

Lancaster District Sport & Physical Activity Strategy

2008 - 2013



Foreword

I am pleased to introduce Lancaster's Sports and Physical Activity Strategy and Delivery Plan 2008-2013. This Plan has been prepared by the Lancaster SPAA which is made up of a wide variety of agencies and organisations which are involved in delivering opportunities for sport and physical activity. The Lancaster SPAA is a sub-group of the Health and Wellbeing Forum which in turn is a building block of Lancaster's Local Strategic Partnership.

Our vision is "For all members of our community to fulfil their sporting potential and ambitions, improve their physical health, widen access to a range of quality services and increase overall participation in sports and physical activity".

There are many example of good practice taking place across our district and the delivery plan contains a number of new projects that aim to build on this excellent work. The new projects that have been selected are in response to identified need and contribute to meeting the aims and objectives of Lancaster's Sport & Physical Activity Strategy.

It is recognised that the key to our success is to work in partnership with a range of providers from across all sectors and again our delivery plan reflects this.

I commend this strategy and plan to you and trust that you will share our commitment to further strengthening partnership working and delivering best value services to the community.

David Owen

Head of Cultural Services

Contents Page	Page Number
1. Background	
1.1 Introduction to the area	5
1.2 Population	5 - 6
1.3 Strategy	6
1.4 Our Visio, Aims and Objectives	7
2. Introduction	
2.1 What is Sport and physical activity	8-9
2.2 Strategy Purpose	9
2.3 Who will the strategy Benefit	9
3. National and Regional Context	
3.1 Government Plan for Sport	10
3.2 Sport England's Vision	10
3.3 DCMS 'Game Plan'	10-11
3.4 Key Performance Indicators/Targets	11
3.5 Choosing Health	11
3.6 Delivery System for Sport	12
3.7 The North West Plan for Sport (N.W on the move)	12
3.8 Changing Lives Lancashire County Sports Partnership	12 - 13
4. Local Context	
4.1 Community Strategy	14
4.2 Local Strategy Partnership	14 - 15
4.3 Health and Wellbeing Building Block	15
4.4 North Lancashire Teaching Primary Care Trust	15
4.5 Vision Board	15 - 16
4.6 Lancaster District Older People's Partnership	16
4.7 Community Safety Strategy	17
5. Consultation and Evidence	
5.1 Introduction	18
5.2 Children and Young People	18
5.3 Adults	19
5.4 Older People	19
5.5 Activity Levels	19 - 21
5.6 The Healthy Settings Approach to increasing physical activity levels	21- 23
5.7 Active People Survey	23 - 31
5.8 Young People: Year 9 Participation Survey	31 - 32
5.9 Play Survey	32- 33
6 Barriers to participation	34
7 Identified needs and priorities	
7.1 Summary	35 - 37
7.2 Communications programme	37
8 Performance, Data collection and Monitoring	39

Appendices

1	National, Regional and Local Context	40 - 46
2	Consultation and Evidence	47 – 51
3	Current Provision	52 - 58
4	Theme Action Plan	59 - 69
5	References	70 - 71

1. Background

1.1 Introduction to the area

Lancaster district sits on the most northerly edge of Lancashire, Its diverse and compelling mix of city, coast and countryside, makes it the natural centre of the Morecambe Bay area, which includes South Cumbria as well as Lancashire.

It combines the City of Lancaster, which has played a significant role in the history of this country for more than a thousand years, the seaside town of Morecambe, currently undergoing a renaissance, and some of the most beautiful countryside in Britain, including two areas of outstanding natural beauty.

With a population of around 133,914 ours is one of the fastest growing areas in Lancashire and an increasingly popular location to live and work. In the context of an ever growing population the challenge for the Sport and Physical Activity Partnership through this strategy is to ensure we see a 1% increase in sports participation each year, this is an actual figure of 1,136 new people each year.

Our district-wide aim is that by promoting city, coast and countryside, we will achieve lasting opportunities for all in a safe and healthy district that's proud of its natural and cultural assets. Our core values, set out below, provide us with a clear and explicit set of principles which are fully integrated into our ways of working:

- Putting the needs of the public first
- Community leadership and partnership
- Improving our services
- Improving quality of life for children and young people
- Equality of opportunity
- Open, responsive and accountable government and decision making
- Sustainable Development
- Sound Financial Management
- Good Employment Practice

1.2 Population

The District has a population of approximately 133,914 (**2001 census**).

Total number of females:	69,809
Total number of males:	64,105
Number of people ages 16+:	108,984
Number of 0-18's:	30,455 (even split between male and female)
Number of people with a disability:	14,075
Number of people from an EMB :	4,140
Number of 55+	37,813

Note: Ethnic Minority Background (EMB)

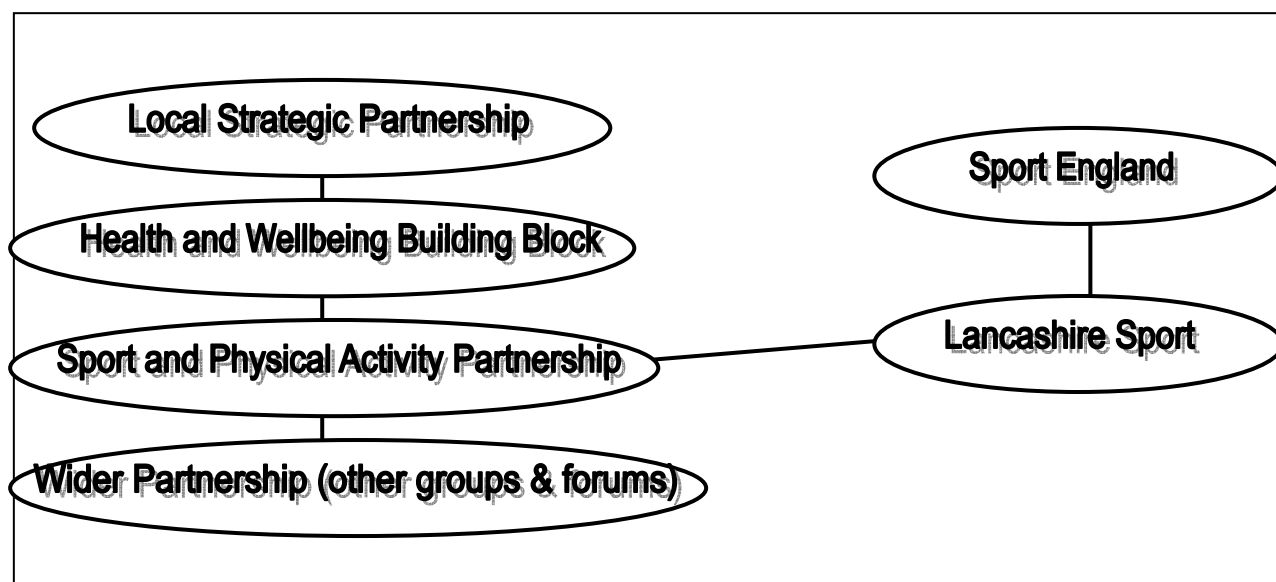
Age Group	Number of People	% of Lancaster District Population
0 - 4	7300	5.45
5 - 9	7691	5.74
10 - 14	8337	6.23
15 - 18	7127	5.32
Totals	30,455	22.74

Nationally the district is ranked in the top 30% within the Indices of Deprivation. However there are eight Super Output Areas (SOA) which fall within the 10% most deprived areas nationally (four of these are in top 5% and 1, the West End of Morecambe, falls within the top 1% - significant regeneration work is being undertaken to try to address these issues). These areas are focused around Morecambe and north Lancaster and tend to have higher numbers of children and young people. 97.8% of residents in the district consider themselves to have white ethnic background

1.3 The Strategy

This Strategy is a five year plan formulated by Lancaster's Sport & Physical Activity Partnership (SPAP) consisting of 18 individuals representing Lancaster City Council, the Primary Care Trust, Education, Older People Partnership, Diversity Forum, Lancashire County Council and the private and voluntary sector. The SPAP is a sub-group of the wider Health & Wellbeing Forum, which is a building block of the Local Strategic Partnership (LSP).

Lancaster's delivering system:



This strategy reflects the outcome of consultations with adults via Sport England's 'active peoples survey', young people via 'Year 9 participation surveys' and children, young people, parents and play providers via a 'play survey'. It will also take account of the findings of future consultation that has recently taken place as part of a 'review of open spaces' led by the Council's Planning Service.

1.4 Our Vision

“For all members of our community to fulfil their sporting potential and ambitions, improve their physical health, widen access to a range of quality services and increase overall participation in sports and physical activity”.

Strategic Aim

The strategy aspiration as outlined above is to ensure that all members of the community have the opportunity to participate in sport and physical activity, but the strategy will look to pay particular attention to addressing the participation levels among the adult population, therefore the strategic aim will be to:

‘Increase participation in sport and physical activity from the 16+ age group by 1% each year’ in line with Sport England’s recommendation of 3 x 30 minutes of activity per week.

Strategic Objectives

- To provide a wide range of appropriate and accessible sport and physical activity opportunities for adults specifically targeting women, older people, black and minority ethnic communities and people with limiting disability.
- To ensure that the provision of sport and physical activity meet the needs of all children and young people.
- To use sport as a vehicle to help create stronger and safer communities within the Lancaster and Morecambe
- To use Sport and Physical Activity to influence the Health and Wellbeing of the borough’s residents.

This document aims to be a practical working tool, to be referred to whenever decisions about sport & physical activity need to be made that are applicable to all aspects of sport & physical activity services. It is intended that the strategy will have an impact on individual council departments, public sector organisations and voluntary and private sector organisations.

The strategy aims to provide a theoretical underpinning of provision and sets out a direction for an improved implementation of sport & physical activity opportunities.

Strategy Themes

The following themes were identified, as they are all objectives of Lancaster’s Local Strategic Partnership:

- Improving Health & Wellbeing:
- Reducing Crime & Fear of Crime:
- Widening Access

2. Introduction

2.1 What is Sport & Physical Activity?

For the purpose of this document, we are using the definition used in the Council of Europe Sports Charter:

participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”

This definition provides for a range of activities encompassed within this sport and physical activity strategy. The range includes dancing, walking, cycling, playing and organised sport and physical activity.

Lancaster's Sport and Physical Activity Partnership also recognises that health improvements can be gained from physical activity that is not sport related e.g. gardening.

Adults, children and young people of all ages participate in sport and physical activity. Participation in sport and physical activity at an early age is a vital component that can affect a child or young person's development into healthy and independent adults. Continuing to participate in sport and physical activity through adulthood also has many benefits in terms of maintaining a health lifestyle.

Although participation in sport and physical activity is not the only way adults, children and young people spend their leisure time. It remains a dominant activity for many people, when you take into account formal participation e.g. attending the gym or a sports club and informal participation e.g. gardening and playing. We can also add to this, time spent walking or cycling to work, school or the shops.

Sport and physical activity can take place within the home; on the street or in local communities; at school, at work, in parks, at specifically designed facilities, including sports centres, gyms and swimming pools, at local clubs, in community centres and village halls and even at children's play areas.

Children and young people actively playing e.g. climbing, jumping, crawling and running has obvious benefits in terms of improving physical activity levels and therefore this strategy recognises the contribution of the District's 'Play Strategy' and 'Action Plan' in relation to "Increasing sport and physical activity".

Participating in sport and physical activity can be done on your own, in groups, with friends, as a family, it can be organised, supervised and have rules or unorganised and unsupervised and have no rules. It can be free or there can be costs associated with it. There could be restrictions in terms of age, gender or ability for some activities and no restrictions at all for participating in other activities.

People participate in sport and physical activity for various reasons, to keep fit, to compete, to socialise, for fun or to get around e.g. walking or cycling, and as way to relax and unwind.

Lancaster with Morecambe is one of only six towns in England to be designated a 'Cycling Demonstration Town' (CDT). Significant resources have been made available to increase cycling up to Autumn 2008. The focus of the CDT project is on utility cycling (i.e. targeting schools and workplaces) however all cyclists will benefit from an improved network, signage, promotion and training. Lancaster benefits from a comprehensive network of shared use paths, canal towpaths and a five mile long promenade. The network of on and off road provision currently extends to over 65km.

2.2 Strategy Purpose

The purpose of the strategy is to:

- Act as an outline of how Lancaster intends sport & physical activity provision to develop between 2008-2013
- Provide a framework for allocation of resources which effect sport & physical activity opportunities which lead to an increase in participation
- Address the sport & physical activity needs of the whole community, whilst also focusing on the needs of specific priority group
- Underpin Lancaster District's application to the Sport England Lottery Fund
- Be flexible and able to respond to future changes and developments

2.3 Who will the strategy benefit?

The strategy will focus on the whole community whilst paying particular attention to some under represented groups e.g. people with a disability, people from ethnic minority backgrounds, older people, women and girls and young people at risk. These priorities have been highlighted in Lancaster's 'Active Peoples Survey' and more detailed information is located in section 7. It will take account of people's different abilities, their age, gender, cultural backgrounds, social, family, economic and environmental situation.

The strategy will therefore benefit:

- Adults, children and young people and communities as services and facilities are improved and developed, addressing their needs
- Members and managers of Lancaster City Council by creating the basis for developing more efficient, effective and coordinated sport & physical activity opportunities throughout the district.
- Compliment/support other local strategies and priorities e.g. Community Strategy, Council's Corporate Plan, Sustainable Strategy, Play Strategy, Park & Open Space Strategy and Vision Boards Strategy etc.
- Those working in the sport & physical activity sector within Lancaster District, bringing clarity to their working environment, promoting the importance of sport & physical activity and allow good practice to be shared.

3. National and Regional Context

The Sport and Physical Activity Strategy is set in the context of a series of other national, regional and local strategies and plans, which will also continue to influence its direction and delivery. A comprehensive listing of all the national, regional and local drivers and influences is set out at appendix 1 but sections 3 and 4 provide a synopsis of the key strategies and plans which have influenced the production of this strategy.

3.1 Government Plan for Sport

The Government's plan for sport recognises the role of local authorities as the largest provider of sport and recreation provision for local people.

Significant amounts of funding continue to be made available for sport and physical activity because of the wider agenda to which it can contribute. The most notable funding has come via the lottery, however, the Department of Cultural, Media and Sport (DCMS), Department for Education (DFE), Department of Work and Pensions (DWAP) and the Department of Health (DOH) support projects and initiatives linked to sport and physical activity.

The recent award of the 2012 Olympic games and Paralympic Games will provide a unique opportunity to boost interest and participation in sport across the Country.

3.2 Sport England's Vision

Sport England's vision for sport and physical activity '**A Sporting Future for All**' stated that the drive to encourage wide participation in sport and to achieve excellence in sport is part of the same package as it is from a broad base of participation that talented stars emerge. **It also acknowledges that most people participated in sport for enjoyment and having fun, to improve their health and to achieve personal goals.**

Sport England's vision **is to make England the most active and successful sporting nation in the world.**

Sport England is working on the basis that currently only 30% of the adult population regularly participate in sport and that by 2020 at least 50% of the adult population will participate in regular sporting activity. The emphasis to achieving this will be through providing access to a range of opportunities, in terms of high quality facilities and activities and **also local initiative that encourage walking and cycling.**

3.3 The DCMS Game Plan

The DCMS '**Game Plan**' is larger and more comprehensive than any other recent "sport policy" documents, it has sought to provide statistics and comment about sport participation and the inequalities associated with this and to provide a rationale for plans to reduce these inequalities. Game Plan attempted to provide both a rationale and action plan for the development of sport itself and the reduction of social exclusion through providing opportunities in sport participation based largely on the claims made for sport in the Report of the Social Exclusion Units' Policy Action Team 10. Game Plan makes suggestions toward sport being a potential instrument in achieving the government's wider socio-political agenda of combating social

exclusion. Game plan articulated a clear statement that government perceived sport and physical activity as a potential social instrument to reduce the inequalities of opportunities for people (citizens) to participate in the social structures in British Society.

The objectives below inform the implementation plan and are key to the development of sport & physical activity opportunities in the district.

3.4 Key Performance Indicators

The key emphasis for this strategy will be PSA 3 to increase participation among the adult population by 1% year on year. This strategy will also contribute to the national PSA targets 1 and 2.

DCMS PSA Targets

- PSA 1: Percentage of School Children who spend a minimum of 2 hours high quality PE and School Sport per week (and other PESSCL targets) within and beyond the curriculum.
- PSA 2: Halt the year on year increase in obesity amongst children under 11 by 2012, in the context of a broader strategy to tackle obesity in the population as a whole
- PSA3: Increase the take-up of sporting opportunities by adults and young people aged 16 and above from priority groups, by:
 - Increasing the number of individuals who participate in active sports at least twelve times a year
 - Increasing the number of individuals from priority groups who engage in at least 30 minutes of moderate intensity level sport, at least three times a week.

3.5 Choosing Health

The key messages from the government's strategy '**Choosing Health**' is that it should be made easier for everyone to make healthier choices. Health policies must ensure that people in all parts of society are informed and understand the links between being active and better health. Practical support must be available to those who need and want help in making behavioral changes that lead to better health.

