

Burnley Sports & Physical Activity Alliance

Vision and Delivery
Plan

2007-2010

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1. Introduction

Sports and physical activities are provided for two principle purposes – fun and function. The intrinsic enjoyment derived from sport and physical activity helps to explain their popularity. They have withstood the test of time as a human activity that gives pleasure, a sense of pride and personal fulfilment to those who engage with them.

Sport and physical activity are also valued for their instrumental purposes of making the population healthier, better educated, more employable and safer.

Findings from the Active People Survey, 2006 shows that 19.7% of adults 16+ participating in at least 30 mins of sport and physical activity of moderate intensity on three or more days a week in Burnley. This is below the national average and highlights the need to increase participation in sport and physical activity. The trend of poor participation is more noticeable in the following groups:

- Women and Girls
- BME
- 45 and over
- Lower Social Economic Groups
- People with Disabilities

The national and regional target is to increase participation by 1% per annum. For Burnley to achieve this target locally, 691 **more** people over the age of 16 will have to participate in sport and physical activity every year. Therefore, Burnley welcomes the opportunity to build on the existing networks and establish a functional Sport and Physical Activity Alliance (SPAA) which will help to co-ordinate delivery of existing sport and physical activity provision and develop new interventions which will contribute to the overall Borough target.

This document provides an overview of the current position, data analysis which forms the basis of the identifications of local priorities and the strategic themes which will drive the delivery plan to help Burnley achieve the 1% increase in participation.

1.1 Burnley Context

Sport and Physical Activity Delivery

Burnley has a long and proud history of involvement in sports and physical activities. Many clubs and organisations can trace their roots back to the 19th Century as the first teams emerged to play the new sports of cricket, football, athletics and rugby. It is estimated that over 79 clubs and teams regularly participate in organised sports and physical activities.

The town hosts Burnley Football Club who were founder members of the football league and began life as a rugby club, now play in the Championship and who also have a community outreach operation and study centre.

James Anderson who played for Burnley Cricket Club made his test debut in 2003 at Lords against Zimbabwe and with Craig Heap clinching a gold medal in gymnastics at the 2002 Commonwealth Games both promoted Burnley as a hot bed of emerging natural talent and are now ambassadors for the function of sport and physical activity in helping to mould character and discipline.

Sport and physical activity in Burnley has helped to create a profile of the borough that is both dynamic and traditional in its outlook. This profile is an asset that is enhanced by the variety of facilities and provisions from the Burnley Football in the Community Sports Centre and Clowbridge Water Sports Centre, to the walks around Towneley Hall and the re-invigorated Bridle path, Weavers Triangle and the Pennine Way all supporting recreational activity.

Burnley also has an Exercise on Prescription Scheme (BEEP) that has been established since 1995. It is delivered by the local authority in partnership with the Primary Care Trust and has contributed in raising levels of physical activity to alleviate health conditions in the borough.

Sport and Physical Activity Provision

It is widely acknowledged that the pace of change is unrelenting and accelerating in modern Britain and it is evident that sports and physical activity in Burnley is not immune from this. In 2006 the local authority in partnership with the Primary Care Trust built its new sport and physical activity centre (The St Peter's Centre) the £29m centre is the first of its kind in the country - it brings together the latest state-of-the-art health and leisure services all under one roof.

The latest developments include the completion of the £3m Spirit of Sports Centre and the development of a multi million pound Building Schools for the Future project that will build five new secondary schools with state of the art sport and physical activity facilities.

There are also a number of private sector health and fitness facilities in the borough to capitalise on the increased interest in healthy living amongst those with sufficient disposable income.

In Burnley and through the School Sports Partnership and the Physical Education School Sport Club Link (PESSCL) Strategy, we now have a Specialist Sports College. The substantial investment in school sports presents major opportunities to capitalise on the raised expectations of school children as they enter the adult sports and physical activity domain.

Building Schools for the Future is the latest development to take place in Burnley. The aim of Building Schools for the Future programme is to rebuild educational facilities for every secondary pupil over 10–15 years. The district will have 5 new super schools each with extended community usage. The schools will also have a multitude of sport and physical activity facilities complimenting existing opportunities available in the town.

It is evident that there are winners and losers in the traditional sports 'market' in Burnley. The closure of Gannow Swimming Pool reinforced the message that sports are subject to social changes and competing leisure pursuits.

A growing phenomenon is the increasing numbers of young people participating in crown green bowling in Burnley. This illustrates the importance of having dedicated supporters within the voluntary sports clubs with the enthusiasm and commitment to tap into the latent demand for young and older people to participate together. At the same time it demonstrates the ability for a sport to thrive with minimal playing facilities.

Finally Burnley Borough Council has recently developed a project that will invigorate sport and physical activity opportunities for the population of Padiham. The proposal is to develop existing facilities at Padiham Leisure Centre that will allow more access to the wider community to take part in sport and physical activities. Developments will

include a new state of the art adult and junior fitness facility and a community education zone. The total project cost is estimated at £1.2million.

This context shows Burnley's commitment to improving sport and physical activity provision. The SPAA will contribute towards this by effectively coordinating delivery of local interventions through a partnership approach and playing an advocacy role in strategic facility development across Burnley.

1.2 Demographic Profile

The population of the borough is estimated to be 87,000. The Census 2001 calculated the population to be 89,541. According to estimates therefore Burnley's population is falling, and there has been a significant drop in overall population since the 1991 Census when the figure was 91,148. It is estimated by Office of National Statistics that, under current conditions, Burnley's overall population will fall to 82,700 by 2028.

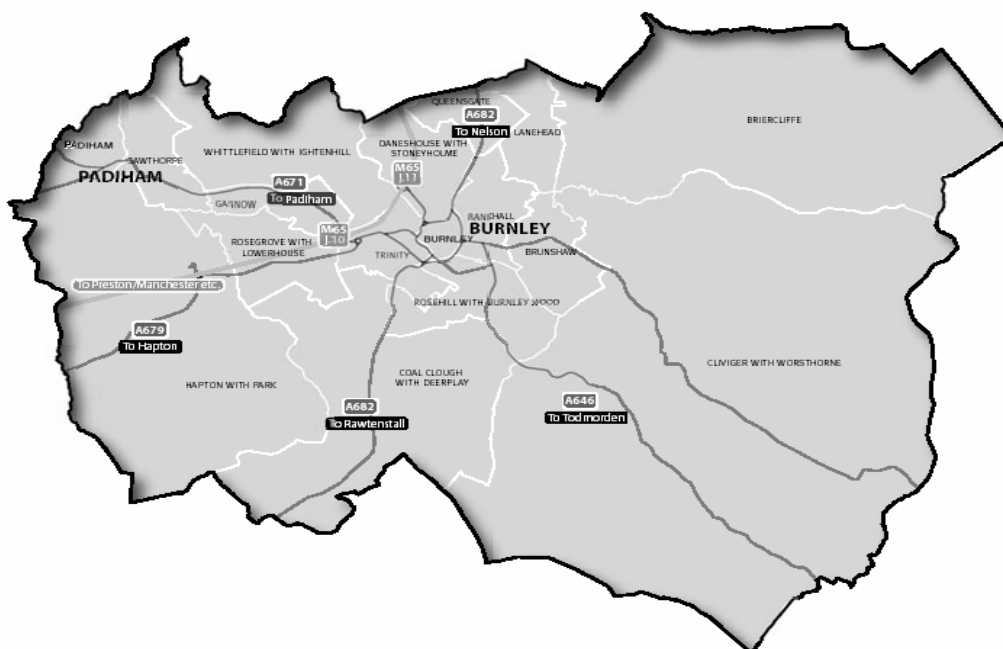
This decline in population is not reflected across the region and so is a rare phenomenon. Internal UK migration figures show the age that people are most likely to leave Burnley, rather than move to Burnley, is between 15 and 29. There is very little or no net loss from the older population groups.

Burnley's shifting population also presents more immediate challenges; there is a very high turnover of pupils within the Borough's schools making educational and young people's services difficult to plan. The Borough's population structure, like the rest of the UK, is undergoing long-term change. A growing proportion of the population is of retirement age, and an increasing number of very old, frail residents are dependent on long-term care.

Approximately 91% of the population is from a white ethnic background, while 8.5% are from a black and minority ethnic group (predominantly Pakistani or Bangladeshi).

Deprivation

Burnley contains some extremely deprived neighbourhoods according to the data supplied in the 2004 Index of Deprivation²¹. Approximately 25% of the population and households in Burnley live in areas classified in the top 10% most deprived neighbourhoods in England. The map shows that out of 60 Super Output Areas in Burnley, 14 are in the top 10% most deprived nationally. These are spread between seven wards: Bank Hall; Coal Clough with Deerplay; Daneshouse with Stoneyholme; Queensgate; Rosegrove with Lowerhouse; Rosehill with Burnley Wood and Trinity.



Health inequalities

The health of Burnley residents is worse than the national average when measured through premature deaths from coronary heart disease, cancer and respiratory diseases. The Borough also has relatively higher incidences of mental health, drugs and alcohol misuse. Burnley has one of the highest levels of teenage pregnancy in the country.

People who live in Burnley have a lower life expectancy when compared to the national average. Nationally men will on average live to 76 years and women to 80.6 years.

Burnley has high rates of limiting long-term illness. The limiting long-term illness rate is 125.95, which means that overall Burnley has a 25% higher than average incidence of restricting illnesses than the national average. The 2001 Census showed that 19,970 (22%) people in Burnley, and 9,838 (18%) of the working population declared themselves as having a limiting long-term illness. Burnley has higher than average rates of incapacity benefit claims.

There were 6,200 claimants of the benefit in August 2004, which is 11.6% of the borough's working population. The areas within Burnley that have the highest rates of limiting long-term illness are spread across a number of the more deprived wards in the borough. Bank Hall, Brunshaw, Coal Clough with Deerplay, Daneshouse with Stoneyholme, Queensgate, Rosegrove with Lowerhouse, Rosehill with Burnley Wood and Trinity all have one or more areas within them that have Limiting Long Term Illness rates of over 150, which is 50% above the expected average for that area.

Education

Burnley's educational starting rate at reception is assessed at 43.8, which is 84% of the County average, the second lowest in Lancashire and well below the national average of 50.

The proportion of pupils in Burnley who achieve five or more GCSE passes is lower than the national and county average, but in 2004 was not the lowest in the sub-region, as both Blackburn and Pendle had a lower attainment rate. Burnley's performance is well below the average for both Lancashire and England.

In the latest update to the 1997 House Condition Survey the total number of dwellings was confirmed as 40,802. In 2001 it was estimated that in Burnley 23% (9389) of the total private sector housing stock was unfit and that currently over 4,036 dwellings (9.9%) were vacant. (The recently announced census for 2001 determined a figure of 7.4% ranked Burnley the 2nd worst area out of 376 Local Authorities).

Crime

Also that high crime rates are more evident in inner Burnley. In 2001, 44% of all crime in East Lancashire took place in Burnley. "In almost every sense it is clear that, whilst Burnley is not a city, it experiences all the chronic problems associated with inner city deprivation." Burnley Task Force Report 2001

The Borough has 15 wards and is home to a number of buoyant and affluent areas, those that are considered to be vulnerable, and those considerably deprived. The Borough has 3 wards that are in the worst 5% nationally, (Trinity, Bank Hall and Barclay) and one ward (Daneshouse), which is in the worst 1% of wards nationally. The Borough's ethnic minority population is strongly concentrated in the single ward of Daneshouse.

1.3 The Value of Sport

The value of sport has been well documented in recent years by central government, numerous reports set out ambitious objectives for the development of sport and physical activity in the UK. Subsequently various reports have specified how the government should invest its' considerable resources in an effective manner to improve opportunities for the population to participate in sports and physical activity.

'Game Plan' Cabinet Office 2002, Carter Report 2005 'Review of National Sport Effort and Resources'

In 'Sport Playing its Part' which was published by Sport England in partnership with the DfES, DCMS and the Local Government Association, there was a recognition by all partners that Sport can enrich people's quality of life, raise self-esteem and confidence and provide enjoyment to individuals.

But it is widely recognised that sport also has a much larger part to play in achieving other outcomes, building stronger safer communities, strengthening the economy and developing the skills of local people, meeting the needs of children, as well as the associated health benefits.

Sport helps children become fit and healthy. It diverts many away from crime and disorder and builds their self-esteem and confidence. Sport can also help young people get back into mainstream education and be a stepping-stone into employment and formal training.

