

ROSSENDALE SPORT & PHYSICAL ACTIVITY ALLIANCE

VISION
2007 – 2010

Contents

1. Introduction
 - 1.1 Mission

2. National and Regional Context
 - 2.1 DCMS Objectives
 - 2.2 'Delivery System for Sport'
 - 2.3 Government Education Policy
 - 2.4 Government Health Policy
 - 2.5 Provision for Young People
 - 2.6 The Regional Sports Board Objective
 - 2.7 The County Sports Partnership

3. The Local Context
 - 3.1 The Rossendale Local Strategic Partnership
 - 3.2 The Local Area Agreement & Rossendale Local Strategic Partnership
 - 3.3 The Sport and Physical Activity Alliance
 - 3.4 Demographic Profile
 - 3.5 Health Inequalities

4. Prioritising by Needs Analysis
 - 4.1 Active Peoples Survey
 - 4.2 Local Authority Leisure and Cultural Survey 2006
 - 4.3 Year 9 Survey
 - 4.4 Stakeholder Consultation
 - 4.5 Barriers in Rossendale
 - 4.6 Summary- what this means

5. The Rossendale Sport & Physical Activity Alliance
 - 5.1 Vision
 - 5.2 Main purpose
 - 5.3 Aims
 - 5.4 Functions
 - 5.5 Delivery Plan
 - 5.6 The Management of Rossendale Sport & Physical Activity Alliance
 - 5.7 Key Contact List for Rossendale Sport & Physical Activity Alliance

1. Introduction

This vision for action and delivery follows a two year period of consolidation, consultation and cross culture preparation here in Rossendale. The Local Strategic Partnership, who's heartbeat is central to this working has ensured that the cross cutting themes identified within Rossendale's Community Plans are meshed wholly to produce a dynamic vision document fully representative of key local strategies and priorities including the Local Area Agreements. This vision and delivery plan is underpinned by Rossendale's commitment to achieve a 1% year on year rise in active participation, which equates to an additional 521 participants year on year based on current baseline.

This document attempts to provide a clear sense of direction that builds upon a transparent period of research and development. It allows us to identify and produce a robust delivery framework based on justified local need delivered against local strategic targets. The Rossendale Sports and Physical Activity Alliance are well placed to be that delivery agent with support from all its dedicated partners.

1.1 Mission Statement

“To be at the heart of flexible and innovative partnerships that provide a framework to encourage and create sustainable opportunities to enable an increase in participation in sport and physical activity recreation by the whole community at whatever level they choose.”

2. National and Regional Context

This strategy recognises the many influences that national and regional organisations have as providers of legislation, guidance or funding.

1. DCMS Objectives
2. Delivery System for Sport
3. Government Education Policy
4. Government Health Policy
5. Every Child Matters Policy Proposals
6. North West Regional Sports Board
7. County Sports Partnership

2.1 DCMS Objectives

This delivery plan underpins the national vision outlined by the Government in *A Sporting Future For All*, and the follow up document, *The Government Plan for Sport*, produced by the Department for Culture, Media and Sport (DCMS).

These documents have provided the context for local authorities to link the value of sport to wider benefits including health, social inclusion, regeneration, educational opportunities and crime prevention.

2.2 Delivery System for Sport

The Delivery System for Sport clarifies the roles that different agencies and organisations play in delivering opportunities for sport and active recreation, connecting participants and local deliverers with policy makers and investors. The Delivery System requires the formation of SPAAs – which are effectively the sporting equivalent of the area’s LSP - to develop this document with buy-in from the LSP itself. In doing this, the SPAAs need to secure resources from a broad range of partners, to identify and deliver on interventions and outcomes, and to have an overriding focus on building capacity to increase participation and widen opportunities. This will contribute to the national target of a 1% increase in participation over the next 3 years.

The purpose of this document is therefore to align partners’ existing priorities and targets, creating an integrated local framework for sport and physical activity. A small amount of money is made available to SPAAs to facilitate local activity in accordance with their priorities, with an indicative £160,000 being made available by the Regional Sports Board to the Rossendale SPAA once the alliance has received the endorsement of the Lancashire Sport Partnership. The SPAA must then find match funding to be able to access this money.

Sport England have learned from the evidence of local partnership working that the SPAA approach does work and by introducing this more formalised structure across the region it will provide an effective mechanism for channelling investment to ensure the maximum impact at local level.

2.3 Government Education Policy

The Government has confirmed £500m of funding to reinvigorate school sport and PE via its Physical Education, School Sport and Club Links (PESSCL) Strategy. This in addition to its investment in specialist sports colleges, the New Opportunities Fund, supported by capital investment in schools' sport facilities (£686m), and the improved provision for school PE and sport anticipated as part of its Building Schools for the Future Programme (35billion).

Amongst other targets, this commits to the establishment of a unique network linking all schools in England. This network is managed by dedicated non-teaching specialists with an overall public sector target which will ensure that 75% of all pupils receive a minimum of 5 hours of quality PE and school sport – within and beyond the curriculum.

Linked directly to this the Government has clearly endorsed the role and function of the County Sports Partnerships as the key vehicle for which young people can progress from school to community based participation in sport and physical activity. The aim is to develop a 'delivery system' through which a young person can follow structured pathways to their desired level of achievement.

2.4 Government Health Policy

Government Health Policy has, in recent years, clearly supported the drive to raise levels of physical activity. The 'Game Plan' policy document published in 2002 by the Department of Culture Media and Sport links two key objectives for sport by stating that increases in participation in sport and physical activity lead to:

- Significant health benefits and a reduction in the growing costs of inactivity.
- Positive outcomes (of success) in international competitions

Its contention is that both will result out of the same.

The *Wanless Report of 2004*¹ and the Government White Paper *Choosing Health*² both contain a clear message that joint work is required to increase take up of physical activity to the recommended level of 5 x 30 minutes of moderate physical activity per week.

2.5 Provision for Young People

'Every Child Matters'³ is the Government's package of policy proposals that will require Local Authorities and other agencies to work more closely together to support young people. It will have significant implications for young people's services and decision making in the future. There is a potential opportunity to use sport and physical activity as a key tool to link into and drive some of this work.

2.6 The Regional Sports Board Objectives

The North West Sports Board is collectively responsible for the success of sport in the North West by directing Sport England's activities in the region. It works in partnership with key agencies and other regional partners to lead support and develop sport and its infrastructure in the region. It champions and advocates Sport England's strategies and represents sport within the region at a strategic level.

This strategy endorses its five key themes:

- Enhancing the sporting infrastructure
- Improving health and well being
- Developing education and skills
- Benefiting the economy
- Creating stronger and safer communities.⁷

2.7 County Sports Partnership

All County Sports Partnerships will actively contribute to increasing participation and widening access to sport and physical activity and the achievement of sporting success. County Sports Partnerships will be pivotal in delivering the 1% per year participation target set by government. The Lancashire Sport Partnership is a network of organisations with a shared interest in promoting and supporting participation in sport and physical activity, which places particular emphasis on enabling young people in Lancashire to start, stay and succeed in sport. The partnership is supported by Lancashire Sport Core Team (hosted by Myerscough College) whose role it is to facilitate and broker joint working across the many stakeholders and partners.

This strategy endorses Lancashire Sports' 'six' key themes

- (1) Young People (2) Developing the workforce (3) Health and wellbeing (4) Enhancing the Sporting Infrastructure
(5) Benefiting the Economy (6) Creating Safer and Stronger Communities⁴

3. Local Context

3.1 Rossendale Local Strategic Partnership

'The Rossendale Partnership brings together key public, private community and voluntary bodies together to achieve a shared vision for the borough:

By 2020 we want Rossendale to be a place where people from all backgrounds aspire to live work and visit

No single agency working alone can bring 'Rossendale Alive' and tackle the key issues facing local people such as creating safer communities, improving housing conditions, creating prosperous town centre etc. By working in partnership, a greater understanding of community needs develops along with the ability to develop solutions by using the expertise of all: the public sector, community groups, local businesses and volunteers.

With this in mind, the Rossendale Partnership was formed with its members drawn from a wide range of organisations across the Borough. The Rossendale Partnership brings together the local and county council with other public services such as police, primary care trust, schools as well as the private, business, community and voluntary sectors in order to improve the quality of life for all residents in Rossendale.

Their Vision outlines how they, Rossendale's Local Strategic Partnership, will improve the quality of life and life chances for all residents in Rossendale. It commits them to achieving sustainable development through the co-ordinated activity of all partners to improve the economic, social and environmental well-being of the Borough and its communities.

As a Local Strategic Partnership their vision is to see an improved and improving standard of living for all Rossendale's residents. They want to promote fair and equal chances for everyone in Rossendale. This means addressing the causes of deprivation in geographical areas and working to improve circumstances in individual's lives, so they have the necessary support and equal life chances.

