

Fylde Sport and Physical Activity Alliance

Vision Document

April 2008 – March 2011

Forward

I am pleased to introduce Fylde's Sports and Physical Activity Alliance (SPAA) Vision Document and Delivery Plan 2008-2011. This document has been prepared by the Fylde SPAA which is made up of a wide variety of agencies and organisations. The Fylde SPAA is a sub group of the Health and Well Being Thematic Group, a sub group of the Fylde Local Strategic Partnership.

The Fylde SPAA was established in 2007, and our vision is to

“Raise participation rates in Sport and Physical Activity by 1% year on year to improve the quality of life of individuals in Fylde and enable people to reach their full personal potential”

Although the borough's current adult participation rate is higher than that of the national and county average at just over 23% this still leaves 77% of the adult population not participating in the recommended minimum levels of activity and thus sets out a considerable challenge for the Fylde SPAA. However, there is already a wealth of good practice taking place across the borough of Fylde that is being delivered by a variety of different partners and the new interventions set out within this vision document and within the SPAA delivery plan, will aim to build upon this good work. These interventions have been developed following extensive analysis of local and national data and in response to local consultation

Although the demographic profile of Fylde is that of ageing population with relatively few young people under the age of 16yrs, the largest proportion of the boroughs residents are still actively working. The Fylde SPAA aims to capitalise on this active population and take sport to the masses in convenient local settings such as within the work place.

Increasing participation among our adult population is the key driver for the SPAA. However we can not ignore the challenges that young people face and effort and resources will also be targeted at tackling some of those barriers that young people face in order to reverse the trend of decreasing participation rates in adult life.

Finally I would personally like to thank all the partners who have worked tirelessly to produce this document. I am confident that as the partnership working, which the SPAA has brought about, goes from strength to strength, so will the impact upon our local community and residents.

I commend this vision document and delivery plan to you

Chris Holland

Chairman – Fylde Sport and Physical Activity Alliance

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1. Context

1.1 Introduction to Fylde

The Borough of Fylde was formed in 1974 from the coastal towns of Lytham and St. Anne's together with an extensive rural hinterland. There are larger townships at Kirkham, Wesham, Freckleton and Warton. Lytham and St Anne's are more restrained and refined than Blackpool, they are noted for their open sands, excellent parks and gardens and for the peace and quiet that attracts many older people both as visitors and as residents. The M55 motorway bisects the borough on an east-west axis, and connects with the M6. These good communications combined with higher than average car ownership levels mean that many residents have good access to sport and physical activity.

The overall picture is of a relatively prosperous but ageing population, with the coastal townships of Lytham and St Anne's popular places for retirement. Many of the younger retirees will have the good health, the time and the means to enjoy a full cultural life. However the Borough includes many more elderly people who may not find sport and physical activity so accessible and may suffer from problems of isolation and loneliness. Equally there is a danger that the needs of young people and their desire to express their own identities may be overlooked.



1.2 Sport in Fylde

Fylde borough council has cultural leisure service department which features a community development officer, with a limited remit for sport and a leisure manager. Fylde does not have any community sport coaches. There are 2 council run community swimming pools, 4 parks which host recreation activities and various football pitches hired out to local clubs. Fylde Coast YMCA manage three sports centres which offer gymnasiums, Astroturf facilities and indoor sports halls. Negotiations are in place between the council and the YMCA regarding management of local swimming pools.

Fylde joined with Wyre School Sport Partnership (SSP) in September 2006, both areas are similar geographically, demographically and their school sport needs are essentially very similar. Fylde and Wyre SSP comprise of a Partnership Development Manager and assistant PDM hosted at Fleetwood Specialist Sports College. The SSP consists of 9 secondary schools, 66 primary schools, 3 special educational needs schools, 1 school for pupils with emotional and behavioral difficulties and 1 pupil referral unit.

There is a strong community sports network within Fylde with development groups in Football, Rugby, Tennis, Hockey, Swimming and Cricket. Within the Active Fylde sport and activity directory there are over 50 listed sports clubs, however this is increased

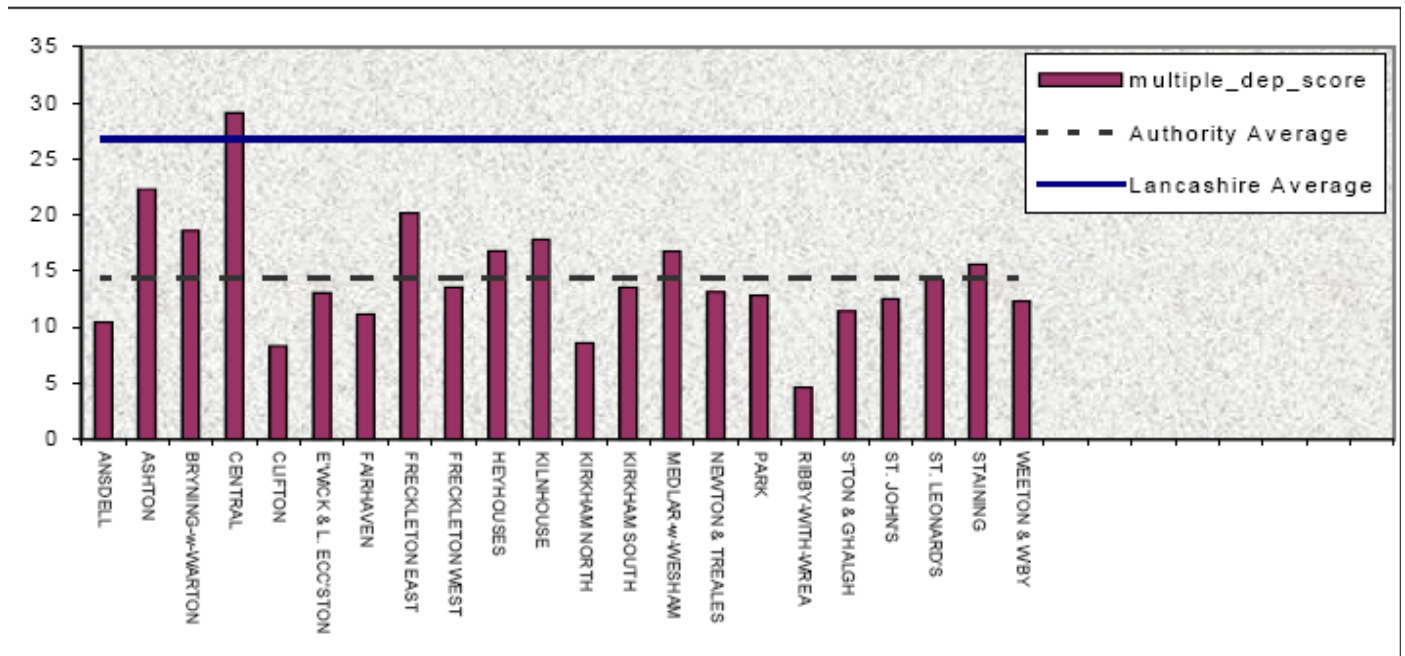
1.3 Demographic Profile of Fylde

The borough has a population of 73,217. An above average number of people aged 45 and over (47.3% compared with the national average of only 37%) live here. Some 28% of the Fylde population is over 65, and the proportion will grow in coming years. Among them are considerable numbers of much older people, some with physical disabilities. There is said to be over 1000 people in Fylde with significant visual impairment. Only 16.5% of the population are aged under 15 compared with the national average of 20.3%. There are few residents from ethnic minorities.

Population:	73,217	Male	47.9%
		Female	52.1%
Age Profile:		0-7-yrs	7.9%
		8-15 yrs	9.6%
		6-24 yrs	8%
		25-34 yrs	11.2%
		35-44 yrs	14.4%
		45-54 yrs	13.8%
		55-64 yrs	12.3%
		65-74 yrs	11.5%
		75-84 yrs	8.3%
		85+ yrs	3%
Ethnic Groups:		White	98.56%
		Mixed	0.54%
		Asian	0.44%
		Black	0.11%
		Chinese	0.34%
General Health:		Good	66.74%
		Fairly Good	22.77%
		Not Good	10.49%
		Limiting long term illness	21.29%
Economically Active:		Full Time	38.39%
		Part Time	11.78%
		Self Employed	9.74%
		Unemployed	1.97%
		Retired	19.89%
		Student	2.79%
		Home worker	4.99%
		Sick/Disability	5.76%

Fylde is ranked 242 out of 354 for district deprivation nationally. This puts Fylde in the least deprived 40% of districts. No lower level Super Output Areas were identified as being in the top 10% most deprived in the Fylde district. Table 1 demonstrates that there is only one ward classed within the top 20% Super Output Areas this is area is located within the central ward.

