

**Wyre Sport & Physical  
Activity Alliance  
(SPAA)**

**Vision & Delivery Plan**

## **Foreword**

The Wyre Sport and Physical Activity Alliance (SPAA) Vision and Delivery Plan 2008-2011 has been developed by many Partners who have a shared interest in developing sport and physical activity in Wyre.

The Wyre SPAA was established in 2007 and our vision is “To develop a participation culture which contributes to the 1% increase in sports and physical activity participation.

The vision for the SPAA in Wyre reflects the national, regional and county strategies and plans and aims to increase participation in sport and physical activity across those groups where under participation is reflected. Wyre is working towards providing an environment where sport and physical activity are key components of people’s lives. This vision builds on existing partnership work and embeds sport and physical activity within the Local Strategic Partnership.

A high level of commitment will be required by the partnership to achieve existing targets and to continue to develop work on our vision and understanding of how best to use resources to develop a participation culture in sport and physical activity. This is a healthy and welcomed challenge to all involved.

**Julie Armitage**  
**Chairperson – Wyre Sport and Physical Activity Alliance**

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## 1.1 Introduction

This document provides an overview of the current position, data analysis and the strategic themes which will drive the delivery plan and achieve Wyre SPAA vision of achieving the 1% increase in sport and physical activity participation.

Findings from the Active People Survey, 2006 show that in Wyre 20.5% of adults 16+ participate in at least 30 mins of sport and physical activity of moderate intensity on three or more days a week. This is below the national and county average and highlights the need to increase levels of participation in sport and physical activity. The trend of poor participation is more noticeable in the following groups:

- Women and Girls.
- Adults with particular concentration on 35 + & 55+.
- People from Lower Social Economic Groups.

## 1.2 Wyre Profile

Wyre Borough is situated on the Fylde coast of Lancashire in the north west of England. It shares borders with the unitary authority of Blackpool to the south and the city councils of Lancaster and Preston to the north and southeast. Wyre is a borough rich in diversity with the coastal towns of Fleetwood and Cleveleys, the market towns of Garstang and Poulton and the rural outlying villages. Wyre stretches from the stunning Forest of Bowland, an area of outstanding natural beauty, across the Lancashire coastal plain to the ecologically rich North Fylde Coast and Morecambe Bay.

The communities within Wyre are different in terms of the experiences they share and issues they face. The everyday life of someone living in a small rural village is different from that of an individual living in a large town. The provision of services taken for granted by urban residents may be a matter of concern for some rural communities. Conversely the rural communities' access to green space and the area's outstanding biodiversity and natural beauty may be the envy of many urban dwellers. Understanding these differences is the first step to understanding that Wyre is a unique and diverse area.

Two main geographical areas make up Wyre:

### **The Urban/Coastal Area**

- ❖ Fleetwood – consists of the wards of Mount, Park, Pharos, Rossall and Warren
- ❖ Thornton Cleveleys – consists of the wards of Bourne, Cleveleys Park, Jubilee, Norcross, Staina and Victoria
- ❖ Poulton-le-Fylde – consists of the wards of Breck, Carleton, Hardhorn, Highcross and Tithebarn

**The Rural Area** - consist of the wards of Brock, Cabus, Calder, Catterall, Garstang, Great Eccleston, Hambleton and Stalmine with Staynall, Pilling, Preesall and Wyresdale.

Wyre covers an area of 283.3 square miles and has a population of 108,316. The majority of Wyre's population is concentrated in the urban towns of Fleetwood, Thornton-Cleveleys and Poulton-le-Fylde, accounting for 72.2% of Wyre's total population. Wyre's population will rise to 113,400 by 2008, with a predicted population of 130,100 by 2028. Wyre is the 6<sup>th</sup> most populated borough in Lancashire.

There are 45 primary schools in Wyre containing an average of 182 pupils and 7 secondary schools containing an average of 979 pupils. Institution sizes range from 10 pupils in rural areas to over 1000 pupils in urban areas

The attraction of Wyre as a place to retire is very apparent in the age structure of the Borough's population. 28.4% of Wyre residents are of pensionable age compared with 20.9% for England and Wales. The population breakdown for individual wards across Wyre can be found in appendix 1.

Table 1: Wyre Population Statistics by age and gender (census 2001 figures)

<b>Age Range</b>	<b>Total</b>	<b>Percentage Total</b>
0-15 yrs	19,726	18.7%
16-24 yrs	9,192	8.7%
25-34 yrs	11,686	11.1%
35-44 yrs	14,231	13.7%
45-54 + yrs	14,032	13.3%
55-64 yrs	13,330	12.6%
65-74 yrs	12,414	11.7%
75-84 yrs	8,290	7.7%
85+ yrs	2,717	2.5%

### **Young People in Wyre ( up to 18 years of age)**

Percentages of younger people) are in line with national and regional averages. According to the 2001 Census figures Wyre's population comprised of 21.6% of such young people.

Accordingly the younger population in urban Wyre is concentrated in Fleetwood, the town having the greatest number in the age 0-4 and 10-14. Fleetwood and Thornton-Cleveleys have similar numbers of people between 16 and 64, and all three towns have similar proportions of their population in this age group.

### **Young Adults in Wyre (Aged 16 – 24 yrs)**

Fleetwood has over half of all young lone parents in the urban part of the Borough. Additionally, Fleetwood has the lowest number of young students of all urban towns, the highest number of young marriages and the highest numbers of unemployed amongst this age group.

## Elderly Population in Wyre

Thornton-Cleveleys has by far the greatest number of elderly people, it being particularly attractive for retirement. Poulton given that its total population (18,269) is somewhat below that of Thornton-Cleveleys (31,141) and Fleetwood (26,822) also has a high proportion of over 65s.

Wyre has a very small black and minority ethnic population of 1.9% compared with England as a whole, which has a black and minority ethnic population of 11.7%.

Table 2: Ethnicity: (census 2001 data)

White	104,406	98.85%
Mixed	407	0.39%
Asian	414	0.39%
Black or Black British	73	0.07%
Chinese or Other Ethnic Group	318	0.3%

Within the landscape there are many types of community clusters, including both pockets of deprivation and affluence. The Indices of Multiple Deprivation 2004 (IMD 2004) are a good measure of deprivation and health at locality level. Nationally Wyre is ranked as 161 out of 354 localities in England, 1 being the most deprived and 354 being the most affluent. 16% percent of the district of Wyre falls into the 20% most disadvantaged areas in England.

Table 3: Number and percentage of Super Output Areas (SOAs) in 20% most deprived and 20% least deprived areas by district

	Areas which fall into the most disadvantaged areas in England		Areas which fall into the 20% least disadvantaged areas in England	
	No.	%	No.	%
Blackpool	38	40	0	0
Fylde	1	2	14	27
Wyre	11	16	16	23

The 11 SOA's, which falls into the most disadvantaged in Wyre are all in Fleetwood.

Unemployment levels in Wyre are generally low, although there are pockets in Fleetwood where the unemployment rate is significantly higher than the national average.

The work of Wyre Spaa will prioritise Fleetwood due to the following:

- Of the 6,496 neighbourhoods in England with the worst health, 12 are in Wyre. 11 of those areas are in Fleetwood.
- Marked variations in life expectancy exist. For men, life expectancy in Brock (over Wyre) exceeds life expectancy in Pharos (Fleetwood) by

13.3 years. For women, life expectancy in High Cross (Poulton) exceeds life expectancy in Warren (Fleetwood) by 10.2 years.

- The urban area of Fleetwood has the lowest annual income of £12,756 compared with the rural area of Catterall which has the highest £39,424
- Wards in Fleetwood, especially Park and Mount, seem to be the highest for criminal activity

### 1.3 Wyre Health Profile

Within Wyre there is a considerable gap between life expectancy and gender, see table 4

Table 4: Comparison of average life expectancy at birth (years): Public Health Report 2006

	<b>Males</b>	<b>Females</b>
England & Wales	76.5	80.8
Blackpool	72.8	78.3
Fylde	77.1	80.8
Wyre	75.9	81.2

In Wyre deaths from coronary heart disease in men are 5% above the national average and 2% below the national average for Wyre females. The highest numbers of deaths are in Fleetwood.

In terms of the Health Domain of the Index of Multiple Deprivation rural areas are healthier than the urban areas of Wyre, with the highest levels of bad health and disability in Fleetwood. 11.3% of the population describe their health as 'not good' compared with 9.2% for England and Wales (2001 Census) with 22.6% of the population have had a long term illness compared with 18.2% for England and Wales (2001 Census).

In Wyre 41.7% of adults are over weight and 11.5% obese this is demonstrated in table 7. These statistics are above the regional averages and higher than neighbouring authorities. The figures regarding adults leading a sedentary lifestyle are consistent with data from Active People survey, 45% of adults in Wyre lead a sedentary lifestyle with over 50% doing 0 x 30 mins participation.

Table 5: Lifestyle Survey Results

		<b>Blackpool %</b>	<b>Fylde %</b>	<b>Preston %</b>	<b>Wyre %</b>	<b>NWLHA %</b>
Overweight adults (excludes obese adults)	Males	37.4	42.5	33.3	41.7	37.1
	Females	22.3	29.5	22.4	29.5	24.8
	Persons	28.5	35.1	27.3	34.1	30.0
Obese Adults	Males	11.7	7.2	8.9	11.5	9.8
	Females	10.1	10.2	13.7	13.1	12.3
	Persons	10.7	8.3	11.6	12.6	11.2

Adults leading a sedentary life *	Males	43.2	43.7	35.9	41.1	10.8
	Females	52.5	46.7	46.8	49.2	49.2
	Persons	48.1	45.3	41.4	45.4	45.2
Adults with three coronary heart disease risk behaviours	Males	6.1	5.5	4.1	7.1	5.7
	Females	8.0	3.4	5.5	5.8	6.1
	Persons	7.1	4.4	4.8	6.4	5.9
Adults with long-standing, limiting illness	Males	33.1	29.2	23.7	27.3	28.5
	Females	32.0	29.8	27.2	28.3	29.5
	Persons	32.5	29.5	25.5	27.9	29.0
Adults lacking social contact**	Males	13.9	11.8	10.5	8.9	11.5
	Females	11.8	11.2	10.9	7.2	10.4
	Persons	12.8	11.5	10.7	8.0	10.9
Adults lacking social support***	Males	13.9	11.8	10.5	8.9	11.5
	Females	11.8	11.2	10.9	7.2	10.4
	Persons	12.8	11.5	10.7	8.0	10.9
Adults who care regularly on an unpaid basis for someone with long standing illness or disability	Males	10.0	9.1	6.3	6.5	8.0
	Females	10.7	7.6	10.2	10.4	10.0
	Persons	10.4	8.3	8.3	8.6	9.0

\* Sedentary lifestyle – no vigorous activity on an average weekday and vigorous exercise less than once a month.

\*\* Lacking social contact – no contact with a friend in the last two weeks.

\*\*\* Lacking social support – ‘no people to talk to when you have problems’.

**Table 6: Reception and Year 6 Obesity data**

**Wyre PCT**

Organisation	Wyre PCT
Percentage of children with height and weight recorded who are obese. <i>This is a calculated field using [Line 1] / [Line 2]*100</i>	12.27
Percentage of children with height and weight recorded. <i>This is a calculated field using [Line 2] / [Line 3]*100</i>	88.75

**England comparison**

Organisation	England
Percentage of children with height and weight recorded who are obese. <i>This is a calculated field using [Line 1] / [Line 2]*100</i>	11.04
Percentage of children with height and weight recorded. <i>This is a calculated field using [Line 2] / [Line 3]*100</i>	54.25

The SPAA’s delivery plan and projects will aim to encourage current non participants in target groups to in turn improve levels and health in the area.

## 1.4 Sport and Leisure in Wyre

Wyre is a two tier authority with some services delivered by the district and some services delivered by Lancashire County Council. Locally the borough operates a Leisure, Culture and Tourist Service Department which features Leisure Development, Arts Development, Countryside Services, Tourism and Parks and Open Spaces. All these services contribute to increasing participation in sport and physical activity.

Through a partnership between the Council and The Fylde Coast YMCA the borough benefits from 5 leisure centres.

The borough has 1 specialist sports college situated in Fleetwood and a school sports partnership joint with Fylde district, which involves all schools across the borough.

The Primary Care Trust now operate as North Lancs PCT and deliver a number of services aimed at improving levels of physical activity and improving health.

Wyre has over 150 sports clubs across approximately 45 different sports. The local authority Leisure Development Team communicates regularly through the listed forums and groups and has an excellent rapport with the club infrastructure. The local authority officers are members of Wyre SPAA and are able to convey the views and represent the voluntary sporting infrastructure within the spaa partnership. The leisure development team have involvement in the following sports forums and development groups.

- Fleetwood Sports Forum
- Poulton Sports Forum
- Wyre Bowling Development Group
- Wyre Cricket Development Group
- Coastal Swimming Development Group
- Coastal Athletics Development Group

## 1.5 Strategic Landscape & Local Drivers

The government has set a national target to widen access and increase participation in England by 1% annually, which equates to approx 907 people across the Borough. Wyre SPAA have linked key messages from the following national, regional and local key strategic documents to develop and steer the local sport and physical activity delivery plan .

### National

**Public Service Agreement Targets** – PSA 3 target is the key driver.

PSA3: Increase the take-up of sporting opportunities by adults and young people aged 16 and above from priority groups, by:

- a) Increasing the number of individuals who participate in active sports at least twelve times a year
- b) Increasing the number of individuals from priority groups who engage in at least 30 minutes of moderate intensity level sport, at least three times a week.

PSA 2: Halt the year on year increase in obesity amongst children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole

PSA 1: Percentage of School Children who spend a minimum of 2 hours high quality PE and School Sport per week (and other PESSCL targets) within and beyond the curriculum

**Game Plan:**

Department of Culture, Media & Sport (DCMS) identifies one of the overarching objectives for Government as ‘a major increase in participation in sport and physical activity.’ It highlights that intervention should be focused on the most economically disadvantaged groups.

**Every Child Matters**

Change for Children & Youth Matters – Department for Education & Skills (DFES)

The key objectives are:

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a Positive Contribution
- Achieve Economic Well Being

**PE, School Sport & Club Links Strategy (PESSCL) - DFES**

The main aim of the PESSCL Strategy is to enhance the take-up of sporting opportunities by five- to sixteen-year-olds by increasing the percentage of school children who spend a minimum of 2 hrs each week on high quality PE and school sport within and beyond the curriculum from 25% in 2002 to 75% in 2006 and 85% by 2008."

