



Pendle Sport and Physical Activity Alliance (SPAA)

Vision Document

Pendle SPAA Vision Document

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1.0 Introduction

Pendle acknowledges the vital role sport and physical activity can play in improving health and community well being. In Pendle, it is Pendle Leisure Trust (PLT) which leads the delivery of sport and physical activity throughout the borough. There has been, and continues to be, significant progress in improving provision and facilities throughout Pendle. Partnership working is also a key success factor of recent years, with many initiatives delivered through joint partnership working.

However, it is apparent that there is a void in strategic planning for sport and physical activity within Pendle. In addition the borough is acutely aware of the importance of contributing to the national PSA target of a 1% increase in participation in sport and physical activity. This is a significant challenge locally, as based on current figures it equates to 703 new participants in Pendle every year.

We are thus committed to identifying gaps in provision and key target groups through a strategic process and local needs analysis with the aim of increasing participation in, and widening access to, sport and physical activity in Pendle.

Findings from the Active People Survey, 2006 shows that 21.2% of adults 16+ participating in at least 30 minutes of sport and physical activity of moderate intensity on three or more days a week in Pendle. This is slightly above the national average and highlights the need to retain current participants and increase participation further in sport and physical activity. The trend of above average participation is not replicated throughout all sections of the community. Poor participation rates are more noticeable in the following groups:

- Women of all ages
- School leavers 16-24
- 34-45 age group
- Over 50s
- Black and Minority Ethnic Groups
- Lower Social Economic Groups.

In addition there are concerning statistics in relation to the local sporting infrastructure especially around club membership, club accreditation and coaching numbers. This outlines the importance of developing this area of work to support and sustain a long term increase in participation.

The establishment of Pendle's Sport and Physical Activity Alliance (SPAA), will enable a more co-ordinated approach to achieving this target as well as helping to shape the delivery of future sport and physical activity provision in the borough.

This Vision document aims to set out our common goals for delivering sport and physical activity in Pendle and identifies our key priority areas for action, all of which will be delivered and monitored through our Delivery Plan.

2.0 Strategic Landscape

2.1 Delivery System for Sport: National and Regional Context

The guidance from Sport England in November 2005 set out a clear model for the delivery of community sport in England.

The Delivery System for sport seeks to improve coordination between delivery partners and aims to strengthen links between participants, local deliverers, policy makers and investors in order to effectively increase and widen participation in sport and physical activity. The establishment of local Sport and Physical Activity Alliances (SPAAs), comprising of delivery agents from a range of relevant organisations and sectors, is thus a key component of developing and implementing this new approach. The main functions of a SPAA are to:

- Identify local needs & potential interventions
- Develop a locally shared vision with the buy in of key partners including the Local Strategic Partnership.
- Secure resources from a broad range of partners to deliver identified interventions and outcomes
- Identify opportunities to build capacity to increase participation and widen opportunities.
- Bring together and align partners' existing priorities and targets within one integrated local Delivery Plan for sport and physical activity.

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. An estimated £180,000 is potentially available to the Pendle SPAA over a three year period.

2.2 Lancashire Sport Strategy: Changing Lives

The Lancashire Sport Partnership has developed a strategy "Changing Lives", with the aim of increasing participation in, and widening access to, sport and physical activity throughout Lancashire. Identified within the Strategy are 6 key themes, these being:

Young People,
Health and Well Being,
Enhancing the Sporting Infrastructure,
Developing the Workforce,
Benefiting the Economy
Creating Safer and Stronger Communities.

This Strategy is relevant to Sport and Physical Activity Alliances who are, with the support of the County Sports Partnership Core Team, best placed to deliver the core objectives of the strategy at a local level. The aspirations of the Pendle SPAA link directly with that of 'Changing Lives' particularly with regard to increasing participation, focussing on increasing activity amongst female, BME groups and older people.

2.3 Local Strategic Context- Pendle Partnership

Pendle Partnership is the main partnership driver with representatives from across the public, private, community, voluntary and faith sectors. The vision and actions for the Partnership are defined in Pendle's Community Strategy, the overarching strategic document which sets out the key priorities. Health and well being and culture and leisure are included as key priorities.

Pendle has a strong history of effective partnership working, the main driver being Pendle Partnership (the Local Strategic Partnership for Pendle). Since its inception in 1996 Pendle Partnership has attracted over £148 million worth of investment to tackle inequalities and improve life chances for everyone in Pendle. By 2009, it is anticipated that this figure will have risen by £19.8 million to a total of £167 million.

