

Chorley Sport and Physical Activity Alliance

Vision and Delivery Plan
2008 - 2011



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Introduction

Welcome to Chorley's Sport and Physical Activity Alliance's (SPAA) Vision and Delivery Plan.

The Plan describes where we are now, where we want to be and how we plan to get there. Our journey is all about delivering Chorley's vision for physical activity.

“By 2020, Chorley residents will be the most physically active community in the North West.”

We are committed to increasing participation by local residents by, at least, 1% per year over the next 12 years. By 2020, at least, 33% of residents will be doing '3 x 30 minutes of physical activity per week'.

Good progress has been made in recent years by all of Chorley SPAA's partners both individually and in partnership. This is evidenced by increased investment in sport and physical activity resulting in improvements, for example, with our PESSCL results and positive upward trends in our Year 9 survey results. Our work to encourage children and young people to be physically active resulted in Chorley Council being finalists in the 2007 Municipal Journal Awards. This has led to above average participation rates in Chorley compared to authorities in the North West and nationally. However, we fall slightly short of the Lancashire average.

We recognise there is much to do in order to deliver our ambitious Vision. We also recognise the need to work in a structured way, maximising partnership working to make the biggest impact we can with our collective resources. This Plan outlines our actions over the next 3 years and I commend it to you and hope you will join us in delivering the Chorley Vision.

Jamie Carson
Corporate Director
Chorley Council
Chair, Chorley SPAA Executive Group

Chorley SPAA

What do we do?

SPAAs are a key component of Lancashire Sport and the extended Sport England relationship with local partners. The Chorley SPAA will be the delivery mechanism to achieve the targets in the Lancashire delivery system for sport and making progress in line with the overall national and regional contexts. The role of the SPAA will be to provide the link between Lancashire Sport and delivery at a local level as part of a 'top down, bottom up' working arrangement.

Strategic Drivers

There are a number of strategic drivers that shape the SPAA's work in Chorley.

The national strategic drivers include:

- 'Game Plan' A Strategy for Delivering Government's Sport and Physical Activity Objectives 2002
- White Paper 'Choosing Health' 2004
- White Paper 'Choosing Activity' 2005
- 'Securing Health for the Whole Population' 2004
- 'At least Five Times a Week' Chief Medical Officer's Report 2004
- Framework for Sport in England, Sport England Delivery Plan 2005-2008
- 'Every Child Matters'
- Government Education Policy- Physical Education, School Sport and Club Links (PESSCL) Strategy.

The regional and sub-regional strategic drivers include:

- 'On The Move': The North West Plan for Sport and Physical Activity 2004 – 2008
- 'Changing Lives' (Lancashire Sport, County Sports Partnership, 2006)
- Strategy for an Ageing Population, Lancashire County Council.

Chorley Local Strategic Partnership

A key driver for the Chorley SPAA is the Local Strategic Partnership (LSP). The SPAA will deliver against 4 of the priority areas in Chorley's Sustainable Community Strategy 2007 – 2020. These are:-

- **Improving life chances for all**

Increasing sport and physical activity can positively contribute towards improving life chances for all. SPAA work to increase participation in sport and physical activity will contribute towards the PSA target of countering obesity and improving general health and well-being across all age groups and, in particular, contribute towards improving quality of life outcomes for children and young people and older people.

- **Involving people in their communities**

The SPAA target of increasing sports volunteering will contribute directly to the objective of improving the well-being of their communities and Chorley Council's corporate strategy target of a 1% increase in all volunteering in the Borough from 62% to 65% by 2010.

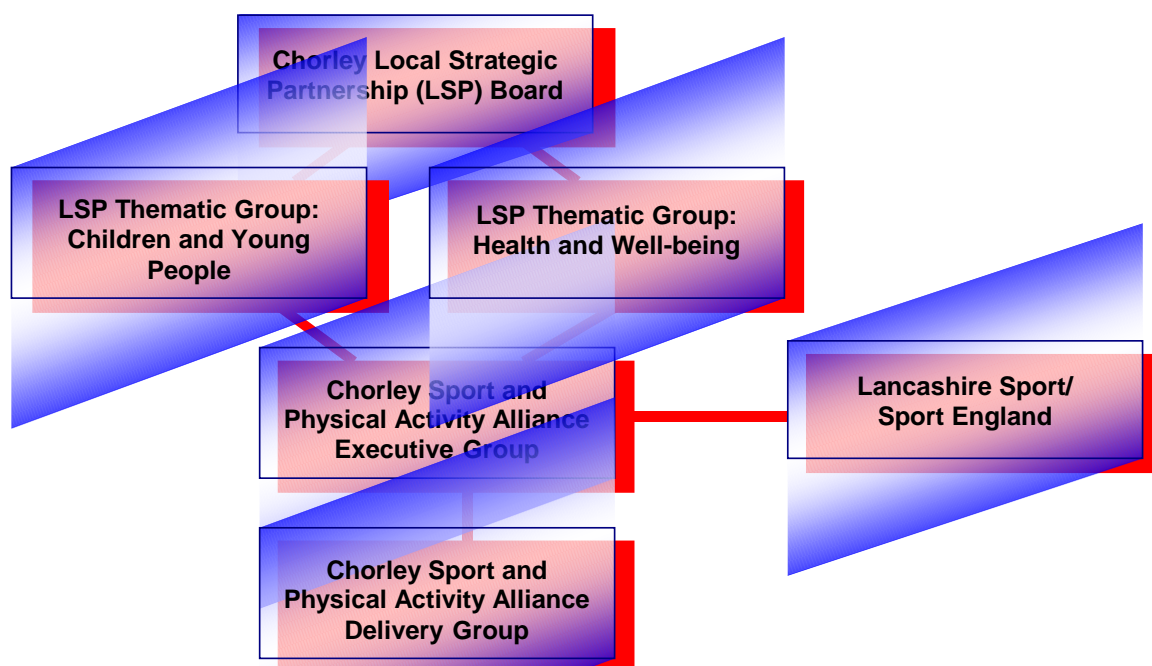
- **Developing the character and feel of Chorley as a good place to live, work and play**

Involvement in sport and physical activity can tackle social exclusion, reduce anti social behaviour and crime, get people involved in their communities and contribute to people's feelings about the Borough as a place to live. SPAA projects can add value to existing work and could make a clear contribution to the following objectives: Chorley to be the safest Borough in Lancashire; Increase in overall resident satisfaction with Chorley as a place to live; a cohesive Chorley, where all residents feel part of the community regardless of where they live, age, religion or ethnicity.

- **Building Stronger Communities with improved access to public services**

There is also a clear link with one of the major Stronger and More Involved Communities thematic partnership project relating to increasing the volunteering rate within the borough, with the SPAA make a significant contribution towards this goal by promoting volunteering opportunities in Chorley so that as many people as possible can get involved.

The following diagram shows how the Chorley SPAA links to the LSP.



Chorley's LSP is the key strategic body in the Borough. The LSP is fully engaged with wider networks and partnerships. These include the Lancashire Strategic Partnership and Lancashire's Local Area Agreement.

Sport and Physical Activity ... where are we now?

The following section will outline the key issues, in terms of current activity levels and trends that underpin the amount of sport and physical activity that Chorley residents do.

However, it is worth noting some of the exciting work that has taken place over the past few years to increase participation in sport and physical activity.

- £1.2m refurbishment of All Seasons Leisure Centre, completed September 2007.
- £200,000 refurbishment of Brinscall Swimming Pool, completed December 2007.
- £300,000 refurbishment of Clayton Green Leisure Centre, work due to start in March 2008.
- £1.2m investment in improved drainage and a new clubhouse at Duxbury Park Golf Course, work underway.
- £2m Heritage Lottery Fund project at Astley Park, due for completion by December 2008.
- £600,000 of improvements to Yarrow Valley Country Park, including improvements to access for people with disabilities, underway.
- Two new full size artificial turf pitches at Holy Cross High School and at Buckshaw Village.

- Over the past 3 years, growth in resources available to develop sport and physical activity. This includes, for example, the Council's development team, the thriving School Sports Partnership and the Primary Care Trust's physical activity staff and health trainers.
- A vibrant voluntary community and faith sector that has high levels of volunteering and provides significant opportunities for people to participate.
- A strong commercial sector providing sport and physical activity, including health and fitness clubs, golf, go karting, climbing and outdoor based activities.

This work has been recognised by local people and by external organisations. This has resulted in numerous accolades:

- Municipal Journal finalists 2007 – physical activity for young people
- Civic Society – activities for children and young people
- Quest Accreditation
- Inclusive Fitness Initiative
- Investors in People
- Chartermark.

As mentioned in the introduction, participation rates compare favourably to most other areas. But, there is a lot to do in order for Chorley residents to be the most physically active community in the North West by 2020. The following section digs beneath the headline figures and points us towards projects that will have the biggest impact in increasing participation rates for all residents.

Local Overview

Population

The Office for National Statistics estimated that the total population of the Borough was 103,700 in mid-2005, which was up from the mid-2004 estimate of 103,000. The borough has a lower population aged under 24 than the national and Lancashire averages, with higher levels of residents aged 25-64 than the regional averages.

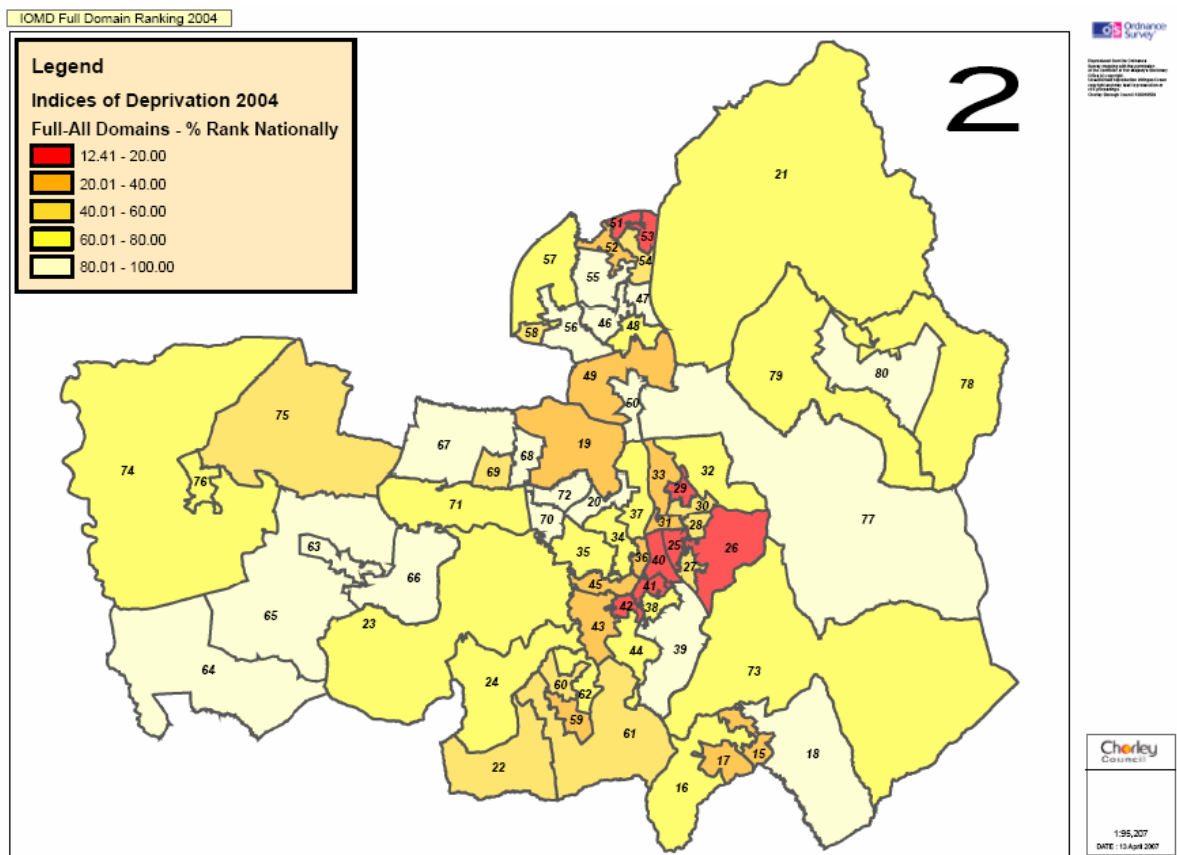
	Resident Population by Age Group, Mid-2005 (%)					Total
	0-14	15-24	25-44	45-64	65+	
Chorley	17.6	11.8	28.5	27.5	14.7	103,700
Lancashire NUTS-2	18.4	13.3	26.3	25.3	16.8	1,439,200
North West	18.2	13.5	27.4	24.8	16.1	6,846,200
England & Wales	18	13	28.5	24.4	16.1	53,390,200

Source ONS - Mid Year Population Estimates 2005

Predicted Population Change to 2020

Chorley's population is projected to rise to 107,700 by 2010 and 115,700 by 2020 with a significant increase in people aged 60 or over. In 2004 it was estimated that 20.4% of residents were aged 60 or over, by 2020 it is estimated that this group will account for 26.9% of the population. According to 'An Ageing Population, Impacts for the North West' Chorley is witnessing the largest increase in the over 65 population in Lancashire between 1996-2021. From 16,928 (2006), 19,859 (2011), to 21,172 by 2021- an increase of 35.1% compared to the increase in Lancashire of 19.9%.

Deprivation



According to the Index of Multiple Deprivation 2004 Chorley is ranked 172 out of 354 districts nationally, 1 being the most deprived. However, there are pockets of deprivation within the Borough.

8 SOAs in the Borough fall within the 20% most deprived nationally. They are located in the central area surrounding Chorley town centre and the Clayton Brook area.

Health Deprivation

Chorley suffers from higher levels of health deprivation than its does from overall deprivation with 15 areas in the bottom 20% most deprived. There are currently 6 areas which fall within the bottom 10% nationally in the central Chorley wards, Clayton Brook and Coppull.

SOA Ref	Description	Ward Name	Total Persons	Aged Under 16	Aged 60 Plus	Rank ⁽²⁾	% Rank
E01024953	Clayton Brook North East	CLAYTON-LE-WOODS NORTH	1,480	370	230	833	2.56%
E01024926	Cowling/Eaves Lane South/Healey Nab Area, Chorley	CHORLEY EAST	1,600	380	310	2,360	7.27%
E01024925	Area Between Stump Lane & Lyons Lane, Chorley	CHORLEY EAST	1,650	440	320	2,872	8.84%
E01024929	Botany Bay/Coltsfoot Drive Area, Chorley	CHORLEY NORTH EAST	1,310	350	220	2,977	9.17%
E01024959	Coppull Central	COPPULL	1,560	340	320	3,040	9.36%
E01024951	Clayton Brook North West	CLAYTON-LE-WOODS NORTH	1,280	410	100	3,103	9.55%

Health and Disability

Health Classification (KS08)	Chorley	North West	England
General health: Good	69.1%	66.88%	68.76%
General health: Fairly good	21.3%	22.16%	22.21%
General health: Not good	9.6%	10.95%	9.03%
People with a limiting long-term illness	18.51%	20.72%	17.93%
People of working age with a limiting long-term illness	14.36%	16.4%	13.29%

18.51% of the working age population in Chorley area have a disability (14.36% of the working age population). As such the level of disabled residents is above the national average on both counts. By 2021 the number of Chorley residents eligible for Disability Living Allowance will increase by 21.5%. Participation in physical activity is important to those suffering from disabilities and long-term limiting illness, not only in maintaining health, but it also has proven importance in countering impairment related further illnesses and difficulties (Tasiemski et al, 1998). Satisfaction with local sports provision is high fairly high in Chorley (72.7% compared with the national average of 69.5%) but is lowest amongst the districts disabled residents (at 67.5%).

Life Expectancy

Male life expectancy at birth is 76.3 years, Female life expectancy is 80.5 years, so, on average, both women and, to a slightly lesser extent, men, live shorter lives than in England. Standardised mortality ratios also display this fact.

	Chorley	North West	England
Life Expectancy at Birth; Males (Persons, Jan03-Dec05)	76.30	75.40	76.92
Life Expectancy at Birth; Females (Persons, Jan03-Dec05)	80.50	79.90	81.14
Standardised Mortality Ratios	108	110	99

(Source- ONS, 2005)

Wards where life expectancy is in the in bottom 20% nationally: Chorley East, Brindle & Houghton, Coppull, Chorley South West, Clayton-le-Woods North.

The life expectancy of a child born in Clayton-le- Woods North is 7.2 years lower than that of a child born in the Astley and Buckshaw ward. Several wards also have above average Standard Mortality Rates, particularly Chorley South West and Clayton Le Woods North which have SMRs of 138 and 145 respectively. A full table of life expectancies and SMRs at ward level is featured in Appendix E.