And by 2010 the aim is to offer all children at least 4 hours of sport every week, comprised of at least 2 hours high quality PE and sport at school and the opportunity for at least a further 3 hours beyond the school day (delivered by a range of school, community and club providers).

**Local Government White Paper ‘Strong and Prosperous Communities’**

## **Choosing Health Making Healthier Choices easier 2004**

Priorities include;

- Reducing Obesity
- Increasing Exercise
- Health promotion
- Children and young people
- Active communities
- Active Healthcare system
- Activity in the workplace

## **Our Health Our Care Our Say: A new direction for community services Department of Health 2006**

**National Service Frameworks for cancer, coronary heart disease, older people, diabetes, Department of Health 2000, 2001, and 2003.**

### Regional

**North West On The Move**, The North West Plan for Sport and Physical Activity

Themes include

- Benefiting the economy
- Improving health and wellbeing
- Creating stronger and safer communities
- Developing education and skills
- Enhancing the sporting infrastructure

### County

**Changing Lives**: Lancashire Sport Strategy, 2005.

The Lancashire Sport Partnership's strategy Changing Lives aims to increase participation and widen access to sport and physical activity through focussing on:

- Young people
- Health and Well Being
- Enhancing the sporting Infrastructure
- Developing the Workforce
- Benefiting the economy
- Creating stronger and safer communities

### Local

**Wyre Sustainable Community Strategy 2007**

Themes include:

- Safer Communities

- Stronger Communities
- Healthier Communities
- Children and Young People
- Older People
- Economic Prosperity
- Housing

**Wyre Physical Activity Strategy** – This document has yet to be completed however the Wyre SPAA features heavily as one of the delivery arms of the strategy.

### **Lancashire Local Area Agreement**

Local Area Agreements (LAA) are three year agreements between a local area and central government. The LAA describes how local priorities will be met by delivering local solutions.

LAA Themes are:

- Children and Young People
- Healthier Communities and Older People
- Economic Development and Enterprise
- Safer and Stronger Communities

### **1.6 Delivery System for Sport/Sports and Physical Activity Alliance (SPAA): Context and Rational**

Guidance received in November 2005 set out a clear system for the delivery of community sport in England. The delivery system seeks to clarify the roles and responsibilities that different agencies and organisations play in the delivery of sport and physical activity. It aims to connect participants and local deliverers with policy makers and investors in a simple and coordinated way. Local Sports and Physical Activity Alliance (SPAAs) have been established which will:

- Be a group of delivery agents from a range of relevant organisations and sectors
- Identify local needs and potential for interventions and develop a locally shared vision with the buy in of key partners including the Local Strategic Partnership.
- Secure resources from a broad range of partners to deliver identified interventions and outcomes.
- Focus on building capacity to increase participation and widen opportunities.

Regionally over 10 million will be invested in community sport through the SPAA's. This investment will be used against matched funding at a local level. An estimated £181,000 has been made available for Wyre SPAA.

## 1.7 Wyre Sport and Physical Activity Alliance (SPAA)

Wyre has a strong history of partnership working across the borough, which brings statutory, voluntary and community sectors together. Within the District the Local Strategic Partnership (LSP) forms the hub of partnership working, with over 70 organisations involved. The vision of Wyre LSP is

*“By valuing, listening to, respecting and empowering the people of Wyre, together we will build safe, healthy, skilled, planned and diverse communities, based upon the principles of sustainability, enterprise, civic pride and fair trade”*

The Wyre Sustainable Community Strategy crystallise the LSP vision in 7 themes.

- Safer Communities
- Stronger Communities
- Healthier Communities
- Children and Young People
- Older People
- Economic Prosperity
- Housing

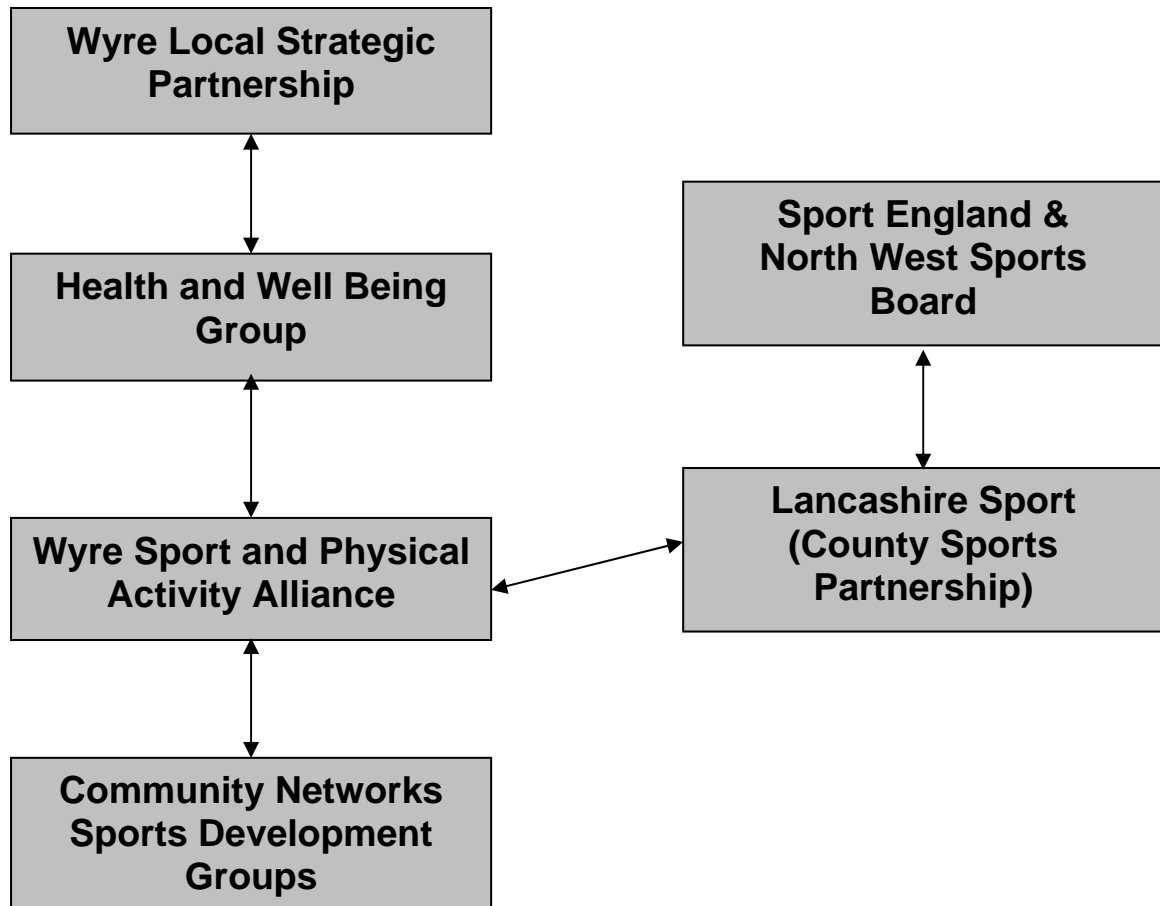
Each theme has an established working group who come together to develop the vision and plan the work of the partnership in this area of work. The seven themes reflect the Lancashire Local Area Agreement.

The Health and Wellbeing group is newly formed and is developing work relating to the Local Area Agreement targets, the Wyre Sustainable Community Plan and local priorities. The group have identified 3 key priorities which are obesity, mental health and alcohol usage. Increased participation in physical activity and sport is seen as a key element of this work. The Health and Wellbeing thematic group are the Executive SPAA (see diagram 1 below). Wyre SPAA reports to the Health & Wellbeing group.

Wyre SPAA is comprised of representation from agencies and organisations involved in providing sport and physical activity and given its geography and size, most of these organisations already meet and work together. The SPAA will continually review and develop this partnership. The current representation is as follows:

- Wyre Borough Council : Leisure Services, Coast & Countryside, Arts Development, Parks and Open Spaces.
- North Lancs Primary Care Trust : Public Health, Primary Care
- YMCA – Facility Provider
- School Sports Partnership
- Sure Start Children’s Centre
- Community & Voluntary Sector
- Further Education College
- County Sport Partnership Lancashire Sport

**Diagram 1: Reporting Mechanism for Wyre Spaa**



## **2. SPAA Vision, Aim, Objectives and Delivery Plan Themes**

### **2.1 Vision Statement**

To develop a participation culture which contributes to a 1% increase in sport and physical activity participation.

### **2.2 Aim**

Increase participation in all age groups in the areas where participation is under represented and in the geographical areas where people are most disadvantaged

### **2.3 Objectives**

- Increasing awareness of and opportunities for participating in physical activity and sport.
- Providing opportunities for people to try out sport and physical activity opportunities
- Increase the quality and quantity of volunteering opportunities.

### **2.4 Delivery Plan Themes**

The themes of the delivery plan are aligned to the Wyre Sustainable Community Strategy to ensure strong synergy between the work of the Local Strategic Partnership and the SPAA. The themes are:

- Safer and Stronger Communities
- Healthier Communities
- Children and Young People

## **3 Active People Survey**

The Active People Survey undertaken by Ipsos Mori (commissioned by Sport England 2005/6) and published in December 2006 is the single largest survey of sport and physical activity ever undertaken across all 354 local authority areas in England. A 1000 people (aged 16+) in each district took part.

The Active People Survey gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation, as well as information about volunteering, club membership (member of a club where play sport), receiving tuition from an instructor or coach, participation in competitive sport and satisfaction with local sports provision.

This information is important in enabling different organisations to measure their performance against targets for several key performance indicators, of which, the first is essential in measuring sports contribution within the

Comprehensive Performance Assessment and Local Area Agreements for local government.

### 3.1 Key Performance Indicators

1. The percentage of the adult population participating in at least 30 minutes of sport and active recreation (including walking and cycling) of at least moderate intensity on at least 3 occasions a week
2. The percentage of the adult population involved in at least one hour of volunteer work per week to support sporting activity
3. The percentage of the adult population who are members of a sports club or club where they do sport
4. The percentage of the adult population who have received tuition from an instructor or coach
5. The percentage of the adult population who have taken part in organised competitive sport
6. The percentage of the adult population that, are satisfied or very satisfied with sports provision in their local area

**Table 7 : Active people survey headline data for Wyre based on above KPI's.**

	KPI 1	KPI 2	KPI 3:	KPI 4:	KPI 5:	KPI 6:
All	20.50%	5.30%	24.10%	17.60%	13.70%	71.30%
Male	26.20%	8.10%	30.20%	18.10%	21.00%	70.50%
Female	15.40%	2.80%	18.60%	17.20%	7.00%	72.00%
16 to 34	33.10%	8.40%	29.30%	31.10%	16.90%	64.90%
35 to 54	23.10%	6.20%	26.30%	20.10%	16.20%	67.90%
55+	12.00%	3.10%	19.80%	8.70%	10.10%	78.60%
White	20.30%	5.10%	24.10%	17.40%	13.40%	71.30%
Non white	35.80%	27.20%	27.20%	39.80%	35.80%	71.80%
Yes	7.10%	2.00%	14.40%	10.40%	7.30%	64.40%
No	23.30%	6.00%	26.10%	19.10%	15.00%	72.50%
NS SEC1, 1.1, 1.2, 2	23.80%	7.00%	33.60%	19.80%	16.90%	76.30%
NS SEC3	20.90%	0.00%	14.50%	20.10%	11.60%	65.70%
NS SEC4	24.80%	8.30%	22.80%	14.90%	17.10%	66.50%
NS SEC5, 6, 7, 8	15.80%	3.70%	19.00%	13.40%	10.10%	70.80%

**Table 8: Active People Survey national headline data based on above KPI's**

	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5	KPI 6
All	21%	4.70%	25.10%	18%	15%	69.50%
male	23.70%	6.10%	29.30%	16.90%	21.60%	69.20%
female	18.50%	3.40%	21.10%	19.00%	8.70%	69.90%
16-24	32.70%	6.70	31.50	30.80	27.70	65.30
25-34	27.80	4.00	28.60	22.00	17.50	66.30

35-44	24.70	5.80	26.40	20.30	15.20	68.40
45-54	20.00	5.50	23.50	16.60	12.80	68.60
55-64	16.00	4.00	21.70	13.60	11.10	72.00

### 3.2 Comparisons with other boroughs

Comparisons were made across 15 different local authority areas.

Table 9 : Performance for Wyre is average across the following indicators:

<b>Wyre (Local Authority)</b>		
KPI 1 - At least 3 days a week x 30 minutes moderate participation (all adults)	20.5%	
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	5.3%	
KPI 3 - Club member (all adults)	24.1%	
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	17.6%	
KPI 6 - Satisfaction with local sports provision (all adults)	71.3%	
20 or more days - 30 mins moderate participation (at least 5 times per week) (all adults)	11.3%	
At least one recreational walk lasting 30 minutes at moderate intensity (all adults)	19.1%	
Mean number of days - recreational walking of at least 30 minutes at moderate intensity (all adults)	2.1	
Not a member of a sports club (all adults)	75.9%	

Table 10: Performance for Wyre is below average across the following indicators:

<b>Wyre (Local Authority)</b>		
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	13.7%	
Zero days - 30 mins moderate participation (all adults)	56.1%	
At least one recreational cycle for at least 30 minutes at moderate intensity (all adults)	6.7%	
Not taken part in organised competitive sport (all adults)	86.3%	

Performance is below average for involvement in competitive sport. Wyre has a larger percentage of older people, a high percentage of overweight/obese people and a high percentage of people with long term illness. All of which are limiting factors when taking part in the demands of competitive sport. Although the SPAA appreciates the importance of competitive sport and

taking into account local knowledge, demographics and health information Wyre SPAA has taken an approach not on this area but to concentrate on activities which have fewer barriers and therefore encourage more people to participate in sport and physical activity. There will however be competitive sport exit routes available within actions through the development plan.

