



Blackpool's Sport, Nutrition
and Physical Activity Strategy
2008-2012



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1. Foreword

We are delighted to introduce Blackpool's Sport, Nutrition and Physical Activity Strategy 2008-2012

Sport, Nutrition and Physical Activity can significantly contribute to improving the overall quality of life for people in Blackpool. An active lifestyle is a key to better health and regular participation in sport and physical activity combined with a healthy diet has been proven to have a positive effect on the overall levels of peoples health.

Blackpool's Sport, Nutrition and Physical Activity Strategy sets out how we can increase activity and encourage more people to make healthy nutritional choices in education, the workplace, travel and the community.

The strategy has been developed through extensive consultation within Blackpool and reflects the views of a wide range of stakeholders and is therefore well placed to meet the expectations and needs of local people.

The London 2012 Olympic Games offers Blackpool and the region with a significant opportunity to showcase sport for people of all ages, abilities and from all backgrounds. The games will be used in Blackpool to increase levels of physical activity and facilitate a step change in the way in which sport is perceived. It also provides us with the platform and opportunity to drive forward a new range of initiatives and activities.

Much has been achieved already in Blackpool in terms of enhancing sport, nutritional and physical activity opportunities. These include the opening of Palatine Leisure Centre, the construction of an innovative sports barn, the development of a number of Multi Use Games Areas available for school and community use and the construction of a new park with two world class outdoor climbing towers. In addition, sports development programmes for children and young people and health improvement projects for adults and older people have made a significant impact in terms of increasing regular participation. However Blackpool still faces some key challenges in order to improve levels of participation in physical activity across the town and this strategy outlines the key priorities for the next five years.



Dr Andy Howe
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2. Introduction

The transformation of Blackpool is currently well under way; significant amounts of funding have already been attracted to the town, which are helping us to achieve major social and physical regeneration.

The ambition for the town is that it will become a world class resort, 'a great place to visit - a better place to live, it will be a town where people want to live, work and learn.'

This document is Blackpool's strategic plan for the development of Sport, Nutrition and Physical Activity. It sets out a clear vision for the period 2008-2012 and outlines a framework for sport, nutrition and physical activity explaining how it will contribute to the transformation and regeneration of Blackpool. The plan is 'cross cutting' in nature and is underpinned by the issues that are of importance to the communities of Blackpool. In particular these include health, education and social inclusion, which are at the heart of the plan, ensuring that the plan meets the needs of residents of Blackpool.

Good health and well being is fundamental to us all, enabling us to live active fulfilled lives. Both Nutrition and Physical Activity are crucial to our general health and well being. The right choices of food and drinks combined with regular exercise both within sport and within people's daily routines can protect against coronary heart diseases, diabetes, many common cancers and other disease such as osteoporosis.

The link between poor diet and lifestyles, social deprivation and poor health in later life is clear, the poorer people are the worse their diets tend to be and consequently the more diet related disease they suffer from. The impaired childhood growth and development that results from poor nutrition are linked to chronic disease in adulthood. Poorly nourished children particularly those who are overweight are often experiencing significant social and psychological problems.

It is vital that we teach children from an early age the importance of healthy eating and an active

lifestyle. Poor diet and declining levels of activity could jeopardise the choices for children to lead very full and healthy lives. It is also important that adults and older people have a balanced diet and maintain a healthy active lifestyle to reduce the risk of ill health and increase life expectancy.

The plan has been developed by Blackpool Council and Blackpool Primary Care Trust in partnership with a number of key stakeholders and partners and reflects a shared vision.

Blackpool suffers from some serious issues in terms of the health and well being of its population, including the second lowest life expectancy for men in England and Wales, the highest alcohol related death rates, the highest suicide rates (at twice the national average) and the third highest teenage pregnancy rates. In addition 42.9% of the households in Blackpool contain at least one person with a limiting long-term illness.

Blackpool has one of the highest rates of sexually transmitted infections in the North West second only to Manchester in HIV infections and third for syphilis.



The estimated cost of physical inactivity is £8.2 billion annually in England. This excludes the contribution of inactivity to obesity which has been estimated at £2.5 billion annually. These figures include both costs to the NHS and related costs such as absence from work.

Physical Activity along with unhealthy diets has contributed to the growth of obesity in England. 22% of men and 23% of women in England are now obese a trebling since the 1980's and 70% of men and 63% of women- (24 million adults) are either over weight or obese. It is an increasing problem with children and young people. Around 16% of 2 to 15 year olds are now obese. Obesity brings its own health problems including hypertension, heart disease and type 2 diabetes.

**Choosing Health, Choosing Activity
produced by the DCMS, NHS, Dept of Health
Spring 2004.**

This strategy aims to put in place a number of preventative measures to help reduce health inequalities in the town. By increasing levels of overall participation in physical activity residents will have a lower risk of developing such illnesses as diabetes and coronary heart disease. In addition by increasing the consumption of fruit and vegetables and by reducing the amount of food that is high in salt, sugar and saturated fat the chances of developing ill health, high levels of obesity and dental decay are reduced.



3. National Context

Game Plan

Game Plan is the Government's strategy for sport and physical activity through to 2020. It was published in December 2002 and presents a new vision for England to become the most active and successful sporting nation in the world. It now provides the lead for all sports plans in England. It identifies the two overarching objectives for government as:

- a major increase in participation in sport and physical activity, primarily because of the significant health benefits and to reduce the growing costs of inactivity;
- a sustainable improvement in success in international competition, particularly in the sports which matter most to the public, primarily because of the 'feel good factor' associated with winning.

Three distinct aims arise from these objectives:

- To encourage a mass participation culture, with a target for 70% of the population to be reasonably active (for example 30 minutes of moderate exercise five times a week) by 2020;
- To enhance international success, with a target for British and English teams and individuals to sustain rankings within the top five, particularly in more popular sports;
- To adopt a different approach to hosting mega sporting events. They should be seen as an occasional celebration of success rather than as a means to achieving other Government objectives.

"It's not just a sports policy. It's a health policy, an education policy, an anti-crime policy and an anti-drugs policy."
The Rt Hon Tony Blair MP.

Securing Good Health for the Whole Population 2002

The Wanless Report puts forward 21 recommendations to the Government for improving health through physical activity. The report highlights trends of inactivity, including more use of the car for short journeys and low involvement in sports.

The Chief Medical Officer prepared the report which recognises the possible effects that increasing levels of obesity will have on the health service. It promotes the important message that people should exercise 5 times a week for 30 minutes.

"A mass shift in current activity levels is needed. This will only be achieved if people see and want the benefits but also if opportunities are created by changing the physical and cultural landscape. Physical activity needs to be seen as an opportunity – for enjoyment, for improved vitality, for a sense of achievement, for fitness, for optimal weight, and – not least – for health. It needs to be seen as enjoyable, and as fun – not as unnecessary effort." Professor Sir Liam Donaldson, Chief Medical Officer, Department of Health.



Choosing Health White Paper

The Department of Health's Public Health White Paper sets out action by Government to support the individual to make healthy choices. Its overarching priorities are to:

- › Reduce the number of people smoking;
- › Reduce obesity and improve diet and nutrition;
- › Increase exercise;
- › Encourage and support sensible drinking;
- › Improve sexual health;
- › Improve mental health.

The White Paper includes a series of commitments designed to help get people more active. Key areas highlighted include:

- › The continuing importance of PE and school sport, particularly in terms of school sports partnerships, specialist sports colleges and school-club links;
- › The importance of cycling, walking and easier access to sports facilities;
- › Identifying ways of getting people more active in the workplace;
- › A Physical Activity Promotion Fund to roll out evidence-based physical activity interventions, building on the LEAP Programme, which is testing out new ways of encouraging people to be more active in ten primary care trust areas;
- › A best practice guide, developed by Sport England and the Amateur Swimming Association, to support local authorities which offer free swimming to children;
- › The introduction of local health champions and health trainers.

Government's Planning Guidance for Sport 17 (PPG 17): Planning for Open Space, Sport and Recreation.

The Government's planning policy guidance recognises that open spaces, sport and recreation are all important to people's quality of life. It emphasises that effective planning policies for open spaces, sport and recreation are necessary to deliver broader Government aims.

To effectively plan for this, it is essential that local authorities assess the existing and future needs of their communities.

Links To National Planning, Policy Framework And Targets

Over recent years a range of documents have been published that support work to tackle obesity and improve nutrition and physical activity.

Healthy Living Blue Print for School – DFES 2004 – designed to support schools in becoming more healthy and linked to a web portal offering information, advice, guidance, and sources of help.

At Least 5 A Week – DOH 2004 – a report from the chief medical officer of the evidence on the impact of physical activity and its relationship to health.

Obesity Report – House of Commons Health Committee 2004 – examines the causes of obesity and its impact both on health inequalities and the economy and offers a range of solutions.

The National Healthy School Standard (NHSS) – jointly funded by the Department for Education and Skills (DfES) and Department of Health (DH) and is managed by the Health Development Agency. It has three principal aims:

- › To raise educational attainment.
- › To reduce health inequalities.
- › To promote social inclusion.

The Food Standards Agency Strategic Plan 2001, the key priorities of this plan are to:

- Reduce food-borne illness by 20% by improving food safety at all levels of the food chain from 'farm to fork';
- Help people improve their dietary health;
- Promote honest and informative labelling to help consumers;
- Promote best practice in the food industry;
- Improve the enforcement of food law;
- Earn people's trust by information and action.

The NHS Plan: A Plan for Investment, A Plan for Reform (DH, 2000) – reinforces the importance of diet and nutrition to improve health and reduce health inequalities.

National Service Framework for Coronary Heart Disease (DH, 2000) – sets national standards and defines service models for the prevention and treatment of coronary heart disease. The framework includes milestones on the delivery of local programmes of effective policies for reducing overweight and obesity, promoting healthy eating and increasing physical activity.

The NHS Cancer Plan (DH 2000c) – recommends local action on obesity for improving cancer prevention.

The NSF for Diabetes (DH, 2001) – includes the prevention and reduction of overweight and obesity including clinical obesity, to prevent Type 2 diabetes

National Governing Bodies of Sport

There are currently a total of 32 sports which have been identified by Sport England as either priority or development sports.

UK Wide Priority Sports - Athletics, Swimming, Cycling, Rowing, Sailing, Canoeing, Triathlon, Judo, Gymnastics, Equestrian,

England Priority Sports - Football, Tennis, Cricket, Rugby union, Rugby league, Golf, Hockey, Badminton, Squash, Netball.

England Development Sports - Basketball, Rounders / Softball / Baseball, Movement and Dance, Table Tennis, Volleyball, Lacrosse, Outdoor Pursuits (Mountaineering and Angling), Bowls, Karate, Boxing.

London 2012

The announcement by the Olympic Committee in Paris in 2005 that London 2012 had been awarded the 2012 Olympic Games, heralded the start of a new era for Sport in this country.

The start of the journey being to increase and widen the base of participation in sport and physical activity and to achieve unparalleled levels of success on the international sporting stage. In short, to make Great Britain the most active and successful sporting nation in the world.

The Government is looking for a Games legacy that delivers an enduring boost for British sport and in particular, young people's physical activity and by encouraging thousands of volunteers from sports, clubs across the United Kingdom and beyond. In addition to its impact on sport and the physical regeneration of East London, the Government is expecting the Games to realise at least 1.9 billion worth of economic benefit for the UK, with over 850,000 visitors spending upwards of £650 million.