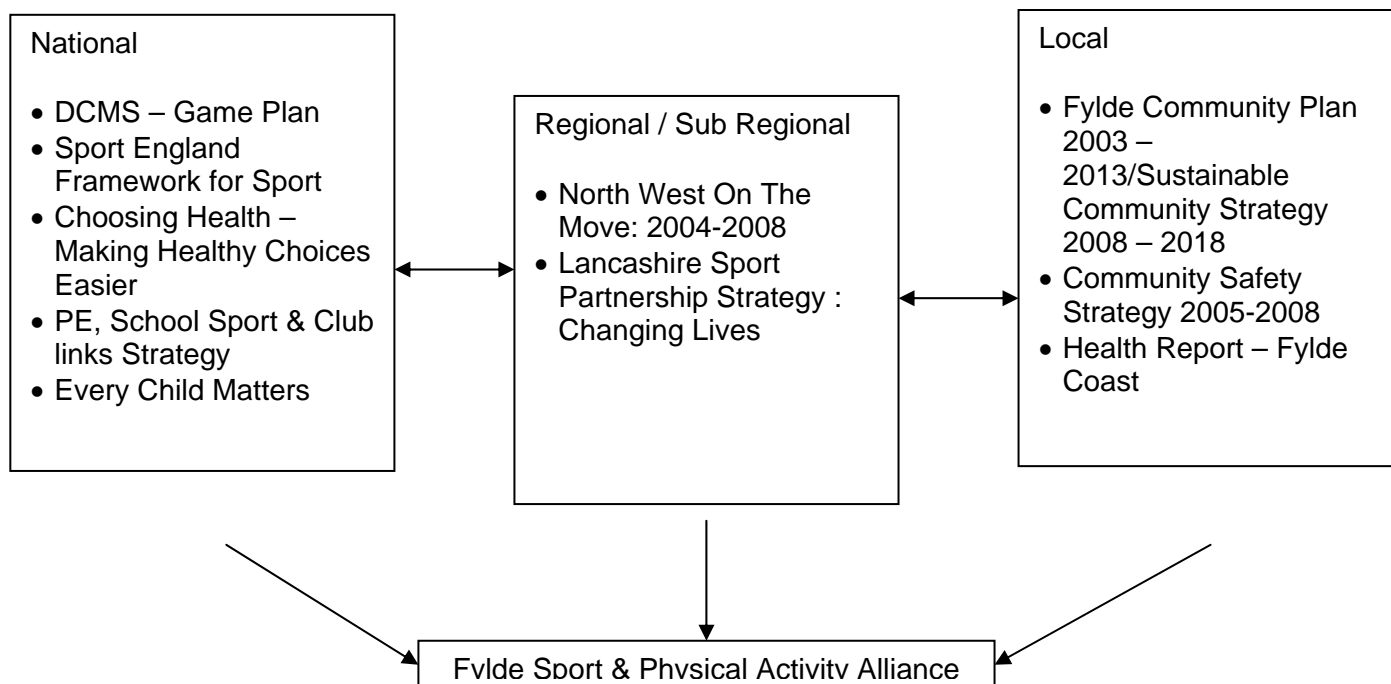
Table 1: Multiple Deprivation Scores for SOA's in Fylde



1.4 National and Regional Context

The key driver for Fylde SPAA is the National Public Service Agreement (PSA) 3 Target which aims to a) increase the number of individuals who participate in active sports at least twelve times a year, and b) Increase the number of individuals from priority groups who engage in at least 30 minutes of moderate intensity level sport, at least three times a week. The vision, strategic aims and objectives of Fylde SPAA have been devised through careful consideration of the context in which the SPAA's work will be delivered and that is a number of national, regional and local key strategies as illustrated in diagram 1 below. The remainder of this section provides a synopsis of the local context in which Fylde's SPAA vision and direction of travel is set.

Diagram 1: National / Regional and Local Strategies

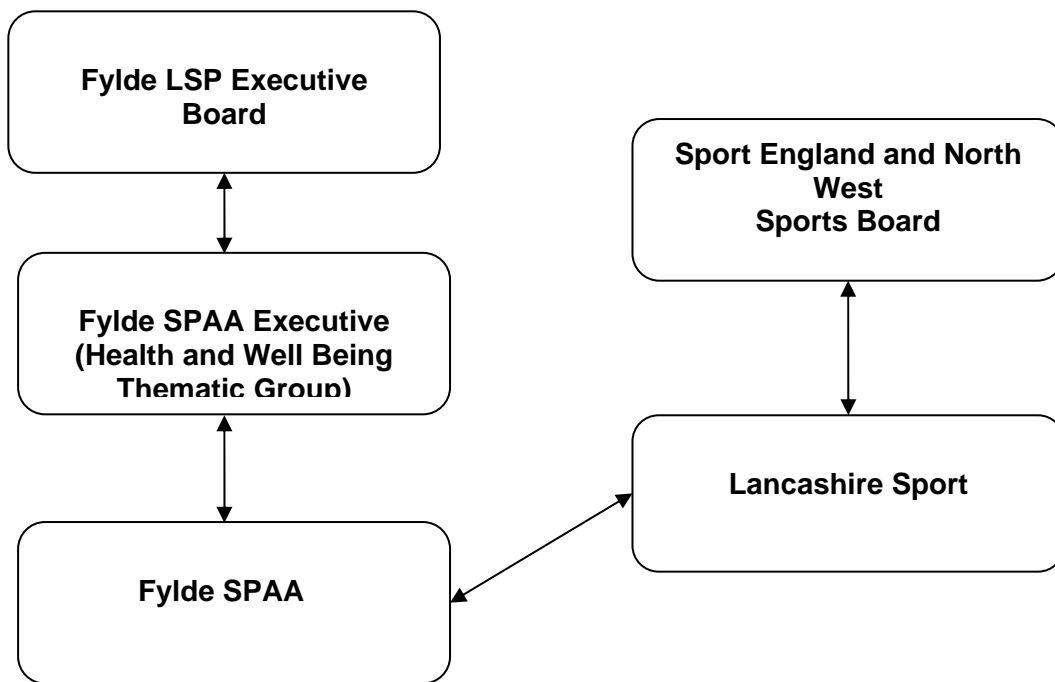


1.5 Fylde Community Plan 2003 – 2013: (Sustainable Community Strategy 2008 – 2018)

Fylde Local Strategic Partnership was established in 2001, the LSP is made up of representatives from various public, private, community and voluntary sector organisations. The LSP identified key priorities in its community plan 2003-2013. This is now currently being reviewed and a new Sustainable Community Strategy 2008-2018 will be published later this year (17/9/2007). The LSP is structured around nine shared priority areas as follows:-

- Children & Young People
- Health and Well Being
- Community Safety
- Neighbourhood Renewal
- Older People’s Partnership Board
- Environmental Enhancement
- Lifelong Learning
- Enterprise & Employment
- Community Cohesion (under development)

The Health and Wellbeing Theme Group is the executive group for Fylde SPAA. Fylde’s district does not have a strategic plan for sport and physical activity therefore the formation of the SPAA is welcomed and encouraged and identified as a key priority for the Health and Well Being thematic group. The diagram below depicts the relationship between the LSP and the SPAA.



Membership of the Fylde SPAA includes:

Fylde Borough Council Leisure Services Department
 North Lancashire Primary Care Trust
 Fylde YMCA
 Age Concern
 Community Safety Partnership Representatives

Extended Schools Services
 School Sport Partnership
 Voluntary Sector Sports Clubs
 Youth and Community Services
 Lancashire Sport Core Team

1.6 Fylde Community Safety Strategy 2005-2008

The Community Safety Strategy, published in accordance with Crime and Disorder 1998 & Police Reform Act 2002, revised every 3 years includes interventions to tackle Anti Social Behaviour & Young People Issue's. This is despite anti-social behavior and young people's issues being less prevalent than that of the national average. However, all partners have prioritized interventions and activities for young people as key objectives. These objectives are set out in the Community Safety Strategy as follows:

- Young People's Issues - work with our young people, providing them with improved facilities and diversionary activities with view to reduce nuisance behaviour, offending and re-offending
- Anti social behaviour – work to improve various elements which include groups of youths causing harassment and intimidation thus improving quality of life for the people who live, work and visit Fylde.