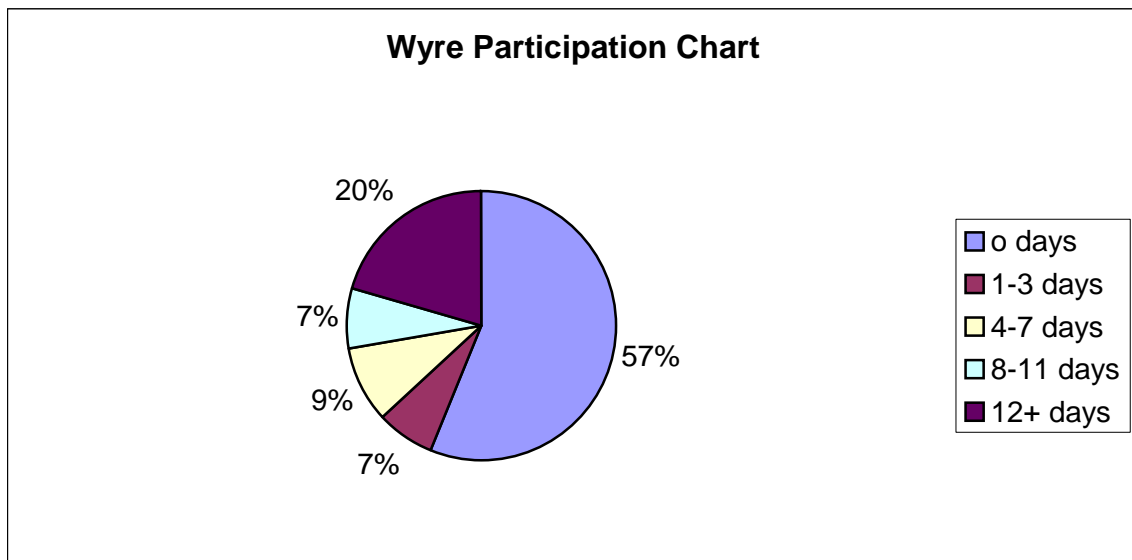
Wyre SPAA accepts that recreational cycling is below average but feel this requires further analysis and involvement of other partners in order to address our performance in this area and due to time constraints this will be done at a later date.

The high percentage of none participants will be further looked into below.

### 3.3 Adult Participation Profiles

The chart below represents participation figures in sport and physical activity (including walking and cycling) for adults in respect of number of days of 30 minutes moderate intensity (raised breathing rate) over 4 weeks.

**Graph 1: Wyre Frequency of Participation**



Illustrated in the above chart an alarming number of Wyre residents (56.1%) are not participating in any sport or physical activity. This reinforces the early statistics regarding adults leading a sedentary lifestyle, 45% of adults in Wyre lead a sedentary lifestyle. It would seem that none participants face a variety of barriers which prevent them from participating, more research would be required to identify what barriers prevent local Wyre residents from participating. Local consultation based within Fleetwood gave some insight to what would help people to participate more. One factor was the opportunity and availability of activities, which are suitable for these individual needs and audiences.

Wyre SPAA will offer a program of diverse activities and events available in different settings to offer more opportunity and widen access to combat this.

It could be presumed that the high percentage of inactive adults is a contributing factor to Wyre's high obesity rates as referred to in Wyre health profile section. In Wyre 41.7% of adults are over weight and 11.5% obese this is demonstrated in table 11. These statistics are above the regional averages and higher than neighbouring authorities. The figures regarding adults leading a sedentary lifestyle are consistent with data from Active People survey, 45% of adults in Wyre lead a sedentary lifestyle with over 50% doing 0 x 30 mins participation. The obesity trend is apparent also in the children. Table 12 shows that 12% of children in Wyre are clinically obese, this figure is not surprising considering that it is perceived that most children who are obese have parent/s or carers who are obese.

**Table 11: Lifestyle Survey Results**

		<b>Blackpool %</b>	<b>Preston %</b>	<b>Wyre %</b>	<b>NWLHA %</b>
Overweight adults (excludes obese adults)	Males	37.4	33.3	41.7	37.1
	Females	22.3	22.4	29.5	24.8
	Persons	28.5	27.3	34.1	30.0
Obese Adults	Males	11.7	8.9	11.5	9.8
	Females	10.1	13.7	13.1	12.3
	Persons	10.7	11.6	12.6	11.2
Adults leading a sedentary life *	Males	43.2	35.9	41.1	10.8
	Females	52.5	46.8	49.2	49.2
	Persons	48.1	41.4	45.4	45.2

\* Sedentary lifestyle – no vigorous activity on an average weekday and vigorous exercise less than once a month.

**Table 12: Reception and Year 6 Obesity data  
Wyre PCT**

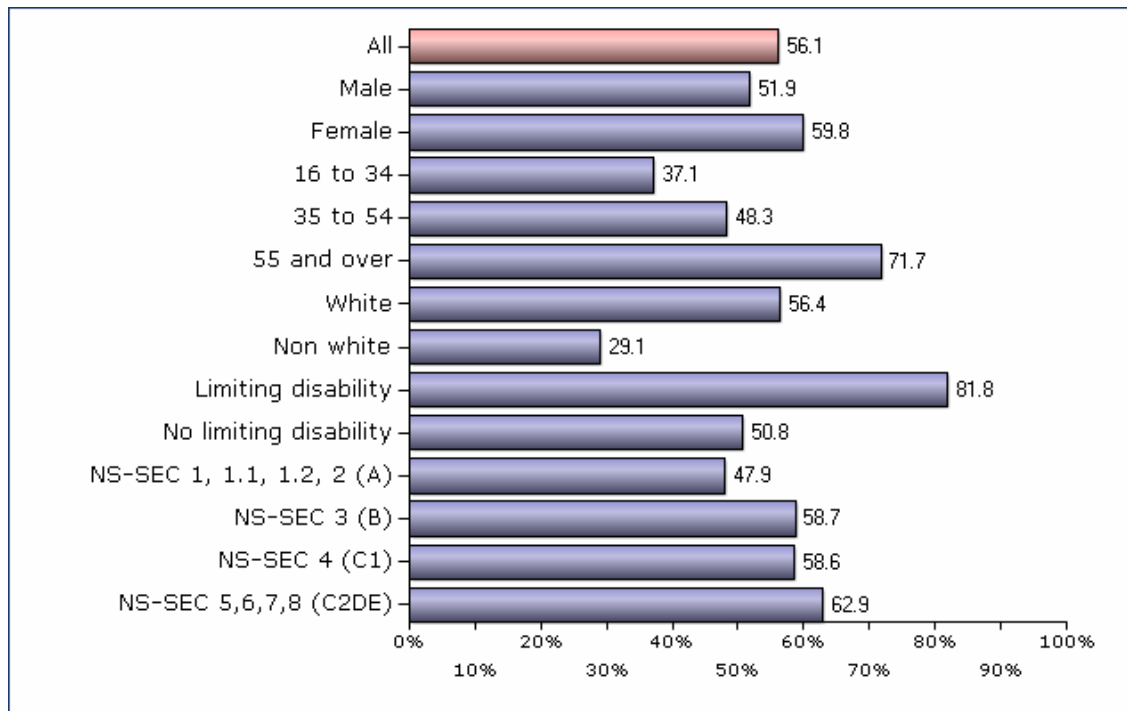
Organisation	Wyre PCT
Percentage of children with height and weight recorded who are obese. <i>This is a calculated field using [Line 1] / [Line 2]*100</i>	12.27
Percentage of children with height and weight recorded. <i>This is a calculated field using [Line 2] / [Line 3]*100</i>	88.75

**England comparison**

Organisation	England
Percentage of children with height and weight recorded who are obese. <i>This is a calculated field using [Line 1] / [Line 2]*100</i>	11.04
Percentage of children with height and weight recorded. <i>This is a calculated field using [Line 2] / [Line 3]*100</i>	54.25

In line with PSA target 2 Wyre SPAA is going implement a sport and physical activity program inline with diet and nutrition advise to aid behaviour change. This project will be aimed at families to try and reduce the number of adults and young people at risk from obesity and assist with the holt of the year on year rise in obesity.

**Graph 2: Percentage of people who do zero days of 30 minutes moderate intensity participation (all adults)**

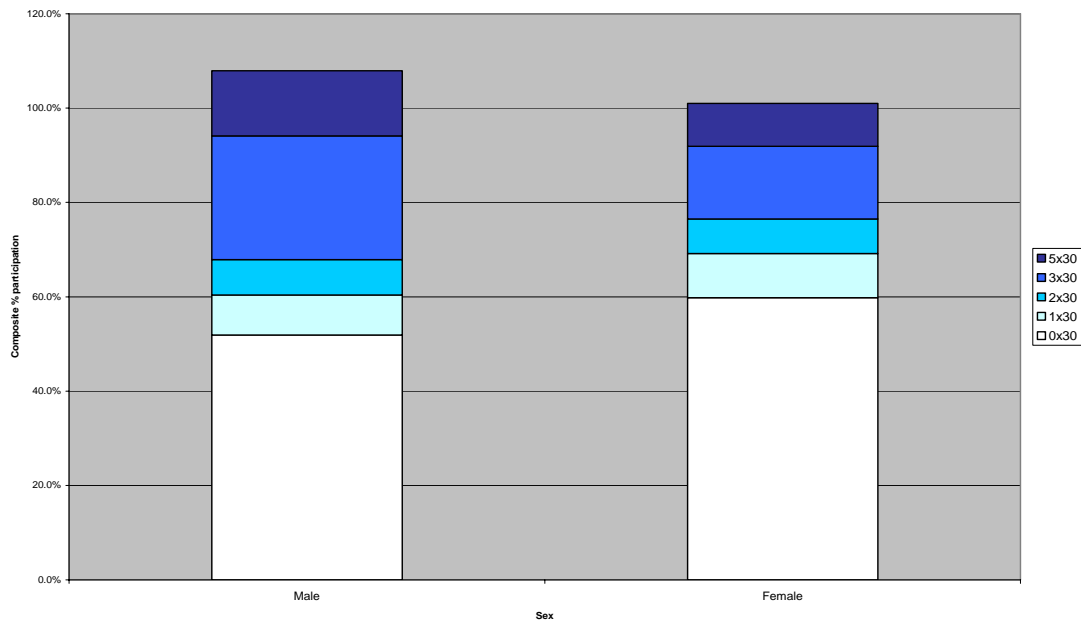


### 3.4 Adult Participation by Gender

A more detailed analysis of participation by gender demonstrates further the inequalities (see graph 3). There are significantly more men participating 3 X 30min, this is nearly double the percentage of women. This trend continues into the 5x30 with the approximately a 25% difference between men and women. Between 1 and 2x 30 min there is not a major difference between gender however the gender split continues when analysing 0x 30min sessions, there are considerably more women not participating in sport and physical activity than men.

Wyre SPAA recognises that women are participating less than men. The activity program project and workplace intervention that will be developed will offer activity to both men and women. With local consultation and year 9 data analysis stating females would like more aerobic, dance exercise classes offered along with more girls activities Wyre SPAA is supporting a dance project which is imagined will appear more towards women and girls and possibly older adults dependent on the dance styles offered.

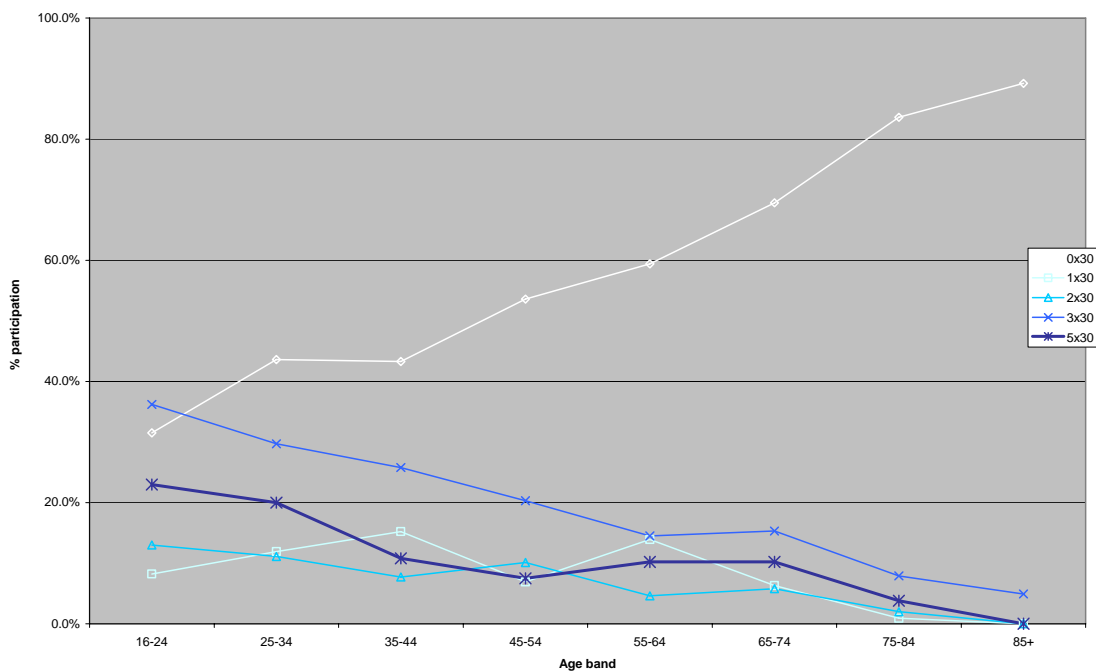
**Graph 3: Participation by Gender**



**3.5 Adult Participation by Age**

There is a steady decline in participation 3x30mins from 16-24 year age category continually through to retirement age then again from about 70 years. This is illustrated in graph 4, below. Interestingly as there is a decrease in the number of people participating 3x 30 mins there is a significant increase in people doing 0x30 mins a week. Even though there is an increase of 1 x 30 mins within age groups 16-34 it could be presumed that there is no or very little retention in sport and physical activity across the majority of the age groups.

**Graph 4: Participation by Age**



The most significant evidence for participation relating to age is centred within the group 35-44 yr group, at this age there appears to be a considerable increase of people not participating (0x30 mins). Further analysis of this age group shows there are decreases across 1,3 and 5x30 mins it could therefore be presumed that this decrease equates to people slipping from some moderate activity to no activity (0 x 30mins).

There is significantly less participation in the 55+ age group the reduction in activity trend continues and is reinforced with the evident increase of 0x30mins.

From analysis of data Wyre SPAA realise that from the age of 35 there is a drop of people participating in activity. Within Wyre there are 65,014 people aged 35+. There would a major task to influence this many people with a project. Wyre SPAA have decided that to capture the maximum number of people by developing a project that will deliver activity through the workplace, granted people will retire at 65 yrs this still equates to a possible 41,593 audience within Wyre. Further information to justify this project can be found below.

### 3.6 Socio Economic Status

Socio economic status has an impact on sports and physical activity participation and has been classified using the National Statistics Socio-economic Analytic Classes (see table 9).