The NHS will be required to develop and submit plans to the Department of Health on monitoring and tackling obesity. Primary Care Trusts (PCT) will work with Regional Sports Boards to develop these plans.

Initiatives to promote physical activity to the whole community have and are being developed and **it also acknowledged that activities such as walking and cycling, make significant contributions to overall physical activity levels in the population.**

3.6 Delivery System for Sport

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

It is estimated that in the northwest over £10 million will be invested in community sport through the Sport and Physical Activity Alliances. This investment will be used as a leverage to increase the inward investment into sport and physical activity at a local level and an estimated £219,000 has been made available to the Lancaster SPAP.

3.7 The North West Plan for Sport ('North West on the Move')

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

'Increase participation in sport and physical activity and widen access & reduce inequality in participation among priority groups'

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

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

It clearly identifies sub-regional or 'county' sports partnerships (CSP's), as the key networks via which its aims and themes will be implemented.

3.8 Changing Lives- Lancashire County Sports Partnership

Changing Lives- Lancashire County Sports Partnership's Sport and Physical Activity Strategy was developed after extensive consultation with many agencies and people with an interest in sport and physical activity. This was done to ensure the strategy reflects the needs of the relevant agencies and more importantly the needs of the people on the ground.

In order for the strategy to achieve its objectives, it will require increased partnership working by all the partners across Lancashire that have an interest in sport and physical activity.

The strategy recognises the importance of trying to encourage people of all ages, genders, abilities and ethnic groups to become physically active. It also acknowledges that long-term change to participation levels will only be achieved if we change the attitudes of our generation and encourage them to take up sport and physical activity on a regular basis.

The overarching aim of this strategy is to Increase participation in, and widen access to, sport and physical activity.

4. Local Context

4.1 Community Strategy

This strategy will not only help increase participation in sport but will also contribute towards the aim of improving the quality of life for all those who live in, work in or visit our district. It proposes a shared vision for our district for the year 2020. It is this longer time-scale that provides an opportunity to check that those who provide services (whether that be jobs, homes, services to the community or goods) are 'on the right path' for the sort of future that the people in the district want. It allows local organisations to ensure that their long term planning is in line with achieving this vision.

This overarching strategic document encompasses the more detailed plans and strategies on specific issues such as improving health, regeneration, community safety, life long learning and sustainable development. The Community Strategy aims to bring these strategies together to make sure that they work in harmony with each other, and that the work in one area of improvement is not causing more problems in another. It could be said that the Community Strategy is the "Strategy of Strategies".

The overall aim of the Community Strategy is to enhance the economic, social and environmental well being of our area, based on the aspirations and needs of our varied communities. More specifically, the objectives of our Community Strategy are to: encourage and engage our local communities in Lancaster, Morecambe and the surrounding areas to express their hopes, needs and priorities. Focus and shape the activities of the Council, other public sector organisations and those in the voluntary, community and private sectors to meet those community needs and priorities. Co-ordinate the strategies and actions of the member organisations by making better use of existing resources, improving efficiency and sharing expertise.

4.2 Local Strategic Partnership

The Lancaster District Local Strategic Partnership (LSP) brings together people and organisations whose efforts and ideas affect the lives of those around them and includes the main public, business, voluntary and community bodies. Three years ago the LSP set out a shared vision for this district in the year 2020 – the Community Strategy. The Council's has aligned its Corporate Plan with the themes set out in the Community Strategy

Those themes are:

- Meeting Essential Needs
- Fun, Creativity and Leisure
- Taking part
- Using Resources Wisely
- Care and Respect for Everyone
- Protecting Wildlife and Landscapes
- Life Long Learning
- Economy and Work
- Travel and Access
- Positive Planning and Development

The LSP has recognised that much has changed over the last 4 years and is currently carrying out a review of its own structures and intends to develop a refreshed sustainable Community Strategy during this coming year.

4.3 Health & Wellbeing Building Block

The Lancaster District Health and Wellbeing Building Block is a multiagency strategic Partnership comprising of members from local authority, health, community and voluntary sectors. The Building Block sits directly under the Lancaster Strategic Partnership Executive responsible for the Lancaster Sustainable Community Strategy and also links to the Lancashire Healthy Communities and Older People Block responsible for the health and wellbeing aspects of the Lancashire Local Area Agreement. The Health and Wellbeing Building Block aims to empower individuals and communities and encourage them to achieve their full potential for good health and well-being through:

- Reducing health and wellbeing inequalities and improve the quality of life and wellbeing in the Lancaster district.
- Increasing life chances and expectancy across all groups by tackling major killer diseases.
- Improving the health and wellbeing and equity of access to services and support in identified communities and groups.

The Health and Wellbeing Building Block are the Executive Board overseeing the Lancaster Sport and Physical Activity Alliance and are committed to providing increased support and opportunities for people within the district to lead active lives.

4.4 North Lancashire Teaching Primary Care Trust

North Lancashire Teaching Primary Care Trust is the organisation which leads the delivery of better health for all 336,000 people living and working in the Lancaster, Wyre and Fylde districts. One of the Trusts key corporate objectives is 'To protect and improve the health of our population and reduce health inequalities.' The North Lancashire Public Health Strategy 'Improving Health and Tackling Health Inequalities in North Lancashire (2007-2010)' highlights 'reducing obesity' and 'increasing exercise' as a key areas for targeted action. The Trust supports the Lancaster Sport and Physical Activity Alliance as a key partnership in achieving these targets in the Lancaster District.

4.5 Vision Board

The Lancaster & Morecambe Vision Board, whose membership spans the business, economic and public services communities of the district, was invited by the Northwest Regional Development Agency and Lancaster City Council to devise an economic Vision for a rebranded and rejuvenated Lancaster & Morecambe.

The Vision has been agreed and adopted by the Council and by the Lancaster Strategic Partnership and as such it now forms a part of the Community Strategy for the district.

The next stage in the life of the Vision Board is to focus on the realisation of the Vision through steering the delivery of it's many constituent projects and initiatives and seeking funding for their implementation.

Having determined the economic Vision for the future of the district, the challenge is to make sure it happens.

“Lancaster & Morecambe a much more significant regional asset, with a distinctive and unique identity synonymous with: excellence in education; certain niche areas of the knowledge economy; heritage, rural and coastal tourism; and quality of life / work-life balance”.

To this end, Lancaster & Morecambe Vision Board has established six themed steering groups, each of which is taking responsibility for driving forward a range of aspirations within the Vision.

The steering groups are:

Transport
Culture & Pride
The Environmental Economy
Employability & Skills Development
Business & the Knowledge Economy
The Visitor Economy

4.6 Lancaster District Older Peoples' Partnership

The Lancaster District Older Peoples' Partnership (LDOPP) was formed in 2005 in order to bring together representatives of all statutory and voluntary agencies supplying services to older people within the district, together with representatives of older peoples' groups. This was done in order to work towards a joined up multi agency approach to addressing the issues that affect older people within the Lancaster district. The LDOPP is affiliated to the Lancaster District LSP through the Health and Wellbeing building block.

Since it's formation the LDOPP has carried out some important work such as hosting and managing the Lancaster 50 forward programme, which is a DWP LinkAge Plus initiative that has brought in over £700,000 of new money to the Lancaster district to improve the lives of older people living locally.

The LDOPP membership includes:

- An Independent Chair (Dr June Greenwell)
- 2 Lancaster City Councillors
- 2 Lancashire County Councillors
- Lancashire County Council Adult & Community Services officers
- The Forum for the Older Person (FOPS)
- Age Concern Lancashire
- North Lancs PCT
- Lancaster Police
- Lancashire Fire & Rescue Service
- Lonsdale Carers
- Lancaster & Morecambe Citizens Advice Bureau

4.7 Community Safety Strategy

The 1998 Crime and Disorder Act placed a statutory duty on all Community Safety Partnership's (CSP) to conduct an audit of crime and disorder across their district and from the results produce a Strategy. (This process has recently been altered through the Crime and Disorder Act Review).

The current Strategy (and final one of its kind) runs from 2005-2008. It details our vision:

"to ensure that the district is a safe and pleasant place to live, work and visit."

The current Strategy is the third strategy document which the Lancaster District CSP has produced. The Strategy was adopted by the Partnership on the 18th March 2005. Work will commence later this year on reviewing the Partnership's priorities in order to produce a new action plan for the Partnership aligned to local and national objectives.

The strategy recognises the positive effects that sport and physical activity can have on communities and how it can be used as a vehicle to tackling antisocial behaviour, particularly among young people. A key action of the strategy is for agencies involved in the Sport and Physical Activity Partnership to develop diversionary activities for young people particularly among the key 'hot spot' communities.

5 Consultation and Evidence

There is a raft of data and survey information which the Sport and Physical Activity Partnership consider throughout the production of this strategy. Some of the more detailed findings of surveys which have influenced this document such as the Lancaster Adult Survey 2004, Year 9 Participation Survey, PPG 17, Health Survey for England and the General Household Survey can be found at appendix 2 but the following section provides a summary of some of the key data and survey information that have helped identified needs and set priorities.

5.1 Introduction

***'Being active is no longer simply an option – it is essential if we are to live healthy and fulfilling lives into old age.'* (CMO, 2004)**

Physical activity not only contributes to a general feeling of well-being but is essential for good mental and physical health. However, for too many people activity has disappeared from everyday life, with serious consequences for health and wellbeing.

Regular physical activity can have a beneficial effect on up to 20 chronic diseases or disorders including cardiovascular disease, diabetes, cancers, hypertension and musculoskeletal problems. Physical activity also has an impact upon mental health, reducing the risk of depression and anxiety and enhancing mood and self-esteem. Increasing physical activity levels is also essential if we are going to address the imbalance between energy intake and expenditure and reduce current epidemic of overweight and obesity which it itself results in numerous health problems.

Cavill *et al*, 2006, CMO, 2004, NICE, 2006, NAO, 2001; USA NIH, 1998)

Scientific evidence supports the levels of activity needed for general health and wellbeing and to reduce the risk of disease throughout the life-course.

5.2 Children and young people

It is important to establish activity from an early age as this contributes to children's healthy growth and development as well as social skills and positive self-esteem. For children and young people the recommended activity levels are at least 60 min of moderate activity every day. At least twice a week this should include activities to improve bone health, strength and flexibility. The benefits of children and young people meeting the recommended activity levels include reducing the risk factors for disease in later life, avoidance of weight gain, achieving peak bone mass and mental well-being. 7 in 10 boys and 6 in 10 girls aged 2-15 meet recommended activity levels. However, 2 in 10 children and young people do less than 30 minutes activity each day. (CMO, 2004 & DH, 2005) Obesity is also becoming a major health problem within this age group with over 16% of children aged 2-15 classed as obese. (ONS, 2002) Parents and carers play a crucial role in influencing lifestyle choices of this group and need information and support to be a positive role model. (DH, 2005)



5.3 Adults

A total of at least 30 minutes of moderate level physical activity on 5 or more days a week is accepted as the recommended level everyone should undertake. This can be made up of short bursts of 10 min if this enables people to incorporate activity into their lives. (CMO, 2004) Adults who meet the recommended activity levels benefit from ongoing protection against disease such as coronary heart disease, cancer and type-2 diabetes and it reduces the risk of being overweight and obese. It also promotes musculoskeletal health and mental health and well-being (CMO, 2004). However, actual activity levels in England are low. About two-thirds of men and three-quarters of women do not meet recommended activity levels (CMO, 2004 & DH, 2005). Of particular concern, about one-third of men and up to half of women do less than 30 minutes of activity a week and are classed as sedentary or inactive (CMO, 2004).

5.4 Older people

The population of England is an aging population and almost half of adults will be over 50 by 2020. It is important to maintain activity levels into later life as the health benefits of achieving recommended activity levels are even more pronounced in older adults. Reducing the risk of diseases such as osteoporosis, circulatory disease and depression allows older people to maintain an independent lifestyle. Activities that promote strength, coordination and balance are particularly important for maintaining independent living and reduce the risk of injury through falls. (CMO, 2004)

5.5 Activity Levels

WHO Europe uses the deliberately broad definition of physical activity to be '**any force exerted by skeletal muscles that results in energy expenditure above resting level**'. This enables activities such as walking, cycling, dance, games, housework and gardening to be acknowledged alongside sport and exercise which are seen as particular types of activity. Activity can be undertaken at different levels and it is important to understand how the intensity of activity undertaken impacts upon health.

- **Moderate intensity physical activity**

The health benefits of physical activity can be achieved through activity that is of moderate intensity. Moderate intensity activity is that which results in an increase in pulse and breathing rate and warmth, for most people this is equivalent to brisk walking. (Bird & Reynolds, 2002, Cavill *et al*, 2006) A broad range of activities such as walking, cycling, swimming or gardening are classed as moderate intensity activities and are effective in improving health, safe, cheap, accessible and easy to fit into an individual's daily routine. (Bird, 2004, Bird & Reynolds, 2002)

- **Vigorous intensity physical activity**

Vigorous intensity activity usually involves sport or exercise such as running and results in people working up a sweat and becoming out of breath.

Increasing activity levels

Evidence clearly shows that achieving the recommended level of moderate intensity physical activity is achievable for all and not just the sports enthusiast. (CMO, 2004) However, many people still believe that for exercise to be beneficial for health it must mean going to the gym or undertaking vigorous exercise (Bird, 2004) and we must move away from this image if we are to engage the population of Lancaster as a physically active community. Current levels of activity reflect personal, cultural and societal values and in order to make the culture shift required people of all ages need to be aware of, understand and want the benefits of being active and believe in their ability to be active. (Cavill *et al*, 2006, CMO, 2004 & DH, 2005) In order to make an ongoing difference to the way people view physical activity we must take a holistic approach, fully engaging the population through a variety of activities using a multi-faceted, cross setting approach (Brunton *et al*, 2003 & Kennedy & Ling, 1997).

The Chief Medical Officer and **WHO Europe** suggest people could use the following activities to reach their recommended activity levels.

Person	Activities
Young child	Daily walk to and from school Daily school activity sessions (breaks and clubs) 3–4 afternoon or evening play opportunities Weekend: longer walks, visits to park or swimming pool, bicycle rides
Teenager	Daily walk (or cycle) to and from school 3–4 organized or informal midweek sports or activities Weekend: walks, cycling, swimming, sports activities
Student	Daily walk (or cycle) to and from college Taking all small opportunities to be active: using stairs, doing manual tasks 2–3 midweek sports or exercise classes, visits to a gym or swimming pool Weekend: longer walks, cycling, swimming, sports activities
Adult with paid job	Daily walk or cycle to work Taking all small opportunities to be active: using stairs, doing manual tasks 2–3 midweek sport, gym or swimming sessions Weekend: longer walks, cycling, swimming, sports activities, home repairs, gardening
Adult working in the home	Daily walks, gardening or home repairs Taking all small opportunities to be active: using stairs, doing manual tasks Occasional midweek sport, gym or swimming sessions Weekend: longer walks, cycling, sports activities
Adult, unemployed	Daily walks, gardening, home repairs Taking all small opportunities to be active: using stairs, doing manual tasks. Weekend: longer walks, cycling, swimming or sports activities Occasional sport, gym, or swimming sessions
Retired person	Daily walking, cycling, home repairs or gardening Taking all small opportunities to be active: using stairs, doing manual tasks Weekend: longer walks, cycling or swimming

However, tackling these issues is not solely and individual responsibility, rather society is responsible for creating the right conditions to support activity and a holistic, broad population approach using a broad definition of physical activity is required. (Cavill *et al*, 2006) **The power to make the changes required fall outside the remit of any one organisation and a multi-sectoral, multi-level, partnership approach is essential if we are going to increase activity levels.** (Cavill, *et al*, 2006, DH, 2005 and DH, 1995)

5.6 The Healthy Settings approach to increasing physical activity levels

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, such walking schemes, 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) The Government has a PSA target to have a measurable improvement in cleaner, safer, greener public spaces and the quality of the built environment in deprived areas by 2008. (ODPM)

The transport system can strongly influence opportunities to be active, enabling walking and cycling as a mode of 'active travel.' (Cavill *et al*, 2006) Improving local parks and green spaces and cycling and walking routes (such as those that are being developed under the Cycling Demonstration Town initiative and Play England Programme) must be seen as a key priority to help promote and sustain activity as well as improve environmental health through reducing traffic and creating safer play opportunities.

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)

Healthcare

There is evidence to support the effectiveness of physical activity interventions delivered through a healthcare setting using theories of behavior change. (DH, 2005 & Cavill *et al*, 2006) Exercise on referral has been found to be popular in primary care and result in an increase physical activity levels, reduction in body fat and an enhanced perception of physical self-worth and health. (Dr Foster, 2003 & Taylor,

1996) The Local Exercise and Activity Pilots found exercise on referral to be a particularly effective way of increasing and sustaining activity levels in 70% of participants. (DH, WWH & SE, 2005) The Department of Health aims to develop community-based services to provide support to achieve sustainable behavior change. (DH, 2005) It is also important that the Healthcare sector works to promote the health of staff through promoting physical activity in the workplace. (DH, 2005)

5.7 Active People Survey

The Active People Survey is the largest ever survey of sport and active recreation to be undertaken in Europe. It is a telephone survey of 363,724 adults in England (aged 16 plus) and is unique in providing reliable statistics on participation in sport and active recreation for all 354 Local Authorities in England (a minimum of 1,000 interviews were completed in every Local Authority in England). The Active People Survey, conducted by Ipsos MORI on behalf of Sport England, started on the 15th October 2005 and was completed on 16th October 2006. The sample was evenly divided over each month and spread across the whole year for each local authority to ensure the results are not biased by variations associated with different seasons.