This Partnership, particularly through the work of Pendle Leisure Trust (PLT), has a strong history of delivering high quality leisure facilities and cultural activities in Pendle - for example, the renowned annual Colne Blues Festival, Seedhill Athletics facility and the newly opened Spa and Gym extension to Pendle Wavelengths in the heart of Nelson. PLT is a charitable body commissioned by Pendle Council to deliver leisure facilities and sporting activities throughout the Borough. East Lancashire Primary Care Trust (ELPCT) also commission PLT to deliver a range of health improvement programmes, outlining the progress made through joint delivery and partnership working in recent years

Pendle Partnership has consistently prioritised health and well being as the health inequalities gap remains higher than the regional and national average, particularly in relation to physical activity levels. As such, Pendle is a 'spearhead' District with resources directed to tackle health deprivation within the Borough. A number of sports and physical activity programmes include targeted community interventions in areas of deprivation and include initiatives such as Pendle Active Communities, Community Gyms and Community Sports provision for schools.

Pendle Partnership has recently restructured to adapt to the changing policy landscape. Most notable of these is the development of the Lancashire Local Area Agreement (LAA) which is based upon four blocks:

- Children and Young People,
- Healthier Communities and Older People,
- Safer and Stronger Communities
- Economic Development and Environment.

Pendle Partnership has four strategic groups that essentially mirror these four blocks, these being:

- Children and Young People Strategic group
- Community Strategic Group
- Community Safety Partnership
- Pendle Vision.

A number of the Strategic Groups are contributing to increasing participation rates in sport and physical activity. For example, the Children & Young People group has a Positive and Diversionary Group looking at activities for young

people over the summer period, which includes sports and physical activity sessions. Likewise, the Community Safety Partnership are involved in coordinating diversionary activities for young people along with our Neighbourhood Management teams that operate within the borough's most deprived areas. Similarly, the Communities Strategic group have considered opportunities for increasing physical activity participation amongst older people.

Thus in recognition of the cross cutting nature of this work, the Pendle SPAA reports directly to the LSP Management Group as can be seen in Diagram 2.1 below:

Diagram 2.1 Pendle SPAA structure and links with the LSP



3.0 Pendle SPAA

3.1 SPAA Membership

The Chair is on the board of Pendle Leisure Trust, and Pendle Borough Council is leading the development of the SPAA, supported by ELPCT and PLT. Membership of the steering group consists of key partners from Pendle Partnership and includes:

Pendle Borough Council
Lancashire County Council
East Lancashire Primary Care Trust
Lancashire Sport
Education
Pendle Leisure Trust
Age Concern
Sports Council
Schools Sports Partnership
Voluntary and Community sector

3.2 Vision

“To create a framework for sport and physical activity in Pendle that will widen access, create more choice and increase participation for all those who live, work, learn and visit the Borough”

3.3 Strategic aim

The vision will be underpinned by the following strategic aim:

- To work in partnership to contribute to a 1% increase in participation in sport and physical activity throughout Pendle.

3.4 Objectives

The vision and strategic aim will be achieved through the following objectives:

- Developing a co-ordinated approach to the sport and physical activity delivery system
- Identifying key priority groups to target new interventions to increase participation
- Work with existing projects and deliverers to maximise sport and physical activity opportunities
- Increasing awareness of sport and physical activity opportunities
- Improving the sporting infrastructure by increasing the number of accredited clubs and volunteer and coaching opportunities

4.0 Establishing Priorities through Needs Analysis

Pendle has a relatively stable population which totals around 90,000. Of these 15% are from the BME community, 49% are male and 51% are female. The age structure is similar to the regional and national profile with a slightly higher number of 0-15 years olds (20% compared to 17.8% nationally):

Resident population age (%)		
	Pendle	England & Wales
Under 15	20	17.8
16-24	13.3	13.1
25-44	26	28.5
45-64	25.3	24.5
65+	15	16.1
Average age	37.7	38.6

Source: 2005 ONS Nomis Mid-year estimates

In 2004 the IMD ranking for Pendle was 71st of 354 local authorities in the county. There are 20 wards within the borough and four of these are ranked within the worst 105 nationally. Moreover, Pendle has Super Output Areas in three wards that are located in the worst 4% nationally.

