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**WEST LANCASHIRE**

**SPORT AND PHYSICAL  
ACTIVITY NETWORK**

**2007 – 2011**

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## Foreword

It is with enormous enthusiasm I introduce to you the West Lancashire Sports and Physical Activity Vision and Delivery Plan.

The Sport and Physical Activity Network in West Lancashire is ready to meet the tough challenges set before us and fully appreciate the requirement of strong partnerships in order to help us meet the challenge. We have placed our emphasis on stimulating new participation amongst adults and children and young people and developing a first class infrastructure of sports clubs, all in search of increasing participation in sport and physical activity by 1% each year.

Chairing the West Lancashire SPAN only highlighted what I was already aware of...that there are many professionals in West Lancashire committed to delivering top quality sports and physical activity because of the genuine love and respect for the West Lancashire residents.

It was a pleasure to chair the meeting and my respect for all partners involved is immense.

On behalf of everyone who will be affected by this vision, I thank you for your support and diligence.

This is not only our Vision, it is our Future.

A future filled with healthy, engaging, fun, joined up and supported sports and physical activity.

**Nikki Hennessy**

Chair

West Lancashire Sports and Physical Activity Network

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# 1.0. Setting the Scene

## 1.1.0. WEST LANCASHIRE: DISTRICT PROFILE

### 1.1.1. Demographics

West Lancashire is one of twelve districts that form the administrative county of Lancashire. It covers 34,688 hectares, a large proportion of which is agricultural land. It is bordered by the Ribble Estuary to the North and the Borough of Sefton to the West. The M58 motorway runs east-west – broadly along the Southern boundary of the District. As shown below, the District comprises 26 wards.

*West Lancashire District (map 1)*



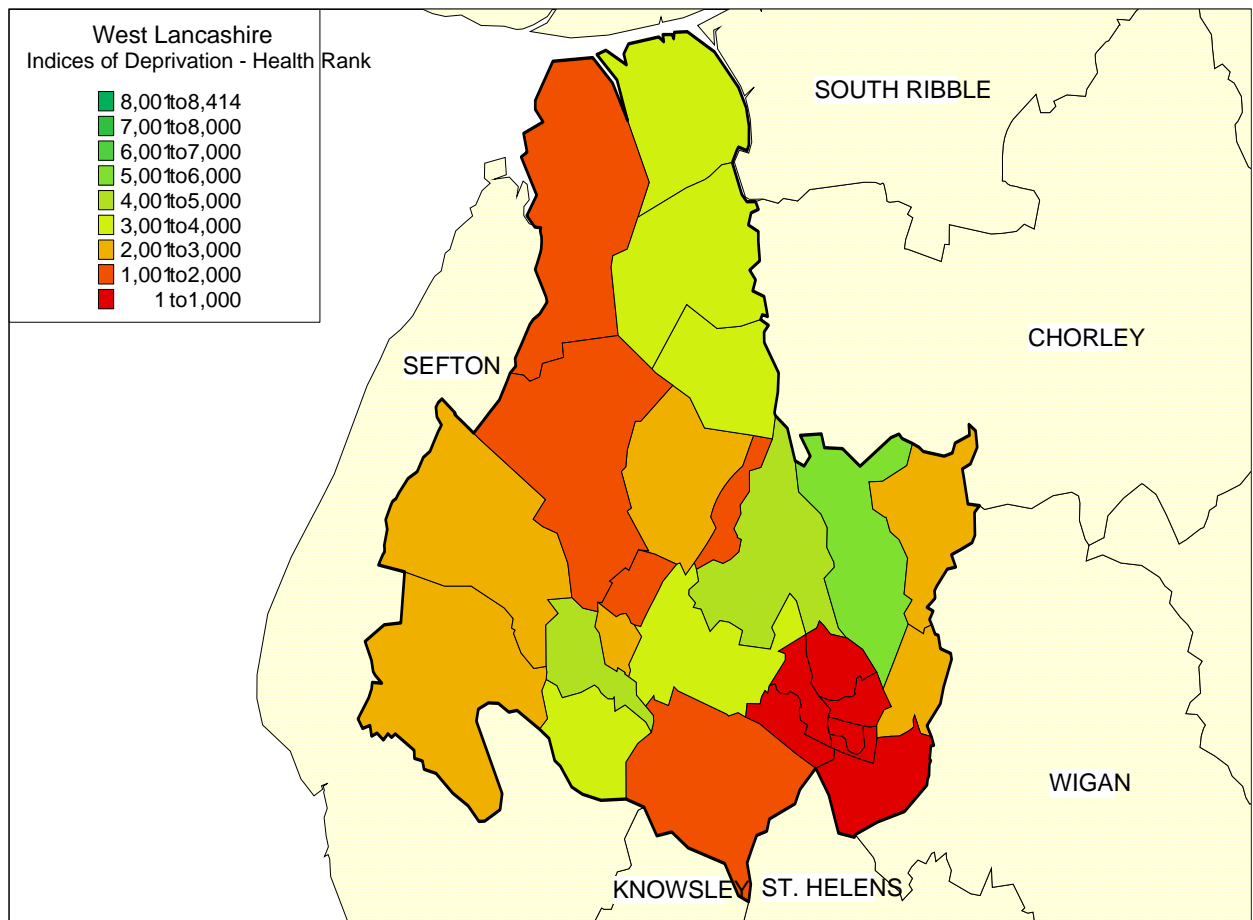
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The District has a population of 108,377 residents. It has a slightly higher proportion of female (51.8%) than male (48.2%) residents (2001 Census). Just over half (54.4%) of the population is aged between 25 and 64 years.

West Lancashire has a predominantly white population (99.2%) and slightly higher unemployment rate (3.5%) than the UK average (3.1%). Unemployment, including long term unemployment is, however, higher in Skelmersdale than in any other urban area in Lancashire. A significant majority of residents in West Lancashire are employed in the service industries: Major employers include the Co-operative Bank PLC, Skelmersdale College and Edgehill University.

The maps overleaf illustrate IMD rankings of wards within West Lancashire. Overall, this measure ranks West Lancashire as the 99<sup>th</sup> most deprived district (out of 354) in England on a measure of the average of ward scores. Just under a quarter (23%) of the District population lives in wards ranked as the 10% most deprived in the Country.

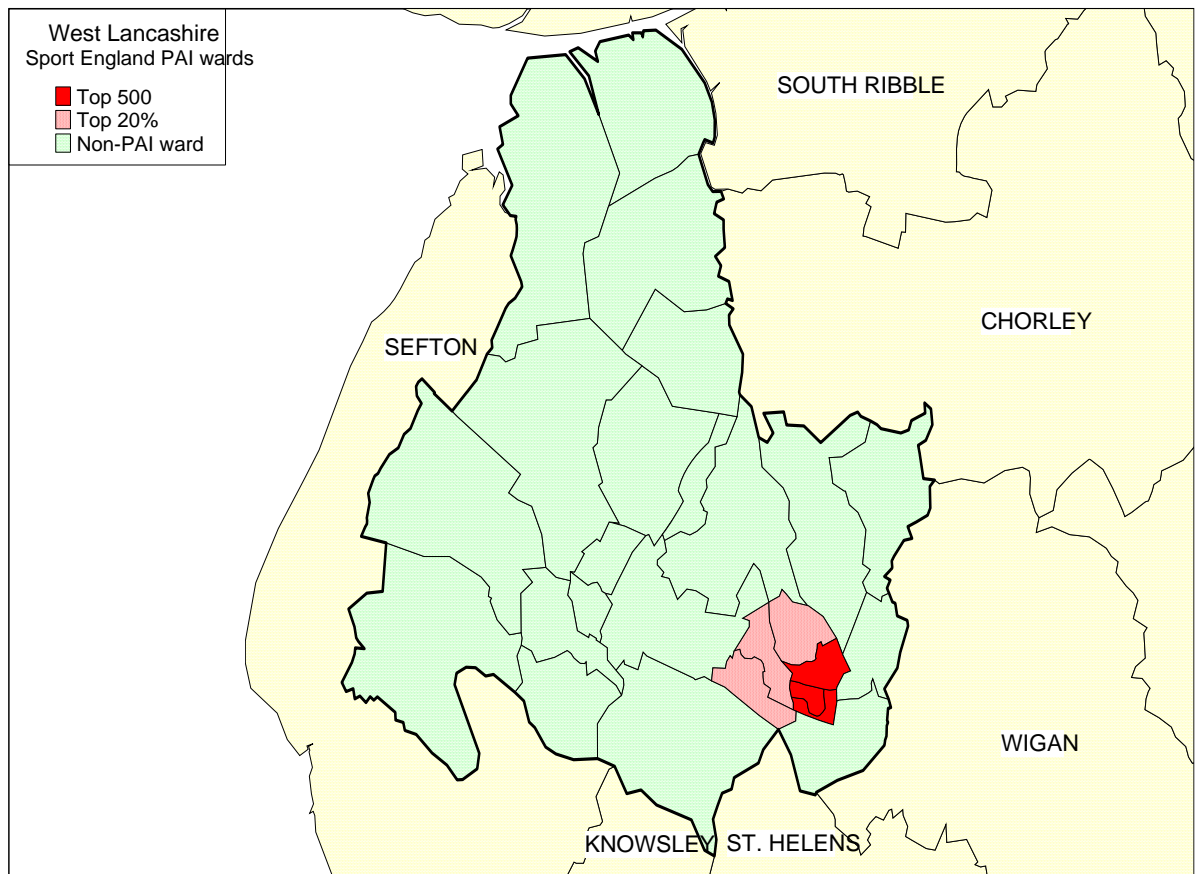
*West Lancashire: IMD indices - health rankings (map 2)*



The District's main settlements are the market towns of Ormskirk and Skelmersdale. Of its 26 wards, three are ranked in the top 500 most deprived (out of the overall total of 8,414) wards in England. Three additional wards are ranked (via the Department of Environment, Transport and the Regions (DETR) Index of Multiple Deprivation (IMD) in the top 20% most deprived wards in England. As such, they are designated by Sport England as Priority Area Initiative (PAI) wards. These are as follows: *(Table 3)*

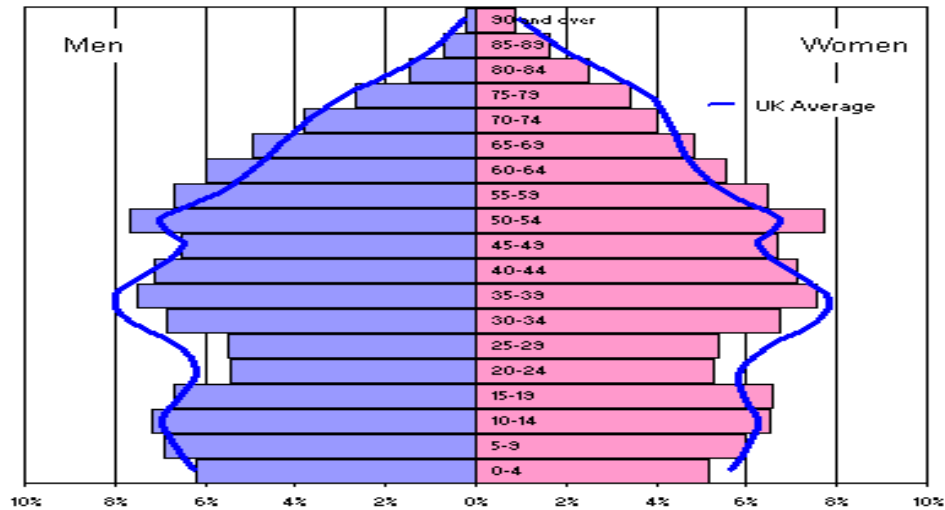
Ward Name	Rank: IMD
<b>Tanhouse</b>	<b>187</b>
<b>Digmoor</b>	<b>291</b>
<b>Moorside</b>	<b>323</b>
Birch Green	774
Skelmersdale North	1186
Skelmersdale South	1337

*Sport England PAI wards (Map 4)*



### 1.1.2. Age Profile of West Lancashire Population

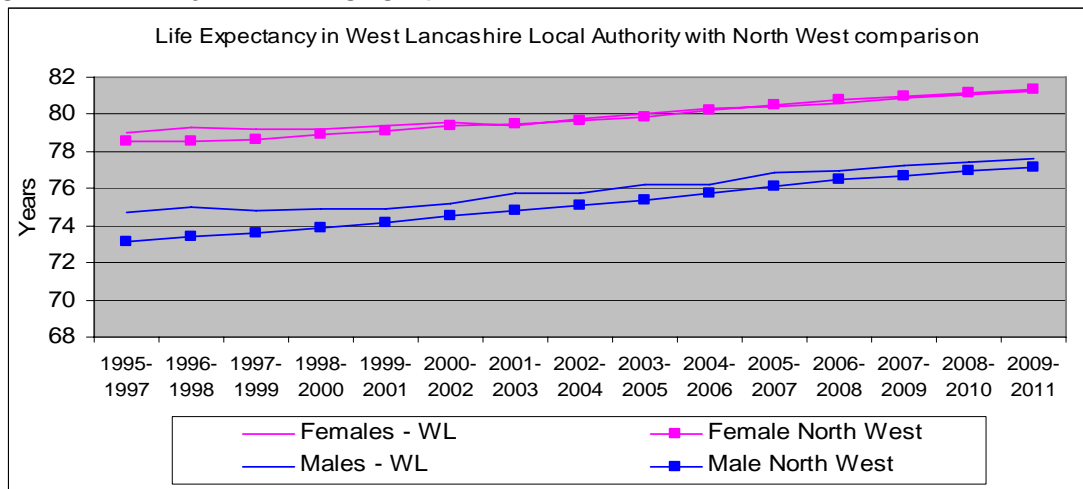
West Lancashire has an age profile which puts the area above the National average for school age children. The area has a significantly higher population in the 50 – 69 age range, but experience significantly lower numbers of adult population in the 20-39 age range against the national average (chart 5).



