

# Hyndburn Sport and Physical Activity Alliance (SPAA)

## Vision Document & Delivery Plan

2007 – 2012

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اگر آپ یہ لیفلیٹ اپنی زبان میں سمجھنا چاہتے ہیں  
تو برائے مہربانی کمیونٹی ایڈوائس سنٹر سے  
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آپنی যদি এই لیفلیٹ آپنار نیجےر ভাষায়  
জানতে চান তাহলে অনুগ্রহপূর্বক কমিউনিটি এডভাইস  
সেন্টারে ০১২৫৪ ৩৮০১৪৪ নাম্বারে যোগাযোগ করুন।

# 1. Where are we now?

## Introduction

Leisure in Hyndburn (LIH) is currently the primary provider of physical activity opportunities in the Borough, through its partnership with Hyndburn Borough Council, and has invested £1.2mn in upgrading facilities since 2003. The Trust was, therefore, a natural choice to lead and manage Hyndburn's Sport and Physical Activity Alliance (SPAA) on behalf of the LSP. LIH has a history of working as part of the LSP since its formation as a charitable trust in 2001, establishing clear links between its own programmes and positive outcomes for the other LSP subgroups.

The LSP itself is emerging from a period of renewal with a fresh sense of purpose, and a new Sustainable Community Strategy (SCS) is currently undergoing community consultation. The SCS is the pinnacle of, and a beacon for, all strategies in the Borough, and close liaison has ensured that the SPAA's vision and priorities dovetail with those in the SCS. With a streamlined structure and new ways of working which cut across barriers, the LSP is also implementing a robust performance management framework and vigorous arrangements for monitoring progress against actions, which will ensure the SPAA action plan is delivered.

Findings from the Active People Survey, 2006 shows that 19.2% of adults 16+ participating in at least 30 minutes of sport and physical activity of moderate intensity on three or more days a week in Hyndburn. This is below the national average and highlights the need to retain current participants and increase participation further in sport and physical activity. The trend of above average participation is not replicated throughout all sections of the community. Poor participation rates are more noticeable in the following groups:

- ★ Women of all ages
- ★ Young people 14-25
- ★ Over 50s
- ★ Socio-economic deprived groups
- ★ Disabled people.

In developing this vision document, the SPAA has sought to define evidence-based priorities which will shape the approach to physical activity provision throughout the borough for the next three years and beyond with the aim of increasing participation in 3X30 minutes sport and physical activity per week, equating locally to an additional 635 new participants per year. In doing so, it has recognised the need to promote the added value of working together, and to prevent duplication of service delivery so progress towards Local Area Agreement (LAA) targets can be maximised. The result is a strong alliance, a clear way forward, and a comprehensive action plan co-ordinating efforts towards achieving the vision.

## Local Strategic Drivers

### *The Delivery System for Sport and Physical Activity*

The Delivery System for Sport clarifies the roles that different agencies and organisations play in delivering opportunities for sport and active recreation, connecting participants and local deliverers with policy makers and investors. The Delivery System requires the formation of SPAA's – which are effectively the sporting equivalent of the area's LSP - to develop this document with buy-in from the LSP itself. In doing this, the SPAA's need to

secure resources from a broad range of partners, to identify and deliver on interventions and outcomes, and to have an overriding focus on building capacity to increase participation and widen opportunities. This will contribute to the national target of a 1% increase in adult participation in physical activity over the coming years. In addition there are a range of other targets around increasing the number of new participants, volunteers etc.

The purpose of this document is, therefore, to align partners' existing priorities and targets, creating an integrated local framework for sport and physical activity. A small amount of money is made available to SPAA's to facilitate local activity in accordance with their priorities, with £176,000 being made available by the Regional Sports Board to the Hyndburn SPAA once the alliance has received the endorsement of the Lancashire Sport Partnership. The aspiration is for SPAA to then find match funding of 2:1 to be able to access this money i.e. to access the £176,000, match funding of around £352,000 would like to be found, with at least 50% of this being in cash and the remainder being 'support in kind'.

### *The Lancashire Sport Strategy*

"Changing Lives" is the Lancashire Sport Partnership's strategy for sport and physical activity. The aim of the strategy is to increase participation in and widen access to sport and physical activity. This will be achieved through focusing on the core themes of Young People, Health and Well Being, Enhancing the Sporting Infrastructure, Developing the Workforce, Benefiting the Economy and Creating Safer and Stronger Communities.

The SPAA, with the support of the County Sports Partnership Core Team, will be the delivery agent for the practical elements of the Lancashire Sport Strategy – i.e. increasing participation; young people; developing the sporting infrastructure; and health and wellbeing. Depending on the projects which come on stream, the work of the SPAA could also contribute towards the remaining priorities.

### *Hyndburn's LSP*

The overall aim of an LSP is to bring the work of different partnerships together, directing it towards the achievement of a common vision and set of priorities for stakeholders in the Borough, which are outlined in the Sustainable Community Strategy. To this end, Hyndburn's LSP has representation from the public sector, local businesses and the faith, community and voluntary sector.

Hyndburn has had an LSP since 1999, and has just experienced a significant period of change prompted by two influential reviews in 2006. The outcome of this was an LSP improvement plan, including the closure of the limited company and establishment of the LSP as an unincorporated partnership; the establishment of a Performance and Delivery Group with a specific remit for overseeing performance; and the slimming down of subgroups to conform to the blocks of the LAA, drawing a more transparent link between strategy and delivery.

Before the revised arrangements, the SPAA linked in with the LSP Culture and Leisure subgroup. However, following the restructuring of the LSP, this subgroup no longer exists but the realignment of work against the LAA blocks will enable the SPAA to link in more closely to the LSP through one specific subgroup, Healthier Communities and Older People.