4.1 Levels of activity and participation in Pendle

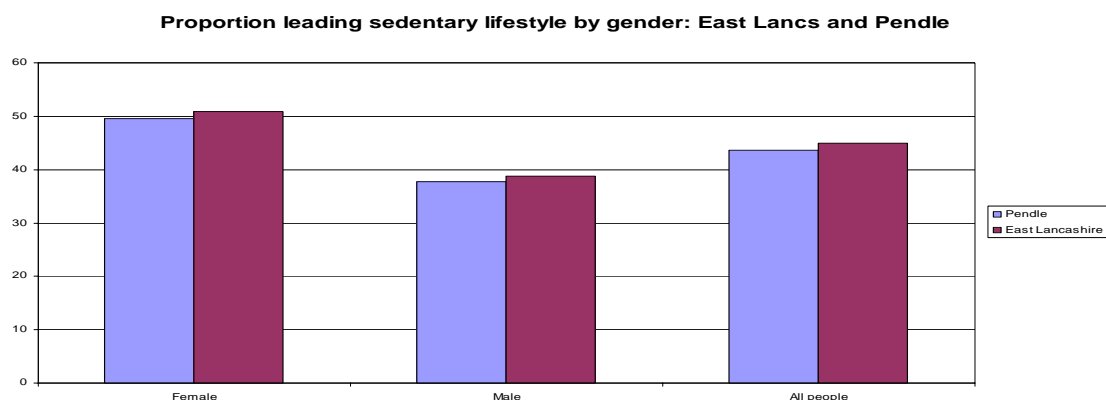
The following section includes data predominantly taken from the Active People Survey (2006) and the East Lancashire Health & Community Survey (2006).

Gender

Levels of participation and physical activity in Pendle sit 0.2% above the national average of 21% (achieving at least 3 days a week for 30 minutes at a moderate level). Although this figure can be considered as encouraging, the graph below illustrates what this equates to in terms of those individuals who are completely sedentary. In addition, it illustrates the large variation in participation between male and females living in the area, females having a much lower level of regular participation.

It is also interesting to note that as a Borough, Pendle scores lower in all gender groups for participation when compared to East Lancashire as a whole.

Figure 4.1



Source: East Lancashire Health and Community Survey 2006

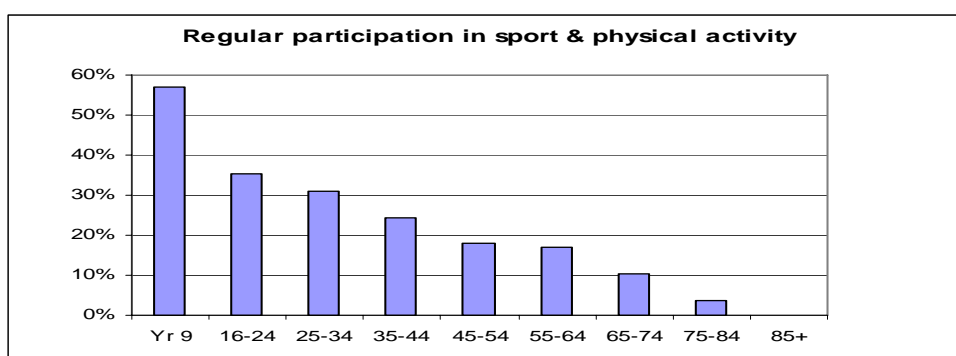
In Pendle, to breakdown our participation percentage, 25.2% of men are considered as moderately active but only 17.5% of women are considered as such.

Age

The age of individuals within Pendle can also illustrate trends in participation where the older you are the less likely you are to engage. In the 16-34 age group, 33.2% of individuals were moderately active compared to 21.5% in the 35-54 age group, and only 10.9% in the 55 and over age range.

Figure 4.2 below illustrates high levels of participation in sport and physical activity up to leaving school but this steadily tapers off the older people become. The drop off rate between school age young people and school leavers is of particular concern.

Figure 4.2



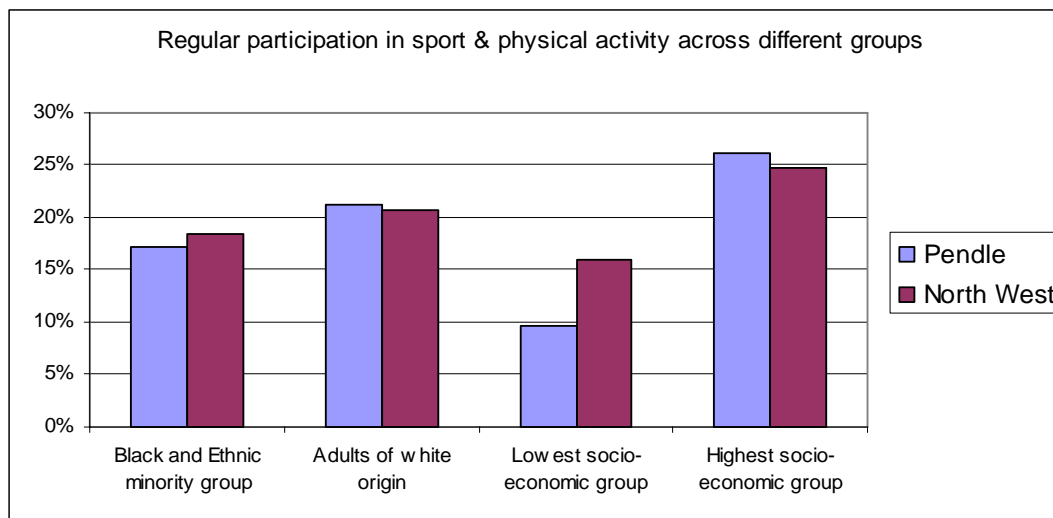
Source: Active People Survey & Yr 9 Survey

Ethnicity and socio-economic background

Pendle as reported above, consists of a diverse population of residents whose participation levels vary immensely. As Figure 4.3 overleaf illustrates, individuals from a black or ethnic minority background are less likely to participate than their white counterparts. In addition, those individuals categorised within the lowest socio-economic group are much less likely to participate than those categorised within the highest socio-economic group.