Community Safety

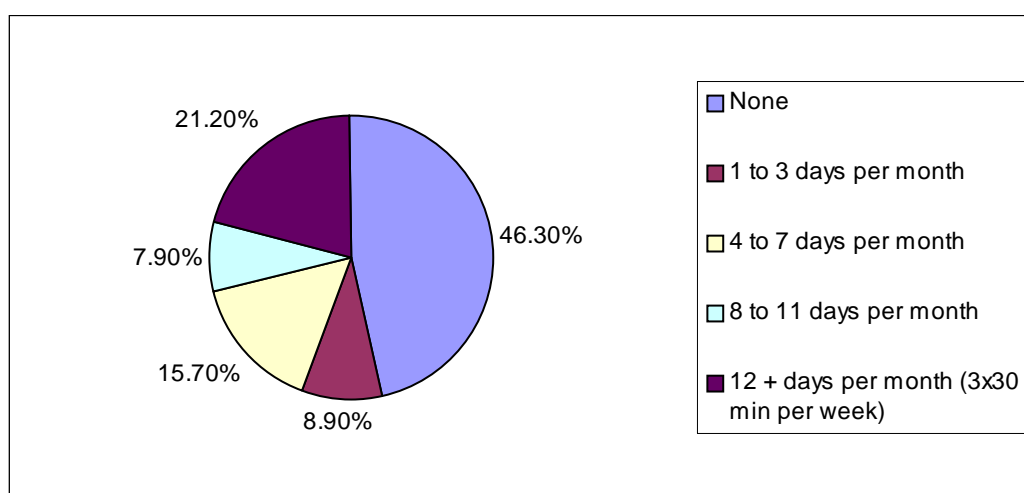
While crime rates are lower than in Lancashire there are some issues relating to crime and ASB. The highest wards for reporting incidents of juvenile nuisance are Chorley South East, South West and Coppull.

Summary of needs analysis

The information below represents a high level overview of participation in the borough and should be taken in conjunction with the Key issues document and cross referenced with the full statistical analysis appendix E.

Chorley's Active People Profile (2006) Key performance indicators (16+)	Chorley	NW	National
KPI 1 - At least 3 days a week x 30 minutes moderate participation (all adults)	21.20%	20.6%	21.0%
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	6.10%	4.6%	4.7%
KPI 3 - Club member (all adults)	25.80%	24.9%	25.1%
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	19.90%	16.4%	18.0%
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	17.50%	14.5%	15.0%
KPI 6 - Satisfaction with local sports provision (all adults)	72.70%	70.1%	69.5%

The picture in terms of participation in Chorley is fairly positive and the area is comparatively active. Compared to the national and North West averages, none of the headline indicators fall below the national average and several are positive, a prime example being the relatively high volunteering rate of 6.1%.



Number of days 30 minutes moderate participation per month	Chorley	National
1. None	46.3%	50.6%
2. 1 to 3 days	8.9%	8.7%
3. 4 to 7 days	15.7%	11.8%
4. 8 to 11 days	7.9%	7.8%
5. 12 or more days (at least 3 times a week)	21.2%	21.0%

Participation in 3 x 30 minutes of sports/physical activity (KPI1) is just above the national average in Chorley. Despite a positive overall picture displayed at this high level, when one drills down further it is clear that there are several key issues and disparities which the SPAA must address. Although participation is above the national average there still remains a sizeable segment of the population taking no exercise at all (46.3%).

Chorley's 3 x 30 breakdown

	Gender			Age			Ethnicity		Limiting disability	
	All	Male	Female	16 - 34	35 - 54	55+	White	Non white	Yes	No
Chorley	21.20%	25.60%	16.80%	26.90%	22.10%	15.90%	21.30%	15.70%	8.40%	23.60%
Lancashire	21.60%	25.00%	18.60%	31.49%	22.73%	11.73%	21.60%	21.70%	8.00%	24.50%
North West	20.60%	24.40%	17.10%	31.29%	22.51%	11.32%	20.70%	18.50%	8.10%	23.40%
National	21.00%	23.70%	18.50%	31.36%	23.34%	11.76%	21.49%	18.60%	8.80%	23.30%

Nb Smaller italic scores are average percentage scores. Not average overall- for reference- **Bold underlined values are actual rates.**

Several groups within the borough are under participating and will be targeted by the SPAA's major projects. A detailed summary based on the evidence provided by Active People, Year 9 Surveys, PESSCL, the 2004 Indices of Mass Deprivation and ONS Census data can be found in Appendix E.

Priority Areas

Having considered all of the issues the data has highlighted and we, as a SPAA, are of the opinion that we will have the biggest impact on increasing participation by focusing our efforts on the following 3 target groups:

- **Increasing participation amongst women and girls** based on Active People evidence relating to low levels of participation for women in the adult population and the evidence of the roots of this trend from the Year 9 survey results which mirror this disparity. The gulf between male and female inactivity levels is vast and is apparent in the borough female residents from the age of twenty-four onwards. Over 48% of 24-29 year old women do not participate in any regular exercise or physical activity as compared with only around 20% of males.
- **Increasing participation amongst 14 to 24 year olds** - based on the PESSCL results which reveal a clear 'drop off' effect amongst teenagers who are unlikely to adopt physically active lifestyles in adulthood.
- **Increasing participation amongst 50+ age group** - evidence from the Active People survey suggests that this a key 'drop-off' point where residents move from doing some moderate physical activity to being physically inactive. All other demographic trends highlight the fact that Chorley's older population will increase at higher rate than in Lancashire as a whole.
- **Incorporating cross cutting equality and diversity issues** - Chorley's BME communities continue to grow but there are clear discrepancies between the levels of participation between white and non-white residents of the Borough. 21.3% of the white British residents participate at a rate of 3 x 30 per week as opposed to only 15.7% of non-white residents. BME participation is therefore lower than the national and county rates. While the relatively small size of the Borough BME population means that the active people survey results for such a small group are less statistically robust than those for larger demographic groups, the national picture is also one of lower BME participation. Weight is added to the findings when they are viewed in conjunction with the lower results for school sports participation amongst Asian year nine pupils and the active people synthetic modelled participation to MSOA level which reveals the lowest level of participation to be in the Chorley East ward area, the ward with by far the highest concentration of BME residents. At 18.62% this is the only area within the Borough where 3 x 30 minutes participation falls below 20%. (See map in Appendix E). The SPAA has no direct projects that focus solely on the BME community but aims, rather, to ensure that all projects embrace equality and diversity and are inclusive to all sections of the community and ability levels. Provision for increasing disabled participation will also be developed through the 'Building Bridges' project.

The table on the next page provides a summary of the key issues in Chorley. The table also includes cross cutting issues. These cross cutting issues will be incorporated within all our work, rather than being dealt with in isolation. This is an established method of working in Chorley.

Readers should note that increasing activity levels for children and young people is also a priority for the SPAA. However, as this is not CIF funded it does not appear as a specific strand of work in this Delivery Plan. We have outlined this work in the 'women and girls' and '14 to 24' strands.

Needs analysis summary

Increasing female participation

	Comparative Analysis			<p>Active People: Male Participation rates are above the national average but female participation is significantly lower than national, regional and county averages.</p> <ul style="list-style-type: none"> Half of all women take no moderate physical activity whatsoever. Whilst female participation rates are broadly similar to male in the 1x30 and 2x30 there is clearly lower female involvement in more regular 3x30 per week or higher exercise and more, which have the highest positive health effects. Female withdrawal from physical activity occurs swiftly and is lasting. While young women in their early twenties are actually less likely to be inactive than their male counterparts by the 25-29 age group over 48% of females are inactive, well over twice the rate for men the picture is similar for the early-mid thirty age groups. The level of females doing nothing remains fairly constant from this point onwards at between 41-48% up until the 55-59 age group by which time the inactivity rate for both sexes exceeds 50%. This indicates that women appear to withdraw from regular exercise and moderate physical activity early and are unlikely to re-engage. <p>Year 9 Survey 2007: This pattern of lower participation is already apparent in the school age girls, and is borne out in the 2007 Year nine survey.</p> <ul style="list-style-type: none"> Only 25.9% of girls take part in sport or physical activity of moderate intensity, for at least one hour, every day compared with 38% of boys. Only 44.5% of girls participate at Government recommended levels of five+ days a week as compared with 58.5% of boys. 2.2% of girls do not participate in 60+ mins of moderate intensity sport or physical activity compared with 1.2% of boys. 25.0% of girls feel out of place in a sports centre but only 17.7% of boys. While such feelings have fallen amongst boys figure for girls has increased by 40% from 17.5% to 25% since 2004. Swimming ability has worsened for all Year 9 from pupils between 2001-2007 from 6.3% being poor/non swimmers to 11.1% (an increase of 76%). However, while the situation appears to have stabilised and improved for boys, for girls it has increase from 6% to 11.5% (an increase of 92%)
	Chorley	Lancs	Eng	
Male Participation 3 x 30	25.6%	25%	23.7%	
Female: 3 x 30	16.8%	18.6%	18.5%	
	Female	Male		
Overall 0 x 30 rate	50%	42.6%		
Females 25-29 0 x 30	48.3%	21.5%		
Females 30-34 0 x 30	47.9%	21.5%		
Year 9 pupils- 5 x 60 mins	44.5%	58.5%		

Increasing participation amongst 14 to 24 year olds

	Comparative Analysis		<p>There are worrying negative underlying trends in the borough relating to life long participation amongst young people, in particular in the transition from school into clubs and a pattern of disengagement from sporting/physical activities as children progress through the school system towards adulthood. Whilst at the national the trend is one of declining participation at this stage, the 'drop off' rate in Chorley is even more marked revealing the comparative under involvement of pupils in Chorley as they move towards adulthood</p> <ul style="list-style-type: none"> PESSCL 2006/7: Participation in PE 2 hours high quality PE and out-of-hours school sport across Chorley's School Sports Partnership is lower than the national average (83% of school aged children sport compared with 86% nationally). Over a 17% of pupils are not receiving 2hrs or more per week. <p>A more notable 'Drop Off Effect' than the national picture:</p> <ul style="list-style-type: none"> Participation amongst Years 7,8 and 9 exceeds the national trend but a notable drop off effect remains after Year 9. The national drop off between Year 9 and Year 10 is 86% to 67% but the effect in Chorley is even more marked with participation falling from 99% to 57%. Participation amongst Years 10 and 11 is comparatively very poor at only 57% and 38% compared with national rates of 67% and 69%. Club Membership: Though involvement is well above the national average up to Year 8 the drop is significant from 34% to only 24% from Year 9 onwards although the national trend is for club involvement to fall at this stage. Leadership and Volunteering: The PESSCL survey indicates involvement is dramatically lower from Year 10 onwards (10% in Chorley, 17% nationally). By Year 11 Leadership & volunteering falls to 6% (half the national rate). Notably 24 of the 41 schools in the SSP had no involvement from pupils in leadership and volunteering. Leadership and volunteering have clear links to the adoption and maintenance to health lifestyle choices in terms of sports and physical activity. <p>Active People: The picture is one of under-participation amongst 16-34 year olds in the borough reflecting a disengagement from sports and physical activity in from school to young adulthood.</p> <ul style="list-style-type: none"> Worryingly 19.5% of 16-24 year olds take no exercise but this figure increases dramatically amongst 25-34 years old to 34.2%. This decline is actually more marked than that between 25-34 and 35-44 years (39.2%) and is almost as marked as the difference between the 45-54 age drop and the 55-64 age group- especially when one considers that the 25-34 group would be much less likely to suffer from health related limitations inhibiting exercise.
	Chorley	England	
Participating in 2 hrs + of Quality PE	83%	86%	
2 hrs + Quality PE Drop off rates between year 9 and Year 10	-42%	-22%	
	Ages 16-24	Ages 25-34	
Adults taking no exercise (0x30)	19.5%	34.2%	
Residents 16-34 3 x30	26.90%	31.36%	
Residents 35-54 3 x30	22.10%	23.54%	

Ensuring Chorley's rapidly growing older population are physically active

	Comparative Analysis			<p>Whilst Chorley's population aged 55 and over are comparatively active, ensuring that this section of the community are able to participate is vital, as even in the near future this section will witness the largest increase in Lancashire.</p> <ul style="list-style-type: none"> Active People data shows the existence of a clear drop off point where residents stop taking any moderate exercise whatsoever between the 45-54 age group and the 55-64 group. While the level of those taking regular exercise at 3 x 30 actually increases from 19% to 19.4%- the level of those taking no moderate activity rises sharply from 43.1% to 57.7%, the number taking 1 x 30 mins falls from 15.3% to 8.2% and 2 x 30 falls from 11.7% to 6.2%. 66.1% of residents over 55 take no exercise at all. Predicted Population Change to 2020: An Aging population It is predicted that there will be a significant increase in people aged 60 or over. In 2004 it was estimated that 20.4% of the Chorley population was aged 60 or over, but by 2020 it is estimated that this will rise to 26.9%. According to 'An Ageing Population, Impacts for the North West' Chorley will witness the largest increase in over 65 population in Lancs between 1996-2021. From 16,928 (2006), 19,859 (2011), to 21,172 by 2021- an increase of 35.1% compared to the increase in Lancashire of 19.9%. Levels of disability increase with age by 2021 the number of Chorley residents eligible for Disability Living Allowance will increase by 21.5%. Participation in physical activity is important to those suffering from disabilities and long-term limiting illness, not only in maintaining health, but it also has proven importance in countering impairment related further illnesses and difficulties (Tasiemski et al, 1998).
	Chorley	Lancs	Eng	
Residents 55+ 3 x 30	15.9%	11.73 %	11.73 %	
Residents aged 55+ doing nothing	66.1%			
% Increase in disabled residents 1996-2021	21.5%			
Increase in over 65 population 1996-2021	35.1%	19.9%	N/a	

Other crosscutting issues: Swimming, Equality and Diversity and Disability

	Comparative Analysis			<p>Participation at recommended levels is significantly lower for the BME population, statistically this figure is less robust due to sample size but the countywide picture is one of lower BME participation as compared with white/white British population. Year 9 Survey Participation: In lessons White pupils: 92.6%, Asian pupils: 72.7%, Other, 77.8%.</p> <p>Active People: Satisfaction with local sports provision is high fairly high in Chorley (72.7% compared with the national average of 69.5%) but is lowest amongst the districts disabled residents (at 67.5%).</p>
	Chorley	Lancs	Eng	
3 x 30 BME Groups	15.7%	21.70 %	18.6%	
%Year 9 pupils who are Poor/Non Swimmers	2001	2004	2007	
	6.3% Baseline	10.3% (up 63.5%)	11.1% (up 76%)	

Recent Year 9 Surveys indicate that the borough is witnessing a significant increase in the proportion of non/poor swimmers in this age group. Overall there has been a marked deterioration between 2001 and 2007, particularly between 2001 and 2004, from 6.3% to 11.1% (an increase of 76%). Between 2004 and 2007 the situation has stabilised for boys but swimming ability amongst girls continues to worsen. 9.3% of pupils now either cannot swim or can swim no more than a length. Although comparative figures are as yet unavailable to determine whether this is a more universal problem the reverse situation is occurring in neighbouring South Ribblesdale, where the proportion of non-swimmers has fallen from 10.7% to 8.7%, with a sharper fall for girls from 11.5% to 7.7%.

Next steps

Priority Areas

As mentioned earlier, we have identified the following priorities for Chorley:

- **Increasing participation amongst women and girls** based on Active People evidence relating to low levels of participation for women in the adult population and the evidence of the roots of this trend from the Year 9 survey results which mirror this disparity.
- **Increasing participation amongst 14 to 24 year olds** - based on the PESSCL results which reveal a clear 'drop off' effect amongst teenagers who are the unlikely to adopt physically active lifestyles
- **Increasing participation amongst 50+ age group** - evidence from the Active People survey suggests that this a key 'drop-off' point where residents move from doing some moderate physical activity to being physically inactive. All Other demographic trends highlight the fact that Chorley's older population will increase at higher rate than in Lancashire as a whole.

In addition, **increasing participation amongst children and young people** is a priority – Chorley's Local Strategic Partnership have identified this as a key area of work. More places to go and things to do for children and y young people has been identified as a priority by local people. Our continued work in this area is highlighted in the 'women and girls' and '14 to 24 year old' strands of our Delivery Plan.

Through the use of Equality Impact Assessments we have a methodology of incorporating equality issues within all projects and initiatives. The priorities we have identified tackle longstanding equality issues. Readers should note that other equality issues, such as disability and ethnicity, are incorporated in all areas of work.