The highlighting of young people is appropriate, as according to the Olympic Charter, established by Pierre de Coubertin, the goal of the Olympic movement is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

This emphasis on youth has been embraced by London 2012, with the vision for the Games being:

"To stage an inspirational Games that captures the imagination of young people around the world and leaves a lasting legacy".

The Games create a wealth of benefits, with the potential to leave a key legacy across the nation in culture, sport, volunteering, business and tourism.

The north west passionately believes in the vision for the Games and is fully committed to ensuring that the region contributes to achieving it and that the legacy stretches far beyond London.

The region has a great deal to be proud of, a strong heritage, a culture of delivering major events including the 2002 Commonwealth Games in Manchester alongside internationally recognised tourist destinations such as the Lake District, Blackpool and Chester.

The Games will be used to build on these strengths whilst at the same time helping to address some of the challenges faced across the region.

To underpin this process, North West Sports Board and the North West Development Agency have led the development of a regional framework, "be inspired", which is the North West legacy framework for the 2012 Games. The framework sets out the beginning of a journey that does not finish in 2012. It extends to 2020 and beyond. Creating a lasting legacy, using the Games as a catalyst for change.

Blackpool has been a key player in the development of the regional framework, as the Olympic Games and Paralympic Games are the world's greatest celebration of sport and cultural diversity.

It is important to provide the people of our town, with the opportunity to connect with this experience and generate positive memories that will last a lifetime.

Our Vision –

"Blackpool has a long and proud sporting heritage, which we will draw on to contribute to the finest Olympic Games and Paralympic Games the world has ever seen".

To fulfil this vision, we will utilise the strength, determination and competitive spirit of our local communities, which in return will derive the maximum sporting, health, social and economic benefit, providing our people with every opportunity to engage with the pride, passion and spirit of the 2012 Games.

Success in achieving this vision will mean that:

- Participation through sport and active recreation will increase, driven by the inspiration of the Games, and leading to improved health and wellbeing;
- There will be a strengthened volunteering infrastructure and there will be increased and improved pathways into volunteering and onto employment and further education;
- The town will continue to build on its track record of hosting major events, further developing its expertise to deliver inspirational events and associated legacies;
- Quality will be at the heart of everything the town's tourism industry offers;

- › There will be an increased uptake of learning opportunities in the town, particularly in relation to those sectors most relevant to the 2012 Games;
- › There will be a sustainable step change within the cultural and creative sectors that will resonate well beyond 2012 Games creating a legacy of quality, creativity and participation;
- › The excitement the 2012 Games will contribute towards helping to address health inequalities, by demonstrating that leading healthy lifestyles is enjoyable and achievable.

The Games will contribute towards the development of more sustainable and cohesive communities across the region.

Every Child Matters: Change for Children

The Government's 'Every Child Matters: Change for Children' strategy published in December 2004, provides a national framework to guide change at local authority level. The ten-year strategy for early years and childcare was published in the same week. Together, these documents set out the bigger picture in terms of national and local change. There are five main outcomes (which are further sub-divided into 25 aims) for children and young people, described as key to well-being in childhood and later life:

- › Being healthy;
- › Staying safe;
- › Enjoying and achieving;
- › Making a positive contribution;
- › Achieving economic well-being.

It imposes a duty on local authorities to make arrangements to promote co-operation between agencies to improve children's well-being and on key partners to co-operate with this. Changes signalled and the ten year strategy include the following:

- › Improvement and integration of universal services in early-years settings, schools and the health service;
- › More specialised help and early intervention;
- › More integrated front-line services and multi-disciplinary teams;

- › More leadership at all levels. Shared multi-agency responsibility to safeguard children;
- › Listening to children, young people/their families in planning provision.

The Government will use an 'outcomes framework' to work with local partners to prioritise the delivery of related local public service agreement targets and to monitor progress.

Agencies involved and affected by this will include:

- › Early years and childcare provision (e.g. Sure Start and children's centres);
- › Schools (local authority and children's trusts will engage with schools and similar providers);
- › Healthy Schools Programme - school meal service.

Local partners are invited to evaluate the most urgent needs of, and outcomes for young people in their area and to identify available resources, set priorities, decide how best to purchase or provide services, plan workforce development and monitor and review services. Local authorities should have a 'children and young people's plan' in place by 2006 and local safeguarding children boards by April 2006. Local partners are responsible for discharging statutory responsibilities but structures are left for local determination.

Youth Matters

The Youth Matters Green Paper builds on the Every Child Matters outcomes with the intention of re-shaping services for young people. The proposals aim to address four key challenges:

- › Engagement and empower more young people in positive activities;
- › Encourage more young people to become involved in their communities;
- › Provision of better information, advice and guidance to young people to enable them to make informed choices;
- › Provision of better and more personalised support for each young person.

Throughout the Green Paper, there are strong references to the opportunities and contributions that sport can make to these challenges and outcomes, including the proposed national pilot of a Youth Opportunities Card.

Skills Strategy White Paper 21st Century Skills

The 2005 National Skills Strategy sets out to ensure that employers have the right skills to support the success of their businesses and individuals have the skills they need to be both employable and personally fulfilled. This is outlined in the Government's priorities to:

- Give every child the best start in life - Sure Start, Children's Centres;
- Ensure that every young person masters the skills of English, Maths and ICT;
- Preparing every young teenager for the world of work with a programme of learning that employers design;
- Helping every adult to learn basic skills and access to the building blocks for further education and training and career progression – basic life skills.

The PE, School Sport and Club Links National Strategy (PESSCL)

This strategy was launched in October 2002. It is a joint DCMS and DfES initiative and aims to improve the take up of sporting opportunities by 5-16 year olds. The strategy, led by the Youth Sport Trust, has three main targets (which have since been extended):

- To set up a national structure for PE and school sport by creating:
 - 400 Specialist Sports Colleges by 2005 (this figure now increased to 450);
 - 400 School Sport Co-ordinator partnerships (now increased to 450) by 2006; and
 - 3,200 School Sport Co-ordinators in secondary schools and 18,000 in primary schools by 2006.
- To improve the quality of teaching, coaching and learning in PE and school sport.
- To increase the percentage of children going into clubs from school sport partnerships.

UK Coaching Framework

The UK Coaching Framework has been developed by Sports Coach UK in partnership with National Governing bodies of sport and the key funding agencies – UK Sport, Department for Culture, Media and Sport, Home County Sports Councils, the Department for Education and Skills, the British Olympic Association, Youth Sport Trust and Skills Active.

The UK Coaching Framework aims to:

- Clearly map out the key goals, structures, resources and outcomes for the UK Coaching Framework over three main phases: 2006-2008, 2009-2012 and 2013-2016;
- Identify and agree the specific role to be played by Sports Coach UK as the government designated support/technical agency for coaching;
- Identify and agree the optional working arrangements between Sports Coach UK and key partners in government and governing bodies;
- Identify and agree the processes and procedures required in order for Sports Coach UK to provide relevant, cutting edge services, products and systems that support the coaching process at all levels.

Coaching will play a key role in the period ahead, providing exciting and rewarding pathways for many young people and adults in sport, as well as the extra edge that will help our athletes get to the top of the world.



PAT 10

The Social Exclusion Unit Policy Action Team report on Arts and Sports (PAT 10) highlighted the central role of sport at the heart of comprehensive neighbourhood renewal and identified its potential to contribute to key outcomes including personal development, community capacity building, reducing crime and long term unemployment, better health and attainment.

The report identified best practice in using sport and the arts to engage people in poor neighbourhoods, particularly those who may feel most excluded such as disaffected young people from ethnic minorities. It highlighted areas where sport can play a key role in generating positive outcomes associated with crime, health, education and employment. Blackpool's Strategy will propose the adoption of practices identified in PAT 10 and identifies ways in which sport can contribute to issues such as community capacity building, reducing crime and improving health in the borough.



Sport England

Sport England is the strategic lead for delivering the Government's sporting objectives in England. It distributes both Lottery and Exchequer funds to sport.

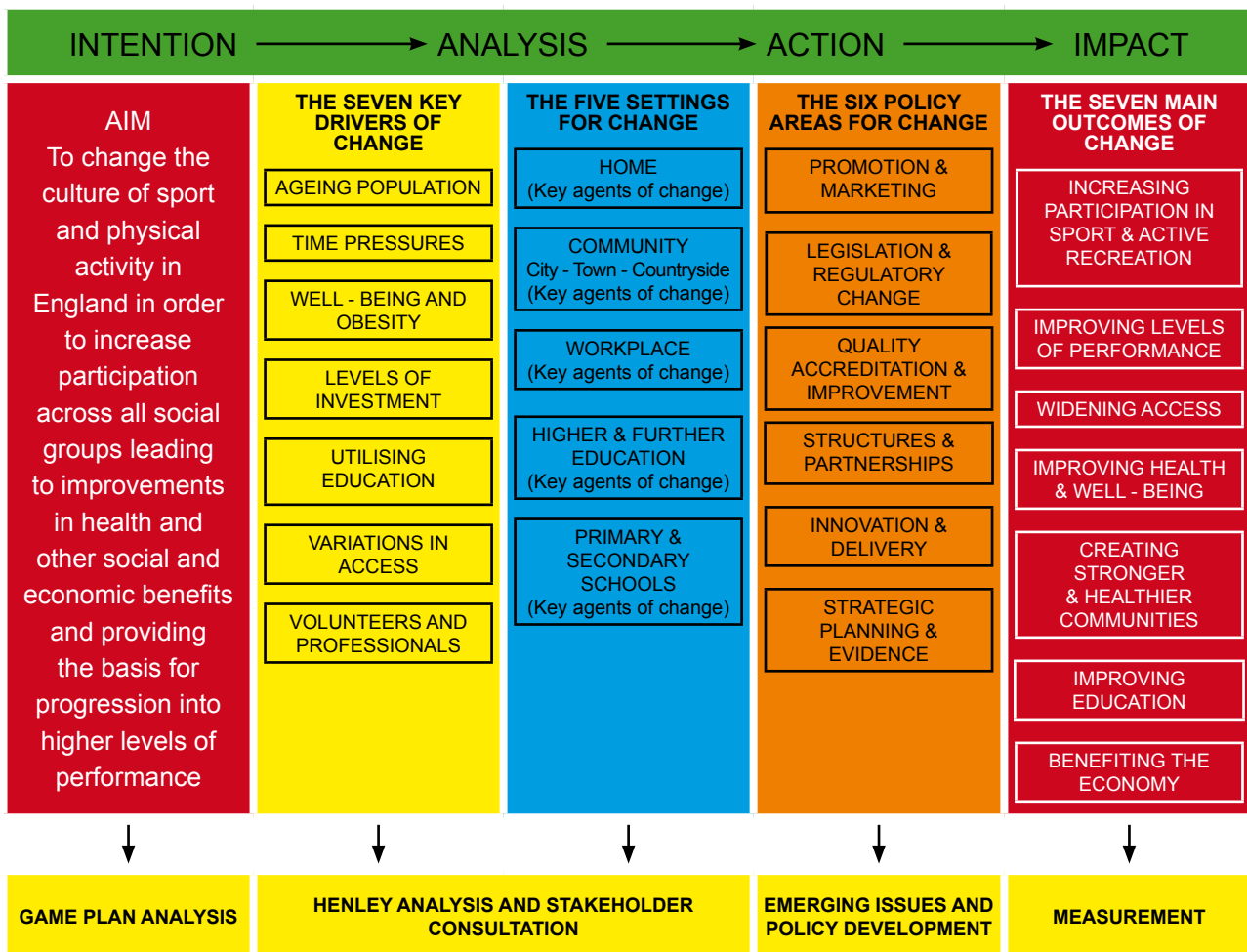
Its vision is to create an active nation through sport.