**Table 13: The National Statistics Socio-economic Classification (NS SEC)**

1	Higher managerial and professional occupations	
	1.1	Large employers and higher managerial occupations
	1.2	Higher professional occupations
2	Lower managerial and professional occupations	
3	Intermediate occupations	
4	Small employers and own account workers	
5	Lower supervisory and technical occupations	
6	Semi-routine occupations	
7	Routine occupations	
8	Never worked and long-term unemployed	
9	Unclassified	

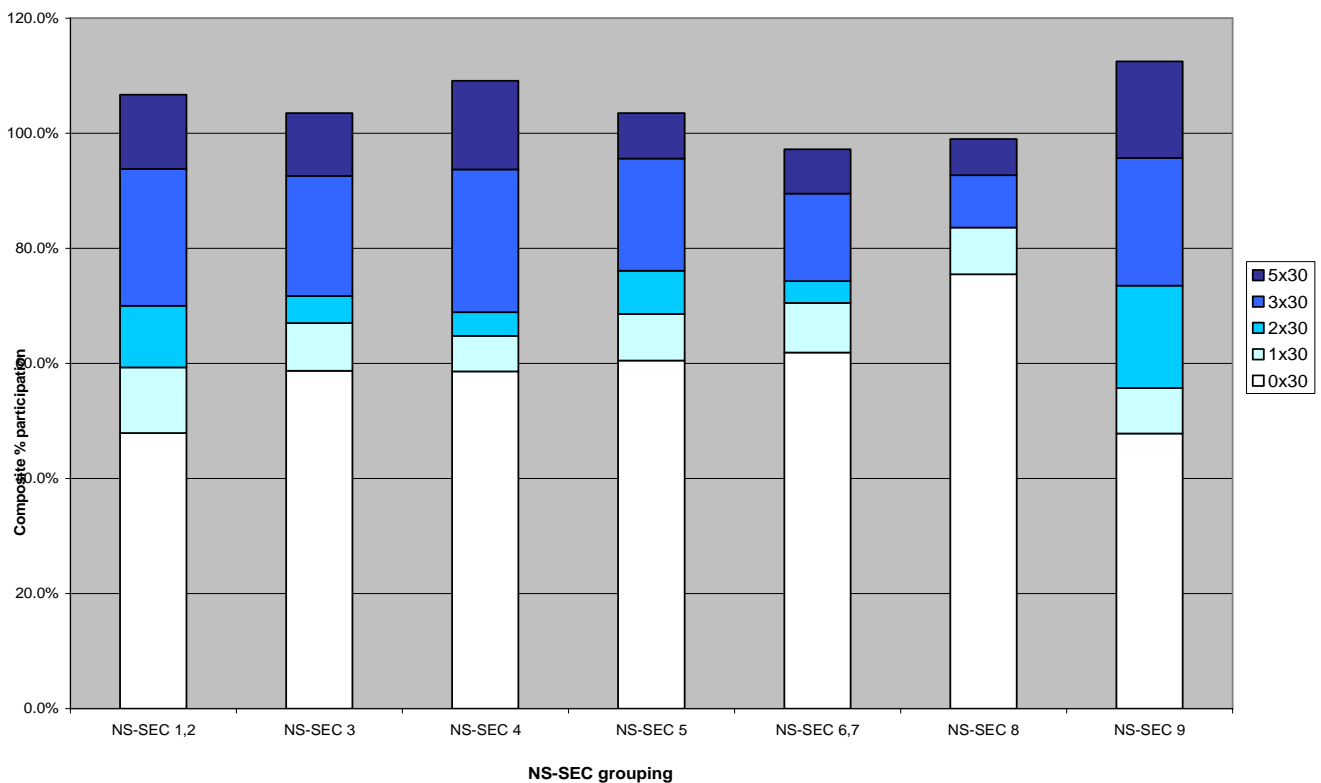
**Table 14: Socio Economic Status in Wyre**

Classification group	Number house reference person	% of household reference person	% workplace population
Groups 1,2	37,836	36.5%	35.3%
Group 3	7,387	7.1%	12.2%
Group 4	13,098	12.6%	17%
Group 5	9,052	8.7%	10.5%

Group 6,7	16,423	15.9%	27.9%
Group 8	1,494	1.4%	0
Group 9	27,910	26.9%	3.8%

As illustrated in graph 4 below a significant number of people who do 0 X 30 are from NS SEC8. Overall men and women participate less in socio economic groups 5, 6,7, and 8 than those in 1-4. Graph 4 illustrates that those adults who are categorized within lower social (NS-SEC 6, 7 and 8) are more likely to lead sedentary life styles than those from other socio-economic groups. Over 60% of the population in these socio-economic groups do no physical activity or sport. As describe earlier there are 11 Super Output Areas that are ranked within the top 20% of the most deprived areas in the country. These areas are all located within Fleetwood. It is imperative that this strategy through the interventions that are developed with the action plan seek to address some of the issues and barriers that people living in such communities may face such as cost and limiting access to local provision.

**Graph 4: Participation by Socio Economic Status (NS SEC)**



As shown in table 11 above the largest percentage of people in Wyre are classified in NS SEC groups 1 and 2. Illustrated in graph 4 column 1 has the lowest number percentage of 0x30 mins however over 45% of this group are still doing 0x30mins, this equates to 15,134 people in socio economic group 1. Accumulation of the number of people from groups 1-4 (full professional employment) equates to an approximate 58,321 people. With an average of 50% (29160) of employed people within Wyre doing 0x30 mins there is

potential to develop a project around activity within the workplace with a large audience.

## Workplace Setting

The UK has some of the longest working hours in Europe. More people saying they feel exhausted is accompanying this increasing 'time squeeze'. A Henley Centre survey in 2002 found 45% of people agreeing with the statement 'I am so tired in the evenings that I often don't have the energy to do much'. In most surveys asking people why they do not participate in sport 'I haven't got the time' emerges as a major reason. Providing activity within the workplace setting enables sport to adapt to a need to be able to adapt to these time pressures by becoming more flexible and easily accessible to fit into people's busy lifestyles.

In order to identify if the workplace would be a good setting in which to increase participation in sport and physical activity in Wyre, it is necessary to identify if people who work in Wyre reside in Wyre. Table 15 below highlights that on average the distance travelled to work is only 14.55km which given the size of the district would suggest that a large percentage of people who work in Wyre also live in Wyre. The total number of people who travel less than 20km is 37,543 and it would be expected that a large proportion of these people reside in Wyre. This number is more than half of the working age population in Wyre, which is approximately 63, 751. The mode of transport used also indicates that a good percentage of people live and work in Wyre with 10% working from home, 8.5% walking and 3.4% using a bicycle. It would also be expected that a good percentage of those who use a car will also work in Wyre (see table 15). Wyre has a good number of major employers (see appendix 3) which provides opportunities for partnership working and utilising the workplace environment to increase participation levels.

**Table 15: Travel to work: (census 2001)**

Average distance (km) travelled to work	14.55 km	
Public transport users: with a car	1,810	
Public transport users: without car	718	
All People (Persons) <sup>1</sup>	45,036	
Works mainly at or from home (Persons) <sup>1</sup>	4,502	9.9%
Less than 2km (Persons) <sup>1</sup>	9,688	21.6%
2km to less than 5km (Persons) <sup>1</sup>	8,370	18.5%
5km to less than 10km (Persons) <sup>1</sup>	8,084	17.9%
10km to less than 20km (Persons) <sup>1</sup>	6,899	15.4%
20km to less than 30km (Persons) <sup>1</sup>	2,506	5.6%
30km to less than 40km	478	1.1%

(Persons)1			
40km to less than 60km (Persons)1		796	1.8%
60km and over (Persons)1		1,409	3.1%
No fixed place of work (Persons)1		1,991	4.4%
Working outside the UK (Persons)1		213	0.5%
Working at offshore installation (Persons)1		100	0.2%

**Table 16: Journey to Work by Usual Mode of Travel, 2001 (%) - All People Aged 16-74 in Employment (census 2001)**

	Wyre	Lancashire NUTS-2	North West	England & Wales
Working mainly at or from home	10.0	9.0	8.4	9.2
Underground, metro, light rail, Tram	0.5	0.1	0.6	3.0
Train	1.0	1.0	1.9	4.1
Bus, Mini-bus or coach	4.3	6.3	8.6	7.4
Motorcycle, Scooter. Moped	1.1	1.0	0.9	1.1
Driving a car or van	62.1	59.4	58.4	55.2
Passenger in a car or van	7.7	8.0	7.5	6.3
Taxi or minicab	0.6	0.8	0.8	0.5
Bicycle	3.4	2.4	2.3	2.8
On foot	8.5	11.5	10.3	10.0
Other	0.8	0.5	0.5	0.5
<b>ALL PEOPLE IN EMPLOYMENT</b>	<b>45,036</b>	<b>617,574</b>	<b>2,900,020</b>	<b>23,627,754</b>

### 3.7 Sport Type

The Active People Survey provides details of which sports people are more likely to participate in. Whether through choice or availability, women tend to choose sports and active recreation that do not require joining a team or having to take part competitively. From recent consultation through the Women's Sport and Fitness foundation 60% of women prefer exercising than playing "sport". The five most popular activities are walking, swimming, gym recreational cycling and road running/jogging. Although this national data table 11 has very similar finding for Wyre. In contrast, for men, the most popular sport to take part in is a competitive team sport - football (13 per cent). The popularity of different sports varies substantially among women and men. For example fewer women play football than men (1 per cent and

13 per cent respectively); similarly fewer women play golf than men (1 per cent and 6 per cent respectively). By contrast many more women swim than men (17 per cent and 10 per cent respectively). Going to the gym, however, is equally popular among women and men. Table 17 shows ten top popular sports for men and women.

**Table 17: Top ten sports participated in monthly by adults aged 16 and over by gender.**

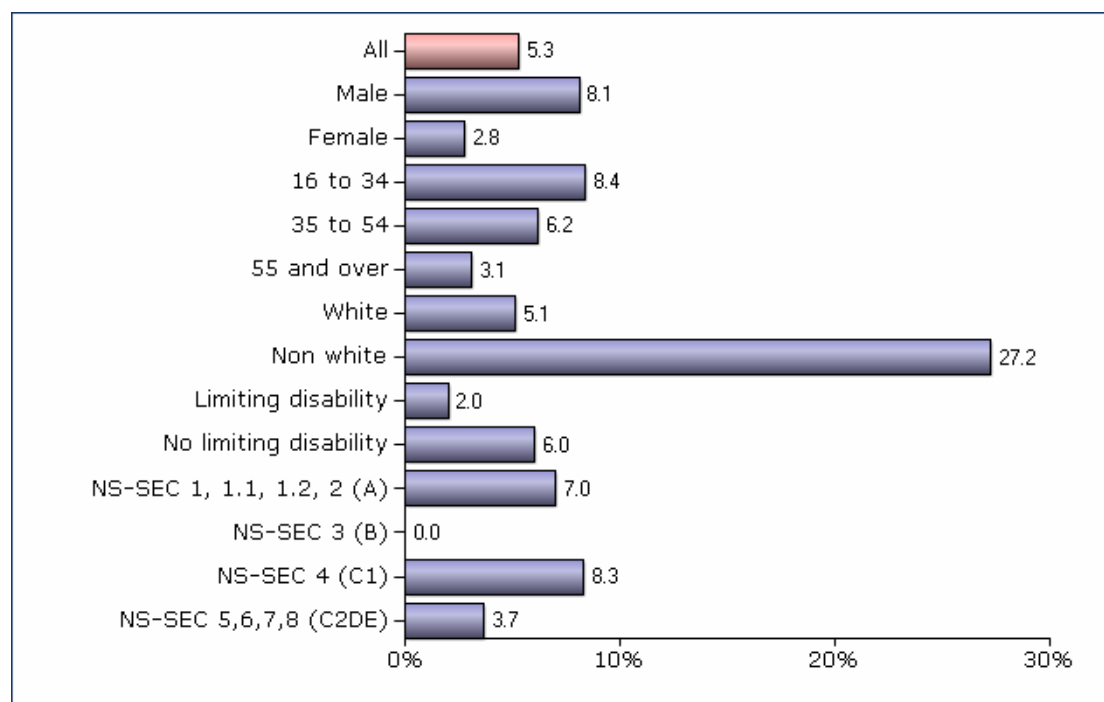
<b>Women</b>		<b>Men</b>	
<b>Sport</b>	<b>%</b>	<b>Sport</b>	<b>%</b>
Walking	19	Walking	21
Swimming	17	Football	13
Visiting the gym	10	Visiting the gym	11
Athletics including road running/jogging	4	Swimming	10
Aerobics	3	Golf/pitch and putt	6
Yoga	2	Athletics including road running/jogging	6
Badminton	2	Badminton	3
Tennis	2	Tennis	3
Keep Fit/sit ups	2	Squash	2
Exercise bike/exercise machines/spinning	1	Cricket	2

The majority of women took part in sport because they want to keep fit and because they enjoy it. 33% of women who took part in some active sport over the previous 12 months said that the main reason they did so was to keep fit, not just to lose weight. Just 5 % said that the main reason was to lose weight. A further 33% said they mainly did it because they enjoyed it. In contrast over 44 % of men mainly do sport because they enjoy it with just 27% doing it principally to keep fit. There are a number of barriers that stand in the way of women who already take part in sport taking part more frequently. Almost 36% of women would do more sport if they were less busy. 12 % said cheaper admission prices would also encourage them to do more sport. Other reasons include people to go with (9%); and help with childcare/crèche facilities (6%). While men also mention being less busy and cheaper admissions, help with childcare/crèche facilities was not an important factor (1%)

Evidence suggests (Henley 2003) that 'family' is still the top goal for many people both emotionally and economically. 94% of people regard their family as 'an important source of pride'. Sport has the potential to tap into this family market but needs to provide more attractive family friendly environments; this further justifies the Active Wyre project.

### 3.8 Volunteering

**Graph 5: The percentage of the adult population involved in at least one hour of volunteer work per week to support sporting activity**



The data suggests that residents in Wyre volunteer more than the national average (4.7%) and men volunteer more than women, which reflects the nature of increased male representation in sport and physical activity.

As illustrated in graph 6 there are a considerable amount of people who are members of a club but not actively becoming involved in the club infrastructure. Henley Research Centre estimate that 15% of people are members of a gym, taking this into account there is still an alarming 60% of people in Wyre who are members of sports club who are not volunteering.