*Hyndburn's Sport and Physical Activity Alliance*

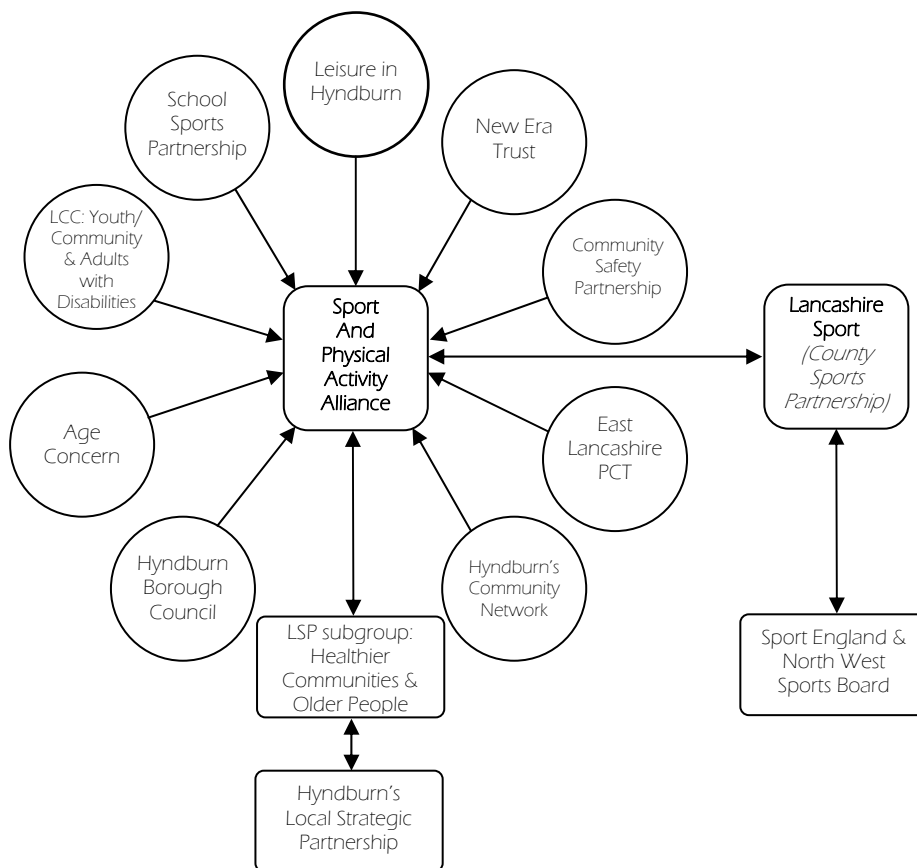
The SPAA was originally formed by an executive sub-group of the former Culture and Leisure Working Group of the LSP. Membership at present comprises of:

Leisure in Hyndburn  
 Lancashire County Council  
 Community Safety Partnership  
 Hyndburn Borough Council  
 Youth Action  
 Education representative

East Lancashire Primary Care Trust  
 Hyndburn's Community Network  
 New Era Trust  
 Age Concern  
 School Sport Partnership  
 Extended schools

The relationship between the SPAA, the LSP and the strategic framework is shown in the diagram below:

**Figure 1: The relationship between SPAA members, the LSP and regional bodies**



*Local Area Agreement*

The LAA in Hyndburn operates as an agreement to deliver some of the priority outcomes and targets agreed between Lancashire County Council and central government. It is divided into 4 blocks, which have corresponding outcomes identified. They represent a delivery mechanism for Ambition Lancashire, which is the County-wide Community Strategy.

LAA Block	Outcomes
Safer and Stronger Communities	<p>Make people safer by reducing drug crime, arson, &amp; anti-social behaviour, as well as through better domestic fire safety &amp; safer, cleaner public spaces</p> <p>To improve the local environment by reducing the gap in liveability within the district and reducing levels of litter and detritus</p> <p>To increase the capacity to participate in local decision-making</p> <p>To improve quality of life for people in disadvantaged neighbourhoods</p>
Children and Young People	<p>To increased positive social participation by Lancashire's young people</p> <p>To improve health and outcomes in education</p> <p>To improve outcomes for looked after children and young people</p>
Healthier Communities and Older People	<p>To reduce health inequalities across Lancashire by improving lifestyles</p> <p>To improve housing conditions</p> <p>To increase life expectancy and reduce mortality rates</p> <p>To improve the well-being of Lancashire's older people</p> <p>To make people with mental health problems, disabilities and sensory impairment more independent</p>
Economic Development and Enterprise	<p>To increased entrepreneurship &amp; improved access to economic prosperity throughout Lancashire</p> <p>To improve the overall employment rate of deprived areas, reducing the difference between their employment rate and the national figure</p>

In addition to this there are four cross-cutting outcomes:

- ★ **Increased Life Expectancy** – by reducing premature deaths, tackling the infant mortality rate, and improving mental health;
- ★ **Improving Life Chances for Lancashire People** – by reducing child and older people's poverty, tackling deprivation as a means to reducing inequality between different ethnicities, improving employment opportunities and the situation of people with disabilities;
- ★ **Sustainable Lancashire Communities** – through better access to services, an equal housing market and improving Anti-Social Behaviour;
- ★ **Narrowing the Gap Between the Most and the Least Disadvantaged Amongst Lancashire's People and Communities** – through a focus on deprived areas.

#### *Neighbourhood Renewal Funding (NRF) and Floor Target Action Plans (FTAP)*

The picture of deprivation in Hyndburn has improved enough over the previous 7 years for the Borough to no longer be classified as one of the most deprived in England. As a result, 2007/08 is the final year in which the area will receive assistance through the NRF. The LSP is nevertheless leading action, through the identification of Floor Target Action Plans, to ensure that the remaining NRF funding is targeted effectively and that there continues to be a focus through the Sustainable Community Strategy on "narrowing the gap" between the most deprived wards - Peel, Barnfield, Central, Church and Springhill - and the most affluent areas in the Borough.

The outcomes identified in the FTAPs correspond to the outcomes identified for the LAA blocks.

## Common themes

The table below identifies the relationship between the Lancashire Sports Strategy, Hyndburn's LAA and the contribution the SPAA will make to these priority areas. The vision and priority areas for the SPAA are outlined in more detail later in this document. Whilst the table only picks up the four main blocks of the LAA, clear links can also be seen with the cross cutting LAA areas outlined above:

Lancashire Sport Strategy	Hyndburn's LAA – relevant block	How the SPAA will contribute
Young People	Children & Young People	Through actions focussed on 14-25 year olds and disabled people; through joint work with the SSP on 14-19 year olds; through tackling deprived and sedentary communities to "narrow the gap"
Health and Well Being	Healthier Communities & Older People	Through actions focussed on 14-25 year olds and disabled people; through actions focussed on over 50 year olds and disabled people; through tackling deprived and sedentary communities to "narrow the gap"
Enhancing the Sporting Infrastructure	Children & Young People and Healthier Communities & Older People	"Infrastructure" is defined as everything contributing to organised sport and physical activity, such as clubs, facilities, organised activities and so on. Therefore all SPAA actions will contribute, with some additional activities aimed at improving the corporate governance of clubs
Developing the Workforce	Economic Development & Enterprise	Indirectly, health benefits of all SPAA activities will contribute towards workforce and economic development. May be some economic spin-offs from marketing & promotion depending on individual projects. Volunteers and professionals will gain experience through the project application, delivery & monitoring processes
Benefiting the Economy		
Creating Safer & Stronger Communities	Safer & Stronger Communities	Diversionary activities; integration into local community life; improvement of quality of life via sport and physical activity opportunities.

## The Wider Context

### *The Borough of Hyndburn*

Hyndburn is a compact district with a growing population of some 81,600 residents, of which 8.3% are from the well-established Asian communities. More recently, migrant workers from Eastern Europe have arrived, adding to the diversity of our BME population. With 35,203 people, Accrington is the Borough's principal town, and another 10,000 people call both Great Harwood and Oswaldtwistle home. Our communities live in traditional urban environments, with stone-built terraces and suburbs built in Accrington red brick, nestling in the attractive foothills of Pennine Lancashire.