Its business objectives are:

- Start – increase participation in sport in order to improve the health of the nation, with a focus on priority groups.
- Stay – retain people in sport and active recreation through an effective network of clubs, sports facilities, coaches, volunteers and competitive opportunities.
- Succeed – achieve sporting success at every level.

Sport England has developed the framework for sport. It identifies the seven main drivers for change and the five major settings where sport can take place. The six policy areas identify where actions need to be focused. The identified outcomes provide the structure for this strategy.

Figure 1: National framework for sport



A Sure Start to Later Life: Ending Inequalities for Older People

This strategy has been produced by the Office of the Deputy Prime Minister and aims to reduce inequalities amongst the older population.

Key facts highlighted in the document are as follows:

- › 70% of those aged 65 and over reported a long standing illness;
- › 10% of people aged 65 to 79 and 25% of those aged 80 and over reported serious disability;
- › About 15% of people over 65 have depression;
- › Up to 750,000 in the UK have some form of dementia;
- › There are two million with sight problems, 90% are over aged 60;
- › 580,000 people over 60 have severe to profound deafness;
- › A fifth of persons aged 50 and over have consulted a GP in the last 2 weeks.

Opportunity Age

Opportunity age is the government's strategy for an ageing society. This strategy aims to end the perception of older people as dependent; ensure that longer life is healthy and fulfilling; and that older people are full participants in society.

Key issues are:

Age discrimination - taking action to build a society where every individual is able to achieve their potential;

Influencing local decisions - ensuring that older people are involved in the planning that impacts on them;

Safe at home and on the Streets - removing the barriers to participation that results from crime and fear of crime;

Housing - ensuring that housing is of a decent standard;

Transport - ensuring that older people's needs and aspirations are at the centre of local thinking about public transport strategies and providing free off peak local area bus travel;

Learning - ensuring older people have fair access to learning opportunities;

Leisure - ensuring that older people are encouraged and supported to engage in leisure activities and to utilise local leisure facilities;

Volunteering - maximising the opportunities that older people have to become involved in volunteering activities; and

Health - promoting healthy living to prevent ill health that inhibits potential.



Active People Survey

The Active People Survey is the largest ever survey of sport and active recreation to be undertaken in Europe. The survey contacted 363,724 adults in England (aged 16 plus) and is unique in providing reliable statistics on participation in sport and active recreation for all 354 Local Authorities in England (a minimum of 1,000 interviews were completed in every Local Authority in England).

The Active People Survey, conducted by Ipsos MORI on behalf of Sport England, started on the 15th October 2005 and was completed on 16th October 2006. The sample was evenly divided over each month and spread across the whole year for each local authority to ensure the results are not biased by variations associated with different seasons.

The survey provides by far the largest sample size ever established for a sport and recreation survey and will allow levels of detailed analysis previously unavailable. It identifies how participation varies from place to place and between different groups in the population. The survey also measures; the proportion of the adult population that volunteer in sport on a weekly basis, club membership, involvement in organised sport/competition, receipt of tuition or coaching, and overall satisfaction with levels of sporting provision in the local community. The questionnaire was designed to enable analysis of the findings by a broad range of demographic information, such as gender, social class, ethnicity, household structure, age and disability.

21% of the adult population (8.5 million people) take part regularly in sport and active recreation. Regular participation in sport and recreation is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation (at least 12 days in the last 4 weeks) for at least 30 minutes continuously in any one session.

Walking is the most popular recreational activity for people in England. Over 8 million adults aged 16 and over (20%) did a recreational walk for at least 30 minutes in the last 4 weeks. 5.6 million people (13.8%) swim at least once a month while 4.2 million people (10.5%) go to the gym.

Further details in relation to participation in sport and physical activity in Blackpool can be found in section 6 and Appendix C.

4. Regional Context

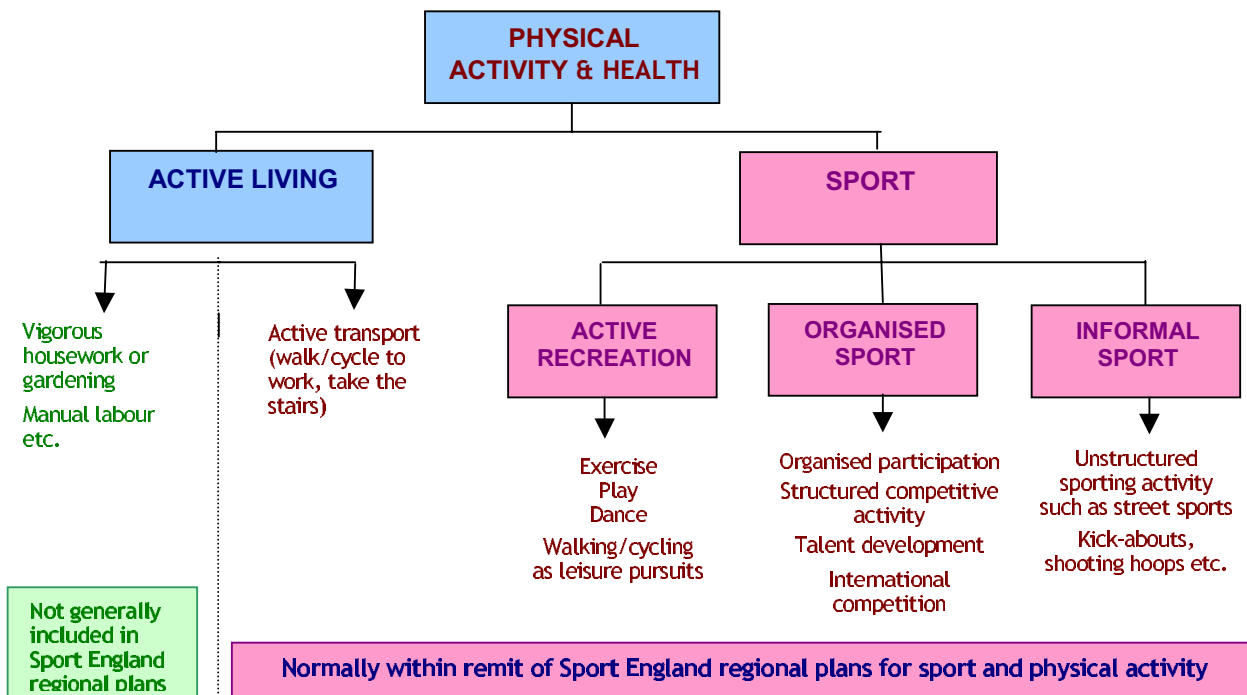
The North West Plan for Sport ('North West On the Move') was published in June 2004. Its key outcomes are to:

- > Increase participation in sport and physical activity;
- > Widen access and reduce inequality in participation among priority groups.

It incorporates a useful definition of, and distinction between, sport and physical activity (SPA). Elements highlighted in red describe SPA as the term is utilised in this document.

Key North West Sports Plan principles:

Principle	Amplification
Knowledge	A 'knowledge network' for sport in the NW – share information and produce evidence of impact
Engagement	Joint work. Better co-ordination of regional policy/strategy/resources
Sustainable development	Best use of resource to increase participation in SPA while protecting the environment (definition!)
Measurement, monitoring and assessment	Fundamental to effectiveness of delivery. Influence future policy development (and operational habits/practices). Evidence based decision-making.
Social inclusion	Partnerships – challenging existing policy (and practice).



North West On the Move has five core themes, which are as follows:

- Enhancing the sporting infrastructure - To develop a World Class sports system for the North West – a unified network of organisations and opportunities for people to start, stay and succeed in sport;
- Improving health and well-being - To use sport and physical activity to improve the physical, social and mental health and well-being of people focusing particularly on areas with the greatest health needs and inequalities;
- Developing education and skills – To use sport and physical activity within learning and workplace settings to promote lifelong learning and participation in sport and to the benefit of the individual and the economy;
- Benefiting the economy – To use SPA to contribute to economic growth of region;
- Creating stronger and safer communities – To use SPA to ‘unify communities’, unlock local skills and help people at risk to develop a positive lifestyle.

Changing Lives

The Lancashire Sport Partnership is a network of organisations with a shared interest in promoting and supporting participation in sport and physical activity. The partnership is supported by Lancashire Sport Core Team whose role is to facilitate and broker joint working across the many stakeholders and partners.

The Lancashire Sport Partnership developed the first county wise Sport and Physical Activity Strategy with the following vision, aim and key themes:

Vision

“to develop a participation culture in Lancashire”

Aim

“Increase participation in, and widen access to, sport and physical activity”

Lancashire Sport’s six key themes:

- Young People;
- (Developing the Workforce);
- Health and Wellbeing;
- Enhancing the Sporting Infrastructure;
- Benefiting the Economy;
- Creating Safer and Stronger Communities.

The “Changing Lives” document is particularly relevant to Blackpool. The strategy compliments Lancashire Sports aspirations to increase participation in physical activity across the county.



5. Local Context

5.1 Quality of Life Profile of Blackpool

Population

Blackpool is the largest seaside resort in England. It has a population of over 142,700, of whom 98.4% are White. The percentage of those from Black and minority ethnic backgrounds is 1.6%, which is lower than other north west authorities. Some 3.5% of Blackpool's population was born outside the UK and 1.8% outside the European Union. 19% of the population is aged 0–15 years. The town has a high population density of 4,065 people per square kilometre compared with an England average of 380 per square kilometre. A high proportion of the population lives in flats or shared houses. The proportion of children living in one-parent households is 8.4%, which is higher than the national average of 6.5%. The area faces a number of significant challenges, which stem from a reliance on the tourism industry and a decline in visits over the past 20 years.

Perception of Quality of Life

For many residents (and visitors) Blackpool provides a good quality of life. In a recent survey of Blackpool residents 65% of people said they were satisfied with their neighbourhood. In a similar poll 76% said they were satisfied, however, only 10% thought that it had got better in the past five years and 22% said that it had got worse, 44% thought it was about the same. This view reflects the declining economic fortunes of the town over the past two decades and its consequent effects on social and environmental conditions. As Blackpool's regeneration progresses, the 'quality of life' of many residents will improve.

Deprivation

Blackpool is ranked the 24th most deprived local authority within the Index of Multiple Deprivation 2004, and is the sixth most deprived authority in the North West. Within this, we have 25 localities that are in the most deprived 10% of all such areas in England.

The 'health deprivation and disability domain' is a particular concern with 74 of 94 Blackpool localities within the most deprived quartile of all English localities. Contributing to this are some headline statistics: we have the second lowest life expectancy for men and the 7th worst for women, in England and Wales, the highest alcohol related death rates, the highest suicide rates (at twice the national average) and the third highest teenage pregnancy rates. 42.9% of our households contain at least one person with a limiting long-term illness.