Although volunteering rates are above the national average, volunteer involvement is a local issue highlighted by the local infrastructure of clubs and will therefore be a priority for the Wyre SPAA. As community sport is built on the foundation of volunteers Wyre feel it is important to have a strong volunteer base to increase and retain people in sport participation, an improved organisation will attract more participants

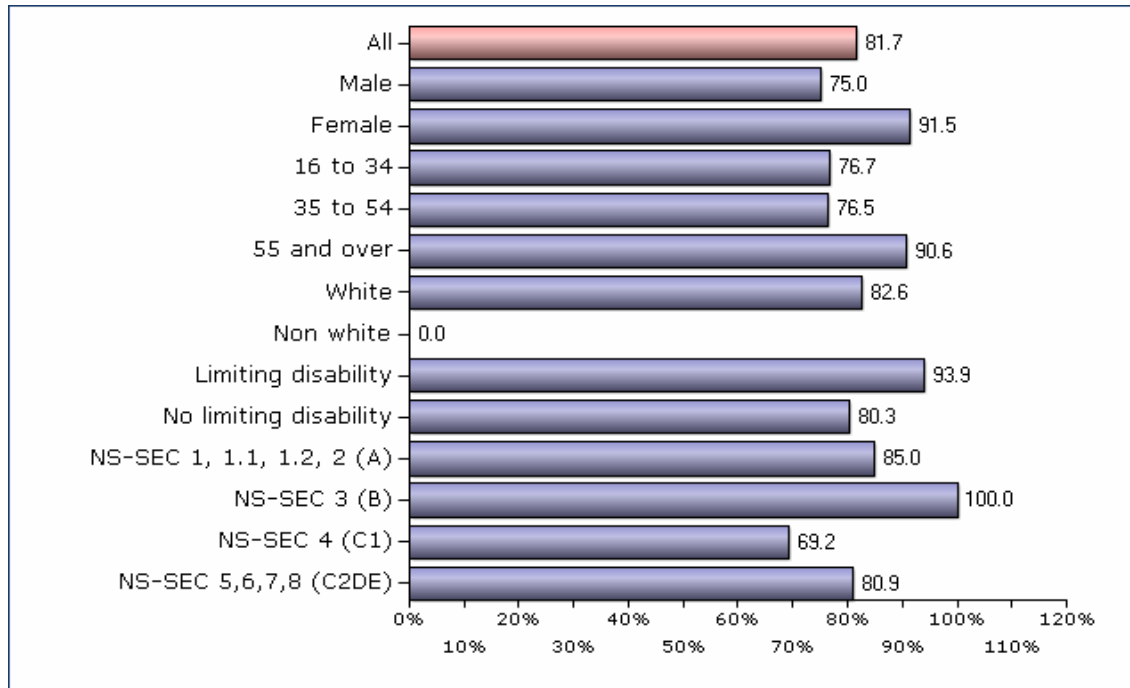
Wyre SPAA will take into account the following consideration when developing an intervention to increase but retain volunteers in sport and physical activity.

Henley Research found that volunteer base increasingly:

- needs to have more specific skills and qualifications e.g. proof of coaching competence, skills to apply for funding (different from sport skills)
- wants to be rewarded for their work (not necessarily with money)

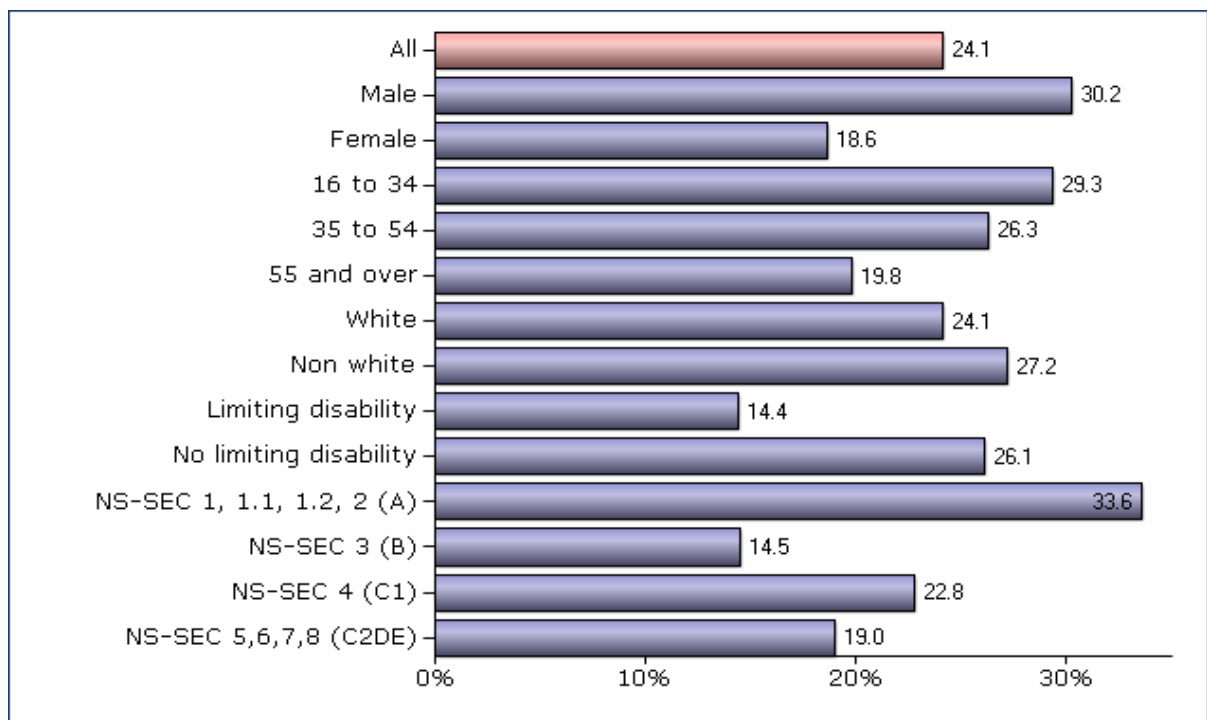
- want it to be easier: extra bureaucracy arrives when “time squeeze” is pressuring them

**Graph 6 - Club members who did not do any volunteer work to support sporting activity (all clubs members)**



### 3.9 Club Membership

**Graph 7: The percentage of the adult population who are members of a sports club or club where they do sport**



The data suggests that there are less people involved in a club in Wyre than the national average (25.1%). Men are nearly twice as likely to be involved in a club as women which reflects increased male participation rates in sport and physical activity

The data suggests you are more likely to belong to a sports club when you are younger. As people get older involvement in clubs decreases in both participating and volunteering. This could be due to the infrastructure of clubs within the borough and the type of sports which are offered within this infrastructure. This further reinforces the volunteer project that will address the infrastructure of club in partnership with an existing club development resource.

### **3.10 What is the Active People Survey telling us**

The Active People Survey provides data that points us in the direction to target those groups of people who are under represented in sport and physical activity. For Wyre this work demonstrates that

- Women & Girls
- Adults with particular concentration on 35 + & 55+.
- People from lower socio economic groups

participate less than those groups nationally. The implementation of the SPAA delivery plan will focus and devise activity for these groups.

This work will also have a focus geographically around Fleetwood because the survey demonstrates that those groups of people who are under represented in sport and physical activity are more likely to reside in areas of disadvantage. The Active People Survey shows that those people in socio-economic group 6,7 and 8 participate less in sports and physical activity.

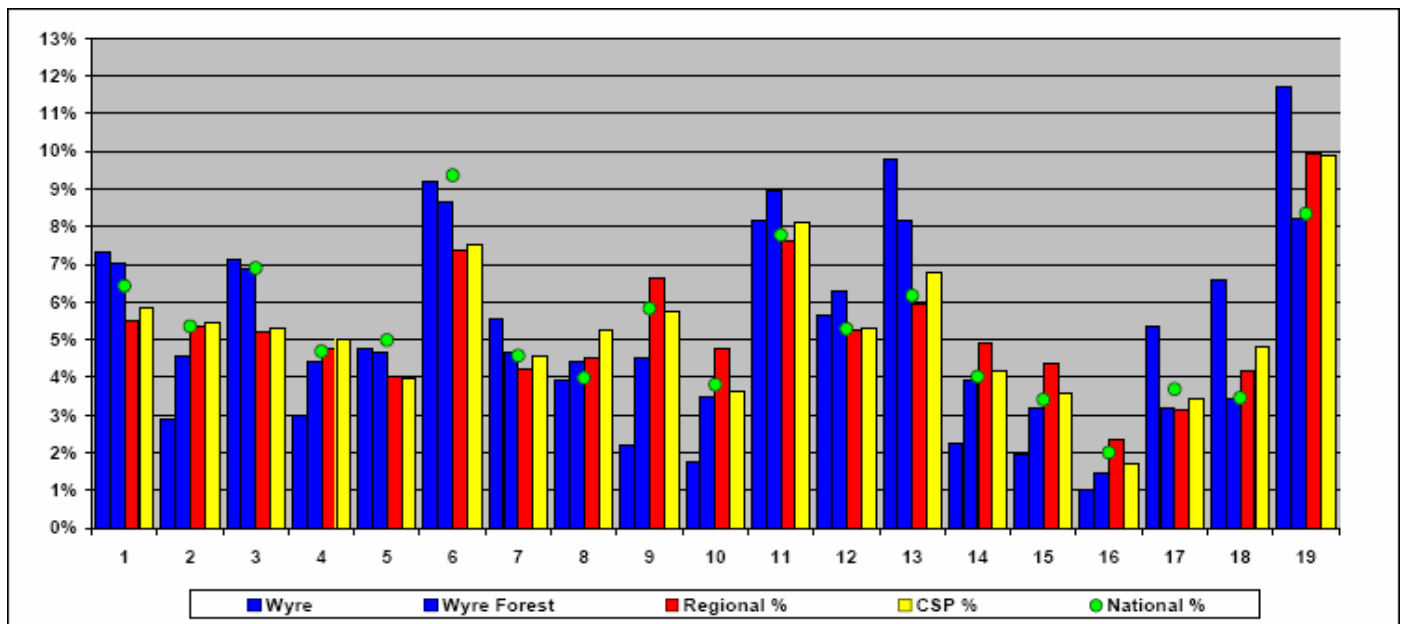
The Wyre SPAA has adopted an approach of developing sports which have a strong local infrastructure or encourage greater use of the natural environment. A variety of sport and physical activity opportunities will be developed which best suit the target audience.

### 3.11 Market Segmentation

Segmentation provides us with information on who are customers are and what they want in terms of sport and active recreation provision. Each segment provides details on lifestyle and a better understanding of the barriers and motivations towards sport and active recreation.

The segments with the highest population numbers across Wyre are:

- Retirement Home Singles
- Early Retirement Couples
- Settling down males
- Comfortable Mid life males



The segment most above the national percentage is Early Retirement Couples. The majority of the retired segments are above the national averages. The two male segments mentioned above are equal to the national averages and therefore are not a priority group. The group labelled “stay at home mums” is above the national average these groups would mirror the active people participation data.

Below is a brief synopsis of the segments with activity types that they would most likely participate in. This market segmentation information will come in useful when planning activities for the events and the workplace projects.

Segment	Segment Name
1	Competitive Male Urbanites
2	Sports Team Drinkers
3	Fitness Class Friends
4	Supportive Singles
5	Career Focussed Females
6	Settling Down Males
7	Stay at Home Mums
8	Middle England Mums
9	Pub League Team Mates
10	Stretched Single Mums
11	Comfortable Mid-Life Males
12	Empty Nest Career Ladies
13	Early Retirement Couples
14	Older Working Women
15	Local 'Old Boys'
16	Later Life Ladies
17	Comfortable Retired Couples
18	Twilight Year Gents
19	Retirement Home Singles

Name of Segment	Brief Outline of Segment
Retirement Home Singles	<p>Predominantly Female  Age 66+  Retired singles or widowers  Living in sheltered accommodation  % no of people within this segment in Wyre = 11.7  At least 3 x 30 minutes in Wyre = 15.3% (based on age 65-74)  Doing no sessions of 30 minutes moderate intensity = 69.5% (based on age 65-74)</p> <p>Sports that would appeal include bowls, Keep Fit, Yoga, Aerobics, Aqua Fit, Tai Chi, Dance</p>
Early Retirement Couples	<p>Age 56-65  Married  Retired or part time  % no of people within this segment in Wyre = 12.6  At least 3 x 30 minutes in Wyre = 14.5% (based on age 55-64)  Doing no sessions of 30 minutes moderate intensity = 59.4%</p> <p>Sports that would appeal include Golf, Yoga, Keep Fit, Pilates, Bowls, Aqua Fit, Tai Chi, Sailing – Dingy, Skittles, shooting – clay pigeon</p>
Settling Down Males	<p>Male  Age, 26-45  Single/Married  Owner Occupied  Employed fulltime mainly professional work  Approximately half have children  % no of people within this segment in Wyre = 11.1%  At least 3 x 30 minutes in Wyre = 38.4% (based on age 25-34)  Doing no sessions of 30 minutes moderate intensity = 30.8%</p> <p>Sports that would appeal include Football, Golf, Squash, Cricket, Rugby, Shooting, American Football</p>

### **3.12 PESSCL School Sports Survey**

Wyre schools data from 06/07.

- PSA - 2 hours of PE and school sport within and beyond the curriculum - 85%
- Pupils participating in Inter school competition - 31%
- Pupils actively involved in sports leadership and volunteering ( PALs, SLUK etc..) - 10%.

### **3.13 Year 9 Survey 2007**

The Year 9 Survey was completed in school by all year 9 students from across the 7 high schools across the Wyre Borough in 2007.

The survey gathered a wide range of data on participation and attitudes towards sport. This includes those activities in which young people take part and whether they are members of a club away from/independent of their school that meets regularly. It includes information about what prevents young people from spending more time on such activities.

For the purpose of this vision document we highlight participation within sport rather than arts and creative activities. Dance is covered within all sports participation questions..

Below are some of the main findings from the Year 9 Survey:

- Eight in ten (79.1%) young people take part in extracurricular sporting activities.
- Boys have a higher level of participation in extracurricular activity than girls (86.9% and 71.7% respectively).
- The proportion of young people taking part in moderate intensity sport participation (0.0%) is lowest in Garstang and Wyresdale wards. Interestingly though Garstang has the highest rates for extracurricular activity and club membership.
- Club membership lowest rates are within the Wyresdale and Pharos (0.0%) wards.
- 89.4 % of young people are more likely to be involved in extracurricular sporting activities if they come from an 'active' household than if they come from an 'inactive' household (73.7%).
- The number of poor swimmers or young people who cannot swim has increased since the last survey from 11.6% to 12.5%.
- Boys (51.7%) are more likely then girls (34.9%) to receive specialist coaching, training or lessons.
- Despite the fact that boys are more likely to participate in sporting activities, girls (68.2%) are more likely then boys (63.1%) to recognise the benefits of participation.
- One in twelve (7.9%) young people indicate volunteer in relation to sport. however 39.1% expressed an interest.