Of concern is the large gap between those of different ethnic backgrounds and socio-economic groups compared to the rest of the north west.

Figure 4.3



Source: Active People Survey 2006

Sport Specific Analysis

Table 4.1 below shows the top twelve participation sports in Pendle and the breakdown of participants by the groups identified as having poor overall participation rates. The table suggests that women have greater propensity to participate in swimming, aerobics and gym sessions as do the 35-45 year olds and over 50s. School leavers 16-24 have a greater participation levels in team sports such as football. This provides the SPAA with outline information of the type of activities to include within project delivery for these target age groups.

Table 4.1 Sport specific participation by priority group

Pendle											NS-SEC 8: Ever worked / long term unemployed
	Male	Female	White - all	Mixed - all	Asian - all	16-24	35-44	45-54	55-64	65-74	
Swimming / Diving [INDOORS]	12.4%	17.3%	15.4%	54.8%	6.6%	19.5%	16.5%	15.8%	11.7%	9.9%	13.2%
Gym	10.4%	8.9%	9.7%	0.0%	10.5%	12.5%	13.9%	7.2%	5.5%	5.5%	4.2%
Football (include 5 and 6-a-side) [OUTDOORS]	11.2%	0.7%	5.1%	30.5%	10.2%	21.8%	6.0%	0.6%	1.0%	0.0%	7.9%
Golf / Pitch and Putt / Putting	5.9%	0.8%	3.5%	0.0%	0.0%	4.5%	2.1%	3.0%	5.6%	4.3%	3.7%
Aerobics	0.2%	4.3%	2.5%	4.5%	0.5%	0.9%	4.8%	1.8%	1.2%	0.8%	0.0%
Football (include 5 and 6-a-side) [INDOORS]	4.1%	0.6%	1.7%	18.5%	5.9%	10.3%	1.4%	0.9%	0.0%	0.0%	0.0%
Badminton	2.4%	2.1%	2.4%	0.0%	1.5%	3.4%	3.8%	0.8%	0.9%	0.5%	0.0%
Running - Road	2.2%	1.2%	1.6%	0.0%	1.5%	3.5%	3.1%	1.5%	0.5%	0.0%	0.0%
Swimming / Diving [OUTDOORS]	1.4%	2.0%	1.8%	12.0%	0.0%	2.4%	1.6%	2.8%	0.5%	0.6%	0.0%
Running - Cross country	2.5%	0.6%	1.6%	0.0%	0.0%	2.9%	1.8%	1.7%	2.0%	0.0%	0.0%
Tennis	2.1%	0.9%	1.3%	0.0%	2.9%	3.1%	1.0%	4.5%	0.0%	0.8%	0.0%
Cricket	1.8%	0.8%	0.8%	0.0%	5.9%	5.3%	0.0%	0.9%	1.0%	0.0%	0.0%

Recreational Walking and Cycling

In addition to the formal sport analysis above the Active People survey findings show that a high proportion of the overall population and most noticeably the priority groups participate in recreational walking and cycling.

Figure 4.4 At least one recreational walk for at least 30 minutes at moderate intensity (all adults)