Interventions are to include working in partnership to provide sport outreach schemes to contribute to the successful delivery of the above aim. Since writing the strategy a small intervention has been delivered

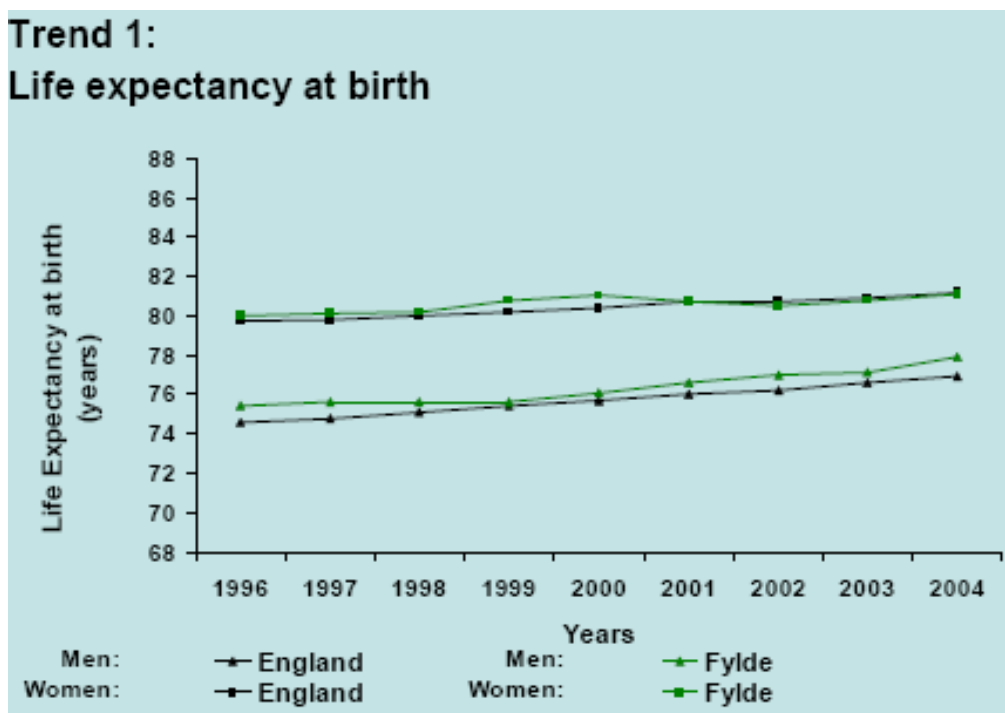
however nothing sustainable has been achieved to date. Given that young people are such a high priority for the partners among the LSP and that sport and physical activity is seen as one of the key vehicles to address some of the issues which young people face it is imperative that the Fylde SPAA connects with this agenda.

1.7 Health Profile of Fylde

Fylde has a population of 76,400 and is characterized as being a relatively affluent area with an ageing population. As with any district there are pockets of deprivation. Male life expectancy, 77 yrs, in Fylde is on average higher than the regional and national average. Female life expectancy, 81 yrs is considerably higher than Fylde's male, higher than the regional average and the same as the national average.

Although the death rate from smoking is low, smoking still accounts for 170 deaths every year. The early death rate from heart disease and stroke is lower than the North West and England averages. The rate of people claiming sickness benefit because of mental health problems is lower than the North West.

Graph 1: Life Expectancy



2. SPAA Vision, Aim, Objectives and Delivery Plan Themes

2.1 Vision

Fylde sport and physical activity alliance in partnership will co-ordinate and support the delivery of sport to:-

“Raise participation rates in Sport and Physical Activity by 1% year on year to improve the quality of life of individuals in Fylde and enable people to reach their full personal potential”

2.2 Strategic Aim

In partnership co-ordinate and monitor the delivery of sport and physical activity in Fylde and increase participation with emphasis on opportunities for locally targeted groups

2.3 Objectives

- To encourage and provide the opportunity for everyone within Fylde to participation in sport and physical activity, with emphasis on the inactive and local targeted groups.
- To raise the profile of the benefits of 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 use sport and physical activity as a positive vehicle to reduce anti social behaviour and the fear of crime in Fylde.
- To support and develop the sporting infrastructure in Fylde by increasing the capacity and effectiveness of the work force.
- To create seamless performance pathways through which people can progress and reach their full potential.

2.4 Delivery Plan Themes

As will be describe later in this document there is strong evidence to suggest that engaging with people in various ‘settings’ to encourage them to take part in sport and physical activity can often have the greatest impact. With this the Fylde Sport and Physical Activity Alliance have taken the decision to tackle the participation challenge through a settings approach and therefore have chosen the following settings as themes for the SPAA delivery Plan. The themes are:

- Workplace
- Community
- Education

3. Fylde Priorities - Data Analysis







3.1 Introduction

The following sections give a breakdown of some of the key data and intelligence that the Fylde SPAA has considered and analyzed when developing the SPAA vision, aims, objectives and delivery plan. The data that has been examined is not an exhaustive list and the SPAA recognizes that, for example a more detailed and on going analysis of the for example Active People data and Market Segmentation intelligence is required to continue shaping the direction and priorities of the SPAA. However, the following section provides the headlines that have shaped the current direction of travel for the Fylde Sport and Physical Activity Alliance. The data has been analysed using the following approach

- Adult Participation – Active People Survey and Market Segmentation
- Sporting Infrastructure - Active People Data, Year 9 Survey and PESSCL Survey
- Young People – Year 9 Survey, PESSCL Survey and Play Survey

3.2 Active People

The Active People Survey, commissioned by Sport England and conducted by Ipsos Mori during 2005/06, is the largest sport and active recreation survey carried out in Europe. The study involved a telephone audit of 1000 people per 345 local authority areas. The aim of the study was to establish baseline data of participation trends in sport and physical activity but also provides correlations of local demographics and sports volunteering, club membership, receiving tuition or coaching, levels of competitive sport, satisfaction of sport in local areas and what types of sport are popular in Fylde. Overall Fylde, on average has a higher percentage of the population participating in sport and physical activity, than the nation and the North West.

Fylde (Local Authority)		
KPI 1 - At least 3 days a week x 30 minutes moderate participation (all adults)	23.2%	
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	4.7%	
KPI 3 - Club member (all adults)	30.5%	
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	17.4%	
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	15.7%	
KPI 6 - Satisfaction with local sports provision (all adults)	70.5%	

However, there are number of considerable differences in participation levels between various sections of the population. For example, participation rates among women are far lower than those of their male counterparts with 57% of females in Fylde not participating in sport or physical activity compared to just over 40% of males doing 0 x 30 mins. There is a relatively even split between males and females doing 1 and 2x30 mins but there is a significant difference between 3 and 5x30 mins. See graph 2. This is consistent with the national trend of females participating less then males and there is a significant

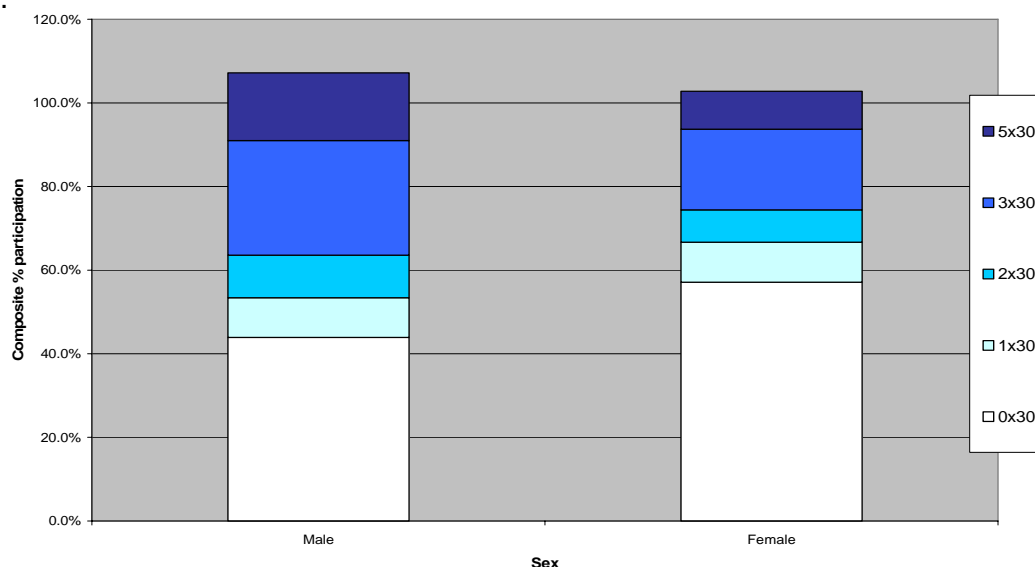
challenge for the Fylde SPAA to redress the balance between men and women taking part in sport and physical activity.