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

KPI 1 – At least 3-days a week x 30 minutes moderate participation (all adults)
21.80%

KPI 2 – At least 1 hour a week volunteering to support sport (all adults) 4.30%

KPI 3 – Club Member (all adults) 24.10%

KPI 4 – Receive tuition from an instructor or coach in last 12 months (all adults)
16.80%

KPI 5 – Taken part in organised competitive sport in last 12 months (all adults)
14.20%

KPI 6 – Satisfaction with local sports provision 70.90%

The Messages from Active People Survey – Participation

Evidence shows that Lancaster performance above the national average against the key performance indicator of adult participation, as demonstrated in table 1. However a more detailed analysis of the data illustrates a number of challenges and differences in adult participation across the community, which this strategy needs to address. These include among others challenges around women, people with disability, older people (55+) and people from black and ethnic minority groups and adults leading a sedentary life style.

Table 1: Active People

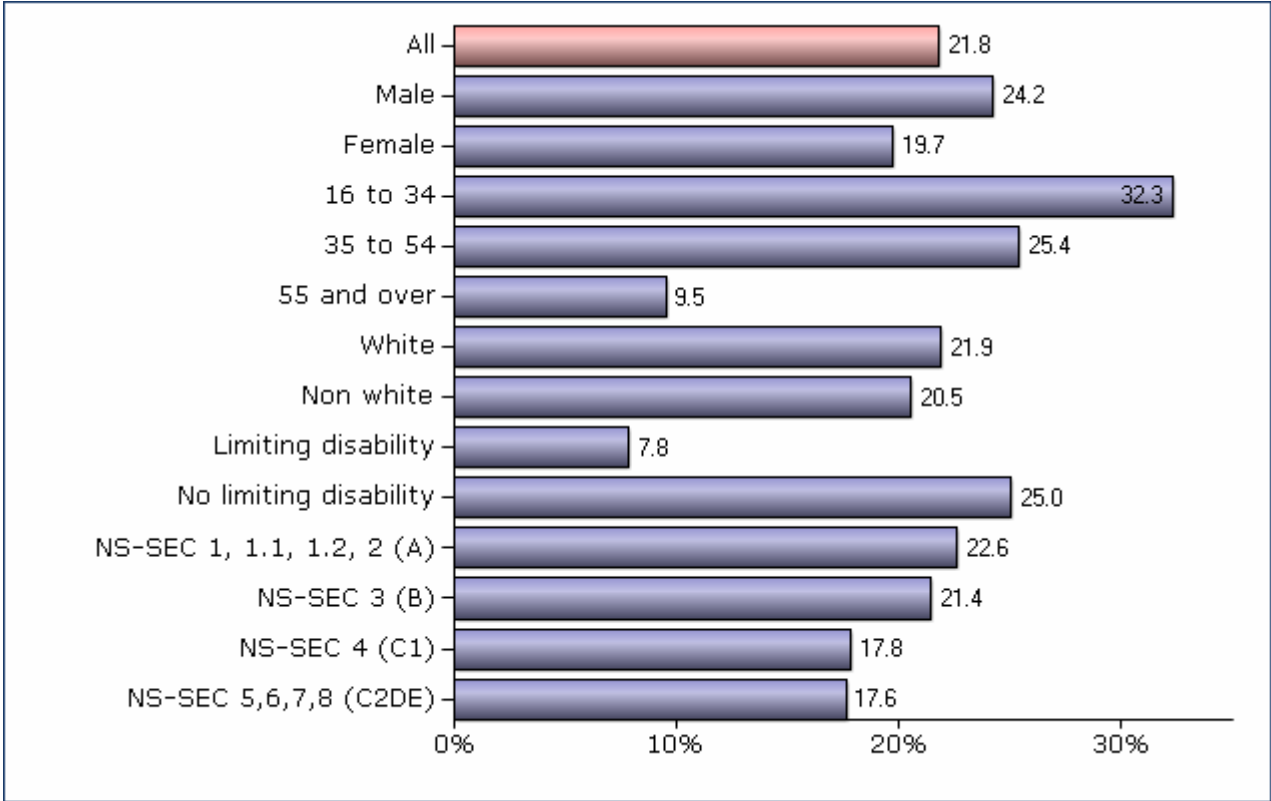
Indicator	Lancaster %	National %
Overall adult participation (3x 30 mins)	21.8%	20.6
Adult male participation (3x 30 mins)	24.2%	23.7
Adult female participation (3x 30 mins)	19.7%	18.3
White British participation	21.7%	21.2
Black & Minority Ethnic participation	20.5%	18.6
Adults doing Zero activity	50.6	50.6

Gender

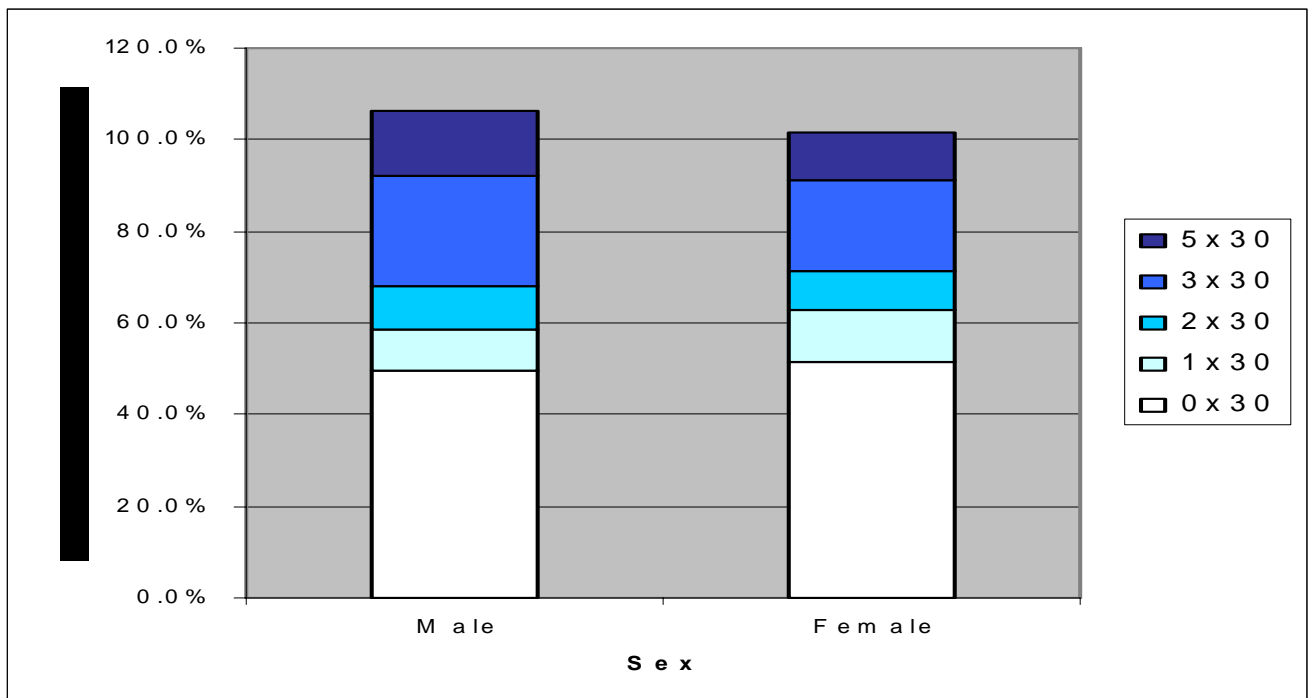
Graph 1 and graph 2 shows that participation levels among women are considerably lower than that of their male counterparts, with 24% of the male adult population taking part in at least 3x30mins per week, against only 19% of the female population doing the same. This is despite the demographics showing that there is a larger female population than male.

Interestingly graph 2 shows that there are more women taking part in at least 1 session of sport and/or physical activity per week compared to men, with the overall figure of those doing no activity being 50.6%. This therefore outlines not only the importance of specifically targeting women within the delivery plan and specified project, but also developing elements of projects for the male population who are inactive.

Graph 1



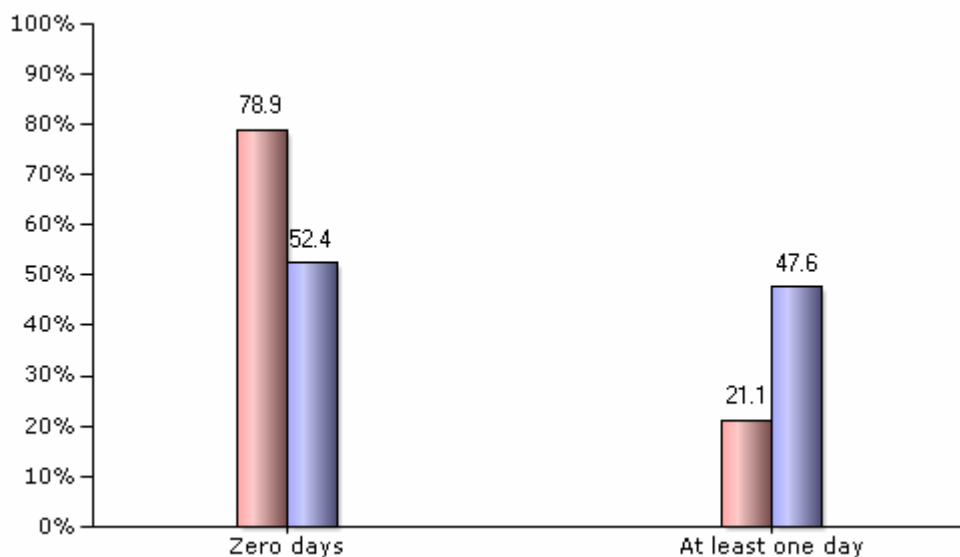
Graph 2: Participation by Gender



Disability

One of the most alarming statistics in Lancaster to emerge from the Active People survey is that only 7.8% of the adult population with a limiting disability takes part in a minimum 3x30mins of sport and/or physical activity per week. This is compared the overall participation rate among adults of 21.8%. What is even more concerning is that a staggering 78.9% of people with either a long standing or limiting illness or disability do no physical activity. See graph 3. Given that an estimated 10.5% of the Lancaster population consider themselves to have a disability this presents a significant challenge for the Sport and Physical Activity Partnership to address through this strategy.

Graph 3: Limiting Disability: Zero Days



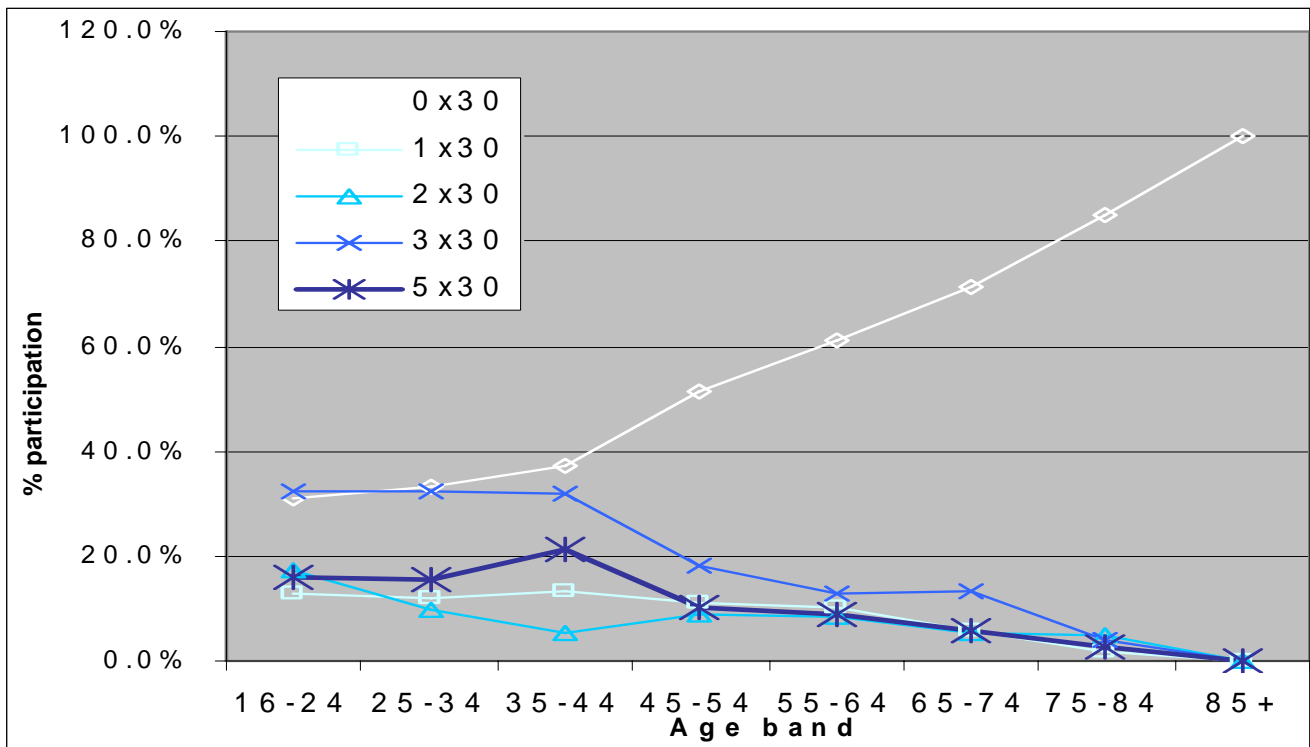
Age Profile

Almost 32.4% of adults from the age of 16-24 are participating in the recommended 3 times 30 minutes sport and physical activity. However, there is a steady decline with age with a considerable drop off between the ages of 44 to 55. Although this is a concern for the SPAP, the group feels that the challenge of getting adults in this age profile to sustain their activity in later life can be best tackled through media and marketing campaigns, which will link to key projects which target specific groups.

What is more concerning to the SPAN is that 61.3% of people between 55 and retirement age do not participate in any physical activity. 28.4% of the Lancaster population is made up of adults over the age of 55yrs. These figures show the importance for the SPAA to target people as they grow older by establishing new initiatives in settings which will engage with this age group. The trend of lower participation rates with age is mirrored throughout all groups but most notably amongst women whose participation levels decrease markedly by age. This reinforces the fact that women have to be targeted more intensively than the male population where a key strategy needs to be retention.

The approach to target adults at an older age (55yrs+) will be coupled with targeting younger people to increase and sustain their participation levels in to later life.

Graph 4: Adult Participation by Age



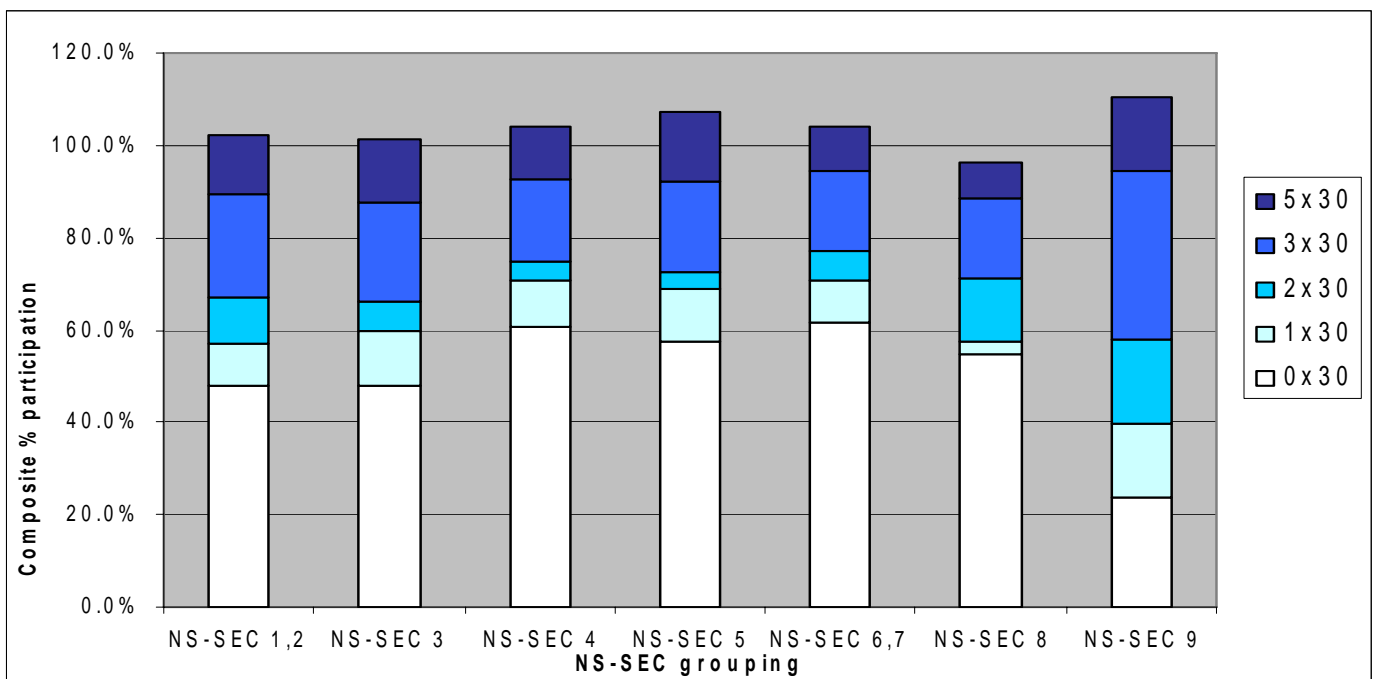
Ethnicity

Although Lancaster District only has a small number of people from ethnic minority groups, (3%) it is accepted that the level of participation amongst these groups are low when compared to the overall participation rates of other population groups. Although the strategy does not target people from black and minority ethnic groups specifically, interventions that are delivered will take into account issues around access for this group when developing the projects.