Housing and Households

Of almost 64,000 households in Blackpool 37% are one-person households, approximately half of whom are pensioners. The Census of Population 2001 indicates that some 4,653 households experience overcrowding and approximately 12,280 are without central heating. Housing tenure data identifies that Blackpool has more than twice the proportion of private rented sector when compared with the Northwest. Our housing stock comprises 71% owner occupied, 7.7% local authority, 1.9% social landlord and 16.3% private landlord. In four of our Wards, the private rented sector supplies over one third of the occupied housing spaces. This is an unusual housing picture that presents its own distinct social and environmental challenges. The growth of the private rented sector is driven by market failure in the small hotel and guesthouse sector. As these fall out of holiday accommodation they are converted into houses in multiple occupation bringing with it further social problems. Such properties are generally of poor quality frequently over crowded and only acceptable to the most desperate who often require high levels of state support.

Education

Educational attainment remains an issue in the town, with a low level of attainment, albeit improving. Over 17,700 of our residents of working age have no qualifications. The English Indices of Deprivation domain for education, skills and training suggests Blackpool has most of its localities within the most deprived 50% in England.

The transient nature of the population also impacts across the board. With significant movement both across our boundary and within it, it is difficult to gain any community identity and development in our more transient neighbourhoods.

Pupil mobility impacts on our child social care, with transient pupils consistently under-performing in comparison to stable pupils - attainment levels at Key Stage 4 are around half the level of our stable population. The regular movement allied with the seasonal nature of our tourism sector places increased demand on our benefits service and our verification framework. A better education and more highly skilled workforce will be required for the regenerated Blackpool.

Economy and Employment

There is no tradition of heavy industry in Blackpool and the town's small manufacturing sector accounts for 7.4% of jobs. Local specialisms are in vehicles, food and drink and plastics, with nationally known firms including Burton's Foods, and Glasdon UK Ltd. Many Blackpool residents work elsewhere on the Fylde Coast, where the presence of major employers in the aircraft, nuclear and chemical industries provides employment opportunities. Blackpool is also an important administrative centre, accommodating large national and regional office headquarters such as National Savings and Investments ('Ernie') and the Benefits Agency as well as banking, insurance and commercial services to cater for the sub-regional population of a third of a million.

Although annual claimant unemployment rates, by historical standards are relatively low, a key feature of the local labour market is the substantial seasonal fluctuation. Worklessness within the working age population is higher than regional and national figures with as many people again recorded as economically inactive but "wanting" a job (5.19%) as there are people classified as economically active but unemployed (5%). In addition, Blackpool is one of the top 30 districts of Great Britain for its high proportion (13.1%) of working age adults claiming incapacity benefits (DWP 2004).

Fewer people are employed in higher paid occupations than is the case nationally. The average weekly wage in Blackpool is £100 less than the average for Great Britain and £77 less

than the regional average. Average annual earnings are the fourth lowest of any local authority in the UK and GVA for Blackpool is only 72% of the level recorded for the UK. There are relatively few high-income earners with a smaller proportion of the working population in managerial or higher professional occupations and fewer people with a degree or higher qualification when compared with the England and Wales average.

Community Safety

Being safe and feeling safe are essential if Blackpool's citizens are to enjoy a high quality life. Significant progress has been made in reducing crime. One of the Council's key priorities is to address community safety issues and local residents' fear of crime by working in partnership.

Research has identified that six of Blackpool's wards are experiencing disproportionately high levels of crime and disorder. These six Wards are Talbot, Claremont, Bloomfield, Waterloo, Brunswick and Park.

The audit highlighted that:

- 61% of all crime recorded in Blackpool is in these six Wards;
- 66% of violent crime in Blackpool is in these six Wards;
- 40% of vehicles stolen are from four of these six Wards;
- 52% of criminal damage took place in these six Wards;
- 51% of acquisitive crime occurred in these six Wards;
- 56% of all recorded deliberate fires took place in these Wards;
- 55% of all deliberate vehicle fires occurred in these six Wards;
- The six wards all have a crime rate, which is above the Lancashire average of 105 crimes per 1,000 population (Talbot Ward has a rate six times greater).

The 2001 census highlighted that these Wards also contained some of the highest crime areas in the country. These residents also endure poor health, high levels of unemployment and low income.

5.2 Plans and Strategies

Community Plan

The Community Plan has been developed by the Local Strategic Partnership (LSP). The LSP outlines its vision that 'Blackpool will have inclusive, healthy and safe communities, living in a regenerated attractive and prosperous town.' The vision is the first part of the overarching Community Plan and sets out where we want to be in the future, a vision that all of us can share, achieve and benefit from.

The plan is underpinned by partnership working whereby local agencies and the private sector have worked together to agree a way forward for the town. The community Plan provides direction for the partners and identifies actions and specific targets.

Blackpool's Sport, Nutrition and Physical Activity Strategy is closely aligned to Blackpool's Community Plan. The strategy is organised around the same themes that have been highlighted through the Community Plan. These are the key issues that are important to the residents of Blackpool.

The plan is underpinned by partnership working whereby local agencies and the private sector have worked together to agree a way forward for the town. The Community Plan provides direction for the partners and identifies actions and specific targets.

The plan is organised around the following key themes:

- Quality Education and Training;
- Healthy Lives;
- Quality Homes in Clean and Green Residential Areas;
- Prosperous town;
- Safer communities;
- Strong and vibrant communities.

Within of all of these six themes there are two cross cutting themes which are integral to the delivery of all six themes;

- Sustainable Environment;
- Supporting Vulnerable People.

Children and Young People's Plan

The Children and Young People's Plan is an important part of Blackpool's programme of change for children which builds upon a national programme, brought about by the Children Act of 2004. The plan is a joint plan that is owned by Blackpool's Children Trust which brings together key partners to coordinate local services for children and young people. A single set of objectives have been identified that will form the focus of co-ordinated efforts to improve the lives of Blackpool's children and young people.

The plan is organised around five themes which were highlighted through the Every Child Matters paper:

- Being Healthy - enjoying good physical and mental health and living a healthy lifestyle;
- Staying Safe - being protected from harm and neglect and growing able to look after themselves;
- Enjoying and Achieving - getting the most out of life and developing broad skills for adulthood;
- Making a Positive Contribution - to the community and not engaging in anti social or offending behaviour;
- Achieving Economic Well Being - not being prevented by economic disadvantage from achieving their full potential in life.



Extended Schools Programme

The Extended Schools Programme is a key component of the Government's five year strategy for Children and Learners and the ten year strategy for Childcare is the provision of a range of services and activities in and around schools that help meet the needs of children, their families and the community. Current progress on the development of extended school functions in Blackpool has been good and Montgomery High School has been designated a full service extended school with access to mental health, health and social services, parenting support, outside school hours childcare and parental and community involvement.

In terms of sport, nutrition and physical activity this strategy will help to foster links with the extended schools programme in Blackpool through:

- Consulting with local schools in the strategic development of sport services for children and young people in the Borough;
- Supporting schools in the development and enhancement of sports facilities;
- Working in partnership with schools to promote the community use of school sports facilities;
- Working with schools to develop preventive measures to promote health and well being amongst children and young people;
- Supporting schools in the development of out of school hours and school holiday sport and physical activity provision.

Building Schools for the Future

Building Schools for the Future (BSF) is the biggest single government investment in improving school buildings for over 50 years. The aim of the programme is to rebuild or renew every secondary school in England over a 10-15 year period.

BSF represents a new approach to capital investment. It is bringing together significant investment in buildings and in ICT over the coming years to support the Government's educational reform agenda.

BSF aims to promote a step-change in the quality of provision, it aims to ensure that secondary pupils learn in 21st-century facilities. Investment will be rolled out to every part of England over 15 waves, subject to future public spending decisions.

By 2011, every LA in England will have received funding to renew at least the school in greatest need – many will have major rebuilding and remodelling projects (at least three schools) underway through BSF and the remainder will have received resources through the Academies programme or Targeted Capital Fund.

By 2016, major rebuilding and remodelling projects (at least three schools) will have started in every LA.

Community use and access to facilities is now widespread and a key outcome of the programme is to ensure that facilities developed through the programme are accessible to the local community.

Blackpool Council is in Wave 5 of the BSF programme and the project provides Blackpool with an unprecedented opportunity to plan and develop new and enhanced world class school and community sports facilities.

Blackpool's Local Area Agreement

Blackpool's Local Area Agreement (LAA) has been developed to drive forward radical reform of public service delivery and to accelerate and deepen joint service delivery.

The Local Area Agreement aims to:

- Improve service outcomes for local people and maximise the opportunities created through our plans for the 'New Blackpool' particularly amongst the most vulnerable and disadvantaged;
- Create a platform of public service change to deliver improved social public service outcomes throughout the 15-year physical regeneration programme.

The LAA is organised around four main themes:

- Children and Young People;
- Stronger and Safer Communities;
- Healthier Communities and Older People;
- Economic Development and Enterprise.

The LAA has also given the town the opportunity to focus on cross – cutting issues of greatest relevance.

These aim to:

- reduce the negative impact of alcohol consumption;
- reduce the numbers of people not in education, training and employment;
- tackle the rising numbers of teenage pregnancies;
- increase community engagement and cohesion;
- improve residents' perceptions of the level of anti-social behaviour;
- increase the levels of respect.

The development of Blackpool's Sport, Nutrition and physical Activity Strategy is set within this context and the plan aims to use sport, nutrition and physical activity as a vehicle to contribute to this 'cross – cutting' agenda for change within the town.

Blackpool's Local Transport Plan (LTP) 2006/7 – 2010/11

Blackpool's Local Transport Plan (LTP) 2006/7 – 2010/11 outlines a long term strategy for all transport in the town. The LTP centres on five shared priorities as set out by the Department for Transport:

- Delivering accessibility;
- Tackling congestion;
- Better air quality;
- Safer roads;
- Other quality of life issues.

Highlighted within the plan is the importance of providing safe travel routes to and from leisure facilities in the town and promoting the value of travelling to play facilities by alternative means of transport such as walking, cycling and using public transport. Such measures are important as there is evidence that general activity levels are declining as lifestyles change. For example between 1975-6 and 1999-2001 total miles travelled per year on foot and miles travelled by bicycle fell by 26%.



5.3 Consultation

Consultation has taken place with key stakeholders and partners in the development of Blackpool's Sport, Nutrition and Physical Activity Strategy.

Consultation has taken place through:

- Local Strategic Partnership and Blackpool Council Elected Members;
- General Practitioners and Practice Nurses;
- Sport, Nutrition and Physical Activity Alliance;
- Blackpool Community Sports Council;
- Sports Development Groups;
- Blackpool Council, and PCT key officers cross service sector and strategic groups;
- Blackpool Young People's Council;
- Joint Commissioning Group - Adults with a Physical Disability;
- Learning Disability Partnership Board;
- Blackpool School Sport Partnership;
- Active People Survey.