The growth of the BME community is one of the primary drivers behind the projected population increase, with the number of 20-29 year olds expected to increase by around 1400 people by 2016 – and these projections do not take into account the increase in semi-permanent and permanent economic migration from Europe. Equally, by this date, Hyndburn will have an additional 1000 people over the age of 65, whilst the number of 30-44 year olds will decrease by around 4400. The makeup of the Borough will therefore

have changed substantially over this time with a corresponding change in the demand for services.

### *The Economy*

The economic base of Hyndburn's towns and neighbourhoods, in common with that of our neighbours, is rooted in textiles, engineering and extractive industries, and it is from this that our communities have weaved their own distinctive identities. Manufacturing is still one of the area's key drivers with 23% of employees working in this sector. The valuable legacy left by our industrial days includes a stretch of the Leeds – Liverpool canal, and a wealth of mills and warehouses are now being renewed as offices, restaurants and apartments.

65% of households in the borough have an income of less than £25k, with this figure topping 80% in the most deprived wards. This situation is exacerbated by the high proportion of economically inactive people who don't want a job (21%) and the number of people who are not in education, employment or training (NEETs). Whilst being NEET can be a lifestyle choice, in deprived areas it is often linked with low aspirations.

### *Housing and the Environment*

The Borough's housing stock is enjoying levels of investment not seen since the end of the Second World War. 3500 former Council houses – almost 10% of the total number of dwellings in the Borough - will be improved to the meet Decent Homes Standard by 2010 via a £35mn investment. This investment in social housing is complemented by investment in the poorest quality private sector housing through the Elevate Housing Market Renewal Pathfinder, which last year spent £6.5 million on remodelling and diversifying accommodation in the area.

Recent investment has also been taking place in the natural environment. A proposal has been brought forward to create an additional Local Nature Reserve in the Borough at Peel Park, whilst a new £500k park and dual use playing field is being created at Bradshaw Street, Church. The amount of cycle ways and green ways in the borough has doubled since 2005, and is expected to double again to 32km in the next 5 years. The routes have involved converting sites such as disused railway lines and contribute to the environmental and healthy lifestyle agendas.

### *Education and Skills*

Children in Hyndburn get a good education when they enter the state system. The percentage of children getting 5 or more A\*-C grade GCSE's has increased from 41% in 2003 to 56% in 2006, closing the gap with national figures. Through the new Sustainable Community Strategy, the Council and its partners are starting to focus on the development of skills in the home environment prior to formal schooling, to enable the Borough to further close the gap with the rest of the Country.

Hyndburn has higher than the national average amount of people qualified at NVO levels 2 and 3, and this solid basis needs to be extended to further people's education to level 4. Equally, the number of people without formal qualifications needs to be tackled. This will be helped by actions which are already bringing the number of teenage pregnancies down.

## *Health*

Hyndburn's population suffers from deep-rooted health problems. The gap between the life expectancy of our residents and the national average is closing, but the mortality rate remains high due to cancer and heart disease. Unhealthy lifestyles are the norm for many residents, with 27% of the adult population smoking, 55% of the population being overweight, and 45% living a sedentary lifestyle – all above the England average. The latest figures available show that Hyndburn has a teenage conception rate of 59.9 per 1000, with 13 of Hyndburn's 16 wards having higher conception rates than the national average. Mental health is also an issue, with nearly 20 more people per 1000 working age people (46.1 per thousand) claiming benefits for mental health disorders compared to the national average.

The importance of disability issues in Hyndburn is emphasised when the amount of people with disabilities is considered. As of November 2005, 5770 people in the Borough were claiming Disability Living Allowance. Over 17,000 have a limiting long term illness that prevents them from working according to the 2001 Census, and in Peel, St Andrew's, Central and Milnshaw wards over 25% of people receive Attendance Allowance. Over 9% of residents in Central and Church wards receive Disability Living Allowance.

The multi-million pound LIFT health centres, sited in two of the most deprived areas in the Borough, will act as a beacon linking people with healthy lifestyle programmes once they open in January 2008.

## *Levels of Deprivation and Inequalities*

Hyndburn's rank in the Index of Multiple Deprivation has improved by 13 places between 2000 and 2004, and it now stands as the 58<sup>th</sup> most deprived district in England. Pockets of intense deprivation persist, with 9 of Hyndburn's 53 Super Output Areas being in the 10% most deprived in the country – including all of those in Church. A further 6 areas are in the 20% most deprived in the country.

When taken along with the information about incomes, unfit housing, health issues and educational attainment, the IMD data indicates that the Borough suffers from a "mass of poverty" – a large, entrenched core of people caught in a circular trap of poor health exacerbated by poor housing, low incomes with some benefit dependency, and inappropriate employment opportunities. This is particularly true of the wards formerly benefiting from NRF funding - Church, Peel, Barnfield, Spring Hill and Central – and the Borough's Sustainable Community Strategy focuses on narrowing the gap between these wards and the rest of the Borough.

The trap creates deep rooted inequality, as people have fewer resources available to them to break out of the vicious cycle. By linking in with the new Sustainable Community Strategy, this strategy will contribute to the effort to put an end to this, with the ultimate goal being to raise Hyndburn out of the 100 most deprived areas by 2017.

## **Sport and Physical Activity in Hyndburn**

There is a proven link between physical activity and good mental and physical health. The flipside of this is that a lack of mental and physical health affects an individual's motivation to undertake exercise. In this way, individuals can recognise and enjoy the positive benefits of getting and keeping fit - or are trapped in a negative spiral of decline where they remain unfit or get less fit. The position of individuals on these cycles – and therefore, of their

participation in physical activity - is influenced by the conditions and factors outlined in the model below<sup>1</sup>:



*Figure 2: Influences on participation in physical activity*

This model shows the factors determining people’s health. The core consists of inherited attributes which we cannot change. The inner layer is partly determined by individual lifestyle factors such as physical activity. Moving outwards, the diagram shows the relationship with family and significant others, the next with working and living conditions, income levels, employment and so on. The outer layer highlights broader socioeconomic forces such as economic development and political change. Understanding how the factors in this model interact in Hyndburn allows us to tailor appropriate interventions to maximise the chances of making an impact.

As can be seen, whilst the Borough is starting to undergo a period of rapid change, there is still a “mass of poverty” which remains to be tackled, in order to narrow the gap between life chances in different areas. By understanding data available on physical activity relating to individuals, we can piece together the cross cutting interventions the SPAA must take, and how it needs to target these in order to make a real difference.

### Current Sports and Physical Activity Infrastructure and Provision in Hyndburn

A wide range of organisations provide numerous opportunities for people of all ages to take part in physical activity, including:-

Whilst at school children are catered for through the work of bodies such as the Schools Sports Partnership. In addition there are the opportunities offered through the work of Extended Schools., Lancashire Healthy Schools Project, School Travel Plans and Sure Start.

<sup>1</sup> Dahlgren and Whitehead (1991), Policies and strategies to promote social equity in health (Institute for Future Studies, Stockholm).

Up to 25 year olds are catered for by the activities provided by a number of organisations including the Lancashire County Council Youth and Community Service and New Era Centre.

The East Lancashire Primary Care Trust provides a wide range of activities and opportunities for all sections of the community with a focus on health and physical activity.