The LSP want all community members in Rossendale to be proud to live in the Borough and by 2020 to be a place where people from all backgrounds aspire to live, work and visit. They will ensure that there is pride in our communities and recognition of the good ideas, projects and activities that are ongoing throughout Rossendale. The LSP believe that the key to their progress is to adopt a people based approach, where we deliver solutions based on individual need.

The people, who live, work and visit Rossendale now and into the future will have high aspirations for themselves, their businesses and their families. The task of the Local Strategic Partnership is to work together to make these aspirations⁵ attainable.'

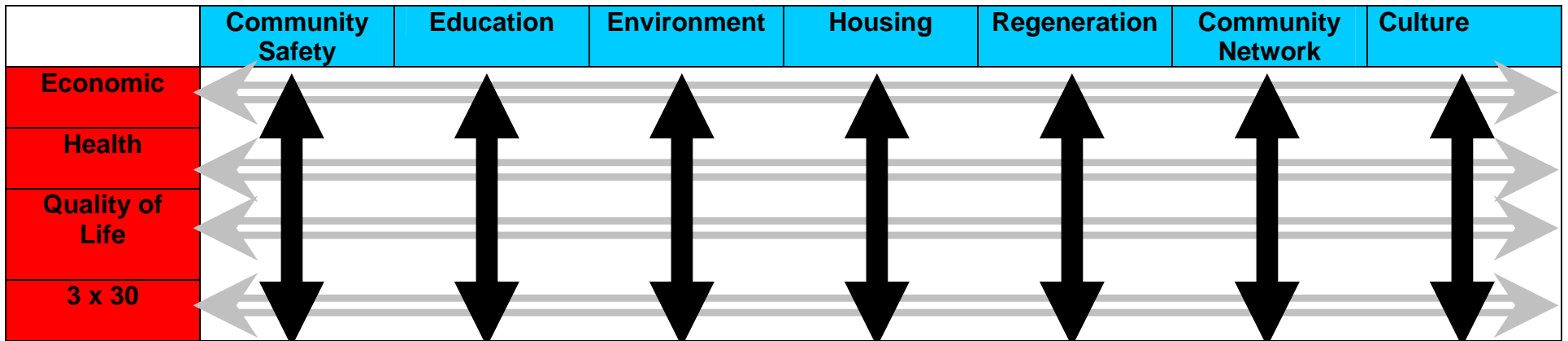
3.2 Local Area Agreement & Rossendale Local Strategic Partnership

The Rossendale Local Strategic Partnership has been challenged with stretching Rossendale ambitions through the Local Area Agreement targets, further than the existing Community Plan.

The Borough and the Rossendale Strategic Partnership have agreed a vision for the Borough's future called 'Rossendale Alive'. It sets out a long term strategy to improve the quality of life in Rossendale which is contained in the following strategic objectives.

- Community Safety – A place where people do not live in fear of crime.
- Health – A place where venerable people are looked after and all residents can look forward to long and healthy life.
- Education – A place where people of all ages will be well educated and capable of providing business with the human resources to compete in highly competitive global markets.
- Environment – A place where people have a choice of high quality housing which is affordable for all.
- Housing – A place where people have a choice of high quality housing which is affordable to all.
- Regeneration – A place where job prospects and wages are high and the cost of living is low.
- Community Network – A place where all opinions count and people respect and celebrate difference in gender, sexuality, race, age, ability culture and religion.
- Culture – A place which is a great place to live for all ages and is widely accepted as a major place to visit.

The cross cutting outputs from the Rossendale Local Strategic Partnership (LSP) are intrinsically links to the Local Area Agreements (LAA) in the following way. By ensuring a full understanding of how we formally link together we are ensuring the best chance of success for the Rossendale SPAA vision and its delivery.



3.3 Sport and Physical Activity Alliance- aligning with the local decision making structure

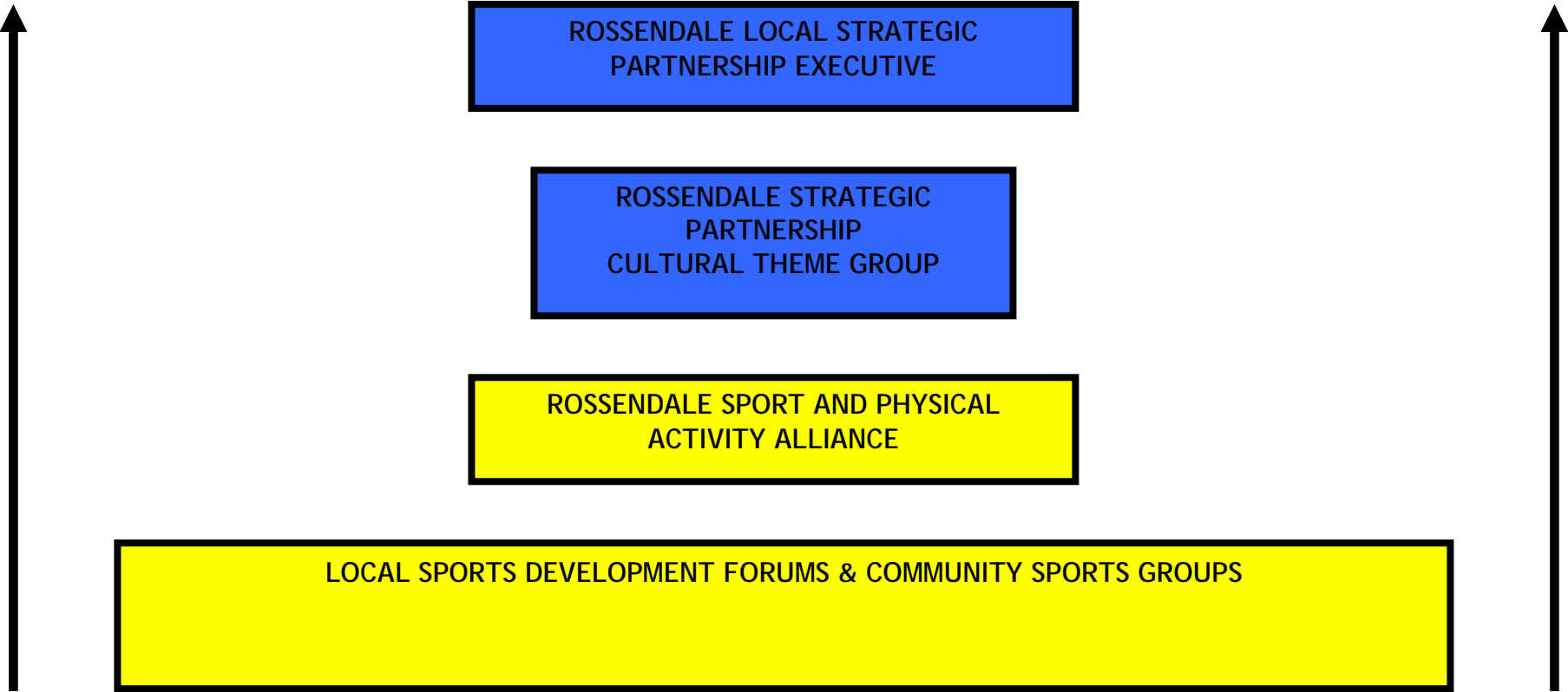
Sport And Physical Activity Alliances are a key component of the delivery System for Sport; they are the strategy and delivery groups for national, regional and local targets. Their role is to provide a voice for local bodies and networks to improve and add value to existing activity and investment to achieve the overall aims of increasing participation and widening access to sport and physical activity for all members of the community.