- The most significant barrier for girls from participating in sport activities are 31.5% having no one to go with, costing too much (24.3%) and not knowing where to go (20.4%).

### **What is the Year 9 Survey telling us**

The Year 9 Survey provides data that points us in the direction to target those groups of people who are under represented in sport and physical activity and within areas where participation rates are low or disadvantaged.

For Wyre the survey demonstrates that

- more programmes which include specialist coaching and target girls are required to increase participation rates.
- Better swimming education is required so that all young people can swim, an essential life skill.
- More programmes are required which link volunteering opportunities to young people as potential interest in becoming involved in such voluntary activity is high.
- Different ways to break down the confidence/comfort barrier are required to engage girls in sport.
- Consideration should be given to provision in Wyresdale and Pharos wards to identify the potential to increase participation by, for example, increasing the number of sports clubs and opportunities and/or the way in which the offer is presented. Reviewing the range, appropriateness and accessibility of club provision in these low rate areas should also be considered.

### **3.14 High Tides Consultation in Fleetwood**

In Wyre the area of most disadvantage is Fleetwood. In 2006 a health needs assessment was carried out using participatory appraisal as its methodology. Participatory Appraisal (PA) trains local people as researchers and is committed to seeking out the views of those people generally excluded from the decision making process. The PA team use a range of visual tools and exercises that enable the community to give voice to their issues and concerns. One thousand four hundred people were surveyed and participants were categorised against gender, age, postcode and employment status to ensure that people were consulted from the whole area of Fleetwood. This survey was primarily about what enabled or prevented people from being healthy, fitness and exercise were identified as the top priority. Participatory Appraisal not only enables communities to raise issues that affect them but also to suggest solutions. The following list highlighted some solutions in regard to sports and physical activity:

- Cheaper gym memberships
- Cycle lanes
- Pay on entry football
- Family fitness sessions

- More choice of activities
- Family orientated sports
- More football pitches
- Safer play areas / parks
- Affordable swimming
- More organised exercise classes

## **Fleetwood**

The work of Wyre SPAA will prioritise Fleetwood due to the following:

- Of the 6,496 neighbourhoods in England with the worst health, 12 are in Wyre. 11 of those areas are in Fleetwood.
- Marked variations in life expectancy exist. For men, life expectancy in Brock (over Wyre) exceeds life expectancy in Pharos (Fleetwood) by 13.3 years. For women, life expectancy in High Cross (Poulton) exceeds life expectancy in Warren (Fleetwood) by 10.2 years.
- The urban area of Fleetwood has the lowest annual income of £12,756 compared with the rural area of Catterall which has the highest £39,424
- Wards in Fleetwood, especially Park and Mount, seem to be the highest for criminal activity

## 4 Achieving our Vision

### Setting out the Strategy Approach

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

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

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

Identified Priorities	Interventions
<p><b>Adult Participation</b></p> <p>Variations in participation levels in Sport and Physical activity especially amongst the following target groups:</p> <ul style="list-style-type: none"> <li>• Women</li> <li>• Adults ( concentrating on 35+ &amp; 55+)</li> <li>• People from lower socio-economic groups (Fleetwood area)</li> <li>• People at risk from being overweight and obesity.</li> </ul>	<p>Adult participation rates in Wyre are marginally below the national average. Active people analysis has shown that there are inequalities between different sections of the community, most notably those identified in the box opposite. There are various interventions throughout the delivery plan which are aimed at redressing this balance of participation rates among the whole population. This includes the redevelopment of Fleetwood sports centre which will include a program of new and accessible activities once redeveloped.</p> <p>In addition, the SPAA will develop several projects that will cater for the groups mentioned opposite as well as the whole community.</p> <p>Project 1 is a comprehensive programme of activities which is designed to offer a diverse range of sporting opportunities particularly within the natural environment and parks and open spaces to enthuse people to lead a more active lifestyle. The project will signpost participants to local clubs and projects to continue participation. The programme will look to address a number of barriers as outlined in this document not least that of cost, and settings. This programme will be targeted at those who have been identified as priority groups – see box across</p>
<p>Providing appropriate activities for identified population groups: young people at risk from</p>	<p>Wyre SPAA are going to support the implementation of a family based physical activity</p>

Identified Priorities	Interventions
obesity and their families.	program (project 2). It is proven from other areas case studies that the type of project can radically alter the behaviour of young people but more importantly the families who are at risk from obesity to leading an improved healthier lifestyle concentrating on sport and physical activity participation.
Reversing the participation trend particularly among girls	It is recognized through the Year 9 Survey that girls are less likely to take part in sport outside of school. Wyre SPAA recognises this and through the "Right Moves" (project 3) hopes to encourage girls and also women into a non competitive activity. The SPAA is conscious to reverse such trends it will also need to consider interventions which provide improved links from school to community and visa versa. The delivery plan has such actions.
Lack of time to participate in sport owing to work and family commitments and feeling 'out of place in leisure centers'	The majority of people face time pressures. The reasons for this include working hours (the UK has the longest working hours in Europe with an increasing trend towards weekend working), and the increasing diversity of family life. Trends suggest that pressures of time will continue to have a detrimental impact on our ability to increase participation. The Active Workplace project 4 will look to alleviate such challenges for adults by providing activities through the workplace at a variety of times with additional subsidised access to local facilities.
Improvement of volunteer rates and club membership	<p>As participation rates rise (as is hoped through the implementation of this strategy) it is imperative that there is capacity within the voluntary sector to manage the increase demand and levels of people who may wish to join a local club etc.</p> <p>Clubs, coaches and volunteers will be supported through the new project WAVES (Wyre Active Volunteer Enterprise Scheme), project 5. This project will complement the Active Wyre project and the Right Moves Project. WAVES will look to attract new volunteers and upskill existing volunteers in order that the structures are in place to meet increased demand through the delivery plans activities.</p>

## Appendix 1

### Ward populations by Age bands (persons)

2001 ward boundaries	0-4		5-14		15-24		25-64		65+		All Ages
	No.	%	No.	%	No.	%	No.	%	No.	%	No.
England	2,926,460	6%	6,351,744	13%	5,985,599	12%	26,067,427	53%	7807601	16%	49,138,831
Fylde Coast	16,431	5%	38,676	12%	31,774	10%	167,291	51%	72073	22%	326,245
Wyre	5,323	5%	13,121	12%	10,471	10%	53,254	50%	23405	22%	105,574
Fleetwood	1,546	6%	3,895	15%	3,117	12%	13,122	49%	5142	19%	26,822
Mount	278	7%	577	14%	427	10%	2,015	49%	784	19%	4,081
Park	260	6%	782	17%	597	13%	2,268	50%	598	13%	4,505
Pharos	290	5%	659	12%	648	11%	2,897	51%	699	20%	5,679
Rossall	390	6%	930	14%	811	12%	2,987	46%	1397	22%	6,515
Warren	328	5%	947	16%	634	10%	2,955	49%	1178	20%	6,042
Cleveleys	753	5%	1,809	11%	1,313	8%	7,767	48%	4388	27%	16,030
Cleveleys Park	303	5%	675	11%	464	8%	2,862	48%	1688	29%	5,992
Jubilee	162	4%	395	9%	359	9%	1,932	46%	1344	32%	4,187
Victoria	288	5%	739	13%	490	8%	2,973	51%	1361	24%	5,851
Thornton	872	6%	1,887	12%	1,379	9%	7,788	52%	3185	21%	15,111
Bourne	408	7%	794	13%	630	10%	3,179	52%	1107	18%	6,118
Norcross	245	7%	464	12%	332	9%	1,904	51%	789	21%	3,734
Staina	219	4%	629	12%	417	8%	2,705	51%	656	24%	5,259
Poulton	819	4%	2,149	12%	1,608	9%	9,528	52%	4165	23%	18,269
Breck	138	4%	368	12%	290	9%	1,506	49%	765	25%	3,067
Carleton	199	5%	547	13%	415	10%	2,297	55%	700	16%	4,158
Hardhorn	116	3%	396	12%	245	7%	1,712	51%	910	27%	3,379
High Cross	147	4%	415	11%	289	8%	1,921	52%	945	26%	3,717
Tithebarn	219	6%	423	11%	369	9%	2,092	53%	845	21%	3,948
Over Wyre	1,333	5%	3,381	12%	3,054	10%	15,049	51%	6525	23%	29,342
Brock	81	4%	206	10%	626	30%	856	41%	311	14%	2,080
Cabus	40	3%	122	8%	127	8%	788	50%	499	32%	1,576
Calder	86	5%	238	14%	154	9%	976	56%	289	17%	1,743
Catterall	158	7%	323	14%	233	10%	1,307	56%	300	13%	2,321
Garstang	177	4%	460	10%	422	9%	2,279	50%	1210	27%	4,548
Great Eccleston	214	6%	431	12%	321	9%	1,944	55%	610	18%	3,520
Hambleton & Stalmine-with-Staynall	173	4%	459	11%	336	8%	2,156	52%	1029	25%	4,153
Pilling	91	4%	277	13%	239	12%	1,117	54%	348	17%	2,072
Preesall	210	4%	606	11%	413	8%	2,514	47%	1571	29%	5,314
Wyresdale	103	5%	259	13%	183	9%	1,112	55%	358	18%	2,015

Appendix 2

**Map 1: Map of the district**



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Appendix 3

**Table 14: Major Employers in Wyre**

ASAHI GLASS FLUOROPOLYMERS, Thornton Cleveleys	Manufacture and marketing of fluoropolymers
BLACKPOOL, FYLDE & WYRE HOSPITALS, Poulton- le-Fylde	NHS Trust
CORPORATION OF ROSSALL SCHOOL, Fleetwood	School
DEPT FOR WORKS & PENSIONS, Norcross	Government office
FREEPOR T VILLAGE	Retail/leisure complex
GILBERTS (BLACKPOOL) LTD, Thornton Cleveleys	Manufacturers of smoke, fire and volume control dampers for all types of heating, ventilation & air conditioning ductwork.
HM TREASURY, Fleetwood	Government office
LANCASHIRE CARE NHS TRUST (WEST)	NHS Trust
LAPPET MANUFACTURING COMPANY LTD, Calder Vale	Lappet manufacturers
LOFTHOUSE OF FLEETWOOD LTD, Fleetwood	Manufacturers of "Fisherman's Friend" lozenges
MOTO HOSPITALITY LTD, Forton	Motorway services
MYERSCOUGH COLLEGE, Bilsborrow	Education courses covering all aspects of the land based and leisure industries
P & O EUROPEAN FERRIES (IRISH SEA) LTD, Fleetwood	Roll-on/Roll-off ferry service on the Irish Sea – freight and passenger services
SAFEWAY STORES plc	Retail store
VICTREX plc, Thornton Cleveleys	High performance plastics materials
WALKI WISA LTD, Garstang	Paper & board converting for use in industrial packaging
WYRE BOROUGH COUNCIL, Poulton-le-Fylde	Local authority

**5 Wyre Delivery Plan (3 year plan)**  
**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
Seek to establish physical activity as standard practice in all pre school environments in Fleetwood	Sure Start/Children's Centres	1 X Early Years Teacher 1 X Childminder Network Co-ordinator  approx £60,000 per year	To commence April 2008 – April 2011	Increased percentage of how many providers ensure physical activity features on a daily basis. Baseline figure and percentage target to be set prior to project.	None Associated	<b>No</b>
Identify necessary life skills and training needs for parents around promotion of physical activity.	Sure Start/Children's Centres	Staff Time Tutor Costs  Approx £20,000 per year	To commence April 2008 – April 2011	Number of awareness sessions/courses to improve skill base and knowledge of parents.	None Associated	<b>No</b>
Provide outreach programme of Tops Tots (YST physical activity scheme) to pre-school environments within Fleetwood.	Sure Start/Children's Centres	1 x Early Years Co-ordinator  6 X Support Staff	To commence April 2008 – April 2011	Monitoring and Evaluation of the project	KPI 1 Number of new participants under 16 = <b>200</b>	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		Approx £60,000				
Training for Tops Tots to be offered to all pre-school environments within Fleetwood.	Sure Start/Children's Centres	1 x Early Years Co-ordinator  2 X Support Staff  Approx £40,000	To commence April 2008 – April 2011	No of people gaining training certificate.	KPI 5 Increasing number of new coaches. = <b>8</b>	<b>No</b>
Maintain baby massage sessions to develop awareness of the body and relationships between parent and child.	Sure Start/Children's Centres	Sure Start Staff  Approx £10,000	To commence April 2008 – April 2011	No of participants	None associated.	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
<p>Continue to provide and extend the Trysport initiative in Fleetwood and in other areas of the borough.</p> <p>-create new opportunities to engage with women and girls.</p>	Wyre Borough Council	<p>1 x Community Sports Co-ordinator (30% of time) £28,080.58</p> <p>2 x P/T coaches (70% of time) £63,001.35</p> <p>10 X volunteers</p> <p>Facility Hire £49500</p> <p>Running Costs £6000</p> <p>Equipment £2000</p> <p>Total £210,355.01</p>	April 2008 – April 2011 (year 2 & 3 subject to funding)	<p>Monitoring and Evaluation of the scheme.</p> <p>Number registered through project</p> <p>Annual PESSCL School Survey</p> <p>Year 9 Survey</p>	<p>KPI 1 Number of new participants (under 16 = <b>200</b>)</p> <p>KPI 3 Increasing the number of members in local clubs (U16 = <b>60</b>)</p> <p>KPI 5 Increasing the number of coaches - <b>10</b></p> <p>KPI17 Increasing the leverage into sport. (Wyre Housing Association bid = £160,000 )</p> <p>KPI 8 Increasing the number of new volunteers =</p>	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
					<b>20</b>	
Develop and deliver a community football project within crime hot-spot areas across the borough.	Wyre Borough Council	Equipment £1000  Coaching Costs £46,080  Training/ Education £4500  Promotion £1500  Total £53,080	April 2008 – April 2011 (subject to successful funding bid)	Monitoring and Evaluation of the scheme.  Number registered through project  Number of clubs involved in scheme  Annual PESSCL School Survey	KPI 1 Number of new participants (under 16 = <b>150</b> ) KPI 5 Increasing the number of coaches = <b>10</b> KPI 3 Increasing the number of members in local clubs (U16 = <b>50</b> ) KPI17 Increasing the leverage into sport. (football foundation bid = £ 53,080 ) KPI 8 Increasing the	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
					number of new volunteers = <b>15</b>	
To provide quality training and coaching in sports at holiday schemes, play schemes and other activities that are targeted at children and young people.	Wyre Borough Council	<p>1 x Community Sports Co-ordinator (20% of time) £56,161.11</p> <p>2 Community Sports Coaches (15% of time) £40,500.87</p> <p>7 x P/T coaches £31,134.60</p> <p>7 X volunteers</p> <p>Facility Hire £37,800</p>	April 2008 – April 2011 (Easter/Summer)	<p>Registration of children on the schemes</p> <p>Number of volunteers on the scheme</p> <p>Annual PESSCL School Survey</p>	<p>KPI 1 Number of new participants (under 16 = <b>100</b>)</p> <p>KPI 5 Increasing the number of coaches – <b>20</b></p> <p>KPI 3 Increasing the number of members in local clubs (U16 = <b>50</b>)</p> <p>KPI 8 Increasing the number of new volunteers = <b>10</b></p>	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		Running costs £9000  Total = £174,587				
To set up a young persons sports forum to consult young people and develop new programmes which meet the needs of young people.  Link into School Sports Councils	Wyre Borough Council Wyre and Fylde School Sport Partnership.	1 x Community Sports Co-ordinator (15% of time) £14,040.29  6 x volunteers	April 2008 – April 2011	Forum Established.	Increasing the number of new volunteers = <b>6</b>	<b>No</b>
Encourage at least 3 local clubs to develop taster days for families and young people  Delivered through area development groups or direct with local clubs.  SSP to support with promotion and access	Wyre Borough Council & Wyre and Fylde School Sport Partnership.	Leisure Development Staff Time  Promotional material  Approx £4000	April 2008 – April 2011	No of clubs engaged in the programme.  No of participants registered.	KPI 1 Number of new participants (under 16 = <b>270</b> , 16+ = <b>90</b> ) KPI 3 Increasing the number of members in local clubs (U16 = <b>18</b> , 16+ = <b>6</b> )	No