Sport can contribute to meeting many different needs for children and young people. The evidence below gives examples of how sport can contribute to the national outcomes as set out in *Every Child Matters: Change for Children*, 'Be Healthy', 'Stay Safe', 'Enjoy and Achieve', 'Make a Positive Contribution' and 'Achieve Economic Wellbeing'.

The demographic analysis and statistics above shows that there is significant deprivation within parts of Burnley. The formation of the SPAA in Burnley presents an opportunity to develop a local delivery plan to help remove barriers, target intervention and increase participation in sport and physical activity which will in turn help to contribute to an improvement in other socio-economic indicators in the local area.

2. Delivery System for Sport

2.1 National and Regional Context

Sport England has recognised that given the huge number of agencies now involved in delivering and supporting sport and physical activity, there needs to be a clearer structure to deliver and co-ordinate both information and indeed, development and resources

This was born from the Review of National Sport (Carter 2005), which found that to maximize an increase in participation a 'delivery system' for sport is needed where partners have a clear role to play at the right level in contributing to more people 'starting, staying and succeeding'.

Guidance toolkits produced in late November 2005 set out a model for a clear Delivery System for the delivery of community sport in England.

Sport England in the North West spelled out in its investment strategy that identified the 'Delivery System for Sport' as the delivery mechanism for government investment in the development of sports and physical activity. The system recognises the virtue of local knowledge and the sport and physical activity infrastructure to enact the Game Plan objectives of raising participation levels to 70% by 2020.

2.2 Sub Regional Position: Lancashire Sport Strategy

The Lancashire Sport Partnership has developed a strategy for sport and physical activity, "Changing Lives". The strategy vision is to "Develop a Participation Culture in Lancashire with the overarching aim being to "increase participation in and widen access to sport and physical activity. To achieve the vision the partnership will be focusing on the core themes of Young People, Health and Well Being, Enhancing the Sporting Infrastructure, Developing the Workforce, Benefiting the Economy and Creating Safer and Stronger Communities. Lancashire Sport help support the development of the delivery system for sport including the advocacy of SPAA's.

2.3 Community Sports Networks: (Sport and Physical Activity Alliances)

The delivery system for sport suggests that at a local level, a Community Sports Network (CSN) or Sport and Physical Activity Alliance (SPAA) is required to bring local deliverers together, to share resources and expertise, to be accountable for investment made, to build capacity and be a focused network for action.

It is estimated that in the northwest over £10 million will be invested in community sport through the Sport and Physical Activity Alliances. This investment will be used as a leverage to increase the inward investment into sport and physical activity at a local level and an estimated £189,500 has been made available to the Burnley SPAA.

We believe that this new delivery system represents both an opportunity and a challenge:

Opportunity:

Ensure that the investment and allocation of funding is aligned to the vision (the roll out of the delivery system for sport in the community) and drive to improve the performance of the sport and physical activity.

Challenge:

Ensure that the scarce resources are targeted in the right way to make a sustained difference for and through sport to achieve a 3% increase in participation over the next 3 years.

2.4 Burnley Sport and Physical Activity Alliance (SPAA)

The role of the Burnley SPAA will be to provide a platform for local agencies and networks to improve and add value to existing activity and investment to achieve the overall aims of increasing participation and widening access to sport and physical activity for all members of the community.

The networks philosophy challenges the current Sport, Health and Leisure forums in Burnley, but presents a significant opportunity to review and build upon pockets of good practice to create a more dynamic and inclusive network, which engages a wider range of action focused partners.

Through joint policy development, focused planning and effective resourcing the Burnley SPAA will become the local voice of change whilst collectively, via the coordination function, it will be part of a significant mechanism for planning and delivery across the Borough.

At the launch of the Burnley Sport and Physical Activity Strategy 2004 – 2009, a strategy steering group and themed sub groups were established to coordinate the development of sport and physical activity for the population of Burnley.

Collectively groups have been successful and achieved many positive outcomes during the first two years of delivery and these include:

- Mentoring and Coach Education Programme delivered in association with the Lancashire Sports Partnership and Lancashire Business Partnership
- Establishment of Sport Specific Development Groups
- Development of a District Football Development Plan
- Work in progress to develop a swimming and cricket development plan
- Community Sports Coaches Scheme / Coaching in schools programme
- Youth Engagement Programme
- Strike for Life
- Community Engagement Programme – tackling substance misuse through sport and physical activity
- Established Disability Sports Club – Burnley Bears
- QUEST accreditation for the Sport and Play Development service
- Developed the BUFFALO (Burnley Food and Fitness Aimed at Lowering Obesity) children's project
- Built on the work of the physical activity multi-agency forum and continued to raise the physical activity agenda
- Developed work around Falls Prevention collaboratively – ensuring physical activity opportunities for older people.
- Set up a young persons obesity clinic (OSCAR) using a person centred approach to improve the life chances of young people who are diagnosed as clinically obese.
- Set up of a Pulmonary Rehabilitation programme for patients suffering from COPD (Chronic obstructive pulmonary disease)
- Continued development of the BEEP (Burnley Encouraging Exercise on Prescription) scheme.
- The development of St Peter's Centre

In the light of the changing environment in Burnley and in response to the opportunities afforded by the 'Delivery System for Sport', partners in the town felt it necessary to create a stronger strategic approach that understands the issues, anticipates the challenges and provides an agreed distribution of resources to support and increase sport and physical activity levels within the town.

The SPAA plans to target and work alongside agencies, partners and stakeholders who will need to adopt and endorse the plan and commit to taking responsibility for co-ordination, delivery and evaluation of the success and impact of its delivery.

This partnership approach will help support the delivery of, not only objectives of the SPAA, but also the objectives of the partner agencies and their agenda's.

2.5 Local Strategies to Drive Change

The SPAA will contribute to all of Burnley's thematic agenda's, therefore the local drivers for change that have been identified through a large range of cross sector local, regional and national strategies. The provision of sport and physical activity over the next 3 years will also be shaped using themes from within the following strategies and plans:

- Burnley Community Plan
- Every Child Matters
- Youth Matters
- NGB Whole Sport Plans
- Parks and Green Spaces Strategy
- Building Schools for the future Plan
- Neighbourhood Renewal Strategy
- Community Cohesion Plan
- Sport and Physical Activity Strategy
- Cultural Strategy.

2.6 Burnley Action Partnership (BAP)

The Local Strategic Partnership (LSP) known locally as Burnley Action Partnership (BAP) is a commitment from partners across sectors to work together for the long-term prosperity of Burnley. It recently published its 10-year Sustainable Community Strategy. The strategy was developed through a detailed process of consultation with a wide range of partners from the public sector, the private sector and the voluntary, community and faith sectors.

The consultation also included the review of overarching plans such as Lancashire County and Pennine Lancashire and in particular the Local Area Agreement, to ensure that the partnership is working towards achieving the same goals. Where appropriate the targets from these plans have been translated into the 10-year strategy.

Thematic groups have been established to identify the skills, resources, actions and incentives to make the long term vision a reality.

Membership and integration into local structures

Figure 2.1 overleaf shows how the SPAA feeds into and sits within the local decision making framework of the LSP.

Burnley SPAA is made up of organisations from the public, private, voluntary and community sectors. It includes Burnley Borough Council, Burnley Pendle and Rossendale Primary Care Trust, Burnley College, Lancashire County Council, Burnley Community Network, Lancashire Sports Partnership, Burnley Football Club,

Burnley Express and many other organisations with a stake in the development of sport and physical activity in Burnley. The purpose of the alliance is to:

- Develop and a strategic vision for the Borough of Burnley that will increase participation levels in sport and physical activity and widen access
- Develop and implement plans to achieve that vision
- Enable member organisations to work together in a sustainable and co-ordinated way to deliver agreed priorities for the population of Burnley and
- Avoid duplication and to add value to the services provided and activities undertaken

The Burnley SPAA has been integrated within the LSP framework and sits within and is accountable to the Social and Community Cohesion Thematic Group, which has a strategic lead on Culture, Media and Sport.

The SPAA Delivery Plan will be developed to include the LSP themes of 'Healthier Communities and Older People' and 'Young People (5-19)'. In addition the Delivery Plan will include a 'Sporting Infrastructure' theme which is seen as essential to influence and contribute to the cross cutting themes of 'Economy' and 'Social and Community Cohesion'.

The diagram also shows the membership of the SPAA assembly which is the body all sport and physical activity agencies who are consulted on the ongoing development of the SPAA, made aware of developments and attend annual conference and feedback sessions to input into the process.

Figure 2.1 SPAA integration with LSP

BAP Structure



3. Local Drivers for Change

3.1 Need analysis

Given the imperative of driving up participation by 1% per annum it is crucial for the SPAA to provide evidence that it understands the needs of those groups who are under-represented in their participation, and that interventions are making a difference for these groups.

The Burnley SPAA seeks to ensure that its delivery plan is supporting the region to deliver on its key priorities but more importantly that it underpins and understands the local context for developing and delivering sport and physical activity across the Borough.

Through local consultation and analysis of local and national research data the Burnley SPAA in partnership with the University of Central Lancashire has tried to identify and better understand the inequities in sporting opportunity that exist amongst different groups in the population and the ways in which these may be overcome.

The analysis is based upon data collected from the Active People Survey (the largest ever survey of sport and active recreation to be undertaken in Europe, providing reliable statistics on participation in sport and active recreation (a minimum of 1,000 interviews were completed in Burnley) and other sources including the Year 9 Survey, Burnley Pendle and Rossendale Primary Care Trust's Public Health statistics and the Burnley Residents Satisfaction Survey.

The Active People survey identifies participation levels locally and between different groups in the population. For the purposes of this analysis, 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.

The survey also measures; the proportion of the adult population that volunteer in sport on a weekly basis, are members of clubs, are involved in organised sport/competition, are in receipt of tuition or coaching, and overall satisfaction with levels of sporting provision in our local community, all of which provides important information on the strength of the local sporting infrastructure.

The subsequent analysis by the University of Central Lancashire demonstrates the positive impact that sport and physical activity has on the health of individuals and communities. Regular physical activity can reduce the likelihood of ill health, help to tackle obesity, support healthy growth in young people and contribute to older people leading more independent lives.

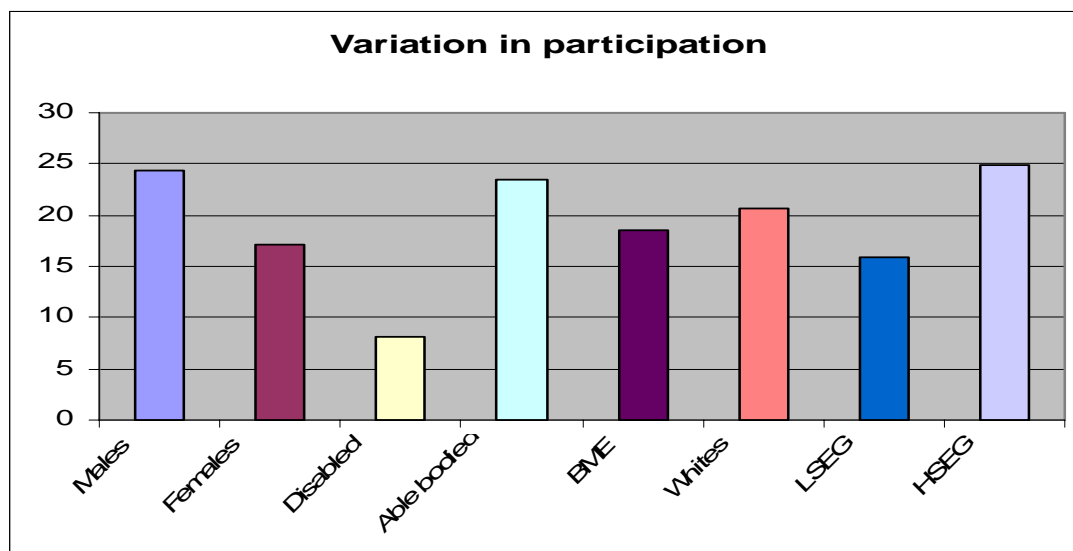
The Active People summary data in Table 3.1 overleaf indicates that Burnley has low participation rates among adults nationally with an average of 54.6% of the adult population in Burnley not taking part in any form of sport or physical activity. The following provides further headline figures of the participation rates among adults in Burnley compared to those nationally.