Leisure in Hyndburn provide opportunities for physical activity through the 3 sports centres and athletics track which it manages on behalf of the Council and through it's Sports Development section.

Hyndburn Borough Council provides outdoor sports facilities such as football, cricket and crown green bowling. In addition there are numerous parks, play areas, multi-use games areas and skate parks.

Older people are catered for through Age Concern, Leisure in Hyndburn Trust .

In addition to all the above there are a wide and numerous range of private sports clubs and gyms offering the opportunity to participate in physical activity for all ages.

#### Active People Survey- current levels of participation in sport and physical activity

The Active People Survey covers levels of participation, satisfaction and volunteering in sport and active recreation in all 354 Local Authorities in England. The survey took a year to complete, concluding on 16th October 2006. The sample was evenly divided over each month and spread across the whole year for each local authority to ensure the results are not biased by variations associated with different seasons. The survey identifies how participation varies from place to place and between different groups in the population, allowing analysis of the findings by a broad range of demographic information, such as gender, social class, ethnicity, household structure, age and disability.

New data and information from the survey is becoming available all the time, such as the MOSAIC segmentation of the population into different categories according to individual's health and activity. Further analysis will be carried out on an ongoing basis to inform the SPAA's understanding and prioritisation of new projects.

#### *Participation*

The Active People survey is the means by which progress towards the national 1% overall increase in participation target will be measured. The table below shows Hyndburn's results compared to the regional and national pictures:

**Figure 3: Performance against national and regional on Key Performance Indicators**

Key performance indicator (all adults)	Hyndburn	NW	Lancs target <sup>2</sup>	National
At least 3 days a week x 30 minutes moderate participation	19.10%	20.6%	23.8%	21.0%
At least 1 hour a week volunteering to support sport	3.70%	4.6%	6.1%	4.7%
Club member	22.20%	24.9%	24.9%	25.1%

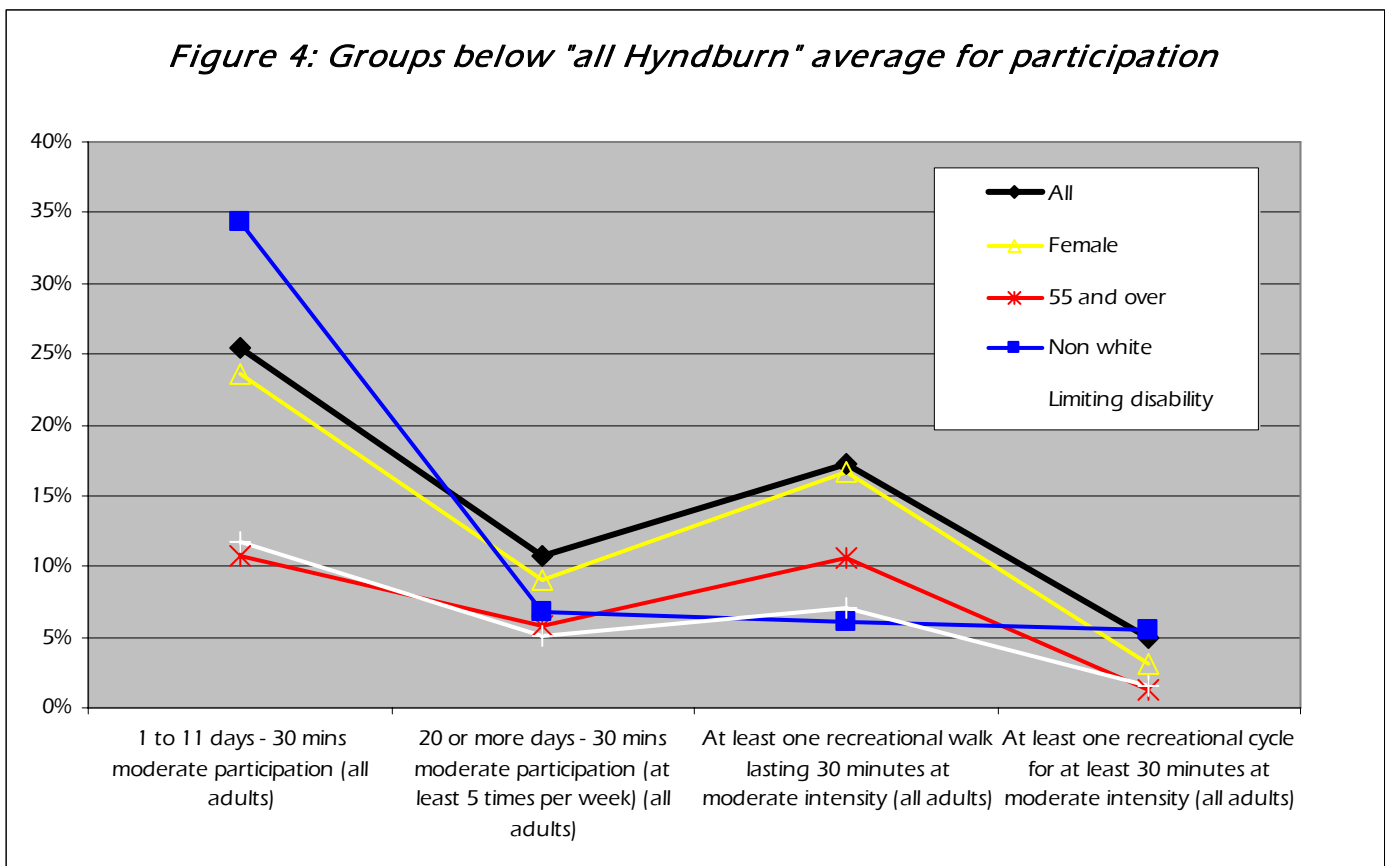
<sup>2</sup> Taken from Lancashire Sport email, 16<sup>th</sup> July 2007

Received tuition from an instructor or coach in last 12 months	15.70%	16.4%	17.9%	18.0%
Taken part in organised competitive sport in last 12 months	13.80%	14.5%	N/A	15.0%
Satisfaction with local sports provision	76.70%	70.1%	N/A	69.5%

Key: **Red** = Bottom 25% of authorities nationally; **Green** = Top 25% of authorities nationally

This information shows that fewer people participate in physical activity in Hyndburn than nationally. However, satisfaction with facilities provided is above average and, interestingly, people who do 3x30 a week<sup>3</sup> are equally as satisfied as those who do not<sup>4</sup>. Other surveys attest to the quality of facilities in Hyndburn, implying that the issue with our poor performance relates more to enabling access to these facilities and other issues around individuals' motivation.

Although the limited nature of the survey means that breaking the information into demographic categories needs to be done with caution, the following graph shows how the level of participation drops in certain categories:



Over 50's, non-whites, people with a limiting disabilities and females are all less likely to participate in sport or physical activity in Hyndburn than average. This is shown by the coloured lines being below the black line on the graph<sup>5</sup>.