3.3 Market Segmentation

Other data such as Market Segmentation (Sport England 2007) further demonstrates the challenges that Fylde SPAA faces in relation to the female population and participation rates. The data, which shows which 'segments' of the population are most dominate in relation to participation rates in a given local authority area shows that segments 3: Fitness Class Friends, segment 5: Career Focused Females and segment 12: Empty Nest Career Ladies are significantly above the national, regional and sub regional averages, see graph 3. The age profile of these women is that of working age, which is supported by the population profile that over 47% of the female populations are in part/full time employment. The key reasons why many of these women do not participate more in sport and physical activity is that they feel it is difficult to find time (Market Segmentation Sport England 2007). Designing intervention that are more likely to fit in with a working person's life such as within a **workplace setting** e.g. lunch time aerobics, running clubs, swimming sessions etc will help break down the barrier of many of these women having limiting time to take part in sport and physical activity.

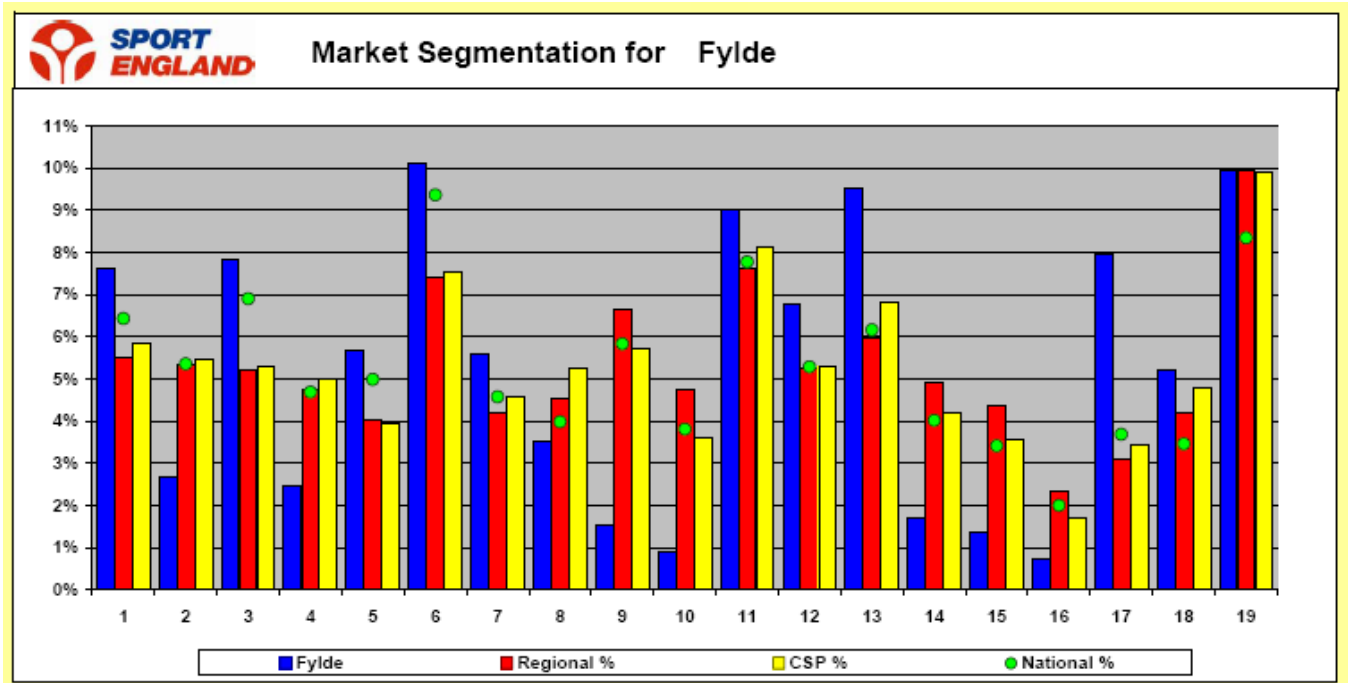
Furthermore interventions within a workplace setting would also have a positive effect on the most dominate segment within Fylde that of segment 6: Settling Down Male. This segment is also above the national, regional and sub regional average and once again is adult professional males aged between 26-35yrs, who site '**not having enough time**' as one of the reasons they do not take part in more sport or physical activity. The Active People survey also demonstrates that participation rates particularly among men drop significantly with age (see graph 4) thus building the case for focusing upon those males who are, through the removal of some barriers such as limiting time, more likely to be retained in sport and physical activity.

Finally, although segments 13: Early Retirement Couples and Segment 17: Comfortable Retired Couples are also above the general average both these segments make up for only 23% of the population of Fylde compared to that of over 40% of the population, which is made up of the working population thus giving more justification for focusing effort and resources on those adults of working age between 18 – 55yrs.

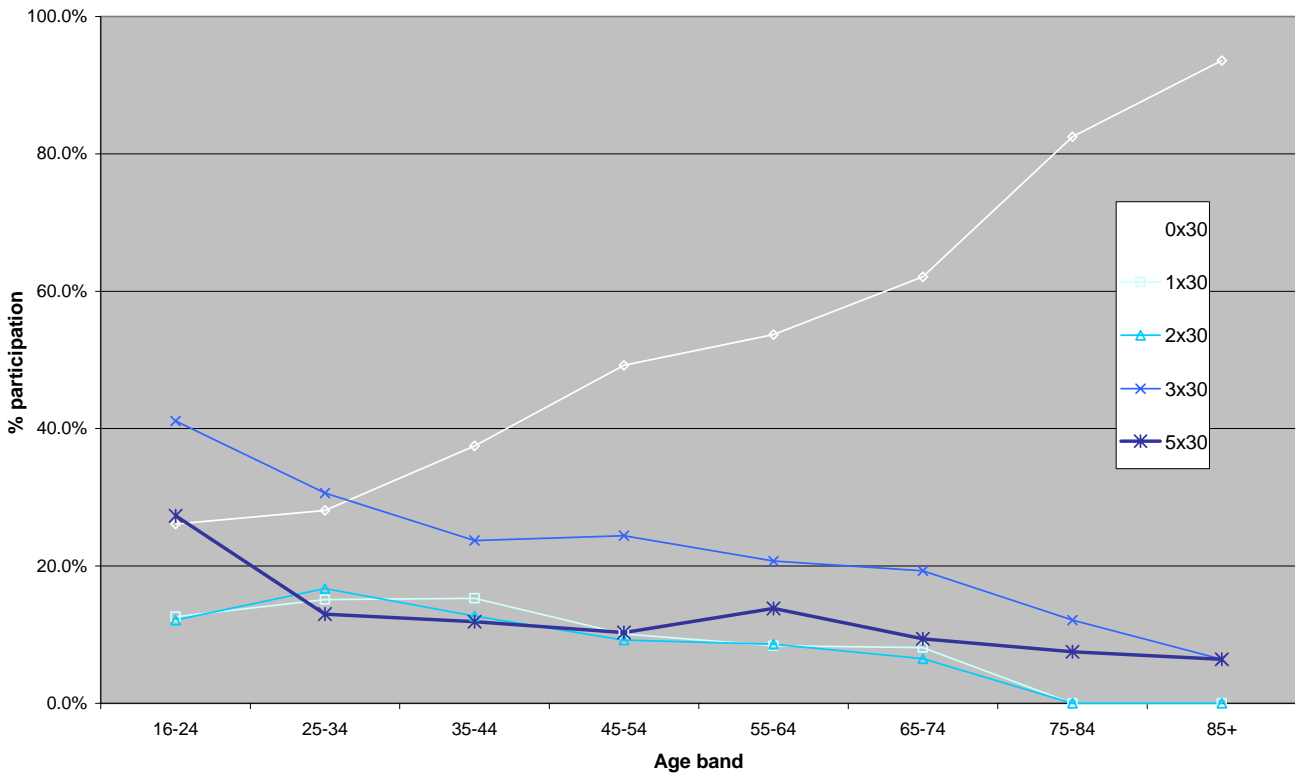


**Graph2:
Participation
Rates by
Gender.**

Graph 3: Market Segmentation for Fylde.