### 1.1.3. Health Profile 2007

The health profile of West Lancashire shows that just over half of the 26 indicators used by the Department of Health (2007) are reported as being better or equivalent to the national average.

Female life expectancy (80.1 years against 81.1 nationally) in West Lancashire reflects the national trend of being above male life expectancy (76.2 against 76.9 nationally). Across both genders life expectancy is slightly above that of the North West, although lower than the national average, with the gap between the genders slowly narrowing (*graph 6*).



Source: NWPFO

The early avoidable death rate from heart disease and stroke is similar to the England average, although it is lower than the North West average. (87.5 per 100,000 of population against 90.5 per 100,000 of population nationally). Between 2000-02 and 2003-05 the early death rate from heart disease and stroke decreased by 30%, more than in most other local authorities in the North West.

The number of physically active adults is slightly lower than the national average 11.3 per 100,000 of population (against 11.6 per 100,000 of population).

The number of obese adults is slightly higher than the national or regional average, 23.8 per 100,000 of population against 21.8 nationally.

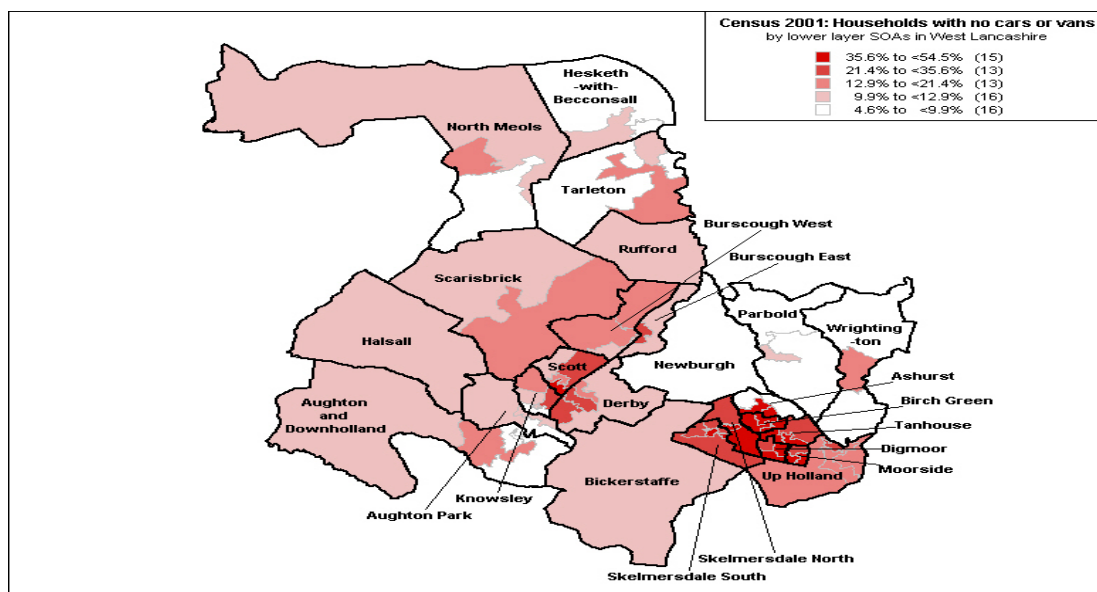
SOURCE: APHO and Department of Health 2007

[www.communityhealthprofiles.info](http://www.communityhealthprofiles.info)

#### 1.1.4. West Lancashire Transport

The public transport infrastructure in the Borough is considered poor, particularly after 6pm at night when access is either non-existent or takes a great deal of time to get to destinations. This has a knock on effect with regards to access to community based sport.

The map below details the areas of the Borough in respect of car ownership. This does correspond with the map which shows the most deprived areas and highlights that these areas have less access to a private vehicle, particularly in Skelmersdale where it affects anything up to half of the population (*map 7*).

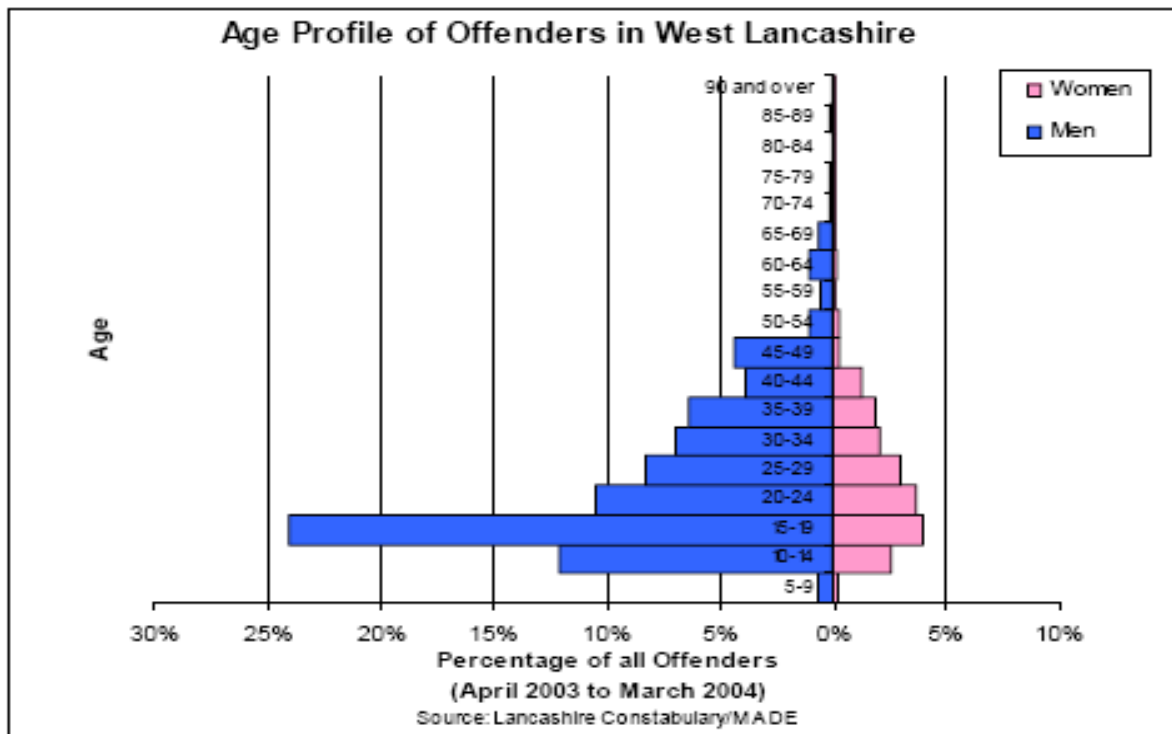


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### 1.1.5 Crime and Anti Social Behaviour

The West Lancashire Community Safety Partnership is a multi-agency group who tackle the issues around providing a safer West Lancashire. The current strategy (2005 – 2008) reports that 'Incidents of juvenile nuisance and anti-social behaviour remain the highest category for reporting (of crime) and we have seen increased reporting of motorcycle nuisance in the Skelmersdale area'.

The graph below details the age profile of the main offenders in the period of 2003/4 (*graph 8*).



As can be seen the largest group of offenders in West Lancashire fall within the 10 – 24 age group for males and females. A key strategic theme of the Community Safety Strategy relates to Children and Young People, and cites the provision of sport and physical activity as a key tool in reducing incidents of crime and anti-social behaviour.

### 1.2.0. SPORT AND LEISURE STAKEHOLDERS

#### 1.2.1. Sports Development Team

West Lancashire District Council operates a Sports Development Team, consisting of a range of staff on a mixture of core funded and externally funded

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contracts. The team is headed up by a Sports Development Manager who coordinates Community Sports Coaches, Street Crime Project officers, GP referral officer as well as 1 other Sports Development Assistant.

Due to the constraints of external funding a large bias of the teams work has been focused on the main town of Skelmersdale, in the main areas of deprivation, with a focus on developing sustainable sport and recreation activities that contribute towards a number of cross cutting issues such as improving peoples health and wellbeing and being a diversionary opportunity for people at risk of juvenile nuisance and at risk of offending.

Whilst contributing positively to improving access to sport, the Sports Development Unit has many limitations due to human and financial resources and the criteria set for funded projects. The majority of development work is based around Grassroots coaching and development through after school clubs and community work. We also operate a full holiday activity programme throughout the year, as well as linking in with County wide initiatives such as the Lancashire Youth Games, and the Lancashire Young Volunteers Programme.

One area of success aimed at the adult population has been the GP Referral scheme. As a result of this success 'Nifty Fifty' activity sessions across the district have been set up. These sessions have proved very successful as an exit route for patients when they have completed the exercise scheme.

The Sports Development Team has recognised the need to establish partnerships to enable them to build and sustain their development work, and have worked with the School Sports Partnership on a number of Schemes. Work is still required in providing a thriving club structure within the Borough and developing links between these clubs and schools.

### *1.2.2. West Lancashire Community Leisure Trust*

*West Lancashire Community Leisure Trust has a vision for 'The creation and maintenance of a first class range of healthy and recreational activities to serve all parts of the community of West Lancashire.'*

West Lancashire Community Leisure Trust, in partnership with West Lancashire District Council and Serco Leisure Limited, work with the community and all relevant bodies including but not restricted to existing providers of relevant leisure and recreational activities, the Local and Parish Councils, County Council and all potential partners to increase participation in physical activity 1% year on year.

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## Key Current Objectives

- To encourage participation of physical activity at all ages
- To create healthier communities
- To use the Trustees contacts to increase partnership working
- The development of the community who are socially or economically disadvantaged
- To promote equal access to the facilities
- To increase childhood activity levels and help reduce childhood obesity
- Energy conservation and reduction of waste

At all of West Lancashire Community Leisure Trust facilities, an excellent service is provided and a wide variety of activities for individuals, groups and families to enjoy. The provision for Leisure has increased constantly throughout West Lancashire and we cater to all, from babies to senior citizens.

The two Leisure Centres at Park Pool and Nye Bevan Pool have excellent indoor swimming pools and 'state of the art' fitness studios. Banks Leisure Centre and Skelmersdale Sports Centre are further examples of fine sports facilities to be found in West Lancashire. Burscough Fitness and Racquets Leisure Centre also offers a 'state of the art' fitness studio, a range of aerobic classes in a purpose built dance studio that operates alongside a sports hall.

Going forward and working in partnership with West Lancashire District Council, West Lancashire Community Leisure Trust is truly proud of what is on offer and looks forward to increasing participation.

### *1.2.3. Edgehill University*

The award of 'University' title for Edge Hill was formal recognition of their outstanding performance as a provider of higher education over 121 years. Today Edge Hill's portfolio of courses includes over 300 undergraduate routes, pre-registration health qualifications, initial teaching training, PGCEs, Graduate Diplomas, Masters and Research degrees, in addition to extensive provision in Professional Development. This is an exciting and challenging time for EHU. Major new developments are planned on campus with further buildings and facilities to benefit students and staff, with £150m investment over the next 12 years planned to further develop the learning environment.

The Sports Department has evolved from offering a few modules to other departmental programmes in the 1990s, to hosting seven single honours degrees in 2004. The evolution of those degree programmes requires there to be a consistent 'practical' opportunity available to enable the students to gain the experience demanded of employers. As a learning-led university, research and

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scholarship underpin the development and delivery of our curriculum. Knowledge transfer and consultancy activities will benefit the communities and organisations with which we work, for example, providing sports science support to professional teams and individual athletes, pitch side sports therapy support for local teams and needs analysis projects for private facilities.

As part of the overall sports strategy for Edgehill, the Department of Sport and Physical Activity are, therefore, endeavoring to link their degree programmes to the needs of the local community and contribute to the work of the SPAN. To achieve this, partnerships have been developed with schools and local clubs over the past years with Edgehill offering to host and run tournaments and events for a variety of different sports. More recently students have, after undertaking NGB Awards, been deployed to deliver that sport in schools and clubs, in support of the School Sport Partnership and coaching staff of local clubs. In addition, third year students undertake work placements where the criteria is for them to 'contribute to the work programme of the provider and leave a legacy to benefit that organisation'. Based on the experience gained from these activities, the degree programmes are constantly being revised to maintain currency with the contemporary sports industry. The Department's ambition is to be in a position to make a significant contribution to the overall sport's agenda by producing resources that can be deployed locally in support of the SPAN's strategy.

#### *1.2.4 'Sporting Edge'*

Edge Hill has a 25 acre sporting and recreational complex, Sporting Edge, offering some of the best sports facilities in the region. The facilities are primarily used for teaching purposes during timetable time, but are extensively used by the local community outside these times.

Amongst many top class facilities, Sporting Edge contains a well-equipped fitness suite with highly qualified fitness professionals and is home to the largest GP Exercise Referral scheme in the district, and a leading facility for community fitness. A Junior activity coaching programme caters for children aged 4 to 13 offering lessons in swimming, gymnastics and soccer, with a successful holiday playscheme operating in the school holidays.

Edge Hill has also invested heavily in ensuring facilities and services are more accessible to disabled users by working towards the 'IFI Mark' standard (Inclusive Fitness Initiative), a national accreditation supported by the National Sports Foundation to encourage more disabled users to exercise.

Edgehill has ambitions to be comparable with Loughborough in terms of its sporting reputation and academic provision which, it is recognised, will take some years to achieve. As part of this vision new and extended, facilities are

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planned to both replace and complement the existing stock. These facilities will continue to be accessible to the local communities and provide that essential sporting link between students, staff and schools, clubs and activity groups. Sporting Edge, in partnership with the Department of Sport and Physical Activity, has applied to become a holding camp for the 2012 Olympics. If successful in this endeavor the potential for providing a focus for encouraging participation in schools, and in the borough in general, would be significant. The SPAN could play a lead role in co-coordinating, developing and bringing together the local infrastructure and the resources of Edgehill University for the benefit of the West Lancashire community.