SPAA Delivery Plan

As a result of the comprehensive analysis of data and intelligence the Chorley SPAA has developed the SPAA Delivery Plan which sets out the key priority actions that the SPAA will deliver over the next 3 years. The Delivery Plan is shown in Appendix A.

In addition to the SPAA's core Delivery Plan, positive work is already being carried out across Chorley by individual organisations or multi agency partnerships, which will positively contribute to increasing participation levels, develop the sporting infrastructure and improve satisfaction in services.

SPAA Delivery Plan KPI Summary

This can be seen at Appendix B.

Management and Delivery

The Lead Officers for the Sport and Physical Activity Alliance sit within and are supported by the Leisure and Cultural Services Section of the People's Directorate at Chorley Council and Holy Cross High School.

The SPAA Executive Group is accountable to the Health and Well Being and Children and Young People's Thematic Groups of the Local Strategic Partnership. The SPAA Executive and Delivery Group has representation from a wide range of LSP partners and organisations and has strong input and support from:

Chorley Council
Youth and Community Service
Chorley High Schools
Chorley Sports Forum
Community Safety
Facilities Management
Age Concern Lancashire
Learning Disability Partnership

Public Health / PCT
Neighbourhood Engagement
Adult Social Services
Specialist Sports College
School Sports Partnership
Private Sector
Community and Voluntary Sector
Registered Social Landlords

The delivery organisation and management of CIF funded SPAA projects will be agreed through the SPAA Executive Group. Progress reports, which outline performance against targets and financial management performance, will be reported on a quarterly basis to the SPAA Executive Group by the individual organisations responsible for project delivery. The SPAA Executive Group will then provide reports on performance to the Thematic Groups of the Local Strategic Partnership.

Monitoring and Evaluation

There is a recognised need to improve local monitoring and evaluation of data from physical activity and sport delivery across all sectors within the borough.

As an initial focus the SPAA will concentrate on collecting and evaluating data associated with the priority interventions identified with the Delivery Plan. Guidance on the collection of this data will be taken from the Sport England Monitoring and Evaluation Toolkit. Other interventions within the plan will be monitored, as appropriate, through a variety of partners and using a variety of data collection methods. It is not the purpose, within this 3 year plan, to fully address a standardised approach to monitoring and evaluation of all physical activity and sports delivery.

However, Chorley SPAA will be working with Lancashire Sport and the other SPAAs across Lancashire to establish clear data collection methods and subsequent reporting mechanisms of these data. Lancashire Sport is leading discussions on developing Geographic Information Systems (GIS Mapping) capacity across the County which will service the needs of all SPAAs and provide ongoing intelligence against which future priorities will be set.

Key Contacts

SPAA Executive Chair

Jamie Carson
Corporate Director
Chorley Council

SPAA Lead Officers and
Co-Chairs of Steering Group

Lee Boyer
Sports Development Officer
Chorley Council

Gemma Stokes
Partnership Development Manager
School Sports Partnership

Chair of LSP Health and Well Being
Thematic Group

Simon Kenton
Central Lancashire Primary Care Trust

Chair of LSP Children and Young
People's Thematic Group

Councillor Mark Perks
Chorley Council
(also Executive Member for Health, Leisure and Well Being)

**Chorley
Sport and Physical Activity Alliance**

Delivery Plan

Theme One: Increasing participation amongst women and girls

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To encourage girls and women to become more active through a borough wide campaign 'Back to Sport'. Providing regular sporting opportunities and local and informal leagues.	Holy Cross High School Assistant Headteacher	£92,771 over 3 years, employ officer, house and manage. £41,777 over 2 years, employ instructor, house and manage. £24,250 – delivery budget. £158,798	Project to run from: Sept 08 – August 10	M&E Number of Participants	KPI 1 Number of new participants – 2900 16+ 1200 Under 16 1700 KPI 5 increasing the number of new coaches – 9 KPI 8 increasing the number of new volunteers - 28	YES Project 1 Women and Girls 'Back to Sport'
Sports clubs to develop links with schools in order to increase female uptake.	Holy Cross High School PDM & SDO	Officers and Volunteers Time	2008/11	PESSCL data collection and Club reports	KPI 3 Number of participants in clubs U 16 748 16+ 384	No
Raising the standards and the quality and quantity of coaches, volunteers and officials through Step into Sport and On the Ladder.	Holy Cross High School PDM & SDO	£14,800 BLF from SSP PDM Time	2008/11	Big Lottery monitoring	Detailed in 14 – 24 section	No

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Delivering the 5 hour offer to all young people in Chorley.	PDM & School Sport Partnership	PDM, SScO & PLTs £213'248 per year till 2011.	2008/11	PESSCL Data Collection	No Direct KPI	No
To deliver a range of coaching sessions in gymnastics, multi-skills and tri-golf. During OSHL and Community time. (Will link to Get Into Golf element of Active Generation project).	SDO & PDM	Community Sport Coaches 5xfull time =£80,000 4xpart time =£9,000	2008/11	Coaches data collection, in line with CSC guidance	KPI 1 - Number of new participants Under 16 3000	No
Review female usage in leisure centres and develop an action plan.	Community Leisure Services/other facility providers.	Officer time	2008/11	Increased female usage.	No Direct KPI	No

Theme Two: Increasing participation amongst young people aged 14 to 24

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>To encourage young people particularly those at key stage 4 and those below to maintain an active and healthy lifestyle</p> <p>Develop a comprehensive staffing structure that can service activity in the local community linking to further pathways</p>	Chorley Council Sports Development	<p>£166,075 Employment of 8 part time officers over 2 years</p>	Project to run from: Sept 08 – August 10	<p>Number of Participants</p> <p>Monitoring and evaluation of the project & post</p>	<p>KPI 1 Number of new participants – 2730 Under 16s 2500 16 + 230</p> <p>KPI 3 Number of participants in clubs 16+ 73 U16 1100</p> <p>KPI 5 increasing the number of new coaches - 15</p> <p>KPI 8 increasing the number of new volunteers - 28</p>	<p>YES Project 2 'Get up and Reach Out'</p>
<p>Sports clubs to develop links with wider community in order to increase uptake and to enlist new coaches and train existing coaches</p> <p>Delivered by festivals, events and coach education</p> <p>Inspire others to take up sport and physical activity</p>	<p>Chorley Council Sports Development / Clubs / Funding partners / Chorley School Sport Partnership</p> <p>Chorley Council Sports Dev and Local Clubs</p>	<p>Officers and Volunteers Time Est currently in excess of £15,000 pa (approx 20 hrs pw)</p> <p>Plus £24,400</p> <p>Officer Time and £1500</p>	<p>Sept 08 – Oct 10 Ongoing</p> <p>Ongoing</p>	<p>Number of clubs involved</p> <p>Number of coaches enlisted or trained</p> <p>Number of contact hours delivered</p> <p>Participants</p> <p>Number of those who attend</p>	<p>KPI 5 Increasing Number of Coaches 12</p>	

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Structured community programmes of activity (incorporated as part of Get up and Go)	Chorley Council, Local Clubs and Community Groups, Holy Cross High School	£30-40k estimated including attraction of external funding via groups £10k per annum in staff time and co-ordination	Ongoing all years round	Number of those who attend	KP1 Number of new participants Under 16 300 KP3 Number of participants in clubs Under 16 60	No
Raising the standards and the quality and quantity of coaches, volunteers and officials through Step into Sport and On the Ladder	Chorley Council and Chorley School Sport Partnership	£14,800 BLF from SSP PDM and SDO TIME	Ongoing	Those we sign up Those that engage Number of those who attend CPD	KPI 5 increasing the number of new coaches 60 KPI 8 increasing the number of new volunteers 90	Yes
Develop a programme to tackle increase in Yr 9 who are weak/non-swimmers	Chorley School Sports Partnership/Community Leisure Services	PDM and CLS staff time	2008 - 2011	Decrease in % of weak non-swimmers	KPI 1 Increase New Participants Under 16 210	No
Develop opportunities for young people to increase usage of leisure centres, eg weekend evening programmes	Community Leisure Services/Chorley Council	£15,000 bid to LSP for 2008/09	2008 – 2011	Increase in young people's usage of leisure centres.	No Direct KPI	No
Work with local clubs to gain FA Charter Standard and Clubmark accreditation	SDO	In kind time of staff	Ongoing	Accreditations received	KPI 4 Increasing club accreditation 15	No

Theme Three: Increased participation amongst the 50+ group

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Active Generation Project. Deliver a project to reduce barriers to older people's participation in sport and physical activity. This will be achieved on 4 fronts:</p> <ul style="list-style-type: none"> Improved coordination and promotion of older people's activities Supporting older people to become 'Cultural Champions' and assist them in organising community managed activities. Increase opportunities for older people to volunteer. Get into golf project. A project to develop a 6 hole beginners course at Duxbury with a programme of introductory courses. Please note: this supports all 3 priority themes, eg women and girls, 14 to 24 year olds and 50+. 	Chorley Council	<p>Funded via:</p> <ul style="list-style-type: none"> Lancashire County Council Older People's Partnership - £53,299 Chorley Council £35,500 Glendale - £35,500 Sport England CIF funding - £51,000. <p>£175,299</p>	April 2008 to March 2011	<ul style="list-style-type: none"> Increased number of new participants Number of 'Cultural Champions' Number of Coaches Number of volunteers. 	<p>KPI 1 Increasing the number of new participants – 2700</p> <p>KPI 3 Increased number of members in local clubs – 600</p> <p>KPI 5 Increased number of new coaches – 15</p> <p>KPI 8 Increasing number of new volunteers - 30</p>	<p>YES Project 2 'Active Generation'</p>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Extend the existing GP referral scheme to a self referral scheme for 40+	Community Leisure Services	Funded via CLS £40k over 2 years	April 2007 to March 2010	Increased number of new members	KPI 1 Increasing the number of new participants 300	No
Activity as referral programme for those with med/high health needs	Central Lancashire Primary Care Trust	Funded via Central Lancashire Primary Care Trust	April 2007 to March 2010	Increased number of new participants	KPI 1 Increasing the number of new participants 150	No
'Out and About' – Cycle Active project – provides advice, guidance and support in order to raise levels of cycling and walking, with an emphasis being on the needs of socially excluded and inactive people. Health walks and voluntary walk leader training are an integrated component of this project.	Central Lancashire Primary Care Trust	Funded via Big Lottery	April 2007 to March 2010	Increased number of new participants.	KPI 1 Increasing the number of new participants 300	No
Phase IV Cardiac Rehabilitation – linked to Activity for Life GP Referral Scheme.	Community Leisure Services	Funded under contract by Central Lancashire PCT	2008/11	Number of users and retention rates	KPI 1 Increasing the number of new participants 150	No

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Increase number of over 50's taking part in Road Running events.	Chorley Athletic Club and Chorley Harriers	Within existing club resources	2008/11	Increase in number of 50+ entering road events	KPI 1 Increasing the number of new participants Over 16 45 KPI 3 Increasing Number of Club Members 15	No
Review 50+ usage in leisure facilities and develop an action plan.	Community Leisure Services / other facility providers	Officer time	2008/11	Increased 50+ usage	No Direct KPI	No

Key Performance Indicators

Overall CSN KPI Summary Sheet

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 1 Increasing Number of new Participants Over 16	Full Delivery Plan	Active People Survey 21.20% of adults in Chorley participate in 3 x 30 mins of Sport and Physical Activity per week.	1% increase in actual numbers (of total population) 841	1630	3360	5075
	Project 1: Women and girls		1% increase in actual numbers (of total population) 841	400	800	1200
	Project 2: 14 to 24 year olds			115	230	
	Project 3: Active Generation			800	1700	2700
KPI 1 Increasing Number of new Participants Under 16	Full Delivery Plan	School Sports Partnership Number of pupils accessing 2 hours high quality PE and School Sport per week.	Achieve 90% by 2008 10,000 pupils	2986	5973	7710
	Project 1: Women and girls		N/A	566	1133	1700
	Project 2: 14 to 24 year olds			1250	2500	
	Project 3: Active Generation			0	0	0

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 3 Increasing Number of Members in Local Clubs (16+)	Full Delivery Plan	Active People Survey 25.8% (21,704) of adults are members in local clubs	1% increase in actual numbers (of total population) 841	366	733	1063
	Project 1: Women and girls		1% increase in actual numbers (of total population) 841	128	256	384
	Project 2: 14 to 24 year olds			36	73	
	Project 3: Active Generation			200	400	600
KPI 3 Increasing Number of Members in Local Clubs (under 16)	Full Delivery Plan	Only 37% of pupils within the SSP attend sports clubs (<i>PESSCL Survey</i>)	Achieve 40% by 2008 4,520 pupils	819	1638	1908
	Project 1: Women and girls			249	498	748
	Project 2: 14 to 24 year olds			550	1100	
	Project 3: Active Generation					
KPI 4 Improving Standards in Sport/Organisational Accreditation	Full Delivery Plan	7 Accredited Club	Area target of 5 (contribute to NW target of 2012 accredited clubs by 2012)	5	10	15
	Project 1: Women and girls			0	0	0
	Project 2: 14 to 24 year olds			0	0	0
	Project 3: Active Generation			0	0	0

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 5 Increasing Number of New Coaches	Full Delivery Plan	Lancashire Coaching Database	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 - 5	41	83	111
	Project 1: Women and girls		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 - 5	3	6	9
	Project 2: 14 to 24 year olds			7	15	
	Project 3: Active Generation			5	10	15
KPI 8 Increasing Number of New Volunteers	Full Delivery Plan	Lancashire Volunteer Programme 16yrs + = to be confirmed	SALSPA 10% increase in Workforce by 2014 (pro rata per year) - 58	58	116	161
	Project 1: Women and girls		SALSPA 10% increase in Workforce by 2014 (pro rata per year) - 58	9	18	28
	Project 2: 14 to 24 year olds			14	28	
	Project 3: Active Generation			5	10	15

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA
				Delivery Plan / Project Outcomes
KPI 17 Increasing Leverage into Sport	Full Delivery Plan	Unknown	2:1 Community Investment Match Target for Chorley £354,000	Investment through Delivery Plan activities = £1,404,416
	Project 1: Women and girls	New Project		£103,500
	Project 2: 14 to 24 year olds	New Project		£137,677
	Project 3: Active Generation	New Project		£124,299

STAGE 1 PROJECT PROPOSALS

SPAA PROJECT PROPOSAL TEMPLATE

<u>SPAA Name</u>	Chorley SPAA
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APPLICANT CONTACT DETAILS (note: all fields are essential)

Organisation	Holy Cross High School
Contact Name	Alison Rigby
Position	Assistant Head Teacher
Address	Holy Cross High School Burgh Lane Chorley
Postcode	PR7 3NT
Telephone	01257 262093
EMAIL	a.rigby@holycross.lancs.sch.uk

PROJECT DETAILS

Project Title	Women and Girls 'Back to Sport'
Project Description	<p>To employ a full time officer and part time instructor, dedicated to improving the number of women and girls physically active across Chorley.</p> <p>The officer will be responsible for the 'Back to Sport' campaign aimed at encouraging all W&G to get active. They will organise an annual festival to promote opportunities and provide come and try sporting / fitness taster sessions, educational courses, health testing and a fun run. They will also identify, train and develop 'back to sport' female mentors / ambassadors within communities & schools to help motivate other women and girls.</p> <p>The officer will create a sustainable exit route from the festival to develop a number of regular sporting opportunities, through establishing local and informal leagues, in a variety of sports and provide more sessional activities within communities. These leagues and newly developed session will link and work with the local club infrastructure therefore helping raise the standards and provision within clubs and improving the quality and quantity of coaches, volunteers and officials</p> <p>The instructor will work closely with the office to lead the new activities set up and be a lead mentor to work with all ages of women and girls to improve their activity levels.</p>

Project Aims	<p>To encourage more women and girls to participate in Sport and Physical Activity.</p> <ul style="list-style-type: none"> • Increase physical activity levels of ALL women & girls • Especially target those women and girls who are not actively participating i.e. BAEM Groups, disabled women and those from deprived communities. • Increase the number of sporting & physical activity opportunities • Signpost all new participants to local clubs • Support women & girls to make behaviour changes including physical activity for lifelong health • Increase fitness levels amongst targeted women and girls 				
How will the project help to achieve the aims of the SPAA delivery plan?	<p>The project will significantly contribute to the aim of the SPAA to increase overall participation rates in sport and physical activity and widen access to sport and physical activity.</p> <p>Directly contributing towards the 4 main priorities of the local strategic partnership.</p> <p>This projects aims to impact on over 1% of the population in the first year and 0.5% in each of the subsequent years.</p>				
KPI's <i>(indicative KPI's that the project will be measured against)</i>	KPI	Baseline	Year 1	Year 2	Year 3
KPI 1 Increasing the number of new participants	U16	U16 566	U16 1133	U16 1700	U16 1700
	+16	+16 400	+16 800	+16 1200	+16 1200
KPI 3 Increasing the number of members in local clubs	U16 31%	U16 249	U16 498	U16 748	U16 748
	+16 25%	+16 128	+16 256	+16 384	+16 384
KPI 5 Increasing the number of coaches	44 on register	3	6	9	9
KPI 8 Increase the numbers of new volunteers	3.6%	9	18	28	28
KPI 17 Increasing leverage into Sport	Partnership contributions	£103,500			


FINANCIAL DETAILS

Financial Details	Total Project Costs	£158,798	%
	Partnership Resources - CASH	£88,750	56%
	Partnership Resources – IN-KIND	£14,750	9%
	SPORT ENGLAND Request	£55,000	35%
What will the money actually be spent on? <i>(Please list main items of expenditure)</i>	ITEM OF EXPENDITURE	£	Amount from Sport England £
	Officer	£84,271	£33,000
	Office, equipment, phone, petrol etc	£31,500	£5,500
	Instructors / Officials	£37,277	£1,500
	Facility Hire	£2,000	£2,000
	Running Event	£9,000	£4,250
	Marketing	£4,000	£2,500
	Training	£4,000	£4,000
	Playground marking	£1,250	£250

OTHER DETAILS

Timescale <i>(for development of project)</i>	<p>December 07 – Project Submitted</p> <p>July 08 – Advertisement and Recruitment</p> <p>August 08 – Appointment of personnel</p> <p>September 08 – Project commencement</p>
Risk Analysis - Factors affecting success of project	<ul style="list-style-type: none"> • 2nd year match to be confirmed • Trained staff leave thus incurring charges for re-training • Timeframe for employment • Continuity of staff.