Key Findings from the consultation were as follow:

- Ensure that there are a range of physical activities for people with a disability;
- Ensure there is a menu of physical activity opportunities available for those who have suffered from ill health;
- Increase the overall levels of those participating in sport and physical activity, particularly amongst the adult population;
- Ensure there are programmes in place to support the training, development and management and increase the number of community volunteers;
- Strengthen the pathways that are in place for athletes in order to progress from foundation through to performance level;
- Capitalise on London hosting the 2012 Olympics and use it as a tool to engage and inspire people to take part in sport and physical activity;
- Ensure there are clear links and strong relationships in place between local schools and clubs;
- Continue to develop accessible and high quality sporting facilities across Blackpool;
- Raise awareness amongst young people of sport and physical activity opportunities.

6. Strategic Vision

The aim for Blackpool is that it will be

A world class resort, a great place to visit – a better place to live, it will be a town where people want to live, work and learn.

These figures highlight the need to target those children and young people and in particular girls who ‘drop out’ of sport and physical activity as they get older.’

To raise levels of participation in sport and physical activity by 1% year on year and to promote the benefits of a healthy balanced diet among Blackpool people, by providing clear nutritional messages, enabling and promoting the provision of and facilitating access to, quality sport and physical activity opportunities.

6.1 Priority Groups

The Blackpool, Sport, Nutrition and Physical Activity Strategy aims not only to increase mass participation in sport and physical activity but also aims to increase regular participation amongst under represented groups and address key issues in relation to participation. Through the strategy development process and by analysing and understanding the participation data contained within the PE and Sport School Club Links Survey 2006-7 and the Active People Survey 2005- 6, the following groups and key issues have been identified as priorities:

1. Children and Young People

Currently 90% of children and young people in Blackpool take part in two hours PE and sport within and beyond the curriculum compared to the national average of 86%. There are however some issues in terms of the regular participation of children and young people in sport and physical activity.

- Participation amongst children and young people in 2 hours of PE and sport peaks at 100% at Years 7 and 8 but steadily declines amongst boys and girls in years Y9-Y11;
- The number of children and young people taking part in community sports clubs peaks at 44% in Year 7 but declines to 32% in Year 11.

These figures which are taken from the 2006 School Club Links Survey highlight the need to target those children and young people who ‘drop out’ of sport and physical activity.

2. Adults and Older People

There are a large number of adults in Blackpool who are not taking part in regular physical activity (56.60%), only 18.20% of adults participate in 30 minutes of moderate exercise on at least 3 or more days a week, both of these figures are contained within the lowest 25% of all local authorities in the country.

In terms of gender men in Blackpool (19%) are more likely to regularly participate in sport and physical activity than women (17.4%).

An analysis of the Active People Survey by age profile also demonstrates that participation in sport and physical activity declines by age in Blackpool. 30.8% of the 16-34 age group, 18.6% of the 35-54 age group and 9.4% of the 55's and over take part regularly in sport and physical activity.

There is a clear need to reverse the trend in Blackpool and a key aim of the strategy is to develop ways in which participation amongst adults and older people should be further developed and increased.

Sports club membership amongst adults is also a key issue, 20.70% of the population in Blackpool are members of a sports clubs, 79.30% are not members of a sports club and 90.30% of adults have not taken part in organized competitive sport. These figures are again contained within the bottom 25% of all local authority areas. Men (22.9%) are most likely to be members of a sports clubs than women (18.7%) and 35-54 (22.8%) age group are most likely to members of a sports club.

Volunteering levels amongst adults in sport and physical activity in Blackpool are amongst the lowest 25% in the country, 85.90% of sports club members do not do any volunteer work to support sporting activity. Only 3% of adults volunteer for at least 1 hour per week. Men (4.30%) are more likely to volunteer than women (1.9%), the 16-34 (3.6%) years age group volunteer the most with the 55 plus age group volunteering the least (2.7%).

3. Vulnerable People

Vulnerable people are less likely to take part in regular sport and physical activity. Analysis of the Active People Survey highlights that 8.2% of adults in Blackpool with a limiting disability take part in sport and physical activity regularly compared to an overall participation figure of 18.2% for adults in Blackpool. 11.3% of people with a limiting disability are members of a sports club compared to an overall Blackpool level of 20.7% and only 3.2% have taken part in organised sport over the last twelve months compared to 9.7% for the town as a whole.

Through the strategy opportunities for vulnerable people to take part in sport and physical activity will be developed and promoted.

This data and intelligence has been used as a basis for the development of Section 7 – Core Themes. This part of the strategy outlines in detail the aspiration for the development of sport, nutrition and physical activity in the town, it explains how opportunities for these groups will be developed and enhanced with the aim of actively engaging them and increasing the overall level of participation in sport and physical activity in Blackpool.

Funding has been made available by Sport England and Blackpool PCT to address the key issues that have been highlighted and increase participation amongst the priority groups that have been identified. Projects are to be developed and delivered which will:

- Increase adult membership in sports clubs;
- Increase the number of adults, particularly older people who volunteer in sport;
- Increase participation in sport and physical activity, in particular amongst adults 40+ and older people 55+;
- Increase levels participation in sport and physical activity amongst vulnerable people and encourage more vulnerable people to become members of a sports club and to take part in volunteer programmes.

6.2 Priority Sports

Priority sports have been identified as part of the strategy and the consultation process. The sports have been selected using the following criteria:

- UK and English identified priority and development sports;
- Sports which have good facility provision in Blackpool;
- Sports played in Blackpool schools and within local communities;
- Sports which need development in terms of the club structure.



Resources will be targeted to further develop the following priority sports:

1. Athletics;
2. Badminton;
3. Basketball;
4. Bowling;
5. Cricket;
6. Outdoor Pursuits;
7. Cycling;
8. Football;
9. Gymnastics;
10. Golf;
11. Hockey;
12. Netball;
13. Rugby Union;
14. Rugby League;
15. Swimming;
16. Table Tennis;
17. Tennis;
18. Taekwondo.



7. Core Themes

Core Theme 1 - Quality Education And Training

The current situation in Blackpool.

The population of Blackpool has proportionally more people without qualifications than anywhere in the North West. Sport nutrition and physical activity can play a key role in contributing to the improvement of overall skill levels by providing training and development opportunities for children, young people and adults alike.

What we propose to do:

- Increase the amount of children and young people taking part in 5 hours sport a week through the curriculum and out of school hours activities;
- Provide a range of skill development opportunities for sport volunteers:
- Provide an education programme within schools linked to the 2012 Olympics:
- Provide a range of health and well being education programmes as part of the physical activity programme;
- Work with Lancashire Sport to deliver a co-ordinated workforce education programme;
- Work closely with Adult Learning Services to develop 'leisure learning' in the town.
- Ensure all schools are working towards the National Healthy School Standard.

What will it look like?

There will be quality and accessible sport, nutrition and physical activity training and educational programmes available to all residents with an increased number of people engaging in improvement and attainments programmes.



Core Theme 2 - Healthy Lives

The current situation in Blackpool

People's health in Blackpool is currently significantly worse than the national average. Healthy lives are a fundamental right for all the residents of Blackpool. Health inequalities can be significantly reduced through active participation in sport and physical activity, by eating a balanced and healthy diet and reducing alcohol and tobacco consumption.

What we propose to do

- Further develop the healthy workforce programme for Council and PCT staff which aims to improve overall levels of physical activity amongst the workplace;
- Enhance and develop further the schemes that promote and encourage healthy lifestyles by broadening the network of referral agents and activities on offer;
- Implement a Health Trainer programme which targets disengaged and sedentary clients within areas of greatest need;
- Extend the provision of cardiac rehabilitation and respiratory programmes on offer;
- Provide opportunities for adult residents particularly older people to take part in physical activity with a focus on walking and cycling programmes;
- Develop and promote healthy eating initiatives within the workplace through the development of healthy vending machines;
- Support the residents of Blackpool to eat five portions of fruit and vegetables a day and promote the benefits of the Balance of Good Health.
- Implement an Olympic Action Plan for Blackpool ensuring that the London 2012 games are used as a tool to engage and inspire people to become actively involved in sport and physical activity;

What will it look like?

An increased number of Blackpool residents will be participating in sport and physical activity which will contribute positively to a reduction in the gap in health inequalities. People will change their lives to be more healthy, live longer with more years of good health and have greater knowledge and skills in terms of the benefits of the balance of good health.

Core Theme 3 - Safer Communities

The current situation in Blackpool

Being safe and feeling safe are essential if Blackpool's residents are to enjoy a high quality of life. The fear of anti-social behaviour and the fear of crime is a key issue for the local residents of Blackpool and there are some areas of Blackpool that experience disproportionately high levels of crime and disorder.

Sport and Physical Activity can contribute to improving the perception of an area and also reducing levels of crime and anti – social behaviour.

What we propose to do

- Work with Be Safe Blackpool and partners to make them aware of the potential contribution and impact that sport can make on reducing levels of crime;
- Highlight public transport and safe and secure cycling and walking routes to work, school and leisure facilities;
- Deliver a community based outreach sports coaching programme targeted at 'at risk' children and young people;
- Enhance the awareness and accessibility of community leisure facilities and venues.

What will Blackpool look like?

Blackpool will be a better place to live, sporting opportunities will impact positively on reduced levels of crime and there will be an increase in the perception of safety for local residents. People will feel safer, more secure and confident, young people will have 'places to go and things to do' along with access to a wider range of sporting opportunities.

Core Theme 4 - Quality Homes In Clean And Green Residential Areas

The current situation in Blackpool

The physical appearance of our neighbourhoods, open spaces and our environment are a key issue for many of Blackpool's residents. Blackpool is characterised by a lack of green open space within many of its neighbourhoods.

What we propose to do

- Encourage people to spend time within parks and green open spaces as a way of making a lifelong commitment towards a healthy lifestyle;
- Ensure that planners and designers incorporate facilities for physical activity when developing housing and leisure provision in Blackpool;
- Develop opportunities for volunteers to become involved in physical activity programmes within their local parks;
- Promote an urban environment that promotes physical activity through the street scene initiative and master plan driven regeneration process;
- Support the use of the Borough's allotments and backyard growing schemes particularly targeted within the Neighbourhood Management Areas.

What will Blackpool look like?

Blackpool will provide a good quality environment which will have a positive effect on people's health and enhance the quality of their life. There will be a wide range of accessible sport and physical activity opportunities taking place within Blackpool's parks and green open spaces all of which will contribute towards the local green environment.

Core Theme 5 - Strong And Vibrant Communities

The current situation in Blackpool

Strong and vibrant communities means there are opportunities for all people, families and individuals to become engaged in community life. Strong and vibrant communities have to be inclusive, actively engaging with all members of society. Sport and physical activity can bring people together provide shared experiences contributing to a sense of community and respect between different cultures and communities.

What we propose to do

- Work with the Boroughs voluntary sports network to increase the number of accredited sports clubs;
- Celebrate and showcase the successes of Blackpool's sporting community through recognition and awards programmes;
- Develop community use participation agreements with strategically identified sports clubs;
- Work with colleagues within Fylde and Wyre Councils to develop and promote sport and physical activity opportunities;
- Develop a range of community events to encourage residents to take part in physical activity;
- Ensure that those who live within the areas of greatest need receive a clear message in terms of the importance of eating a balanced and healthy diet;
- Use management information in relation to sport and physical activity as a way of targeting specific groups to take part in sport and physical activity;
- Increase the quality and quantity of active volunteers in relation to sport and physical activity.

What will Blackpool look like?