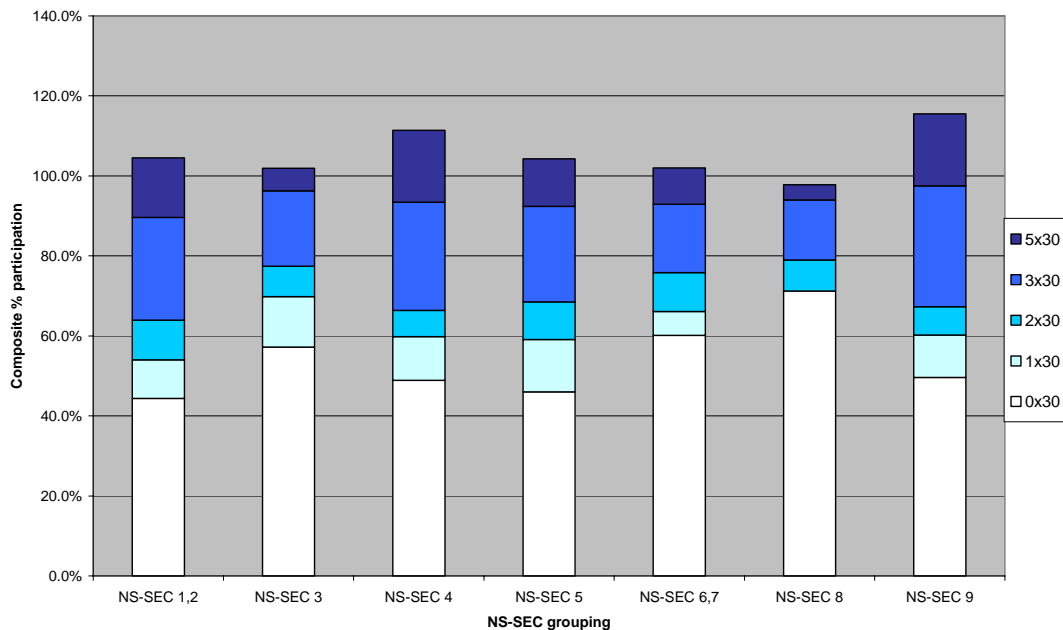
Graph 4: Participation Rates by Age.



As describe earlier the socio –economic status of much of the adult population is that of working professionals and although graph 5 demonstrates that those adults from socio-economic Group 8: Never Worked / Long term Unemployed have significantly lower participation rates than those from other socio-economic groups the population size of those unemployed and/or considered sick or disabled, which make up group 8 accounts for just over 6% of the population. Therefore there is perhaps limiting

justification for targeting the adult population based upon socio-economic status alone, but it is important that the SPAA through the delivery plan ensures that all activities and services provided are accessible to all socio-economic groups ensure that cost and physical access do not inhibit participation.

Graph 5: Participation Rates by Socio Economic Status



Adult Participation: Actions / Priorities

SPAA to focus resources on addressing participation issues among market segments 3, 5, 12 all of which are female segments and market segment 6 adult men. All these segments are working professionals who site **‘not having enough time’** as the main barrier to participating more often. Therefore a workplace project would help to address this barrier by taking sport to the people.

3.3 Top Ten Sports

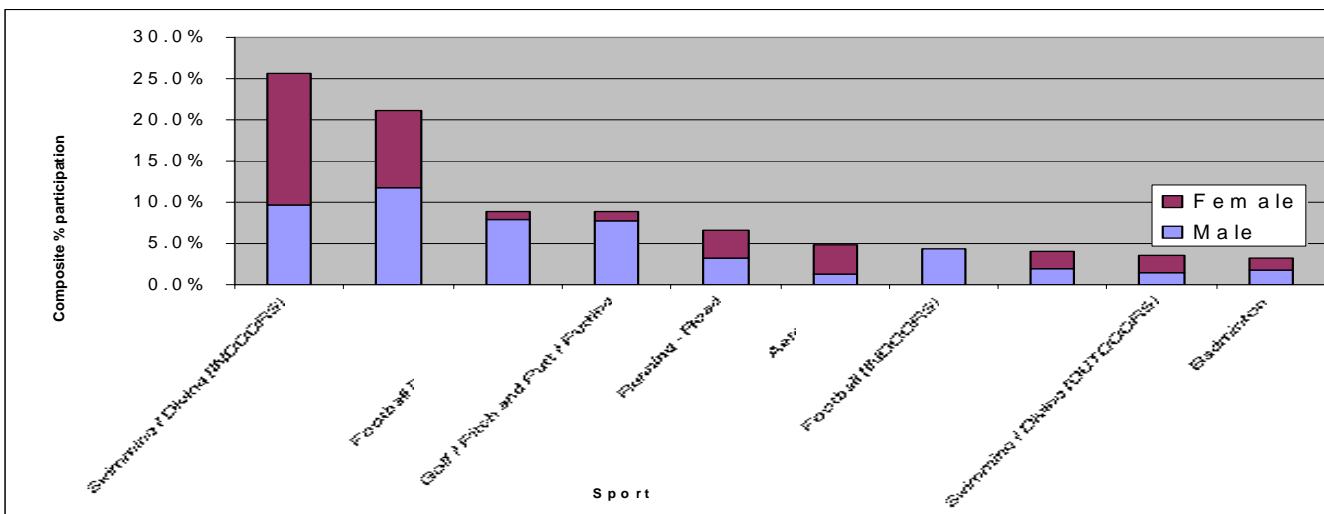
As can be seen from graph 6 the sports that the adult population of Fylde take part in most are swimming and attending the gym. This is for both men and women. One of the obvious interpretations if this data could be that these are the sports that people prefer to take part in and indeed the response to getting more of the adult population active would be to do ‘more of the same’. Doing more of the same, but continuously improving that offer is without doubt an important strategy to adopt if the Fylde SPAA through this vision document and delivery plan is to just retain those that are already taking part in sport.

However, one of the other conclusions that could be drawn from the data is that there is limiting opportunity to participate in sports and activities other than those identified. Indeed the voluntary sector ‘sporting’ offer across Fylde is limited. Much of the opportunity for adults to participate is centered on the two council run community swimming pools, the parks which offer predominately football and the three sports centres which offer Astro turf facilities, gymnasiums and indoor sports halls. The Market Segmentation data shows that although a number of the segments identified as dominant in Fylde are

more likely to take part in sports such as swimming, aerobics and attending the gym, they would also be inclined to take part in other sports such as netball, tennis, running, squash and cricket

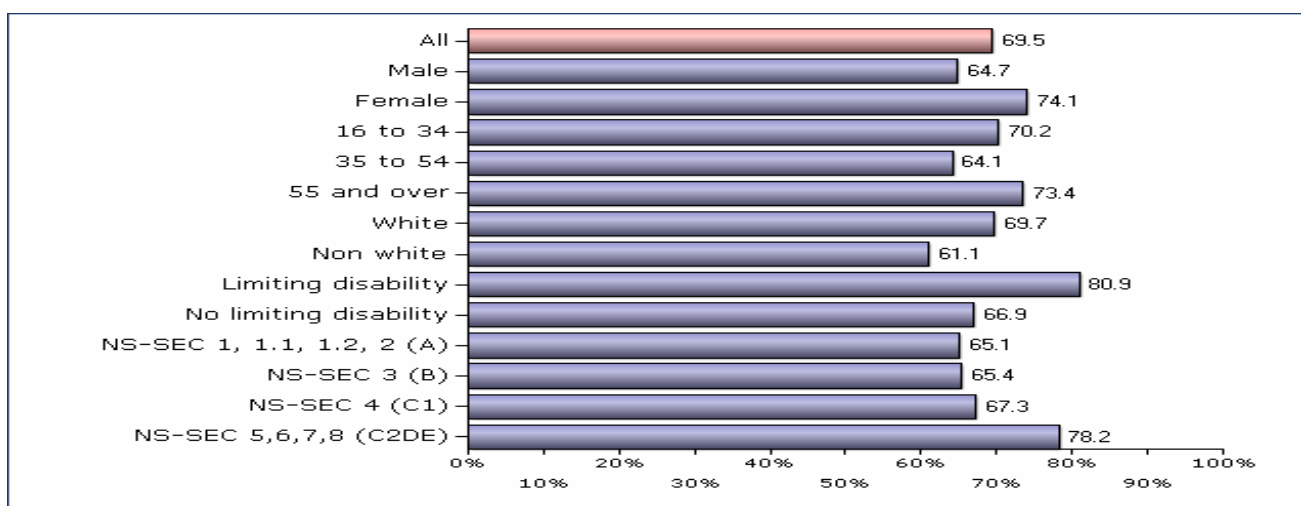
Developing a much broader sporting offer particularly around the voluntary sector through developing new clubs and more opportunities to participate should be a strategy which the SPAA adopts along side improving the current offer. Furthermore, if the SPAA was simply to continue developing the existing top ten sports in favor of developing new opportunities the existing facility provision would very struggle to meet demand.

Graph 6: Top Ten Sports Participated in within Fylde



Conversely, although there is a limiting voluntary sector sporting offer the level of club membership as identified by the Active People survey is above the national average in Fylde with 30.5% (5% above the national average) of the population indicating that there where part of a club. However, local knowledge suggests that much of this membership will perhaps be membership of local gymnasiums / health clubs. Although membership is indicated as higher than the national average this still leaves 69.5% of the population not members of a club. See graph 7. This is, similar to the general participation levels, considerably higher among women (74.1%) than men (64.7). Developing a broader voluntary sector sporting offer will have a knock on effect to increasing the levels of participation in local clubs and thus provide more sustainable opportunities for people to participate.