Table 3.1 Active People Summary

Indicator	Burnley %	National %
Overall adult participation (3x 30 mins)	19.7	20.6
Adult male participation (3x 30 mins)	21.2	23.7
Adult female participation (3x 30 mins)	18.4	18.3
White British participation	20.1	21.2
Black & Minority Ethnic participation	17.7	18.6
Adults doing Zero activity	54.6	50.6

The evidence shows that Burnley’s participation rates are below all national indicators with exception of female participation. The research has also identified differences in adult participation levels between different groups. This variation is shown in Figure 3.1 below Participation levels decline significantly with age and participation rates are lower among women and girls, ethnic minority groups, people with disabilities, and from lower socio-economic groups. People with low educational attainment are also less physically active.

Figure 3.1 Variation in adult participation by demographic indicator



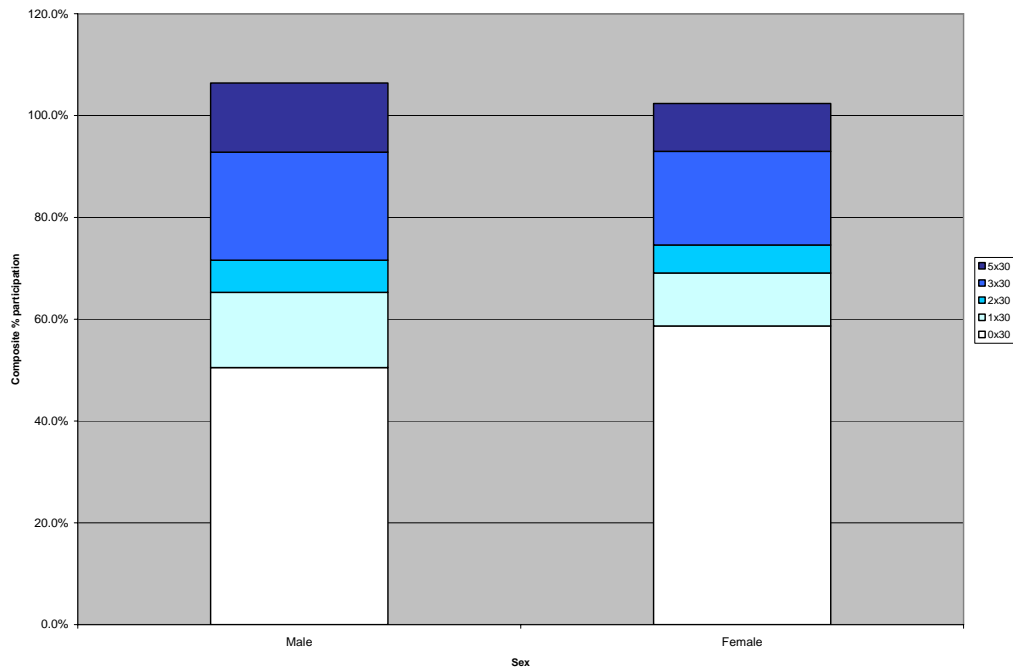
The subsequent sections provide a more detailed analysis of each of the key demographic indicators.

Gender

Despite female participation in Burnley being above that of the national average it is apparent from Figure 3.2 overleaf that female participation is considerably lower than that of the male population. Most concerning is the fact that 58.7% of females participate in no form of sport or physical activity compared to 50% of males. In addition the percentage of females participating in the recommended 3 sessions of 30 minutes is considerably lower than that of the male population. Interestingly, there is a high proportion of both sexes (over 15% in both cases) who participate in either one or two sessions of 30 minutes physical activity which shows that people are engaged but are not participating regularly.

This outlines the importance of specifically targeting women within the delivery plan but also developing elements of projects for the male population who are active but may not be participating regularly.

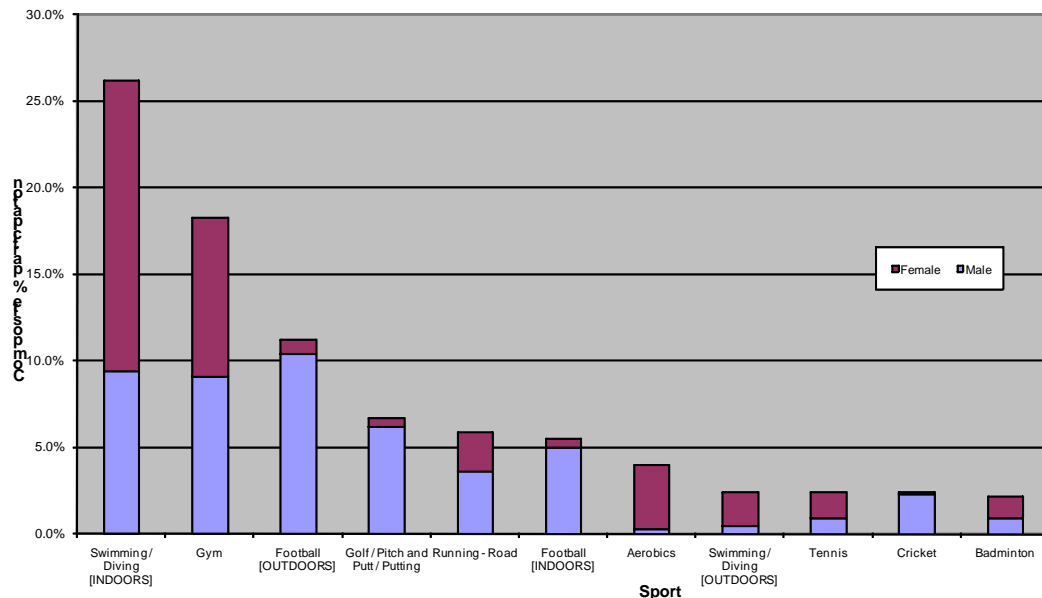
Figure 3.2 Participation breakdown by gender



When developing interventions to target certain groups with the aim of engaging them in sport and physical activity it is important to analyse what activities are popular amongst those who are currently participating within those target groups.

Figure 3.3 below shows that female participation is greater in activities such as swimming, gym and aerobics, suggesting that a programme of aerobic led sessions could be beneficial in targeting more women to participate. In addition male participation is greater in team sports in addition to swimming and gym.

Figure 3.3 Sport specific participation by gender

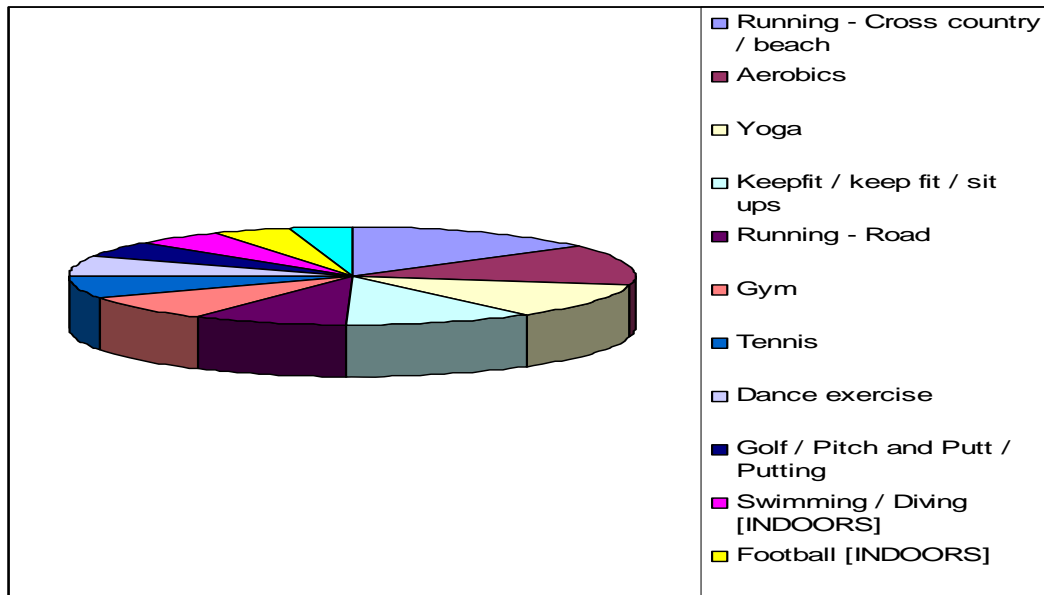


In the Burney Year 9 Survey of 2004 the top ten most attractive 'sports' for boys and/or girls at a club or regularly organised session away from school include football, dance, keep fit and judo/martial arts. Approx 90.5% of young people take

part in informal sport and exercise. Figure 3.3 identifies that activities such as swimming, gym and aerobics are the most popular types of activities for females.

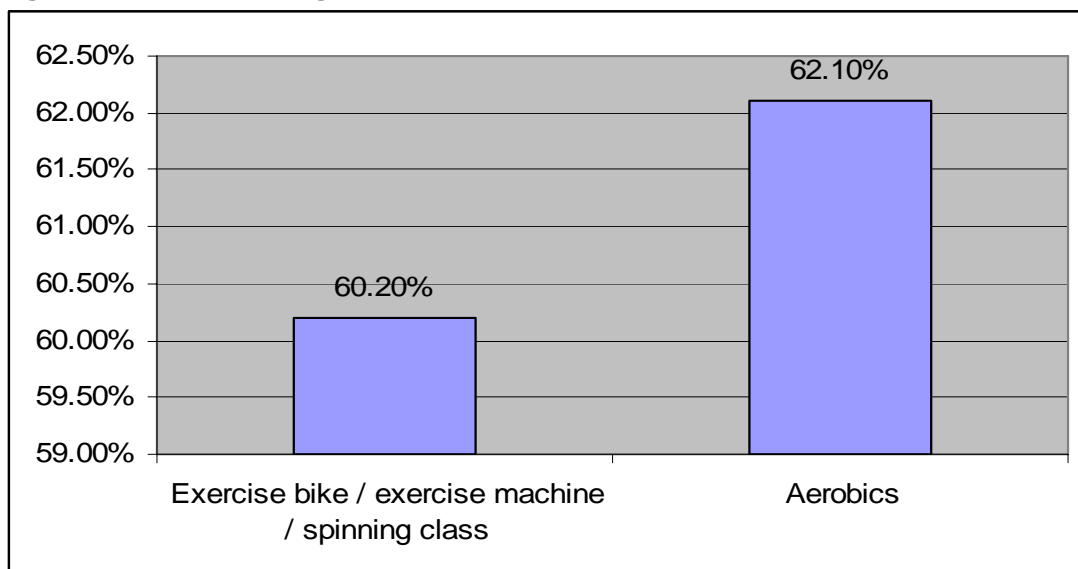
In adults, the Active Peoples survey identifies that dance related activities are very popular and feature in the top 10 most popular types of activities. The diagram below re iterates the interest shown by local residents.

Figure 3.4 Popular activities



Although the interest is high for these types of activities, a staggering 66.10% of the population still face barriers to participation. A further 62.10% are not members of any related regular club or organised activity.

Figure 3.5 Not receiving tuition from an instructor

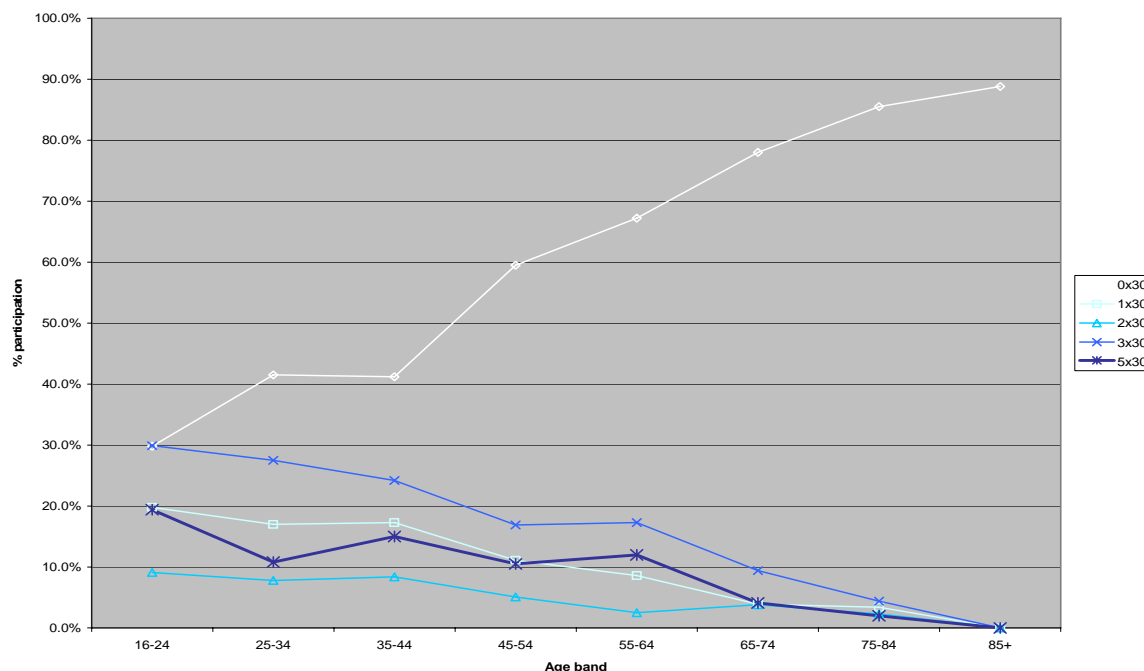


The data suggests that dance is one of the best ways of getting more females involved in physical activity. Therefore the SPAA will also aim to engage this target group through aerobic dance type activities. The delivery will also target females from black and ethnic minority communities. Further evidence to support this targeted approach is outlined on page 16.