Socio-Economic Background

Graph 5 illustrates that those adults who are categorized as falling within lower social groups included those who are lower incomes (NS-SEC 6, 7 and 8) are more likely to lead sedentary life styles than those from other socio-economic groups. Over 60% of the population in these socio-economic groups do no physical activity or sport. As describe earlier there are eight Super Output Areas that are ranked within the top 10% of the most deprived areas in the country. These areas include, Poulton, Skerton, Ridge & Newton, Rylands, Marsh and West End of Morecambe, which falls within the top 1% of areas of deprivations. Given this it is imperative that this strategy through the interventions that are developed with the action plan seek to address some of the issues and barriers that people living in such communities may face such as cost, limiting access to local provision and child care barriers to name a few.

Graph 5: Participation by Socio-Economic Groups



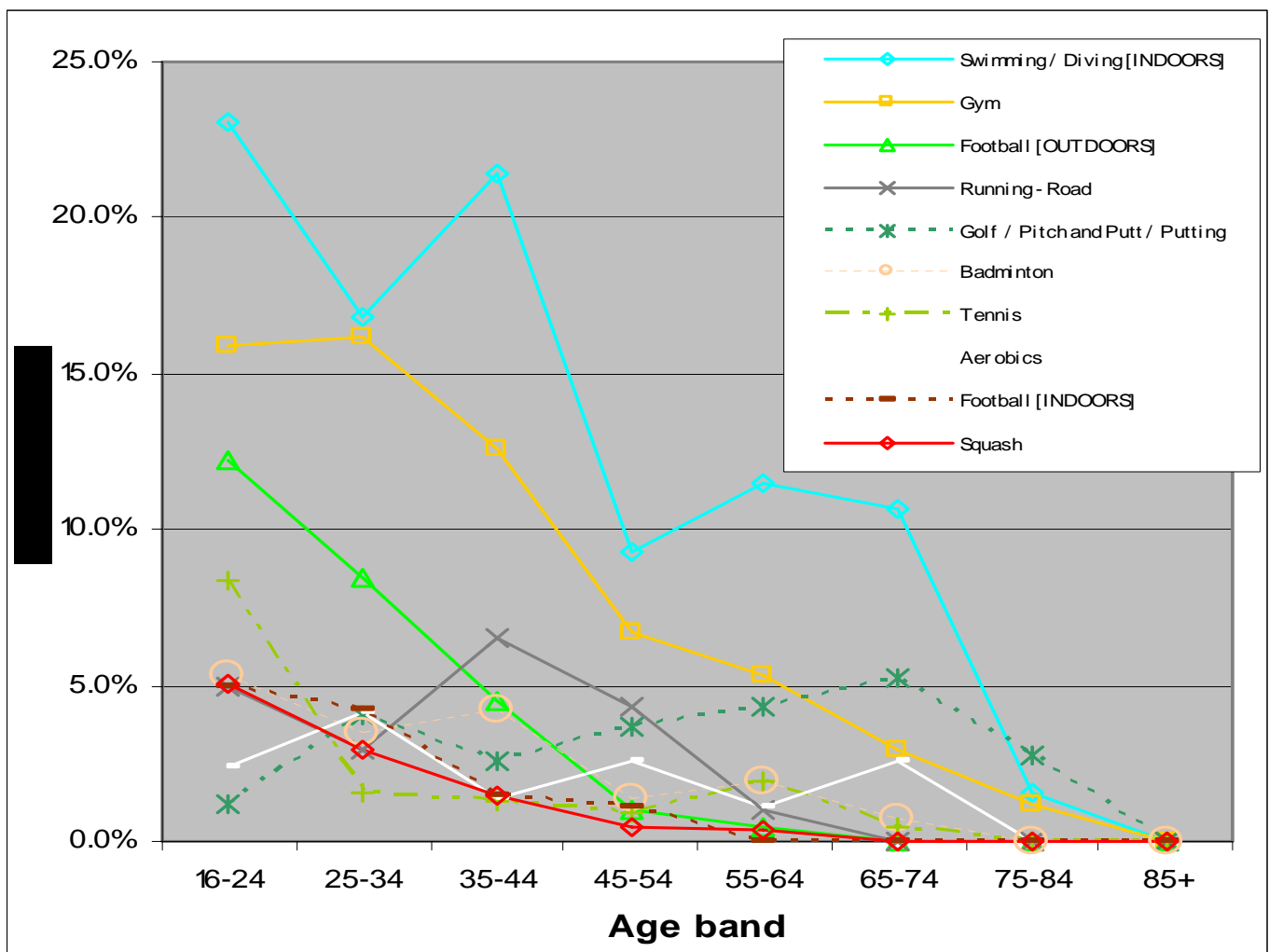
Activity Types

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

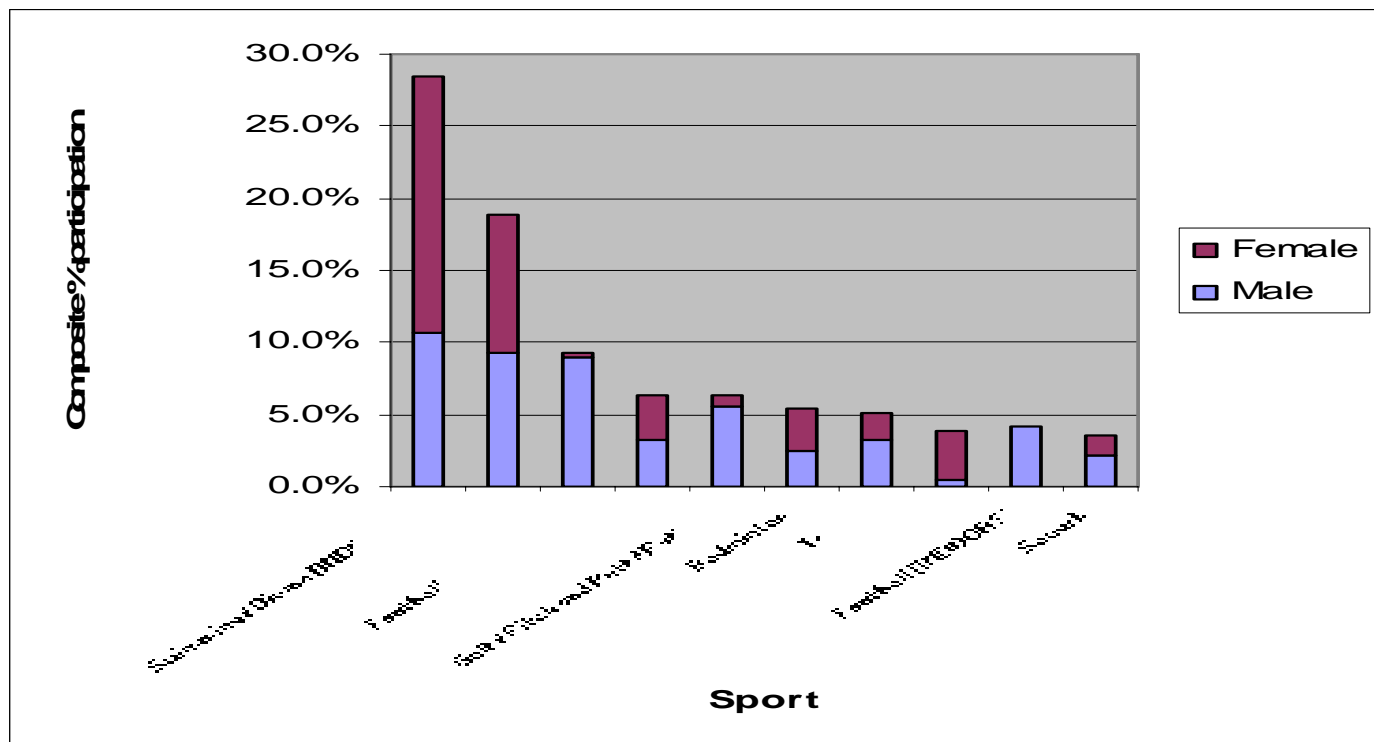
Graph 6 below shows that participation in most sports decreases with age however it is important to note that some sports actually increase within certain age bands. For example although there is a significant decline in swimming between the ages of 44yrs – 50yrs there is a marked increase in this activity from the age of 55yrs. Swimming is also the most popular sport for both men and women (See Graph 7).

This data is useful to help with some basic understanding of what sports / activities are at present engaging people to take part and the SPAP will continue through this strategy to develop such activities. However, the SPAP feel it is equally important to help develop a diverse sporting offer and through working with governing bodies of sport such as cricket and cycling will aim to ensure that the local sporting menu appeals to all sections of the community. Furthermore, historical evidence suggest that adults are interested in trying new more diverse sports as 12% of adults declared that they had tried a new sport within last 12 months prior to completing the Lancaster Adult Survey in 2004.

Graph 6: Top Ten Sports by age Band



Graph 7: Top Ten Sports by Gender



Building upon the Infrastructure

As describe earlier Lancaster and Morecombe is one of only six towns in England to be designated a ‘Cycling Demonstration Town’, (CDT), which although focuses upon utility cycling there will with out doubt be wider benefits to all residents with improved cycle routes, signage and training. The Active People demonstrates that over 10% of the adult population had taken part in at least one recreational cycle for at least 30 minutes providing moderate intensity activity. Developing this type of more informal but still challenging sport and building upon the infrastructure that is being developed through the CDT will be crucial to providing that diverse offer of sports. Another important reason for developing opportunities which don’t take part in traditional sporting settings such as leisure centres is that 25% of adults in Lancaster expressed that they would feel out of place in a sport or leisure centre (Lancaster Adult Survey 2004), therefore making it imperative for the SPAP through this strategy to advocate the development of a wide selection of sports and activities. Cycling could also play a part in addressing some of the barriers that people sited through the Lancaster Adult Survey 2004 as reasons for non taking part in sport such as the lack of time and family commitments. Cycling is an activity that could be considered as more ‘family’ orientated and can fit more easily into busy lives if people were to be encourage to cycle to and from work for recreational purposes.

Finally, cycling is also a sport that through the Wheels for All programme, can be easily adapted to include disabled people. The SPAP recognizes this and has set out plans to develop such activities.

Active People Survey – Adult Volunteering and Club Membership.

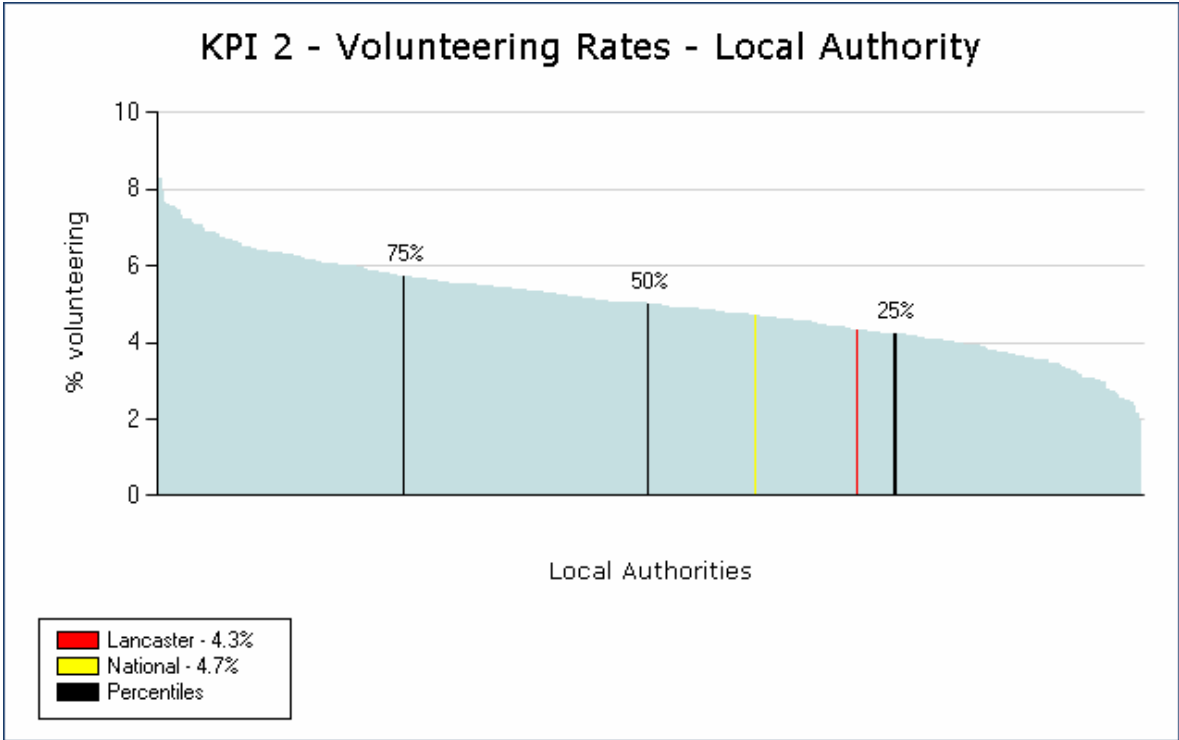
The Active People Survey provided evidence of the number of adults who gave their time voluntarily to support sport and physical activity in Lancaster and those that

were members of club. Whilst the borough scored highly on participation rates, the data suggests that there is a weak structure in volunteering with just 4% of adults dedicating at least 1 hour per week to supporting sport voluntarily compared to the national average of 4.7%. This puts Lancaster in the second to bottom quartile across the country. See graph 6.

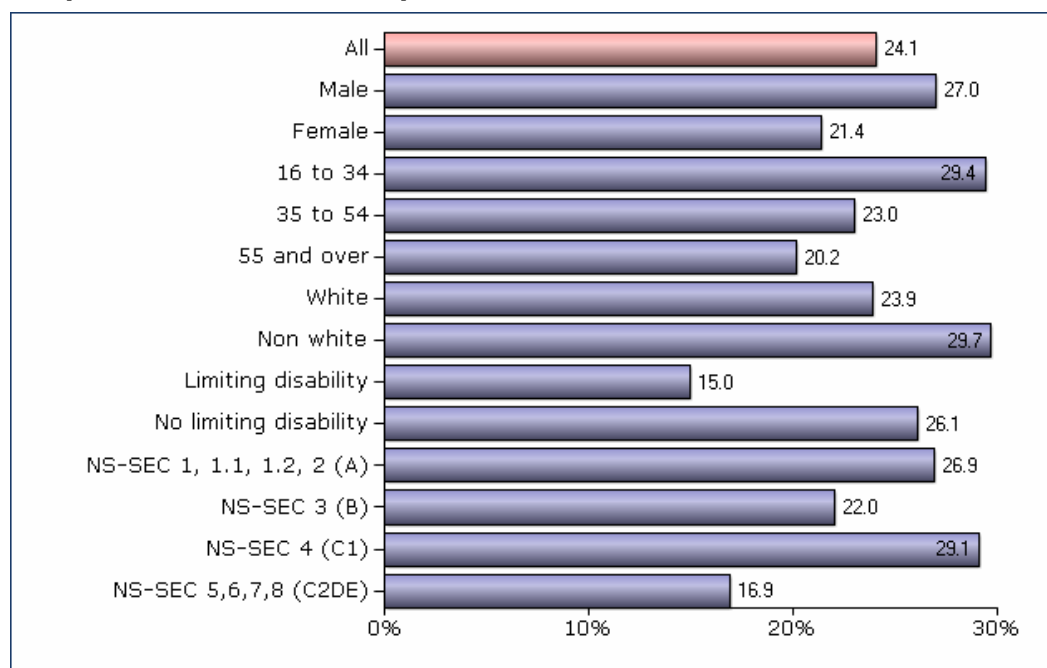
Interestingly however, the year 9 Survey which is a survey of all year 9 pupils across the borough demonstrated that 38% of young people reported an aspiration to volunteer in the future. It is crucial that the SPAP harnesses this aspiration and creates effective mechanisms for young people to get involved with volunteering and hopefully progress into the sports industry through education, training or employment.