In essence, Rossendale Sport and Physical Activity Alliance is;

- A group of local delivery agents based within Rossendale having a shared vision and common goals for delivering sport and physical activity.
- A body to act as the voice for sport and physical activity in Rossendale, recognised by all major agencies.
- A membership of key local stakeholders (voluntary, public sector, private sector).
- A balance between strategy and delivery.
- Is responsible to the Local Strategic Partnership

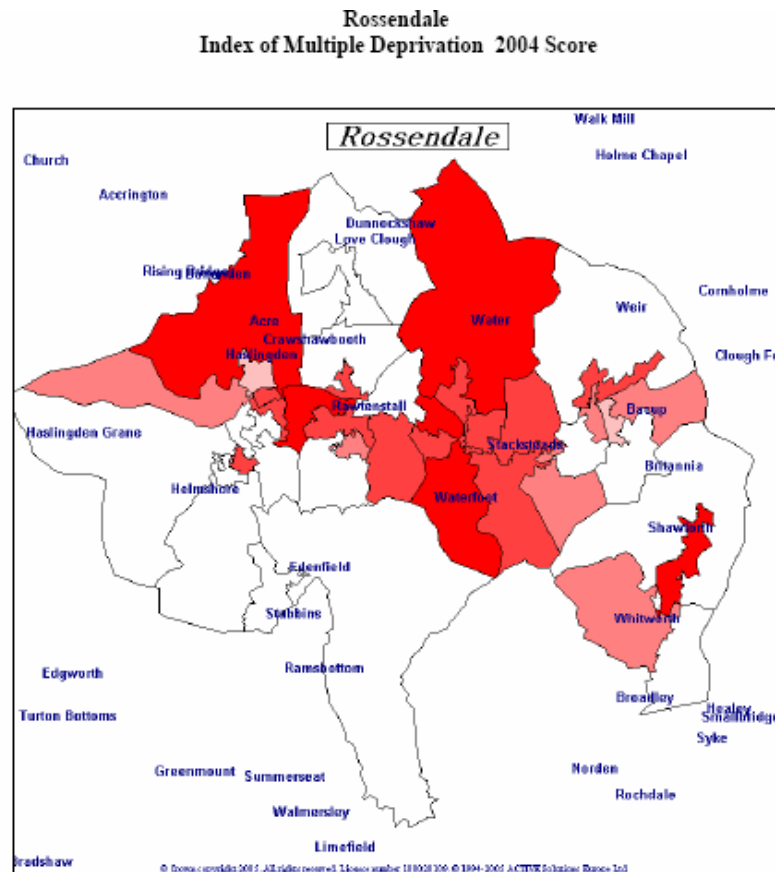
It is vital that the Rossendale Sport and Physical Activity Alliance has been effectively linked to the Local Strategic Partnership, the Local Area Agreements and the County Sports Partnership planning and reporting structures. The Rossendale Local Strategic Partnership fully supports the positive work of the RSPAA through its thematic working groups. Figure 3.1 overleaf shows how the Rossendale SPAA are linked into the LSP decision making framework.

Figure 3.1 SPAA links to LSP



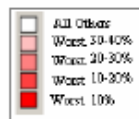
3.4 Demographic Profile

The Borough of Rossendale is situated in the southeast corner of Lancashire and covers an area of approximately 138. square kilometers. The ‘golden valley’ has been built on its rich textile heritage with the other major influence on the economy being the quarry industry. The residential population of the district is approximately 65,657 (2001 Census). Fig 1. Rossendale’s Footprint shows that there are significant areas of deprivation within the Borough, shown in dark red. The SPAA has to be mindful of the areas of economic and health deprivation so that interventions can be targeted to improve sport and physical activity opportunities in these areas. Key areas to target are Rawtenstall and Haslingden.



Source: Indices of Multiple Deprivation 2004, Office of the Deputy Prime Minister, 2004

Rankings among Super Output Areas in England



3.5 Health Inequalities

Local Authority Health Profiles are designed to show the health of people in each Local Authority Area. These profiles also include comparisons with other areas with similar populations and are to be updated annually. These health profiles are to demonstrate where action can be taken to improve people's health and reduce health inequalities.

The key points in relation to Rossendale are;

1. Men can expect to live 74.6 years in Rossendale and women 79.5 years, both less than the regional and national average. Within Rossendale, there is a gap in life expectancy of 3.5 years between the poorest and the most affluent areas; the largest gap nationally being 10.1 years and the smallest 2.7 years.
2. Alcohol misuse is a significant problem in the North West. It is estimated that 12.5% of adults in Rossendale binge drink. This is less than the regional but more than the national average. Similarly, less people are admitted to hospital for alcohol related conditions than the regional but more than the national average.

Best and worst health indicators (in addition to life expectancy and alcohol)

1. GCSE achievement is comparatively good.
2. Deaths from smoking are much higher than the national average.
3. Deprivation is lower than the national average.
4. 65.1% of local authority properties do not achieve the decent homes standard. This is much worse than the national average.
5. The average number of decayed, missing and filled teeth in children aged five and under is 2.3 higher than the regional and national average.
6. 11% of residents rate their health as not good, 2% above the England and Wales average.⁶

Obesity is a major risk factor linked to heart disease, diabetes and premature death. The body mass index (BMI) is a common measure for assessing an individual's weight relative to their height, and a BMI score of over 30 is taken as the definition of obesity. In recent years the proportion of the population who are obese or overweight has been rising. In 2001, over a fifth of males and a similar proportion of females aged 16 and over in England were classified as obese. A further half of men and third of women were classified as overweight. Obesity levels tend to rise with age, peaking in both sexes in the 55 to 64 year age group. In 2001, 27 per cent of males and 31 per cent of females in this age group were classified as obese.⁷

These statistics show the importance of improving sport and physical activity provision throughout the borough to influence and contribute to improving the health of the area.

4 Establishing Priorities through Assessment of Local Need

4.1 Active Peoples Survey

The Active People's Survey was carried out by Ipsos MORI on behalf of Sport England. It is the largest Sport and recreation survey undertaken. In total 363,724 people were interviewed (a minimum of 1000 in each local authority area) by telephone across England between the period mid October 2005 to mid October 2006. The sample was random stratified and the results are representative of the total adult population in England, the English regions and local authorities in England.

The following charts were extracted from the survey, analysed and submitted to this action plan as part of the needs analysis.

Figure 4.1 Overall participation rates in Rossendale

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

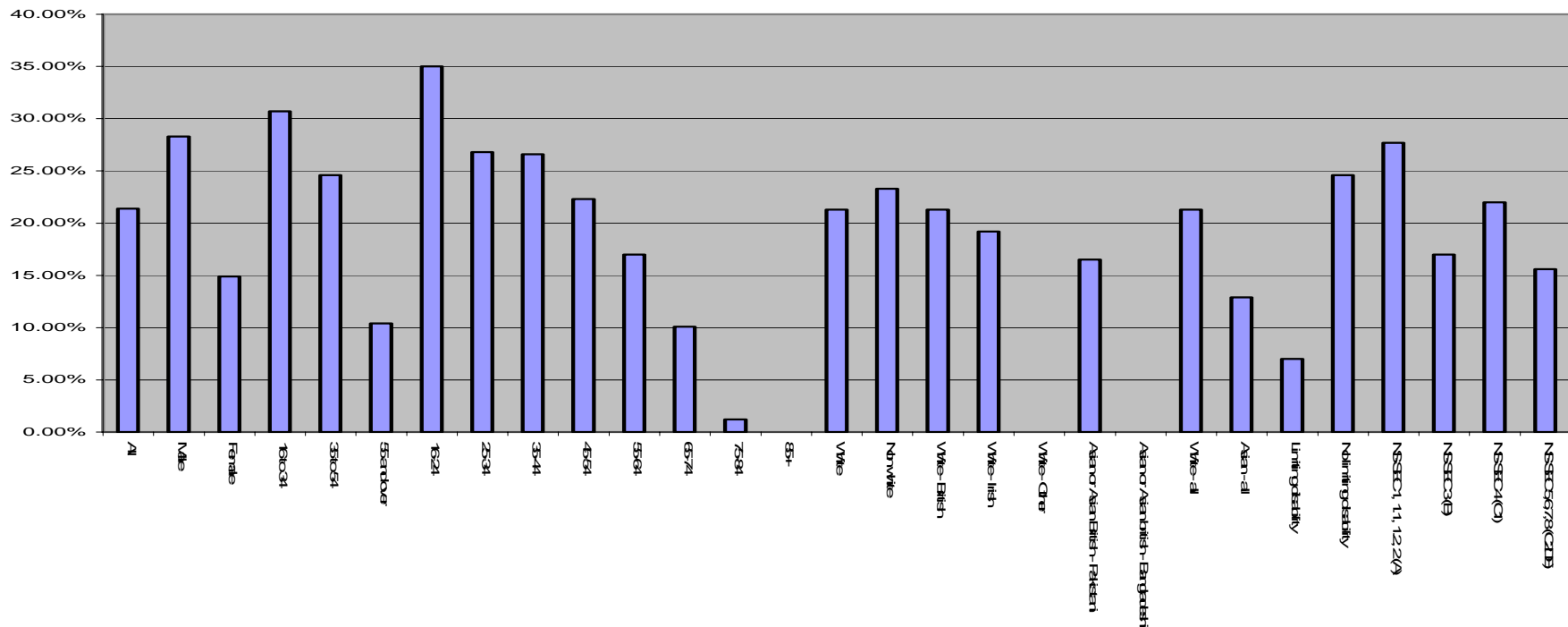
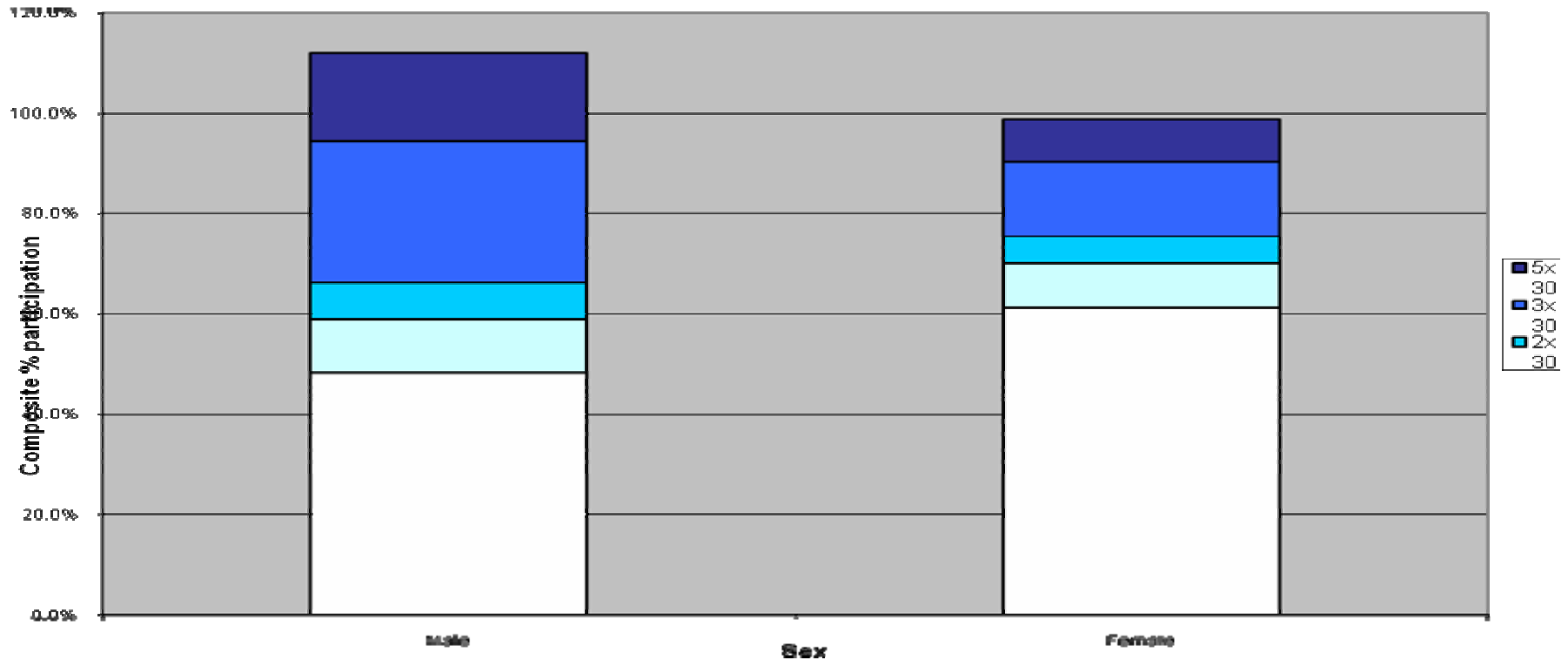