#### *1.2.5. West Lancashire School Sports Partnership*

Hosted by Glenburn Sports College the West Lancashire School Sport Partnership continues to promote and drive the development of PE and School Sport across Primary, Secondary and Special Schools, working through the strands of the National Physical Education, School Sport and Club Links (PESSCL) Strategy. The partnership benefits from huge support extended by the very active Secondary PE Departments, while also working in partnership with many agencies locally, regionally and nationally.

2006/07 was always going to be a challenging year for the Partnership, with an expansion from 5 Secondary and 31 Primary to 7 Secondary and 51 Primary Schools, just one year after rolling out as a phase 9 partnership. These additional schools presented a new challenge for the partnership, with the majority being small rural schools which have very different needs to the larger urban schools which originally formed the partnership. Early predictions in September 2006 suggested that there were limited opportunities in PE and School Sport for all pupils attending the expansion schools and this could therefore have a significant negative impact on the partnerships PESSCL Data.

Taking this into account the partnership can be very proud of the fact that the headline data in curriculum minutes, 2hrs PESS, competition, club links and leadership have seen a year of consolidation or small increases. The work undertaken has provided a strong platform, ensuring the achievement of next years 2008 PSA target and the continued development of PE and School Sport in West Lancashire, strengthened by the recent announcement of further investment into areas such as disability, further education and competition.

Going forward, the West Lancashire School Sport Partnership continues to endure challenges from the local community with poor facilities and an inadequate club structure in Skelmersdale and will continually seek to address this issue in partnership with other agencies.

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### *1.2.6. Primary Care Trust*

Central Lancashire Primary Care Trust operate in the West Lancashire Area on a number of holistic approaches to improving the general health of the population they serve. The PCT has recently gone through a reconfiguration of its structure and has also moved to a 'commissioning' role in its quest to deliver the best possible service to the community.

Health Trainers came about as a result of the "Choosing Health" public health white paper in 2004, which gave the commitment that from 2006, NHS Health Trainers would be providing advice, motivation and practical support to individuals in their local communities ("*Choosing Health*" Department of Health, 2004). The following groups have been agreed as the initial priorities for the project:

- Black and minority ethnic groups
- Offenders and ex-offenders
- Other at risk groups including families in areas of deprivation and older people.

Health Trainers will be employed to:

- Support and motivate individuals and groups within the community to lead healthier lifestyles and promote self-care
- Signpost people into services, activities, support and specialist organisations to support their health, and health needs.

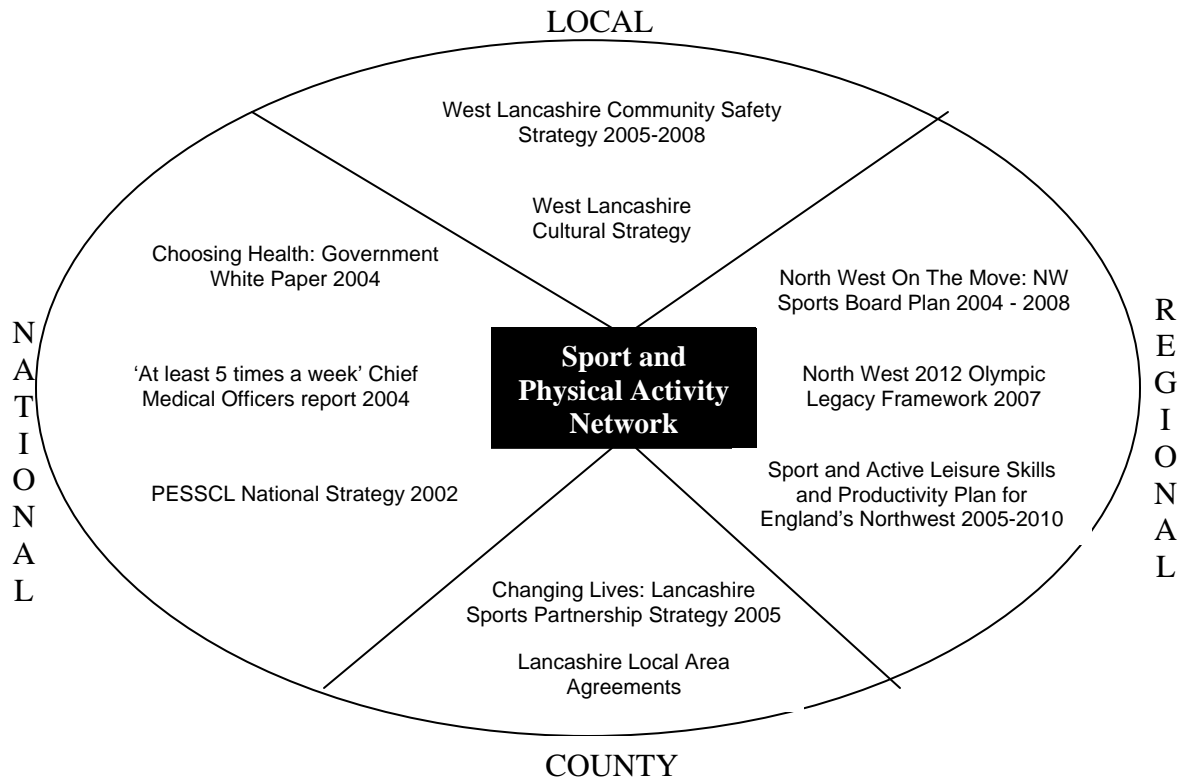
## **1.3.0. STRATEGIC LANDSCAPE AND DRIVERS**

### *1.3.1. Importance of Partnerships*

Some of the main organisations in West Lancashire have embraced partnership working as a key value. This has enabled the Sport and Physical Activity Network in West Lancashire to evolve and foster a common vision which all partners have signed up to. Through this partnership work the group have had to blend together a number of influences and drivers to ensure that the end users reap the most benefits and buy in from local stakeholders occurs.

### *1.3.2. Links to National, Regional and Local Strategies*

Diagram 9 below shows which key strategic documents the West Lancashire SPAN has aligned itself towards.



### 1.3.3. Lancashire Sport 'Changing Lives'

The Lancashire Sport Partnership has developed a strategy for sport and physical activity entitled 'Changing Lives'. The strategy vision is 'To develop a participation culture in Lancashire', with the overarching aim being 'To increase participation in and widen access to sport and physical activity'. The vision will be achieved by focusing on the core themes of: -

- Young people
- Health and well being
- Enhancing the sporting infrastructure
- Developing the workforce
- Creating Safer and Stronger Communities
- Benefiting the economy

'Changing Lives' is pertinent to many agencies, and more recently to the emerging SPANs which are, with the support of the County Sports Partnership Core Team, best placed to deliver the core objectives of the strategy. West Lancashire SPAN's aspirations link directly with that of 'Changing Lives' particularly with regard to increasing participation, focusing on young people, developing the sporting infrastructure and the cross cutting outcome of health and well being.

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#### 1.3.4. West Lancashire Local Strategic Partnership

West Lancashire's Local Strategic Partnership (LSP) is a voluntary partnership involving more than 80 partnerships, organisations and individuals. Its aim is to improve the social, economic and environmental well-being of the District of West Lancashire, now and for generations to come.

It achieves this by:-

- Producing a Sustainable Community Strategy which sets out partners common vision, objectives and targets for improving the wellbeing of West Lancashire.
- Partners voluntarily aligning their activities and budgets to achieving the Sustainable Community Strategy.
- Contributing to the development and delivery of the Lancashire Local Area Agreement.
- Working strategically to meet the needs of the District.

West Lancashire Local Strategic Partnership vision is:

***"Improving Quality of Life for All"***

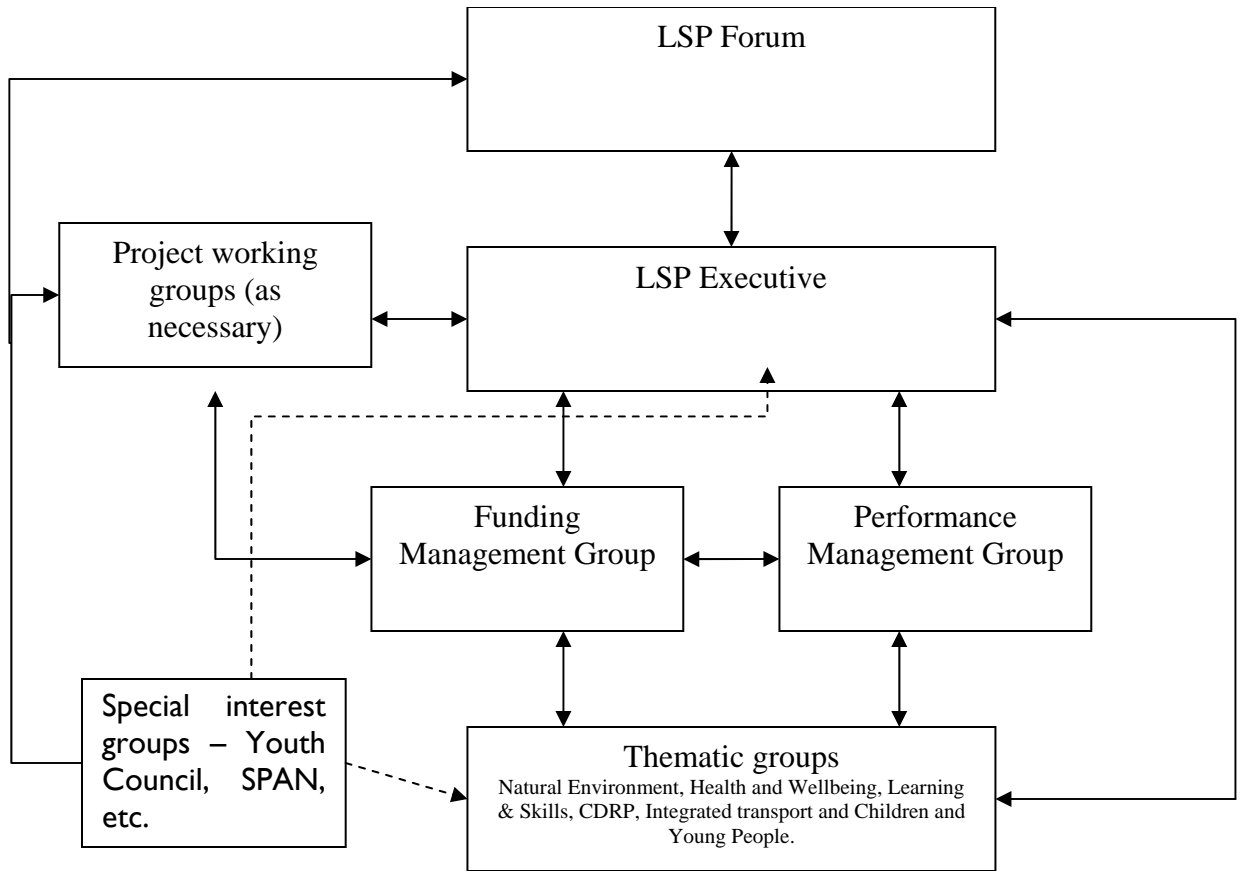
The partnership will achieve this by working together to be:

- The cleanest, safest, healthiest and greenest place in the country to live, work and enjoy;
- A place where everyone is valued and has the opportunity to contribute; and
- A place with excellent, easily accessible and sustainable jobs and services.

The LSP comprises of a Forum, an Executive group, a Funding Management Group, a Performance Management Group and thematic groups as appropriate. In addition, the LSP Executive may establish working groups as necessary to deliver specific projects. These will normally report to the Executive.

In addition, the LSP will work with a range of special interest groups and forums to ensure that the views of all stakeholders in West Lancashire can influence the work of the LSP. It is through these special interest groups that the SPAN for West Lancashire will sit, and will establish a link into the relevant thematic groups and the LSP executive (diagram 10).

## West Lancashire Local Strategic Partnership Structure chart



-----> Denotes influence/occasional reporting

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## 2.0. Intelligence

### 2.1.0 TYPES OF DATA AVAILABLE

In order to present a picture of current participation within West Lancashire and use the intelligence to inform decision making to achieve the 1% participation increase we have used the following research documents and tools.

#### *2.1.1. Active People Survey*

The Active People survey was undertaken by Ipsos Mori (commissioned by Sport England) during 2005/6 and published in December 2006. It is the single largest survey of sport and active recreation participation ever undertaken across all 354 local authority areas in England. The survey also provides information on the proportion of people volunteering (at least 1 hour per week) to support sport and the levels of satisfaction with local sports provision. It reflects an overview of the borough as a whole, providing a picture across all delivery sectors; public, private and voluntary.

#### *2.1.2 Year 9 Survey*

The Year 9 survey, produced by Knight, Kavanagh and Page (KKP) is a survey carried out across all Lancashire Authorities and surveys pupils in year 9 (aged 13/14) on their leisure activities. The survey was most recently completed in 2007, with 2 previous surveys being carried out in 2004 and 2001.

#### *2.1.3. PESSCL Survey Results*

As part of the national targets for school sport, each School Sport Partnership is responsible for collecting and reporting on data against pre-determined outputs such as club links, volunteering and the amount of PE curriculum time pupils have access to. This survey is completed annually and covers all schools in the Glenburn School Sports Partnership.

#### *2.1.4. Clubmark Database*

Knight, Kavanagh and Page (KKP) manage the Sport England Clubmark database of accredited clubs. This database lists the clubs in each area which have achieved the national standard and is updated on a monthly basis. In addition the Football Associations Charter Standard database is used to inform the number of club accreditations in Football.

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### 2.1.5. Community Health Profiles

The Community Health Profiles is a service which provides a picture of the key health indicators, some of which relate to physical activity as well as a general picture of health.

### 2.1.6. Census Data

This data concerns the demographics of the Borough and is taken from the last census in 2001, as well as providing information on things such as deprivation and car ownership.