Club membership across Lancaster is also below the national average with just 24.1% of all adults surveyed saying they were members of a sports club (see graph 9) compared to the national average of 25.1%. The club structure across Lancaster offers the exit routes for new participants once engaged in sport thus encouraging life long participation. This strategy through specific agencies such as Lancaster City Council’s Leisure Service Department will provide the necessary support to assist clubs to develop and attract new members. This will also include raising standards within voluntary sports clubs.

Graph 8: Volunteering Rates: Comparative with National Average (volunteering at least 1 hour per week)



Graph 9: Club Membership



Young People

5.8 Year 9 Participation Survey (2001/2004)

Year 9 has been identified as a key group. It represents the end of Key Stage 3 (the forthcoming commencement of GCSE studies) and is recognised as a key drop-out point for participation. If young people are not involved in activities by Year 9, it tends to become progressively more difficult to attract/retain them thereafter. The survey of Year 9 pupils has gathered data on more than 56,000 young people across the region. It is statistically valid at the level of individual local authorities and provides a wealth of information on the views and behaviour of young people, much of which is examined in the reports produced for each of the 43 local authorities. Some of the key findings for Lancaster through the year 9 survey were as follows.

The 2001 Survey found that 98% of young people took part in PE/games at schools, but only 78% of young people took part in extra curricular activity and only 58% of young people were part of sports club or took part in regular structured sport away from school. The survey also illustrated as with the adult Active People survey that boys are more likely to take part in sport out of school than girls. This demonstrates that a positive intervention at childhood and adolescence is perhaps a pivotal time for reversing the trend of low participation rates among adult women. More informal sport was also cited as key to engaging young people at this age with once again cycling being among the informal activities which young people preferred to do.

As well as having focus upon reversing the trends of participation among young people into adulthood, particularly among those most at risk of becoming less likely to participate e.g. women, it is important to focus on improving the health of children. 81% of young people surveyed said they felt healthier when they took part in sport, exercise and dance. The national target to reduce obesity among people is one that the SPAP supported through the North Lancashire Primary Care Trust will aim to address through a series of interventions outlined under the Health and Well Being theme of the Strategy Action Plan.

Although the proportion of young people taking part in extra curricular activities had increased between the two surveys being conducted the transition from school sport into community sport settings such as clubs, remains a challenge. The SPAP through this strategy aims to put in place interventions which are aimed at providing alternative opportunities for young people. Although one of the positive differences between the two survey years was that participation / sports membership/attendance at a regular session had albeit it only slightly increased among girls. Although this is a positive step in the right direction the SPAP can not lose sight of the fact that this increase is only marginally higher than the previous survey results so positive interventions particularly around female participation in this age bracket should remain a priority.

Finally one of the key findings of the Year 9 Surveys was that despite swimming being an integral part of the national PE curriculum a worrying 14% of young people within the year 9 age group said they considered themselves to be poor or non swimmers (2001) which increased marginally in 2004. This is again a challenge which this strategy aims to address with interventions set out with thin the strategy action plan.

5.9 Play Survey

Valuable information obtain through the local play survey demonstrates the challenges that sport and physical activity has when trying to engage young people. The surveyed shows that despite some level of interest in sport and physical activity, albeit informal many young people at both primary and secondary ages take part in alternative activities such as going to the cinema, playing computers games and watching television (see table 1 and 2). The surveyed also explored where young people are most likely take part (table 2), additionally what some of the barriers are to participation. For primary age children it was; worried parents, adults attitudes (complaints) and no where exciting. For secondary age children it was; no where exciting, lack of time and lack of activities for their age group.

These issues will be addressed within the action plan at the end of the strategy.

- Awareness of the importance of play, and peoples attitudes to children playing
- Provision of activities and facilities for secondary age young people.
- Provision in rural areas
- The provision of quality play areas which are challenging and allow an element of risk
- More opportunities for natural play
- Recognition that children play in a range of places and consideration given when designing these areas.

Table 1: What do they do?

Responses From	Most Days	Once/Twice a Week	Once/Twice a Month
Primary Age Children	1. Watch TV 2. Play computer games 3. Read	1. Sport (unorganised) 2. Hang-out with friends 3. Ride Bike	1. Cinema 2. Ten pin bowling 3. Mega Zone
Secondary Age Young people	1. Watch TV 2. Hang-out with friends 3. Play computer games	1. Sport (unorganised) 2. Play computer games 3. Sport (organised)	1. Cinema 2. Ten pin bowling 3. Board games

Table 2: Where do they take part?

Responses From	Most Days	Once/Twice a Week	Once/Twice a Month
Primary Age Children	1. Home 2. Street 3. Park	1. Park 2. Friends house 3. Street	1. Playground 2. Friends house 3. Seafront
Secondary Age Young people	1. Home 2. Street 3. Friends house	1. Friends house 2. City/town centre 3. After schools club	1. Park 2. Seafront 3. Sports centre



6. Barriers to participation

It is imperative that service providers of sport and physical activity understand, recognized and try to alleviate some of the key barriers to participation. Through acknowledging these the SPAP can through various interventions develop initiatives that will overcome barriers to participation. Some of the recognized barriers to participation include:

- Increased dependence on cars. (DH, 2005, Cavill *et al*, 2006)
- Poor public transport
- Poor walking/cycle path networks
- Lack of people to exercise with. (Taylor, 1996)
- Lack of proper clothing/equipment and facilities (Taylor, 1996 & DH, 2005)
- Lack of or perceived lack of time. (Cavill *et al*, 2006)
- Inability to access childcare
- Cost of participating e.g. high membership/admission fees
- Community Safety and environmental factors (DH, 2005 & Cavill *et al*, 2006) e.g. inadequate lighting of grounds and car parks, poor weather conditions effecting outdoor facilities/activities
- Poor facilities e.g. Lack of proper toilets & changing rooms
- People have increasingly sedentary jobs (Cavill *et al*, 2006)
- Self-perception that people are active enough or not the 'sporty-type'. (Cavill *et al*, 2006)
- Poor design and location of facilities/activities e.g. programming activities at the wrong time
- Poor condition of facilities e.g. not maintained/vandalized
- Lack of facilities/activities/clubs/Instructors/coaches/officals/leaders
- Poor quality experience e.g. inadequate Instructors/coaches
- Short term funded projects

7. Identified needs and priorities

7.1 Summary

The overriding aim of this strategy is to ‘**increase participation in sport and physical activity from the 16+ age group**’ in line with Sport England’s recommendation of 3 x 30 minutes of activity per week. It also acknowledges that for the majority of people participation in sport and physical activity is based on having fun, keeping fit and achieving personal goals. The strategy also highlights the importance places on promoting opportunities for increasing participation in walking and cycling.

It also reinforces the need for a multi agency approach to achieving our aim and recognises that the public, private and voluntary sector, all have a role to play.

The strategy also shows that Lancaster has a plethora of facilities, clubs, groups and opportunities for people to participate in sport and physical activity and that this is an excellent foundation on which to build greater awareness, better access, more opportunities and a more coordinated and sustainable approach to this area of work.

It is also understood that whilst setting our sights on our main aim of increasing adult participation in sport and physical activity, we must also focus our efforts on those with the greatest need and therefore a number of priorities have been identified and are as follows:

Identified Priorities	Interventions
<p>Adult Participation</p> <p>Variations in participation levels in Sport and Physical activity especially amongst the following target groups:</p> <ul style="list-style-type: none"> • Women • BME communities • Over 50s • People from lower socio-economic groups • People with a disability 	<p>Although participation rates in Lancaster are among all adults are marginally above the national average there are still inequalities between different sections of the community, most notably those identified in the box opposite. There are various interventions throughout the action plan which are aimed at redressing this balance of participation rates among the whole population.</p> <p>In addition, the SPAP will develop a Community Activity Programme CAP (Project 1), which has three key stands. The first is a comprehensive programme of activities which is designed to offer a diverse range of sporting activities that will be provided through a variety of service providers and in a variety of settings. The programme will look to address a number of the barriers as outlined in this document not least that of cost, lack of public transport and lack of appropriate instructors/coaches. This programme will be targeted at those who have been identified as priority groups – see box across</p> <p>Secondly the project will look at addressing more specifically the issues of lower participation rates among older people. As describe earlier over 28% of the population in Lancaster is over 55yrs and there is evidence to suggest that many people of this age group still believe that to be physically active means a visit to the gym or sports centre. Lancaster SPAP must move away</p>

Identified Priorities	Interventions
	<p>form this if they are to create a culture of all ages being physically active. Therefore this part of the project entitled 'Get Active Together' will aim to use low to moderate activities appropriate to the age group such as recreational cycling, walking and bowling activities which will offer older people alternative activities to those deemed more traditional. Activity Leaders will be appointed to delivery and supervise these schemes. This part of the scheme will hopefully be a stepping stone for older people to engage in more vigorous activities within the CAPS programme once they feel able.</p> <p>Finally, the third strand of the project 'Hit for Six' will build upon the strong infrastructure of a local sport, cricket, to provide an alternative activity and will particularly target adults who considered themselves to have a limiting disability and adults from black and minority ethnic groups. This part of the project will be delivered through the appointment of a cricket coach.</p>
<p>Providing appropriate activities for the population group at various: targeting over 55yrs, disabled people, BME groups and young people at risk from obesity.</p>	<p>This strategy highlights the benefits that can be gained from providing low to moderate sport and physical activity levels among some population groups. In particular older people, people with a limiting disability and young people considered to be obese. Such an approach can through improved health and fitness levels lead to more vigorous activity and life long participation.</p> <p>With this the strategy will address these issues through offering less vigorous activity opportunities in cycling and walking for example to these population groups. These activities will form part of the Community Activities Programme through the 'Get Active Together Strand' where it is hoped that those taking part in the less vigorous activities may progress on to other activities with the programme.</p>
<p>Reversing the participation trend particularly among girls</p>	<p>It is recognized through the Year 9 Survey of young people that young people are less likely to take part in sport outside of school. This is more prevalent among girls than boys. Coupled with this obesity levels among young people continue to rise. If the SPAP is to reverse such trends it will need to consider interventions which provide improved links from school to community and visa versa.</p> <p>Building upon the continued theme to offer alternative activities to those identified as top ten sports, Lancaster SPAP will within project 1 develop cricket opportunities both as extra curricular activities and club opportunities particularly for girls.</p>
<p>Lack of time to participate in sport owing to work</p>	<p>The majority of people face time pressures. The</p>

Identified Priorities	Interventions
and family commitments and feeling 'out of place in leisure centers'	reasons for this include working hours (the UK has the longest working hours in Europe with an increasing trend towards weekend working), and the increasing diversity of family life. Trends suggest that pressures of time will continue to have a detrimental impact on our ability to increase participation. The CAPS project will look to alleviate such challenges for adults by providing activities which are delivered at a variety of times and in a variety of community setting.
Low levels of volunteer rates and club membership	<p>As participation rates rise (as is hoped through the implementation of this strategy) it is imperative that there is capacity within the voluntary sector to manage the increase demand and levels of people who may wish to joining a local club etc</p> <p>Clubs, coaches and volunteers will be supported through the Lancaster Leisure services department as part of the already extensive support that is offered to the voluntary sector. Furthermore, the Community Activities Project will not only seek to raise the levels of participation in sport among the adult population but will also looked to attract new volunteers and train up more coaches in order that the structures are in place to meet increased demand. It also a target to sign post many of the adults who engage the Community Activity Programme into local clubs thus increasing the likelihood of sustained participation.</p>
Tackling barriers to participating for young people	The area play surveyed shows some of the challenges and barriers that young people face when accessing activities including play. The strategy action plan has a series of interventions which seeks to address a number of these issues such as developing more facilities (Heysham Moss Gate and Heysham High School) and providing activity programmes that are appropriate to a variety of young people.
Tackling Local issues - Reducing anti-social behavior	<p>The Community Safety Strategy for Lancaster and Morecambe highlights the positive impact that sport and physical activity can have on people's lives. The Community Safety Strategy recognizes this and a key object with this the Lancaster SPAP has adopted is to develop a range of sporting activities aimed at provide positive diversions for young people.</p> <p>The SPAP action plans sets out a series of activities that will be delivered through holiday activities programme but which will be open to all young people. To support this approach the SPAP will develop a programme specifically targeted at 'Hot Spots' of Lancaster and Morecambe and which will be delivered in community settings. Project 2: Diversionary Activities.</p>

7.2 Communications Programme

It is important to ensure people understand the key messages relating to physical activity. This may be especially challenging as many people think they are already active enough. Evidence has shown communications campaigns increased awareness and can influence community norms and create a culture where people want to be more active, leading to increased participation. It is therefore important that the themed action plans incorporates a local communications/promotion campaign to support local activities and projects, working with the media and private sector to raise awareness and increase participation.

Often people are unaware of what is available in there locality and as can be seen from section 5 Current Provision, Lancaster benefits from a plethora of facilities and opportunities for participation in sport and physical activity. So providing improved access to information/advise and utalising modern technology e.g. websites, direct texting and pod casts is a key objective.

8. Performance Management, Data collection and Monitoring

The SPAP is accountable to the Lancaster Health and Well Being Building Block of the LSP as outlined earlier. This Building Block will report directly to LSP Executive Board on performance of the Sport and Physical Activity Strategy implementation.

Appropriate monitoring procedures will be developed and implemented as an ongoing and integral part of the service delivery and will include active involvement of service users and partners in identifying and responding to local needs.

A framework will be put in place to ensure that:

- Delivery against targets and objectives are monitored
- Progress is reported to management and stakeholders
- The strategy is reviewed

The management of CIF Funded project will be through Lancaster City Council who will be responsible for and accountable for investment spent via invested projects. Progress reports, which outline performance against targets and financial management performance, will be reported on a quarterly basis to the SPAP Steering group by the individual organizations responsible for project delivery. Lancaster SPAP will continue to work with Lancashire Sport and the other Lancashire SPAAs to improve collection methods and subsequent reporting mechanisms of this data.

Appendix 1: National, Regional and Local Context

Children's Act

The **Children's Act 2004** provides a legislative framework to support the reform of children's services. The Act covers the universal services which every child accesses, such as education, and more targeted or specialist services for those with additional or special needs.

The Children Services Authorities are required, under Section 17 of the Act, to produce a single strategic **Children and Young People Action Plan** for all services affecting children and young people, including play and leisure. Within Lancashire this is the responsibility of the County Council.

Every Child Matters

The framework for the action plan is the document '**Every Child Matters: Change for Children**'. This sets out the programme of local change, in order to build services around the needs of children and young people to maximize their opportunities.

It is founded on five key outcomes: being healthy; staying safe; enjoying and achieving; making a positive contribution; and achieving economic well-being.

Healthy Schools

Underpinning 'being healthy' and perhaps to a lesser extent the other four outcomes are the **National and Lancashire Healthy Schools programmes**. National Healthy School Status was launched in 2005 with the aim of ensuring that schools across the country offer a standardised level of health enhancing practice and policy. It covers the areas of Personal, Social and Health sex Education, including and relationships and drug education, Healthy Eating, Physical Activity and Emotional Health and Well Being. In the Lancaster District 45 out of 53 primary schools, 8 out of 10 secondary schools 4 out of 4 special schools both short stay schools and 1 independent school have achieved National Healthy School Status. Many schools are enhancing this by completing quality marks in the Lancashire Programme. For example 26 of our schools, including 3 High Schools hold the Physical Activity Quality Mark and 18 hold the Healthy Eating Quality Mark. The Lancashire programme documentation is currently being reviewed to make the links to NHSS evidence more explicit.

Children's Trust

The main vehicle for this change at local level is the **Children's Trusts**. Their remit covers nearly every aspect of a child's life, but especially those traditionally managed by education and social services departments. Children's trusts will normally sit within the local authority (County Council in two tier areas).

The Children's Trust, will serve as the main vehicle of delivery for the Children and Young People (CYP) block of the Local Area Agreement (LAA). LAA's deliver national outcomes in a way that reflects local priorities – giving local authorities and their partners the freedom and flexibility to find local solutions to local problems.

Getting Serious about Playing

The Dobson Review '**Getting Serious about Playing (2003)**' was a government commissioned document specifically to advocate and raise the profile of play across government departments. The report prompted a funding scheme for play from the Big Lottery Fund in England and Wales of £155m for 2006 –2009. This has been allocated to each district, according to a formula based on the number of children and the indices of multiple deprivation. One of the key criteria in gaining access to the allocation is that the projects put forward for funding must have a basis in a district play strategy. More places to play and a greater focus on the importance of play will lead to physical activity gains amongst children and young people.

Children's Centres

Children's Centres provide good quality flexibly-tailored early years services. These include integrated early education and childcare (including opportunities for learning through play) and a diverse range of health and family support and health services for children up to five years old and their families. There will be a Children's Centre for every community by 2010.

Play activities in Children's Centres have a vital role in contributing to the range of early learning and development opportunities on offer for young children, and progression opportunities as they get older.