Figure 4.1 above shows the general participation trends of people within Rossendale. The overall participation rate of adults doing 3 sessions of 30 minutes physical activity per week is 21.4%, which is in line with the national average and above the north west average. This shows a relatively health baseline position. There are however, certain groups within the community whose participation levels are below average and worryingly 55% of the population do not participate in any form of sport or physical activity.

Gender

There is a significant differential between male and female participation with only 14.9% of women compared to 28.3% of men participating in the recommended 3 times 30 minutes of moderate intensity exercise. Figure 4.2 below shows this trend in greater detail outlining the high proportion (61.3%) of the female population who are completely inactive. This trend highlights the need to engage with the female population to increase their levels of physical activity.

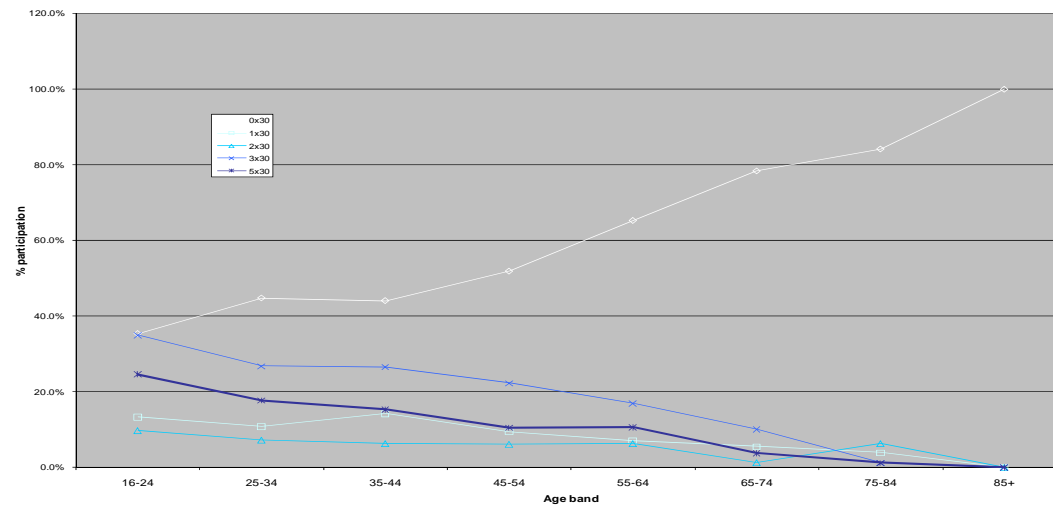
Figure 4.2 Participation by gender



Age

There is also a significant trend of participation in 3 times 30 minutes decreasing with age. Figure 4.3 below shows that there is a marked drop off in participation in all adults between the ages of 16 to 24 and 35 to 54, a trend which is replicated in people over the age of 55, 63% of whom are completely inactive. The number of people who participate in no sessions of physical activity per week increases with age. These statistics provide an insight into people behaviour as they get older and the consequent importance of ensuring equitable programming for people of all ages and interventions which concentrate on retention and reengagement.

Figure 4.3 Participation by Age



Ethnicity and socio-economic background

In addition to this there are significant levels of inactivity within the BME community within Rossendale whose participation trends also mirror those of the wider population with a decrease in participation within women and by age. Those people from NS-SEC Group 8- unemployed- also have lower levels of participation with 70.9% participation in no physical activity whatsoever. These pockets of poor participation again prove the importance for the SPAA to acknowledge equitable programming and interventions which widen access to these groups and in turn increase levels of physical activity.

Sport specific analysis

In addition to general participation in sport and physical activity it is important to analyse the sport specific participation trends. This will enable the SPAA to plan interventions which will target the priority groups and mass population by promoting activities which will appeal to those target groups. For example figure 4.4 below shows that the activities with highest participation figures amongst women are swimming, using the gym and badminton. Football, golf and running are other sports with an overall high participation rate in Rossendale.

Figure 4.4 Sport specific participation by gender

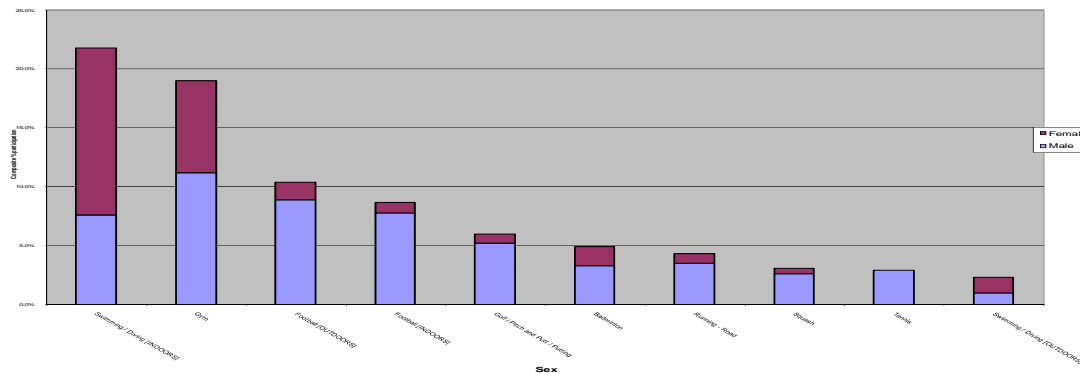
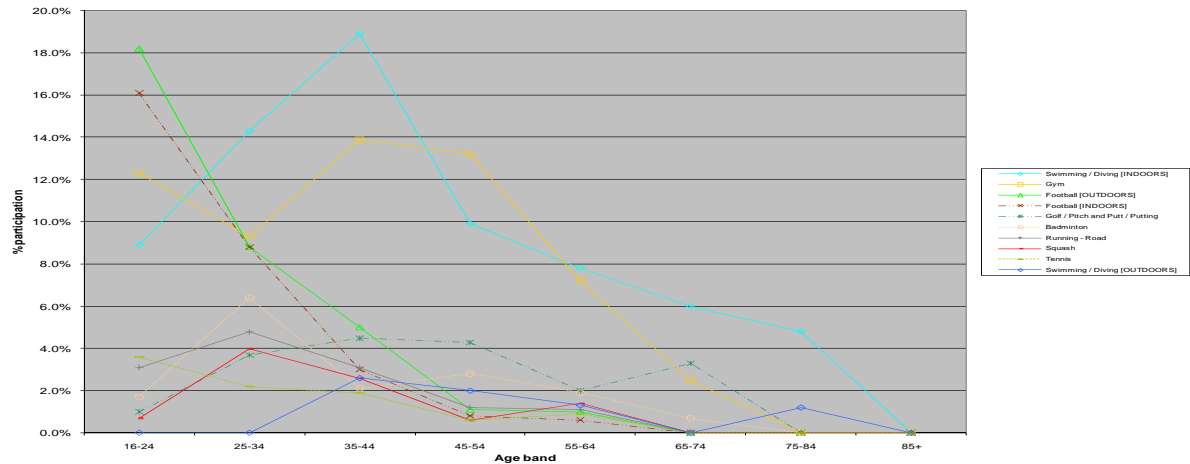