Age

Participation in physical activity has been found to assist health status. Despite strong messages about the benefits of regular physical activity for people of all ages, this is not being translated into increased rates of participation. Further evidence from the Active Peoples Survey suggests that as people get older then the participation rates start to fall dramatically, as seen in Figure 3.6 below.

Figure 3.6 Participation breakdown by age



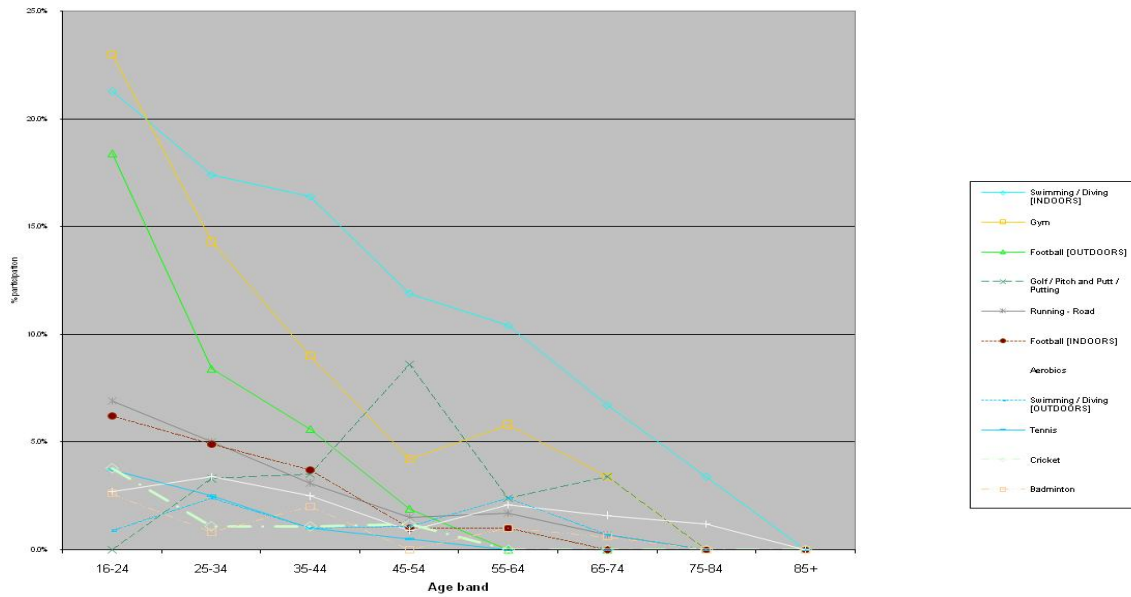
Almost 30% of adults from the age of 16-24 are participating in the recommended 3 times 30 minutes sport and physical activity. However, there is a subsequent steady decline with age with a considerable drop off between the age of 45 to 55. 67% of people between the age of 55 and retirement age do not participate in any physical activity. These figures show the importance for the SPAA to target people as they grow older by establishing new initiatives in settings which will engage with this age group.

The trend of lower participation rates with age is mirrored throughout all groups but most notably amongst women whose participation levels decrease markedly by age. This reinforces the fact that women have to be targeted more intensively than the male population where a key strategy needs to be retention.

As discussed previously when developing interventions to target certain groups with the aim of engaging them in sport and physical activity it is important to analyse what activities are popular amongst those who are currently participating within those target groups.

Figure 3.7 below shows that participation in most sports decreases with age however it is important to note that some sports actually increase within certain age bands. For example even though there is a general drop off in participation from 16-24 to 25-34, participation in golf increases. Also, whilst there is a notable reduction in participation in most sports between the age of 45 and 64, use of the gym increases suggesting that any activity targeting the older age groups could utilise the local health and fitness facilities as a setting.

Figure 3.7 Sport specific participation by age

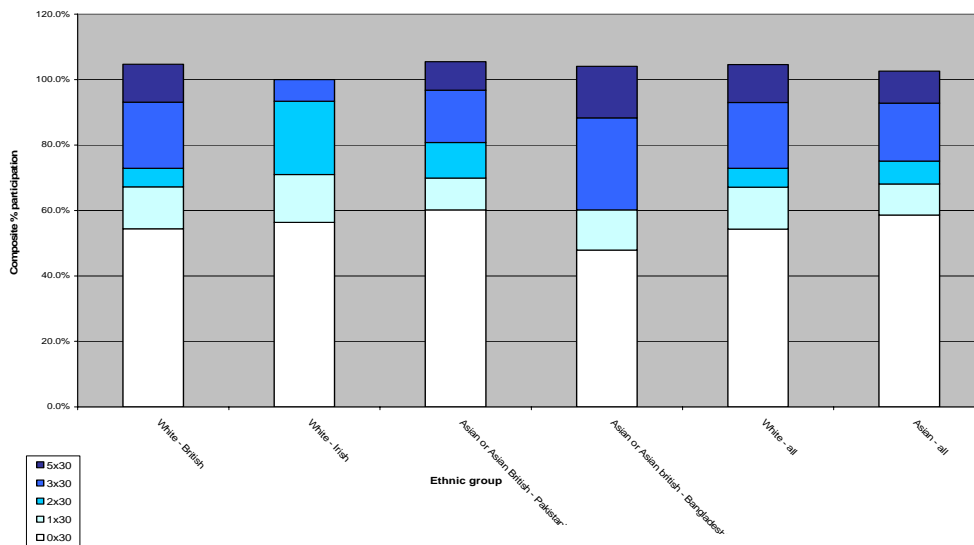


Ethnicity

As discussed previously 8.5% of the population of Burnley is from a BME group and therefore it is vital to consider the current participation trends within this population. Figure 3.8 below clearly shows that the Asian population within Burnley has a lower propensity to participate in sport and physical activity- 59% do not participate at all and only 17% participate at the recommended level compared to 19.7% of the overall adult population.

It is also important to note that the trend of lower participation amongst BME groups is heightened amongst the female BME population with only 18.4% participating in regular activity.

Figure 3.8 Participation breakdown by ethnicity

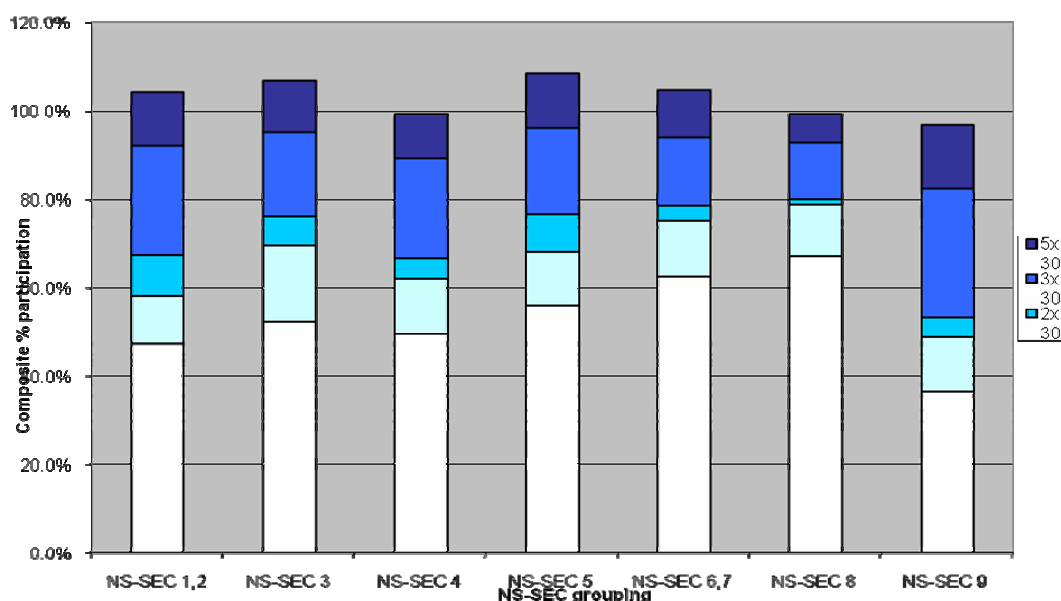


These statistics show the importance of providing an equitable approach to all sport and physical activity delivery throughout Burnley and significantly that the projects referenced within the SPAA delivery plan include an element of targeted delivery to underrepresented groups.

Socio- economic background

As would be expected those socio- economic groups with more disposable income (NS-SEC 1, 2 and 3) have a higher proportion of their population participating at the recommended level of 3 times 30 minutes and lower levels of those not engaged at all. This is compared to the lower social groups included those who are unemployed (NS-SEC 7 and 8) where only 12.7% are participating on a regular basis compared to the overall figure of 19.7%. Of most concern is the fact that 67% of those people unemployed do not participate in any sport or physical activity.

Figure 3.9 Participation breakdown by socio-economic grouping



This outlines the importance of the SPAA recognising barriers to participation for all groups and designing interventions accordingly.

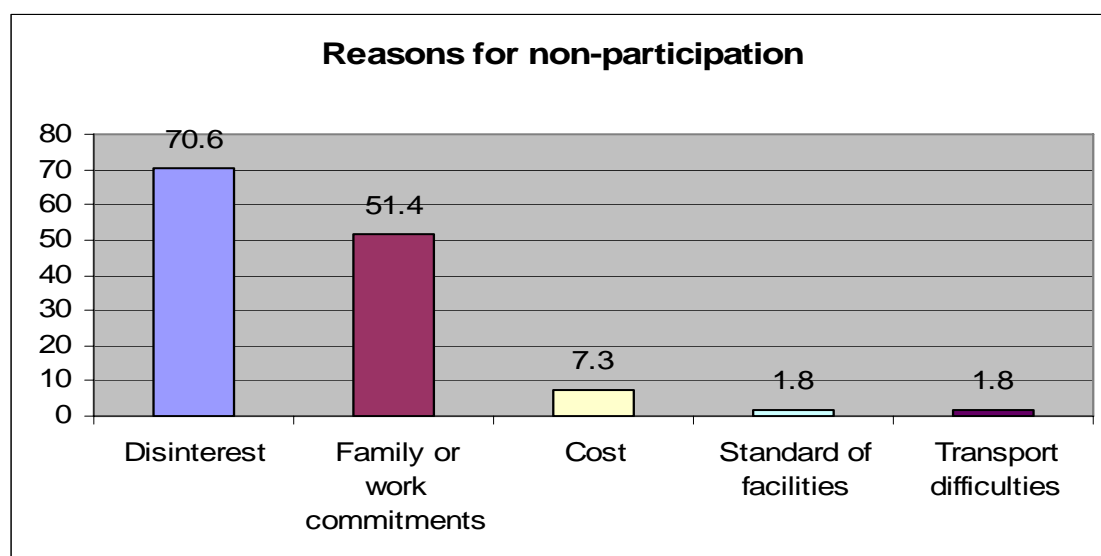
Barriers to participation

Analysis of the data from the Burnley Citizens Panel held on participation shown in Figure 3.10 overleaf pointed out that one of the main reasons why people do not participate in sport or physical activity is ‘disinterest’. This outlines the importance of the SPAA to recognise the groups who are participating less often in sport and physical activity and develop interventions to target the groups to hopefully increase participation accordingly.

The other most common reasons for not participating are family and work commitments; which suggests the SPAA should think about a variety of settings to deliver sessions to suit as many groups as possible especially those with groups where high levels of latent demand exist.

Cost is also a key barrier to participation in Burnley which also indicates all interventions need to be affordable especially those targeting people with less disposable income.

Figure 3.10 Reasons for not participating



The East Lancashire Health & Community Survey was completed in 2006 by East Lancashire Public Health Network to identify pertinent health needs and health inequalities relating to community 'capital' (access to social, collective and economic resources). From a stratified random sample the following results have been presented (see Table 3.2).