Extended Schools

Extended Schools aim to make links with their children's trusts and, through consultation with the community, develop easy access to extended services. It will be for schools, parents, local authorities, other children's services and the voluntary and private sectors to work together to shape the provision in individual schools, providing access to extended services, including a wide range of fun and developmental activities which will include sport and physical activity.

Youth Matters

The **Green Paper Youth Matters** was published in July 2005, and a **Next Steps** document was published in March 2006. Recognising the need to ensure that young people have "things to do and places to go" Youth Matters proposed new national standards for positive activities for young people as well as new legislation to clarify local authorities' duty to secure young people's access to positive activities. Local authorities will be expected to integrate their planning for positive activities with the local Children

and Young People's planning process, and to work with key partners, including district councils and voluntary and community sector organisations to implement this. Statutory guidance is currently being developed to set out what is expected of local authorities and will confirm the importance of recreational activities and facilities under the duty.

Planning Policy Guidance Note 17 (PPG17)

Policy Guidance Note 17 (PPG17) on Open Space, Sport and **Recreation** provides the National planning policy framework for protection of existing and future development of future sports facilities, parks and open spaces.

Planning authorities are expected, through their local development framework; to set standards of provision for all types of open space, including space for sport and play. These should all be drawn up on the basis of an assessment of current and future local need and an audit of the quality and quantity of existing facilities.

PPG 17 also states that where planning permission is granted, within new developments (especially housing), authorities should ensure that provision is made from local sports and recreation facilities. This is either through an increase in the number of facilities or through improvements to existing facilities.

Transport and Planning Policies

A recent report claimed that **transport and planning policies** are directly contributing to the UK's obesity crisis by discouraging physical activity. According to the Building Health survey, the layout of towns, cities and buildings influences the amount of exercise which people take naturally in their daily lives. The survey, published jointly by the National Heart Forum, Living Streets and the Commission for Architecture and the Built Environment, **aims to provide a blueprint for action to change transport policies and to encourage walking and cycling.**

Whole Sport Plans

National Governing Body '**Whole Sport Plans**' have been developed for the majority of sports recognised by Sport England. Each sport lists its priorities and how it intends to fund the delivery of the plan in order to achieve its priorities.

The National Strategy for PE, School Sport and Club Links

The National Strategy for PE, School Sport and Club Links was produced in 2002, the overall vision is that by 2010 all children will be offered at least 4 hours of sport every week. This will comprise of at least 2 hours of high quality PE and sport in school and in addition the opportunities for at least a further 2-3 hours beyond the school day, delivered through a range of school, community and club providers.

English Federation of Disability Sport

Mission

To be the united voice of disability sport seeking to promote inclusion and achieve equality of sporting opportunities for disabled people.

Four Year Development Plan

Core principles

- Be a leader in co-ordination of the development of disability sport in England
- Mainstream sporting opportunities for disabled people
- Unite partners/ stakeholders with common goals and strategies
- Create an influential and common voice
- Enable community and sporting partners to deliver
- Promote the wider benefits of sport and physical activity
- Promote equal opportunities
- Facilitate positive change for all impairments
- Provide information and 'signposting'
- Lobby key agencies such as government to increase funding to the wider EFDS membership
- Lobby key agencies such as government to firmly establish the disability sport and physical activity agenda within their own organisations
- Be an umbrella organisation, representing

Appendix 1 cont: National, Regional and Local Context

Local Context

Lancaster City Council Corporate Plan

The past year has seen the Council continue to make improvements in the quality and standard of service offered to customers. Performance in priority areas is improving. Current performance levels are good with 42 per cent of indicators in the top band compared with a district council average of around 30 per cent. The Council's 'Use of Resources' judgement this year confirmed that we are 'consistently performing well' and giving value for money. The Council is continuously improving the way it aligns its financial strategy with its priorities so that they are backed by real resources.

Access to services and information is improving. The Council's Customer Access Strategy will really move forward this year as customer service centres in Lancaster and Morecambe are opened. Lancaster City Council is ambitious for its communities and believes local people should be at the forefront of decision making and we are committed to enabling local people to play a fuller role in shaping their communities. We are working more closely with local people, and local service providers, to ensure a more joined up approach to identify and resolve issues specific to individuals and the communities in which they live.

The work in Poulton, and now in the West End of Morecambe, has already shown the successes that can be achieved through this kind of 'neighbourhood management' approach. Working alongside our partners Lancaster City Council will do all it can to ensure local government in this district has, at its heart, local people helping make the decisions to positively shape the future of the places they live and the lives of the people living here.

The Council's Vision:

“Promoting city, coast and countryside, we will achieve lasting opportunities for all in a safe and healthy district that's proud of its natural and cultural assets.”

In Morecambe this means a seaside town recognised as vital and vibrant in an exceptional natural setting with a sustainable economy and a stable resident community.

In Lancaster this means being recognised as a nationally and internationally important University city with an envied quality of life, rich heritage, strong economic opportunity and social cohesion.

In our Rural Areas this means a sustainable quality of life that protects communities and precious landscapes while providing the economic opportunity to flourish.

Cultural Strategy

Lancaster's Cultural Strategy starts from a position of strength in that Leisure, Tourism, Arts & Events, and Museums have an existing tradition of producing strategies (Leisure published strategies in 1991 and 1996; Tourism published a strategy in 2001; Arts & Events published a strategy in 2000; and Museums produce annual business plan). In 2001, Leisure, Tourism, Arts & Events, and Museums Services were part of a comprehensive Best Value Review of Cultural Services.

Furthermore Lancaster City Council has adopted a Business Planning Model, based on an annual review of the Council's Corporate Strategy. The main aim of this strategy is not to duplicate but to co-ordinate the efforts of the Cultural Services, to ensure that residents of and visitors to Lancaster enjoy a quality of life that meets their collective and individual needs and aspirations. Lancaster's first Cultural Strategy should not be regarded as a replacement but as an overarching guide to the existing service strategies.

Lancaster's Cultural Strategy aims to;-

- To provide an overall strategic framework
- To co-ordinate current provision
- To exploit opportunities for resource generation, including external resources
- To maximise the contribution of cultural activity throughout the District
- To support the development of the cultural industries

Equality and Diversity Building Block

The Lancaster District Equality and Diversity Building Block is a multiagency strategic partnership comprising of members from local authority, community and voluntary sectors. The Building Block sits directly under the Lancaster District Strategic Partnership Executive which is responsible for the Lancaster Sustainable Community Strategy. The EDBB facilitates the newly formed community leaders group which is a forum for people who provide links/ gateways into both geographic communities and communities of interest.

The Equality and Diversity Building Block aims to achieve strong, prosperous, cohesive and resilient communities through:

1. Increasing the capacity of community leadership
2. Mapping the communities and developing local indicators of integration and cohesion
3. Welcoming newcomers to the District
4. Celebrating our diverse communities
5. Developing strategies for dealing with myths and misinformation about different groups
6. Encouraging dialogue across communities

50 Forward

50 Forward aims to help people live independent and active lives by offering easy access to everything from help with getting hold of information they need to volunteering opportunities. Known nationally as Linkage Plus, the scheme is run by the Department for Works and Pensions (DWP). It is only one of eight such pilot projects around the country.

Locally, 50 Forward is co-ordinated by Lancaster City Council, with support from Lancashire County Council, Age Concern, DWP and Lancaster District Older Peoples' Partnership. Older people are involved from the start to make sure it meets the needs of their local communities.

It aims to build on existing services within the district and plans to provide a cohesive service which not only meets the needs of older people but also encourages them to take an active role in determining their future.

The 50 Forward scheme consists of three main areas:

- The creation of a new Employment Agency and Volunteering Bureau for older people
- A new low level intervention navigator service to provide information and advice about local services and referrals to relevant statutory agencies
- Provision of one-stop information service

Appendix 2: Consultation and Evidence

General Household Survey

The General Household Survey (GHS) is an inter-departmental multi-purpose continuous survey carried out by the ONS collecting information on a range of topics from people living in private households in Great Britain. The survey has run continuously since 1971, except for breaks in 1997/8 (when the survey was reviewed) and 1999/2000 when the survey was re-developed.

Since April 1994, the GHS has been conducted on a financial year basis, with fieldwork spread evenly across the year April-March. However, in 2005 the survey period reverted to a calendar year and the whole of the annual sample was dealt with in the nine months April to December 2005. Future surveys will run from January to December each year.

The GHS provides data about the use of health services among children and adults in the general population. The GHS also asks people to assess their state of health using a common scale. In 2005, 59 per cent of adults said they had good health, 27 per cent reported they had fairly good health and 14 per cent said their health was not good. In the past five years self-assessed general health has remained largely unchanged.

Household Survey, 2005 reported a long-standing illness that caused them to cut down on their activities, a similar level to that observed in previous surveys. In 2005 over 1 in 10 (14 per cent) of adults and children saw an NHS GP in the 14 days before interview. This proportion has changed little in the previous 30 years. Females had an average of five NHS GP consultations per year whereas males had four. In general the likelihood of seeing a GP increased with age. For example, 12 per cent of adults aged 16 to 44 had consulted a GP in the 14 days before interview compared with 21 per cent of adults aged 75 and over.

In 2005, 14 per cent of all respondents had attended an outpatient or casualty department in the three months before interview. This figure has not changed since 2001. There was an increase from 10 per cent in 1972 to 16 per cent in 1998 before declining. The proportion of people attending hospitals as day patients in the twelve months before interview has increased since this question was first asked in 1992 (from 4 per cent in 1992 to 8 per cent in 2005). In 2005, 8 per cent of people reported an inpatient stay in the twelve months before interview – the proportion has remained between 7 per cent and 8 per cent since 1998.

Health survey for England

This report presents key information about obesity among children aged 2 to 10 living in England. It is intended to support the development of an evidence-based approach to the prevention, management and treatment of obesity in children. This report will therefore be of interest to those in the NHS, local authorities, non-governmental organisations and the independent sector with responsibilities for local action on diet, nutrition and physical

activity. It will also be of interest to those within the food and leisure industries and academia.

The public health White Paper *Choosing Health: Making Healthy Choices Easier* set out government commitments for action on obesity, including stemming the rise in obesity among children aged under 11.¹ This reflects the Public Service Agreement (PSA) hared by the Department of Health, the Department for Education and Skills and the department for Culture, Media and Sport to halt the year-on-year rise in obesity among children aged under 11 by 2010 in the context of a broader strategy to tackle obesity in the population as a whole.² The government's *Choosing Health White Paper Delivery Plan, Food and Health Action Plan, and Physical Activity Plan*, provide further details on the action that needs to be taken at national, regional and local level to improve people's health through improved diet and nutrition and increasing physical activity. They also outline action regarding work towards the PSA target on obesity.³ *Choosing Health: Making Healthy Choices Easier* used data from the Health Survey for England to show that levels of obesity among children aged 2-10 increased by 6 percentage points between 1995 and 2002, rising to 15.5% in 2002. This rise in childhood obesity was of particular concern as studies have shown that childhood and adolescent obesity can persist into adulthood where the health risks of obesity are more severe.⁴ For example, obesity is one the key risk factors for diabetes and cardiovascular disease. The National Audit Office has recommended that greater effort be given to establishing an evidence-based approach to issues surrounding obesity.⁵ Furthermore, NHS Strategic Health Authorities and Primary Care Trusts are expected to make use of the best available evidence in establishing Local Development Plans on obesity. This report is intended to support the development of an evidence-based approach to tackling obesity by highlighting key areas relating to childhood obesity.

This report presents key information about obesity among children aged under 11 living in England, based on data from the Health Survey for England. It is intended to support the development of an evidence-based approach to prevention, management and treatment of obesity in children.

- Between 1995 and 2003, the prevalence of obesity among children aged 2 to 10 rose from 9.9% to 13.7%.
- The percentage of children aged 2 to 10 who were overweight (including those who were obese) rose from 22.7% in 1995 to 27.7% in 2003.
- Overall, levels of obesity were similar for both boys and girls aged 2 to 10. For boys, obesity rose from 9.6% in 1995 to 14.9% in 2003, for girls obesity rose from 10.3% in 1995 to 12.5% in 2003.
- Between 1995 and 2003, levels of obesity rose among children aged 2 to 10. However, increases in obesity prevalence were most significant among older children aged 8 to 10, rising from 11.2% in 1995 to 16.5% in 2003.
- Obesity prevalence among children aged 2 to 10 varied according to region and area type. Obesity levels were lowest in Yorkshire and the Humber (11.4%) and the South East (13.4%) and highest in the North East (18.3%) and London (18.2%) in 2001 and

2002. Furthermore, obesity was higher among children living in inner city areas than among children living in all other types of area.

- In 2001 and 2002, levels of obesity for children aged 2 to 10 differed between various socio-demographic groups. For example, children living within households with the lowest levels of household income had higher rates of obesity than children from households with the highest levels of household income (15.8% compared with 13.3%). The same pattern was evident within different levels of area deprivation. Levels of obesity were 5 percentage points higher among children living within the most deprived areas (16.4%) than the least deprived areas (11.2%). Within socio-economic group (analysed using the National Statistics Social-Economic classification, a classification similar to social class), 17.1% of children within semi-routine and routine households were obese compared with 12.4% of those from managerial and professional households.
- 19.8% of children living in households where both parents were either overweight or obese were themselves obese compared with 6.7% of children living in households where neither parents were overweight or obese and 8.4% of children living in households where one of the two parents was overweight or obese.

This report uses the UK National Body Mass Index (BMI) percentile classification to describe childhood overweight and obesity among children aged 2-10.

PPG17

The results of the PPG17 open space, sport and recreation review need to be considered, but it is expected to identify.

- The majority of provision is for the under 8 age group
- There is limited provision within some rural areas
- Most playgrounds (perhaps as few as one) can be classed as truly accessible.
- Most of the playgrounds provided are of a traditional nature, which limits opportunities for creativity and challenge.
- The quality of the current playgrounds varies considerably.

Key facts – Lancaster - Sport and physical activity – Adults

Adults' survey

The adults' survey provides a context for participation and points towards issues by gender, age, ethnicity, disability and socio-economic group. These may be directly related, for example, to targets set by Sport England. The data can also be used to select areas that require intervention or further study. In general, the survey of adult participation in sport and the arts represents 200 persons per local authority. Consequently, for statistical reasons¹, it is not possible to examine the resultant data in the same degree of detail as that from the young persons' survey. Output from the adults' survey is, however, available as a detailed analysis at both county and regional levels, where the data is statistically robust. 'Headline' figures are included within this report and may be used as

general pointers but should not form the basis of policy development or strategic planning. Some of the headline data shows that:

- Three quarters (72.0%) of the authority's adults participated in a sport or physical activity during the 12 months prior to the survey.
- A quarter of adults (25.0%) that had been active in the previous twelve months had not done any sport during the past 4 weeks.
- Almost half of the area's adults (46.0%) (*including those inactive for the previous 12 months*) did not take part in sport or physical activity in the four weeks prior to the survey.
- A fifth (21.5%) of adults are members of a sports club, society or league that they attend on a regular basis (at least once per week).
- Four in ten (39.0%) adults take part in thirty minutes exercise (*including walking*) on five or more occasions in a week.
- 43.5% of adults walk for thirty minutes or longer on at least one occasion each week, this is the most regular form of physical activity.
- A third (35.0%) of adults take part in thirty minutes exercise (*excluding walking*) on three or more occasions in a week.
- 9.5% of adults receive training, coaching or lessons over the course of a year.
- 8.0% of adults participate in competitive sport.
- One in ten adults (9.5%) is unable to swim.
- Eight in ten of Lancaster's adults (80.5%) are able to swim two lengths or more.
- The facilities/events that are most well known by adults within the area are Salt Ayre Sports Centre (74.5%), Happy Mount Park (71.0%), Lancaster and Morecambe College, Sports Centre (70.5%), Lancaster University Sports Centre (67.5%) and St Martins College Sports Centre (52.0%).
- 4.5% are unaware of any of the leisure/sport facilities or events listed in the survey.
- A third (31.0%) of adults visited a local sports or leisure centre in the four weeks prior to the survey.
- Six in ten (59.5%) adults have continued to participate in sport and physical activity since leaving school.
- Six in ten (60.0%) encourage their families to participate in sport and physical activity.
- 68.0% of adults feel healthy when they take part in sport and physical activity.
- 5.0% are involved in sport in a voluntary capacity for an hour or more each week.
- The reasons given for non-participation by those adults not taking part in any sports or physical activity over the past 12 months include: Disinterest at present (46.4%), Other commitments such as work or family (41.1%), Cost (3.6%).