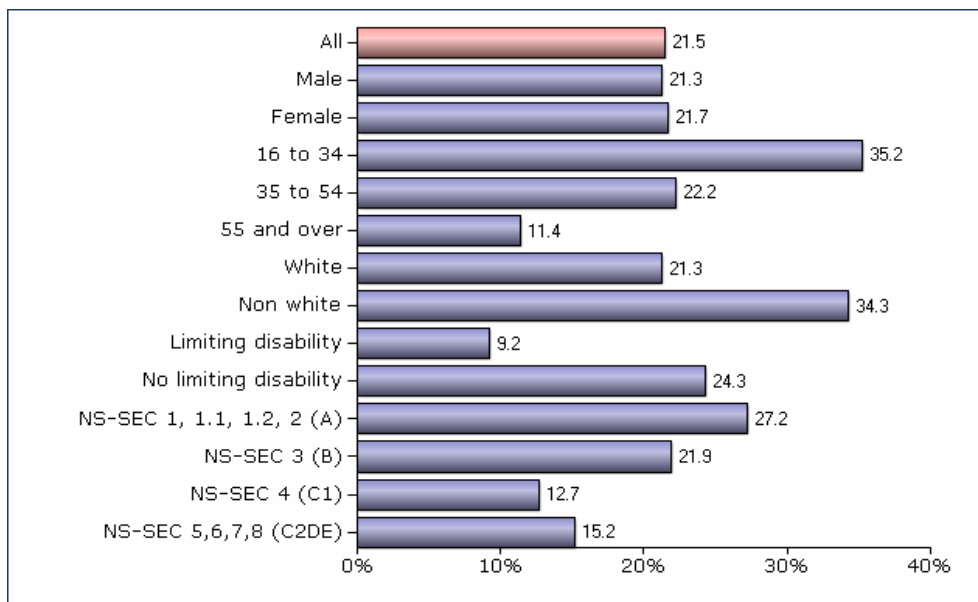
### 2.1.7. Local Knowledge

With a wealth of data available the group have also placed a high value on cross referencing this with the views of the various organisations which are represented to ensure that there is a balanced picture.

## 2.2.0 ANALYSIS OF THE DATA

### 2.2.1. Profile of 3 x 30 minutes participation per week (graph 11)

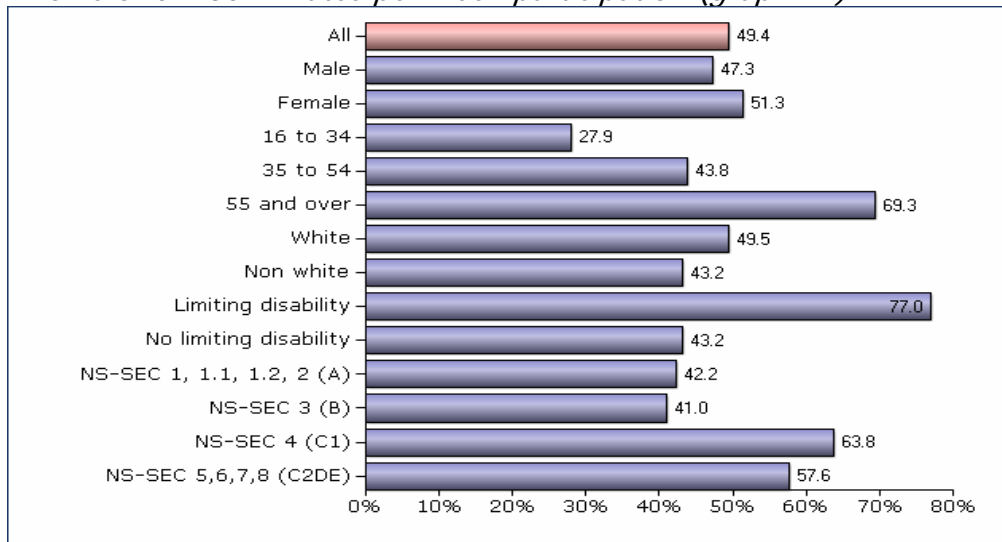
The headline measurement for participation in West Lancashire is the members of the population who take part in 3 periods of 30 minutes moderate exercise in a week. The results are detailed below.



This summary of the groups achieving the required 3 x 30 minute target shows very similar participation rates between males and females. This is much closer

than the Lancashire rates for participation (17.9% females and 23.9% males), which suggest that gender inequalities in access to sport are not as big an issue in West Lancashire. This, however, can be questioned when examining the gender inequalities of the groups not participating in sport.

*2.2.2 Profile of 0 x 30 minutes per week participation (graph 12)*



This shows an inequality as 51.3% of women do no sport and physical activity, as apposed to 47.3% of men.

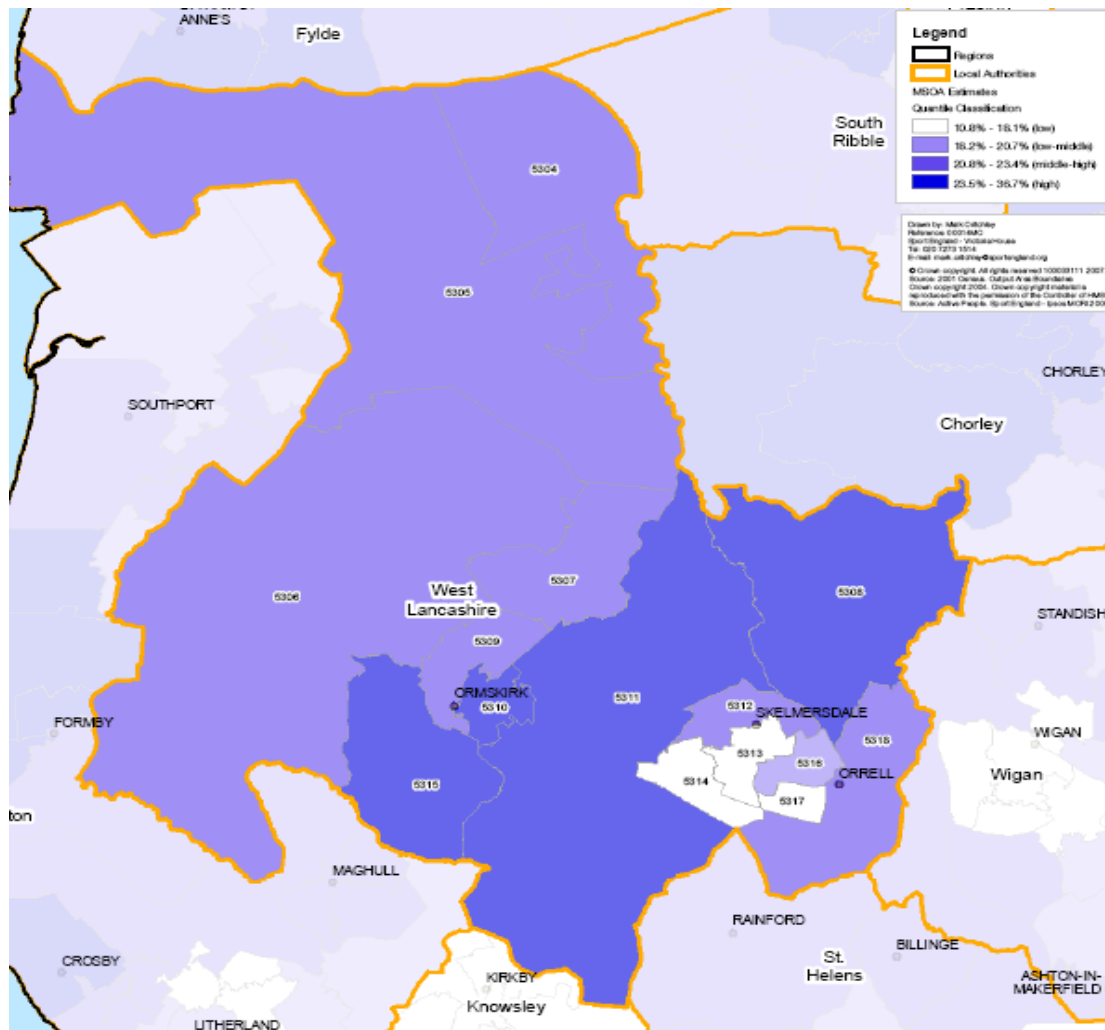
**Action: Any projects which address engagement of new participants to have a targeted element towards engaging the female population.**

West Lancashire is bucking the trend with regards to inequalities in participation amongst the BME community, with 43.2% of non white adults doing 0 x 30 against 49.5% of the white community. This, however, is only relevant to a small number of the population (0.8%). Local intelligence would suggest that a more effective group to target would be the emerging Polish population within the Borough. Whilst not yet a significant population in the Borough the SPAN will monitor the situation and look to include both the BME and Polish population into larger project ideas as a commitment to ensuring equality of access to services exists within the Borough.

The most alarming statistic is that 77% of people with a disability do 0 x 30 minutes participation per week. This statistic is backed up in relation to club participation (graph number 15).

**Action: Ensure that people with a disability are given more opportunity to participate in sport and physical activity.**

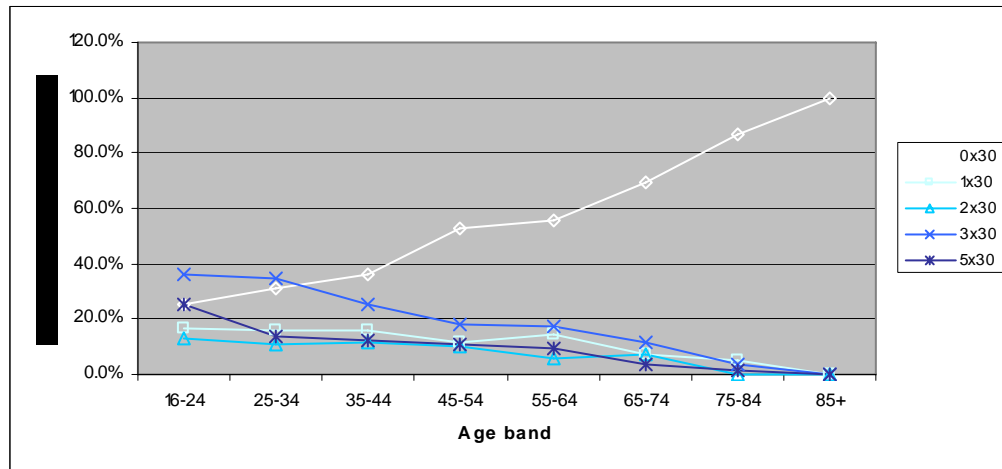
With almost a quarter (23%) of the Boroughs population residing in wards in the top 10% most deprived wards across the Country we can assume that the social groups C2DE are largely based within the more deprived areas and judging from the maps which show car ownership generally do not have access to their own transport and rely on public transport. These groups have 57.6% doing 0 x 30 minutes of sport and physical activity. The geographical variance in participation rates are also backed up by the synthetic modeling which gives an indication of the participation rates down to Super Output Area (SOA), which show the lighter areas having the lower rates of participation (*map 13*).



As discussed later the provision of quality clubs is sparse and the access to facilities is currently quite poor. It is felt a sustainable solution to targeting people from the lower socio-economic groups could be to provide a more localised club structure to generate a more regular increase in participation.

**Action: Work to promote and develop clubs in more deprived areas in order to encourage increased participation from socio-economic groups C2DE.**

### 2.2.3 Frequency of Participation Versus Age Group (graph 14)

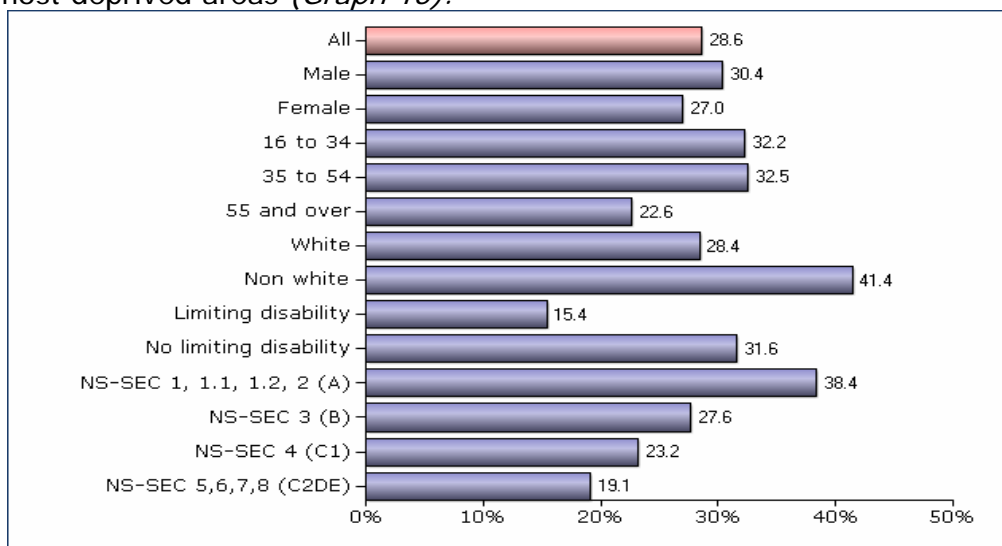


This graph details that frequency of participation across age groups and shows that the 45 -54 age group are a critical point in the decline in regular sports participation, as that is when a higher proportion do no regular sport and physical activity. When examining this data alongside the fact the Borough has a higher than average number of their population in the 45+ age bracket this would justify an approach to engage with the 45+ population.