Sport and Physical Activity related activity will help to foster a greater sense of community spirit and pride within the town, there will be increased ownership amongst local people within community sport and there will be more sporting opportunities for communities. A healthier community will be more competitive in the emerging economy that regeneration will create.

Core Theme 6 - A Prosperous Town

The current situation in Blackpool

By hosting high profile sporting events and festivals, sport has a key role in its economic contribution to the economy and in transforming Blackpool into a 'world class' tourist destination.

What we propose to do

- Facilitate the promotion and development of high profile sporting events and festivals in Blackpool;
- Review sports facility provision in Blackpool and consider the feasibility of the developing the following:
 - Indoor tennis centre;
 - Specialist cycling facilities;
 - Indoor sports hall in the north of the Borough;
 - Outdoor education facilities in Stanley Park.
- Contribute to the vision created by the Blackpool Task Force in creating the 'New Blackpool';
- Ensure that opportunities for the development of new PE and sports facilities are maximised through Building Schools for the Future programme based on a strategic needs analysis;
- Consider the potential of Blackpool in relation to the sports business economy and attracting sports business development and investment into the town.

What will it look like?

Blackpool will be a great place to visit and a better place to live, with a wide range of sports and leisure facilities, events and festivals all of which will attract visitors to the town which will impact positively upon the local economy.

Core Theme 7 - Sustainable Environment

The current situation in Blackpool

We all have a responsibility to make sure that the environment is not adversely affected by the way we behave now. The quality of the local environment is a key concern for Blackpool residents and future generations.

What we propose to do

- Ensure that Section 106 funding is used to contribute to sport and physical activity facility improvement and development in open space;
- Develop a network of cycle and walk ways across Blackpool and promote them as a healthy and environmentally friendly alternative to car journeys.

What will it look like?

There will be a wide range of alternative travel options available in place of the car. There will be a number of initiatives to increase walking and cycling which will have a positive impact on pollution and our general environment. A better quality urban environment will promote social interaction and the use of sustainable transport modes.



Core Theme 8 - Supporting Vulnerable People

The current situation in Blackpool

Within Blackpool as in every area of the country there are people in society who because of their circumstances or because of barriers in society are not able to reach their full potential. Generally vulnerable people have poorer levels of health and poorer quality of life. Sport and physical activity can provide unlimited opportunities for vulnerable people to succeed and develop a sense of achievement.

What we propose to do

- Work in partnership with the disability sporting community to provide inclusive and accessible sporting opportunities;

- Use 'Passport to Leisure' as a way of providing opportunities for children in public care and other vulnerable groups to access sport and physical activity;
- Use pricing and programming policies to support vulnerable groups and increase access to provision;
- Work with partners to specifically target older people (over 55's) to develop physical activity programmes which meet their needs;
- Support Blackpool's vulnerable groups to eat at least 5 a day and eat a balanced and healthy diet;
- Develop facilities at Blackpool Sports Centre in order that as part of the overall programme it can be designated as a mental health centre.

What will it look like?

More vulnerable people will positively experience success through sport and physical activity. More vulnerable people will be able to take part and will know the importance of eating aS balanced diet.



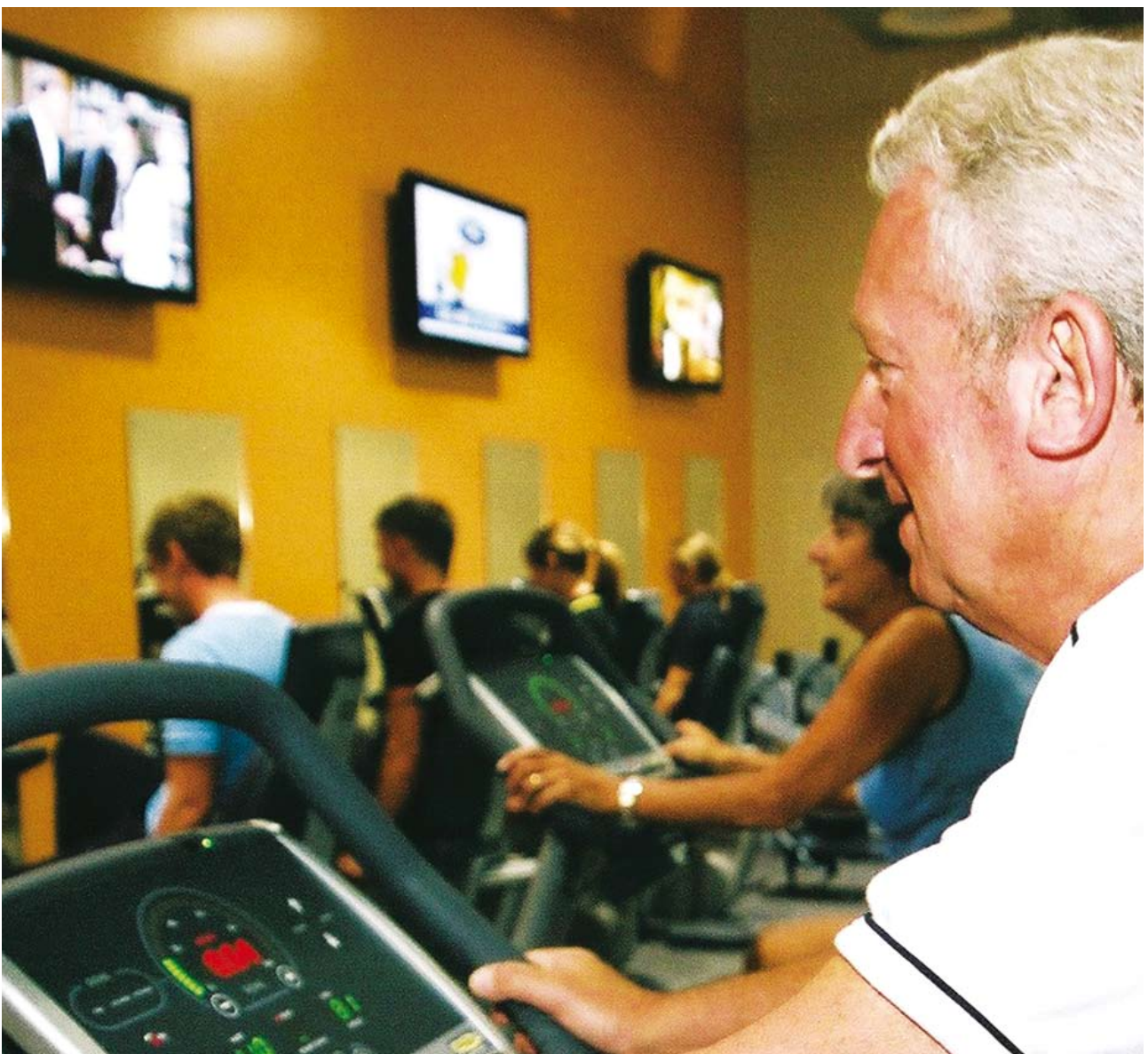
8. Performance Management

8.1 Monitoring Progress.

The strategy has been developed by a wide range of partners and stakeholders. The guardian of the strategy is Blackpool's Sport, Nutrition and Physical Activity Alliance.

In order to monitor the implementation and progress of the plan a performance management framework has been developed. The framework consists of number of key areas:

- Blackpool's Sport, Nutrition and Physical Activity Alliance Meetings;
- Local Strategic Partnership and Health Inequalities Partnership;
- Blackpool Council Overview and Scrutiny Committees;
- Blackpool Council and PCT partnership agreements;
- Key Performance Indicators.



8.2 Key Performance Indicators for Sport, Nutrition and Physical Activity.

The following Performance Indicators will be used to monitor and measure the impact of the Sport, Nutrition and Physical Activity Strategy

Public Service Agreement Targets

1. % of school children who spend a minimum of 2 hours high quality PE and school sport per week.
2. Halt the year on year increases in obesity amongst children under 11 by 2012.
3. Increase the take up of sporting opportunities by adults and young people aged 16 and above from priority groups by:
 - (a) Increasing the number of individuals who participate in active sports at least twelve times a year;
 - (b) Increasing the number of individuals from priority groups who engage in at least 30 minutes of moderate intensity level sport at least three times a week.

North West Core Delivery System Key Performance Indicators

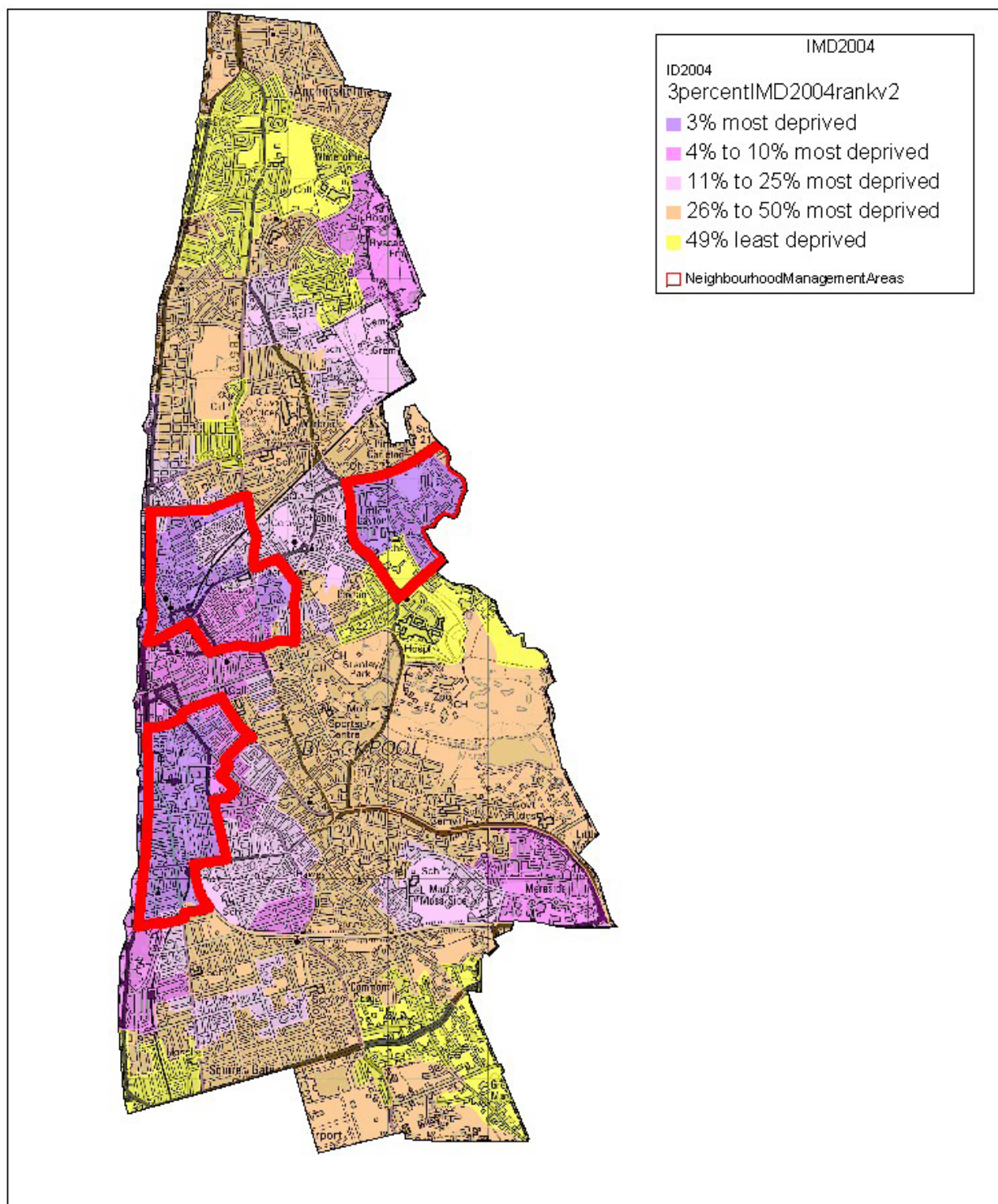
- KP11: Increasing the number of new participants
- KP13: Increasing the number of members in local clubs
- KP14: Improving standards in sport/organisational accreditation
- KP15: Increasing the number of new coaches
- KP18: Increasing the number of new volunteers
- KP17: Increasing the leverage into sport



Local Performance Indicators.