Year 9 Participation Survey

Key facts – Lancaster - Sport and physical activity - Year 9 pupils 2001

Year 9 has been identified as a key group. It represents the end of Key Stage 3 (the forthcoming commencement of GCSE studies) and is recognised as a key drop-out point for participation. If young people are not involved in activities by Year 9, it tends to become progressively more difficult to attract/retain them thereafter. The survey of Year 9

pupils has gathered data on more than 56,000 young people across the region. It is statistically valid at the level of individual local authorities and provides a wealth of information on the views and behaviour of young people, much of which is examined in the reports produced for each of the 43 local authorities. Some of the key findings for Lancaster through the year 9 survey were:

- 98.1% of young people take part in PE/games at school.
- 10.2% of those young people who have a perceived long term illness or disability do not take part in PE or games.
- In school lessons, boys are most likely to play basketball, cricket, football, rugby union and participate in cross country running, girls tend to participate in netball, hockey, rounders, athletics and gymnastics.
- 78.0% of young people take part in extracurricular sport.
- 58.9% of young people are members of a sport club or regularly organised session away from school.
- The top ten most attractive 'sports' for boys and/or girls at a club or regularly organised session away from school include golf, snooker, pool, keep fit and horse riding.
- 86.0% of young people take part in informal sport and exercise Cycling, ten pin bowling, tennis and golf are in the top ten informal activities.
- 54.7% of young people receive specialist coaching, training or lessons.
- 58.9% participate in competitive sport at school (typically house or form matches),
- 40.9% represent their schools and 35.4% play competitive sport for clubs.
- 60.7% of young people take part in sport and physical exercise for 60 minutes or longer on three or more occasions in a week.
- 40.2% spend three or more hours a week playing sport informally with friends.
- 14.7% of young people consider themselves to be poor or non-swimmers. This figure is supported by the fact that 13.4% either cannot swim or swim no more than a length.
- 86.6% can swim two or more lengths and 61.3% can swim five or more lengths.
- 65.8% of young people have visited a local leisure centre within the past four weeks.
- 14.6% of young people visit a leisure centre two or more times each week.
- Less young people participate in sport and attend centres or clubs if their families do not have access to a car or if the other members of their family are inactive.
- Although only 6.7% currently contribute to sport in a voluntary capacity a further 37.8% say that they would like to in the future.
- Salt Ayre Sports Centre (91.0%) has the highest awareness score.
- In all environments (school, clubs and playing out), boys are more likely than girls to participate in sport.
- 70.4% of young people say that their family encourages them to play sport.
- 18.8% would feel out of place in a sports centre.
- 81.3% of young people feel healthier when they take part in sport, exercise and dance.
- 71.3% of young people would like to continue playing sport after they leave school.

Appendix 3: Current Provision

Lancaster has a wealth of provision in terms of facilities and opportunities for participating in sport and physical activity. By far the largest provider is the local authority, however there are a number of private providers of facilities and a comprehensive provision of voluntary clubs and groups, small parish facilities, education provision during the curriculum, extra curriculum and community use, there are community centres and charitable providers of facilities and activities.

PU – Public Sector
 PR – Private Sector
 V – Voluntary Sector
 E - Education

Facility	Code	Name	Town/Village	Quantity
Athletic Facilities	PU	Salt Ayre Sports Centre	Lancaster	6 lane, 8 lane straight
Artificial Pitch	PU	Salt Ayre Sports Centre	Lancaster	1
Artificial Pitch	E	Ripley High School	Lancaster	1
Artificial Pitch	E	Heysham High School	Heysham	1
Artificial Pitch	E	Lancaster University	Lancaster	1
Artificial Pitch	E	St Martin's College	Lancaster	1
Artificial Pitch	E	Central Lancaster High School	Lancaster	1
Artificial Pitch	E	Lancaster Girls Grammer School	Lancaster	1
Bowling Greens	PU	Regent Park	Morecambe	4
Bowling Greens		Dolphinholme, next to Village Hall	Dolphinholme	1
Bowling Greens	PU	Douglas Park	Heysham	1
Bowling Greens		Galgate, Recreation Ground behind Plough Hotel	Galgate	1
Bowling Greens		Hornby	Hornby	1
Bowling Greens		Station Hotel, Hornby Road, LA2 9QS	Caton	1
Bowling Greens		Cross Keys Hotel, Kellet Road	Carnforth	1
Bowling Greens		Lansil Golf and Leisure Club, Caton Road	Lancaster	1
Bowling Greens		Millhead	Millhead	1
Bowling Greens		Quernmore	Lancaster	1
Bowling Greens		Scotforth Veterans	Lancaster	1
Bowling Greens	PU	Happy Mount Park (Jubilee?)	Morecambe	1
Bowling Greens		Ship Hotel	Overton	1
Bowling Greens		Skerton Liberal Club, Acrelands, Lune Street, LA1 2AJ	Lancaster	1
Bowling Greens		Hanging Green Lane	Hest Bank	1
Bowling Greens		Boot and Shoe Hotel, 171 Scotforth Road	Lancaster	1
Bowling Greens		Bowerham Hotel	Lancaster	1
Bowling Greens		Bowling Green Inn, Scotforth Road	Lancaster	1
Bowling Greens		Lancaster Moor Hospital, Quernmore Road	Lancaster	1
Bowling Greens		Lancaster University	Lancaster	1
Bowling Greens		Fairfield Close	Lancaster	1
Bowling Greens	PU	Ryelands Park	Lancaster	1
Bowling Greens		Carnforth Bowling club	Carnforth	1
Bowling Greens		St Joseph's, Aldrens Lane	Lancaster	1
Bowling Greens		Westfield Village, West Road	Lancaster	1

Bowling Greens		Cumberland View Hotel, Heysham Road	Morecambe	1	
Bowling Greens		Trimpell Sports Centre, Outmoss Lane	Morecambe	1	
Bowling Greens		Bay Horse Hotel	Arkolme	1	
Bowling Greens		Highfield Recreation Ground	Lancaster	2	
Bowling Greens	PU	Palatine Recreation Ground	Lancaster	3	
Bowling Greens		Silverdale	Silverdale	1	
Bowling Greens		Bare Village, Bare Lane	Morecambe	1	
Bowling Greens		Bolton-le-Sands, Packet Boat Lane	Bolton-le-Sands	1	
Bowling Greens		Cockerham Bowling Club, Main Street	Cockerham	1	

Cricket Pitches	V	Trimpell Sports Centre, Outmoss Lane	Morecambe	1	
Cricket Pitches	V	Silverdale	Silverdale	1	
Cricket Pitches	V	Bolton-le-Sands, Bye-Pass Road	Bolton-le-Sands	1	
Cricket Pitches	V	Lancaster Cricket Club, Giant Axe	Lancaster	1	
Cricket Pitches	V	Westgate Cricket Club	Morecambe	1	
Cricket Pitches	PU	Royal Albert	Lancaster	1	
Cricket Pitches	V	Bare Cricket Club	Morecambe	1	
Cricket Pitches	V	Carnforth Cricket Club	Carnforth	1	
Cricket Pitches	V	Galgate Cricket Club	Galgate	1	
Cricket Pitches	V	Heysham Cricket Club	Heysham	1	
Cricket Pitches	V	Morecambe Cricket club	Morecambe	1	
Cricket Pitches	V	Torrisholme Cricket Club	Morecambe	1	
Cricket Pitches	V	Warton Cricket Club	Warton	1	

Cycle Tracks	PU	Salt Ayre Sports Centre	Lancaster	1500m	
--------------	----	-------------------------	-----------	-------	--

All-Weather Cricket Wicket	PU	Ryelands Park	Lancaster	1	
----------------------------	----	---------------	-----------	---	--

Climbing Wall	PR	Regent Park Studios	Morecambe	1	
Climbing Wall	E	Lancaster University	Lancaster	1	
Climbing Wall	E	Morecambe High School	Morecambe	1	
Climbing Wall	E	Our Lady's High School	Lancaster	1	

Football Pitches	PU	Coronation Field, Willow Lane, Lancaster	Lancaster	2 Adult	
Football Pitches	e	Central Lancaster High	Lancaster	2 adult	
Football Pitches	PU	Far Moor	Lancaster	2 Adult	
Football Pitches	E	St Martin's College	Lancaster	1 Adult	
Football Pitches	PU	Barton Road	Lancaster	2 Adult	
Football Pitches	V	Westgate Playing Fields - off Langridge Way	Morecambe	2 Adult	
Football Pitches	E	Carnforth High School	Carnforth	4 Adult	
Football Pitches	E	Ripley High School	Lancaster	2 Adult	
Football Pitches	E	Lancaster and Morecambe College	Lancaster	2 Adult	
Football Pitches	PU	Royal Albert	Lancaster	1 Adult	1 Junior
Football Pitches	PU	King George V Playing Fields, Lordsome Road	Morecambe	2 Adult	
Football Pitches	E	Lancaster University	Lancaster	6 Adult	
Football Pitches	PU	King George V Playing Fields, Slyne Road	Lancaster	2 Adult	
Football Pitches	PU	Galgate, Recreation Ground behind Plough Hotel	Galgate	2 Adult	
Football Pitches	P	Lancaster FC, Giant Axe	Lancaster	1 Adult	
Football Pitches	PU	Trumacar Lane	Heysham	1 Adult	
Football Pitches	PU	Claughton	Claughton	1 Adult	
Football Pitches	PU	Caton, Station Hotel Sports Field	Caton	1 Adult	

Football Pitches	V	Quarry Park, Lundsfield Quarry (Carnforth Rangers)	Carnforth	1 Adult	
Football Pitches	PU	Iodine Park, Millhead	Millhead	1 Adult	
Football Pitches		Community Centre, Low Road (Halton Rangers)	Halton	1 Adult	
Football Pitches		Middleton Park, Middleton	Middleton	1 Adult	
Football Pitches	E	Morecambe High School	Morecambe	2 Adult	
Football Pitches	PU	Peel Avenue	Heysham	2 Adult	
Football Pitches	V	Lansil Golf and Leisure Club, Caton Road	Lancaster	1 Adult	
Football Pitches	PR	Morecambe FC, Christie Park	Morecambe	1 Adult	
Football Pitches	E	Lancaster Royal Grammar School	Lancaster	?	
Football Pitches	PU	Hanging Green Lane	Hest Bank	1 Adult	
Football Pitches	PU	Ryelands Park	Lancaster	2 Adult	1 Junior
Football Pitches	PU	Salt Ayre Sports Centre	Lancaster	3 Adult	
Football Pitches	PU	Heysham Village	Heysham	1 Junior	
Football Pitches	V	York Road, Bowerham (Storeys)	Lancaster	1 Adult	
Football Pitches	V	Slyne with Hest (Bottomdales)	Slyne-with-Hest	1 Adult	1 Junior
Football Pitches	V	Bolton-le-Sands, Packet Boat Lane	Bolton-le-Sands	1 Adult	

Gym	PU	Salt Ayre Sports Centre	Lancaster	1	
Gym	PR	Lancaster House Hotel	Lancaster	1	
Gym	E	Lancaster and Morecambe College	Lancaster	1	
Gym	E	St Martin's College	Lancaster	1	
Gym	E	Lancaster University	Lancaster	1	
Gym	PR	Total Fitness, Caton Road	Lancaster	1	
Gym	PR	Holiday Inn	Lancaster	1	
Gym	PR	RK Fitness, Lancaster City Centre	Lancaster	1	
Gym	PR	VVV, Coastal Road	Morecambe	1	
Gym	PR	South Lakeland Leisure Park, near Carnforth	Carnforth	1	

Golf Course	PR	Morecambe Golf Club	Morecambe	18 Hole Course	
Golf Course	PR	Lansil Golf and Leisure Club, Caton Road	Lancaster	9 Hole Course	
Golf Course	PR	Heysham Golf Club	Heysham	18 Hole Course	
Golf Course	PR	Lancaster Golf Club	Ashton	18 Hole Course	
Golf Course	PR	Ashton Golf Course	Ashton	9 Hole Course	
Golf Course	PR	Forrest Hills Golf Course	Scotforth	9 Hole Course	
Golf Course	PR	Silverdale, Red Bridge Lane	Silverdale	18 Hole Course	

Hockey Pitches	PU	Salt Ayre Sports Centre	Lancaster	1 Artificial Pitch	
Hockey Pitches	E	St Martin's College	Lancaster	1 Artificial Pitch	
Hockey Pitches	E	Lancaster University	Lancaster	1 Artificial Pitch	
Hockey Pitches	E	Ripley High School	Lancaster	1 Artificial Pitch	
Hockey Pitches	E	Central Lancaster High	Lancaster	1	
Hockey Pitches	E	Lancaster Girls Grammer School	Lancaster	1	

Multi-Games Area	PU	Ryelands Park	Lancaster	1	
Multi-Games Area	PU	Douglas Park	Heysham	1	
Multi-Games Area	PU	Palatine Recreation Ground	Lancaster	1	
Multi-Games Area	PU	Regent Park	Morecambe	1	
Multi-Games Area	PU	Ambleside Road, Ridge	Lancaster	1	
Multi-Games Area	V	Galgate, Recreation Ground behind Plough Hotel	Galgate	1	

Rugby Pitches	V	Trimpell Sports Centre, Outmoss Lane	Morecambe	2	
Rugby Pitches	V	Vale of Lune Rugby Club	Morecambe	4	

Rugby Pitches	V	Carnforth RUFC	Carnforth	2
Rugby Pitches	E	Lancaster University	Lancaster	3
Rugby Pitches	E	Lancaster and Morecambe College	Lancaster	1
Rugby Pitches	E	Heysham High School	Heysham	1
Rugby Pitches	E	Morecambe High School	Morecambe	2
Rugby Pitches	E	Ripley High School	Lancaster	2

Sports Hall	E	Lancaster and Morecambe College	Lancaster	4 badminton courts
Sports Hall	PU	Salt Ayre Sports Centre	Lancaster	8 badminton courts
Sports Hall	E	St Martin's College	Lancaster	4 badminton courts
Sports Hall	E	Lancaster University	Lancaster	8 badminton courts
Sports Hall	E	Our Lady's High School	Lancaster	4 badminton courts
Sports Hall	E	Central Lancaster High	Lancaster	
Sports Hall	E	Lancaster Royal Grammar School	Lancaster	4 badminton courts
Sports Hall	E	Heysham High School	Heysham	4 badminton courts
Sports Hall	E	Morecambe High School	Morecambe	4 badminton courts

Skating/BMX facilities	PU	Lune BMX Skating Park	Lancaster	1
Skating/BMX facilities	PU	Halton Skate Park	Halton	1
Skating/BMX facilities	PU	Morecambe Skate Park	Morecambe	1

Swimming Pool	PU	Heysham High School	Heysham	25x10m
Swimming Pool	PU	Carnforth Swimming Pool	Carnforth	25x10m
Swimming Pool	PR	Lancaster House Hotel	Lancaster	10x20m
Swimming Pool	PU	Salt Ayre Sports Centre	Lancaster	25x10m
Swimming Pool	E	Bleasdale House	Silverdale	10x5m
Swimming Pool	PU	Hornby Swimming Pool	Hornby	25x10m
Swimming Pool	E	Lancaster University	Lancaster	25x13m
Swimming Pool	PR	Glasson Dock Swimming Pool	Glasson	25x10m
Swimming Pool	PR	Capenwray Swimming Pool	Capenwray	20x10m
Swimming Pool	PR	South Lakeland Leisure Park	Carnforth	20x10m
Swimming Pool	PR	Holiday Inn	Lancaster	15x8m
Swimming Pool	PR	Total Fitness	Lancaster	20x25m

Tennis Courts		Hanging Green Lane	Hest Bank	2
Tennis Courts	E	Lancaster University	Lancaster	6
Tennis Courts	V	Bowerham Tennis Club	Lancaster	4
Tennis Courts		Bolton-le-Sands, Packet Boat Lane	Bolton-le-Sands	2
Tennis Courts		Middleton Tennis Club	Middleton	2
Tennis Courts	V	Lancaster Tennis Club	Lancaster	3
Tennis Courts		Lunesdale Tennis Club	Morecambe	5
Tennis Courts	PU	Happy Mount Park	Morecambe	2
Tennis Courts	PU	Regent Park	Morecambe	2
Tennis Courts	E	Ripley Tennis Club	Lancaster	3
Tennis Courts		Slyne Tennis Club	Slyne-with-Hest	2
Tennis Courts	V	Burton Tennis Club	Burton	2
Tennis Courts	PU	Palatine Recreation Ground	Lancaster	2
Village Hall	PU	Hest Bank	Hest Bank	1
Village Hall	PU	Bolton-LE-Sands	Bolton-LE-Sands	1
Village Hall	PU	Silverdale	Silverdale	1
Village Hall	PU	Caton	Caton	1

Village Hall	PU	Hornby	Hornby	1	
Village Hall	PU	Whittington	Whittington	1	
Village Hall	PU	Carnforth	Carnforth	1	
Village Hall	PU	Nether Kellet	Nether Kellet	1	
Village Hall	PU	OverKellet	OverKellet	1	
Village Hall	PU	Glasson Dock	Glasson Dock	1	
Village Hall	PU	Arkholme	Arkholme	1	
Village Hall	PU	Warton	Warton	1	
Village Hall	PU	Yealand	Yealand	1	
Village Hall	PU	Halton	Halton	1	
Village Hall	PU	Cockerham	Cockerham	1	
Community Centre	PU	Ridge	Lancaster	1	
Community Centre	V	Marsh	Lancaster	1	
Community Centre	PU	Barton Rd	Lancaster	1	
Community Centre	V	Dallas Rd	Lancaster	1	
Community Centre	V	Skerton	Lancaster	1	
Community Centre	PU	Woodhill Lane	Morecambe	1	
Community Centre	V	West End	Morecambe	1	
Community Centre	PU	Heysham	Heysham	1	

Lancaster City Council

Lancaster City Council's Cultural Services offers a wide range of indoor and outdoor facilities, activities and advice for people of all ages to participate in sport and physical activity. Either by directly providing services like public swimming, swimming lessons, fitness classes, holiday activity programmes, after school clubs and priority group activities or enabling sports clubs, groups and individuals to use Council facilities to run swimming, athletics and football clubs or casual bookings for table tennis, badminton and bowling.