**Action: Ensure that activity to stimulate new participation has a focus around engagement of the 45+ age group.**

### 2.2.4. Membership of Clubs

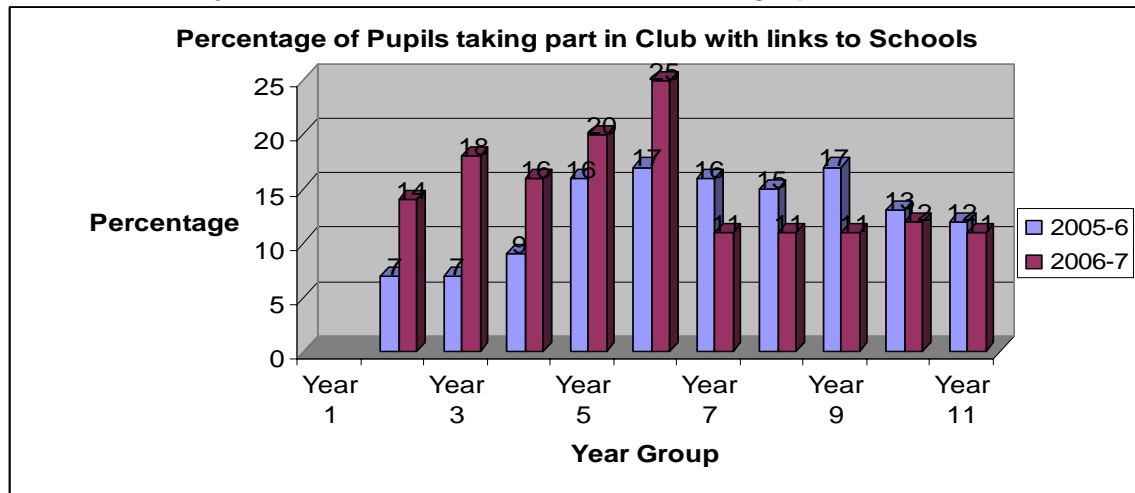
The headlines of the population who belong to a club highlight poor performance in the area of disability and people from those lowest socio-economic groups. For the purpose of the analysis we have assumed that these groups are based in the most deprived areas (*Graph 15*).



**Action: Support increases in participation by developing club provision for people with disabilities and people from the lower socio-economic groups.**

The more disturbing data comes from the results of the PESSCL survey and the Year 9 Survey.

As stated earlier the School Sports Partnership is on track to achieve the 2008 national targets, however the weakest performing area is that of School Club Links. The graph below highlights the percentage of young people who take part in a club activity which is linked to their local school (*graph 16*).

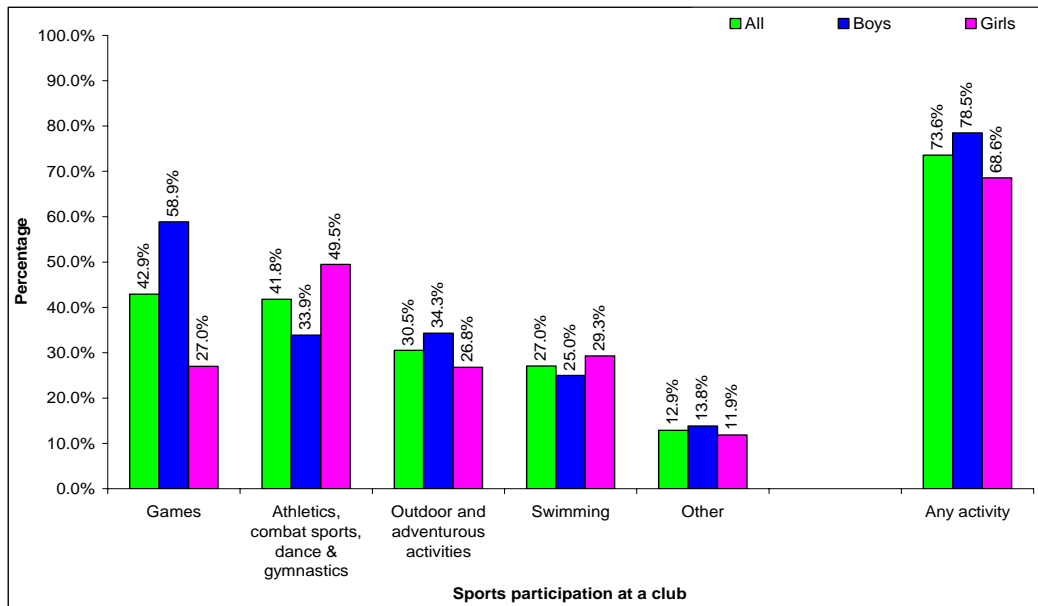


Whilst a note of caution should be placed on these figures due to the expansion of the School Sports Partnership and the resultant decrease, there still remains a significant amount of work to be done to engage clubs and schools in developing links. With school club links underpinning the relevant accreditation schemes for clubs, emphasis is needed on working on this development in the Borough due to the requirement that signposting of young people should only be into accredited clubs.

**Action: Look to increase the number of Schools developing Links with their local clubs.**

The survey of year 9 pupils (2007) shows that the number of pupils taking part in a club or regular session outside of school has increased to a total of 73.6% (78.5% for boys and 68.6%).

The graph below shows the types of club activity that year 9 students participate in with the most popular activity for boys being games such as football and rugby, whereas girls are more likely to participate in athletics and activities such as aerobics, dance and gymnastics (*graph 17*).



The table below shows which sports year 9 pupils participate in at club level in West Lancashire. Swimming is the most popular activity, with football and cycling also being popular for boys and dance and horse riding being popular for girls. Tennis and Golf also feature as popular sports for both males and females (*table 18*).

Overall	%	Boys	%	Girls	%
Swimming	27.0	Football	38.6	Swimming	29.3
Football	24.8	Swimming	25.0	Dance	26.4
Cycling	15.5	Cycling	23.6	Horse riding	17.5
Fitness at a gym	14.2	Golf	15.1	Fitness at a gym	14.6
Dance	14.1	Fitness at a gym	14.0	Trampolining	13.1
Other	12.9	Other	13.8	Other	11.9
Horse riding	10.3	Tennis	12.2	Football	10.8
Tennis	9.8	Cricket	12.0	Tennis	7.5
Trampolining	9.4	Basketball	9.9	Cycling	7.3
Golf	8.8	Boxing	8.7	Badminton	7.1

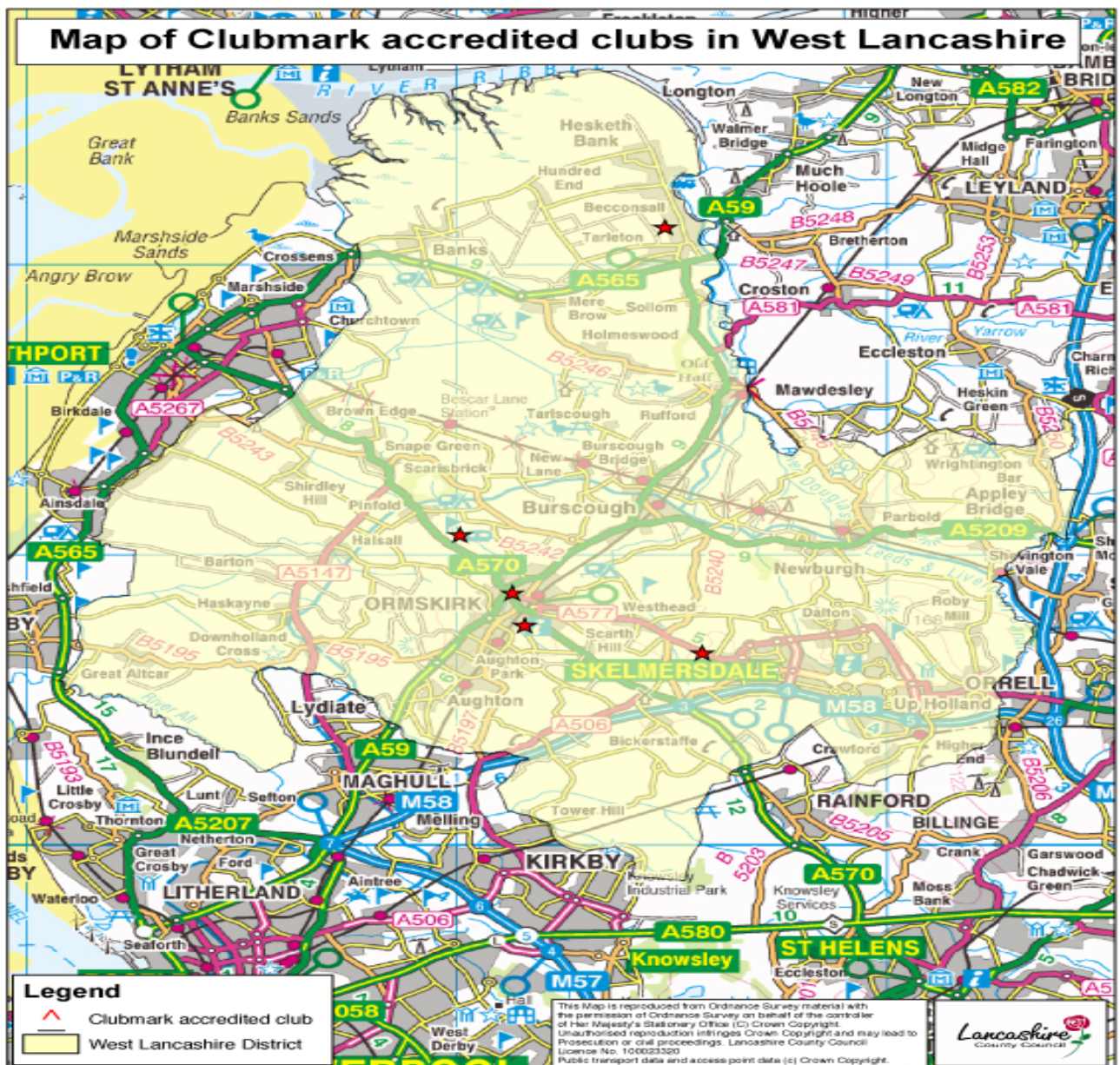
Whilst the levels of participation in clubs are quite high they are not when compared to South Ribble Borough Council, who are considered one of our ONS 'Nearest Neighbours'. Running parallel to this is the lack of quality assured clubs within the Borough, especially with the anticipation of the new '5-hour offer' which aims to provide opportunity for each pupil to have access to 2 hours PE and School Sport within the curriculum and up to 3 hours per week in accredited community settings.

### 2.2.5. Club Accreditation

West Lancashire currently has the following clubs accredited:

- Tarleton Corinthians FC – Football Charter Standard
- Ormskirk Cricket Club – Clubmark
- Skelmersdale Cricket Club – Clubmark
- Hurlston Hall Golf Club – Clubmark
- Ormskirk Rugby Union Football Club – Clubmark
- Tarleton Rugby Union Football Club – Clubmark

This is further highlighted on the map below (*map 19*).

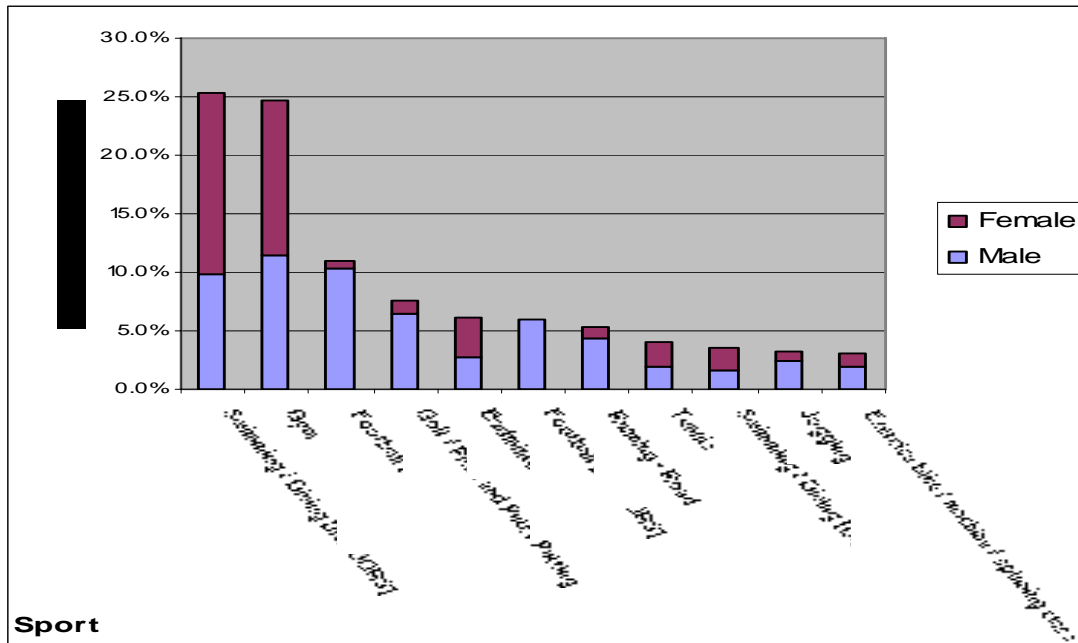


In order to meet increased demand and to sustain participation a greater number and diversity of clubs need to achieve their National Governing Body accreditation to ensure that the clubs are safe, fun and progressive and providing a quality experience under suitably qualified coaches and volunteers.

The diversity of sports is essential as it needs to match the most significant sports in respect of participation. The targeting of specific sports also needs to match the trends which occur in adult participation to encourage 'life-long participation'.

*2.2.6. Breakdown of Popular Sports by Gender (16+)*

The graph below details breakdowns of the 11 most popular sports for males and females (*graph 20*).



The graph shows that the activity that women participate in the most is swimming and attending the gym. This links nicely with the year 9 data which shows that most of the girls take part in swimming clubs. Likewise participation amongst males is dominated by swimming, attending the gym and football. Again this aligns itself with the sports which are popular for boys in the year 9 survey.