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
to facilities.					KPI 8 Increasing the number of new volunteers = <b>6</b>	
Provide Outdoor Adventure Programme in SEN schools to build confidence and introduce new activities.	Wyre and Fylde School Sport Partnership.	Instructor/residential costs Approx £7500 Over 2 years	April 2006 – April 2009	Number of participants	KPI 1 Number of new participants (under 16 = <b>300</b> )	<b>No</b>
Deliver extra curricular sports coaching sessions focusing on multi skill sessions.  To employ, deploy and train coaches to be able to deliver these programmes in the above activities.	Wyre Borough Council Wyre and Fylde School Sport Partnership. YMCA Local Sports Clubs	1X PT Rugby coach £22,000 1Xcommunity sports Dev Officer FSC £21,000 2 x P/T gymnastics coaches £22, 000 1 X P/T swimming coach £12,000	April 2008 – April 2011  Funding not secured beyond 2008 for some posts and 2009 for others	No. of schools accessing programmes  PESSCL data	KPI 1 Number of new participants (under 16 = <b>6250</b> )  (Multi Skill = 2250, others = 4000)	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		2 X P/T community sports coaches (multi sport) (15% of time) £13,500.29 1 X P/T Tri Golf coach £5000 1 X P/T dance instructor £5000 1 X P/T Fleetwood Town Football coach £10,000  Total £110,500				

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To organise a programme of festivals linking to the Lancashire Youth Games	Wyre Borough Council & Wyre and Fylde School Sport Partnership.	Leisure Development Staff Time 10 x volunteers Approx £10,000 Facility hire £500 Transport £500 Promotion £100	April 2008 – April 2011	No of festivals No of participants No of volunteers	KPI 1 Number of new participants (under 16 = <b>1785</b> )  KPI 8 Increasing the number of new volunteers = <b>15</b>	
Develop quality school / club links	Wyre and Fylde School Sport Partnership.	PDM/SSCo time Approx £2000	April 2008 – April 2011	No of links formed PESSCL data	None associated	<b>No</b>
Produce a programme of health related fitness activity for girls within years 10 and 11, linking to girls not participating in physical activity.	Wyre and Fylde School Sport Partnership.	PDM/SSCo time Approx £4,000 over 2 years	April 2008 – April 2011  Funding not secured beyond 2009	PESSCL data Number of sessions run/ girls attending	KPI 1 Number of new participants (under 16 = <b>300</b> )	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Top Up Swimming. To provide additional swimming lessons for children under performing at key stage 2	Wyre and Fylde School Sport Partnership.	PDM/SSCo time Approx £10,000 over 2 years	April 2006 - April 2008 Funding not secured beyond 2008	Number of young people registered  % of children who have attained 25metres	KPI 1 Number of new participants <b>Measured Above</b>	<b>No</b>
Promote physical activity and healthy eating through health matters training and resources Establish new programmes within schools.	Wyre and Fylde School Sport Partnership.	PDM/SSCo time Approx £500 Inset training £400 School resources £1500	April 2008-April 2011	Number of schools involved Number of teachers trained	None associated.	No
Appoint 3 year physical activity officer to organise and promote physical activity programmes across Wyre schools	Wyre and Fylde School Sport Partnership.	Physical activity officer  £66,000	April 2008-April 2011	Monitoring and Evaluation of the post	None associated	<b>No</b>
Achieve Healthy Schools accreditation for the Wyre Estuary Country Park.	Wyre Borough Council, North Lancs Primary Care Trust	Countryside Staff Healthy Schools Co-ordinator time 1 x volunteer  approx	April 2008-April 2009	Accreditation achieved	KPI 4 Improving standards in organisational accreditation = <b>1</b>	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		£4000				
Encourage increase in sport and physical activity through schools becoming eco-schools or sustainable schools through environmental promotions, such as environment week, Green Partnership Awards and Environmental Education sessions	Wyre Borough Council	Countryside and environmental services staff time  Approx £10,000	April 2008 – April 2011	Number of Eco-schools in Wyre  Number of schools involved in environment week	KPI 1 Number of new participants (under 16 = <b>100</b> ) KPI 8 Number of new volunteers <b>4</b>	No

## Theme: Safer and Stronger Communities

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Provide a range of sports development programmes and activities targeted at different groups within the community.	Wyre Borough Council, Fylde Coast YMCA	2 X P/T coaches (2 hours each week)  4 X volunteers  Friday Night Football Coaching £12,480  Facility £2340  Wednesday Netball Coaching £3000  Facility £6000	April 2008 – April 2011	Attendance at leisure centres  Registration of participants on the schemes  Year 9 survey PESSCL data  Active People Survey.	KPI 1 Number of new participants (under 16 = <b>300</b> , 16+ = <b>90</b> ) KPI 3 Increasing the number of members in local clubs = (under 16 = <b>20</b> 16 + <b>10</b> ) KPI 8 Increasing the number of new volunteers = <b>15</b>	No

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Develop a referral system through MAPS for targeted young people and their families to be able to access local sports provision.	NACRO, Wyre Borough Council,		April 08 – April 09	Monitoring and Evaluation of the scheme.	TBC	<b>No</b>
Refurbish Fleetwood Leisure Centre including the introduction of a changing village, health and fitness area, upgraded reception and new boilers.	Wyre Borough Council and Fylde Coast YMCA	Capital investment of £900,000	August 2007 – January 2008  Delivery of KPIs Jan 08 – Jan 2013	Works completed on time and to budget.  Facility mix provided  Attendance at leisure centres	Increase leverage into Sport = £900k  KPI 1 Number of new participants under 16 = <b>211</b> and 16+ = <b>1000</b>	No
Provide a football development officer to coordinate the development of football activities throughout the borough	Fylde Coast YMCA	1xFT football development officer. 1xPT coach	July 2008 – July 2011	Registration of participants on the schemes  Number of clubs achieving clubmark.  Increase in club membership  Increase in the	TBC	No

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
				number of new coaches and volunteers		
Publicise and promote local sports clubs through a range of communication channels. Encourage community use of facilities.	Wyre Borough Council	Leisure Development Staff Time.  Approx £3000  Publication costs £1000	April 2008 – April 2011	Production of sports directory. Club details listed on council website.  Active People Survey	None Associated	<b>No</b>
Develop participation in dance by establishing a network of dance opportunities, and offering training to build the capacity within existing dance provision.	Wyre Borough Council, Blackpool Borough Council, Fylde Borough Council.	2 x P/T dance posts.	April 2008 – April 2011	Monitoring and Evaluation of the project.	KPI 1 Number of new participants (under 16 = ?, 16+ = ?) KPI 3 Increasing the number of members in local clubs (U16 = 16+ = ) KPI 5 Increasing the number of coaches -	<b>Yes</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
					KPI 8 Increasing the number of new volunteers	
To employ a workplace health co-ordinator to improve policy and good practice across North Lancs PCT and district authorities. To develop partnerships with employers to develop healthy employee schemes.	North Lancs Primary Care Trust. Wyre Borough Council	Workplace Health Co-ordinator  Approx £13,000 annually	April 2008- April 2011	New partnership established  Monitoring and Evaluation of the post.  Registration of participants on the schemes	KPI 1 Number of new participants (16+ = ?)	<b>Yes</b>
Provide local clubs with information and research that may help them to secure funding or develop or target their sports activities and programmes.	Wyre Borough Council Wyre and Fylde School Sports Partnership	Leisure staff time School Sport Partnership staff  Approx £60,000	April 2008 – April 2011	No of people attending coach education training. Amount of funding secured by supported clubs. Newsletter produced (2 per year)	None Associated	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Increase the number of clubs achieving club mark accreditation.  Delivered through area development groups or direct with local clubs	Wyre Borough Council	Leisure staff time  Approx £10,000	April 2008 – April 2011	KKP clubmark database. Number of clubs achieving clubmark.	KPI 4 Improving standards in organisational accreditation = <b>12</b>  (25 up until 2012)	<b>No</b>
To link facilities within parks and open spaces with local community groups to maximise usage.	Wyre Borough Council	Open spaces, countryside and leisure staff time.  Approx £5000	April 2008 – April 2011	Active People Survey	None Associated	<b>No</b>
Undertake actions within the play strategy which contribute to sport and physical activity.	Wyre Borough Council	Open spaces officer time  Approx £10,000	April 2008 – April 2011	Monitoring and Evaluation within play strategy  Active People Survey	None Associated	<b>No</b>
Support local community groups to take action and improve their local environment Encourage and promote friends groups and local	Wyre Borough Council Lancashire County Council	Countryside staff time  Approx £20,000	April 2008 – April 2011	Number of new community groups involved in improving their environment	None Associated	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
volunteer groups such as Millennium and Doorstep Greens and the Hawthorne Park Trust						
To maintain current pilates programme and seek funding to provide additional activities for pregnant and post natal groups.	Sure Start/Children's Centres	Creche facility And staff  1x instructor  £10,000 per year	April 2008 – April 2011	Registration of participants on the scheme.  Successful funding application	KPI 1 Number of new participants (16+ = ?)	<b>No</b>
Develop and promote coach education programme and Get Qualified Programme	Lancashire Sport Wyre Borough Council	Leisure Development Staff	April 2008 – April 2011	Number of people attending courses/training	KPI 5 Increasing the number of new coaches - <b>60</b>	<b>No</b>
Garstang Walking Festival	Wyre Borough Council	Countryside staff time Tourism Staff Time Volunteers Garstang and Rural Businesses	April 2008 – April 2011	Participation levels during the festival  Monitoring and Evaluation of festival	KPI 1 Number of new participants (under 16 = ?, 16+ = ?) KPI 8 Increasing the number of new volunteers	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		Voluntary bodies  Approx £				
Create new opportunities for people to volunteer in the outdoors – link this to the social prescribing programme	North Lancs Primary Care Trust Wyre Borough Council	Countryside staff, Walkin` Wyre Co-ordinator, Volunteers x 4, PCT social prescribing programme staff. Lancs Wildlife Trust staff, Ncompass staff. Approx £10,000	April 2008 – April 2011	New participants  Adherence rates to the programme	KPI 8 Increasing the number of new volunteers – <b>5</b> KPI 5 Increasing the number of coaches - <b>1</b>	<b>No</b>
Development of teen/youth rangers and youth forum.	Wyre Borough Council	Wyre countryside staff time  Approx £4000	April 2008 – April 2011	Number of teen/youth rangers.  Group established	KPI 8 Increasing the number of new volunteers – <b>5</b>	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Implement a volunteer programme that will recruit, reward, recognise and support individuals wishing to support community activities.	Wyre Borough Council	<p>Full Time coordinator for a 3-year period. £90,000</p> <p>Revenue budget for training and promotion £10,000</p> <p>Waterfront, Countryside, Leisure and Arts staff time</p> <p>Approx £20,000</p>	April 2008 – April 2011	<p>Number of new participants and volunteers</p> <p>Number of clubs receiving accreditation.</p> <p>Number of new volunteer roles</p> <p>Number of volunteer days.</p> <p>Number of people benefiting from training.</p> <p>Number of people signed up to V scheme.</p>	<p>KPI 8 Increasing the number of new volunteers = <b>732</b></p> <p>KPI 5 Increasing the number of coaches - <b>15</b></p> <p>KPI 4 Improving standards in organisational accreditation = <b>6</b></p>	<b>Yes</b>
Implement a sports leadership programme for young people 14+ that will support community activities.	Wyre & Fylde School Sport Partnership	<p>PDM/SSCo time</p> <p>Approx £10,000 over 2 years</p> <p>£6,000 over 2 years</p>	Funding not secured beyond 2008	<p>Number of new volunteers</p> <p>Number of volunteer hours.</p> <p>Number of young people benefiting from</p>	Measured above	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		Approx £16,000		training.  Number of people signed up to step into sport		
Develop and promote an annual programme of events and activities to engage people into sport and physical activity.  Encourage sporting communities to recognise the natural assets of Wyre's green spaces as places to be used to promote their events and activities	Wyre Borough Council, YMCA,	Leisure, Countryside, Waterfront, Parks, Arts , YMCA staff time. Voluntary bodies  Approx £30,000  Revenue activity budget £20,000	April 2008 – April 2011 (2 year programme)	Production and delivery of annual calendar of activities. Number of participants.	KPI 1 Number of new participants (under 16 = ?, 16+ = ?) KPI 8 Increasing the number of new volunteers –	<b>Yes</b>