Table 3.2 East Lancashire Health & Community Survey (2006) results

Indicator	Percentage of respondents reporting	Percentage higher than the rest of East Lancashire?
Smokers (daily)	25.9%	Yes
Obesity (Body Mass Index >30)	18.6% Females – 21.7% Males – 15.6%	No
Sedentary lifestyle	48.6% Females – 54.8% Males – 42.1%	Yes
Coronary Heart Disease risk factors (3 or more)	8.1%	Yes
High risk alcohol status	2.6%	Yes
Fruit and vegetable consumption (<5-a-day)	80%	No
2 or 3 poor diet habits	19.4%	No
Diabetes	5.1%	No
Seen GP for asthma	8.5%	No
Seen GP for angina	5.8%	No
Poor neighbourhood connections	22.1%	No
Community activity involvement (none)	53.1%	No

Table 3.2 above illustrates the results of the survey that link directly to the SPAA agenda. Sport and physical activity can have a direct effect on the following indicators simply through an increase in participation:

- Obesity with a particular focus on females who have already been identified as a priority group due to their low participation levels
- Sedentary lifestyle again with a particular focus on female participants
- Coronary Heart Disease risk factors of which physical inactivity and obesity are two
- Diabetes, asthma and angina rates through sport and physical activity as a means to prevent or benefit long term conditions
- Poor neighbourhood connections and community activity through sports clubs and healthy communities activities

Indirectly it is also possible to achieve some effect on the remaining indicators by using sport and physical activity as a medium to promote and encourage healthy lifestyles:

- Smoking
- Alcohol consumption
- Fruit and vegetable consumption and dietary habits

The need for a partnership based approach to the delivery and provision of sport and physical activity through the SPAA can be highlighted by the indicators that represent the highest level of these issues in East Lancashire (smoking, sedentary lifestyles, Coronary Heart Disease risk factors and high risk alcohol status). These clearly demonstrate the need for action and the far reaching effect that interventions can have on individual's health and well-being.

Young People

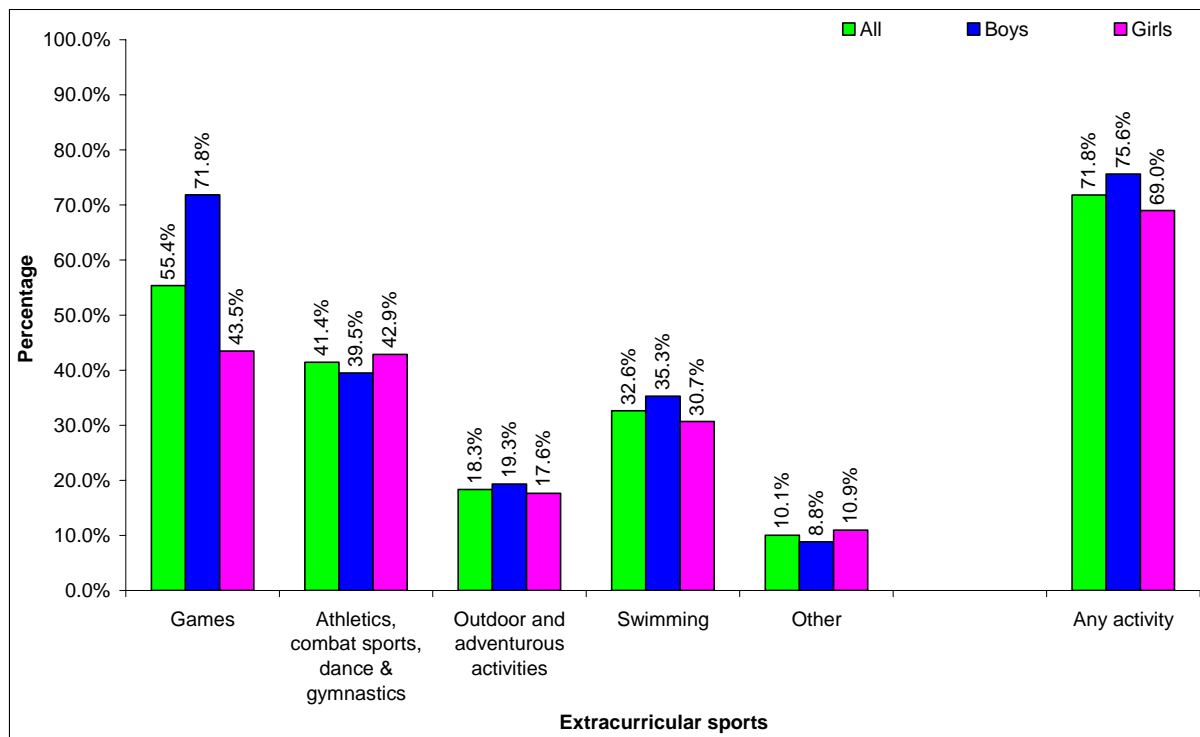
The PESSCL survey 2007 shows that activity levels of young people within Burnley is lower than average with only 50% of Burnley pupils involved in 2hrs of PE and School Sport per week which is lower than the Lancashire average of 79% and the national target of 85%. In addition only 12% are involved in community sport compared to the Lancashire average of 26%. This shows that there is huge potential to improve the school club links and school sport influence on community sport through the SPAA.

The Schools Year 9 Survey 2004 found that 75.7% of young people feel healthier when they take part in sport, exercise and dance. Only 31.1% of young people receive specialist coaching, training or lessons and 3.1% currently contribute to sport in a voluntary capacity suggesting that the local sporting infrastructure could be enhanced. 16.9% of young people consider themselves to be poor or non-swimmers. This figure is supported by the fact that 22.7% either cannot swim or swim no more than a length a figure that suggests basic levels of physical activity are poor amongst young people. Only 14.7% of young people visit a leisure centre two or more times each week and 24.6% feel out of place in a sports centre, outlining the increased role the school sport partnership has in improving links with community sport and other local delivery partners to improve levels of physical activity amongst those aged 5-19.

It will also be necessary to focus on improving the health of children and to identify school - based interventions for the youth, not only for their potential scope - almost all young people between the ages of 6 and 16 years attend school - but also for their potential impact. Nearly half of young people 12-21 years of age are not vigorously active; moreover, physical activity sharply declines during adolescence. Childhood and adolescence may thus be pivotal times for preventing sedentary behaviour among adults by maintaining the habit of physical activity throughout the school years.

As discussed participation in community sports activities amongst young people is poor and links need enhancing. Figure 3.11 (Year 9 survey) below shows the activities young people are participating in outside of school hours.

Figure 3.11 Shows Sport specific participation for young people (outside school hours)



The highest category for extracurricular sports participation is for 'games' (55.4%). Boys (71.8%) are more likely than girls (43.5%) to take part in extracurricular games. The next most popular extracurricular sports activity category is the one that includes athletics, combat sports, dance & gymnastics; the overall rate for this activity category is 41.4%. The participation rate for girls (42.9%) is slightly higher than for boys (39.5%) in this category. This may be due to the fact that 19.8% of girls participate in extracurricular dance activities.

This suggests that multi- sport, dance and gymnastics development could be key activities to target to improve the current participation rates and community sport links.

Sporting Infrastructure

Table 3.3 below shows how Burnley currently compares to the regional, county and national averages in relation to the sporting infrastructure indicators:

Table 3.3 Sporting Infrastructure Indicators

KPI	Burnley	Lancashire	North west	National
At least 1 hour a week volunteering to support sport	4.5%	4.6%	4.6%	4.7%
Club member	23.1%	23.9%	24.9%	25.1%
Received tuition from an instructor or coach in last 12 months	14.9%	16.5%	16.4%	18%
Taken part in organised competitive sport in last 12 months	14%	14%	14.5%	15%

The statistics show that Burnley is on or below average for each of the indicators outlining the need to improve the local sporting infrastructure. With the 1% increase in participation target at the forefront of everyone's minds the SPAA see it as essential to develop the local sporting infrastructure especially the number of coaches, volunteers, club members and accredited clubs to support the local delivery of the participation target.

In addition to the local statistics being below average it is also important to note that there is also underrepresentation in all aspects of the sporting infrastructure amongst females, people over the age of 50, BME groups and people from lower NS-SEC groups. Therefore it is important that the development programmes that are implemented within Burnley to establish a stronger sporting infrastructure which promotes equity and equal opportunities.

3.2 What this means

The SPAA realises that there needs to be an effort to understand how to promote more active lifestyles is of great importance to the health of Burnley's population and will develop effective programs to increase sport and physical activity participation levels within a variety of settings.

The evidence is clear in suggesting that our focus on delivery should be on targeting adults and the transition between school and community sport 14-19. Most of our adults and young people are not achieving the recommended levels of physical activity to obtain health benefits additionally from a national perspective:

- Two in three men and three in four women are not achieving the recommended level of physical activity.
- Three in 10 boys and four in 10 girls aged 2-15 years are not achieving the recommended level of physical activity.

Whilst the key priority for the SPAA is to drive towards achieving a 1% increase in participation and interventions will be designed to be all encompassing the data analysis above shows that there are certain key groups whose participation levels are lowest and therefore will be helped through targeted elements to these interventions. The key issues and therefore priority groups and work areas are shown in Table 3.4 below:

Table 3.4 SPAA Priorities

Key Issue	Priority for SPAA
<p>Variations in participation levels in Sport and Physical activity especially amongst the following target groups:</p> <ul style="list-style-type: none"> • All adults 16-45 • Women • BME communities • Over 50s • People from lower socio-economic groups • People with a disability 	<p>Despite growing overall affluence, the disparity between the richest and poorest sections in society is growing, but this is just a symptom of broader issues of inequity. Currently, participation rates in sport in Burnley display inequity across a range of indicators including those relating to gender, ethnicity and disability. Our delivery plan will ensure a targeted community programme that will be key to the continued reduction in inequalities.</p> <p>Whilst promoting activities to all elements of the community the SPAA will develop certain interventions to target certain groups. For example, P3 the development of a dance programme for women of all ages will aim to</p>

Key Issue	Priority for SPAA
	<p>provide increased opportunities and build upon analysis which shows that the majority of women currently participating enjoy dance aerobics and going to the gym. P5 will also devolve responsibility to community groups to deliver sessions to target these specific groups</p>
<p>Lower participation as age increases</p>	<p>We have an ageing population who are experiencing a reduction in mobility and increased ill health. There has been a consistent trend that the older you are, the less you participate. If the pattern continues to hold, this would significantly affect overall sports and physical activity participation rates.</p> <p>The SPAA will show a continued commitment to targeted community development programmes, the valuing older people agenda, and maintaining low cost, local access to sport and physical activity opportunities will be critical to supporting Burnley's residents in the future.</p> <p>The SPAA will also target the community using P2, a community fit club to enhance delivery to target groups, promote new activities and aim to increase retention in participants to avoid the current drop off as people get older.</p>
<p>Lack of time to participate in sport owing to work and family commitments</p>	<p>The majority of people face time pressures. The reasons for this include working hours (the UK has the longest working hours in Europe with an increasing trend towards weekend working), and the increasing diversity of family life. Trends suggest that pressures of time will continue to have a detrimental impact on our ability to increase participation therefore innovative partnerships with the business sector will be important in supporting physical activity in the workplace.</p> <p>The SPAA will develop interventions (P2) which target the workplace as a setting to engage with target groups and increase participation</p>
<p>Below average numbers of volunteers, coaches and club members and poor representation from the minority groups highlighted above</p>	<p>With the 1% increase in participation target at the forefront of everyone's minds the SPAA see it as essential to develop the local sporting infrastructure especially the number of coaches, volunteers, club members and accredited clubs to support the local delivery of the participation target.</p> <p>The SPAA will commit substantial resources (P5) to develop this area especially in terms of club development with the employment of a club development officer who will aim to increase club membership, volunteering ad</p>

Key Issue	Priority for SPAA
	coaching numbers and the number of clubs achieving accreditation
Poor health and increasing obesity levels	<p>The level of obesity in England has tripled in the past 20 years. One adult in five is clinically obese, and more than half are overweight. Sedentary lifestyles and inactivity are resulting in poor health, and increasing health care costs. Trends suggest that the situation is likely to get worse unless action is taken. Strong and robust partnerships with the Primary Care Trust (PCT) and Education will be required going forward to ensure that targeted interventions are delivered.</p> <p>By developing interventions which promote an increase in sport and physical activity the SPAA will in turn help improve health levels by working in partnership with the PCT.</p>
Poor school club links and lower than average participation rates amongst young people 5-19	<p>Three in 10 boys and four in 10 girls aged 2-15 years are not achieving the recommended level of physical activity.</p> <p>The statistics show that levels of participation in community sport are low amongst children and young people and therefore see it as essential to promote the work of the school sport partnership to work in partnership with local clubs and coaches to develop certain sports.</p> <p>Whilst some schools have an excellent track record in making connections with their community, there is a wide variation across the borough. Schools can be a major contributor to alleviating time pressure on family life, and in creating the bridge to participation after school, reducing the drop out with age. A stronger connection to the Extended Schools Agenda, Building Schools for the Future and access to facilities at peak times of youth nuisance and anti-social behaviour will be key to our success in the future</p> <p>The SPAA will look to develop gymnastics activities (P1) in the first instance to help engage young people and create community sport links</p>

*P1 etc relates to project references within SPAA delivery plan

Thus the SPAA believes that the delivery of programmes should be targeted as much as possible according to the age group of the participants and their capacity to exercise, levels of independence and stated preferences for types of physical activity.