Figure 4.5 shows that swimming, using the gym and football are the most popular sports amongst 16-24 year olds, as discussed previously there is a distinct drop off in participation after the age of 35. However, there are a number of sports which actually see an increase in participation at this juncture namely squash, running, badminton, cycling and golf. Swimming, golf and gym based activities are the highest participation sports amongst people over the age of 50. This analysis shows that these sports and activities could be used to increase participation amongst target groups.

Figure 4.5 Sport specific participation by age



Sporting Infrastructure

Figures 4.6 to 4.8 provide an important insight into the local sporting infrastructure which is seen by the SPAA as fundamental element to enabling an increase in participation in sport and physical activity across Rossendale. The sporting infrastructure includes volunteers, coaches and club members.

The key findings are that 4.4% of the population are volunteering which is below the national average. The majority of these volunteers are male and between the age of 16-34. The trends in participation are also replicated amongst volunteers as fewer women, people from ethnic minorities and lower socio-economic groups currently volunteer.

19.8% of the population are currently club members. This figure is in the bottom 25% nationally and also below the regional and Lancashire average. This provides concerning statistics for the SPAA. Again the trends continue as there are less female club members in addition to membership decreasing by age. 16.9% of people received coaching tuition in the past 12 months a figure which again is below the national average.

All these figures provide concern for the SPAA and indicates that investment is needed to improve the local sporting infrastructure

Figure 4.6 Volunteering rates breakdown

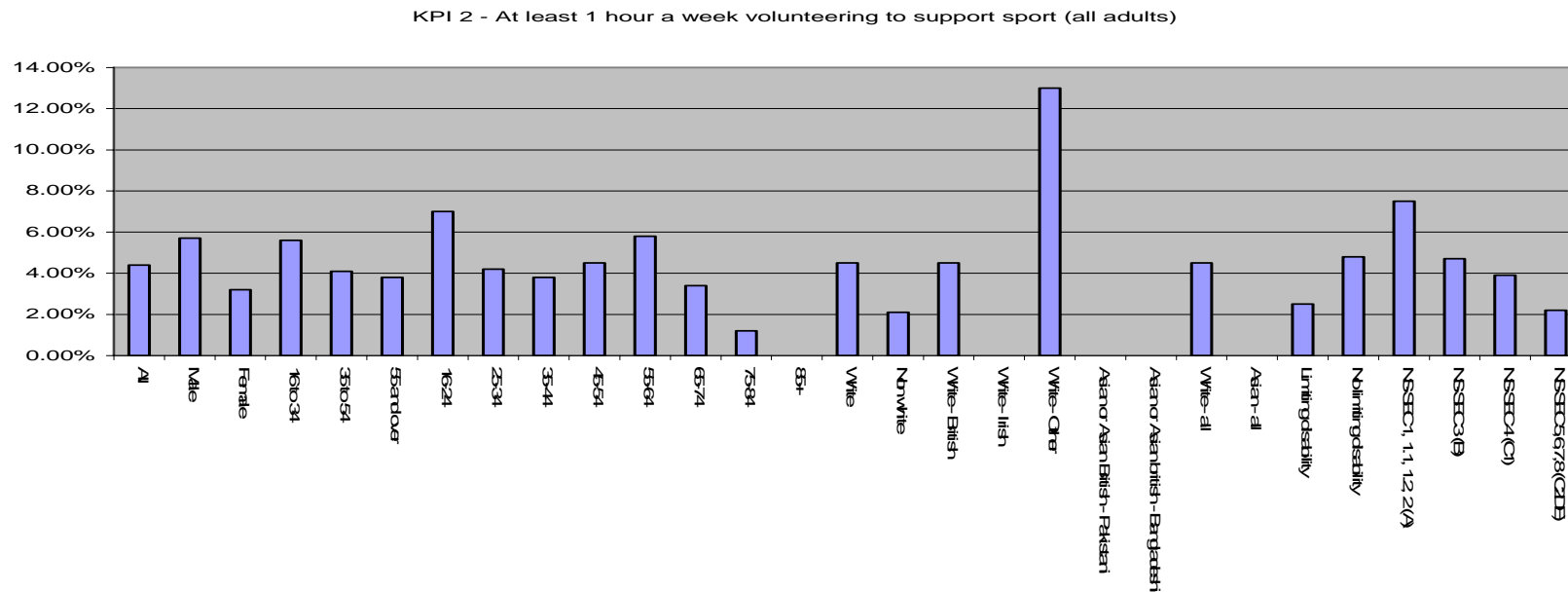


Figure 4.7 Club membership breakdown

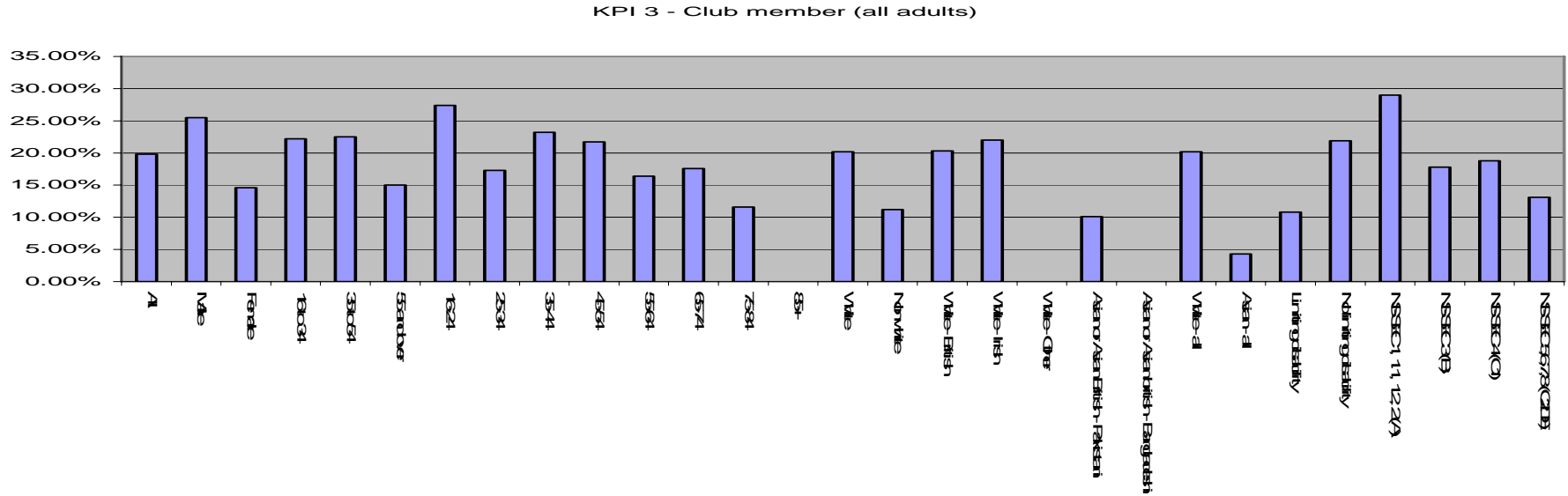
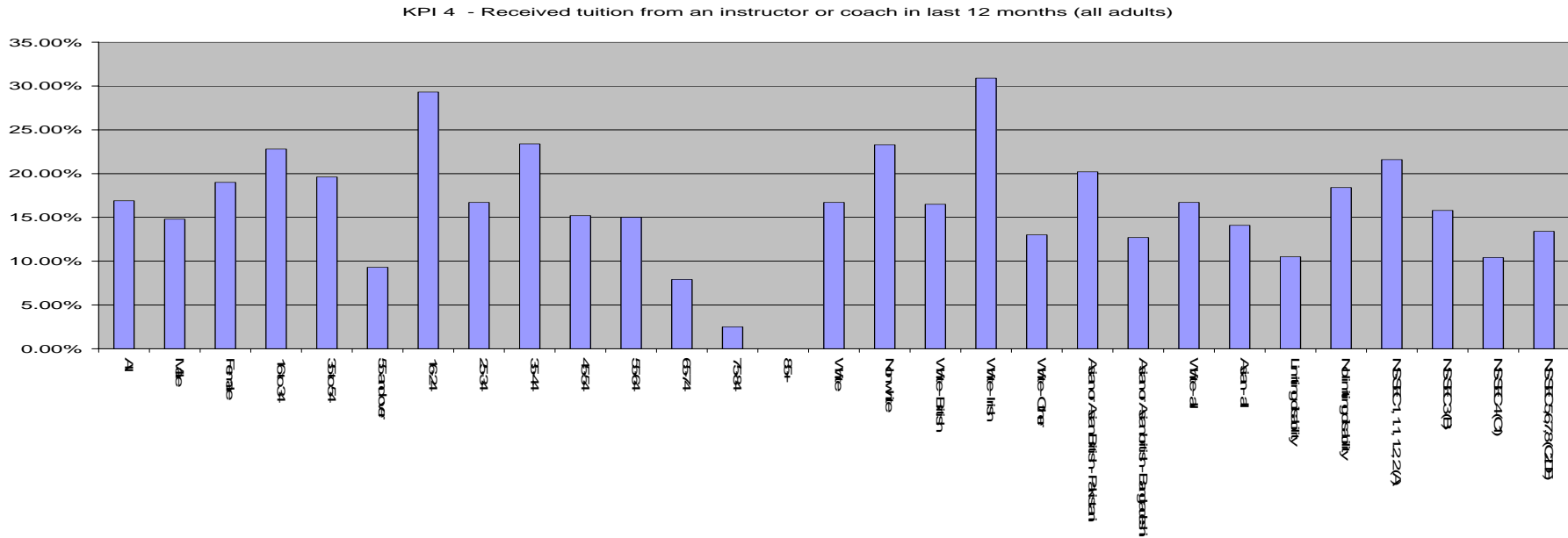