Whilst the Active People data collected is not robust enough to do a ward-level analysis, given the concentration of these groups in the five priority wards outlined in "The Wider

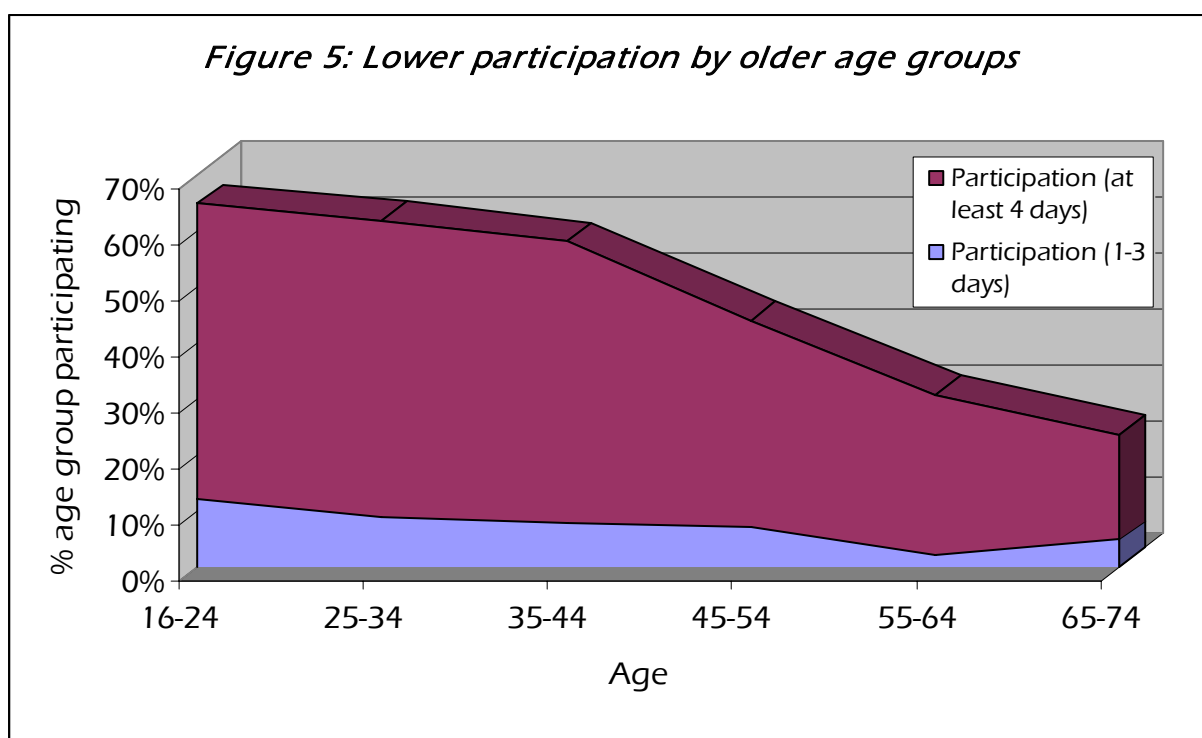
<sup>3</sup> In other words, people who participate in moderate physical activity for 30 minutes, 3 times a week

<sup>4</sup> Excluding non-responses and those answering "don't know" – data not available on Active People Survey website

<sup>5</sup> Note that only 30 people from BME and other non-white groups were interviewed, meaning the blue line should be interpreted with caution.

Context” above, it can also be stated that people in the five priority wards are also less likely, given the multiple deprivations they experience, to participate outlining the low participation amongst sedentary deprived groups.

Figure 5 below shows **lower levels of participation by older age groups**. It is important to be clear on what this graph means. It shows that older people are less likely to participate, but it does not necessarily mean that participation automatically declines as people get older. This is important as it means that interventions can also be targeted at ages where participation is currently highest – amongst the 16-25 year olds. This should sustain participation, which will give long term health benefits and also a value for money approach, given that less investment is needed to encourage people already participating compared to getting people who do not currently participate to do so.

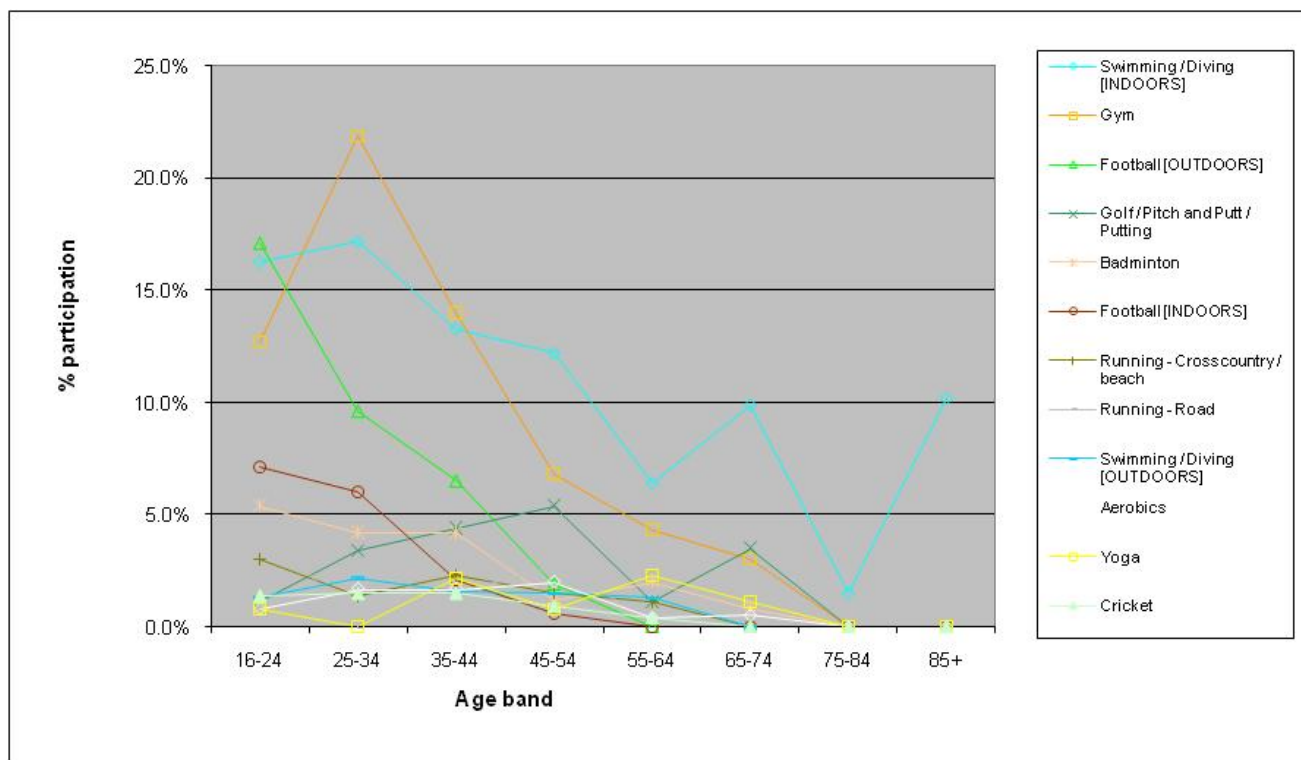


Within the age groups, **the bulk of the difference comes from fewer men aged 45-54 participating compared with 16–24 year olds**. Football is the activity with the biggest difference in participation in these age groups in Hyndburn – half as many 35-44 year olds participate as 16-24 year olds. The only comparable drop is between 55-64 and 65-74 year olds participating in recreational walking of moderate intensity for at least half an hour each week – a fall of 10%.