SPAA APPROVAL

<u>SPA Chair Name</u>	Jamie Carson
<u>Signature</u>	
<u>Date</u>	30 November 2007

Sport England Use Only

<u>Sport England Officer Approval</u>	
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<u>Date</u>	
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SPAA PROJECT PROPOSAL TEMPLATE

<u>SPAA Name</u>	Chorley SPAA
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APPLICANT CONTACT DETAILS (note: all fields are essential)

Organisation	Chorley Council
Contact Name	Lee Boyer
Position	Sports Development Officer
Address	Union Street, Civic Offices, Chorley
Postcode	PR7 1AL
Telephone	01257 515816
EMAIL	lee.boyer@chorley.gov.uk

PROJECT DETAILS

Project Title	<p>Get up and Reach Out! (Incorporates three single projects: Streetlife Games Inc, Building Bridges, Howzat 4 Fun) linking to all three key themes of the Chorley Vision.</p>
Project Description	<p>To create three specific projects to tackle those not involved in sport, helping them to sustain activity by linking to other opportunities with the key focus on sustaining activity and participation amongst hard to reach groups and in particular those at 13-14 and above.</p> <p>The project will be broke down in to three specific elements these will all employ staff (all part time who will contribute in practical, coaching and activating the work and the programmes set.</p> <p>The Streetlife Games Inc element will tackle issues, such as anti social behaviour form young people, in their community, increase interaction with young people out of school at evenings and weekends and will encourage them to be inspired by the quality of activity, along with the ability to do this in a safe and welcoming environment making the most of local facility's.</p> <p>There will be a team of four designated coaches/mentors who will work alongside a support co-ordinator to make sure the structure is solid and that all opportunities are accessed.</p> <p>The project will see regular weekly activity delivered and will also see young people able to access quality facility's by being transported to awe inspiring venues.</p>

	<p>The Building Bridges project aims to work with local, clubs to support this work and allow more access for those with disability and difficulty. It will utilise sound club development practice to enable more clubs, associations to entice people in to their clubs, it will train volunteers and administrators to be better prepared and will provide local support in a very pro active way. Links will be built with local schools and clubs, mainstream and disability specific clubs.</p> <p>There will also be a small element of coaching to kick start some work.</p> <p>This will provide a part time member of staff who will be trained as well to increase good practice and will be aware of the issues that face clubs. It will also link close to the existing IFI project, which aims to make more use of their service. Club development will be at the heart of this element.</p> <p>The final element of this project will be to provide a dedicated programme of delivery in and around cricket, which is identified as a priority with local partners. This element will impact on all three main themes of the plan. There will be all year round activity aimed at the grassroots, winter indoor leagues will be set up, winter coaching camps will support the work of regular activity for children of all ages and will focus as well on women and girls, by linking to them elements, and with older people in terms of coaches, volunteers, playing opportunity's as well. The programme again will aim to bridge the link between community and clubs and will reach out, to those we wish to encourage to take up sport.</p>
<p>Project Aims</p>	<p>To encourage more young people to take part in sport and physical activity, along with being able to maintain the activity beyond the life of this project.</p> <ul style="list-style-type: none"> • Increase physical activity and interaction of young people • Increase the number of structured and non-structured activity • Provide strong support links to clubs and other agencies • Work closely with those that we wish to make attitude and behaviour changes to, using sport as a tool for social change • Improve the levels of fitness, education and career opportunities.
<p>How will the project help to achieve the aims of the SPAA delivery plan?</p>	<p>The project will significantly contribute to the aim of the SPAA to increase overall participation rates in sport and physical activity and widen access to sport and physical activity.</p> <p>Directly contributing towards the 4 main priorities of the local strategic partnership.</p> <p>This projects aims to impact on over 1% of the population in the first year and 0.5% in each of the subsequent years.</p>

KPI's <i>(indicative KPI's that the project will be measured against)</i>	KPI	Baseline	Year 1	Year 2	Year 3
	KPI 1 Increasing the number of new participants	U16 Nil	U16 1250	U16 2500	
		+16 Nil	+16 115	+16 230	
	KPI 3 Increasing the number of members in local clubs	U16 37%	U16 550	U16 1100	
		+16 25%	+16 36	+16 73	
	KPI 5 Increasing the number of coaches	Unknown	7	15	
	KPI 8 Increase the numbers of new volunteers	3.6% Combined	14	28	
	KPI 17 Increasing leverage into Sport		£137,677 over 3 years Chorley Council £11,000 Chorley Cricket Group £3,800 Lancashire Cricket Board £26,765 EFDS £15,000 Places for People £40,000 Football Foundation £41,112		


FINANCIAL DETAILS

Financial Details	Total Project Costs	£198,337	%
	Partnership Resources - CASH	£137,677	69.41%
	Partnership Resources – IN-KIND	£TBI	
	SPORT ENGLAND Request	£64,160	32.34%
What will the money actually be spent on? <i>(Please list main items of expenditure)</i>	ITEM OF EXPENDITURE	£198,337	Amount from Sport England £
	Staff inc Travel, Phone, Office etc	166,075	In total to contribute to all £64,160
	Essential Equipment	2,500	
	Facility Hire	6,900	
	Festivals /events	6,000	
	Transport for participants	1,500	
	Training for staff	2,500	
	Coach education for community	7,500	

OTHER DETAILS

Timescale <i>(for development of project)</i>	<p>December 07 – Project Submitted</p> <p>August 08 – Advertisement and Recruitment</p> <p>October 08 – Appointment of personnel</p> <p>November 2008 – Project commencement.</p>
Risk Analysis - Factors affecting success of project	<ul style="list-style-type: none"> • Ability to house and locate staff also thought required re programme • Staff turnover for those looking at full time positions • Timeframe for employment • Continuity of staff • Ability of other partners to contribute.

SPAA APPROVAL

<u>SPA Chair Name</u>	Jamie Carson
<u>Signature</u>	
<u>Date</u>	30 November 2007

Sport England Use Only

<u>Sport England Officer Approval</u>	
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<u>Date</u>	
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URN <i>(allocated by Sport England)</i>	
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SPAA PROJECT PROPOSAL TEMPLATE

<u>SPAA Name</u>	Chorley
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APPLICANT CONTACT DETAILS (note: all fields are essential)

Organisation	Chorley Council
Contact Name	Lorraine Cross
Position	Leisure Services Manager
Address	Civic Offices Union Street Chorley
Postcode	PR7 1AL
Telephone	(01257) 515814
EMAIL	lorraine.cross@chorley.gov.uk

PROJECT DETAILS

Project Title	The Active Generation
Project Description	<p>The project will reduce barriers to older people's (50+) participation in sport and physical activity. There are two discrete elements to the project.</p> <p>The first element is to appoint an Active Generation Officer, who will co-ordinate and promote opportunities for older people to be physically active. This will involve working with clubs, leisure centres, schools, parks, village halls etc to raise awareness of what is already available and develop new opportunities, including mass participation events targeted at older people. Knowing what opportunities exist is a major barrier to participation. This would include the promotion of discounts available to older people and transport initiatives. The Active Generation Officer will develop a network of older people who want to become volunteer 'Cultural Champions' and lead on opportunities for other older people to be active. This would involve providing 'one to one' support for the 'Cultural Champions' and cover such things as funding advice, promotion, project management, health and safety, quality issues and development work. The final strand of the project is to develop other volunteering opportunities for older people. This would include coaching in local sports clubs which would have the knock-on effect of developing inter-generational work.</p>

	<p>The second element of the project is the development of a six hole golf course at Duxbury Park, specifically designed to encourage non-golfers to start the game. This was highlighted through customer consultation. Older people who haven't played golf previously had said that the thought of playing on an 18 hole course would be a barrier for them, so this project will reduce the barrier and increase their activity levels. (Please note this project will also have a positive impact on increasing activity amongst women and girls and young people). The project has a capital element with the design and build of the six hole course and it will also then have a development programme attached to encourage target group usage, including in this case, the 50+ age group.</p>				
<p>Project Aims</p>	<p>To encourage more older people (50+) to participate in sport and physical activity.</p> <ul style="list-style-type: none"> • Increase physical activity levels amongst 50+ age group. • Increase the number of sport and physical activity opportunities. • Greater co-ordination and promotion of older people's activities. • Supporting older people who want to become 'Cultural Champions in their communities. • Increase volunteering opportunities. • Increase fitness levels amongst the 50+ age group. 				
<p>How will the project help to achieve the aims of the SPAA delivery plan?</p>	<p>The project will significantly contribute to the aim of the SPAA to increase overall participation rates in sport and physical activity and widen access to sport and physical activity.</p> <p>The project directly contributes to the four main priorities in the Local Strategic Partnership.</p> <p>This project aims to impact on over 1% of the population in the first year and 0.5% in each of the subsequent years.</p>				
<p>KPI's <i>(indicative KPI's that the project will be measured against)</i></p>	<p>KPI</p>	<p>Baseline</p>	<p>Year 1</p>	<p>Year 2</p>	<p>Year 3</p>
	<p>KPI 1 Increasing New Participants</p>	<p>+16 0</p>	<p>+16 800</p>	<p>+16 1700</p>	<p>+16 2700</p>
	<p>KPI 3 Increasing new members in clubs</p>	<p>+16 0</p>	<p>+16 200</p>	<p>+16 400</p>	<p>+16 600</p>
	<p>KPI 5 Increasing the number of coaches</p>	<p>0</p>	<p>5</p>	<p>10</p>	<p>15</p>
	<p>KPI 8 Increase the numbers of new volunteers</p>	<p>0</p>	<p>5</p>	<p>10</p>	<p>15</p>
	<p>KPI 17 Increasing leverage into sport</p>	<p>0</p>	<p>£124,299 across the 3 years LCC 'Older Peoples Partnership £53,299 Chorley Council £35,500 Glendale £35,500</p>		


FINANCIAL DETAILS

Financial Details	Total Project Costs	£175,299	%
	Partnership Resources - CASH	£119,299	68
	Partnership Resources – IN-KIND	£5,000	2.9
	SPORT ENGLAND Request	£51,000	29.1
<u>What will the money actually be spent on?</u> <i>(Please list main items of expenditure)</i>	ITEM OF EXPENDITURE	£	Amount from Sport England £
	Active Generation Officer, plus costs	72,179	31,000
	Equipment budget	12,120	0
	Design and build of 6 hole beginners golf course	66,000	0
	Development programme for beginners golf, including instruction and outreach programme	25,000	20,000

OTHER DETAILS

<u>Timescale</u> <i>(for development of project)</i>	<ul style="list-style-type: none"> • Dec 07 – project submitted • Apr/May 08 – Advertisement/recruitment • May 08 – Designer for beginners golf course appointed • Jun 08 – Active Generation worker in post and activity commences • Aug 08 – start of work on new course • Apr 09 – course completed • May 09 – Golf outreach programme starts.
Risk Analysis - Factors affecting success of project	<ul style="list-style-type: none"> • Delays in recruiting Active Generation worker • Low uptake from ‘Cultural Champions’ • Delays in design/construction of beginners golf course.

SPAA APPROVAL

<u>SPA Chair Name</u>	Jamie Carson
<u>Signature</u>	
<u>Date</u>	30 November 2007

Sport England Use Only

<u>Sport England Officer Approval</u>	
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<u>Date</u>	
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URN <i>(allocated by Sport England)</i>	
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Chorley Sport and Physical Activity Alliance (SPAA) Terms of Reference

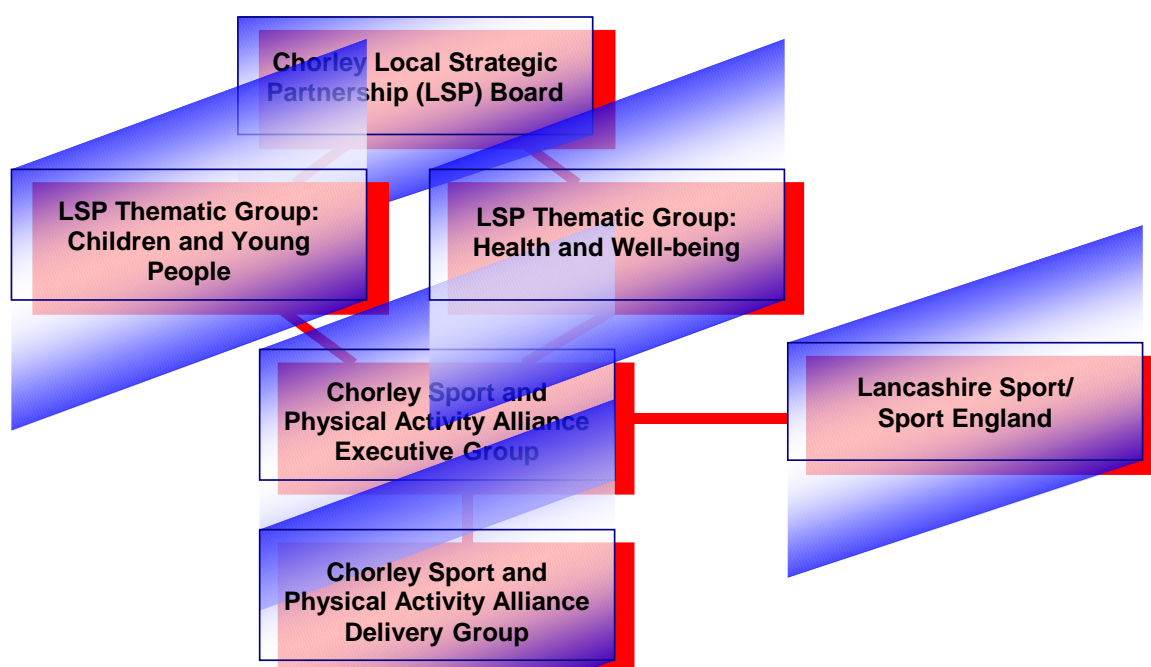
Vision

By 2020, Chorley residents will be the most physically active community in the North West.

Purpose of the SPAA

- Provide a strategic lead to increase participation in sport and physical activity in Chorley.
- Ensure that the many benefits sport and physical activity bring are incorporated within Chorley Local Strategic Partnership's strategic thinking and actions.

Links with Chorley Local Strategic Partnership



The SPAA Executive Group will be responsible to the Chorley Partnership (LSP). The Chorley Partnership will be responsible for ratifying SPAA recommendations and work plans that impact on the wider partnership.

Local agreements for strategic development will be through the Chorley Partnership's Children and Young People/Health and Well Being Thematic Groups. These Groups are the local link with the Local Area Agreement (LAA) for Lancashire.

The SPAA Executive will have powers in determining allocations of funds and implementation and monitoring of the delivery plan.

Agencies receiving Community Investment Funds to deliver interventions/activities on behalf of the SPAA will be financially accountable to the Regional Sports Board for the investment they receive.