Figure 4.8 People receiving coaching

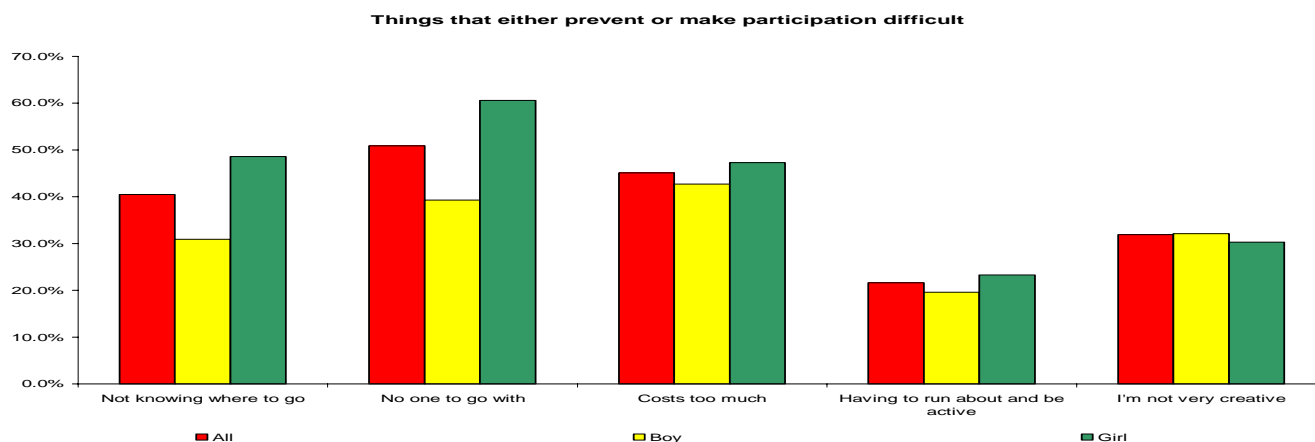


Equally, whilst the active people survey shows satisfaction with provision is above average, it is likely that this reflects lower expectations and lower participation rather than suggesting that the facilities on offer are better than average. People who do 3x30 a week are equally as satisfied as those who do not. This can be backed up by the CPA analysis for Rossendale which states that 74% of residents think that for their local area, over the past three years, that sport and leisure facilities have got better or stayed the same. This statistic places Rossendale in the bottom quartile nationally. In addition, the consultation findings which follow show high levels of dissatisfaction with facility provision. This shows that the SPAA should play an advocacy role in supporting the development of facility provision locally.

4.2 Local Authority Leisure and Cultural Survey 2006

The National indicators are borne out with the LA leisure & cultural survey 2006. Set out below are some of the findings;

- Only 32.7% of people considered Rossendale a good place to undertake leisure. 49.3% considered it neither good nor poor and 15.3% poor.
- The most popular activity was walking followed by exercise, keep fit, swimming, running, jogging and dancing.
- In terms of barriers, the survey reported that no time (45.8%), poor facilities (22.1), entrance costs (21%), not interested in sport (19.5) were the main contributors.



Participation in Sport, the Arts, Physical and Creative Activities in England's Northwest,

Knight Kavanagh & Page2004

4.3 Generic Year 9 Survey for Rossendale 2004

In 2005, and following on from the results of the year 9 survey, Rossendale Leisure Trust, aimed at the same year group undertook a small sample research project aimed at identifying girls within sport, preferences and potential barriers. The results of that research were as follows;

Participation rates for sports generally, and in most specific instances, are higher for boys than they are for girls. The exceptions are sports/activities such as netball, rounders, hockey, horse riding and dance. The picture for arts and creative activities tends to be reversed and participation rates for girls are invariably higher than for boys. It is not, however, a simple substitution of one for the other as participation rates in sport overall tend to be higher than they are for arts based activities. It is noticeable that when asked which 'active' extracurricular arts based interest boys have, the most common answer is 'none'.

Girls are clearly aware of the benefits of sport and physical exercise and have a higher level of awareness of local leisure facilities than boys. However, girls are less aware of training opportunities and programmes and significantly less likely to enjoy competitive sport or to take part in sport to be with their friends. All of these probably contribute to their overall lower participation rates. Boys are less likely to be aware of arts facilities and events or to participate 'actively' in arts and creative activities.