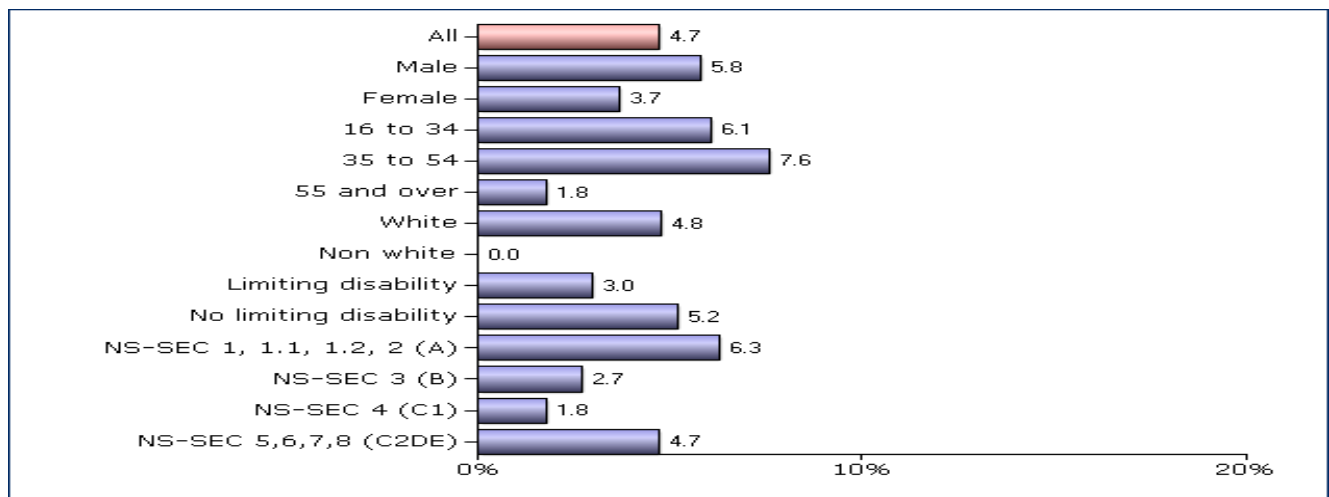
Graph 7: Percentage of adults not members of a club.



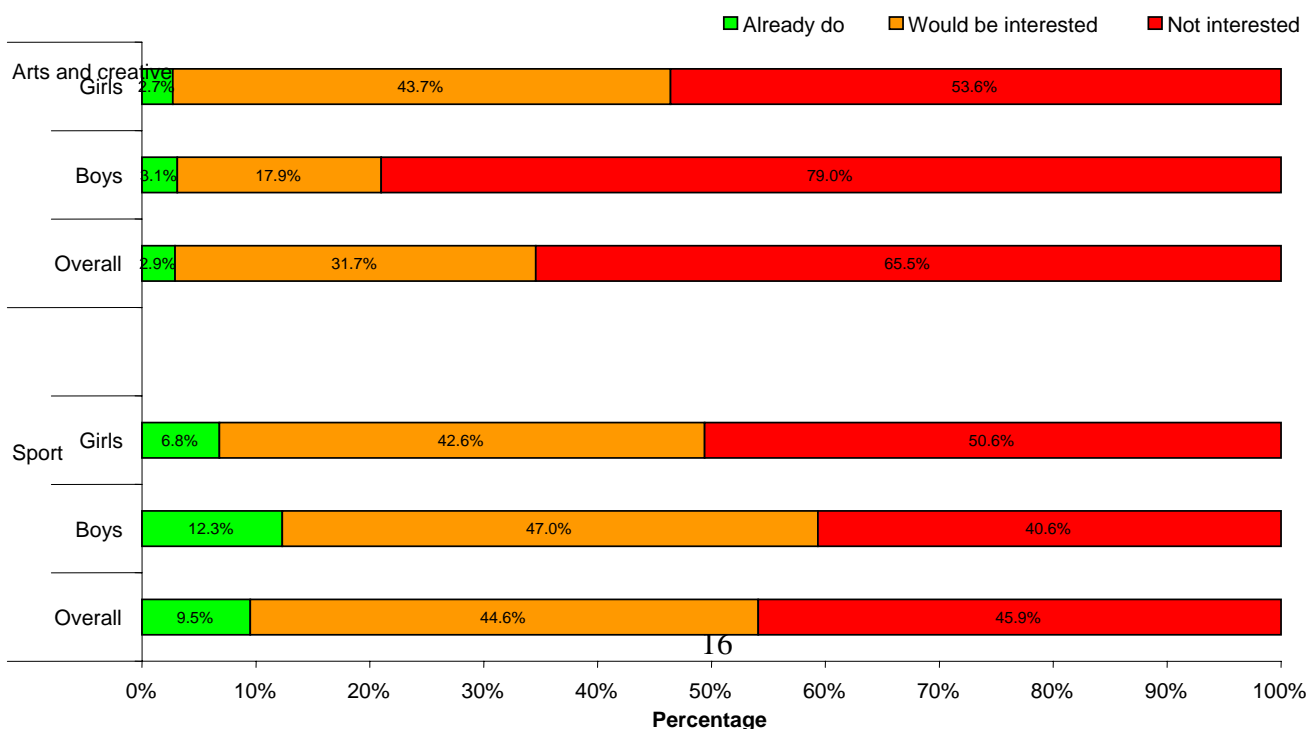
3.4 Volunteering

Although the volunteering rate across the adult population Fylde is equal to the national average there is still only 4.7% of the population volunteering at least 1 hour per week, see graph 8. However, given that that the largest population base in Fylde is that of working adults whose main barrier to participating is that of limited time, it may be difficult in the short term to generate large increases in adult volunteers. However, the recent 2007 Year 9 Survey, which surveyed all young people aged 14yrs about their involvement in sport and the arts shows that 42% of girls and 47% of boys would be interested in doing volunteer work associated with sport, see graph 9. The SPAA needs to capitalize on this enthusiasm and ensure that these young people are given the skills and opportunities to volunteer in a community sport setting. This will mean providing the relevant support to local clubs to ensure that they are ready, willing and able to offer quality meaningful volunteering opportunities. At present anecdotal evidence collated through the Fylde Borough Councils Leisure Services department suggest that local voluntary clubs, which are in operation, do not currently feel supported enough to develop their 'sporting offer' further to the local community.

Graph 8: Adult Volunteer Rates: 1 hour per week



Graph 9: Young Peoples Participation in Voluntary Work Associated with Sports



Sporting Infrastructure: Actions / Priorities

SPAA to:

- Develop more opportunities for adults to participate in preferred sports (Top Ten) linked to Workplace settings.
- Develop more voluntary sector community sport opportunities – more clubs – different sports
- Provide more and better support to clubs to enable them to offer volunteer opportunities, particularly among young people but also to adults in the longer term.
- Support clubs to develop 'quality' opportunities – achieving national standards – Clubmark

3.5 Young People

Although the population of children and young people is relatively small in Fylde compared to many other Local Authority areas, children and young people's services remain a priority for Fylde Local Strategic Partnership and in particular the Community Safety Partnership. Participation in sporting activities among young people has, it would appear progressively increased since 2004, particularly among young people aged 14yrs onwards, one of the primary age focuses for local partners. For example, according to the 2007 Year 9 Survey overall there has been a 7.6% increase in this age group taking part in extra curricular activities. There has also been a marked increase since 2004 (16.3%) in the numbers that say they are members of a sports club or attend regular organised sessions away from school. Surprisingly this increase is far greater among girls than it is boys (see table 2).

However, the sample size used by the Year 9 Survey is relatively limiting and the PESSCL Survey, which gathers data on young people's participation habits between the ages of 5-16yrs suggest that only 23% of school age children and young people have taken part in one or more community sport, dance or multi-skills clubs during an academic year. The percentage of pupils (5-16yrs) participating in 2 hours of PE and school sport within and beyond the curriculum is also lower than the national average, with only 73% achieving 2 hours high quality activity. Furthermore, according to the 2007 Year 9 Survey, there has also been a considerable decline of 11.8% in the numbers of young people receiving coaching, training or lessons for sports activities outside of the curriculum since 2004. Interestingly this decline is far greater among boys with a decline of 15.3% than it is among girls. This picture it would appear is supported by the PESSCL Survey, which shows that only 35% of pupils have taken part in inter-school competition during an academic year. Such a decline in school competition / coaching and tuition among young people does not bode well for the country finding those 2012 Olympic stars some of which could currently reside in Fylde! It is therefore crucial that the Fylde SPAA seeks to address this issue through strong partnerships with local clubs and the schools sports partnerships.

