan recognised the value of sport as a powerful tool for social, economic, educational and physical well-being.

In 2002, the PE and School Sport Clubs Links (PESSCL) strategy was launched with the overall aim being that "all children, whatever their circumstances or abilities, should be able to participate in and enjoy physical education (PE) and sport – within and beyond the curriculum." This saw the beginning of the Youth Sports Trusts mission to establish 400 School Sports Partnerships across the country.

December 2002 saw the launch of a joint DCMS/Strategy Unit publication 'Game Plan'; a strategy for delivering Government's sport and physical activity priorities and objectives. Game Plan reinforced the recommendations made in 'A Sporting Future for All' but it is a more ambitious document making 58 specific recommendations including proposals for the reform and simplification of the sporting infrastructure. The remit of Game Plan is wider than the initial Government Plan. The plan recognises the importance of physical activity to health and the social and economic costs of increasing inactivity in the population. Game Plan is not concerned with sport alone but encompasses the wider agenda of physical activity.

The delivery report on Game Plan published by DCMS in April 2004 reported on the progress made towards the implementation of the recommendations made in the original strategy. One of these is around the improvement of the delivery of sport and physical activity by local government (and the NHS) through more effective performance management.

The Carter report, launched in March 2005, provided the Sport England response to the Youth Sports Trusts vision for school sport. The focus of the Carter report – Community Sport;

"However, in community sport, delivery is more complex and diverse; a range of public, private and voluntary sector providers operate within locally determined structures. The lack of a 'joined up' approach to community delivery risks not achieving the key policy objective of increasing and widening the base of participation, which would lead to a healthier nation; not fully realising the substantial investment in school sport; and not sufficiently developing the pool of talented participants which form the bedrock of elite success.

"Measurement of baseline data and evidence through research is limited; managing performance is difficult and allocating resources at local level is not well informed.

"There is no clear alignment between national and local level sports delivery, nor is there a systematically 'joined up' approach towards community sport (unlike school sport and PE)."

Recommendations

Establish around 400 Community Sports Networks (CSN) or Sport and Physical Activity Alliances (SPAAs) to oversee local projects and interventions, to include improved collaboration with School Sports Partnerships on strengthening school-community links.

Regional Context

In July 2004 the restructured Sport England North West published 'North West on the Move; The NW Plan for Sport and Physical Activity 2004-2008.' The plan was facilitated by Sport England under the guidance of the new NW Sports Board and involved consultation with key stakeholders across all sectors.

The Plan has two main aims:

- To increase participation in sport and physical activity
- To widen access and reduce inequality in participation amongst priority groups.

The Plan will deliver across five themes:

- Enhancing the sporting infrastructure
- Improving health and wellbeing
- Developing education and skills
- Benefiting the economy
- Creating stronger and safer communities

These themes cut across various key stakeholder priorities, objectives and strategies such as Every Child Matters, as well as underpinning Local Area Agreement priorities and the Extended Services agenda. They also relate to the Government Office North West "Vital Signs", the key performance indicators for the region based on in depth consultation.

For the regional Plan to succeed, it stresses the importance that all sport and physical activity stakeholders commit to the adoption of a number of fundamental principles:

- Knowledge:

to develop and maintain a knowledge network for sport in the north west which allows stakeholders to share information and produce evidence of impact assessments.

- Engagement:

for all stakeholders to work together to deliver shared outcomes and develop methods to better co-ordinate policy, strategy and resources.

- Sustainable development:

to make the best use of resources, to increase participation in sport and physical activity, and, at the same time, ensuring economic growth, environmental protection and improvement.

- Social Inclusion:

to promote social inclusion through constantly challenging and developing policy, partnerships and systems for sharing out resources.

- Measurement, Monitoring and Assessment:

to make sure that performance management is fundamental to future delivery and that measurement, monitoring and assessment influence evidence-based decision making.

Local Context Community Strategy / LSP Priorities Bolton Community Strategy

A 10-year Community Strategy for the Bolton Borough was launched during 2002/03 and will be refreshed and republished in May 2007. The main aim of Bolton's Community Strategy, entitled "Clear Vision, Bright Future", is to improve the most deprived areas of the Borough and raise the quality of life for the most disadvantaged people, wherever they live and amongst its nine priority areas for action is improving the health, wellbeing and the quality of life for Bolton's residents.