Performance information will be provided to Lancashire Sports Partnership who will in turn be responsible for reporting to Sport England.

Functions

The functions of the SPAA include:

- Develop and co-ordinate a programme of work to achieve an increase of at least 1% per year in levels of moderate physical activity amongst our already active population.
- Understanding and communicating trends and issues that impact on participation in sport and physical activity.
- Periodically, carrying out an assessment of the current position, areas for future work and developing plans to deliver.
- Encourage and support everyone within Chorley borough to enjoy the benefits of participation in physical activity and sport, particularly those who are currently inactive, less active or have been excluded.
- Support and develop Chorley's sports infrastructure
- Promote the benefits of active participation on health and well-being within educational, work place and community environments in order to reduce levels of obesity and have a positive impact on health.
- To ensure effective mechanisms for securing, leveraging and channelling investment to ensure the maximum impact upon physical activity and sport at a local level
- To develop delivery plans that provide 'additionality' and meet local needs that are clearly derived from consultation and intelligence
- To create robust mechanisms of governance in order to monitor and elevate the impact of investment and thus be accountable to the community.

Membership

Membership for the SPAA Executive and Delivery Groups will be drawn from the Local Strategic Partnership and agencies and bodies involved in and responsible for the provision of Sport and Physical Activity.

Membership of the Executive and Delivery Group will vary depending on the focus at any particular time and the priorities of the day for individual partners.

Chorley Council are committed to administering the Executive and Delivery Group.

Frequency of meetings

The SPAA Executive will meet, at least, every 3 months. The cycle of meetings will be scheduled to link to the Local Strategic Partnership's meeting cycle.

The SPAA Delivery Group will meet more regularly and report progress to each Executive meeting.

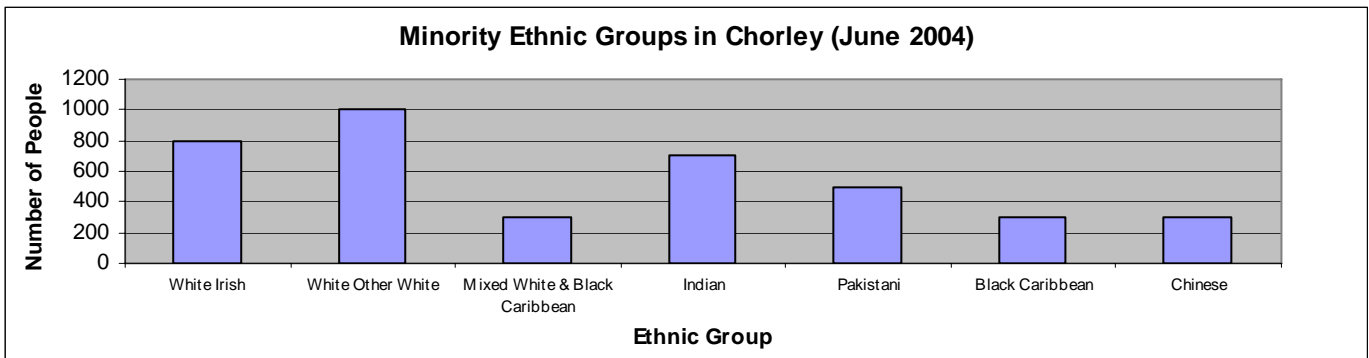
Authority

A Chair and Vice Chair will be elected by the membership, who will direct the work of the SPAA and ensure compliance with that accountability structures and work programme.

DATA ANALYSIS

Ethnicity

Approximately 95.3% of the Borough population are White British (Office for National Statistics, June 2004 estimates) which is considerably higher than the English average of 85.3%.

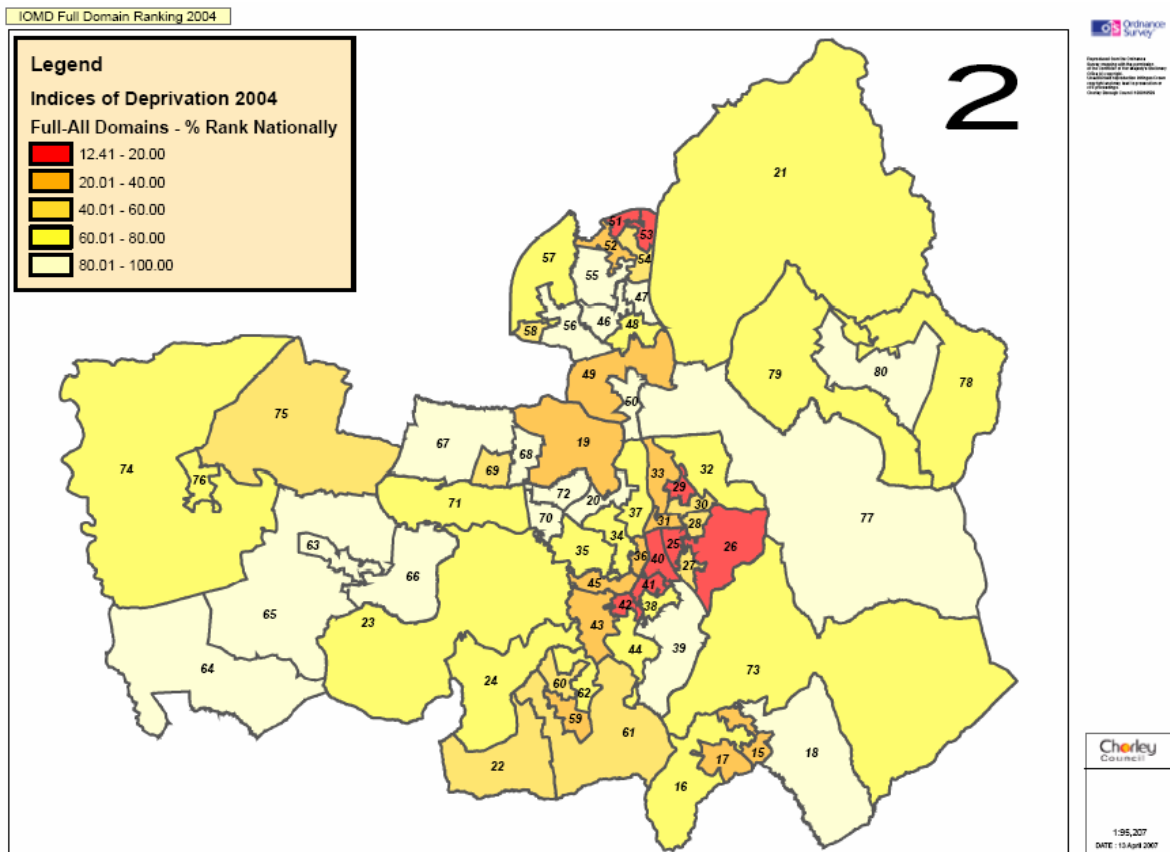


The numbers of some ethnic groups in the Borough have increased slightly between 2001 and 2004 (Office for National Statistics estimates). Indians (+300), Other Whites (+200) and Pakistanis (+200) experienced the largest increases, but overall these increases have been small. By far the greatest increase has been in the number of White British (+1,400). Current estimates are of a significant increase in our eastern European/polish population.

Major Religious Groups

Religion	Chorley	North West	England
Christian	84.04%	78.01%	71.74%
Hindu	0.18%	0.4%	1.11%
Muslim	0.64%	3.04%	3.1%
Other religions	0.14%	0.16%	0.29%

Deprivation



According to the Index of Multiple Deprivation 2004 Chorley is ranked 172 out of 354 districts nationally, 1 being the most deprived. However, there are pockets of deprivation within the Borough.

8 SOAs in the Borough fall within the 20% most deprived nationally. They are located in the central area surrounding Chorley town centre and the Clayton Brook area. Chorley's Community Strategy has a priority to reduce pockets of inequality in the Borough, with one aim being that there are no neighbourhoods in the 20% most deprived nationally.

General Health and Disability

Health Classification (KS08)	Chorley	North West	England
General health: Good	69.1%	66.88%	68.76%
General health: Fairly good	21.3%	22.16%	22.21%
General health: Not good	9.6%	10.95%	9.03%
People with a limiting long-term illness	18.51%	20.72%	17.93%
People of working age with a limiting long-term illness	14.36%	16.4%	13.29%

18.51% of the working age population in Chorley area have a disability (14.36% of the working age population) - this statistic is calculated using 'limiting long term illness' as a proxy for people under the terms of the Disability Discrimination Act 1995. As such the level of disabled residents is above the national average on both counts. Levels of disability increase with age and according to 'An Ageing Population, Impacts for the North West' by 2021 the number of Chorley residents eligible for Disability Living Allowance will increase by 21.5%.

Participation in physical activity is important to those suffering from disabilities and long-term limiting illness, not only in maintaining health, but it also has proven importance in countering impairment related further illnesses and difficulties (Tasiemski et al, 1998). **Satisfaction with local sports provision is high fairly high in Chorley (72.7% compared with the national average of 69.5%) but is lowest the districts disabled residents (at 67.5%).**

Life Expectancy

Male life expectancy at birth is 76.3 years, Female life expectancy is 80.5 years, so, on average, both women and, to a slightly lesser extent, men, live shorter lives than in England. Standardised mortality ratios also display this fact.

	Chorley	North West	England
Life Expectancy at Birth; Males (Persons, Jan03-Dec05)	76.30	75.40	76.92
Life Expectancy at Birth; Females (Persons, Jan03-Dec05)	80.50	79.90	81.14
Standardised Mortality Ratios	108	110	99

Wards where life expectancy is in the in bottom 20% nationally: Chorley East, Brindle & Houghton, Coppull, Chorley South West, Clayton-le-Woods North.

•The life expectancy of a child born in Clayton-le- Woods North is **7.2 years lower** than that of a child born in the Astley and Buckshaw ward.

(Source- ONS, 2005)

Several wards also have above average SMRs, particularly Chorley South West and Clayton Le Woods North which have SMRs of 138 and 145 respectively.

Standardised Mortality Ratios for deaths of persons aged under 85, 1999-2003.

2001 Census Standard Table ward	Standardised Mortality Ratio	Number of observed deaths	Number of expected deaths	Bottom % nationally
Clayton-le-Woods North	145	266	183	5%
Chorley South West	138	250	182	10%
Brindle and Hoghton	135	106	78	10%
Heath Charnock and Rivington	125	99	79	15%
Coppull	123	249	202	15%
Chorley East	117	246	211	20%
Chorley North West	109	298	275	30%
Wheelton and Withnell	106	125	118	35%
Chorley South East	105	234	222	35%
Clayton-le-Woods and Whittle-le-Woods	105	204	194	35%
Adlington and Anderton	104	261	250	35%
Chorley North East	103	221	215	40%
Euxton North	97	133	138	50%

2001 Census Standard Table ward	Life expectancy at birth (years)	Life expectancy quintile
NATIONAL AVERAGE	78.3 Years	
Clayton-le-Woods North	74.6	Bottom 20% nationally
Chorley South West	75.6	Bottom 20% nationally
Coppull	75.7	Bottom 20% nationally
Brindle and Hoghton	76.1	Bottom 20% nationally
Chorley East	76.5	Bottom 20% nationally
Heath Charnock and Rivington	77.2	Bottom 40% nationally
Adlington and Anderton	77.4	Bottom 40% nationally
Chorley North West	77.4	Bottom 40% nationally
Clayton-le-Woods and Whittle-le-Woods	77.8	Bottom 40% nationally
Chorley North East	78.0	Bottom 40% nationally
Chorley South East	78.1	Bottom 40% nationally
Wheelton and Withnell	78.5	Above National Average
Clayton-le-Woods West and Cuerden	78.7	3
Lostock	79.0	3
Euxton North	79.2	3
Euxton South	79.4	3
Pennine	79.8	2
Chisnall	80.1	2
Eccleston and Mawdesley	80.9	2
Astley and Buckshaw	81.8	1

Source ONS.

Health Deprivation IMOD 2004

Chorley suffers from higher levels of health deprivation than its does from overall deprivation with 15 areas in the bottom 20% most deprived. There are currently 6 areas which fall within the bottom 10% nationally in the central Chorley wards, Clayton Brook and Coppull.

SOA Ref	Description	Ward Name	Total Persons	Aged Under 16	Working Age	Aged 60 Plus	Rank ⁽²⁾	% Rank
E01024953	Clayton Brook North East	CLAYTON-LE-WOODS NORTH	1,480	370	860	230	833	2.56%
E01024926	Cowling/Eaves Lane South/Healey Nab Area, Chorley	CHORLEY EAST	1,600	380	890	310	2,360	7.27%
E01024925	Area Between Stump Lane & Lyons Lane, Chorley	CHORLEY EAST	1,650	440	900	320	2,872	8.84%
E01024929	Botany Bay/Coltsfoot Drive Area, Chorley	CHORLEY NORTH EAST	1,310	350	720	220	2,977	9.17%
E01024959	Coppull Central	COPPULL	1,560	340	900	320	3,040	9.36%
E01024951	Clayton Brook North West	CLAYTON-LE-WOODS NORTH	1,280	410	740	100	3,103	9.55%
E01024940	Chorley Town Centre East	CHORLEY SOUTH EAST	1,470	240	920	320	3,293	10.14%
E01024942	Moor Road North/Eaves Green Road Area, Chorley	CHORLEY SOUTH WEST	1,630	360	820	440	3,301	10.16%
E01024949	Whittle-le-Woods North & West	CLAYTON-LE-WOODS & WHITTLE-LE-WOODS	1,440	280	890	260	3,600	11.08%
E01024941	East of Pall Mall/West of Pilling Lane Area, Chorley	CHORLEY SOUTH EAST	1,480	320	790	370	3,630	11.18%
E01024919	Buckshaw Village & Astley Village North	ASTLEY & BUCKSHAW	1,460	440	810	180	4,178	12.86%
E01024952	Clayton Brook South West	CLAYTON-LE-WOODS NORTH	1,180	220	680	290	4,521	13.92%
E01024945	Gillibrand Central/Tootell Street Area, Chorley	CHORLEY SOUTH WEST	1,600	370	810	410	4,848	14.93%
E01024917	Adlington Town South	ADLINGTON & ANDERTON	1,640	340	1,040	240	5,935	18.27%
E01024943	Gillibrand South/Moor Road South Area, Chorley	CHORLEY SOUTH WEST	1,750	470	1,080	170	6,326	19.48%

Community Safety

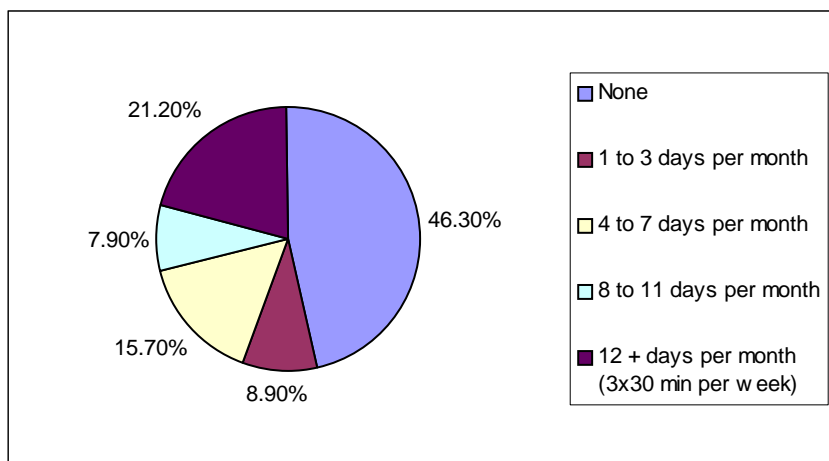
The highest wards for reporting incidents of juvenile nuisance are Chorley South East, South West and Coppull.

Within the Chorley Community Safety Partnership Strategy 2005- 2008 there 4 priority Community Safety Areas: Chorley East, Chorley South West, Clayton Brook and Coppull.