4.5 Sports Facilities

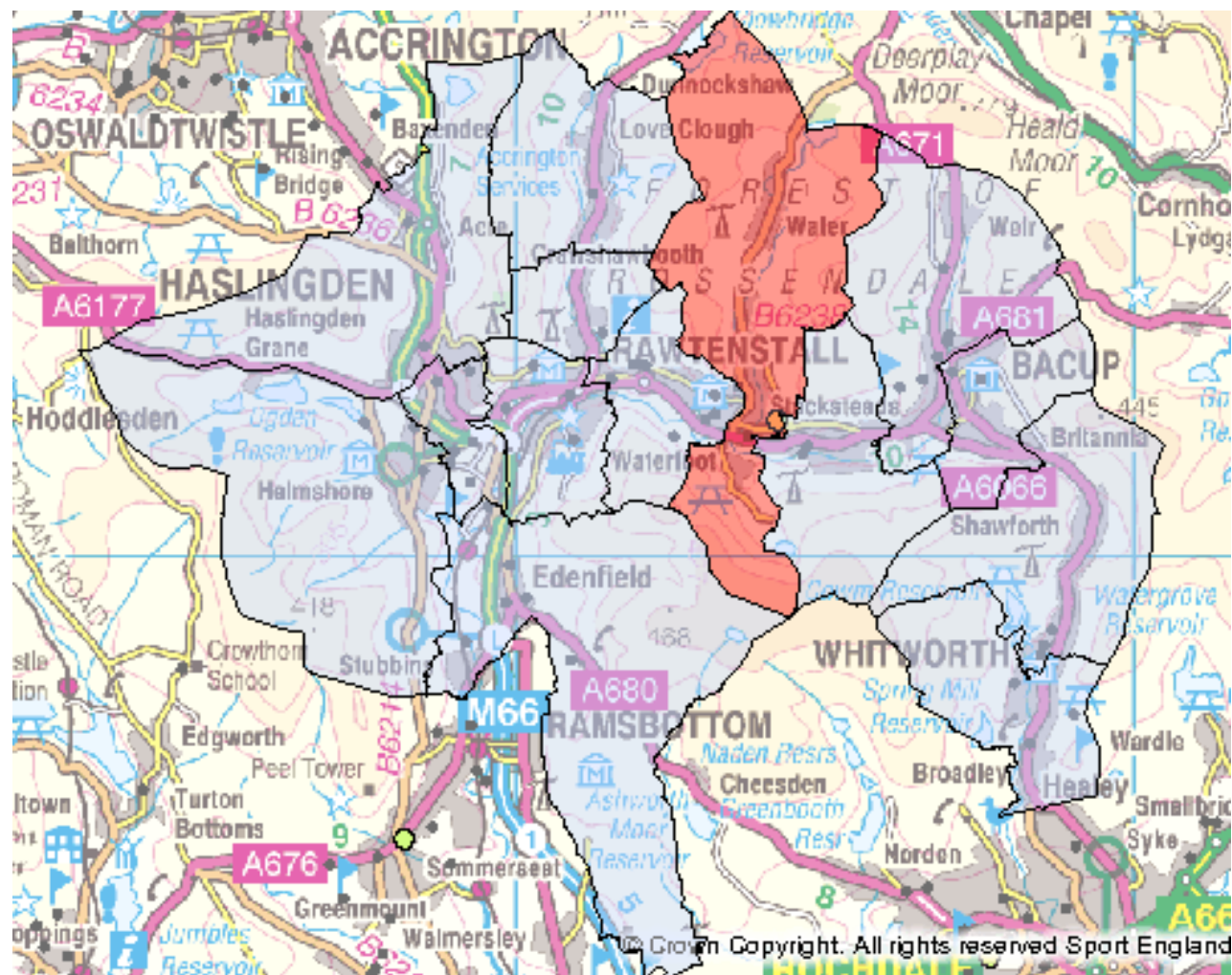
The Rossendale Sport Strategy and White Paper identify the issue of strategic planning for sport, especially around facility improvement as a key priority locally. This stems from a strategic review of the current stock of facilities which highlighted the following key issues:

- Rossendale is towards the bottom quartile across England for access to quality facilities and satisfaction with provision
- There is need to:
 - build on strengths such as the network of open space and green space to deliver informal leisure opportunities
 - address poor facility provision
 - focus and building on popular activities with regular participation profiles (swimming, fitness etc)
 - consider the re-allocation of resources to provide a better balance between facilities, activities and open space.
- There is a general recognition that the facilities are in a poor condition and consequently a significant risk of deterioration in financial performance.

The review found that In terms of facility provision, the Council's ideal option would be one that creates enhanced wet and dry leisure facilities at Haslingden Sports Centre, Marl Pits Sports Complex and Bacup Leisure Hall, funded primarily by the closure of Haslingden Swimming Pool and the anticipated improvement to revenue position derived from additional fitness facilities in Haslingden.

One key issue locally is the current lack of outdoor training facilities for clubs, local community and activity deliverers. Rossendale's provision of synthetic turf pitches is currently below the national and regional average Figure 4.10 below outlines the lack of outdoor training facilities in Rossendale. There is currently only one old, poor quality facility in the area meaning that clubs have to travel outside the borough to access high quality provision. The blue colourings show under provision.

Figure 4.10 Synthetic turf pitches in Rossendale



The SPAA delivery plan has acknowledged this shortfall and has proposed to develop a multi sport pitch at Haslingden Sports Centre which will provide for local clubs, activity deliverers and the local community.

The SPAA will lead on the ongoing strategic planning for sport in Rossendale and play an advocacy role for facility development which it is felt meet the needs of local people. The delivery plan picks up a number of key developments headed by the Adrenalin Gateway project where the overall vision is that: By 2020, Pennine Lancashire will be known, both nationally and internationally, as England's Adrenaline Playground – the country's premiere destination for people wanting to enjoy and appreciate athletic, leisure and cultural activity in the outdoors and at their own pace. Pennine Lancashire will build on its two great assets – a spectacular natural environment and an ethos based on inclusion, initiation and instruction – to become an inspirational and internationally recognised centre of outdoor pursuits for all who wish to participate. In doing this, the Adrenaline Gateway will have played a key part in transforming the area's sense of opportunity, ambition, cohesion and well-being

4.4 Stakeholder Consultation

Whilst in development this vision document and delivery plan incorporated three main elements of discussion portals:

- Information – To provide the local community with information so they are informed of the process and had the opportunity to engage.
- Learning – To listen and learn from the local community.
- Exchange – To define issues and debate problems and solutions with the local community.

The following outlines the conduits used to engage with local communities

- Publicity material
- Press releases via Rossendale Free Press
- Presentations at Sports Forums
- Email circular
- Postal information
- Process planning presentations
- Local Strategic Partnership Meetings

Learning and exchange

- Project evaluation forms
- Sports focus groups
- Regular meetings of Rossendale Sports and Physical Activity Alliance

- Working groups
- Network meetings
- Meetings with statutory organisations
- Email questionnaire
- Newspaper questionnaire

The table below summarises the detailed process of consultation which has been undertaken as part of the SPAA development and underpins the needs analysis for the development of priorities locally.

Consultation Method	Findings	SPAA opportunities
Sports Strategy Consultation Night- Dec, 2006	<ul style="list-style-type: none"> ▪ Access to facilities is poor ▪ Lack of volunteers ▪ Lack of coaches ▪ Strategic planning and partnership working needs to be improved ▪ Lack of support in specialist areas such as fundraising/ CRB/ clubmark ▪ Lack of local training courses (NGB/ MOS) ▪ Lack of marketing and communication of sport and physical activity opportunities ▪ Poor health and high crime rates ▪ Lack of provision for disabled people 	<ul style="list-style-type: none"> ▪ To help improve programming throughout all facilities ▪ Promote sports clubs throughout the borough with an aim of increasing membership ▪ Play and advocacy role for strategic planning for sports facilities ▪ Channel investment into coach education, volunteer development and club development ▪ Work in partnership to establish improved school club links
Sports Club Specific Consultation- 2006	<ul style="list-style-type: none"> ▪ Low club membership figures throughout Rossendale ▪ 70% of clubs not working towards clubmark ▪ Lack of support with regard CRB, child protection and funding ▪ Lack of appropriately qualified coaches ▪ Coaches undervalued ▪ Lack of volunteers of all ages ▪ Poor volunteer management ▪ Inequalities of access to provision- especially amongst women, BME communities, disabled people and people from economically deprived backgrounds ▪ Priority sports- cricket, swimming, basketball, 	<ul style="list-style-type: none"> ▪ Develop a central resource/ information portal for sport and physical activity opportunities ▪ Develop a series of events with the aim of promoting clubs, activities, interventions and in turn increase the number of participants, volunteers, club members ▪ Increase the number of coach education courses delivered locally ▪ Increase the number of coaches within Rossendale ▪ Promote the value of work by coaches ▪ Use sport as diversionary activity to

Consultation Method	Findings	SPAA opportunities
	football and athletics ▪ Poor health, physical activity levels, crime and safety	help reduce crime and improve health and remove barriers and maximise opportunity for participation without disadvantage or discrimination
Rossendale Free Press People's Survey- 2006	▪ 81% of respondents thought that the promotion of sport and physical activity opportunities needs to be improved ▪ Increasing participation should be the primary priority ▪ The key settings for development should be: <ul style="list-style-type: none"> - Sports Clubs - Playing Fields, Parks and Open Spaces - Schools ▪ Other focus areas should be: <ul style="list-style-type: none"> - Volunteers - Sport specific development - Health improvement 	

4.6 What all this means to Rossendale

The analysis above highlights the following areas of need:

- 55% of the population do not participate in any sport or physical activity
- Significant drop off rates between the 16-24 and 35-55 age group
- Only 14.9% of women compared to 28.3% of men participating in the recommended 3 times 30 minutes
- BME communities and people from lower socio-economic classifications have higher inactivity levels
- There is low club membership rates across all ages including a lack of school club links
- Volunteering and coaching rates are poor which is an issue intensified by a lack of courses and support
- Club development and accreditation is limited owing to a lack of capacity
- Poor quality facility stock limits club development and activity delivery.

Rossendale SPAA will have one major project which will aim to increase participation by delivering a series of mass participation events, more structured delivery of activities for the target groups identified in addition to the employment of a club development officer to improve the local sporting infrastructure in terms of clubs, volunteers and coaches. As facility development has been

identified as a key priority through the recent white paper report and subsequent sport strategy this project will also include a capital element in the form of a multi-use games area which will be one facility utilised by the club development officer to co-ordinate taster sessions and activities owing to the lack of current provision for training in Rossendale.