**Action: Address the issues of club accreditation, with a particular focus on Football, Swimming as well as other sports to foster life long participation.**

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### 2.2.7. Facilities

West Lancashire SPAN have not identified a short term need to examine key strategic issues around provision of facilities, however a headline examination has provided some basic issues and concerns which will form an initial set of actions for the group, leading into further analysis of provision.

The data available shows that 67.2% of adults are satisfied with the Leisure provision within the Borough, against a national figure of 69.5%. The young people surveyed as part of the year 9 survey are more demanding with only 34.8% believing the local sports facilities are either good or excellent, but 85% of respondents stating the importance of having good quality facilities.

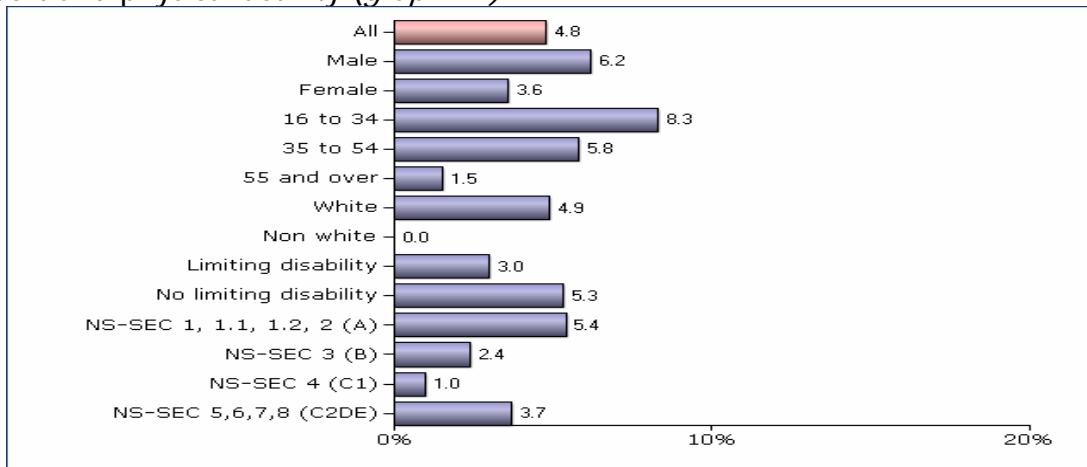
A significant problem still exists with provision of facilities within the Borough. Of the local High Schools, it is shown that 7 do not open up their facilities to the community on an evening or weekends.

Investment in facilities is planned, with West Lancashire District Council nearing the final planning stage to begin work in 2009 on the new Skelmersdale Sport Centre in what is estimated to be almost a £10million project. This will go some way to addressing the lack of facilities and lack of diversity of sports within the Borough.

**Action: Look at reviewing facilities across the Borough, with a particular emphasis on encouraging all High Schools to develop an out of hours offer.**

### 2.2.8. Volunteering Rates

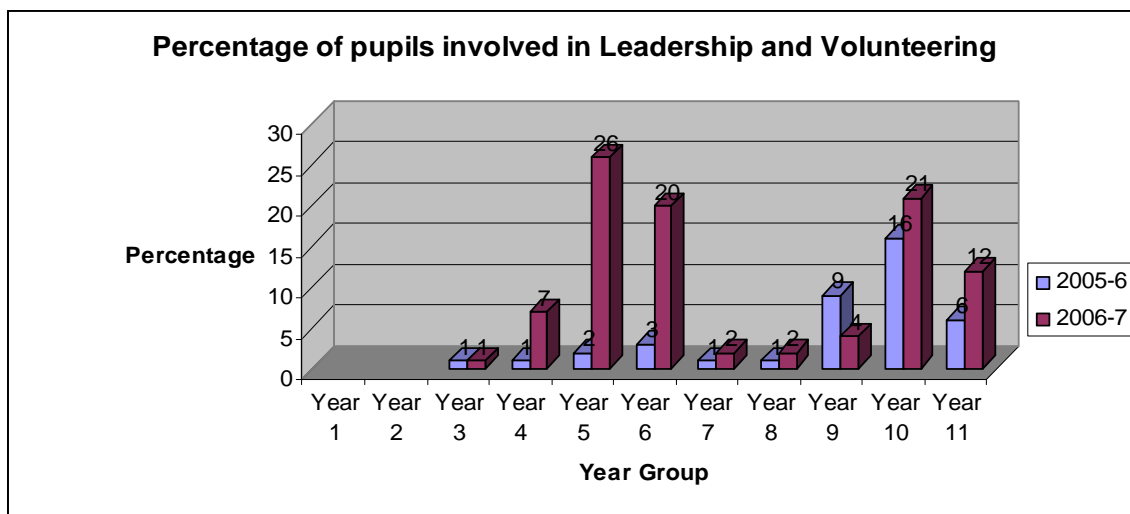
The contribution of volunteers in sport is vital to encourage growth in the numbers participating. The graph below shows the breakdown for the members of the adult population who are providing 1 hour per week voluntary time to sport and physical activity (*graph 21*).



The overall rates (4.8%) put West Lancashire slightly above the North West average of 4.7% and the Lancashire average of 4.6%. When examining the age groups who do volunteer West Lancashire is performing well in the 16-34 age group and slightly above the County average at 35-54 age group. There is a significant decrease in the 55 + population who are volunteering. Whilst this is an under performing area it is felt that a more effective outcome of targeting resources into volunteers is in the 16 - 34 and 35 – 54 age group, and build on the area's that are performing well. This is further justified when looking at young people volunteering through the School Sports Partnership and community volunteering, either through the new 'V' Programme or through Further Education and Higher Education centres such as Edgehill University.

This is backed up data showing the demand from pupils in year 9. In 2007 12.7% of boys and 4.2% of girls currently give their time voluntary to assist with sport and physical activity (against 7.5% for boys and 6.8% for girls). However a further 40% of girls and 43.5% of boys indicated a willingness to volunteer in the future.

This initial demand is stimulated through the work of the School Sports Partnership (SSP) as part of the PESSCL strategy. In West Lancashire the SSP has supported the development of young leaders and volunteers and as seen from the graph below have achieved increases across most year groups (*graph 22*).



The development of volunteers is ongoing and further work to make the transition from school based volunteering into community based volunteering is required to support an increased voluntary workforce leading to increased participation.

**Action: Look to engage more volunteers in West Lancashire, starting with the foundations at school age leading through the transition into community based adult volunteering.**

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## 2.3.0 TURNING DATA INTO ACTIONS

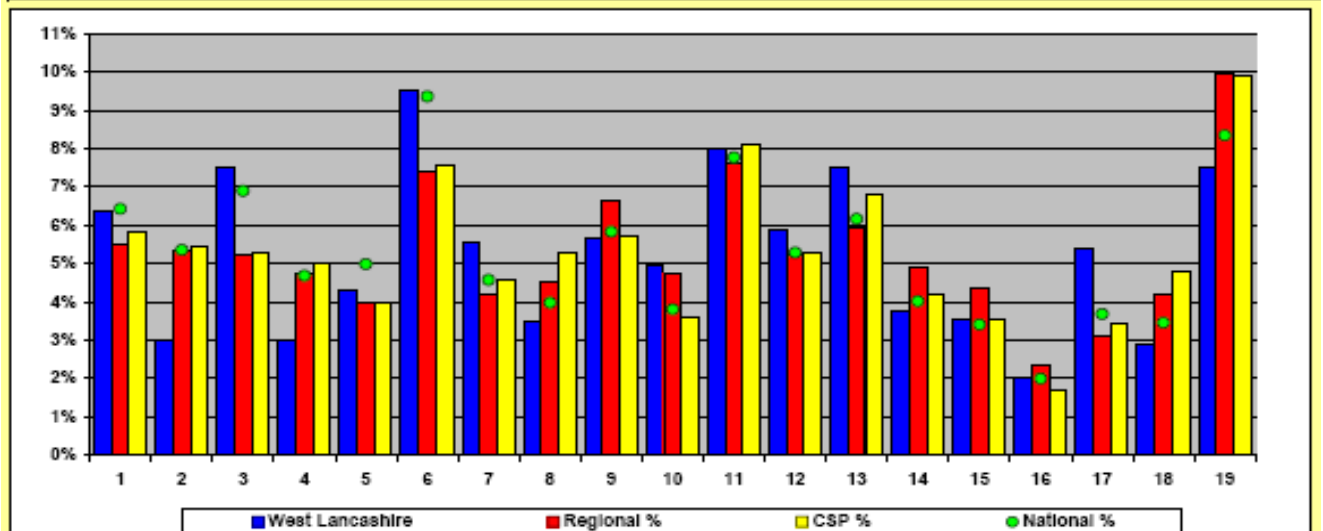
### 2.3.1. Rationale for Project Proposals

West Lancashire SPAN have blended together the various pieces of intelligence to determine where the priorities and focus for the next 3 years should be. There are a complex range of issues in the Borough ranging from the number of facilities, private transport ownership, availability of public transport, weak club infrastructure and a large number of small rural communities. The SPAN has recognised that in isolation these issues can not be tackled and also that not all issues can be tackled in the timescale of this SPAN plan.

A balanced approach has been adopted to ensure that we are laying the foundations for future participation as well as re-engaging the adult population and attempting to get them back into sport and physical activity.

Whilst establishing the priority areas, a number of strands have flowed seamlessly from identification of the problem into a ready made solution (for example to address the poor club infrastructure, a project to increase club accreditation was a natural response). However, when addressing participation amongst adults a natural response is not as clear. Through examination of case studies and utilising local intelligence it is felt that 2 approaches to address adult participation would generate the most effective outcome:

- 1) Mass Participation Events – Stimulation of enthusiasm by creating a ‘feel good factor’ at taking part in something new, utilising a family based approach to getting active and providing exit routes into more regular participation. The group feel that there is a significant amount of the population who are inactive and by reintroducing them to sport, this will provide the catalyst for more regular activity.
- 2) Workplace Physical Activity – Through engagement with the working population within the area, utilising the corporate wellness angle to enable buy in from businesses and providing taster sessions and linking into local facilities for sustained participation. The group recognised that addressing adult population was a key driver, however the method in which to target these adults was not easy. Following analysis of the Sport England Market Segmentation tools it became clearer that the Workplace would be an ideal setting. The 2001 Census reports that over 40% of the working age population are employed within the Borough. This is also backed up with three of the most dominant segments being segment 3 (Chloe), 6 (Tim) and 12 (Elaine) (*graph 23*).



A further examination into the common characteristics of these segments is that they are all career minded people. An additional commonality is the biggest reason for people in these segments not participating in Sport is due to time constraints. By developing a workplace based approach we will address the issue of time by bringing the activity into the workplace. The positive benefits of participating in the activity will encourage many to take part in further activity through the lure of complimentary passes into local leisure facilities.

Further to the two strands detailed above, further priorities have been identified, which form the basis of an application for Sport England Community Investment Funding to enable the SPAN to add value to the work already being undertaken. The flagship projects for the SPAN will address some of the key issues raised through the analysis and will culminate in the delivery of the following strands:

- Disability – A specific project to address participation and improve access for people with disabilities, which has been highlighted as an area with low participation amongst both young people and adults.
- Club Development – To develop more high quality, accredited clubs ensuring there are sufficient volunteers, coaches and links with schools, addressing a lack of quality clubs and a suitably qualified workforce.
- Diversionary activities – Addressing the issues of people aged between 10 and 16 by providing regular, structured and fun sporting sessions delivered by qualified coaches, with an aim of reducing incidents of anti-social behaviour.
- Competition, volunteers and School Club Links – To enable West Lancashire to meet the '5 Hour Offer' by providing opportunity for participation out of school hours and development of young volunteers addressing a weakness in the participation in clubs, particularly by children and young people.

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## 3.0 Achieving our Vision

### 3.1. West Lancashire SPAN Vision

*“To work closely with our partners to improve opportunities for participation in Sport and Physical Activity, addressing health inequalities and social needs to achieve a sustainable participation culture for all in West Lancashire.”*

### 3.2. Aim

West Lancashire aims to achieve an annual 1% increase in participation amongst the adult population

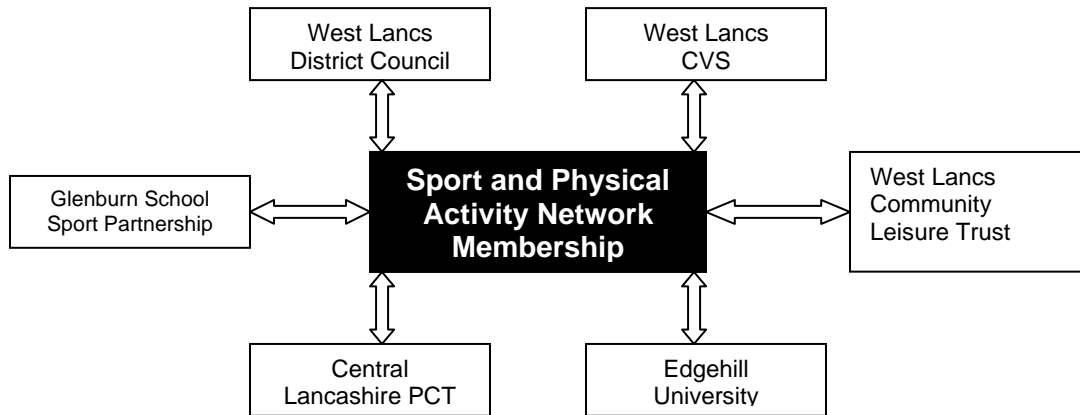
### 3.3 Objectives

In order to give clear objectives about how we want to achieve our vision, the West Lancashire SPAN has created a set of objectives. These are derived from the themes of our Local Strategic Partnership and relate directly to the areas of work which we feel are vital to increase participation:

- To build the foundations for lifelong participation for children and young people through to adulthood, through an active school partnership and a network of quality community based opportunities
- To promote sport and physical activity as a positive vehicle to reduce crime and anti-social behaviour to achieve stronger and safer communities.
- To raise the profile of the benefits of sport and physical activity utilising educational, community based and workplace settings to have a positive impact on mental and physical health and wellbeing.
- To develop a high quality sporting infrastructure by increasing the quantity and the quality of the workforce and clubs.
- To ensure sharing of best practice and principles of equality underpin all provision.