Whilst there is a decline in the proportion of women participating over this period, it is less stark as fewer women than men actively participate between the ages of 16 and 45. The graph also shows that where people over the national age of retirement still participate, they are more likely to participate for 1-3 days per month rather than for 4 or more.

Figure 6 overleaf shows how participation in the top participation sports in Hyndburn varies with age.

**Figure 6 Sport specific participation by age**



This shows that there is significant drop off in team sports which provides the potential opportunity to re-engage people in activities through mass participation. With the over 50s being a priority group it is interesting to see that participation in swimming, aerobics, golf, badminton and yoga is greatest amongst this group.

Other analysis shows that women have greatest participation in swimming, gym, yoga, aerobics and badminton. BME communities in badminton, swimming and gym and those from socio economic deprived groups in swimming and running. It is essential that the interventions account for these findings in addition to providing activities based upon further analysis of local need- currently being undertaken.

The graph above also shows cricket to be the key team sport behind football in the borough. Cricket is seen as a priority sport locally by both the sports development team and the school sports partnership owing to the seven pro active clubs and strong cricket development forum within Hyndburn. To place some specific attention on Cricket club development would provide the area with an opportunity to significantly increase the number of accredited clubs within the area..

### *Volunteering*

In terms of volunteering, the low numbers of people volunteering mean that any further analysis would give rise to inaccurate judgements. Discussions at the SPAA group have centred around the need to develop volunteers and offer people support through investment as part of the approach to improving the whole of the sporting infrastructure. Initiatives to increase numbers will be included within new interventions being developed.

## *Clubs and Club Membership*

Hyndburn has a relatively low number of clubs with the Clubmark accreditation standard, with only 3 registered in the Borough (excluding charter standard). As with Volunteering, the need to support clubs in developing to this standard is considered within new interventions. Separate to this, there is evidence that some clubs are having difficulties managing their finances, and at least one case where a club has relocated away from the Borough in order to access more suitable facilities. To support our understanding of the current situation, a full audit of sports clubs and facilities is underway in the Borough. This will allow the SPAA to assess where there are gaps in provision.

22% of Hyndburn residents are members of a club, which is in the bottom quartile nationally, 3% below the national average figure. As would be expected following the analysis above, younger age groups are more likely to be club members, with women, BME and disabled people less likely to be. Club membership by males is at its highest in the 16-24 and 25-34 groups, whereas female club membership peaks amongst 25-34 year olds. Nearly 10% more males over the age of 50 are club members than females, though a more significant statistic is that more than twice the number of males aged 16-24 are members of clubs compared to females.

As might be expected, the figures for KPIs 4 and 5 – the percentage of people who have received tuition from an instructor or coach in the last 12 months and the percentage taking part in organised competitive sport - correlate to those relating to club membership. Club members are four times more likely to have received tuition over the last 12 months and over four times more likely to have taken part in organised competitive sport over the same period. The conclusion from this analysis is that to positively affect these two KPIs, which are both in the bottom quartile nationally, it is crucial to get more people to become club members.

## PESSCL School Sport Survey

The percentage of pupils receiving 2 or more hours of high quality PE varies according to the individual schools, and between Key Stages at the individual schools. However, most of the schools are at or near 100% on this target, with most of the remainder showing better Key Stage 2 performance than Key Stage 1.

## Year 9 Survey

The year 9 survey data backs up much of the analysis undertaken on the Active People data, including the gender divide in the use of facilities. One exception is in the area of club membership and coaching – 57% of young people received coaching in the last 12 months, with 55% being members of a club in Hyndburn, whereas in Lancashire as a whole 61% were sports club members but only 54% had received coaching. Nevertheless, a drive on club membership would still have a positive effect on the numbers receiving coaching.

More worrying trends exist around leisure centre use – whilst the proportion of young people using a leisure centre is still higher than the Lancashire and North West figures, there was a fall of 3% in use between 2001 and 2004 and the number of “poor swimmers” has increased proportionally over the same time. Further analysis will be necessary when the most recent figures become available to investigate whether this is something the SPAA will want to consider acting on.

### Feedb@ck Citizen's Panel data

Hyndburn Council operates a Citizen's Panel of around 1000 people, which it surveys four times a year on a range of issues. The SPAA commissioned the Council's Policy Team to question the panel about the extent of their physical activity and the reasons behind this. Broadly speaking, the results allowed the SPAA to triangulate the national data with this local information and their own partner-level information. The survey was also able to be more flexible with what was counted as a physical activity – and found that older respondents rated gardening as their main form of physical activity. Amongst panel members over the age of 45, nearly half considered that they did a degree of physical activity in their garden or yard once a week. The implication of this for the SPAA is that any attempt to involve this age group in other forms of physical activity may need to account for the time people of this age group are already spending on alternatives to the kinds of physical activity the active people survey catalogued.

Related to this, the survey quizzed people on whether there is anything preventing them from taking part in physical activity. 35% of respondents believed they did not have sufficient time to participate, with other important restrictions being people's poor health and the perceived cost of activities. Whilst the SPAA must consider these facts in developing its actions further in the future, it is important to note that fulfilling these criteria.

### General Household Satisfaction Survey Data

The Council is required to carry out a survey in August-September every three years. This covers 1100 people in the Borough and asks them to rate their top five priorities. 47% of respondents said that "activities for teenagers" needed improving in 2006 – an increase of 12% compared with 2003 and the highest figure for any of the responses given, even ahead of established priorities such as the level of crime (39%). This links with the finding in the Feedb@ck survey that 36% of people felt there were not enough facilities for 13-19 year olds in the Borough. For comparative purposes, 9% of people rated sports facilities as the factor most in need of improvement in the General Household Survey – the same level as in 2003.

The context of this is a concern over Anti-Social Behaviour and the perception that positive activity – of which physical activity and sport would be one part - can reduce anti-social behaviour levels, both by acting as a diversionary activity and by providing a positive focus for young people most at risk from behaving in an anti-social manner. As can be seen from the low rating for the importance of sports facilities above, people do not link the idea that sports facilities can help achieve a reduction in Anti-Social Behaviour. It is therefore important for the SPAA to ensure that it develops schemes which have an impact in this area, and to communicate the worth of its activity in this regard.

### Health and Community Survey

This survey was conducted between April and June 2006 across East Lancashire. A sample of patients, aged 18 or over registered with a GP, were sent a questionnaire. 2,460 questionnaires were distributed to addresses in Hyndburn, with an estimated response rate of 53%. The survey covered part of the areas touched on by the active people survey.