1. Number of people from Reassurance priority areas involved in organised walks.
2. Number of schools achieving Healthy Schools Status.
3. Number of visits by children accessing positive summer activities programme.
4. Number of people using Passport to Leisure Programme.
5. Number of staff registered on Workers in Motion Programme.
6. Number of Blackpool Leisure Cards issued
7. Number of adults engaged in GP referral programmes.

Appendix A



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Tourism & Regeneration Department
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Title: National Rank of ONS Lower Super Output
Areas Index of Multiple Deprivation 2004 with
Neighbourhood Management Boundaries

Scale: 1:50000

Date: 17/02/2006 Printed by: RW

Appendix B

The Balance Of GOOD HEALTH

Fruit and Vegetables

**Bread, other cereals
and potatoes**



**Meat, fish
and alternatives**

**Foods containing fat
foods containing sugar**

**Milk and
dairy foods**

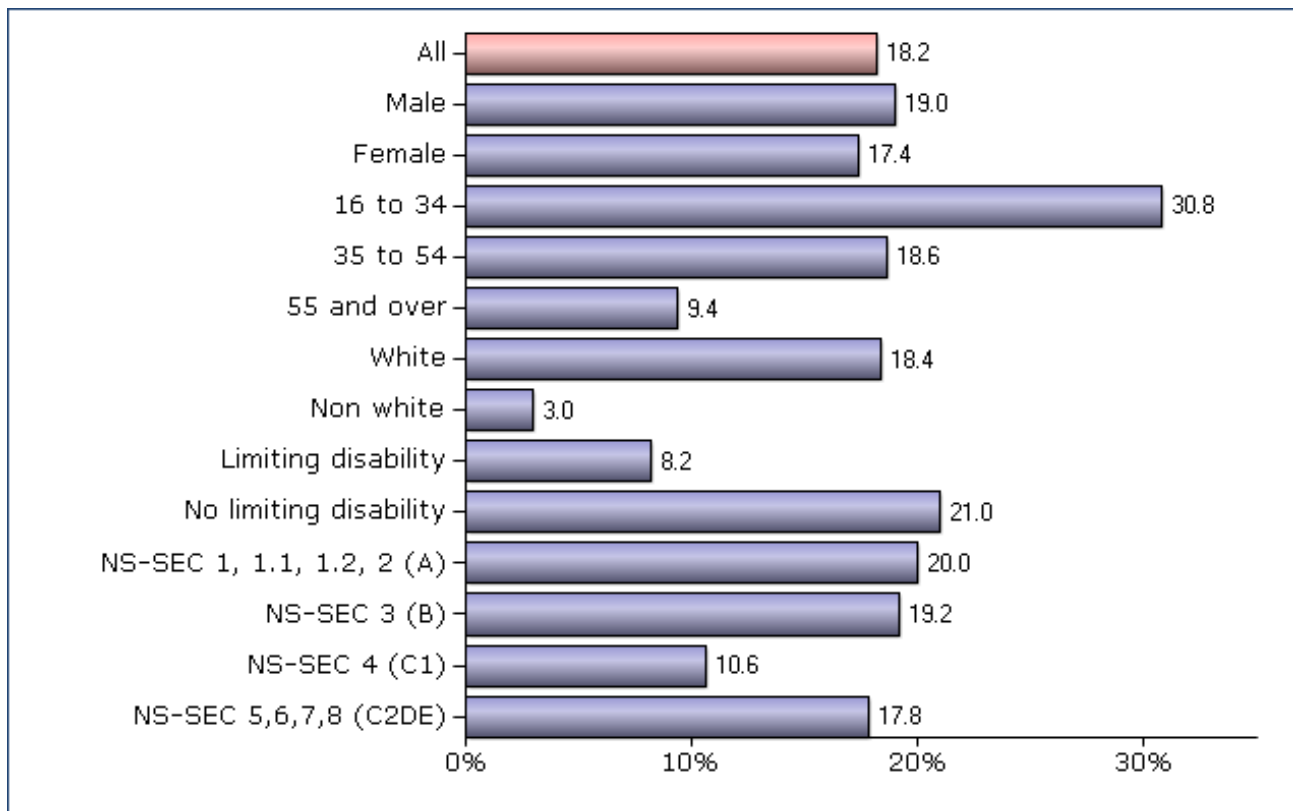
Appendix C

Regular Participation in Sport and Physical Activity Amongst Adults in Blackpool.

1. % of the adult population in Blackpool who have taken part in at least 3 days a week x 30 minutes moderate participation.

At least 3 days a week x 30 minutes moderate participation (all adults)	
Male	19.00%
Female	17.40%
16 to 34	30.80%
35 to 54	18.60%
55 and over	9.40%
White	18.40%
Non white	3.00%

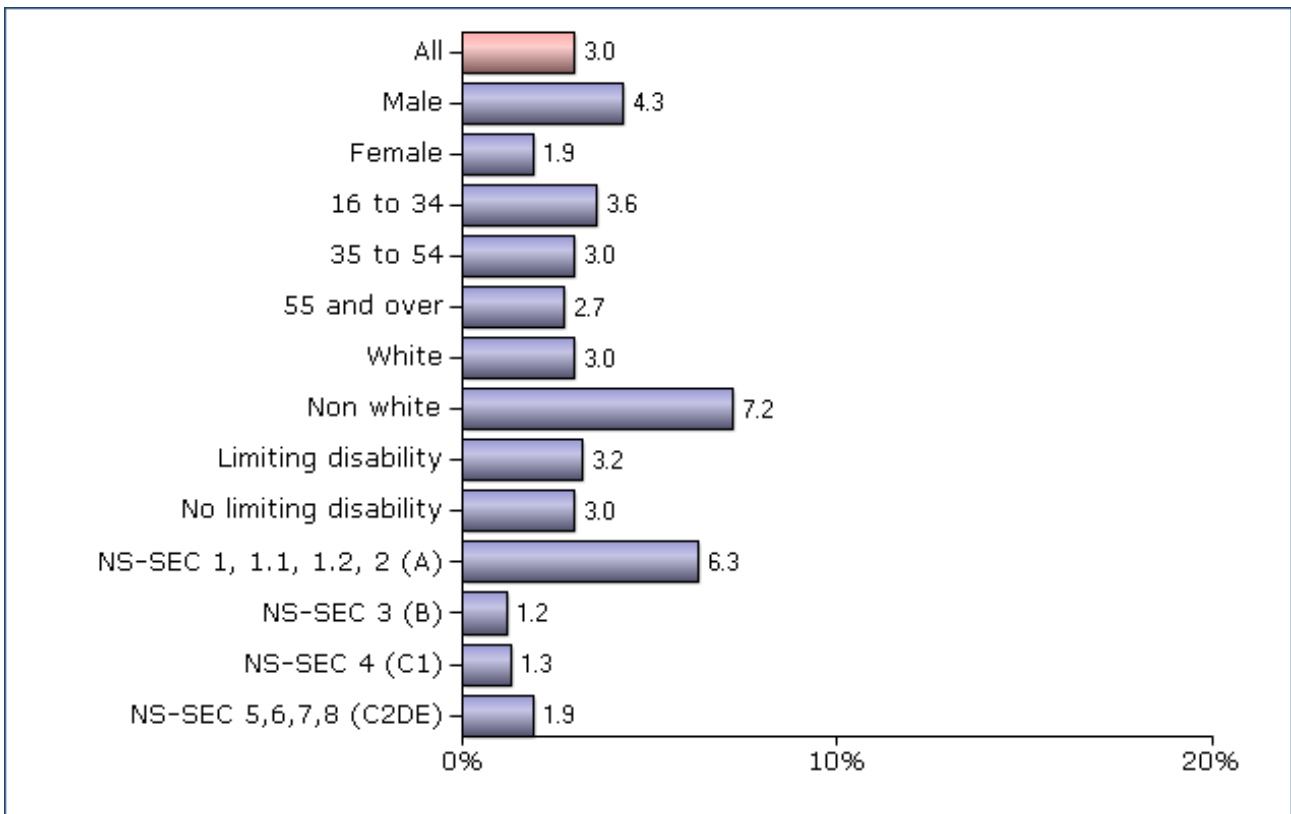
At least 3 days a week x 30 minutes moderate participation (all adults)	
Limiting disability	8.20%
No limiting disability	21.00%
NS-SEC 1, 1.1, 1.2, 2 (A)	20.00%
NS-SEC 3 (B)	19.20%
NS-SEC 4 (C1)	10.60%
NS-SEC 5,6,7,8 (C2DE)	17.80%



2. % of the adult population in Blackpool who volunteer for at least one hour per week to support sport.

KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	
All	3.00%
Male	4.30%
Female	1.90%
16 to 34	3.60%
35 to 54	3.00%
55 and over	2.70%
White	3.00%

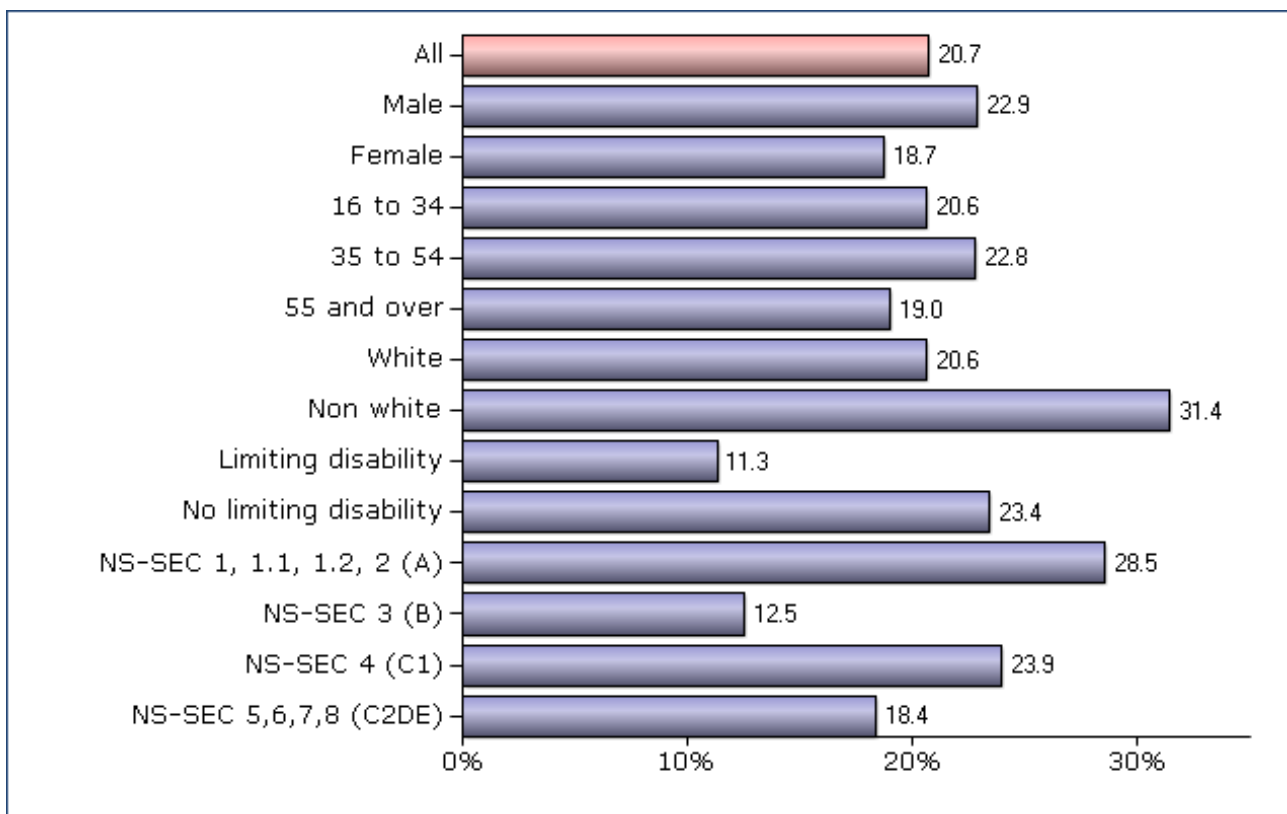
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	
Non white	7.20%
Limiting disability	3.20%
No limiting disability	3.00%
NS-SEC 1, 1.1, 1.2, 2 (A)	6.30%
NS-SEC 3 (B)	1.20%
NS-SEC 4 (C1)	1.30%
NS-SEC 5,6,7,8 (C2DE)	1.90%



3. % of the adult population in Blackpool who are members of a sports club.

KPI 3 - Club member (all adults)	
All	20.70%
Male	22.90%
Female	18.70%
16 to 34	20.60%
35 to 54	22.80%
55 and over	19.00%
White	20.60%
Non white	31.40%

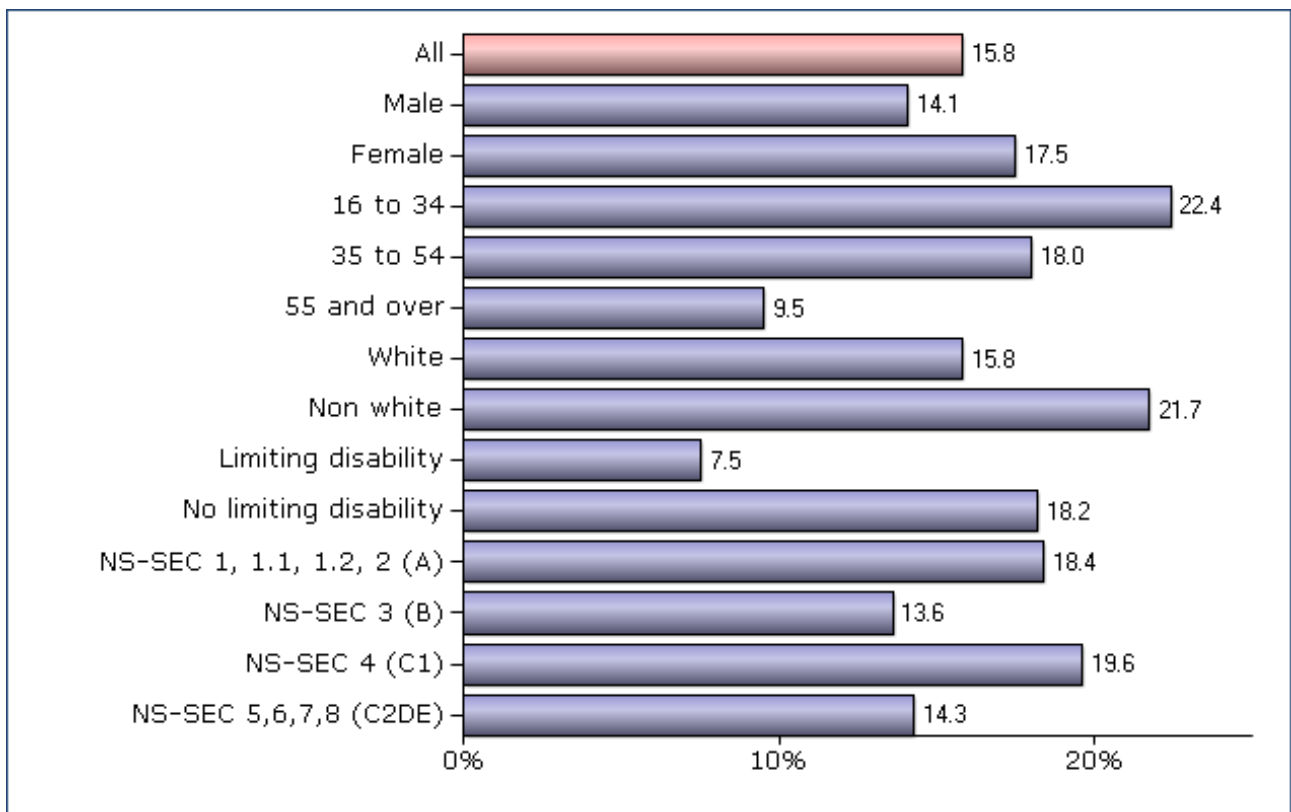
KPI 3 - Club member (all adults)	
Limiting disability	11.30%
No limiting disability	23.40%
NS-SEC 1, 1.1, 1.2, 2 (A)	23.40%
NS-SEC 3 (B)	12.50%
NS-SEC 4 (C1)	1.30%
NS-SEC 5,6,7,8 (C2DE)	1.90%
NS-SEC 4 (C1)	23.90%
NS-SEC 5,6,7,8 (C2DE)	18.40%



4. % of the adult population in Blackpool who have received tuition from an instructor or coach in the last 12 months.

KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	
All	15.80%
Male	14.10%
Female	17.50%
16 to 34	22.4%
35 to 54	18.00%
55 and over	9.50%
White	15.8%

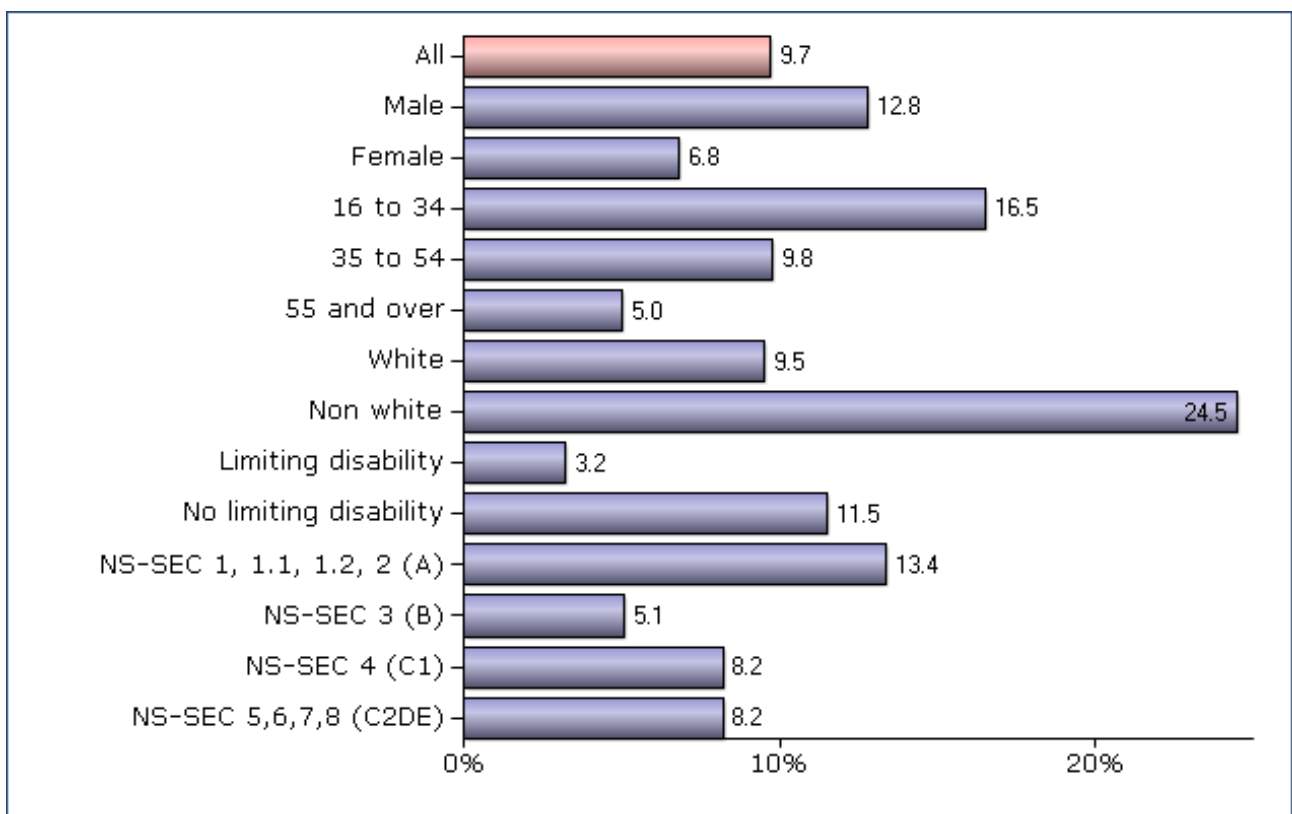
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	
Non white	21.7%
Limiting disability	7.50%
No limiting disability	18.2%
NS-SEC 1, 1.1, 1.2, 2 (A)	18.4%
NS-SEC 3 (B)	13.60%
NS-SEC 4 (C1)	19.6%
NS-SEC 5,6,7,8 (C2DE)	14.3%



5. % of the adult population in Blackpool who have taken part in organized competitive sport in the last 12 months.

KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	
All	9.70%
Male	12.80%
Female	6.80%
16 to 34	16.5%
35 to 54	9.80%
55 and over	5.00%
White	9.50%

KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	
Non white	24.5%
Limiting disability	3.20%
No limiting disability	11.50%
NS-SEC 1, 1.1, 1.2, 2 (A)	13.4%
NS-SEC 3 (B)	5.10%
NS-SEC 4 (C1)	8.20%
NS-SEC 5,6,7,8 (C2DE)	8.20%



All of the participation data has been taken from the Sport England Active People Survey 2006.

To ensure our services are accessible to all, documents prepared by Blackpool Council are available in large print, Braille, on audio-cassette or computer disk upon request.

We can also provide help for British Sign Language users and provide information in other languages.

Please ask for details or telephone 477477.