## Theme: Healthier Communities

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To continue to develop Active Health and Walkin Wyre Schemes and work towards increasing referrals from primary care. To implement Active Health action plan (see appendix 1 )	YMCA Wyre Borough Council North Lancs Primary Care Trust	Active Health Staff Walkin Wyre Co-ordinator Countryside staff 10 x volunteers  approx £50,000 annually	April 2008 – April 2011	Funding secured for Walkin Wyre Scheme. (April 2010 –2011) Number of GP referrals Adherence rates on the schemes. Number of walking participants Number of volunteers Number of other schemes supported Number of new referral pathways. Number of new opportunities/walking routes. Number of walking routes in parks. Production and delivery of annual calendar of activities. Number of health professionals taking part in information sessions.	KPI 1 Number of new participants (under 16 = ?, 16+ = ?)  KPI 8 Increasing the number of new volunteers	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To work with primary care practitioners in supporting patients who present with co-morbidities and sedentary lifestyles to encourage take up of physical activity.	North Lancs Primary Care Trust	Dietician Approx £13 annually	April 2008-April 2011	Increased referrals into Active Health and Walkin Wyre Schemes.	Measured above	<b>No</b>
To ensure that primary care staff receives up to date training regarding motivational interviewing techniques and brief interventions to encourage take up of physical activity.	North Lancs Primary Care Trust	£5000 secured to deliver	April 2008-April 2011	Increased referrals into Active Health and Walkin Wyre Schemes.	Measured above	<b>No</b>
Develop a series of self guided accessible walks	Wyre Borough Council Lancashire County Council	Countryside staff LCC Rights of way staff 2 x volunteers  approx £20,000	April 2008-April 2011	Number of new walking routes.  Active People Survey	Increasing the number of new volunteers – <b>2</b>	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
To achieve 3 heart accreditation for the Walkin` Wyre Scheme To develop an independence pack and way mark health walk routes in order to enable GP referral customers to have better access to places to walk and to encourage sustained change of life-style	Wyre Borough Council	Walkin`Wyre Co-ordinator Wyre countryside staff 4 X volunteers  Approx £4000	April 2008 – April 2011	Independence pack available. Number of new routes marked on the ground for public to use.  Active People Survey	KPI 4 Improving standards in organisational accreditation = <b>1</b>	<b>No</b>
To educate and encourage health professionals to prescribe and refer people to opportunities for being more physically active. To ensure information about physical activity initiatives is up to date and available.	YMCA North Lancs Primary Care Trust Wyre Borough Council	YMCA staff time  Leisure Staff time  PCT training dept staff time  Approx £10,000  Publication costs £1000	April 2008 – April 2011	Quarterly Newsletter Quarterly Performance Reports  Leisure Directory produced and utilised by health professionals.  Annual update/awareness session on physical activity delivered.  Active People Survey	None Associated	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Deliver informative talks to targeted groups on personal development and the benefits of physical activity. Increase awareness on what's available locally.	YMCA Wyre Borough Council	Active Health/Walkin Wyre Staff time. 2 X Volunteers  approx £4000	April 2008 – April 2011	Number of talks provided  Active People Survey	None Associated	<b>No</b>
Support the delivery of the Lancashire Rights of Way Improvement Plan in Wyre Help to improve the public rights of way network and how it links to local urban and rural communities and the wider countryside	Lancashire County Council, Wyre Borough Council	Countryside staff time 10 X volunteers  approx £20,000  materials approx £10,000	April 2008- April 2011	Identify barriers to people using public rights of ways and work to remove these. Number of new routes Number of improved routes Number of accessible routes  Active People Survey	None Associated	<b>No</b>
Seek funding opportunities for enhancing provision of cycle paths and footpaths in the Borough.	Wyre Borough Council, Lancashire County Council	Countryside staff time  Approx ?	April 2008 – April 2011	New cycle routes Improved paths and routes  Active People Survey	None Associated	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Promote open and green spaces through campaigns such as love your parks week, explore the outdoors and environment week, marine week	Wyre Borough Council	Wyre Parks Countryside and Waterfront staff time  Approx £	April 2008 – April 2011	No of events in parks and open spaces  Active People Survey	None Associated	<b>No</b>
Promote the Breathing Places programme and similar programmes to encourage local people to get involved with their local environment from community meeting places	Wyre Borough Council	Library and countryside staff time  Approx	April 2008 – April 2011	Active People Survey	None Associated	<b>No</b>
Encourage walking linked to other activities (e.g. 'walk to work' and 'walk to school' weeks).	Wyre Borough Council	Walkin`wyre officer Volunteers  Approx	April 2008 – April 2011	No of community walking events.  Active People Survey	None Associated	<b>No</b>
Promote health and fitness initiatives at disability awareness day.	Wyre Borough Council	Leisure, Walkin Wyre, countryside staff time  Approx	September 2008 (annual event)	Event attended.  Monitoring and Evaluation from event.	None Associated	

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
		£1000		Active People Survey		
Take action to conserve and enhance the natural environment Help to improve the condition of the Wyre natural environment and improve public access to it.	Natural England, Wyre Borough Council, Wyre Strategic Partnership	Landowners. Volunteers. LSP WBC	April 2008 – April 2011	Contribution to the Lancashire BAP	None Associated	
Establish an inclusive fitness initiative at Fleetwood Leisure Centre	Wyre Borough Council YMCA	Leisure staff time. Project costs to be established  Approx £10,000	Subject to funding	Monitoring and Evaluation of the project  Leisure Centre card data	KPI 1 Number of new participants (under 16 = ?, 16+ = ?) KPI 3 Increasing the number of members in local clubs (U16 = 18 16+ = 6) KPI17	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
					Increasing the leverage into sport. Accreditation KPI	
Wyresdale Wheels for All project	Wyre Tourism Heritage Trust	Wyre TAT Wyre BC countryside Lancashire CC – countryside Wyre Tourism Private Sector businesses Lancashire and Blackpool Tourist Board	April 08 – April 2011	New tramper available to locals and visitors New participants New tramper routes available.	KPI 1 Number of new participants (under 16 = ?, 16+ = ?)	<b>No</b>
Increasing opportunities for people with a disability to participate in physical activity and sport	Wyre Borough Council	1 x P/T officer £38,626.54  6 x volunteers	April 08 – April 2011	Monitoring and evaluation of disability projects. No of new participants.	KPI 1 Number of new participants (under 16 = <b>20</b> , 16+ = <b>5</b> ) KPI 3 Increasing the	No

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
					number of members in local clubs (U16 = <b>12</b> 16+ = <b>6</b> )	
Improve access for all improvements and facilities at the WECP and other parks and open spaces	Wyre Borough Council	Countryside Lancashire County Council PCT Wheels for All cycling project partnership Wyresdale Wheels for All Partnership		New participants New tramper routes and wheels for all routes  Active People Survey	None Associated	
To review the current Active Health format and produce a Development Plan	YMCA North Lancs PCT	Management Time	December 2007	no. of referrals, reason for referral, waiting times to access the Scheme, no. of initial assessments (Scheme beginners), Scheme completers, adherence rate, physiological	None Associated	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
				changes, improvement in mental health and customer satisfaction levels.		
To review provision of gentle activity sessions within existing programmes of YMCA and other partners	YMCA	Officer time	February 2008	No. of programmes provided	None Associated	<b>No.</b>
To integrate the Condition Management Programme with an Active Workforce initiative for Fylde and Wyre initially targeting public sector workers and their occupational health departments	YMCA Condition management programme	£30,000 for Co-ordinator, plus on-costs	April 2008	No. of workers returning to work.  Improvements in mental health.  Reduction in blood pressure.  Increased weight loss.  Absenteeism levels for participants.	KPI 8 increasing number of new volunteers	<b>No</b>

Action	Lead Responsibility	Resources Breakdown	Timescales	How will success be measured?	KPI's/Outputs	CIF bid/Project Plan Ref if applicable
Create improved open spaces and greenway links between them	Wyre Borough Council	Public open spaces, Countryside , waterfront staff time  Approx £	April 2008 – April 2011	Identified greenway routes New health walk routes in parks and open spaces and public rights of ways	None Associated	<b>No</b>
Develop a mums and babies walking scheme.	Sure Start	Staff Time Volunteers Required.	April 2008 – April 2009	No of new participants		<b>No</b>
Develop a family community based sport and physical activity based scheme to increase participation and reduce obesity	YMCA	Total project cost £179,000	April 2008 – March 2011	Numbers registering/registration forms Swipe cards/ attendance records Long term tracking of a random sample of attendees	KPI 1 16+ = 100, U16 = 252  KPI 3 16+ = 45, U16 = 126  KPI 8= 20  KPI 17 = £164,000	<b>Yes</b>

## 6. Wyre SPAA KPI Summary Sheet

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
<b>KPI 1 Increasing Number of New Participants (16+)</b>	Full Delivery Plan	Active People Survey 20.48% (18,576) of adults (16+yrs) taking part in 3 X 30 per week	1% increase in actual numbers (of total population) 907	1071 (1071)	732 (1803)	792 (2595)
	<b>Project 1</b> Dance Project	New Project	1% increase in actual numbers (of total population) 907	30 (30)	40 (70)	50 (120)
	<b>Project 2</b> MEND Project	New Project	1% increase in actual numbers (of total population) 907	30 (30)	30 (60)	40 (100)
	<b>Project 4</b> Active Wyre Programme	New Project	1% increase in actual numbers (of total population) 907	50 (50)	100 (150)	150 (300)
	<b>Project 5</b> Workforce Project	New Project	1% increase in actual numbers (of total population) 907	500 (500)	200 (700)	200 (900)

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
<b>KPI 1 Increasing Number of New Participants (Under 16)</b>	Full Delivery Plan	Year 9 Survey 2007 79.1% of year 9 pupils take part in extracurricular sport.	N/A	3939 (3939)	3973 (7912)	3870 (11,782)
	<b>Project 1</b> Dance Project	New Project	N/A	30 (30)	40 (70)	50 (120)
	<b>Project 2</b> MEND Project	New Project	N/A	84 (84)	84 (168)	84 (252)
	<b>Project 4</b> Active Wyre Programme	New Project	N/A	50 (50)	75 (125)	100 (225)

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>	Full Delivery Plan	Active People Survey 24.1% (21,865) of adults are members in local clubs	1% increase in actual numbers of current club membership -	101 (101)	106 (207)	112 (319)
	<b>Project 1</b> Dance Project	New Project	1% increase in actual numbers of current club membership -	30 (30)	40 (70)	50 (120)
	<b>Project 2</b> MEND Project	New Project	1% increase in actual numbers of current club membership -	15 (15)	15 (30)	15 (45)
	<b>Project 4</b> Active Wyre Programme	New Project	1% increase in actual numbers of current club membership -	5 (5)	10 (15)	15 (30)
	<b>Project 5</b> Workforce Project	New Project	1% increase in actual numbers of current club membership -	75 (75)	75 (150)	75 (225)

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 (under 16)</b>	Full Delivery Plan	% of pupils within the SSP who attend sports clubs ( <i>PESSCL Survey</i> )  Year 9 Survey 2007, 76.9% of year 9 pupils attend clubs/attend a regularly organised session away from/independent of school	N/A	153 (153)	156 (309)	167 (476)
	<b>Project 2</b> MEND Project	New Project	N/A	42 (42)	42 (84)	42 (126)
	<b>Project 4</b> Active Wyre Programme	New Project	N/A	5 (5)	8 (13)	10 (23)
<b>KPI 4 Improving Standards in Sport/Organisational Accreditation</b>	Full Delivery Plan	Clubmark Database (?)	Area target of 25 (up until 2012)	9 (9)	7 (16)	7 (23)
	<b>Project 1</b> Dance Project	New Project		1 (1)	1 (2)	1 (3)
	<b>Project 3</b> Volunteering Project	New Project	N/A	2 (2)	2 (4)	2 (6)

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
<b>KPI 5 Increasing Number of New Coaches</b>	Full Delivery Plan	N/A	N/A	58 (58)	59 (117)	61 (178)
	<b>Project 1</b> Dance Project	New Project	N/A	2 (2)	4 (6)	6 (12)
	<b>Project 3</b> Volunteering Project	New Project	N/A	5 (5)	5 (10)	5 (15)
	<b>Project 4</b> Active Wyre Programme	New Project	N/A	2 (2)	2 (4)	2 (6)

Description	Delivery Plan Area	Assessment of Current Baseline	Local Area Target	SPAA Delivery Plan / Project Outcomes		
<b>KPI 8 Increasing Number of New Volunteers (16+)</b>	Full Delivery Plan	Active People Survey 5.30% (4,840) of adults (16yrs+) volunteering for at least 1 hour per week.		260 (260)	319 (579)	376 (955)
	<b>Project 1</b> Dance Project	New Project	<b>N/A</b>	2 (2)	4 (6)	6 (12)
	<b>Project 2</b> MEND Project	New Project	<b>N/A</b>	20 (20)	20 (40)	20 (60)
	<b>Project 3</b> Volunteering Project	New Project	<b>N/A</b>	191 (191)	243 (434)	298 (732)
	<b>Project 4</b> Active Wyre Programme	New Project	<b>N/A</b>	5 (5)	10 (15)	10 (25)
	<b>Project 5</b> Workforce Project	New Project	<b>N/A</b>	10 (10)	15 (25)	15 (40)
<b>KPI 17 Increasing Leverage into Sport</b>	Full Delivery Plan	Unknown	Community Investment Match Target for Wyre £181,000	Investment through Delivery Plan activities = £2,862,162		
	<b>Project 1</b> Dance Project	Total amount of funding for the project	Community Investment Match Target for Wyre £181,000	Investment through Delivery Plan activities = £113,460		
	<b>Project 2</b> MEND Project		Community Investment Match Target for Wyre £181,000	Investment through Delivery Plan activities = £124,000		
	<b>Project 3</b> Volunteering Project	New Project	Community Investment Match Target for Wyre £181,000	Investment through Delivery Plan activities = £40,355		
	<b>Project 4</b> Active Wyre Programme	New Project	75 Community Investment Match Target for Wyre £181,000	Investment through Delivery Plan activities = £25,900		
	<b>Project 5</b> Workforce Project	New Project	Community Investment Match Target for Wyre £181,000	Investment through Delivery Plan activities = £88,360		