Determining the most effective and cost-effective intervention approaches is a challenge for the future. Fortunately, the SPAA Board has skilled leadership and partners to support efforts to encourage and assist Burnley's population to become more physically active. School facilities, community groups, parks, recreational

facilities, and health clubs are all available in our community and will be more effectively used in these efforts.

The data also proves that priority groups are often under represented within sport and physical activity, both in terms of their participation levels and the infrastructure. It is acknowledged that to achieve equity in sport and physical activity we will need to:

- Take account of the needs of different groups or communities within a given priority group.
- Adopt the recommended practices of equal opportunities and managing diversity
- Address issues of fairness in the workplace and the way in which services are allocated and delivered.
- Acknowledge and respect diversity.

4. Making Things Happen

The SPAA vision, aims, objectives and delivery plan have been produced using consultation and research data acquired from a range of sources, agencies, partners and key stakeholders that have an interest in sport and physical activity and its impact on the population of Burnley. It has been designed to work alongside the current Sport and Physical Activity Strategy 2004 – 2009 for the Borough and aims to build on its strengths and takes guidance from emerging national and regional policies relating to sport and physical activity.

4.1 Vision

With this in mind it is important to acknowledge the current vision for sport and physical activity that exists within the Borough and has been adopted by the SPAA:

“To become a borough where people of all ages and backgrounds can become involved and stay involved in sport and physical activity for both fun and for improving their health and well-being.”

Burnley Sport and Physical Activity Strategy 2004 – 2009

In addition it is also important to acknowledge the key local strategic document which underpins the LSP, as discussed before a central part of the governance structure for the SPAA in Burnley- the Sustainable Communities Strategy which recognises the importance of sport and physical activity:

“We want a Burnley that will become a place with a diverse and united community, a modern economy, a healthy, safe and clean environment and quality services that work together for the good of the public.”

All partners acknowledge the importance of the need for a strategic group and how a new approach to increasing participation levels in sport and physical activity and the in delivery of sport and physical activity through a ‘delivery system’ which can also support the town’s wider objectives and address some of the local challenges that Burnley faces.

4.2 Strategic Aim

The Burnley Alliance will take advantage of this new opportunity to work in collaboration with partners, key stakeholders and the community and provide an integrated and coordinated approach to the development of sport and physical activity for all the population of Burnley, that is consistent with local, regional and national strategies in order to increase participation, widen access and raise standards, which will ensure that Burnley is a more active and successful sporting town.

“To work in partnership to increase and sustain participation and widen access to sport and physical activity opportunities for people of all ages and backgrounds”

Although a number of key outcomes will be achieved through the delivery of this plan. The key success factor will be to get more people, more active, more often and aim is to reach the target of a continuous 1% increase in participation and improved access in sport and physical activity.

4.3 Objectives

The strategic aim of the Sport and Physical Activity Alliance will be achieved through the following objectives

- Develop interventions to engage new adult participants, retain existing participants by working in various settings to minimise barriers-e.g. workplaces
- Work with priority groups including women and older people in targeted interventions
- Work at developing school club links and influencing young people participating in community sport
- Increasing awareness of sport and physical activity opportunities
- Increasing the quality and quantity of volunteers and volunteering opportunities
- Improve the coach and coaching infrastructure.

In achieving the SPAA vision the alliance will aim to have a measurable impact upon increasing participation, widening access and will use sport and physical activity to benefit other key sectors. Therefore we will deliver the vision through focusing upon three theme areas.

The SPAA Delivery Plan will be developed to include the LSP themes of 'Healthier Communities' and 'Young People'. In addition the Delivery Plan will include a 'Sporting Infrastructure' theme which is seen as essential to influence and contribute to the cross cutting themes of 'Economy' and 'Social and Community Cohesion' also key LSP theme areas.

4.4 Delivery Plan Themes and Baseline

Based on the evidence available the SPAA proposes dividing the 'market' for participation in sport into three themes with two overarching themes. For each theme there would be a targeted action plan to increase/maintain participation in sport, or simply to change attitudes towards physical activity for the better and get people to 'start' participating. This approach provides a more sophisticated cost effective delivery system for interventions than might be achieved from a scattergun approach that targets everyone in the same way.

Burnley SPAA seeks to 'Make this Happen' by working with local key partners at a strategic level within the Board and for those Board partners to work as Theme Leads and to work operationally with the SPAA Assembly. The Theme Lead's role will be the feeding and reporting role into the Board and will work with co-ordinators to develop the Action Plan.

The three themes that the SPAA has identified to be a focus on delivery to increase participation are:

- **Young People-** 0-25 years, focusing on child and young adult participation and the development of the progression from school to community sport (14-19)
- **Healthier Communities-** 25+, focusing on adult participation, variety of settings and targeted intervention for priority groups
- **Sporting Infrastructure-** club, coach and volunteer development, supporting a sustainable increase in participation

When setting the context, a review of relevant strategies and programmes affecting or influencing the delivery plan was undertaken. Data was also collected from various sources to help in shaping the action plans, identifying areas of opportunities,

challenges and to help in the prediction of impacts. The table overleaf gives the SPAA a clearer understanding of the current baseline position of the market place

Themes	Baseline Position
<p>Young People and Learning:</p> <p>To use sport and physical activity to promote lifelong learning and participation in sport to the benefit of the individual and the economy.</p>	<p>PESSCL 2007</p> <ul style="list-style-type: none"> • 50% of Burnley pupils involved in 2hrs of PE and School Sport per week. Lancashire average is 79% and national target is 85% • 12% of involved in community sport. Lancashire average is 26% <p>Schools Year 9 Survey 2004</p> <ul style="list-style-type: none"> • 75.7% of young people feel healthier when they take part in sport, exercise and dance. • Only 31.1% of young people receive specialist coaching, training or lessons. • 3.1% currently contribute to sport in a voluntary capacity • 16.9% of young people consider themselves to be poor or non-swimmers. This figure is supported by the fact that 22.7% either cannot swim or swim no more than a length. • Only 14.7% of young people visit a leisure centre two or more times each week. • 24.6% feel out of place in a sports centre.
<p>Sporting Infrastructure:</p> <p>To develop a network of organisations and opportunities for people to start, stay and succeed in sport.</p>	<p>PESSCL 2007</p> <ul style="list-style-type: none"> • 2% of pupils involved in leadership or volunteering. Lancashire average is 9% <p>Schools Year 9 Survey 2004</p> <ul style="list-style-type: none"> • 30.5% play competitive sport for clubs. • Less young people participate in sport and attend centres or clubs if their families do not have access to a car or if the other members of their family are inactive. <p>Active People 2007</p> <ul style="list-style-type: none"> • 2.0% are involved in sport in a voluntary capacity for an hour or more each week (Year 9 Adult Survey) • 9.0% of adults are members of a sports club, society or league that they attend on a regular basis (at least once per week). (Year 9 Adult Survey) • 3.3% who participate in sport and physical activity tried a new sport within the previous 12 months (Year 9 Adult Survey) • 5.0% of adults receive training, coaching or lessons over the course of a year. (Year 9 Adult Survey) • Only 2.2% of BME's are actively Volunteering • 4.5% of people aged 16+ are involved in active volunteering

	<ul style="list-style-type: none"> • 23.10% of the population are members of local clubs <p>KKP Local Area Action Plan 2007</p> <ul style="list-style-type: none"> • Only 5 clubs have some kind of kite-mark accreditation • Only 23.1% are members of clubs <p>Wellbeing Survey 2007</p> <ul style="list-style-type: none"> • 4.7% took part in sports activities per week • 10% took part in organised sport • 92% of the population do not get involved in volunteering • 19% of over 55 are members of clubs • 16.8% of BME are members of clubs
<p>Healthier Communities:</p> <p>To use sport and physical activity to improve the physical, social and mental health and well being of people focusing particularly on those areas with the most needs and inequalities.</p>	<p>East Lancashire Health Survey 2007</p> <ul style="list-style-type: none"> • All 25 health indicators are worse than the national average • 18.6% of people have a BMI of greater than 30 • 21.7% in women • 97.9% described their general health as very poor <p>Joint Health Survey Unit 2003</p> <p>Obesity in children under 11 at 27.7% nationally</p> <p>Active People Survey 2007</p> <ul style="list-style-type: none"> • 10.9% of over 55 participate in 3 days x 30 a week • 19.7% of 16+ take part in physical activity of moderate intensity • 14.9% receive regular coaching or tuition <p>Year 9 Adult Survey 2004</p> <ul style="list-style-type: none"> • 69.0% did not take part in sport or physical activity in the four weeks prior to the survey <p>Wellbeing Survey 2007</p> <ul style="list-style-type: none"> • Over 63% felt that cost was a barrier to participation

Whilst the delivery plan focuses primarily on the three themed areas there are two cross-cutting themes which each of the three core themes will contribute towards.

These are:

- **Economy**
- **Safer Stronger Communities**

Economy

Trickle-down', the belief that economic growth will automatically work its way through to the unemployed and the socially excluded, has proved not to be effective. It is therefore necessary to take specific action with socially excluded individuals and communities providing opportunities for them to re-enter the labour market. (Burnley Economic Development Strategy 2005)

The development of the sporting Infrastructure will directly influence the local economy by upskilling coaches and volunteers

Another example of how this can be achieved is the innovative partnership between the SPAA and the The Local Enterprise Growth Initiative 'LEGI'. The initiative will harness the power of football and the great enthusiasm for the sport exhibited locally through a programme called Shooting Stars Great Goals, which is being locally led by Burnley Football Club.

The work of the 'Shooting Stars' programme will enhance the SPAAs work and will contribute to its targets by providing access to a comprehensive programme of learning activities that encourage and motivate, allowing learners of all ages the opportunity to discover for themselves their aptitudes, abilities and preferences, thereby ultimately raising self-belief and developing a "can do" approach to life challenges.

Safer Stronger Communities

The 1998 Crime and Disorder Act places a statutory responsibility on local authorities, health and the police to work in partnership to reduce crime and disorder in their area.

Sport and Physical Activity can contribute towards reducing the incidence of anti-social behaviour where identified hot spots of activity occur and address the causes and symptoms through a multi agency approach. Initiatives such as Street Leagues, SHOUT, DamBusters and the Youth Bus have proven to be innovative and effective solutions in tackling anti social behaviour through the hook of sport.

4.5 Changing environment

Using the PEST analysis we have determined the key influences on the future of sport and physical activity in Burnley

Political <ul style="list-style-type: none">• Shift from the council being providers to facilitators for sport and physical activity• Directed funding from regional and national providers
Economic <ul style="list-style-type: none">• Increased polarisation of haves and have nots in society• Proportion of population will require subsidised access to facilities and opportunities
Social <ul style="list-style-type: none">• Constraints placed upon people's time for sport and physical activity, including

volunteering <ul style="list-style-type: none"> • Quality expectations increasing • Increased usage of private transport
Technology <ul style="list-style-type: none"> • Increased awareness of opportunities through internet access

The SPAA has set targets for realising the delivery plan. A changing environment will naturally affect progress made. However the SPAA will monitor the indicators to help it judge whether it is moving in the right direction. The current baseline is shown alongside the targets for 2010. The SPAA believes that while all the targets are challenging, they are attainable if we all work together.

The SPAA also acknowledges that continual improvements in the evidence baseline for sport and physical activity being developed regionally could change focus areas in the future. Most notably the 'Market segmentation' work that Sport England is developing will enhance the local intelligence into the sport and leisure market- thus, influencing future targets.