### 3.4. Membership

The West Lancashire SPAN consists of a range of partners and stakeholders who contribute and sign up to the collective vision for the Borough. The make up of the core group is detailed in the diagram below (*diagram 24*).



Note: Other partners will from time to time be invited on to the group, where necessary

A number of task and finish and sub committees will also be formed, when appropriate, to lead the development of projects and tasks, as deemed necessary by the SPAN.

### *3.5. Frequency of Meetings*

The group will meet on a quarterly basis to coincide with the monitoring and evaluation procedures as required by Lancashire Sport. Further meetings will be scheduled as and when necessary above the core meeting dates.

### *3.6. Operation of the Group*

The West Lancashire SPAN is a multi agency group with relevant partners being members. The group will operate with a chair person and will review this position annually.

### *3.7. West Lancashire Delivery Plan*

To show how we will achieve our aim of increasing participation, a delivery plan has been created. This plan highlights the key actions which partners are involved in delivering throughout the area. This can be found in *appendix 1*.

### *3.8. SPAN Delivery Plan KPI Summary Sheet*

This can be seen at *Appendix 2* and summarises the contribution of the delivery plan and the individual projects towards the core Sport England KPI's.

### *3.9. Management, Delivery and Accountability*

The Sport and Physical Activity Network is accountable to the West Lancashire Local Strategic Partnership. Due to the cross cutting nature of the plan, links will

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be made, where appropriate, to any relevant thematic sub groups of the Local Strategic Partnership.

The delivery, organisation and management of CIF funded SPAN projects will be agreed through the SPAN steering group. Progress reports, which outline performance against targets and financial management performance, will be reported on a quarterly basis to the SPAN Steering group by the individual organisations responsible for project delivery. The SPAN Steering group will then provide reports on performance to the Local Strategic Partnership.

*3.10. SPAN Lead Officers*

SPAN Chair:

Nikki Hennessy – West Lancashire Council for Voluntary Service (CVS)

Signed: \_\_\_\_\_

West Lancashire Local Strategic Partnership:

Signed: \_\_\_\_\_

## Theme: Children and Young People

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To Plan, deliver and evaluate a range of Inter-school competition including local based festivals and County based events such as Lancashire Youth Games	Partnership Development Manager/ Competition Manager Edgehill University Sports Development	Employment of Competition Manager £87,750	April 2008 - 2011	Number of participants competing in events	KPI 1 Number of new participants Under 16 <b>753</b>  KPI 3 Number of new Club Members Under 16	<b>YES</b> <b>Project 2</b> <b>Competition + School/Club Links</b>
To develop an 'offer' to clubs to provide their players with therapy and science support	Department of Sport and Physical Activity  NGB' s Club Head Coaches	Students on Sports Therapy and Sport and Exercise Science programmes	Oct 2007 - 2010	Number of clubs accessing opportunity  Number of 'clients' registered and returned to activity from injury	KPI 8 Number of new Volunteers <b>160</b>	<b>No</b>
Increase participation amongst people with Disability by developing accessible mainstream opportunities	Disability Sports Officer	1 full time officer 18 month contract £51,068	March 2008 – October 2009	Number of participants	KPI 1 Number of new participants in Sport Under 16s <b>60</b> 16 + <b>30</b> KPI 3 New Members in Clubs Under 16s <b>22</b> 16 + <b>22</b> KPI 5 Number of new Coaches <b>7</b> KPI 8 Number of new Volunteers <b>15</b>	<b>YES</b> <b>Project 1</b> <b>Disability Strand</b>

To instigate a programme of Club Development focusing on club accreditation	SDO Club Development support worker	1 Full time Officer (37 hours) £98,500	April 2008 - 2011	Number New Clubs Number Club members Number clubs achieving NGB club Mark	KPI 3 Number of new Club Members Under 16 <b>75</b> KPI 4 Increasing Accreditation in Sport <b>20</b> KPI 5 Number of New Coaches <b>60</b> KPI 8 Number of new volunteers <b>150</b>	<b>YES</b> <b>Project 1</b> <b>Club/Coach</b> <b>Development Strand</b>
To consult YP through the secondary school sports councils to ensure that programmes of physical activity and sport meet their needs	School Sport Partnership	N/A	On-going	PESSCL Survey	No direct KPI measurement	<b>No</b>

**Theme: Health and Well-being**

<b>Action</b>	<b>Lead Responsibility</b>	<b>Resources Breakdown</b>	<b>Timescales</b>	<b>How will success be measured?</b>	<b>KPI's/Outputs</b>	<b>CIF bid/Project Plan Ref if applicable</b>
Extend the range of activity to improve the Health of key groups working in Partnership with health agencies	Central Lancs PCT/SDO	1 Full time GP Referral officer £78,000 with on costs over 3 years	On going	Number of new participants	KPI 1 Increasing New Participants 16 + <b>360</b>	<b>No</b>
Develop GP Referral scheme to Include Children	PCT/SDO	1PT officer £16,000 with on costs (subject to funding)	September 2008	Number of participants	KPI 1 Increasing New Participants Under 16 <b>75</b>	<b>No</b>
To develop a series of mass participation Events to engage new participants into sporting activity	Sports Development	1 Events Officer + working budget £88,500	April 2008 – March 2010	Entry forms	KPI 1 Number of New Participants Over 16 <b>1500</b> Under 16 <b>500</b> KPI 8 Number of Volunteers <b>300</b>	<b>YES</b> <b>Project 1</b> <b>Mass Participation Strand</b>
To instigate a workplace roadshow promoting Physical Activity in the Workplace and encouraging people in employment to engage in regular Sport and Physical Activity	Sports Development West Lancashire Community Leisure Trust Edgehill University	1 Workplace Physical Activity Officer + working budget £215,000	April 2008 – March 2011	Number of workers engaged with Numbers signing up to regular participation	KPI Increasing Number of new participants Over 16 <b>12000</b> KPI 3 Increasing Number of Club Members Over 16 <b>900</b>	<b>YES</b> <b>Project 1</b> <b>Workplace Physical Activity Strand</b>

To Increase membership of the ISOSPA scheme within West Lancashire Community Leisure Trust Sites	West Lancashire Community Leisure Trust SERCO Leisure	Membership Staff 90k (3 years)	Ongoing	Number of Memberships sold	KPI 3 Increasing members in Clubs Over16 <b>1980</b>	<b>No</b>
To Increase membership of the Sporting Edge scheme within Edgehill University Facilities	Edgehill University	Membership Staff	Ongoing	Number of Memberships sold	KPI 3 Increasing members in Clubs Over16 <b>165</b>	<b>No</b>
To Increase numbers of people accessing the 'Positive Steps' GP Referral programme at Edgehill University	Edgehill University	Membership	Ongoing	Number of referrals	KPI 1 Number of New Participants Over 16 <b>30</b>	<b>No</b>
To develop a series of lead walks aimed at the older members of the community	Age Concern	Walk Leaders  Approx £30k over 3 years	ongoing	Number of attendances	KPI 1 Number of New Participants <b>75</b> KPI 8 Number of New Volunteers <b>6</b>	<b>No</b>

**Theme: Safer and Stronger Communities**

<b>Action</b>	<b>Lead Responsibility</b>	<b>Resources Breakdown</b>	<b>Timescales</b>	<b>How will success be measured?</b>	<b>KPI's/Outputs</b>	<b>CIF bid/Project Plan Ref if applicable</b>
To provide a comprehensive summer activities diversionary programme	Sports Development Community Coaches	Coaches Approx 30k over 3 years	2008 – 2010	Register of participants	KPI 1 Increasing Number of New Participants Under 16's <b>600</b>	<b>No</b>
To Deliver a Street Sport Project aimed at providing Diversionary Activity	Sports Development	2 P/T Officers 25 hours per week £134,565	2008 – 2011	Register of participants	KPI 1 Increasing Number of New Participants Under 16's <b>360</b> KPI 3 Increasing members in clubs <b>45</b> KPI 5 Increasing Number of Coaches <b>12</b> KPI 8 Increasing Number of Volunteers <b>20</b>	<b>YES (Safer and Stronger Strand)</b>
To provide more informal play areas/MUGA's to enable all year round participation in sport and physical activity	West Lancashire District Council	250k Capital Build	April 2008 Onwards	Successful build	No direct KPI measurement	<b>No</b>

**Theme: Economic Development/Workforce Infrastructure**

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To train and deploy coaches to deliver a rolling programme of five sports to primary schools in curriculum time	Edgehill Department of Sport and Physical Activity  NGB' s PDM	Students on sports programmes  NGB tutors	Nov 07 - 2010	Number of People Achieving minimum of level 1 Coaching qualification and deployed.	KPI 5 number of new Coaches - <b>240</b>	<b>No</b>
Increase the number of Young People leading and volunteering in sport	School Sport Partnership  WL Sports Development	Employment of a Competition Manager (figure in C+YP section)	April 2008 – April 2011	Leadership and Volunteering database  PESSCL Survey	KPI 8 Increasing Number of new Volunteers	<b>Yes Project 2 (Competition and School/Club Links Project)</b>
Facilitate the building of a new astro-turf facility at North Meol's Community & leisure Centre	SERCO Leisure (West Lancs Community Trust)	Capital Build £100k	Completed by April 2008	Opening of the facility	No direct KPI measurement	<b>No</b>
Design and Build a new Skelmersdale Sports Centre as part of an urban regeneration programme	West Lancashire District Council	Capital Build £10 Million	Completed by 2011	Opening of the Centre	No direct KPI measurement	<b>No</b>
To work with High Schools to enable facilities to be opened up for community use on an evening	Collective SPAN group	In-Kind time of staff	Ongoing	Schools opening up	No direct KPI measurement	<b>No</b>

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
				Yr 1	Yr2	Yr 3
<b>KPI 1 Increasing Number of New Participants (16+)</b>	<b>Full Delivery Plan</b>	Active People Survey 20.48% (18,576) of adults (16yrs+) taking part in 3 x 30 per week	1% increase in actual numbers (of total population) = 907	4925	9840	13995
	<b><u>Project 1 West Lancs On the Move</u></b>	New project	1% increase in actual numbers (of total population) = 907	4770	9530	13530

<b>KPI 1 Increasing Number of New Participants (under 16)</b>	<b>Full Delivery Plan</b>	Year 9 Survey 2004	N/A	888	1753	2348
	<b><u>Project 1 West Lancs On the Move</u></b>	New Project	N/A	410	800	920
	<b><u>Project 2- 5 Hour Offer</u></b>	Competition Baseline 4,497 young people took part in competition in 2006/7	N/A	253	503	753

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
<b>KPI 3 Increasing Number of Members in Local Clubs (16+)</b>	<b>Full Delivery Plan</b>	Active People Survey 28.6% (25,215) of adults are members in local clubs	1% increase in actual numbers (of current membership) = 252	1025	2047	3067
	<b><u>Project 1 West Lancs 'On the Move'</u></b>	Active People Survey 28.6% (25,215) of adults are members in local clubs	1% increase in actual numbers (of current membership) = 252	315	622	922
<b>KPI 3 Increasing Number of Members in Local Clubs (under 16)</b>	<b>Full Delivery Plan</b>	Only 15% of pupils within the SSP attend sports clubs (PESSCL Survey) 1927	5% increase Year on Year (SSP target)	697	1386	2068
	<b><u>Project 1 West Lancs 'On The Move'</u></b>	Only 15% of pupils within the SSP attend sports clubs (PESSCL Survey) 1927	N/A	55	102	142
	<b><u>Project 2- 5 Hour Offer</u></b>	Only 15% of pupils within the SSP attend sports clubs (PESSCL Survey) 1927		642	1284	1926
<b>KPI 4 Improving Standards in Sport/Organisational Accreditation</b>	<b>Full Delivery Plan</b>	Clubmark Database (5) and Football Charter Standard (1)	Area target of 32 (contribute to NW target of 2012 accredited clubs by 2012)	6	12	20
	<b><u>Project 1 West Lancs 'On the Move'</u></b>	Clubmark Database (5) and Football charter Standard (1)	Area target of 32	6	12	20

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
<b>KPI 5</b> Increasing Number of New Coaches	<b>Full Delivery Plan</b>	Lancashire Coaching Database () Total =	SALSPA plan target 1980. Lancs 22% and then by local authority population =	108	215	319
	<b><u>Project 1 West Lancs 'On The Move'</u></b>	Lancashire Coaching Database () Total =	SALSPA plan target 1980. Lancs 22% and then by local authority population =	28	55	79
<b>KPI 8</b> Increasing Number of New Volunteers	<b>Full Delivery Plan</b>	Active People Survey 5.33% (4,840) of adults (16yrs+) volunteering for at least 1 hour per week.	SALSPA 10% increase in Workforce by 2014 (pro rata per year) = 61	673	1465	2104
	<b><u>Project 1 West Lancs 'On The Move'</u></b>		SALSPA 10% increase in Workforce by 2014 (pro rata per year) = 61	66	127	185
	<b><u>Project 2 – '5 Hour Offer'</u></b>	1143 Young People in Leadership and Volunteering through SSP (11%)	4% increase in Yr 1 5% increase in Yr 2 5% increase in Yr 3	415	934	1453
<b>KPI 17</b> Increasing Leverage into Sport	<b>Full Delivery Plan</b>	Unknown	2:1 Community Investment Match Target for West Lancs £204,000	Investment through Delivery Plan activities =£11,269,383		
	<b><u>Project 1 West Lancs 'On the Move'</u></b>	New Project	2:1 Community Investment Match Target for West Lancs £204,000	£202500– Cash £177,952– In kind		
	<b><u>Project 2 – '5 Hour Offer'</u></b>	New Project	2:1 Community Investment Match Target for West Lancs £204,000	£54,750 - Cash £6,370 - In Kind		