Establishing the Priorities for Chorley: Needs Analysis

Active People Survey Chorley's Current Active People Profile (2006)

Key performance indicator (for all adults / 16+)	Chorley	NW	National
KPI 1 - At least 3 days a week x 30 minutes moderate participation (all adults)	21.20%	20.6%	21.0%
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	6.10%	4.6%	4.7%
KPI 3 - Club member (all adults)	25.80%	24.9%	25.1%
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	19.90%	16.4%	18.0%
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	17.50%	14.5%	15.0%
KPI 6 - Satisfaction with local sports provision (all adults)	72.70%	70.1%	69.5%



Number of days 30 minutes moderate participation (all adults) per month

	Chorley	National
1. None	46.3%	50.6%
2. 1 to 3 days	8.9%	8.7%
3. 4 to 7 days	15.7%	11.8%
4. 8 to 11 days	7.9%	7.8%
5. 12 or more days (at least 3 times a week)	21.2%	21.0%

Key issues arising from the Active People Adult Survey

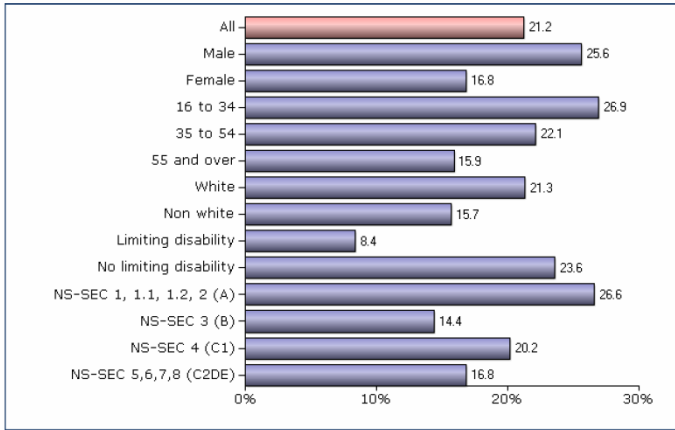
None of the measures fall within the bottom 25% nationally and in Volunteering and organised competitive sports participation Chorley demonstrates top quartile performance.

Although participation is above the national average there still remains a sizeable segment of the population taking no exercise whatsoever (46.3%).

Monthly Participation	Chorley	Lancs	Variance +/-
% of adults doing nothing	46.30%	52.40%	-6.10% ☺
Overall adult participation (3x30)	21.20%	20.60%	0.60% ☺
Adult male participation (3x30)	25.60%	24.40%	1.20% ☺
Adult female participation (3x30)	16.80%	17.10%	-0.30% ☹
BME participation (3x30)	15.70%	18.50%	-2.80% ☹
White British participation (3x30)	21.40%	20.70%	0.70% ☺

In comparison with overall figures for Lancashire County participation is lower in Chorley amongst adult females and significantly lower for the BME population (statistically this figure is less robust due to sample size but the county-wide picture is one of lower BME participation as compared with white/white british population).

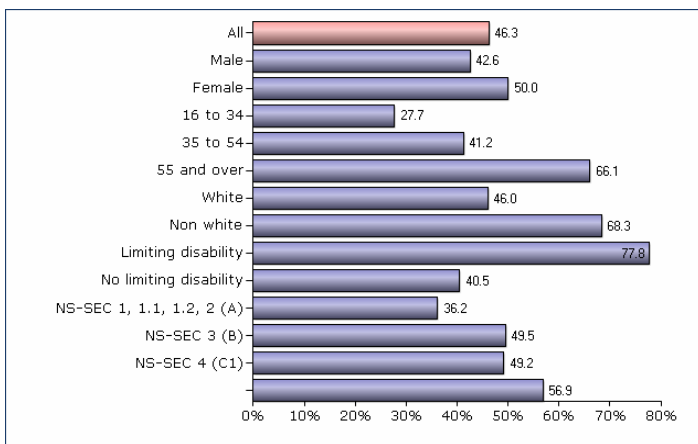
Participation in moderate physical activity



Participation in 3x30 minutes of sports/physical activity (KPI1) is just above the national average in Chorley. However, when compared with the more local picture there is much scope for improvement- see local analysis for details.

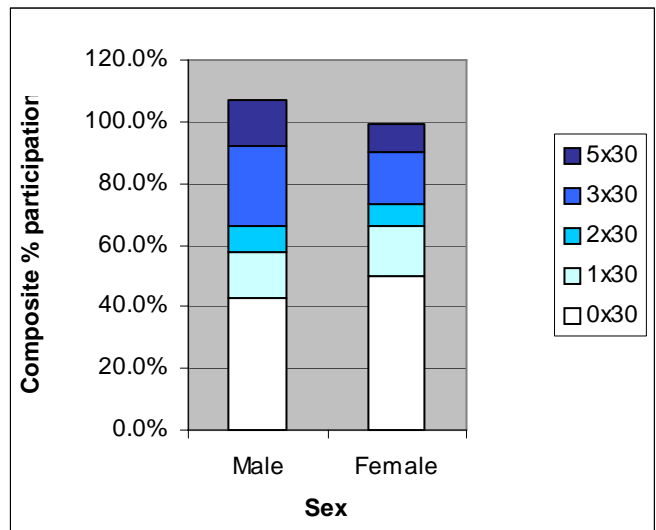
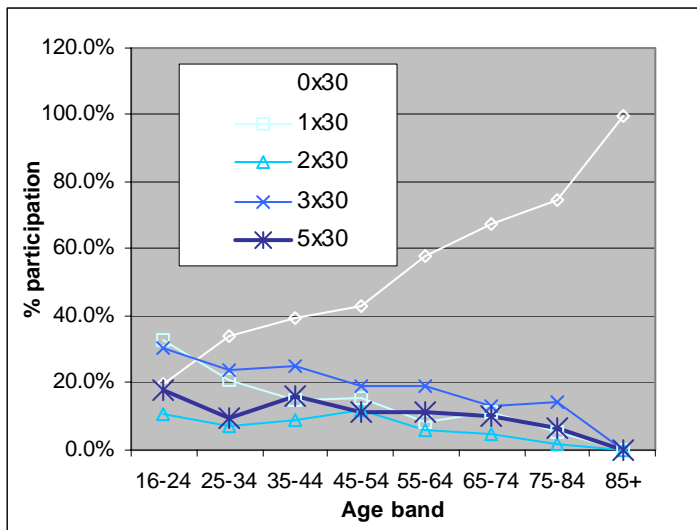
Asian 3x30 participation is significantly lower overall amongst the Asian Population 16.9% compared with White British population 21.4%, Women 16.8% compared with men 25.6%. White 21.3% / non-White 15.7%. Social Class is also a key issue= Class A 26.6%, B marked reduction 14.4%, C1 20.2%, C2 D,E 16.8%.

Who is doing nothing?



Demographic groups most liable to take no exercise are females (50% do nothing), 55+ (66.1%), none white (68.3%), limiting disability (77.8%) and NS Sec 5 (56.9%).

Participation by Age and Gender



Monthly Participation	x30	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Zero days	0x30	42.6%	50.0%	19.5%	34.2%	39.2%	43.1%	57.7%	67.7%	74.8%	100.0%
4 to 7 days	1x30	15.4%	16.0%	33.0%	20.7%	15.1%	15.3%	8.2%	11.1%	5.2%	0.0%
8 to 11 days	2x30	8.3%	7.5%	10.9%	7.4%	8.8%	11.7%	6.2%	5.0%	1.9%	0.0%
Yes 12 or more days	3x30	25.6%	16.8%	30.6%	24.0%	25.2%	19.0%	19.4%	13.4%	14.6%	0.0%
20 or more days	5x30	14.9%	9.2%	18.0%	9.6%	16.1%	11.1%	11.1%	10.4%	6.8%	0.0%

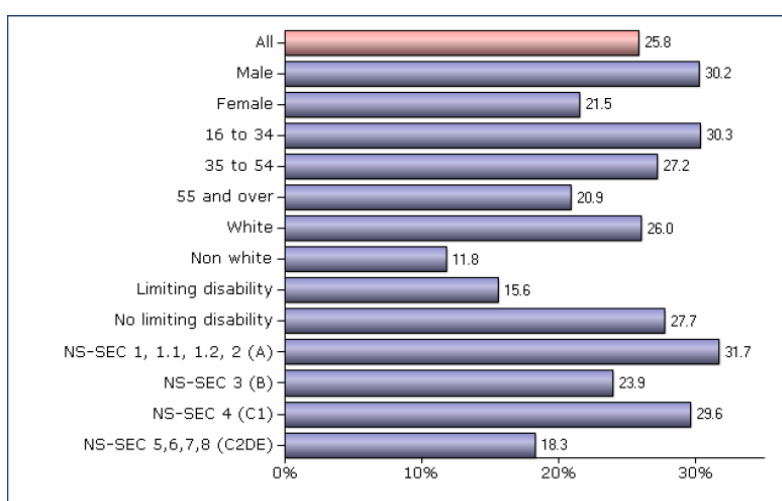
Volunteering

The volunteering rate (KPI 2) currently stands at 6.10% which is well above the national average of 4.7%. We have the highest rate of all the Lancashire's LAs and also across most demographic groups. The male volunteering rate is over double that for females 8.6% compared with 3.6%- and the white volunteering rate is 50% higher than that for non-whites.

	Gender			Age			Ethnic		Limiting disability		Socio Economic Classification			
	All	Male	Female	16 to 34	35 to 54	55+	White	Non white	Yes	No	1, 1.1, 1.2, 2	3	4	5, 6, 7, 8
Chorley	6.10%	8.60%	3.60%	7.50%	8.50%	2.40%	6.10%	4.00%	2.90%	6.60%	7.60%	2.10%	6.90%	5.10%

The picture here is an extremely positive one but this in itself creates a difficulty due to the stretch nature of the target set by Sport England. The Key target the SPAA must deliver in this field is to achieve a 0.5% increase in a borough with the top volunteering rate in the County. These already high levels of volunteering could be boosted by means of volunteer involvement in SPAA projects delivery.

Club Membership



Overall Club Membership (KPI3) in Chorley is above average at 25.8% as compared with the national rate of 25.1%. Membership levels are very low amongst the boroughs non-white population at 11.8% which is under half that of the white population 26%. The membership rate stands at only 6.8% for the borough's Asian population.

Year 9 Survey 2007

The survey raises several issues relating to participation amongst children at this key point in life in terms of future involvement in sport and physical activity.

Indicator	All (%)			Boys (%)			Girls (%)		
	2001	2004	2007	2001	2004	2007	2001	2004	2007
Sporting Activities									
Take part in extracurricular sport	51.4	73.2	77.0	53.2	80.4	82.1	48.7	68.9	72.4
Members of a sports club/attend a regularly organised session away from/independent of school	50.6	62.9	77.6	53.9	70.3	79.6	47.1	57.7	75.6
Receive specialist coaching, training or lessons for sporting activities		55.1	43.7		60.7	49.1		49.1	39.0
Poor swimmers/cannot swim	6.3	10.3	11.1	6.6	11.1	10.8	6	9.3	11.5
Currently contribute to sporting activities in a voluntary capacity		9.3	10.9		12.4	13.4		6.5	8.6
Visited a leisure centre in the four weeks prior to the survey	67.9	69.7	77.9	66.6	77.3	80.1	68.5	64.3	76.2
Feel out of place in a sports or leisure centre		19.6	21.3		20.4	17.7		17.5	25.0
Aware of major sporting facility/event in the area	89.2	87.2	84.9	86.3	85.4	84.0	91.9	88.2	85.8

Key Findings

- In all environments, boys are more likely to participate in sporting activities.
- 92.3% of young people take part in physical education in lessons at school.
- 20.4% of young people who have a perceived long-term illness or disability do not take part in physical education in lessons at school.
- 77.0% of young people take part in extracurricular sporting activities.
- 82.0% of young people take part in sport or physical exercise for 60 minutes or for a longer period of time on three or more days a week.
- The three main barriers that prevent young people from taking part in different activities are having no one to go with, not having enough time and activities costing too much.
- Although only 10.9% currently contribute to sport in a voluntary capacity a further 40.0% say that they would like to in the future.
- 21.3% of young people say that they would feel out of place in a sports centre; 17.7% of boys and 25.0% of girls expressed this view.

More young people say that they would feel out of place in a sports or leisure centre than in the previous survey in 2004. Girls are more likely to express this view than boys.

Participation

Almost nine in ten (82.0%) young people take part in sport or physical exercise of moderate intensity¹ for at least one hour, on three or more days a week and increase on the figure of 60.2% in 2004. The rate for boys

Participation x 60 moderate	All	Boys	Girls
0 x 30	<i>1.72% Dw calcd based on other figures</i>	1.2%	2.2%
3 x 60 per week or more	82%	83.8%	81.8%
5 x 30 (Gov Recommended)	52.51%	59.5%	44.5%
7 x 30	31.8%	38%	25.9%

is 83.8% compared with 80.2% for girls.

Young people are more likely to participate in sport frequently if they come from an active household. Nine in ten young people (89.7%) from active households take part in sporting activities on three or more days a week compared to almost three quarters (73.5%) of young people from inactive households.

In Chorley 31.8% of young people take part in sport or physical activity of moderate intensity, for at least one hour, every day (boys, 38.0% and girls, 25.9%). Boys are more likely than girls to participate in sport and exercise on five or more days a week in line with the Government's recommendations in 'At least five a week – Evidence on the impact of physical activity and its relationship to health' (59.5% and 44.5% respectively). 1.2% of boys and 2.2% of girls do not participate in any sport and physical activity of a moderate intensity and that lasts for at least one hour.

Ethnic origin appears to have an effect and participation but as the data on other ethnic groups has been based on the views of 55 pupils such findings must be considered with caution.

Participation	Sports (%)				
	White	Black	Asian	Mixed	Other
In lessons	92.6	100.0	72.7	100.0	77.8
Extracurricular	77.0	71.4	90.9	78.9	72.7
At a club	77.4	85.7	100.0	73.7	63.6

The most popular activities for extracurricular sport. Football is played by boys to a greater extent than any other activity for either gender.

¹ Exercise that leaves you warm and slightly out of breath – the exercise does not need to be done in one go.

All	%	Boys	%	Girls	%
Football	28.1	Football	45.7	Swimming	25.6
Swimming	27.1	Basketball	29.1	Dance	24.4
Athletics	22.8	Cricket	28.5	Rounders, baseball & softball	22.6
Basketball	17.8	Swimming	28.5	Athletics	22.6
Cricket	15.4	Athletics	23.1	Netball	20.5
Other	15.2	Rugby league	20.0	Other	13.4
Rounders, baseball & softball	14.9	Badminton	18.8	Fitness at a gym	12.1
Badminton	14.8	Other	17.3	Football	11.4
Fitness at a gym	14.2	Tennis	16.8	Aerobics and keep fit	11.2
Dance	13.9	Fitness at a gym	16.4	Badminton	11.0

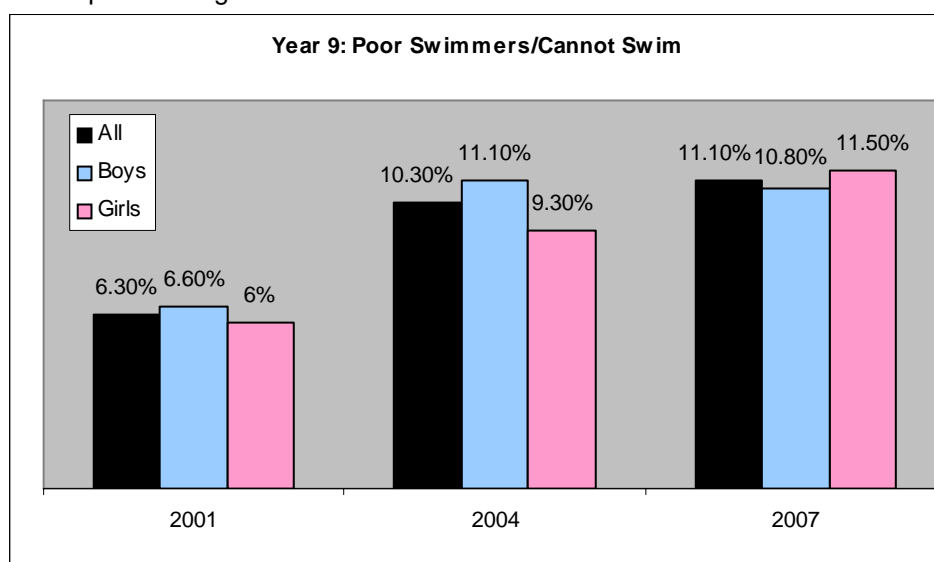
Leisure centre attendance amongst the young people surveyed varies across the Borough, the lowest rates being in the Astley and Buckshaw (61.5%) and Chorley South East and the Clayton-le-Woods West and Cuerden (66.7%) wards, while the highest levels are found in the Brindle and Hoghton (100.0%) and Lostock (86.4%) wards.

Key Issue: Swimming ability has declined in the borough, particularly amongst girls.

- 11.1% of young people consider themselves to be poor or non-swimmers.
- 9.3% either cannot swim or can swim no more than a length.
- 90.7% can swim two or more lengths, whilst 58.9% can swim five or more lengths.

The 2004 Year 9 survey indicates that only 10.3% of respondents are either unable to swim or poor swimmers comparing favourably with the NW average of 15.2% and a Lancashire rate of 15.5%.