The current profile of Burnley shows it to have high proportions of market segments whose current participation levels are below average especially women and older people. This reflects the needs analysis undertaken to date. The SPAA will work with the CSP to improve their knowledge of local markets and find ways of using the the information to increase participation.

4.6 Key Performance Indicators

The delivery plan will fundamentally deliver on the targets that will show how local activity will contribute to the 3 Department of Culture Media and Sport and Public Service Agreement targets and the core delivery system performance indicators.

These are as follows:

DCMS PSA Targets

- PSA3:** 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.

PSA 2: Halt the year on year increase in obesity amongst children under 11 by 2012, in the context of a broader strategy to tackle obesity in the population as a whole.

PSA 1: Percentage of School Children who spend a minimum of 2 hours high quality PE and School Sport per week (and other PESSCL targets) within and beyond the curriculum.

North West Core delivery system key performance indicators

- KPI 1:** Increasing the number of New Participants
- KPI 3:** Increasing the number of Members in Local Clubs
- KPI 4:** Improving Standards in Sport/Organisational Accreditation
- KPI 5:** Increasing the number of New Coaches

KPI 8: Increasing the number of New Volunteers

KPI 17: Increasing the leverage into Sport

The action plan identifies steps to be taken and the planned consequences for a deliberate intervention into the future development of sport and physical activity in Burnley over the period 2007 – 2010.

Delivery Action Plan

1. Theme: Young People

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Project 1: Community Sport Coach-School club links development/ Increasing Participation</p> <p>Increase participation and quality of delivery for the 5 – 19 age group through the appointment of one part time community sports coaches (gymnastics specific), over a three year period.</p> <p>Increase participation in OSHL activities, Improve school/club links through coach</p>	Burnley School Sport Partnership & Sports Development	<p>British Gymnastics, Sports Partnership</p> <p>Sports Development Contributions identified.</p> <p>Recruit 1 part time coach over 3 years</p> <p>Match Funding: £29,100 In Kind: £19,500</p>	<p>Plan & recruit from Sept – Dec 2007.</p> <p>Coach deployed from January 2008.</p> <p>Number of children participating in OSHL clubs – Baseline 2006: 50% across all key stages. By 2009 50% of KS1, 70% of KS2 & 50% of KS4 pupils to be accessing 2 hours PE & Sport per week. (Burnley PDP 2006) 925 extra young people will be taking part in at least one OSHL club by 2009.</p> <p>Number of children involved in a community sports club with links to the school – Baseline 2006: 12% (1468 pupils). 15% by 2007 (1835 pupils). By 2009 an extra 4649 children will be involved in community sport (50% - total of 6117 pupils).</p> <p>PSA – 2 Hours. Baseline 2006: 50% (6117 pupils). 65% (7952 pupils) by 2007, 75% (9176 pupils) by 2008 & 90% (11,011 pupils) by 2009.</p>	<p>Annual Burnley PE Survey alongside PESSCL Survey (will measure numbers involved in OSHL & quality of delivery).</p> <p>Annual club data analysis</p>	<p>Increasing number of children participating in OSHL clubs</p> <p>Increasing number of children involved in community sports clubs with links to the school PSA – 2 hours target</p> <p>KPI 1 16+: 30</p> <p>KPI 1 Under 16: 600</p> <p>KPI 3 16+: 30</p> <p>KPI 3 Under 16: 120</p> <p>KPI 8: 30</p>	<p>YES: P1</p> <p>Total Project cost= £67,500</p> <p>Total Match Funding= £48,600</p> <p>Total Request= £18,900</p>

<p>School/Club Links SSP, Sports Development & local clubs will work together to enhance the number of school/club links created and sustained. All clubs to sign up to a partnership agreement and work towards Club Mark or equivalent accreditation.</p>	<p>Burnley School Sport Partnership & Sports Development</p>	<p>Capacity to deliver this programme within existing resources (Still awaiting exact resources)</p>	<p>PSA – 2 Hours. Baseline 2006: 50% (6117 pupils). 65% (7952 pupils) by 2007, 75% (9176 pupils) by 2008 & 90% (11,011 pupils) by 2009.</p> <p>Number of school – club links made – Baseline 2006: 9 clubs linked with schools. (50 links in total across 27 schools). 2009 target – 25 clubs to link with schools (80 links across 40 schools).</p> <p>Number of children involved in a community sports club with links to the school – Baseline 2006: 12% (1468 pupils). 15% by 2007 (1835 pupils). By 2009 an extra 4649 children will be involved in community sport (50% - total of 6117 pupils)</p>	<p>Annual PESSCL Survey Annual club data analysis</p>	<ul style="list-style-type: none"> PSA – 2 hours target Increasing number of school/club links made <p>Increasing number of 5-16 year olds participating in community sport with links to the school (Still awaiting exact numbers)</p>	<p>NO</p>
<p>Leadership SSP, Sports Development and six secondary schools will introduce sports leadership awards for 14-16 year olds. These students will then accrue voluntary hours within the community, either at local sports clubs, primary schools or within other community settings. Primary schools will introduce a playground leader's scheme for a group</p>	<p>Burnley School Sport Partnership</p>	<p>This programme will be delivered as part of Burnley SSP's Big Lottery Grant (Still awaiting exact resources)</p>	<p>PSA – 2 Hours. Baseline 2006: 50% (6117 pupils). 65% (7952 pupils) by 2007, 75% (9176 pupils) by 2008 & 90% (11,011 pupils) by 2009.</p> <p>Number involved in sports volunteering/leadership – Baseline 2006 across all key stages: 2% (245 pupils). By 2009 20% (1176 pupils) of Key Stage 3 & 4 students to</p>	<p>Annual Burnley PE Survey alongside PESSCL Survey - will measure accreditations Big Lottery Annual Reviews Step into Sport – annual progress reviews</p>	<ul style="list-style-type: none"> PSA – 2 hours target Increasing number of 5-16 year olds involved in sports leadership & volunteering Increasing number of 14-16 year olds receiving recognised leadership accreditations 	<p>NO</p>

<p>of targeted students at break times. Pupils will be involved in organised, planning and delivering play activities to their peers.</p>			<p>be taking a leadership role within PE & school sport. (Burnley PDP 2006) 75% of primary schools providing structured play at break times for all of their pupils by September 2009.</p> <p>(Burnley PDP 2006) Number of 14-16 year olds receiving accreditations – Baseline 2006: 0%. By 2009 5% (121 pupils) of Key Stage 4 students to have gained a National Governing Body accreditation. (Burnley PDP 2006)</p>		<p>(Still awaiting exact numbers)</p>	
<p>BUFFALO (Burnley Food and Fitness Aimed at Targeting Obesity) is an intervention which combines an integrated package of food education, nutrition, physical activities and gardening to combat the year on year rise in childhood obesity in children aged under 11 years (PSA target). BUFFALO children will also have the opportunity to participate in high quality After School clubs. Sessions include hands on cookery and sports such as Basketball, Cricket, Hockey, Circuit training, Kick Boxing, Cheer Leading etc..</p>	<p>BBC</p>	<p>Funding being identified within the Target: Well-being Big Lottery Bid</p> <p>Project Delivery 3.5 years Total Costs £200k</p>	<p>October 2007</p>	<p>Annual SSP School PE Survey</p>	<p>Halt the year on year increase in obesity amongst under 11 years</p> <p>PSA 1 PSA 2</p> <p>KPI 1 Under 16: 2,200</p>	<p>NO</p>

<p>LEGI: Local Enterprise Growth Initiative (Shooting Stars). The Shooting Stars project uses existing sports businesses – the three local professional football clubs – to encourage and support the creation of new enterprises through role models and outreach activities, both educational and sporting. It incorporates a number of interlinked strands that compliment health, education and community cohesion.</p>	<p>Blackburn Rovers, Burnley Football Club, Accrington Stanley and LA's</p>	<p>This project is currently being worked up and it is still unclear of how the programme will be delivered. There is a distinct opportunity for SPAA partners to establish a programme of delivery and therefore the group will monitor the ongoing development of the project</p>	<p>2007 - 2010</p>	<p>Increase in the number of under 16 participation</p> <p>Increase in no. of coaches</p> <p>Increase in school club links</p>	<p>KPI 1,3,17- (exact figures/ outputs are as yet unknown)</p>	<p>NO</p>
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Delivery Action Plan

2. Theme: Healthier Communities

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Project 2: Community Fit Club To deliver sporting & physical activity interventions and remove barriers to participation amongst target groups by targeting settings such as the workplace. The aim of increasing participation in the borough through delivery of sessions and the introduction of a peer mentoring scheme/volunteers. In turn the project will contribute to improving the health of the borough</p>	BBC	<p>Recruit a Healthy Lifestyle Officer with budget to increase participation and compliance to exercise opportunities</p> <p>Match funding: Communities for Health £9,000 BBC £2,000 In Kind: £23,500</p>	Commence in post January 2008	<p>Number of participants increasing their physical activity levels</p> <p>Annual health statistics</p>	<p>PSA 3 Participation by those aged 16-25yrs and over 50's</p> <p>KPI 1 16+:1,500</p> <p>KPI 8: 28</p>	<p>YES: P2</p> <p>Total Project cost= £89,100</p> <p>Total Match Funding= £34,500</p> <p>Total Request= £54,600</p>
<p>Action for Life: to establish a programme of physical activity opportunities for over 50's to overcome barriers and increase availability in the community with activities including power walking, dance aerobics, gym sessions, swimming etc.</p>	Age Concern	<p>Funding secured within the Target: Well-being Big Lottery bid</p> <p>3 year project = £60,450 secured</p>	Commence in post January 2008	Number of new participants accessing the initiative	<p>PSA 3</p> <p>KPI 1 16+: 252 participants</p>	NO

<p>Active spaces aims to encourage people in targeted communities to increase their activity levels and enhance their overall sense of well-being through offering a series of active options including walks, exercise and sporting activities to appeal to a wide range of ages and individuals.</p>	<p>Groundwork East Lancs</p>	<p>Funding being identified within the Target: Well-being Big Lottery Bid</p> <p>£45k + £10,000 per year PCT funding</p>	<p>October 2007</p>	<p>Active People Survey</p> <p>Number of new Exercise and sporting opportunities implemented</p>	<p>PSA 3 Increasing number of adults taking part in regular physical activity</p> <p>KPI 1 16+: 800</p>	<p>NO</p>
<p>Implementation of the Obesity Care Pathway to ensure people are referred through to appropriate advice, support and physical activity opportunities to improve their lifestyle and reduce weight</p>	<p>PCT / BBC</p>	<p>To increase delivery alongside the current Exercise Referral Scheme with new monies from the PCT</p> <p>(£Not known)</p>	<p>October 2007</p>	<p>Monitor number of clients increasing their physical activity levels</p>	<p>PSA 3 Increasing number of adults taking part in regular physical activity</p> <p>KPI 1 16+: 300</p>	<p>NO</p>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Project 3: Dance to Fitness: Employment of Dance Practitioner</p> <p>To tackle the issues around people leading sedentary lifestyles and the rising rates of obesity. By promoting active lifestyles through the delivery of aerobic, fitness and dance activities. The project will deliver a comprehensive dance and health programme to people of all ages and abilities. The project will improve levels of physical activity and develop healthier lifestyles targeting children and 16+</p> <p>To host mass participation events</p> <p>To develop dance & exercise activities in varied settings that can include town centres and supermarkets.</p>	BBC	Match Funding: £65,670 In kind: £5,500	January 2008 For 3 years	<p>Increase in participation</p> <p>No. joining gyms or clubs</p> <p>No. of new community exercise classes and settings</p> <p>Increase in No. of people doing 3x30 per week</p>	<p>KPI 1 16+: 1,520</p> <p>KPI 1 Under 16: 760</p> <p>KPI 8: 63</p>	<p>YES: P3</p> <p>Total Project cost= £101,107</p> <p>Total Match Funding= £71,170</p> <p>Total Request= £30,000</p>