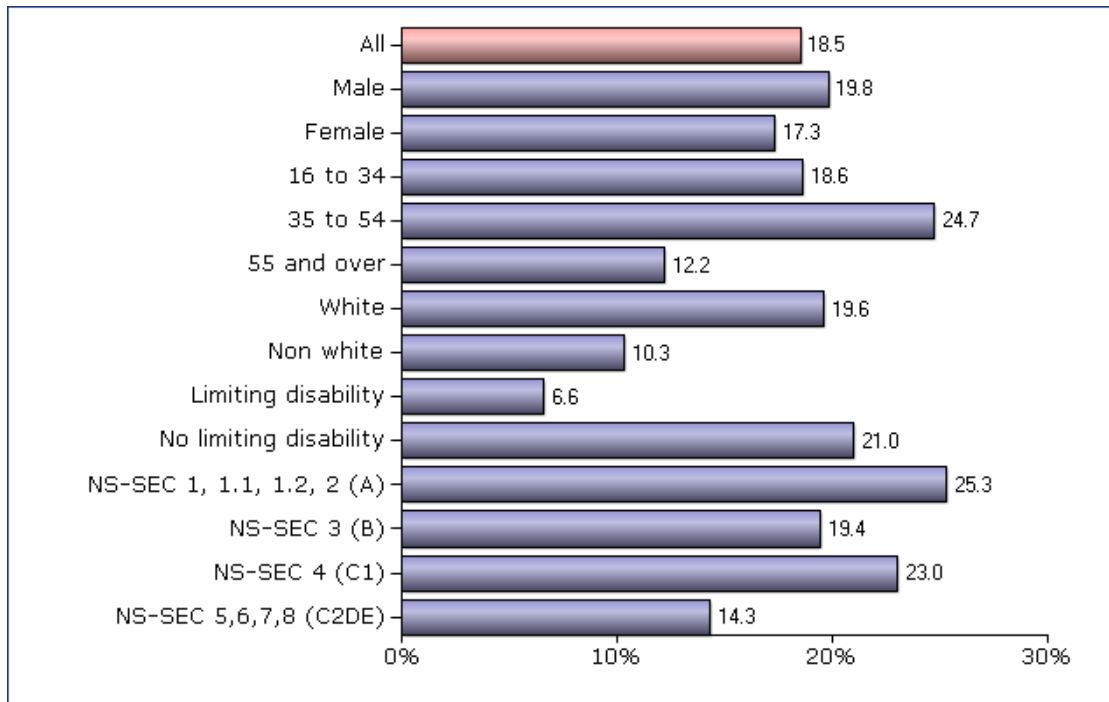


Figure 4.4 At least one recreational cycle for at least 30 minutes at moderate intensity (all adults)

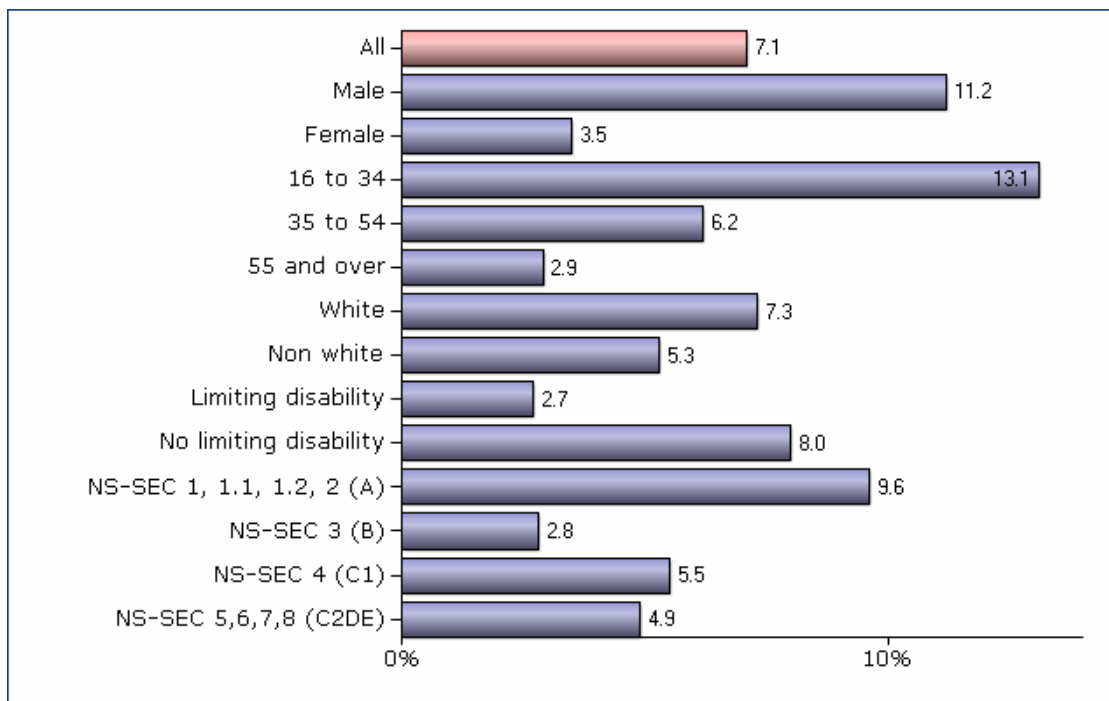


Figure 4.4 and 4.5 above provide the SPAA with a driver to establish walking and cycling activities and events throughout Pendle with the aim of increasing participation in physical activity especially amongst the priority groups.

Sporting Infrastructure

The Active People survey show some concerning statistics in relation to the local sporting infrastructure, supporting consultation findings which stress that this is a key area to develop to sustain any increase in participation in the long term.