Bolton Borough's Vision for the Future Partnership involves members from the statutory, private, voluntary and community sectors and aims to work together for a better Bolton to ensure that *"Bolton will become a great place to visit and in which to live, work, learn and do business"*

Bolton's Local Strategic Partnership (LSP)

Bolton's long-standing and successful Vision for the Future Partnership, has been re-designated and accredited by the Government as Bolton's Local Strategic Partnership as required by the Local Government Act 2000.

The Borough's Vision for the Future Partnership involves members from the statutory, private, voluntary and community sectors, and aims to work together for a better Bolton. The arrangement incorporates a Vision Steering Group, together with twelve underpinning partnerships which drive forward particular components of the 'Vision'. One of these – the Strategic Cultural Partnership (SCuP) provides the Bolton Sport and Physical Activity Alliance with the link to the LSP and in doing so, provides the formal link to the local Political Structure.

The Community Strategy is informed by the needs and priorities of the local people and the following are the key objectives/areas of work for the LSP:

- Building on our strong local communities
- Improving our image and strengthening our pride in the Borough
- Improving health, well-being and the quality of life
- Enhancing local living and the environment
- Improving accessibility
- Lifelong learning and developing potential
- Improving safety, reducing crime and tackling drugs
- Investing in our future – children and young people
- Improving the economy and employment opportunities

The Bolton Sport & Physical Activity Strategy

Improving the health of the nation through physical activity is at last being identified as a key issue by many agencies at national, regional and local level, including key partners within the LSP. The impact which physical activity can have in preventing health problems in people of all ages is now being acknowledged – e.g. childhood obesity - and is proving to be the cornerstone of strategies designed to improve the quality of life for all communities.

To improve the health of the population in Bolton, we need to create and sustain a culture in which people *want* to be more active and are *able* to be more active – a culture of activity. This is why Bolton's Physical Activity Strategy is so important. It represents a multi agency approach to promoting physical activity in the Borough, and provides a common framework to enable resources and activities to be joined up in a way that provides maximum impact for the benefit of Bolton residents.

Bolton Sport & Physical Activity Alliance (BoSPAA)

The announcement that London is to host the 2012 Olympic and Paralympic Games has set the scene for a new era for sport in England, heralding the start of a journey to increase and widen the base of participating in sport and to achieve unprecedented levels of success on the international sporting stage. In short, the aim is to make England the most successful sporting nation in the world.

In order to take fully maximise the benefits of 2012, the legacy of 2013 onwards and the government's focus on health and wellbeing, local authorities are being encouraged to join forces with other local organisations with similar objectives to share a vision under the banner of a 'Sport and Physical Activity Alliance'. This is a part of the Government's agenda for sport, re-enforced by the Carter Report, where there is a single line of accountability between government policy and local delivery.

BoSPAA was established to effectively represent and lobby in support of the interests of a range of sports (NGBs, clubs and leagues, communities and other provision/disciplines e.g. play) for which an effective voice is required. It is linked into wider networks and interest groups both via representatives and through efficient and well-publicised communication mechanisms.

The Alliance has a remit to be a vehicle through which all parties become better informed about what is happening in the Borough (and further a field), whether and how initiatives, investments and plans are working, the impact this is having on participation, the capacity of the sector to maintain and extend what it can offer while increasing the quality and accredited safety of provision made. The ultimate aim is for BoSPAA to become the main policy driving body for sport and physical activity in the Borough.

Bolton Sport and Physical Activity Alliances' mission is to 'adopt an integrated and co-ordinated approach to the development of sport and physical activity for all residents of Bolton, that is consistent with local, regional and national strategies in order to increase participation, widen access and raise standards, which will ensure that Bolton is a more active and successful sporting town.' In doing so, BoSPAA has adopted the European definition of sport.

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

The adoption of this definition presents BoSPAA with the opportunity to unite many sectors that contribute to sport and physical activity and in turn, attract the masses in terms of participation.

The BoSPAA Executive Committee

Working closely with Greater Manchester Sports Partnership BoSPAA has been able to develop a framework and membership in line with national recommendations.

