

Meeting:	Overview and Scrutiny Committee	Date:	24 April 2023
	Cabinet		3 May 2023
Subject:	Sport and Physical Activity Strategy		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	A) DRAFT Sport and Physical Activity Strategy 2023-2028		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To present the city's Sport and Physical Activity Strategy 2023 - 2028

2.0 Recommendations

- 2.1 Overview and Scrutiny Committee is asked to consider the information contained in the main report and the strategy shown in the appendix and make any recommendations to Cabinet.
- 2.2 Cabinet is asked to **RESOLVE** that

- (1) The Sport and Physical Activity Strategy 2023 - 2028 is adopted

3.0 Background and Key Issues

3.1 Background

- 3.1.1 Gloucester City Council commissioned Active Gloucestershire to produce a Sport and Physical Activity strategy for Gloucester. Active Gloucestershire were able to demonstrate strong sector awareness, combined with excellent knowledge of sports and related activity in Gloucester and the wider county to produce the strategy.
- 3.1.2 The development of a Sport and Physical Activity strategy was one of a number of recommended key actions that arose from the options appraisal conducted by The Sport, Leisure and Culture Consultancy (SLC) in 2022.
- 3.1.3 SLC recommended that a Sports and Activity strategy be developed that would help articulate the changing needs and priorities in the city and which would support the city's procurement of a company to manage its leisure facilities.

3.2 The Process

- 3.2.1 Active Gloucestershire followed a rigorous process to devise the strategy which included stakeholder engagement session with relevant council officers and members of the Cabinet, the governing sports bodies and their Gloucestershire representatives and key stakeholders including the current leisure management company Aspire, the University of Gloucestershire and members of the Integrated Care System (ICS) within the area. Additionally,
- 3.2.2 A visioning session was held with council officers and key members of the Cabinet.
- 3.2.3 A series of interviews were undertaken with 12 Gloucester organisations to get insights from a wide range of organisations.
- 3.2.4 Surveys were sent to schools, clubs and grass-roots sports clubs to ensure that a wide sample of ideas and suggestions was captured.
- 3.2.5 The information was analysed and synthesised to form the key findings and to create the vision, objectives and the key performance indicators.

3.3 **The Strategy**

3.3.1 From the above process the council and its partners developed a clear vision statement for sport and physical activity in Gloucester: ***‘Delivering a healthier, stronger, more active Gloucester’***

3.3.2 This vision complements key national and local strategic plans and encompasses all aspects of a systems-based physical activity including sport, health and wellbeing and active travel.

3.3.3 In order to deliver the vision, the strategy identifies 4 priorities. These are;

1. Achieving health and wellbeing outcomes
2. Reducing inactivity, increasing participation
3. Delivering a positive customer experience at our facilities
4. Working with Local Clubs, Groups and the Third Sector

3.4 A set of 18 Key Performance indicators will be used to track progress in relation to the priorities. These draw from data from a number of sources. The majority of the data required to be able to track KPIs will be provided through Sport England’s Active Lives survey and corresponding data sets. Others will come from the leisure management company and others from the city council’s own sources.

4.0 **Social Value Considerations**

4.1 Sports and activity is closely linked to health and well-being. The Council’s new priority focused on inequality presents a significant opportunity to re-focus leisure services on contributing towards narrowing health inequalities in the city. This will require a clear strategic approach to raising physical activity levels, particularly for those groups that are inactive or have underlying health issues.

5.0 **Environmental Implications**

5.1 Leisure services, as one of the Council's major contributors of carbon can play a significant role in the Council's climate emergency agenda. Coupled with rising energy prices there is a major incentive for both the Council and its leisure operator to invest in technology to reduce emissions.

5.2 The council will continue to seek innovative solutions to reduce and minimise the carbon emissions of its own facilities and encourage, through its partners greater participation in active travel and physical activity and use this strategy in a way that supports its ambitions to become carbon neutral by 2030.

6.0 Alternative Options Considered

6.1 The city has not previously had a Sport and Physical Activity strategy. The option to continue without a strategy was considered but rejected on the basis that the city needed one.

7.0 Reasons for Recommendations

7.1 The need for a Sport and Physical Activity strategy was highlighted during an options appraisal for the future provision of sports and leisure in the city in 2022.

7.2 With the council plan's focus on reducing inequality there is an opportunity strengthen the link to improved health and well-being through the creation of a Sport and Physical Activity Strategy.

7.3 A strategy will be beneficial to support the procurement of future leisure management services of the council's facilities.

8.0 Future Work and Conclusions

8.1 Publish the Sports and Physical Activity strategy on the council website and share widely with partners.

8.2 Encourage partners to use as a guide to tackling inequality and supporting wider health objectives in the city and to inform and support other strategies.

8.3 Ensure that the strategy is used in support of the council's future considerations of its leisure services and management of its facilities.

9.0 Financial Implications

9.1 The costs in delivering the strategy will not fall solely to the city council.

9.2 Costs will be required for supporting Sport England's QUEST accreditation. These will be a contractual obligation of the management company that manage the council's facilities.

9.3 The costs of managing the leisure facilities will be negotiated during a procurement process and will form part of future contract with a leisure management company in respect of the council-owned leisure facilities.

10.0 Legal Implications

10.1 There are no legal implications arising from the recommendation to adopt the Strategy. If required, legal advice and support will be sought on actions arising from the Strategy.

11.0 Risk & Opportunity Management Implications

11.1 None

12.0 People Impact Assessment (PIA) and Safeguarding:

12.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

13.0 Community Safety Implications

13.1 None

14.0 Staffing & Trade Union Implications

14.1 None

Background Documents: None