To summarise the sporting infrastructure indicators from Pendle:

- 4.7% of residents volunteer at least once a week to support sport. This matches the national average.
- 22% of adults are a member of a sport or physical activity club. This is 3.1% below the national average and ranks us in the lowest 25% of areas nationally.
- 14.9% of adults have received tuition from a coach in the last 12 months. Similarly to the previous point, this is 3.1% below the national average and ranks us in the lowest 25% of areas nationally.
- 14.5% of adults have taken part in organised competitive sport in the last 12 months. Compared to the national average we are 0.5% lower.
- Surprisingly, satisfaction with local sports provision is 7.6% higher than the national average at 77.1% and ranks us in the top 25% of areas nationally.

When these figures are broken down further it is interesting to note that:

- There are a higher percentage of men, the 16 to 34 age group and individuals from a non-white background volunteering in sport and physical activity
- Club members are most likely to be men, 16 to 34 and from a white background
- There are a higher percentage of females, those in the 16-34 age group and individuals categorised as white having received tuition from a coach in the last 12 months
- Those taking part in competitive sport are most likely to be male, age 16-34 and categorised as non-white
- Finally, the highest percentage satisfaction with local sports provision was reported in females, the 35-54 age group and those categorised as white

4.2 Health Statistics

To breakdown our data further and look at the make-up of Pendle as a borough in more detail, summarised below are some interesting statistics for 4 grouped ward areas in Pendle. They illustrate where targeted sport and physical activity initiatives within the borough could make a real difference to the widening health inequalities gap. A tick indicates that the ward grouping has a higher average than Pendle as a whole.

Table 4.2 Pendle Health Statistics

Detail	Pendle 1	Pendle 2	Pendle 3	Pendle 4
Body Mass Index >30 (obese) Pendle average = 17.4% of the population		✓		✓
Smoking (daily) Pendle average = 22.9% of the population	✓			✓
Sedentary lifestyle (no regular exercise) Pendle average = 43.6% of the population	✓			✓
Coronary Heart Disease risk (3 risk factors) Pendle average = 4.7% of the population				✓
Poor neighbourhood connections Pendle average = 22.1% of the population	✓	✓		✓
Perceived social disorganisation (high) Pendle average = 25.9% of the population	✓			✓
Community involvement (none) Pendle average = 52.9% of the population	✓			✓

Pendle 1 = Barrowford, Bradley, Clover Hill, Walverden and Whitefield

Pendle 2 = Blacko and Higherford, Brierfield, Higham and Pendleside, Old Laund Booth and Reedley

Pendle 3 = Boulsworth, Coates, Craven, Earby and Foulridge

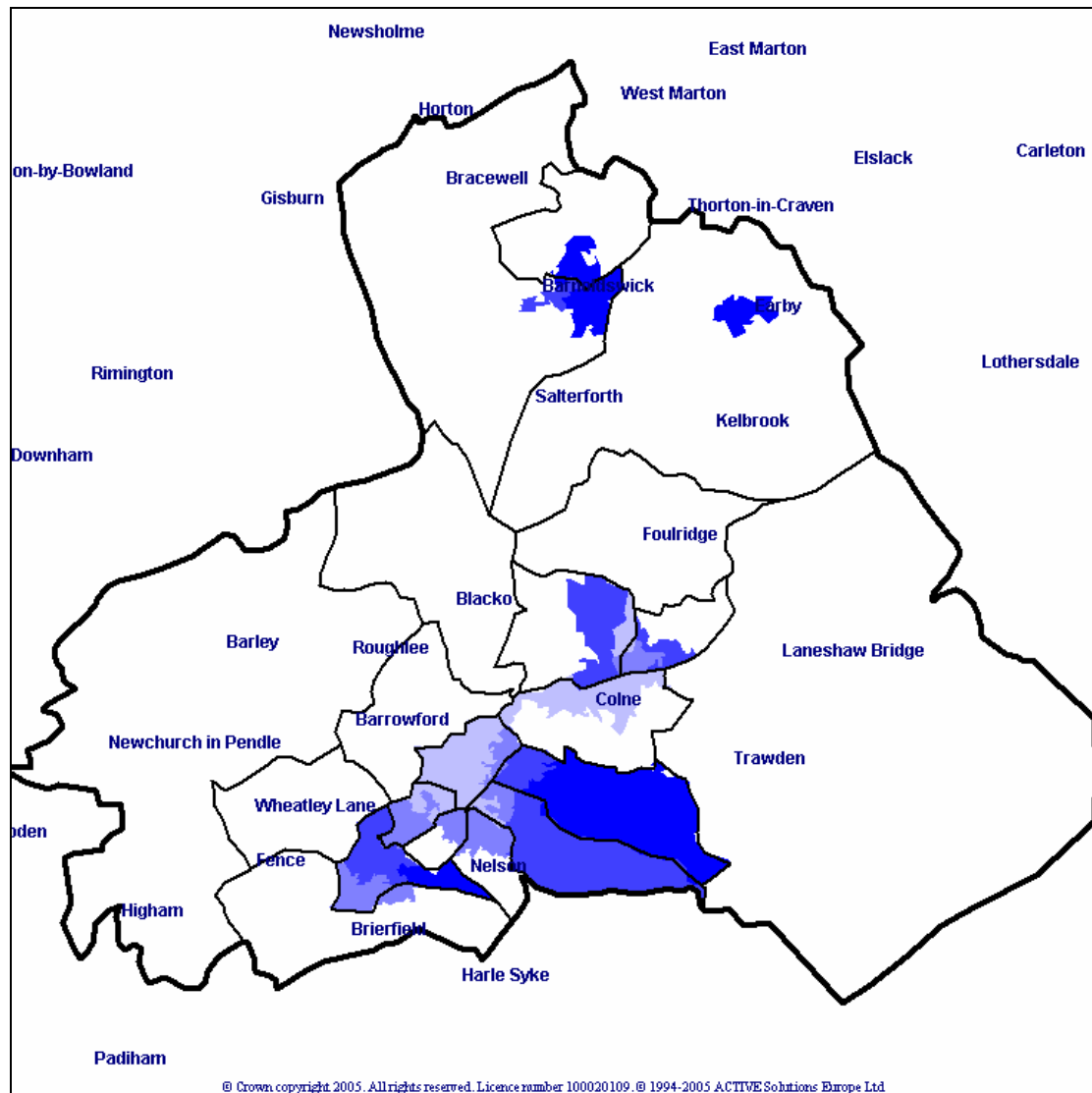
Pendle 4 = Horsfield, Marsden, Southfield, Vivary Bridge and Waterside