The sports that make up the top ten that young people participate in more are considerably different to those that adults would appear to be participating in, see table 3. Football and swimming are the only two sports that feature in both the adult and young people profile. There is potential for the Fylde SPAA to take an opportunity to further develop cricket which is one of the top ten sports that young people participate in. Additional investment is to be provided to the 'cricket community' to appoint a part time

community coach who will focus upon getting more adults participating in cricket. The cricket community are keen to develop a partnership with the SPAA to increase this position to a full time role that will also focus on linking young people from playing cricket in school into a local club. This will go some way to helping address some of the issues of young people taking part in sport beyond the school gate.

Finally, as describe earlier in this document one of the key challenges in relation to young people that the area of Fylde faces is that of anti-social behaviour and repeat criminal offending. Fylde has only two wards that have crime rates per thousand populations higher than the County average. These wards are central and Ashton, both of which are busy town centre wards. Offenders within these wards are predominately male although not exclusively and are aged between 14 – 25yrs. In addition to this evidence, of over 2066 individuals that were surveyed as part of the Fylde Borough Councils Listening Day almost all felt that community safety and providing facilities and activities for young people should be priorities for the Local Authority and Local Strategic Partnership.

The Fylde SPAA in partnership with the Local Strategic and Community Safety Partnership has a key role to play in helping to address some of these issues by using sport as a 'diversionary vehicle' to reducing young people's involvement in anti-social and criminal behaviour. The SPAA feels that effort should perhaps be focussed on young people age between 14-19yrs when behaviour change through diversionary activities is perhaps more likely to come about.

Table 2: 2004 / 2007 Year 9 Survey Comparative Data

Indicator	All (%)		Boys (%)		Girls (%)	
	2004	2007	2004	2007	2004	2007
<i>Sporting activities:</i>						
Take part in extracurricular sport	67.7	74.6	72.0	76.4	62.4	72.9
Members of a sports club/attend a regularly organised session away from/independent of school	58.3	74.6	71.5	74.8	52.4	74.5
Receive specialist coaching, training or lessons for sporting activities	53.9	42.1	62.7	47.4	44.8	37.6
Currently contribute to sporting activities in a voluntary capacity	5.8	9.5	5.8	12.3	3.6	6.8
Visited a leisure centre in the four weeks prior to the survey	51.4	73.4	55.1	75.9	48.3	71.5
Feel out of place in a sports or leisure centre	22.3	21.7	16.8	15.5	26.2	27.5
Aware of major sporting facility/event in the area	75.0	83.8	70.4	80.4	80.7	87.5

Table 3: Top Ten Sports Participated in by Young People: Year 9 Survey

All	%	Boys	%	Girls	%
Football	27.6	Football	42.1	Rounders, baseball & softball	23.1
Swimming	25.2	Swimming	28.7	Swimming	22.0
Athletics	17.8	Cricket	21.3	Netball	21.2
Rounders, baseball & softball	14.3	Rugby union	20.9	Athletics	19.2
Cricket	14.1	Athletics	16.1	Dance	18.4
Netball	11.0	Basketball	13.4	Hockey	13.7
Jogging & running	11.0	Tennis	13.4	Football	12.9
Rugby union	10.8	Jogging & running	13.0	Horse riding	10.2
Other	10.6	Badminton	12.2	Volleyball	9.4
Badminton	10.2	Other	12.2	Other	9.0

Young People: Actions / Priorities

SPAA to:

- Provide resources to address the challenge of getting more young people from school sport into community sport – School to club links and develop more coaching and competition opportunities for young people
- Develop a community based programme of diversionary activities targeting young people aged 14-19yrs to help address anti-social behaviour

4. Achieving our Vision

4.1 Tackling Change through Settings

The following section provides the case for the Fylde SPAA to take a 'settings approach' to tackling a number of the issues that have been presented to them through the analysis of the data. These include the adult participation challenges in particular removing the barrier of time, tackling the issue of increasing the community sport offer to adults and young people, bridging the gap between school and community sport and tackling crime reduction to name a few.

Communities

Physical activity, as well as improving health, addresses the wellbeing of communities, local environment and future generations. (Cavill *et al*, 2006) Evidence shows that community-based, social activities are effective in increasing physical activity rates. (DH, 2005, DH, 2007) Thus providing a wide range of community-based physical activity and sporting opportunities close to where people live will be at the heart of building active communities. Community-based programmes, also provide opportunities to contribute to agendas such as social inclusion, regeneration and crime reduction. (DH, 2005) Smaller programmes using behaviour change techniques used in Primary Care and high visibility communications campaigns have been found to be particularly successful in the community setting. (Cavill *et al*, 2006)

The local environment can have a significant impact upon physical activity levels. Improving the environment and building safe, clean, activity friendly local spaces can help motivate individuals to sustain regular levels of activity. (Cavill *et al*, 2006, Bird, 2004, SE/MORI, 2002 & DH, 2005)

Education

Educational establishments including early year's providers, schools, colleges and universities can support children and young people in establishing and maintaining an active lifestyle into adulthood. (DH, 2005 & NICE, 2006) There is strong support for developing physical activity initiatives within the school setting; the Department of Health has committed to all schools working towards achieving Healthy School Status by 2009 with physical activity a core element of the programme. By 2008 85% of 5-16 year olds will be participating in at least 2 hours high quality PE and sport each week with the long-term goal of 4 hours/week by 2010 with large investments being put into sport and physical activity within the school setting. (DH, 2005)

However, England has one of the highest drop-out rates in terms of post-school sports participation in Europe. In order to maximise the potential to increase activity rates in young people and ensure these continue throughout adulthood it is important to bridge the gap between the school and community setting. Schools are encouraged to promote more active travel such as walking and cycling to and from school, engaging with parents and other partners, and open up facilities to the wider community as part of the extended schools remit. Outdoor play, including playing in the street and outdoor pursuits in the countryside can also be a valuable contribution to children's activity levels. (DH, 2005)

Workplace

The workplace provides a significant opportunity to increase activity levels as over half the population are in employment and of these may spend 60% of their waking hours at work. (Peersman *et al*, 1998)

However, current physical activity levels in the workplace are low. (Cavill *et al*, 2006) The Department of Health aims to support employers to enable physical activity in the workplace through establishing procedures and an environment that promotes activity such as cycling facilities to encourage active travel and building design to encourage activity such as walking up stairs. (DH, 2005)

4.2 Addressing Our Priorities

Whilst the key priority for the SPAA is to drive towards achieving a 1% increase in participation among the adult population there are also clearly a number of local challenges that have emerged from the analysis of the data and intelligence. The following table identifies what those key issues are and what the primary interventions will be that the Fylde Sport and Physical Activity Alliances will deliver to address these issues. These interventions are in addition to those already identified with the SPAA Delivery Plan.

Table 4: SPAA Key Issues and Actions

Key Issue	SPAA Action
<p>Adult Participation</p> <p>Participation rates lower among adult women than men and 47% of the female populations are in full/part time work or self employed. Dominate female segments are:</p> <ul style="list-style-type: none"> • Segments 3: Fitness Class Friends, • Segment 5: Career Focused Females and • Segment 12: Empty Nest Career Ladies. <p>Most dominate market segment is Segment 6: Setting Down Males who are also working professionals</p> <p>'Limited time' is the key barrier to participating more in sport and physical activity for these segments.</p>	<p>Project 1: Active Workplace</p> <p>This project will provide sports such as running; football, aerobics, and badminton, in a work place setting thus alleviate the time barriers. The project will also in partnership with Lytham and St Anne's YMCA provide subsidized membership to local leisure centres as an additional incentive to get more adults active longer term.</p> <p>The aspiration will also be to sign post people into local clubs to take people from taking part recreationally in a workplace setting to more sustained participation in a community setting.</p>
<p>Sporting Infrastructure</p> <p>Limited voluntary / community sport offer and opportunities with over 69% of the adult population not part of a community sport clubs.</p> <p>Local voluntary clubs do not feel supported enough to develop their sporting offer further to the local community</p> <p>Only 4.7% of the adult population volunteer at least 1 hour per week but 44.6% of young people 14yrs + expressed an interest in volunteering in a sports setting</p>	<p>Project 2: Club and Volunteer Support Officer</p> <p>This project will appoint a full time Club and Volunteer Support Worker who will have a key role to, among other things:</p> <ul style="list-style-type: none"> • Work on a 1 to1 basis to support clubs, achieve national standards, recruit adult volunteers and develop coaches • Develop more local clubs in different sports • Work with the Competition and Club Link Officer (see below) to develop volunteering opportunities for young people • Preparing clubs to deliver against 5 hour offer'
<p>Young People</p>	<p>Project 3: Competition and Club Link Officers</p>

