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# Gateshead Sport & Physical Activity strategy

## Foreword

It has been well documented in recent years that the health of our nation is poor, particularly in the North East and that the numbers of people who are overweight and obese is on the increase. It has also been identified that substantial health inequalities exist for people based on a number of factors; where people live, their level of income, participation in sport and physical activity and daily diets. Policies and strategies have subsequently been developed to try to redress the balance and it has been identified that sport and physical activity has a key role to play in this process. In simple terms the more healthy our lifestyles are and the more active we can be, the greater the chance we have of living longer and healthier lives.

Gateshead Sport and Physical Activity Partnership sets out to ensure that local people are given the greatest opportunities to participate in sport and physical activity and that the benefits of being physically active and leading a healthy lifestyle are realised.

Gateshead has a reputation as a sporting area due to the profile of Gateshead International Stadium, the Great North Run and its enthusiasm for a wide range of sports. This reputation does not translate into good levels of participation in sport and physical activity. There is also a need to improve our sporting performance as well as improving levels of participation. With the UK School Games in 2010 and the London Olympics and Paralympics in 2012, the timing and launch of our Sport and Physical Activity Strategy couldn't be better. It clearly sets out our work in the run up to London 2012 and will hopefully encourage and enthuse local people to be a part of the Games.



A handwritten signature in black ink that reads "Mick Henry". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mick Henry  
Chair, Gateshead Strategic Partnership

## Introduction

Gateshead has a long standing sporting history that is world-renowned, many major international sporting events have and continue to take place within the Borough. Many people are very proud of this standing and would therefore have the perception that activity levels of local people reflect our tradition of being a sporty and active Borough.

However, recent research and investigations (Active People Survey) have shown that levels of participation across the Borough vary widely and that levels of participation are not as high as people would expect.

The Active People Survey was the largest ever survey of sport and active recreation to be undertaken in Europe, completed by Ipsos MORI on behalf of Sport England, between October 2005 and September 2006. It measured levels of participation in sport and active recreation of adults aged 16+, along with identifying the proportion of the adult population that volunteer in sport on a weekly basis, club membership, involvement in organised sport/competition, those in receipt of tuition or coaching, and overall satisfaction with levels of sporting provision in the local communities.

Active People Survey's have taken place every year since 2006, which enables us to monitor current levels of activity / involvement in sport and active recreation on an annual basis.

**The vision of this strategy is to encourage: "Everyone in Gateshead to have a positive attitude to sport and physical activity, incorporating sport and physical activity into their daily lives and to fulfil their sporting potential"**

The rest of this document sets out how Gateshead Sport and Physical Activity Partnership aims to achieve the above vision, taking into account national, regional and local policies/strategies around increasing participation, improving health and reducing health inequalities.

The strategy takes into account consideration of both national and local policies that impacts upon this area of work, the key policies have been outlined as part of this document.

## National Context

### Sport England

In March 2008, Sport England launched a new strategy for 2008 - 2011, which sets out to build the foundations of sporting success through the creation of a world leading community sport system in England. The new strategy has set out three key outcomes based around excelling, sustaining and growing participation in sport.

Investment by Sport England will be split in the following way:

- Excel - 25% to focus on developing and accelerating talent
- Sustain - 60% to sustain current participants in sport by ensuring a high quality experience and tackling the drop off in sports participation between 16 and 18
- Grow - 15% to focus on increasing levels of regular participation (Regular participation is defined as three sessions of moderate intensity each week)

Overall Sport England are aiming to impact upon the following:

- 1m people doing more sport by 2012-13
- A reduction in post -16 drop-off in at least five sports by 25% by 2012-13
- A quantifiable increase in satisfaction
- Improved talent development systems in at least 25 sports
- A major contribution to the delivery of the Five Hour Sport Offer engaging more 5-19 year olds in sport

### School Sport

The Department for Education (DoE) and the Department for Culture, Media and Sport (DCMS) have developed a PE and Sport Strategy for Young People (PESSYP) - which will build upon the excellent work that has been achieved since 2002 on improving PE and School Sport.

The PESSYP ambition is to:

- Create a new '5 hour offer' for all 5-16 year olds. They will continue to increase the number of 5-16 year olds taking part in at least 2 hours of high quality PE and sport and school each week; and create new opportunities for them to participate in a further 3 hours each week of sporting activity through school, voluntary and community providers; and
- Create new opportunities for all 16-19 year olds to participate in three hours each week of sporting activities through their colleges or in local schools

## Local Context

### Vision 2030

Our achievements have been made possible by strong leadership and vision demonstrated through the Council and the Gateshead Strategic Partnership (GSP). The GSP is working to deliver Vision 2030, the Sustainable Community Strategy, which will result in:

**"Local people realising their full potential enjoying the best quality of life in a healthy, equal, safe, prosperous and sustainable Gateshead."**

Our vision recognises the deep rooted challenges which still remain in Gateshead as a result of long term deprivation, economic restructuring from heavy industry and coal mining and population decline. It sets out our high aspirations for local people and recognises the importance in tackling the underlying deprivation in Gateshead, in particular by improving health and well-being.

From the heart of this ambitious plan are six 'Big Ideas' that are to be taken forward:

- Active and Healthy Gateshead
- Sustainable Gateshead
- Gateshead Goes Global
- Creative Gateshead
- City of Gateshead
- Gateshead Volunteers

### Gateshead Agreement

Progress towards our vision is being accelerated through the Gateshead Agreement (Gateshead's Local Area Agreement).