It is important that the delivery plan and subsequent project proposals identify interventions which are going to help achieve the overall vision of the SPAA and increase participation and in addition account for the identified gaps in provision for those groups identified with the lowest participation rates. The table below shows how the SPAA will deliver to these priorities:

Key issue	SPAA Action
<p>55% of the population do not participate in any sport or physical activity</p> <p>Significant drop off rates between the 16-24 and 35-55 age group</p>	<p>P1: This project will establish a series of mass participation events targeting active and potentially active people of Rossendale which will be encouraged to “get active and stay active” through the mass participation events including:</p> <ul style="list-style-type: none"> - beginner/ entry level mass participation events including walking, cycling, running - Rossendale festival of sport bringing together clubs from all key sports in the area to deliver taster sessions and compete throughout Rossendale- this will include innovation sports linked to the adrenalin gateway and other popular sports such as cricket, badminton, football and athletics
<p>Low female participation rates</p> <p>BME communities and people from lower socio-economic classifications have higher inactivity levels</p>	<p>P1: This project will develop a series of more targeted events and programmes for those hard to reach groups this will centre around low level walking and cycling and specific sessions for women such as swimming and gym/ aerobics (based on active people findings). These sessions will be low cost improving the access to provision for socio-economic deprived groups. In addition the programme of mass participation events will link into local versions of initiatives such as race for life to engage female non-participants.</p>
<p>There is low club membership rates across all ages including a lack of school club links</p> <p>Volunteering and coaching rates are poor which is an issue intensified by a lack of courses and support</p> <p>Club development and accreditation is limited owing to a lack of capacity</p>	<p>P1: Will have a club development strand which will employ a workforce/ club development officer who will be engaged to:</p> <ul style="list-style-type: none"> • Provide support to clubs to achieve NGB accreditations such as Club Mark • Develop an integrated network between clubs, local agencies and LSP partner thematic initiatives. • Deliver in association with emerging sporting opportunities, new

	<p>clubs to support infrastructure.</p> <ul style="list-style-type: none"> • Develop coach education programs and maximise participation where possible. • Develop Volunteer capacity within clubs. • Deliver a successful mentoring scheme in accordance with the Young Volunteer Programme by means of supporting our future coaches. • Increasing the quantity of quality coaches • Raise club standards across the borough. • Identify emerging informal activity networks. • Identify and engage participants with informal communications including Web Based opportunities. • Direct emerging participant numbers to clubs and sporting networks. • Support clubs in linking to schools and the wider community establishing clear & easily accessible pathways. • Establish additional sport specific forums to encourage partnership working & to provide workshop assistance in completing Club Mark. • Encourage & supporting clubs in understanding development & planning for the future
<p>Poor quality facility stock limits club development and activity delivery</p>	<p>P1: This project through its facility strand will develop synthetic multi sport provision at Haslingden Leisure Centre to enable local clubs, the community and local activity deliverers to have access to high quality training facilities. This is a small part of the overall facility strategy for the area which meets a specific need within the local area. This facility will link into the work of the club development officer and the ongoing delivery of taster sessions as part of the mass participation events.</p>

The following section shows how the vision, aims, delivery plan and project proposals have been developed to account for this local consultation and needs analysis.

5. The Rossendale Sport & Physical Activity Alliance- Delivery Plan

Rossendale Sport and Physical Activity Alliance evolved from the recognition that organisations at a local level with similar objectives can achieve more if they work together. Often it has been a shortage of resources or possible duplication of effort that has accelerated the need for these organisations to come together.

The Sport and Physical Activity Alliance operates under its own Terms of Reference with its over arching aim to increase participation 1% year on year. The delivery plan will represent a culmination of consultation and negotiation with all dedicated partners based on the detailed local needs analysis.

The process of consultation has identified a number of new partners and it is by the prioritising of resource and targeting identified priority groups that it is hoped that the investment will be maximised.

5.1 Vision

That the Borough of Rossendale will aim to have the most active population in the North West by 2010 with a 'premier league' network of quality sports clubs, top class facilities, events for all and accessible community opportunities for physical activity and sport, in order to get more people, more active, more often.

5.2 Main Purpose

To strategically coordinate and monitor the delivery of sport and physical activity in Rossendale, by working through key partners / agencies, in order to maximise resources and achieve the participation targets set by government, regional and sub regional bodies.

5.3 Objectives

- To encourage and support everyone within Rossendale to enjoy the benefits of participation in physical activity and sport, with particular emphasis upon those who are currently inactive or have been excluded and target groups
- To support and develop the infrastructure by increasing the capacity and effectiveness of the workforce.
- To raise the profile of the benefits of health and well being within educational, work place and community environments in order to reduce levels of obesity and have a positive impact on health.
- To use sport and physical activity as a positive vehicle to reduce crime and achieve stronger and safer communities within Rossendale.
- To maximise local talent to produce sporting ambassadors that will promote Rossendale.

5.4 Functions

- To ensure effective mechanisms for securing, leveraging and channelling investment to ensure the maximum impact upon physical activity and sport at a local level.
- To develop action plans that provide 'additionality' and meet local needs that are clearly derived from consultation and intelligence.
- To create robust mechanisms of governance in order to monitor and elevate the impact of investment and thus be accountable to the community

5.5 Delivery Plan

The process for arriving at this delivery plan status has included establishing a baseline position with respect to core SPAA targets, agreeing what needs to be achieved locally, the identification of what additional activity needs to be undertaken to achieve these targets and to arrange monitoring and evaluation processes to record the success.

It is clear that to engage the people of Rossendale in an active lifestyle, things have to change. Taking into consideration of all of the above analysis the specific groups and areas of development where interventions and investment could make a significant difference;

- **Sporting Infrastructure**- owing to low levels of coaches, volunteers, accredited clubs, poor and lack of facilities.
- **Young People**- which will pick up the issues of school club links, drop off rate between 16-25
- **Adults**- which will look at mass participation and specific age ranges where participation is lowest- 35-55

Therefore the delivery plan has been themed into these age ranges and specific areas of development in order to give a robust and workable framework which will also allow for transparent monitoring and evaluation.

In addition there are a number of specific demographic groups whose participation levels are lowest throughout all areas of development and age groups and require additional focus. These are **women, BME communities and people from lower socio-economic classification.**

The delivery plan will also have a number of cross-cutting themes such as **health improvement and the development of safer and stronger community linked with the LSP.**

What is clear is that with limited resources available it will take a clear understanding of what is available to achieve the biggest impact upon increased participation. Full 'buy in' from dedicated partners and a clear commitment to 'bolt on' extra resources towards the Rossendale SPAA will be key towards its success.

5.6 Management & Delivery of Rossendale Sport and Physical Activity Alliance

The Lead Officer for the Rossendale Sports and Physical Activity Alliance sits within and is supported by Rossendale Leisure Trust's Lifestyles Team with the group being accountable to the Cultural Theme Group of the Rossendale Local Strategic Partnership. The Group is Chaired by the current Volunteer Chair of a local football club and the group has representation from; Education, Borough Council, EfDs, ELPCT, Rossendale Swimming Forum, Rossendale Cricket Forum, Rossendale Harriers Athletic Club, Rossendale Free Press, Rossendale Basketball Forum, Groundwork Rossendale, Haslingden Handball Club, Lancashire Sport, Bacup Borough Football Club, Lancashire Constabulary, Facility Management, Specialist Sports College, Rossendale Leisure Trust & The Youth Service.

The delivery organisation and management of the SPAA delivery plan will be agreed through the SPAA steering group meetings. Progress and outline performance and financial management will be reported on a quarterly basis to the main SPAA Group by the individual organisations responsible for the project delivery. The main group will then provide reports on performance to the Cultural Theme Group at the Local Strategic Partnership.

The following points summarise how the SPAA in Rossendale will approach towards consultation going forward

- Quarterly review of activity
- Ongoing awareness through local media
- Ongoing consideration of young peoples voices
- Continued support for Development Forums
- Continued assessment of the SPAA membership
- Continued communication process from delivery agents through to Cultural Theme Group
- Continued 'themed' consultation evenings, 1 per calendar year

5.7 Key Contacts for Rossendale Sport and Physical Activity Alliance;

Executive Member for Rossendale Borough Council; Councillor Janet Graham

Chair of Local Strategic Partnership; Mr David Ingham

Chair of Cultural Theme Group; Mr Gary Hood

Chair of RSPAA; Mr Steve Hobson

Lead Officer; Mr Martin Kay, Rossendale Leisure Trust

Guidance for monitor and evaluation will be taken from Sport England Monitoring and Evaluation Toolkit. RSPAA will work directly with Lancashire Sport and the SPAA network across Lancashire to establish clear data collection methods.