Source: East Lancs Health & Community Survey 2006

It is interesting to compare the data above to the Index of Multiple Deprivation for the area. The IMD ranks areas nationally. Therefore, an area shaded as in the worst 10% is ranked within the worst 10% of areas nationally.

The IMD (2004) contains seven domains of deprivation: Income, Employment, Health & Disability, Education Skills & Training, Barriers to Housing & Services, Living Environment and Crime & Disorder.

Figure 4.6 Pendle Health Deprivation



Overall Rank of IMD for Lower Super Output Areas

- All Others
- Worst 30-40%
- Worst 20-30%
- Worst 10-20%
- Worst 10%

Source: East Lancs Locality Health Profiles 2007

When comparing the survey results and the IMD the following becomes evident:

- Pendle 1 – ticks in 5 out of 7 boxes (above the Pendle average on 5 indicators), half of this area is ranked within the worst 20 and 40% of the country with regards to the IMD
- Pendle 2 – ticks in 2 out of 7 boxes, no areas ranked on the IMD
- Pendle 3 – ticks in none of the boxes, 2 small pockets in a large area within the worst 10% on the IMD
- Pendle 4 – ticks in 7 out of 7 boxes, half of the area is ranked in the worst 10-20% on the IMD.

The SPAA will ensure that all projects within the delivery plan aim to increase participation in sport and physical activity and in turn help contribute to an improvement of the health of the community as a whole.

4.3 Stakeholder Consultation

Upon collation of the data, a consultation workshop was held to ascertain the views from local sport and physical activity groups and clubs about their thoughts about widening participation. The secondary aims of this event were to:

- Introduce and raise awareness of Pendle's Sport & Physical Activity Alliance
- Gain a greater understanding of the local sport and activity provision in Pendle
- Provide a networking opportunity for sport and physical activity providers

The headline outcomes from the event for which local people feel improvement is needed and where the SPAA can potentially make a difference were:

- Improving networking between clubs
- Improving the co-ordination of club activities
- Improving communication and publicity and addressing the misconceptions associated with sport
- Develop a range of activities to engage different target groups
- Strengthening links between clubs/ groups and other organisations such as employers and schools

The findings from participants reinforced the data analysis and enabled the SPAA to identify key priorities and themes for the Delivery Plan.