Sports Directory & GIS

Lancaster City Council has an established directory that includes information about local sports and leisure facilities, clubs and leagues. It is needs up dating and placing onto the Council's web-site. A link to the Council's Geographical Information System (GIS) is also being explored. This system will also allow the Council to show where participants come from via post-code analysis.

Sports Colleges & Extended Schools

Lancaster benefits from two specialist sports colleges and a fully extended school, with many other schools offering extended school opportunities. A range of opportunities for participating in sport and physical activities are offered through local schools.

University & Colleges

Lancaster University, St Martins College and Lancaster and Morecambe College all have indoor and outdoor sports facilities and offer a wide range of activities.

Active Places

This web-site allows you to search for sports facilities any where in England by a number of different ways. You can browse an interactive map of the country, search for facilities in your local area, use the name and address of a specific facility to find out more information. Please be aware that this is the first stage in an ambitious project - we have collected information on over 50,000 facilities already. Currently we hold the locations and details for eleven different facility types, and this information is being constantly checked. If the facility type you require isn't part of the site yet please bear with us. We will introduce other facility types at later date but can only collect so much information at once.

SCUBA

This is the Council's data management system, which is being extended. Data collection is a key factor in determining how successful Lancaster is at increasing participation in sport and physical activity.

Web-sites

The Council, local colleges, some schools, clubs and groups have web-sites with their information.

Council for Voluntary Services Directory (CVS)

CVS has a comprehensive directory of local voluntary clubs, groups and organisations.

Family Notice Board

This is a local publication that provides families with information about local services, which includes information about swimming pools and sports centres, sports clubs and groups.

Parks

There are a number of parks located within the District which provide a range of opportunities for participation in sport and physical activity including walking, cycling, running, tennis, playing, football, bowling, basketball, orienteering, pitch and putt and Netball. A number of these activities can be undertaken for free.

Cycle Paths, Tow Paths & Promenade

Lancaster is designated a Cycling Demonstration Town and has extended the already comprehensive cycle path network. This network runs between the Lancaster & Morecambe, out to Glasson Dock and down the Lune Valley to Caton, through Lancaster and to the University and links to the Canal Tow Paths and the Promenade at Morecambe. This network is used for cycling, walking and running and currently extends to over 65km of off and on road provision.

Morecambe FC

The club provide a range of opportunities for children and young people to attend e.g. junior and youth teams, school holiday football camps, after schools clubs and they are involved with providing football activity as a diversionary activity supported by the Community Safety Partnership.

Lancaster FC

The club provides a range of opportunities for children and youth people to participate in football.

Uniform Groups

Lancaster has a number of uniformed groups located across the district. Many are located in the rural areas. This information is listed in the CVS Directory and Family Notice Board.

Natural Environment

The District benefits from extensive rural areas and the coast, which offer the opportunity for more vigorous exercise. Warton Crag and Farlton Knott are renowned for Climbing, bouldering, mountain biking and walking. The Canal is used for canoeing and a range of other water sports can be undertaken in the Bay in particular sailing and windsurfing.

Referral Schemes

The Council is partnership with the West End Medical Practice, operate a referral scheme called 'Swim Fitness' and another with the NHS called Condition Management Programme. There are other referral schemes 'Health on Wheels' and Wheels for All. It is the aim of the Lancaster SPAA to bring together all these referral type services under one official GP referral scheme.

Appendix 4: Themed Action Plan

Theme: Improving Health and Wellbeing

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Provide free summer playschemes for 8-11's delivered in specific priority wards	Lancaster City Council	£243,000 over 3 years	Annually July-August	% of places filled Number of children attending from priority wards Information collected from registers/booking forms	KPI 1 – 600 under 16's Over 3 years KPI 8 – 12 16+ over 3 years	N/A
Provide school holiday activity programmes for 5-16's	Lancaster City Council	£44,100 over 3 years	Annually at Easter, May Half Term, Summer, October Half Term, Christmas & February half Term	% of places filled Number of children and young people attending Information collected from registers/booking forms	KPI 1 – 300 under 16's per year KPI 3 – 60 under 16's over 3 years	N/A
Provide primary school after school clubs for 8-11's	Lancaster City Council	£28,080 over 3 years	6 weekly sessions (term-time only)	Number of schools involved % of schools from priority wards Number of children attending Information collected from registers/booking forms	KPI 1 – 600 Under 16's over 3 years KPI 3 – 45 Under 16's Over 3 years	

Provide educational swimming lessons for primary, secondary schools and special schools	Lancaster City Council	£402,000 over 3 years	Weekly (term-time only)	Number of schools involved as a % of overall number of primary schools % of children who can swim 25m at Key stage 2 Information collected from registers/booking forms	KPI 1 - 4500 under 16's, over 3 years	N/A
Provide community swimming lessons for juniors adults	Lancaster City Council	£123,000 over 3 years	40 weeks per year	% of places filled (Juniors) % of places filled (adults) Number of children and young people attending each week Information collected from registers/booking forms	KPI 1 – 600, Under 16's Over 3 years 90 16+ over 3 years KPI 8 – 12 over 3 years	N/A

Theme: Improving Health and Wellbeing

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Provide a subsidised programme of activity sessions for 16+ fitness classes (Aerobics, Step and Circuits etc) Gym sessions for beginners Dance and movement sessions Martial arts classes Swimming & aqua aerobic sessions included</p> <p>New Provision Project 1 Community Sport and Physical Activity Strand</p>	<p>Lancaster City Council & Total Fitness, VVV, Athletics Club, Heysham High School, Rainbow Club, Lancaster University, St Martins College and Lancaster & Morecambe College</p>	<p>£140,000 partnership funding</p> <p>£140,000 (in kind) Lancaster City Council</p> <p>£140,000 funded by SPAA</p>	<p>April 2008 – March 2011</p>	<p>Numbers of adults attending 3 or more sessions each week % of adults from priority wards % of adults from BEM % of adults with a disability % of adults over 55's % of women Number of adults who join a club split into male/female % of BEM who join a club split into male/female % of adults with a disability who join a club split into male/female % of adults over 55 who join a club split into male/female % of women who join a club % of adults who feel that their health has improved (evaluated every 6 months)</p> <p>Information collected from registers/booking forms</p>	<p>KPI 1 – 2400 16+ over 3 years</p> <p>KPI 3 – 240 16+ Over 3 years</p> <p>KPI 4 – 6 over 3 years</p> <p>KPI 17 – £140,000</p>	<p>CIF £140,000</p>

<p>Develop cricket coaching programme targeting girls, women BME and over 55yrs</p> <p>New Provision Project 1 'Hit for Six' Strand</p>	<p>Lancashire Cricket Board Lancaster Cricket Development Group & Lancaster City Council</p>	<p>£45,000 funding from LCB</p> <p>£3,000 Heysham School Sport Partnership</p> <p>£1000 from Cricket development group</p> <p>£11,000 (in kind) from Lancaster City Council;</p> <p>£30,000 CIF</p>	<p>April 2008 – March 2011</p>	<p>Numbers of children and young people attending each week % of BEM children and young people attending % of children and young people with a disability % of girls Number of children and young people joining a club Number of adults attending 3 or more sessions per week % of over 55's % of women % of BEM Number of adults joining a club Number of new adult volunteers Number of new clubs/sections of clubs</p> <p>Information collected from registers/booking forms</p>	<p>KPI 1 – 1800 Under 16's, over 3 years</p> <p>300 16+ over 3 years</p> <p>KPI 3 - 180 under 16's over 3 years</p> <p>30 16+ Over 3 years</p> <p>KPI 4 – 6 over 3 years</p> <p>KPI 5 – 30 over 3 years</p> <p>KPI 8 – 60 Over 3 years</p> <p>KPI 17 - £49,000</p>	<p>CIF £30,000</p>
---	--	---	--------------------------------	--	--	---------------------------

Theme: Improving Health and Wellbeing

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Health on Wheels	North Lancashire PCT / Lancaster City Council	£5000 Cycling England	12 week projects throughout the year	No of adults referred and completing course		
Provide low to moderate sports and activity opportunities for adults and young people in the community New Provision Project 1 Community Active Together Strand	Primary Care Trust/Lancaster City Council	Social services £18,000 Lancaster City Council £40,000 Lancaster City Council (in-kind) £4350 Primary Care Trust £180,000	April 2008 – March 2010	Number of new leaders Numbers of over 55's participating Information collected from registers/booking forms	KPI 1 900 over 16's over 3 years Under 16's 600 over 3 years KPI 3 16+ 450 KPI 5 - 9 KPI 8 16+ - 18 over 3 years KPI 17 £58,000	CIF £37,000
Go Ride	Salt Ayre Cycling Association	British Cycling Federation £3000 in kind Subs £1500 Cycling Association in	2 hour weekly sessions, 30 sessions per year, plus one-off events	Number of young people attending: 150 under 16's per year, 20 16-18's per year Number of adult leaders trained : 3 per year	KPI 1 450 under 16's over 3 years 60 over 16's KPI 3 - 60 under 16's over 3 years	N/A

		kind £9000 in kind & £1500 cash Over 3 years		Information collected from registers/booking forms	24 16+ Over 3 years KPI 5 – 9 over 3 years KPI 8 16+ – 9 Over 3 years	
Schools to provide 2 hours of quality PE and school sport per week	Sports Colleges	School budgets	2 hours per week per year	% of schools complying (Current baseline 97%) Y1 100% Y2 100% Y3 100%	N/A	
Develop a new community facility at Heysham Mossgate workplace health, district wide GP referral programme etc.	Heysham Mossgate Partnership	£3.2M £1.8m from Heysham Mossgate Partnership £600,000 Football Foundation £800,000 Sport England	January 09 start	Number of people referred Numbers of adults attending 3 or more sessions each week % of adults from priority wards % of adults from BEM % of adults with a disability % of adults over 55's % of women % of adults with a disability engaged % of adults over 55 % of adults who feel that their health has improved (evaluated every 6 months) Number of young people joining a club	KPI 1 – 3000 16+, 6000 under 16's KPI 3 - 100 16+, 300 under 16's KPI 4 – 6 KPI 5 – 30 KPI 8 66+ 75 KPI 17 - £1.8m All over 3 years	

				Number of adults joining a club		
				Information collected from registers/booking forms		

Theme: Reducing Crime and Fear of Crime

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Provide targeted diversionary activities for 11-19's based at community venues that will also provide information on exit routes an opportunities using the latest technology including web based activity, SMS and information directory (New Provision Project 2)	Lancaster City Council in partnership with the Police, Youth Offending Team, Youth & Community Services	£15,000 Community safety £9,000 LCC (in-kind) SPAA £12,000	12 weeks x 2 hours per week annually for 2 years	Number of young people attending Reduction in youth related crime & anti social behavior in target locations. Number of referrals into local clubs Information collected from registers/booking forms	KPI 1 – 360 under 16's over 2 years Over 16+ 60 over 2 years KPI 3 – 36 Over 2 years KPI 4 – 3 over 2 years KPI- 8 6 over 2 years KPI 17 - £24,000	CIF £12,000

Theme: Widening Access

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Wheels For All	Adult & Community Services	<p>£25,000 set up capital costs (2007/8)</p> <p>Adult & Community Services' In Kind' organisation of project</p> <p>In Kind collaboration from North Lancs PCT</p> <p>Income generation (Membership fee) approx £1,400</p>	Access to 2 Hour sessions @ 2 per day Mon to Fri	<p>Increase of 100% membership in first year</p> <p>Increase of access by external agencies</p> <p>Increase participation from adults other than A & CS supports</p> <p>Increase in income to expand project</p> <p>Information collected from registers/booking forms</p>	<p>KPI 1 - 60 over 3 year 16+</p> <p>KPI 5 – 6 over 3 years</p>	
Provide an Inclusive Fitness Initiative Gym	Lancaster City Council	£10,296 over 3 years	Available all year round	<p>Number of member with a disability</p> <p>Number of new members with a disability</p> <p>Information collected from registers/booking forms</p>	<p>KPI 1 – 35 16+ over 3 years</p> <p>KPI 3 – 30 16+ over 3 years</p> <p>KPI 4 – 1 over</p>	N/A

					3 years	
Provide a cycling centre and cycling development programme	Salt Ayre Cycling Association/ Lancaster City Council	Sport England Funding £130,000 Cycling England Funding £10,000 LCC/Cycling Association in kind £30,000	Capital improvements to be completed by summer of 2008 and a development plan to be delivered which covers the life of this action plan	Increase membership of the association of clubs (juniors and adults) Increase participation (juniors and adults) Information collected from registers/booking forms	KPI 1 –284 16+ over 3 years Under 16+320 over 3 years KPI 3 – 64 16+ over 3 years Under 16+ 84 over 3 years KPI 4 – 1 over 3 years KPI 5 - 8 over 3 years KPI 8 – 70 over 3 years KPI 17 - £140,000	N/A

Conduct an annual audit of local sports clubs, groups, the educational sector and private sector providers	Lancaster City Council	£1500 over 3 years	annually	Number of adults and young people attending activities Information collected from registers/booking forms	N/A	
Develop a community use facility at Heysham High School	Heysham High School & Partners	Sport England £500,000 Heysham High School & Partners £150,000	Capital improvements to be completed by the end of summer of 2008 and a development plan to be delivered which covers the life of this action plan	Increase participation over 3 years Females 150 Male 150 Information collected from registers/booking forms	KPI 1 – 240 16+ over 3 years Under 16+ 60 over 3 years KPI 5 10 over 3 years KPI 8 30 over 3 years KPI 17 £150,000	N/A
Provide a disability multi club	Lancaster City Council	£4680 over 3 years	Weekly session (term-time only)	Number of children and young people attending Information collected from registers/booking forms	KPI 1 - 60 under 16's Over 3 years	

Appendix 7: References

Bird, William, (2004) *Natural Fit, can green space and biodiversity increase levels of physical activity?* RSPB 2004

Bird, William & Reynolds, Veronica (2002) *Walking for Health, the complete step-by-step guide to getting fit and feeling your best*, Carroll and Brown Publishers Limited, 2002

Brunton G, Harden A, Rees R, Kavanagh J, Oliver S and Oakley A (2003) *Children and Physical Activity: a systematic review of barriers and facilitators*, London: EPPI-Centre, Social Science Research Unit, Institute of Education, University of London.

Cavill, N & Bauman, A (2004) 'Changing the way people think about health-enhancing physical activity: do mass media campaigns have a role?' *Journal of Sports Sciences*, August 2004, volume 22 No. 8 pp.771-90

Cavill N, Kahlmeier S and Racioppi F (2006) *Physical activity and health in Europe: evidence for action*, WHO Europe, 2006

Chief Medical Officer (CMO) (2004) *At least five a week, Evidence on the impact of physical activity and its relationship to health*, Department of Health, 2004

Department of Health (DH) (1995) *More people, more active, more often*, Department of Health, 1995

Department of Health (DH) (2005) *Choosing Activity: a physical activity action plan*, Department of Health, 2005

Department of Health (DH) (2007) *Communities for Health: Learning from the Pilots*, Department of Health, 2007

Department of Health, Walking the Way to Health and Sport England (DH, WWH & SE) (2006) *Local Exercise Action Pilots (LEAP) Summary of the Interim Findings*

Dr Foster (2003) cited in Department of Health (DH) (2005) *Choosing Activity: a physical activity action plan*, Department of Health, 2005

Healthy Settings Development Unit (HSDU) (2007)
<http://www.uclan.ac.uk/facs/health/hdsu/index.htm> accessed 29/01/07

Kennedy & Ling (1997) *Nutritional Education for low income groups – is there a role?* cited in Kholer et al *Poverty and food in welfare societies*.

National Audit Office (NAO) (2001) *Tackling Obesity in England*, London: The Stationary Office, 2001

National Institute for Health and Clinical Excellence (NICE) (2006) *Obesity, Guidance on the prevention*

Office of National Statistics (2002) *Health Survey for England*

(Peersman *et al*, 1998) cited in Department of Health (DH) (2005) *Choosing Activity: a physical activity action plan*, Department of Health, 2005

Sport England (SE) and MORI (2002) *Driving up participation: The challenge for sport*, cited in *Choosing Health, Choosing Physical Activity*, Department of Health, 2004.

Sproston, K. & Primatesta, P. (2002) *Health Survey for England 2002. The health of children and young people*, London: The Stationary Office, 2003

Taylor, Adrian H. (1996) *Evaluating GP Exercise Referral Schemes, Findings from a randomised control study*, CSRC, 1996

USA National Institute for Health (1998), *Clinical guidelines on the identification, evaluation and treatment of overweight and obesity in adults*, National Institute for Health (1998)