<b>SPAA Name</b>	West Lancashire Sport and Physical Activity Group
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### APPLICANT CONTACT DETAILS (note: all fields are essential)

<b>Organisation</b>	West Lancashire District Council
<b>Contact Name</b>	Yvonne Gagen
<b>Position</b>	Sports Development Manager
<b>Address</b>	Little Digmaor Primary School, Abbeystead, Little Digmaor, Skelmersdale
<b>Postcode</b>	WN8 9NF
<b>Telephone</b>	07780 618630
<b>EMAIL</b>	yvonne.gagen@westlancsdc.gov.uk

### PROJECT DETAILS

<b>Project Title</b>	West Lancashire 'On the Move'
<b>Project Description</b>	<p>This project will address a number of key areas which have been established as a priority in West Lancashire to instigate a positive step change in participation rates in sport and physical activity within the Borough.</p> <p>This flagship project will see actions to support 5 key areas which will be used as a catalyst to achieve our 1% increase:</p> <ul style="list-style-type: none"> <li>• Club infrastructure (clubs and coaches)</li> <li>• Mass participation events</li> <li>• Promoting disability participation</li> <li>• Street Sport Diversionary Activities</li> <li>• Workplace Sport and Physical Activity</li> </ul> <p>The project will result in the employment of relevant officers to deliver the project, with the following remits:</p> <ul style="list-style-type: none"> <li>• Club Development Support Worker– this full time officer will support clubs in achieving their NGB Clubmark accreditation in both community settings and clubs based in the Boroughs facilities as well as enabling clubs to cope with increased capacity.</li> <li>• Mass Participation Officer – this officer will support clubs and coaches to lead on the development of mass participation events in West Lancashire and be the catalyst for stimulating new demand which will</li> </ul>

	<p>inspire a series of new participants who can be directed into local clubs.</p> <ul style="list-style-type: none"> <li>• Disability Support Worker – Who will work through the Disability Sports Forum to support participation amongst people with disabilities and also work with ‘mainstream’ clubs to integrate people with disabilities where appropriate.</li> <li>• Workplace Sport and Physical Activity Officer – Who will utilise the workplace setting to generate interest amongst working adults in West Lancashire, leading to providing exit routes into the main facility providers within the Borough.</li> <li>• Street Sport Officers – Two 25 hour positions which will lead on the delivery of a range of regular street based sports diversionary activity aimed at engaging children and young people in regular activity in their own communities.</li> </ul> <p>The Support workers will be engaged in the following tasks:</p> <ul style="list-style-type: none"> <li>• Provide support to sports clubs to achieve their NGB Club Accreditation scheme (e.g. Clubmark/FA Charter Standard).</li> <li>• Assist clubs in being more inclusive.</li> <li>• Encourage Clubs to develop links with other organisations in the area (e.g. Youth Clubs and Schools).</li> <li>• Stage a series of mass participation events to stimulate interest in sport and provide exit routes into clubs.</li> <li>• Support the formation of new and expanding clubs.</li> <li>• Provide opportunity for people with disabilities to participate in sport</li> <li>• Provide diversionary activity for children and young people to engage them in regular sporting activity</li> <li>• Engaging West Lancashire’s working population in sport and physical activity linking to regular participation in local facilities.</li> </ul>
<p><b>Project Aims</b></p>	<p>As a result of the project being successful we aim to achieve the following:</p> <ul style="list-style-type: none"> <li>• An increase in the number of clubs achieving Clubmark accreditation and FA Charter Standard.</li> <li>• Increase the voluntary workforce and developing more capacity in clubs</li> <li>• An increase in the number of coaches attending developmental courses.</li> <li>• A series of flagship events engaging with a range of partners to inspire and encourage all members of the community to participate in sport.</li> <li>• More opportunities for people with disabilities to be able to access sport and physical activity</li> <li>• A more active adult working population</li> </ul>
<p><b>How will the project help to achieve the aims of the SPAA delivery plan?</b></p>	<p>The process that the West Lancs SPAN has been through has identified a real weakness in the infrastructure in the Borough. Because of the diverse nature of the Borough with regards to rural and urban areas and deprived and affluent areas there are real inequalities across the area and a poor club structure to successfully achieve a sustainable increase in participation. The group feels that to be successful we need to invest in the infrastructure to develop the quality of the clubs and running parallel we need to engage a</p>

	whole series of new participants and have chosen the feel good factor that mass participation events can bring to participants, as well as the workplace setting. In addition we have identified low participation rates amongst people with a disability and also people in the more deprived areas so have specific interventions aimed to address this.
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## KPIs

KPI's	KPI		Baseline	Year 1	Year 2	Year 3	
<i>(Please note KPI's are cumulative figures for the 3 years)</i>	KPI 1 Increasing the Number of New Participants		U16's	410	800	920	
			16+	4770	9530	13530	
	KPI 3 Increasing Club Membership		U16's	55	102	142	
			16+	315	622	922	
	KPI 4 Increasing Organisational Standards		FA Charter Standard	1	4	4	4
			Clubmark	5	2	3	3
	KPI 5 Increasing number of new coaches				28	55	79
	KPI 8 Increasing number of new volunteers	Overall volunteers			66	127	185
Of which Lancashire Young Volunteers Registrations			15	30	45		
KPI 17 Increasing leverage into Sport			0	£380,452			
<b>KPI's – Collection methods</b>	Registrations for events. Club audit forms. Coach and volunteer registration forms. Young Volunteers sign up and logs. Number of clubs on Clubmark Database. Number of Clubs 'Working Towards Clubmark'. Number of Clubs with FA Charter Standard. Partnership funding letters. Membership Sign up forms						

## FINANCIAL DETAILS

Financial Details	Total Project Costs	£587,633	% (Eligible ratios)
	Partnership Resources - CASH	NB 35k is football foundation money £202,500	30.3%
	Partnership Resources – IN-KIND	£177,952	32.19%

	<b>SPORT ENGLAND Request</b>	<b>£208,681</b>	<b>37.47%</b>
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<b>Partnership Funding</b>	£22,000 – Lancashire County Council LPSA 11B Funding £35,000 – Football Foundation £57,952 - West Lancashire District Council Sports Development (in kind) £9,000 – West Lancashire District Council (Cash) £7,000 – Lawn Tennis Association £60,000 – West Lancashire Community Trust (in kind) £60,000 – Edgehill University (In Kind) £120,000 - West Lancashire Community Safety Partnership
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<b>What will the money actually be spent on?</b>	<b>Item of Expenditure</b>	<b>£</b>
	Club Development Support Worker Salary	£60,000
	Club Development Support worker On Costs	£15,000
	Club support Budget (organising workshops etc)	£6,500
	Mass Participation events Officer Salary	£40,000
	Mass Participation Events Officer On Costs	£10,000
	Events Budget	£18,000
	Publicity/Marketing	£9,000
	Workplace Sport and Physical Activity Officer Salary	£60,000
	Workplace Sport and Physical Activity Officer On Costs	£15,000
	Leisure Centre Free Usage passes	£120,000
	Workplace Roadshow Equipment	£3,000
	Street Sport Project Officer Salaries	£82,298
	Street Sport Project Officer On Costs	£20,781
	Street Sport Equipment	£5,000
	Street Sport Marketing	£7,727
	Administration Support	£3,557
	Disability Support Worker Salary	£30,859
	Disability Support Worker On Costs	£7,714
	Disability Support Worker budget	£3,000
	Staff Travel and Mobile Phone expenses (total)	£10,745
	Recruitment Costs	£1,500
	In Kind office Accommodation/Management (total)	£57952

## OTHER DETAILS

<b>Timescale</b> <i>(for development of project)</i>	<p>The project will start in March 2008. The disability position will run for 18 months, the mass participation strand will run for 2 years with the club development and workplace strands running for 3 years.</p>
<b>Risk Analysis - Factors affecting success of project</b>	<ul style="list-style-type: none"> <li>• Confirmation of funding from partners (LPSA 11B, Community Safety Partnership, Lawn Tennis Association are already confirmed, Football Foundation is pending, West Lancs is an in-kind donation)</li> <li>• Recruitment and retention of suitable Staff</li> <li>• Resistance from clubs to signing up to Clubmark process</li> <li>• Flagship events not being supported sufficiently</li> <li>• Workplaces reluctance to support scheme.</li> </ul>
<b>Long Term Sustainability / Exit Strategy</b>	<p>The theme of the project is to develop the infrastructure in West Lancashire through the voluntary sector to enable sustainable increases in participation to continue beyond the project end date. As part of the ongoing monitoring of the project and a refresh of the SPAN vision we will evaluate the success of the project and identify if and how any of the work could continue, either through mainstreaming of positions, or alternative organisations absorbing some of the elements.</p> <p>In developing the mass participatory events we will involve local clubs in the delivery of these events and where possible empower the clubs to be able to continue, with decreasing officer support, to deliver the events.</p>

## SPAN APPROVAL

<b>SPAN Chair Name</b>	Nikki Hennessey
<b>Signature</b>	
<b>Date</b>	

### *Sport England Use Only*

<b>Sport England Officer Approval</b>	
<b>Date</b>	
<b>URN</b> <i>(allocated by Sport England)</i>	

<b>SPAA Name</b>	West Lancashire Sport and Physical Activity Network
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**APPLICANT CONTACT DETAILS (note: all fields are essential)**

<b>Organisation</b>	Glenburn Sports College
<b>Contact Name</b>	Mark Forster
<b>Position</b>	Partnership Development Manager
<b>Address</b>	Glenburn Sports College, Yewdale, Southway, Skelmersdale, Lancashire.
<b>Postcode</b>	WN8 6JB
<b>Telephone</b>	01695 724 381 or 07917836655
<b>EMAIL</b>	westlancspdm@hotmail.co.uk

**PROJECT DETAILS**

<b>Project Title</b>	5 Hour Offer
<b>Project Description</b>	<p>This project will look to support West Lancashire as they aim to meet the new '5 Hour Objective'. The project will see the creation of a new 3 year post based within the School Sports Partnership, reporting to the Partnership Development Manager.</p> <p>The post will focus on developing a rigid, structured competition framework for young people to take part in sport in West Lancashire, as part of the National Competition managers roll out through the Youth Sport Trust. The post will also aim to encourage more community based participation amongst young people through the development of school/club links. The final strand will increase the number of volunteers being given community based placements in extra curricular settings and voluntary sector settings such as sports clubs</p>
<b>Project Aims</b>	<ul style="list-style-type: none"> <li>• More young people taking part in competitive sport</li> <li>• More young volunteers being placed in community settings</li> <li>• More clubs developing links with their local schools</li> </ul>
<b>How will the project help to achieve the aims of the SPAA delivery plan?</b>	<p>The analysis that has been completed by the West Lancashire SPAN has determined that a key area of work revolves around the infrastructure. For West Lancashire to achieve a long term 1% annual increase in participation it has been identified to focus on the infrastructure and drive up participation through a thriving club structure. This project will strengthen the school club links, increase the number of volunteers supporting community sport and provide more high quality competition structures to enable young people to access pathways into further competition and club structures.</p>

## KPIs

KPI's	KPI		Baseline	Year 1	Year 2	Year 3
<i>(Please note KPI's are cumulative figures for the 3 years)</i>	KPI 1 Increasing the Number of New Participants (competitions)		U16's = 4,497	253	503	753
	KPI 3 Increasing Club Membership		U16's = 1927 (15%)	642 (+5%)	1284 (+5%)	1926 (+5%)
	KPI 8 Increasing number of new volunteers	Overall volunteers	1143 (11%) young people in leadership and volunteering	415 (+4%)	934 (+5%)	1453 (+5%)
		Of which Lancs Young Volunteers Registrations		10	20	30
	KPI 17 Increasing leverage into Sport		0	£cash contributions		
<b>KPI's – Collection methods</b>	<b>Register of people taking part in competitions</b> <b>Number of Volunteers engaged in competition/activity</b> <b>Number of Volunteers placed in community placements</b>					

## FINANCIAL DETAILS

Financial Details	Total Project Costs	£ 87,750	%
	Partnership Resources - CASH	£ 54,750	62.39%
	Partnership Resources – IN-KIND	£ 6,370	7.26%
	SPORT ENGLAND Request	£ 26,630	30.4%

<b>Partnership Funding</b>	£51,750 – Youth Sport Trust £3,000 – Glenburn School Sports Partnership (Cash) £6,000 – Glenburn School Sports Partnership (In-Kind)
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What will the money actually be spent on?	Item of Expenditure	£
	Salaries	£66,379
	On costs	£15,001
	Accommodation/Line Management	£6,370

## OTHER DETAILS

<b>Timescale</b> <i>(for development of project)</i>	The project will start in April 2008 and the main funded elements will run until March 2011.
<b>Risk Analysis - Factors affecting success of project</b>	<ul style="list-style-type: none"> <li>• Schools opening up facilities to the community</li> <li>• 3 year contract</li> <li>• Turnover of staff</li> <li>• Lack of support from clubs</li> </ul>
<b>Long Term Sustainability / Exit Strategy</b>	The project is an investment into structure both in terms of competition and development of school club links. A successful project will achieve sustainable outcomes which will leave a legacy beyond the end date of the project. As with any project work it will be reviewed on an annual basis and the success will determine to what scale and how the future work can be delivered. Options to be considered include mainstreaming of position, seeking further funding and re-prioritising some of the work to reflect new initiatives.

## SPAA APPROVAL

<b>SPAA Chair Name</b>	Nikki Hennessey
<b>Signature</b>	
<b>Date</b>	

### *Sport England Use Only*

<b>Sport England Officer Approval</b>	
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<b>Date</b>	
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<b>URN</b> <i>(allocated by Sport England)</i>	
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