4.4 Summary

Whilst the key priority for the SPAA is to drive towards achieving a 1% increase in participation and interventions will be designed to be all encompassing the data analysis above shows that there are certain key groups whose participation levels are lowest and therefore will be helped through targeted elements to these interventions. The key issues and therefore priority groups and work areas are shown in Table 4.3 overleaf:

Table 4.3 SPAA Priorities

Key Issue	Priority for SPAA
<p>Lowest relative female participation rates in East Lancashire and considerably below national average</p>	<p>Whilst promoting activities to all elements of the community the SPAA will develop certain interventions to target certain groups.</p> <p>P1- The communities on the move and workplaces on the move project will target women promoting walking and other sessional activities linked to aerobics and will also try and reduce barriers by providing activities during lunchtime and within workplaces</p> <p>P2- The Action for Life project will target older women over the age of 50 providing sessional activities based on local need</p>
<p>Lower participation as age increases-significant drop off amongst 35-50 and over 50s</p>	<p>The SPAA will show a continued commitment to targeted community development programmes which value older people</p> <p>P1- This project will aim to reduce the drop off by delivering walking led activities in the community followed by a series of taster sessions of other sports and activities to meet the needs of the local people. The project will also target workplaces to reduce the drop off between the age of 35 and 50.</p> <p>P2- This project will target women over the age of 50 with the aim of increasing participation</p>
<p>Low participation rates amongst Black and Minority Ethnic groups</p>	<p>All projects within the SPAA delivery plan will be inclusive and promote equity and diversity through the delivery of sport and physical activity.</p> <p>P2- This project will target women over the age of 50 from a BME group</p>
<p>Below average numbers of volunteers, coaches and club members and poor representation from the minority groups highlighted above</p>	<p>With the 1% increase in participation target at the forefront of everyone's minds the SPAA see it as essential to develop the local sporting infrastructure especially the number of coaches, volunteers, club members and accredited clubs to support the local delivery of the participation target.</p> <p>P3- The employment of a club development officer will aim to increase number of volunteers, coaches and club members in addition to playing an</p>

Key Issue	Priority for SPAA
	important role in ensuring clubs become club mark accredited
Poor health and increasing obesity levels	All projects will embrace the health agenda, aim to increase participation in Sport and Physical Activity and in turn contribute towards improving health levels throughout the community
Poor school club links and considerable drop-off between the age of 16 and 25	P3- The club development officer will work in partnership with the School Sports Partnership delivery of taster sessions and help signpost children to local clubs. This work will also help build sustainable school to club links and help improve the School Sports Partnership delivery of community sport targets linked to the 5 hour offer

5.0 Pendle SPAA Delivery Plan

The Delivery Plan will assist Pendle SPAA in achieving its vision. The data analysis and stakeholder event forms the basis of our Delivery Plan and outlines the key tasks to be delivered over the next 3 years.

In addition to the core delivery of the SPAA plan there is a lot of ongoing positive work being undertaken by partners and groups across Pendle that contributes to increasing participation and physical activity levels, developing the sporting infrastructure and improving satisfaction in services.

The data analysis, along with the consultation event outlined above, resulted in the following themes being identified for our SPAA Delivery Plan:

Theme	Specific focus
Young People	<ul style="list-style-type: none">▪ School club links▪ 14-25 years
Adults	<ul style="list-style-type: none">▪ Mass participation▪ 35-45 years
Older people	<ul style="list-style-type: none">▪ Over 50s
Sporting Infrastructure	<ul style="list-style-type: none">▪ Club development▪ Volunteering

A number of priority groups will need to be considered across all the themes, in recognition that these warrant priority throughout the Delivery Plan owing to the lowest level of participation:

- Females
- BME
- Those in areas of deprivation (linked to socio-economic group).

Furthermore, projects and initiatives will aim to ensure they indirectly hit other strategic priorities such as reducing heart disease, reducing levels of anti-social behaviour, reducing levels of smoking/alcohol consumption etc- the key health issues highlighted above.

Finally, by increasing the number of people participating in physical activity and sport the Pendle SPAA will by definition increase the 'talent pool' from which to select exceptional athletes. A co-ordinated approach to delivering sport and improving the local sporting infrastructure within the borough will enable coaches and clubs to identify talented individuals and network to ensure they receive the correct guidance and support.

5.1 Performance Monitoring

The Delivery Plan will be managed and monitored by the SPAA. The delivery, organisation and management of Community Investment Fund (CIF) funded SPAA projects will be agreed through Pendle SPAA. All those projects in receipt of CIF will be required to submit quarterly monitoring information directly to the SPAA steering group. The SPAA Steering group will then provide reports on performance to the Management Group of the Local Strategic Partnership.

The SPAA will concentrate on collecting and evaluating data associated with the priority interventions identified within the Delivery Plan. Guidance on the

collection of this data will be taken from the Sport England Monitoring and Evaluation Toolkit.

Other interventions within the plan will be monitored, as appropriate through a variety of partners and using a variety of data collection methods.

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

7.0 Key Contacts

PBC Lead:	Gill Holden Principal Policy Officer Pendle Borough Council
Public Health Lead:	Kate Reid Health Improvement Specialist East Lancashire PCT
Chair of SPAA:	David Cunliffe Pendle Leisure Trust
Portfolio holder:	Councillor Anne Kerrigan Parks & Member Champion for Young People