The analysis of the results has now been completed and they correspond with the findings of the active people survey in terms of the amount of exercise and activity – though, as

with the feedback survey, including certain gardening activities in the list of exercise appears to have increased the numbers saying they are involved in moderate or vigorous physical activity<sup>6</sup>.

One important finding of the survey is that 32% of people in Hyndburn have a long-standing illness which they feel limits their activity. This has a huge impact on the target audience for any drive towards higher levels of participation and requires sensitive handling in order to be able to develop participative mechanisms appropriate to the needs of individuals in this group. Some conditions are so prevalent – for example, 26% say they suffer from sciatica – that some of this 32% will have multiple conditions. This again has implications for the kind of activities they can take part in.

The figure for men and women is exactly the same. When this is taken together with the finding that 51% of women and 39% of men have sedentary lifestyles, one conclusion that can be reached is that 7% of men and 19% of women are not being prevented by any physical illness or condition from participating in sport and physical activity, meaning that mental health and lifestyle factors are the only inhibitors of activity in these cases. In terms of planning for a 1% increase, it offers some guidance on how to approach this – notwithstanding the fact that the SPAA will also consider activities for people with limiting illnesses.

## Conclusions

The discussion above shows that Hyndburn is not dissimilar to elsewhere in the country in terms of who does and doesn't participate and how. What is clear is that participation and the corresponding performance indicators are starting from a lower base than other areas which have less of a problem with the "mass of poverty" and the inter-related lifestyle issues that result from this. The SPAA needs to use the positive benefits of sport and physical activity as a way into this mass of poverty, which will contribute to the achievement of the vision in Hyndburn's Sustainable Community Strategy.

Key to this is understanding how physical activity fits into people's lives – and the work on the MOSAIC profile being undertaken to segment people into categories according to their attitudes to physical activity will be of the utmost importance in determining the detail of how to engage with groups where a lack of activity is more entrenched. It will do this by enabling a greater understanding of how people can move from "less active" market segments to "more active" ones. The SPAA is keen to investigate the development of a series of standard actions for each of these segments with other SPAAs in the East Cluster, which could then be considered in the local context

In one sense, the MOSAIC profile aims, by producing a series of "standard types" of people, to bring a more rounded, qualitative approach to the data. However, the SPAA also needs to undertake qualitative work with members of the public in order to better understand the reasons why there is less participation amongst older age groups, and why females are less likely to be involved. This is covered in the action plan.

The table overleaf summarises the key issues from the analysis above and indicates how the SPAA plans to tackle these inequalities:

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<sup>6</sup> Direct comparisons are difficult due to the different age bands employed by the two surveys

Key Issue	Priority for SPAA
Below average participation across the board with low aspiration to participate	P1: The SPAA will develop a series of mass participation events and a raising awareness campaign to increase aspirations to participate and aim to embed a 3X30 culture in Hyndburn
<p>Low participation amongst the following groups:</p> <ul style="list-style-type: none"> <li>• Young people</li> <li>• Women</li> <li>• BME communities</li> <li>• Sedentary deprived communities</li> <li>• Over 50s</li> <li>• Disabled people</li> </ul>	<p>The SPAA will develop the delivery plan to target each of these inequalities of participation and develop a series of projects accordingly to address barriers and aim to increase participation amongst these groups.</p> <p>P2: Will focus on providing increased opportunities for participation and volunteering amongst the 14-25 year old age groups including other hard to reach sections of the community.</p> <p>P3: Will focus on increasing participation amongst young people by providing a variety of activities both traditional sports such as cricket. Football and athletics and also outdoor pursuits and gym sessions.</p> <p>P4: This project will deliver activities for the whole spectrum of the over 50 age group from formal sports such as badminton, bowls. Gym based activity, aerobics, yoga through to chair based activities for those with limited mobility. The activities will be based on local need from active people and the over 50s forum mapping exercise. Sessions will be delivered on a six-eight weekly rotation within various settings including community halls, public leisure facilities (linked to the active people project) and residential accommodation. The project will also link with clubs and establish a programme of coach and volunteer development for the over 50s.</p> <p>P5: Employment of a physical activity referral officer focusing on the delivery of physical activity sessions based upon individual need. The activities delivered will include swimming, gym based sessions, walking and cycling programmes, tai chi, exercise classes and more formal sports such as badminton. The programme is open to all and will contribute to the key SPAA priority groups of sedentary deprived adults, 14-25, 50+ and disabled people.</p> <p>P6: Employment of disability coach to focus on the formation of a disability club building on current structures, enhancing opportunities for disabled people of all ages and their families to participate in sport and physical activity.</p>
Poor access to facilities	<p>P1: Active People will aim to embed a 3x30 culture within Hyndburn. The key stands of this project will be to reduce barriers to participation by:</p> <ul style="list-style-type: none"> <li>• Providing free/ subsidised access to swimming, bowling and sports pitches</li> <li>• Discounting Leisure Passport provisions for target groups</li> </ul>
Low club membership, poor volunteering rates and lack of accredited clubs	A number of projects will all contribute to improving the local sporting infrastructure by increasing the number of volunteers, coaches, school club links, club members and accredited clubs:

Key Issue	Priority for SPAA
	<p>P2: Employment of a coach and volunteer trainer/ project co-ordinator to use sport as an alternative source of training for 16-25 year olds, providing employable qualifications and leadership experience- the key to this project will be increasing volunteers</p> <p>P3: Establish more and improved school club links via the 5 hour offer officer</p> <p>P6: Employment of club development officer to focus on club development throughout Hyndburn aiming to upskill coaches, increase club members and increase the number of clubs achieving accreditation. The club development will be multi sport focused with emphasis on cricket owing to the vast number of clubs in the area.</p>
<p>Poor health levels</p>	<p>All SPAA projects will have the cross cutting aim of improving health levels locally especially P5: which will deliver sport and physical activity sessions with the aim of increasing participation and reduce health inequalities</p>

## 2. Where do we want to be?

The vision for the SPAA was established in the Terms of Reference, and enhanced following the data analysis conducted as outlined above.

### A vision for Hyndburn's SPAA

**To enable the population of Hyndburn to “choose sport and physical activity” by ensuring we provide the most accessible community opportunities, ensuring barriers to participation are removed to enable a “More Active and Healthier Hyndburn”.**

### Overall Aim

The overall aim of the SPAA is to widen access to and increase participation by 1% per annum in sport and physical activity.

In addition to this, the SPAA has identified some subsidiary aims in its Terms of Reference:

- ★ To encourage and support everyone within Hyndburn to enjoy the benefits of participation in physical activity and sport, with particular emphasis upon those who are currently inactive or have been excluded;
- ★ To enable the young people within the borough to develop a “participation culture” in local sport and physical activity to be continued in later life;
- ★ 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 crime and achieve stronger and safer communities within Hyndburn;
- ★ To support and develop the infrastructure by increasing the capacity and effectiveness of the work force.