However the figures for the 2007 Year 9 Survey indicate that the borough is witnessing a significant increase in the proportion of non/poor swimmers in this age group. Overall there has been a marked deterioration between 2001 and 2007, particularly between 2001 and 2004, from 6.3% to 11.1% (an increase of 85%). Between 2004 and 2007 the situation has stabilised for boys but swimming ability amongst girls continues to worsen as the chart below suggests. 9.3% of pupils now either cannot swim or can swim no more than a length. Although comparative figures are as yet unavailable to determine whether this is a more universal problem the reverse situation is occurring in neighbouring South Ribble, where the proportion of non-swimmers has fallen from 10.7% to 8.7%, with a sharper fall for girls from 11.5% to 7.7%.



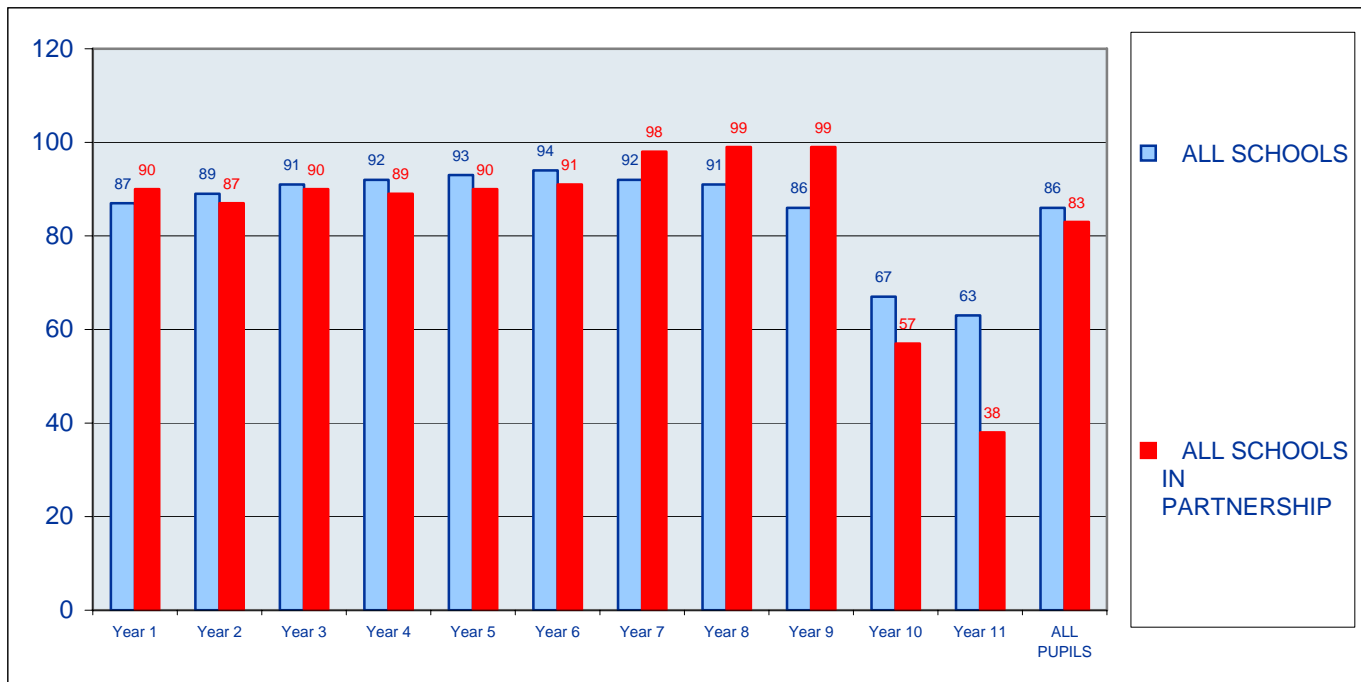
The last, more detailed, Year 9 survey indicated that the worst rates are in Chorley East and Clayton-le-Woods North where around one in five young people are poor swimmers or cannot swim.

PESSCL School Sport Survey 2006/2007

The PESSCL survey of school sport provides us with a picture of the current situation of school age sports activity in the borough. Participation in PE and School Sport across Chorley's School Sports Partnership is lower than the national average (83% of school aged children participated in 2 hours of high quality physical education and out-of-hours school sport in 2005/06 compared with 86% nationally). Over a 17% of pupils are not receiving 2hrs or more per week.

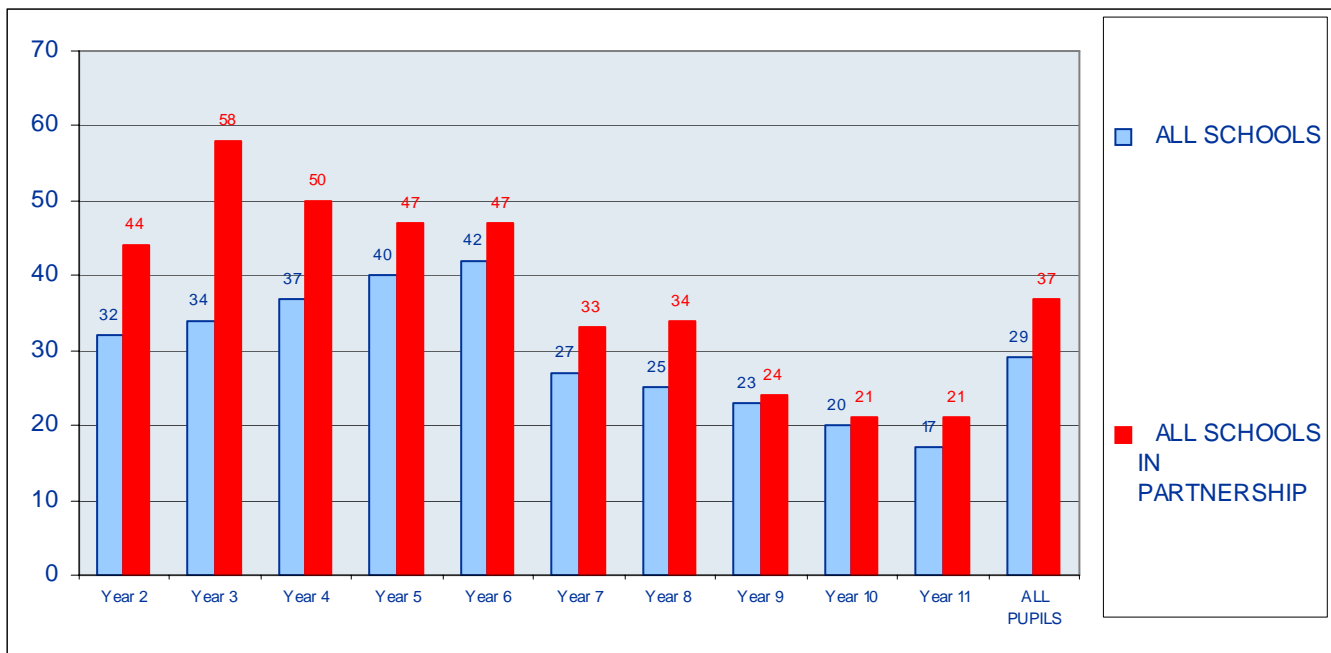
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Participation in 2 Hours Quality PE/Sport



Overall participation is below national levels overall. While significant achievements have been made, especially in years 7,8 and 9 to exceed the national trend a notable drop off effect remains at the key stage of Year 9. While this effect is a national one the drop off effect in Chorley is even more marked falling from 99% to 57%. Participation amongst Years 10 and 11 is comparatively very poor at only 57% and 38% compared with national averages of 67% and 69%.

Involvement in Clubs



At 37% for all pupils, the level of involvement in clubs linked to schools is above the national average of 29%. Though involvement is well above the national average up to Year 8 the drop is significant from Year 9 onwards although the national trend is for club involvement to fall at this stage.

Leadership and Volunteering

The PESSCL survey indicates involvement is dramatically lower from Year 10 onwards (10% in Chorley 17% nationally). By Year 11 Leadership & volunteering falls to 6% (half the national rate) and no pupils in Years 12 and 13 were acting as volunteers. Notably 24 of the 41 schools in the Holy Cross Schools Partnership had no involvement from pupils in leadership and volunteering.

Leadership and volunteering have clear links to the adoption and maintenance to health lifestyle choices in terms of sports and physical activity. There are also links to Clubs as these are the volunteers which clubs rely on.

Benchmarking Against our Neighbours / Comparison with other Authorities

KPI 1: Participation in 3x30 moderate Activity by all local authorities (LAs)

Local Authority	All	Gender		Age			Ethnicity		Limiting disability		Socio Economic Classification			
		Male	Female	16 to 34	35 to 54	55+	White	Non white	Yes	No	NS SEC1, 1.1, 1.2, 2	NS SEC3	NS SEC4	NS SEC5, 6, 7, 8
Blackburn with Darwen UA	16.30%	20.20%	12.60%	21.90%	18.30%	7.80%	17.60%	10.60%	7.40%	18.30%	22.60%	22.20%	10.80%	12.70%
Blackpool UA	18.20%	19.00%	17.40%	30.80%	18.60%	9.40%	18.40%	3.00%	8.20%	21.00%	20.00%	19.20%	10.60%	17.80%
Burnley	19.70%	21.20%	18.40%	28.80%	20.70%	10.90%	20.10%	14.30%	6.90%	22.80%	24.80%	18.90%	22.40%	16.00%
Chorley	21.20%	25.60%	16.80%	26.90%	22.10%	15.90%	21.30%	15.70%	8.40%	23.60%	26.60%	14.40%	20.20%	16.80%
Fylde	23.20%	27.40%	19.30%	35.60%	24.00%	16.40%	23.00%	37.40%	12.90%	25.60%	25.70%	18.90%	27.00%	18.70%
Hyndburn	19.10%	21.70%	16.60%	26.20%	21.50%	10.50%	19.20%	15.90%	9.40%	21.60%	21.20%	18.30%	17.40%	16.60%
Lancaster	21.80%	24.20%	19.70%	32.30%	25.40%	9.50%	21.90%	20.50%	7.80%	25.00%	22.60%	21.40%	17.80%	17.60%
Pendle	21.20%	25.20%	17.50%	33.20%	21.50%	10.90%	21.30%	20.70%	3.60%	25.00%	26.10%	19.80%	28.20%	16.30%
Preston	21.60%	24.00%	19.30%	30.00%	23.30%	10.10%	22.10%	17.90%	3.50%	24.80%	26.20%	27.80%	20.90%	14.00%
Ribble Valley	24.30%	29.10%	19.80%	40.50%	25.30%	13.90%	24.00%	36.60%	8.90%	27.00%	28.10%	19.30%	17.60%	24.40%
Rossendale	21.40%	28.30%	14.90%	30.70%	24.60%	10.40%	21.30%	23.30%	7.00%	24.60%	27.70%	17.00%	22.00%	15.60%
South Ribble	24.50%	28.00%	21.30%	34.10%	27.20%	14.80%	24.00%	41.00%	12.10%	26.70%	27.50%	25.10%	29.60%	19.10%
West Lancs	21.50%	21.30%	21.70%	35.20%	22.20%	11.40%	21.30%	34.30%	9.20%	24.30%	27.20%	21.90%	12.70%	15.20%
Wyre	20.50%	26.20%	15.40%	33.10%	23.10%	12.00%	20.30%	35.80%	7.10%	23.30%	23.80%	20.90%	24.80%	15.80%
Lancashire	21.60%	25.00%	18.60%	<i>31.49%</i>	<i>22.73%</i>	<i>11.73%</i>	21.60%	21.70%	8.00%	24.50%	24.93%	20.40%	20.45%	16.83%
North West	20.60%	24.40%	17.10%	<i>31.29%</i>	<i>22.51%</i>	<i>11.32%</i>	20.70%	18.50%	8.10%	23.40%	24.85%	20.20%	21.34%	16.84%
National	21.00%	23.70%	18.50%	<i>31.36%</i>	<i>23.34%</i>	<i>11.76%</i>	21.49%	18.60%	8.80%	23.30%	24.99%	19.90%	21.34%	17.18%

Nb Smaller *italic* scores are average percentage scores. Not average overall- for reference- **Bold underlined values are actual rates.**

This is a key target for the SPAA delivery system, especially in terms of target group participation.

The participation rate in Chorley is higher than the North West Sport England Region and national rates but remains slightly below the overall Lancashire rate! Participation is comparatively very high for the borough's over 55 population.

Demographic Groups where current participation falls below that of Lancs overall these are:

Females,

Age Groups 16-34 and 35-54, White and Non-White,

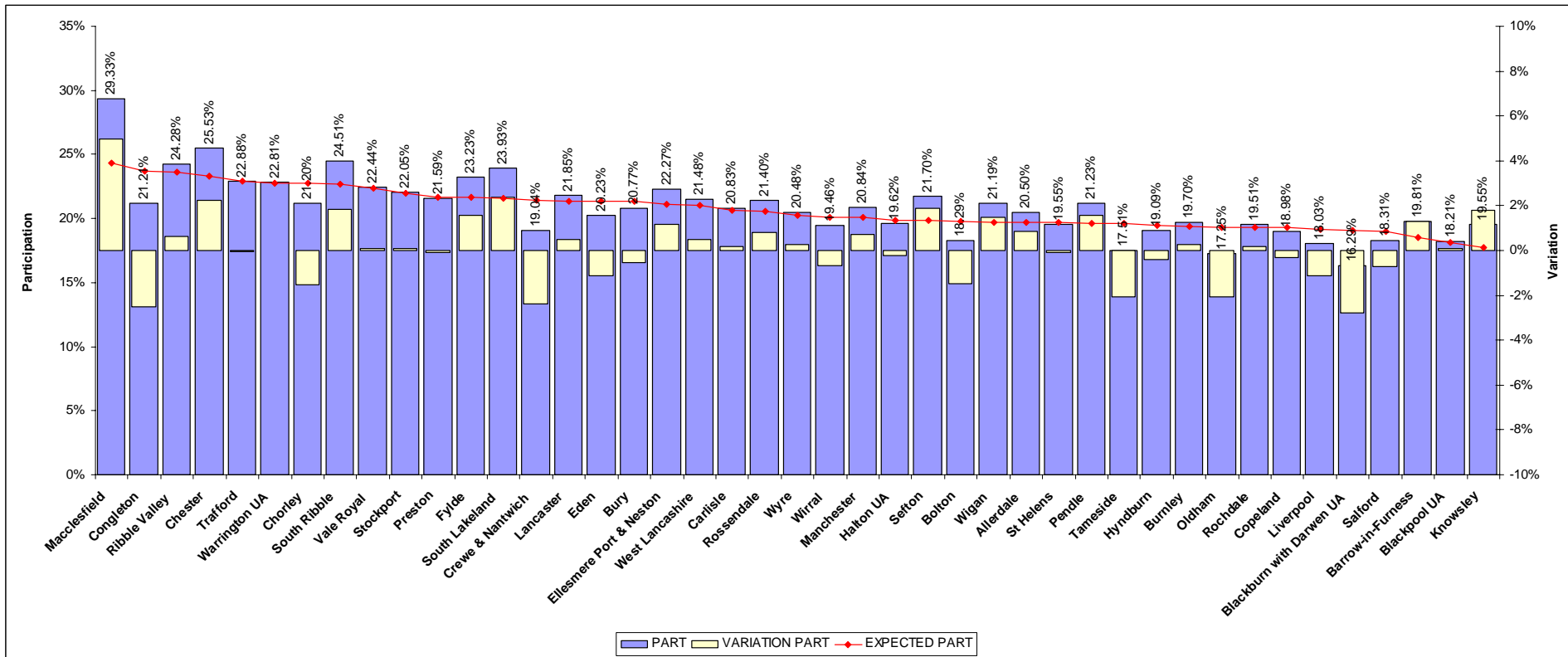
All NSEC groups other than 1, 1.1, 1.2, 2 (highlighted in RED)

Active People: The Model Of Demographically Adjusted Participation Rates May 2007 Sport Industry Research Centre (Sirc) Sheffield Hallam University

In general when compared with our ONS nearest neighbours- (probably our best comparator is our geographical and ONS neighbour South Ribble) participation is lower in Chorley across all demographic groups in South Ribble other than in the 55+ age category.

A model for expected participation in each LA has been produced by Active People after factoring in variables that indicate car ownership, house ownership, IMD score, voluntary work, sports provision, family size, age, gender, education, ethnicity, work status, income and region. Actual participation is compared with the model expected participation. We use a (as measured in the survey) participation rates per Local Authority.