Delivery Action Plan

3. Theme: Sporting Infrastructure

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Project 4: Club Development Employment of club and volunteer development officers</p> <p>A need to address the quantity and quality of people by improving the quality of coaches and volunteers within club environments to support priority sports through new and ongoing training. National Governing Bodies, through their Whole Sport and One Stop planning processes in conjunction with the CSP, has determined the needs and resources required within Burnley, thereby working to position sport as a viable career choice for young people and graduates. By doing this clubs will meet standards that will lead to better quality sports provision for children and young people. In particular, to ensure that clubs provide a safe, effective, child-friendly environment in which</p>	BBC	<p>Volunteer Development</p> <p>Club Development</p> <p>Match funding Big Lottery: £150,000 BBC: £50,000</p>	2007-2010	<p>Increase in No. of Clubmark and Charter Standard Clubs</p> <p>Increase No. of coaches / volunteers within club settings</p> <p>No. education / training opportunities</p> <p>No. of people accessing education and training opportunities</p> <p>Increase in 16+ taking part in 3 x 30 per week</p>	<p>KPI 1 16+: 1,500</p> <p>KPI 1 Under 16: 450</p> <p>KPI 3 16+: 375</p> <p>KPI 3 Under 16: 112</p> <p>KPI 4: 15 clubs</p> <p>KPI 5: 60</p> <p>KPI 8: 150</p>	<p>YES: P4</p> <p>Total Project cost= £256,000</p> <p>Total Match Funding= £200,000</p> <p>Total Request= £56,000</p>

<p>young people can participate in sports and physical activity. Target age group 16+</p> <p>The SPAA Conference highlighted that this type of event was extremely useful in terms of informing sharing with stakeholders, networking and consulting.</p>				<p>No. conferences</p> <p>No. clubs, volunteers, coaches and community groups attending</p> <p>Active Peoples Survey</p>	<p>This will help enhance delivery of projects and contribute to the overall PSA 3 target</p>	
<p>Increase access to existing facilities by developing more opportunities for the wider community:</p> <p>16-25 50+</p>	BBC	<p>Build a new fitness suite at Padiham Leisure Centre and deliver a community education and outreach programme £1.2million</p>	<p>2007-2010</p>	<p>No. of 16+ using youth gym</p> <p>Increase in usage: Male</p> <p>Increase in usage: BME</p>	<p>PSA 3</p> <p>KPI 1 16+: 3,516</p> <p>KPI 1 Under 16: 1,134</p> <p>KPI 3 16+: 930</p>	NO
<p>Project 5: Community participation programme. In conjunction with VCFS & SPAA identify and support community clubs to contribute to the increase in participation in sport and physical activities of 16+, enhancing overall outputs of the delivery plan. The devolved responsibility of delivery will be based on a set of criteria based upon the key priority groups identified within the plan as in need of targeted interventions i.e. women, BME community, SE deprived, disabled</p>	BBC	<p>BBC: £30,000 (£2,000 per elected member)</p>	2007-2010	<p>Increased participants in target groups</p> <p>Increased club membership</p> <p>Increased volunteers</p>	<p>PSA 3</p> <p>KPI 1, 3, 5, 8</p> <p>The KPIs will follow once the community partners have been identified using the specific criteria document which is being developed</p>	<p>YES: P5</p> <p>Total Project cost= £60,000</p> <p>Total Match Funding= £30,000</p> <p>Total Request= £30,000</p> <p>The SPAA aim to submit the project proposal for this intervention by December</p>

groups and older people. For example Burnley Bears an accredited disability sport club could help deliver targeted sessions to increase participation amongst this target group.						
Building Schools for the Future. To develop a holistic approach in the delivery of sports provision across the borough that will stimulate and champion community development and enterprise.	LCC & BBC		Ongoing	<p>Increase participation of 16+</p> <p>Increase participation of under 16's</p> <p>Increase in no. of facilities</p> <p>Increased club membership</p> <p>Increased Leverage into sport</p>	<p>PSA 3</p> <p>KPI 1,3,5,4</p>	NO

Overall CSN KPI Summary Sheet

Description	Delivery Plan Area	Local Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan Outcomes		
				Yr 1	Yr2	Yr 3
KPI 1 Increasing Number of New Participants (16+)	Full Delivery Plan	Active People Survey 19.7% (13,621) of population taking part in 3x30 per week	1% increase per annum = 691 new participants	2,856	6,082	9,417
	Project1: Community Sports Coach-School Club Links	New Project	1% increase per annum = 691 new participants	10	20	30
	Project 2: Community Fit Club	New Project	1% increase per annum = 691 new participants	300	900	1,500
	Project3: Dance to Fitness	New Project	1% increase per annum = 691 new participants	494	988	1,520
	Project4: Sporting Infrastructure Development	New Project	1% increase per annum = 691 new participants	500	1,000	1,500
	Project 5: Community Participation	New Project	1% increase per annum = 691 new participants	TBC	TBC	TBC

Description	Delivery Plan Area	Local Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan Outcomes		
				Yr 1	Yr2	Yr 3
KPI 1 Increasing Number of New Participants (under 16)	Full Delivery Plan	Year 9 Survey & School Sport Partnership Audit	N/A	1,578	3,506	5,754
	Project1: Community Sports Coach-School Club Links	New Project	N/A	200	400	600
	Project3: Dance to Fitness	New Project	N/A	266	532	760
	Project4: Sporting Infrastructure Development	New Project	N/A	100	250	450
	Project 5: Community Participation	New Project	N/A	TBC	TBC	TBC

Description	Delivery Plan Area	Local Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan Outcomes		
				Yr 1	Yr2	Yr 3
KPI 3 Increasing Number of Members in Local Clubs (16+)	Full Delivery Plan	Active Peoples Survey 23.1% 16+ members of Clubs	1% increase in actual numbers of current club membership = 160	435	805	1,185
	Project1: Community Sports Coach-School Club Links	New Project	1% increase in actual numbers of current club membership = 160	10	20	30
	Project4: Sporting Infrastructure Development	New Project	1% increase in actual numbers of current club membership = 160	125	250	375
	Project 5: Community Participation	New Project	1% increase in actual numbers of current club membership = 160	TBC	TBC	TBC

KPI 3 Increasing Number of Members in Local Clubs (under 16)	Full Delivery Plan	PESSCL Survey 12% baseline Year 9 Survey 60.1% are members of sports clubs	N/A	543	1,181	1,914
	Project1: Community Sports Coach-School Club Links	New Project	N/A	40	80	120
	Project4: Sporting Infrastructure Development	New Project	N/A	37	37	38
	Project 5: Community Participation	New Project	N/A	TBC	TBC	TBC

Description	Delivery Plan Area	Local Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan Outcomes		
				Yr 1	Yr2	Yr 3
KPI 4 Improving Standards in Sport/Organisational Accreditation	Full Delivery Plan	Burnley Club Database = 1 Club with Clubmark	NW target for 2012 = 2012 CSP Target for 2012 = 422 Burnley Target for 2012 = 25	5	5	5
	Project4: Sporting Infrastructure Development	New Project	NW target for 2012 = 2012 CSP Target for 2012 = 422 Burnley Target for 2012 = 25	5	5	5
KPI 5 Increasing Number of New Coaches	Full Delivery Plan	Lancashire Coaches Database 363	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce Lancs 22% and then by local authority population. 4	21	41	61
	Project1: Community Sports Coach-School Club Links	New Project	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce Lancs 22% and then by local authority population. 4	1	0	0
	Project4: Sporting Infrastructure Development	New Project	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce Lancs 22% and then by local authority population. 4	20	40	60

	Project 5: Community Participation	New Project	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce Lancs 22% and then by local authority population. 4	TBC	TBC	TBC
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Description	Delivery Plan Area	Local Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan Outcomes		
				Yr 1	Yr2	Yr 3
KPI 8 Increasing Number of New Volunteers	Full Delivery Plan	Active Peoples Survey 4,54%	SALSPA 10% increase in workforce by 2014 (pro rata per year) 48	118	299	561
	Project1: Community Sports Coach-School Club Links	New Project	SALSPA 10% increase in workforce by 2014 (pro rata per year) 48	10	20	30
	Project 2: Community Fit Club	New Project	SALSPA 10% increase in workforce by 2014 (pro rata per year) 48	4	12	28
	Project3: Dance to Fitness	New Project	SALSPA 10% increase in workforce by 2014 (pro rata per year) 48	21	42	63
	Project4: Sporting Infrastructure Development	New Project	SALSPA 10% increase in workforce by 2014 (pro rata per year) 48	50	100	100
	Project 5: Community Participation	New Project	SALSPA 10% increase in workforce by 2014 (pro rata per year) 48	TBC	TBC	TBC

Description	Delivery Plan Area	Local Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan Outcomes
			Total over 3 years	
KPI 17 Increasing Leverage into Sport	Full Delivery Plan	Unknown	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£919,720
	Funded Projects	N/A	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£384,350
	Project1: Community Sports Coach-School Club Links	New Project	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£29,100 over 3 years £19,500 in kind over 3 years
	Project 2: Community Fit Club	New Project	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£11,000 over 3 years £23,500 in kind over 3 years
	Project 3: Dance to Fitness	New Project	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£65,670 over 3 years £5,500 in kind over 3 years
	Project 4: Sporting Infrastructure Development	New Project	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£200,000 over 3 years
	Project 5: Community Participation	New Project	2:1 Leverage on £189,500 which = £ 379,000 over 3 years	£30,000

7. Management and Delivery

Burnley Borough Council has been identified as the lead organisation for the Sport and Physical Activity Alliance. A designated lead officer from the Leisure and Recreation Services has been assigned with responsibilities to support the SPAA.

The SPAA is accountable to the Local Strategic Partnership (Burnley Action Partnership) through the Social and Community Cohesion Thematic Group, which has a strategic lead on Culture, Media and Sport and is Chaired by The Chief Officer of Burnley Pendle and Rossendale Council for Voluntary Services.

The SPAA Board has representation from a wide range of LSP partners and organisations including the support from East Lancashire Primary Care Trust.

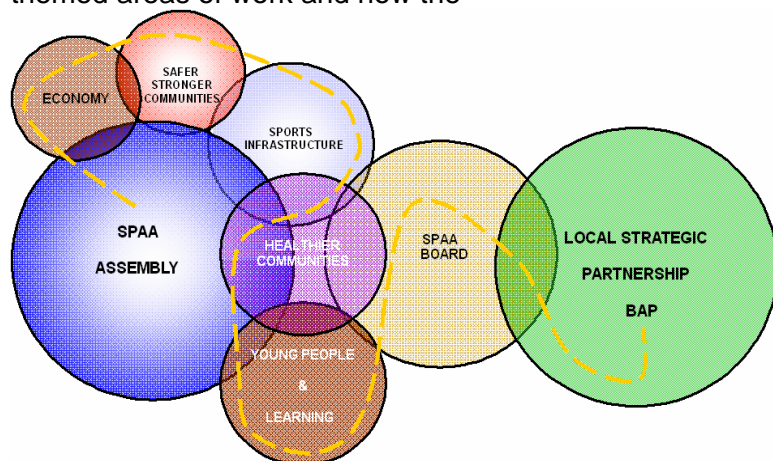
The delivery organisation and management of CIF funded SPAA projects will be agreed through the SPAA Board. Progress reports, which outline performance against targets and financial management performance, will be reported on a quarterly basis to the SPAA Board by the individual organisations responsible for project delivery. The SPAA Board will then provide reports on performance to the LSP Social and Community Cohesion Group.

7.1 Monitoring and Evaluation

The Golden Thread

The Burnley SPAA is committed towards increasing and improving the opportunities for the local population to take part in sport and physical activities. To do this it is important to embed an effective communication and performance management mechanism throughout the Delivery System that will enable us to continually check whether we are achieving our stated ambitions by turning our plans into action on the ground.

The diagram shows the process of how information will be gathered from different themed areas of work and how the



In the first instance the individual delivery organisations will have the responsibility of ensuring that their CIF funded projects are monitored and evaluated in accordance with the Sport England Monitoring and Evaluation Toolkit.

In a broader sense the evaluation of the SPAA Action Plans will be made up of a number of progressive steps, the most important of which is the collection of appropriate data that is subsequently used to make judgments about the value of projects and the delivery system as a whole. As a result we want to be able to supply

evidence from these evaluations that enable partners to produce more effective interventions to increase participation.

The SPAA will be working with the County Sport Partnership, who is leading on the development of a Geographical Information System to inform SPAA's of current participation trends within the sport and physical activity marketplace. We will also work with other SPAA's within the East of Lancashire and across the county to establish clear data collection methods and subsequent reporting mechanisms of the data.

7.2 Key Contacts

SPAA Lead Officers Ibbby Khan
Sport and Play Development Manager

Gerard Vinton
Head of Leisure and Recreation
Burnley Borough Council

Chair of SPAA &
LSP Thematic Group &
Chief Officer BPR CVS Terry Hephrun

Thematic Group Leads

Lead on Young People &
Learning Group Stacey Iddon
School Sport Partnership
Partnership Development Manager

Lead on Healthier
Communities Group Kate Reid
Public Health Development Health
Improvement Specialist, East Lancs PCT

Lead on Sport
Infrastructure Vacant