### Objectives

The aims of the SPAA will be achieved through the following objectives:

- ★ Increase awareness of existing provision and new interventions via an awareness campaign and a series of mass participation events
- ★ Develop a series of targeted interventions for priority groups
- ★ The provision of new and the improvement of existing accessible facilities and opportunities;
- ★ Developing the quality of our workforce and volunteers;
- ★ Improving the quality of clubs and making the sporting infrastructure more robust.

### Delivery Plan Themes

Following a thorough analysis of all data available on the “current reality” of sports provision, physical activity levels, and partners’ existing plans and strategies (documented in Section 1), the SPAA has decided to concentrate on the following five themes:

- ★ **Mass participation-** with the aim of making a step change in sport and physical activity participation including the sporting infrastructure

- ★ **People with sedentary lifestyles and from deprived communities**- this theme will include specific interventions for women and BME groups;
- ★ **Young people 14-25 years old**;
- ★ **Older people 50+ years old**;
- ★ **Disabled people**.

In addition to this, the development of physical activity for children between the ages of 5-16 will be covered by the work of the Schools Sports Partnership and monitored under their performance management arrangements. The SPAA will work with the SSP to co-ordinate effort on activities around 14-19 year olds. Actions will be identified so that children benefiting from the SSP's work increasing pupil access to high quality physical activity have options open to them for continuing with this outside school time, both whilst still attending school and also when they leave school.

### Key Cross Cutting Outcomes

These cross cutting outcomes are taken from Hyndburn's LAA, as discussed in Section 1.

#### *Healthier Communities and Older People - Obesity*

The Delivery Plan has incorporated the Physical Activity section of the Addressing Obesity in Hyndburn Action Plan. Whilst a reduction in obesity is not the only purpose of encouraging physical activity, this strategy's focus on priority areas, where obesity is more likely to be an issue due to inter-related lifestyle factors, means that a reduction in obesity is an underlying theme of the SPAA's work.

#### *Safer and Stronger Communities – Cohesion and Diversionary Activities*

Much of the commentary on obesity issues also applies to BME communities. The SPAA feels that it is appropriate to ensure that activities being developed are monitored to ensure they reach out in an appropriate way to BME communities rather than having specific targeted activities, as a means to encourage social cohesion. The SPAA recognises the extra effort that this will require in terms of ensuring that BME communities feel confident enough to access activities on an equal basis.

In addition to this, the SPAA will benefit work on crime and Anti-Social Behaviour in the Borough by providing a positive focus for younger people. As part of the SPAA, the Community Safety Partnership will input into how opportunities to have a knock-on impact in these areas can be maximised.

#### *Economic Development and Enterprise – Workforce Development, Marketing of the Area*

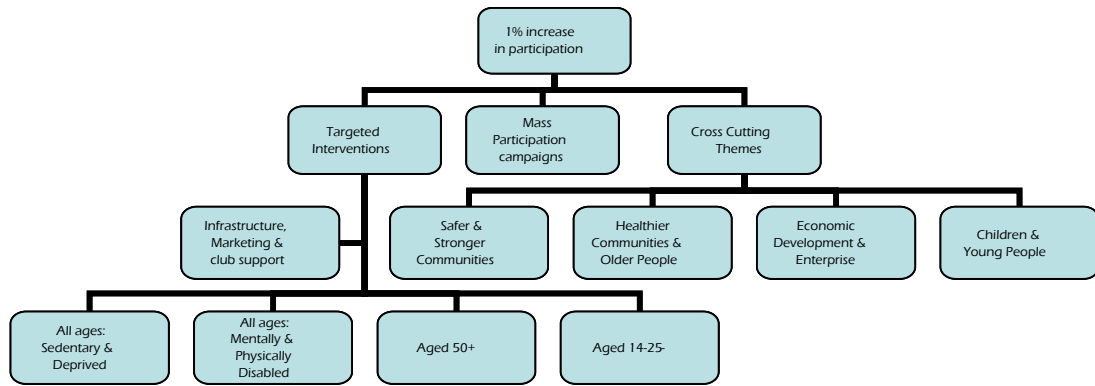
Activities will need to develop the volunteers in order to improve the delivery of sport in the area, resulting in transferable skills that can be applied to employment, some of which will be in the borough. This area links closely with the need to improve club governance and infrastructure, which is identified separately in the action plan.

#### *Children & Young People*

This area is mainly covered by the Schools Sports Partnership for the purposes of this strategy, but the SPAA will enable a joined up approach to be adopted, leading to the retention of more young people in sport and physical activity.

Figure 7 below shows how the SPAA delivery plan themes link with the cross cutting themes:

*Figure 7: SPAA priorities and cross cutting themes*



### 3. How are we going to get there?

#### *Development of the SPAA*

Work is ongoing to ensure that all partners with an interest in sport and physical activity are represented on the SPAA. The current membership represents a broad cross section of physical activity providers in the area, and whilst the agreed vision has been set for 5 years, the 3-year action plan is a “work in progress” and has the flexibility to add new actions when opportunities arise in line with the priorities outlined in Section 2.

As covered in more detail elsewhere in this strategy, the action plan aligns with the five identified priorities areas, and can be found attached to this document as an appendix. It also covers the development of the SPAA and of the sporting infrastructure of the Borough.

There are other schemes which will directly and indirectly contribute to the main aims of the SPAA, which do not currently come under the provisions of this strategy. The Delivery Plan signposts these where appropriate, and the SPAA will maintain an understanding of how these can link in with our goals.

#### *Management and Delivery*

Leisure in Hyndburn is responsible for leading the activity of the SPAA and reporting to the LSP, with the lead partners of each intervention being the Accountable Body for their project. The delivery, organisation and management of Community Initiative Fund (CIF) funded SPAA projects will be agreed through the SPAA Executive (the box at the centre of the diagram on page 4), the membership of which is drawn from the organisations forming the wider SPAA (shown by the circles on the same diagram).

Quarterly progress reports on budget monitoring and project outcomes will be taken to the SPAA Executive and the Healthy Communities and Older People group of the LSP and then reported to Lancashire Sport.

#### *Performance Monitoring and Evaluation*

One of the key lessons learned from establishing the SPAA and writing this strategy is that insufficient attention was being paid to the value of data analysis and interpretation in assessing the need for projects and evaluating their outcomes. To ensure that robust mechanisms are in place for the future, the SPAA has incorporated actions, around improving its focus on external data sources into the Delivery Plan. The SPAA took a deliberate decision to bring in external expertise in this area, and will continue to work with the Council’s Policy, Performance & Partnerships Team to develop internal capacity. It is expected that the SPAA will also be able to access assistance from Lancashire Sport, which is working with Lancashire SPAA’s to ensure that economies of scale are realised from our common data needs. It also has a key role in considering further emerging data such as the MOSAIC lifestyles segmentation likely to be available in autumn 2007.

The SPAA will collect data against all of the projects identified under the priorities, in accordance with the guidance offered by Sport England’s Monitoring and Evaluation Toolkit.

## ***Key Contacts***

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**Councillor Lynn Wilson**

**The document was endorsed by the Hyndburn LSP Assembly on 9<sup>th</sup> October, 2007**