The BoSPAA Executive includes representation from the wider sports and physical activity community including teams, clubs, leagues, representative and associated organisations such as Further and Higher Education, the Primary Care Trust, Community Safety, School Sport and the Private Sector etc.

Members of the Executive, together with Principal Officers from the Council's Sport, Health and Inclusion service, have consulting with key partners and stakeholders via various development groups and forums, in a bid to clarify roles and responsibilities, confirm aims and objectives and to agree the priorities and actions that will form the basis of BoSPAA Partnership Strategy Delivery Plan.

The Role of the Bolton Sport and Physical Activity Alliance

In setting out its Vision for Sport and Physical Activity in Bolton BOSPAA will:

- Act as an agent for change,
- Provide support, information, expertise and resources,
- Create strategic direction

Being part of Bolton Community Leisure Trust will maintain a single line of accountability. This will also reinforce the link to the local political structure and formal reporting procedures. BoSPAA will also feed into to the Sport England and Greater Manchester Sports Partnership's plans and priorities as part of the Single System for Sport and Physical Activity philosophy.

Guiding Principles

- To establish a "one town" philosophy and way of working in relation to Sport and Physical Activity.
- To ensure representation from all appropriate sectors of the community and public and private bodies.
- To share expertise, skills and knowledge across sectors.
- To clarify roles and responsibilities and ensure a joined-up approach to working across the borough.
- To be linked into wider networks and interest groups.
- To be the vehicle via which all parties are better informed, particularly in relation to impact and performance.

The role of the Bolton Sport and Physical Activity Alliance will therefore be:

- Strategic Planning
- Leading and Partnering
- Investment Leverage
- Policy Formulation
- Advocacy and Empowerment

In line with National and Regional priorities, the proposed focus areas are:

- Meeting LAA targets
- Increase community cohesion
- Increased participation
- Improving Health and Well Being
- Enhancing the Sporting Infrastructure
- Creating Stronger and Safer Communities
- Developing Education and Skills
- Benefiting the Economy

The BoSPAA Partnership Strategy Delivery Plan will therefore be based on the majority, if not all of these cross cutting focus areas. It is BoSPAA's role to consult with partners to agree priorities and actions, together with the appropriate delivery agency and process.

Performance Management

To ensure a consistent single system approach, a performance management framework is needed which will help BoSPAA to improve Borough wide performance and support strategic planning. As a Borough, BoSPAA needs to support the delivery of CPA, LPSA and LAA targets when producing and developing any action plans. Some of the recommended national targets include:

- DCMS PSA 1 – 2 hours PE (5 – 16year olds)
- DCMS PSA 2 – halt in obesity increase
- DCMS PSA 3 – increase participation (16+)
- Single System KPI 1 – new participants
- Single System KPI 5 – new coaches
- Single System KPI 8 – new volunteers
- Single System KPI 3- members of clubs
- Single System SSKPI - talented performers
- Single System KPI 14 – improve standards
- Single System KPI 7 – increase leverage

Reporting Mechanism

BoSPAA will report directly to Bolton Community Leisure Trust. The Trust reports to the Executive Member for Adult Services on a quarterly basis. Progress will also be fed directly through to the Greater Manchester Sports Partnership governance structure.

Implementation

Based on the nationally agreed funding formula, Bolton has been nominated to receive up to £325,000 through NW Regional Sports Board's Community Investment Fund (CIF). Details are currently being finalised to secure the funding and agree the grant approval process in line with the agreed action plans and targets. There is also a requirement for a match-funding element from BOSPAA of up to £650,000.

The aim now is for the BoSPAA Executive to share the content of the Partnership Strategy Delivery Plan with all of the partners and stakeholder who took part in the original consultation – and others - with the aim of confirming the actions to be delivered against each of the key theme priorities and targets highlighted.

This will include agreeing formal arrangements with the agencies and organisations who will be commissioned to deliver the actions. The action plans will provide the detailed funding information which will form a crucial element of the submission to Sport England for the CIF monies. If successful, the funding/grant approval process should take between six and eight weeks.

Robust monitoring and evaluation procedures, including financial reporting and accountability, will be implemented through the formal Trust governance/management arrangements.