Based on this modelling research SPA performance in Chorley falls below expected levels. Which would indicate that while the picture in Chorley is comparatively good when compared to the North West and Nationally there is much scope for improved participation given the demographic and deprivational profile of the Borough. See model-compare with South Ribble.



Year 9 Survey 2004

The survey raises several issues relating to participation amongst children at this key point in life in terms of future involvement in sport and physical activity.

Sample Size – 936

6 Mainstream Schools

1 Pru

Key activity	Total (%)	BOYS (%)	GIRLS (%)
PE/Games in school	97.8	98.6	98.2
Sports Club member	62.9	70.3	57.7
Extra Curricular sport	73.2	80.4	68.9
60 mins + on 3+ occasions per week	60.2	70.2	52.4
3+hrs per week informal sport with friends	49.6		
Take part in informal sport most popular being , off road cycling, basketball, 10 pin bowling and ice skating	89.3	93	88.6
Visit local leisure centre in last 4 weeks	69.7	77.3	64.3
Of which visit two or more times a week	20.5	20.9	20.1
Poor/Non swimmers	10.3	11	9.5
Volunteer	9.3		
Future aspiration to volunteer	35.6		
Received coaching during the year	55.1	60.7	49.1

Year 9 Survey: Data Analysis

Comparative Data

Indicator	Chorley	Lancashire	North West
60 mins + exercise 3+ times per week	60.2%	57.1%	57.8%
Sport Club Member	62.9%	60.5%	58.8%
Volunteer	9.3%	7.2%	7.9%
Received coaching in past 12 months	55.1%	53.5%	53.4%
Taken part in competitive sport in the last 12 months	46.1%	54.9%	56.9%
Visited Leisure centre in last 4 weeks	69.7%	64%	64.1%
Non Swimmer	10.3	15.5%	15.2%

Sports Club Membership 62.9% is above the Lancs 60.5% and North West 58.8% averages as is Sports Club membership, yet conversely the key negative area is a below average level of involvement in competitive sport: only 46.1% of young people in Chorley had taken part in competitive sport in the last 12 months compared to 54.9% in Lancashire as a whole and 56.9% in the North West. Although adult competitive sports participation in adults is above average Active People 2006.

Participation is lower in all key respects for girls in the borough as compared with boys outside of school activities (national perspective- of adult population).

Sports Club Membership – 70.3% for boys compared with 57.7% for girls; Extra Curricular Sport – 80.4% for boys compared with 68.9% for girls; 60 mins + on 3+ occasions per week – 70.2% for boys 52.4% for girls. Take part in informal sport - 93% to 88.6%. Visit local leisure centre in last 4 weeks- 77.3% boys, 64.3% for girls although those visiting twice or more a week are similar at 20.9% to 20.1%

Swimming ability is relatively strong within the Borough: 10.3% of respondents are either unable to swimmer or poor swimmers which compares favourably with the NW average of 15.2% and a Lancashire rate of 15.5%.

Swimming ability amongst boys is poorer than that for girls. 9.4% of girls as opposed to 11% of boys are poor/non-swimmers. 60.7% of boys received coaching during the past year but only 49.1% of girls.

Scope for young volunteering: over a third of Year 9 expressed a 'Future aspiration to volunteer' (35.6%)

Change Over Time In Young People

Indicator	2004			2001		
	Tot	B	G	Tot	B	G
Sport and physical activity						
% Year 9 taking part in extracurricular sport	73.2	80.4	68.9	51.4	53.2	48.7
% Year 9 member of a sports club/attend a regular session	62.9	70.3	57.7	50.6	53.9	47.1
% Year 9 take part in informal sporting activity	89.3	93.0	88.6	86.8	88.8	84.3
% Year 9 who are poor swimmers/cannot swim	10.3	11.0	9.4	6.3	6.6	6.0
% Year 9 visited leisure centre prior to survey	69.7	77.3	64.3	67.9	66.6	68.5
% Year 9 aware of major facility in area	87.2	85.4	88.2	89.2	86.3	91.9

Positive Progress in most areas. Especially positive progress in participation in extracurricular sport which rose from 51.4% to 73.2% from 2001 to 2004.

The % of non/poor swimmers (although comparatively low nationally/regionally) has increased markedly up from 6.3% to 10.3%.

Awareness of facilities has also fallen slightly- 89.2% to 87.7%??

survey is due to be refreshed this year.

Sport club membership and/or attendance at a regular organised session is around four fifths, in the wards of Pennine, Chisnall, Wheelton and Withnell and Chorley North West and its lowest rate, at half, in Heath Charnock and Rivington ward.

The proportion of young people taking part in sport three or more times a week is lowest in the Heath Charnock and Rivington ward, at around four in ten, and highest in Pennine, Clayton le Woods and Whittle le Woods and Brindle and Hoghton wards, at over three quarters. It is recommended that initiatives aimed at increasing participation and removing barriers should be further examined within the areas of lowest participation.

The proportion of poor swimmers/those who cannot swim is relatively low throughout the Borough. The worst rate is in Chorley East and Clayton-le-Woods North where around one in five young people are poor swimmers or cannot swim whilst in eight wards there are relatively low proportions of poor swimmers. Provision for young people living in areas of low swimming ability should be further examined, including that made by local schools.

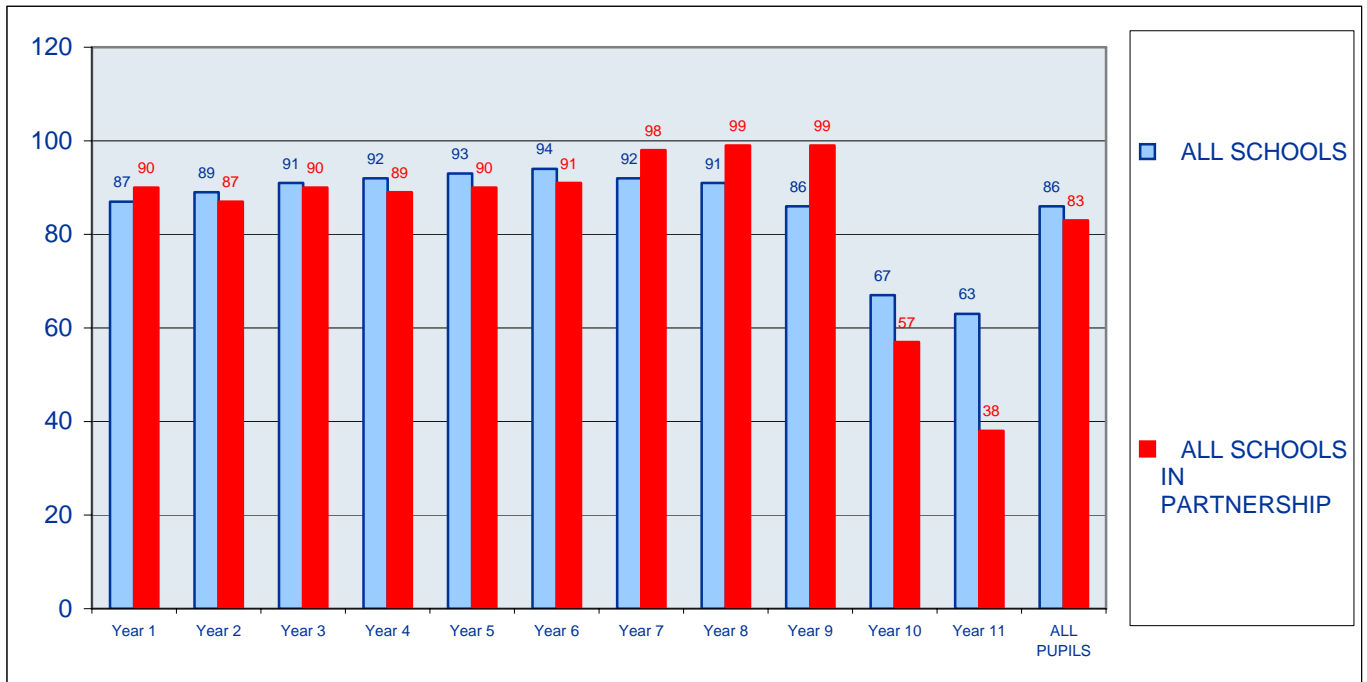
However the % of non/poor swimmers (although comparatively low nationally/regionally) has increased markedly up from 6.3% to 10.3% between 2001 and 2004. LINKS TO WORK ON IMPROVING SWIMMING SKILLS?- Dependent on results of the new Year 9 Survey.

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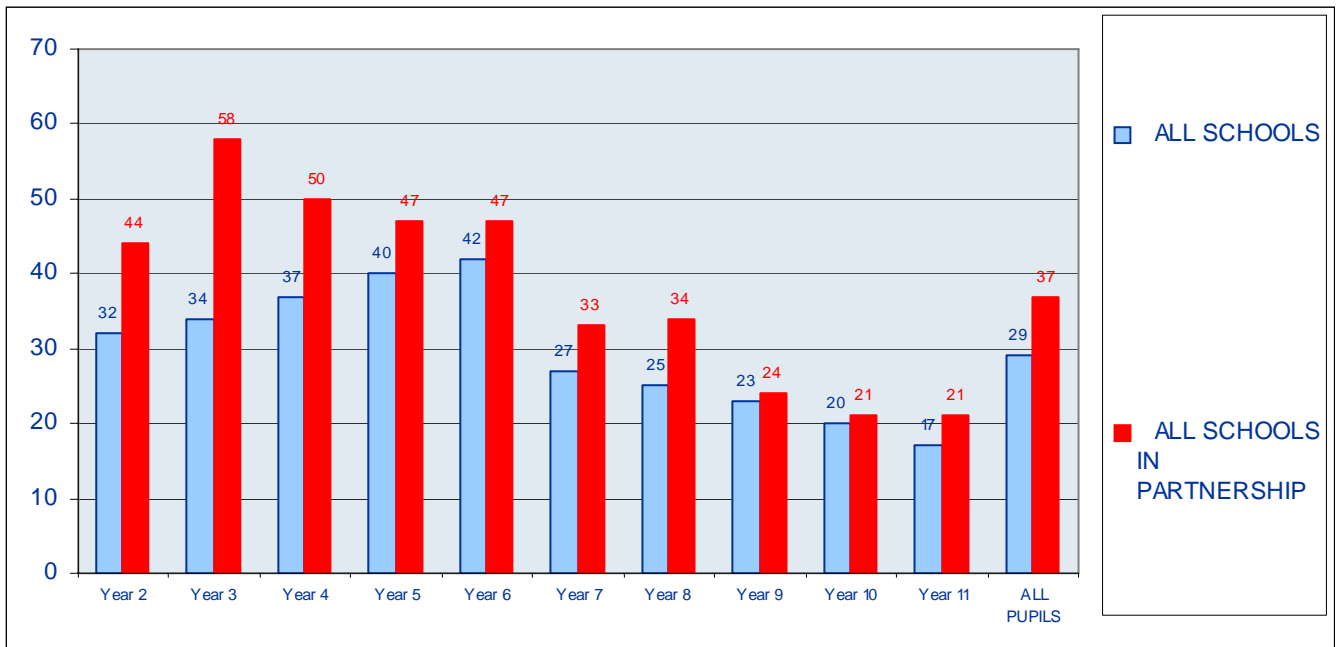
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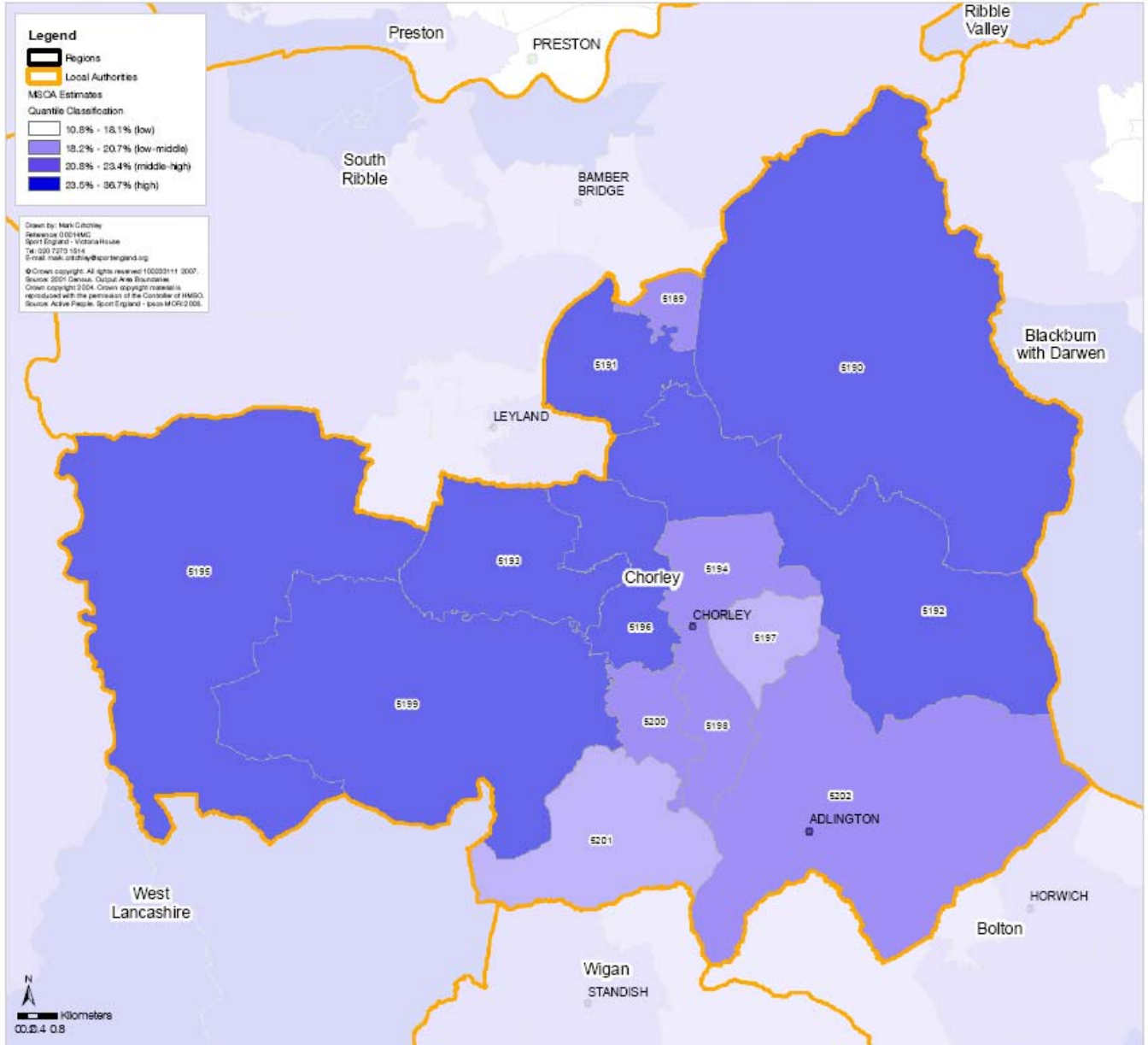
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PESSCL Partnership Results 2006/07

	Partnership	KS1	KS2	KS3	KS4
Total curriculum time in minutes	110	110	115	128	84
Total number of pupils who participate in at least two hours of high-quality PE and out of hours school sport	83%	88	91	98	52
Total number of pupils in each year group involved in intra-school competitive activities	53%	50	66	58	39
Number of pupils in each year group who have participated in one or more community sports, dance or multi-skill clubs	31%	22	50	30	22
Number of pupils in each year group currently registered as gifted and talented because of their ability in PE and/or school sport	8%	0	4	8	9
Number of pupils in each year group actively involved in sports volunteering and leadership	10%	0	21	4	14

Key Message: Significant improvements across the board- further analysis required to determine overall trend and national comparison- but 'drop-off' effect still appears marked at Key Stage 4.

Chorley District Council Participation (3 x 30) Estimates by Middle Super Output Area (MSOA)



MSOA Code	Estimate	Lower %CL	Upper %CL
E02006189	20.74%	15.92%	25.52%
E02006190	25.86%	20.62%	32.11%
E02006191	25.40%	20.05%	31.72%
E02006192	25.30%	20.60%	32.78%
E02006193	24.51%	19.42%	30.51%
E02006194	21.74%	17.04%	27.29%
E02006195	23.90%	18.80%	28.89%
E02006196	23.80%	18.09%	28.82%
E02006197	18.62%	14.26%	23.53%
E02006198	20.95%	16.40%	25.38%
E02006199	24.15%	19.12%	30.14%
E02006200	20.77%	16.15%	25.23%
E02006201	20.36%	16.85%	25.70%
E02006202	22.80%	18.07%	28.60%