Key Issue	SPAA Action
<p>Only 23% of young people take part in out of school voluntary sports clubs/multi – skill clubs etc</p> <p>Only 35% of pupils have taken part in inter-school competition</p> <p>44.6% of young people 14yrs + expressed an interest in volunteering in a sports setting</p> <p>Decline of 11.8% in the numbers of young people receiving coaching, training or lessons for sports activities outside of the curriculum since 2004</p> <p>Community safety and providing facilities and activities for young people identified as a priority by local residents. Most offences in the top two priority areas in Fylde are carried out by young people aged between 14-25yrs thus making diversionary activities for young people a priority for the Community Safety and Local Strategic Partnership.</p>	<p>This project will be to appoint a full time competition and Club Link Officer in partnership with the School Sport Partnership. The focus of this role will be among other things to:</p> <ul style="list-style-type: none"> • Improving school to community club links increasing the number of young people particularly 14-19yrs that take part in community sport in club setting • Developing more appropriate competition and training opportunities for all young people • Work with Club and Volunteer Support officer to develop volunteering opportunities for 14 – 19yrs <p>Project 4: Cricket Coach</p> <p>This project will be to appoint a full time community cricket coach in partnership with the ‘cricket community’ that will not only focus on increasing adult participation but will also focus on providing out of school cricket coaching opportunities to young people and transferring them from school cricket to community club cricket</p> <p>Project 5: Community Sport Outreach Programme</p> <p>This project has two strands. The first an outreach sport programme using a variety of sports such as football, cricket, rugby, netball etc to engage young people aged 14-19yrs in the hotspots of Fylde. The investment will be used to pay for coaches, venue hire, advertising activities and equipment. This is a partnership between Fylde Borough Council and Fylde YMCA</p> <p>Strand two ‘Black Cats in the Community’ will be delivered by Blackpool Panthers, who will deliver personal development courses to young people in the area of Fylde during the day at weekends and in the school holidays. Black Cats intend to use the courses to engage with young people in the community aged 14-19yrs to provide multi sports sessions, problem solving and team building skills. The course improves leadership skills, and raises self esteem.</p> <p>The long term aspiration with the Community Sport Outreach Programme is to work closely with the Club and Volunteer Support Worker to sign post young people in to local clubs, where it is hoped the young people will participate more regularly.</p>

4.3 Management, Delivery and Accountability

As describe earlier the Fylde SPAA is accountable to the Fylde Health and Well Thematic Group of the LSP as outlined earlier. This thematic group will report directly to LSP Executive Board on performance of the Sport and Physical Activity vision document and delivery plan.

Those applicants receiving Community Investments Finds will be directly accountable to Sport England for that investment. However, all reports that are to be submitted in line SE contracts will firstly be presented to the Fylde SPAA by the organisation responsible for the project delivery. Monitoring and evaluation procedures will be developed locally in order that data can be collected, analysed and acted upon. This work will be carried out in partnership with Lancashire Sport Core Team and where appropriate Fylde SPAA will adopted central data collection methods.

4.4 SPAA Delivery Plan KPI Summary

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 1 Increasing Number of New Participants (16+)	Full Delivery Plan	Active People Survey 23.23% (14,871) of adults (16+yrs) taking part in 3 X 30 per week	1% increase in actual numbers (of total population) 640	1730	2860	3890
	Project 1 Active Workplace	New Project	1% increase in actual numbers (of total population) 640	500	700	900
	Project 4 Community Cricket Coach	New Project	1% increase in actual numbers (of total population) 640	250	300	350
	Project 5 Community Sport Outreach Programme	New Project	1% increase in actual numbers (of total population) 640	200	300	-

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
KPI 1 Increasing Number of New Participants (Under 16)	Full Delivery Plan	Not Available	N/A	4,015	7,480	10,545
	Project 3 Competition and Club Link Officer	New Project	N/A	150	200	250
	Project 4 Community Cricket Coach	New Project	N/A	100	150	200
	Project 5 Community Sport Outreach Programme	New Project	N/A	500	600	-

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 30.5% (19,522) of adults are members in local clubs	1% increase in actual numbers of current club membership - 640	600	965	1,320
	Project 1 Active Workplace	New Project	1% increase in actual numbers of current club membership - 640	75	150	225
	Project 2 Club and Volunteer Support Worker	New Project	1% increase in actual numbers of current club membership - 640	200	300	400
	Project 3 Competition and Club Links Officer	New Project	1% increase in actual numbers of current club membership - 640	200	300	400
	Project 4 Community Cricket Coach	New Project	1% increase in actual numbers of current club membership - 640	50	75	100
	Project 5 Active Outreach	New Project	1% increase in actual numbers of current club membership - 640	20	30	

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 (under 16)	Full Delivery Plan	Not Available	N/A	665	1,290	1,905
	Project 3 Competition and Club Links Officer	Not Available	N/A	500	1000	1500
	Project 4 Community Cricket Coach	Not Available	N/A	20	40	60
	Project 5 Active Outreach	Not Available	N/A	50	60	
KPI 4 Improving Standards in Sport/Organisational Accreditation	Full Delivery Plan	Clubmark Database 2 Clubs	Area target of 17 (up until 2012)	6	16	26
	Project 2 Club and Volunteer Support Worker	New Project	Area target of 17 (up until 2012)	6	16	26

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	86 Coaches registered on the Lancashire Sport Database	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce. Fylde = 3		119	190	251
	Project 1 Active Workplace	86 Coaches registered on the Lancashire Sport Database	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce. Fylde = 3		4	5	6
	Project 2 Club and Volunteer Support Worker	86 Coaches registered on the Lancashire Sport Database	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce. Fylde = 3		40	60	80
	Project 3 Competition and Club Links Officer	86 Coaches registered on the Lancashire Sport Database	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce. Fylde = 3		15	25	35
	Project 4 Community Cricket Coach	86 Coaches registered on the Lancashire Sport Database	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce. Fylde = 3		10	10	10
	Project 5 Active Outreach	86 Coaches registered on the Lancashire Sport Database	SALSPA plan target 1980 (33% of 6000). Sub regional figures to be split by % of current workforce. Fylde = 3		20	30	-

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target			
			SPAA Delivery Plan / Project Outcomes			
KPI 8 Increasing Number of New Volunteers (16+)	Full Delivery Plan	Active People Survey 4.75% (3,038) of adults (16yrs+) volunteering for at least 1 hour per week.	SALSPA. 10% increase in workforce by 2014. Fylde = 44	180 (16+)	310 (16+)	430 (16+)
				30 (U16)	45 (U16)	50 (U16)
	Project 1 Active Workplace	New Project	SALSPA. 10% increase in workforce by 2014. Fylde = 44	10	25	40
	Project 2 Club and Volunteer Support Worker	New Project	SALSPA. 10% increase in workforce by 2014. Fylde = 44	40	60	80
	Project 3 Competition and Club Links Officer	New Project Volunteers 16yrs+	SALSPA. 10% increase in workforce by 2014. Fylde = 44	20	35	50
		New Project: Volunteers 14-16yrs	N/A	20	25	30
	Project 4 Community Cricket Coach	New Project	SALSPA. 10% increase in workforce by 2014. Fylde = 44	20	20	20
	Project 5 Active Outreach	New Project Volunteers 16yrs+	SALSPA. 10% increase in workforce by 2014. Fylde = 44	20	30	-
New Project: Volunteers 14-16yrs		N/A	10	20	-	

KPI 17 Increasing Leverage into Sport	Full Delivery Plan	Unknown	Community Investment Match Target for Fylde £152,000	Investment through Delivery Plan activities = £642,574
	<u>Project 1</u> Active Workplace	Unknown	Community Investment Match Target for Fylde £152,000	Investment through Delivery Plan activities = £88,360
	<u>Project 2</u> Club and Volunteer Support Worker	Unknown	Community Investment Match Target for Fylde £152,000	Investment through Delivery Plan activities = £8,000
	<u>Project 3</u> Competition and Club Links Officer	Unknown	Community Investment Match Target for Fylde £152,000	Investment through Delivery Plan activities = £68,220
		Unknown	Community Investment Match Target for Fylde £152,000	Investment through Delivery Plan activities = £44,000
	<u>Project 4</u> Community Cricket Coach	Unknown	Community Investment Match Target for Fylde £152,000	Investment through Delivery Plan activities = £61,494