There is an extensive programme to motivate over 50% of Gateshead residents who do not partake in any exercise to deliver positive outcomes for National Indicator (NI) 8 - Adult participation in sport and active recreation .

Gateshead Council announced 2010 as the 'Active & Healthy' year to ensure that we achieve our stated aspirations for Active & Healthy Gateshead.

**Gateshead Sport and Physical Activity Partnership?**

The Gateshead Sport and Physical Activity Partnership brings together people from the Council, Voluntary and Community Organisations, Health Sector, Universities, Tyne and Wear County Sport Partnership, the private sector and National Governing Bodies to work as a team for the benefit of sport and physical activity within Gateshead. It was established in 2005 as one of the first partnerships of its kind in the North East Region.

The Partnership reports to the Safer, Stronger, Communities and Culture Partnership of Gateshead Strategic Partnership.

**What does it do?**

The Gateshead Sport and Physical Activity Partnership will be responsible for:

- The monitoring and delivery of the Gateshead Agreement, that includes relevant indicators throughout this document with a particular emphasis on National Indicator 8 - Adult participation in sport and active recreation
- The monitoring and delivery of Gateshead's offer in working towards the London 2012 Olympics
- Agreeing the direction for sport and physical activity, at all levels, for Gateshead
- Ensuring equity, inclusion and the consideration of health inequalities in relation to the provision and development of sport and physical activity
- Promoting the significant social, health, economic and educational benefits that sport and physical activity participation can have upon the whole community
- Promoting the delivery of programmes to achieve these benefits
- The improvement of the quality and quantity of coaching, teaching, sports leadership and performance sport in Gateshead
- Reporting Sport & Physical Activity issues into the Safer Stronger Communities and Culture Partnership
- Liaises and links to Gateshead Local Safeguarding Children's Board (LSCB)

**Themes**

The partnership has identified 5 Themes, which it will use to focus its work and support the delivery of sport and physical activity over the next 4 years, creating an Olympic Legacy following the games in London, 2012. The themes are:

- Get Active
- Get Going
- Get Healthy
- Get Inspired
- Get Involved

Each theme will have an identified strand of work, specific targets to achieve and the responsibility for achieving the overall aim for Sport and Physical Activity in Gateshead.

**Get Active**

Get Active will focus on increasing levels of participation in sport and active recreation in Gateshead for adults, young people and older members of our population. It will also focus our efforts in achieving improvements in the opportunities that are available to our young people through involvement in and delivery of PESSYP.

**What is it going to achieve?**

NI 8 - Adult participation in sport and active recreation

NI 56 - A reduction in obesity amongst year 6 pupils

NI 27 - The '5 hour offer' for Sport and Physical Activity available to all young people within Gateshead

**Who is it going to report to?**

Get Active will report via the Sport and Physical Activity Partnership into the Safer, Stronger, Communities and Culture Partnership

Get Active will also report into Gateshead Agreement targets where appropriate with information to support increases in level of participation - particularly with 16-19 year olds within schools/education settings and adults for NI 8 and also activities with year 6 pupils which may support the achievement of NI 56 and NI 57.

**Key Outcomes**

- To increase the levels of participation in sport and physical activity by local people

### Get Going

This area of work will focus on getting new people into sport and physical activity. Currently over 50% of adults in Gateshead don't participate in sport and physical activity for a number of different reasons. This strand of work will identify new and innovative ways of breaking down barriers that currently prevent people from being active.

There are two specific projects being developed to focus on increasing levels of participation amongst women and non-participants, as highlighted in The Active People Survey.

#### What is it going to achieve?

NI 8 - Adult participation in sport and active recreation

NI 110 - Young people's participation in positive activities '5 hour offer' for 16-19 year olds - participating in three hours of sporting activities each week

#### Who is it going to report to?

Get Going will report via the Sport and Physical Activity Partnership into the Safer, Stronger, Communities and Culture Partnership. To all funding partners through the monitoring and evaluation of specific projects. This area of work will also feed into Gateshead / Whickham School Sport Partnership annual reporting mechanisms and ensure that local targets for 16-19 year olds are being achieved.

#### Key Outcomes

- Increase awareness of the sporting and physical activity opportunities available in Gateshead
- To improve the provision of sporting facilities in the Borough
- To improve the access to sport and physical activity opportunities

### Get Healthy

This area of work will be focused around improving the health and wellbeing of Gateshead residents, promoting the benefits of living a healthy lifestyle through participation in regular sport and physical activity. Programmes of work under this theme will therefore reflect this.

Gateshead Council has been commissioned by South of Tyne and Wear Primary Care Trust (PCT) to lead on the delivery of a pathway of care for people who are overweight and obese within the Borough. There are 5 tiers to this pathway of care, which are influenced by the sub groups of Active & Healthy Gateshead board; Physical Activity Development Groups, Green Exercise partners, Adult and Families Obesity Group, Children and Families Obesity Group.

#### What is it going to achieve?

NI 8 - Adult participation in sport and active recreation

NI 56 - A reduction in obesity amongst year 6 pupils

NI 120 - All age all cause mortality

NI 123 - More people stopping smoking

NI 150 - Adults in contact with secondary mental health services in employment

#### Who is it going to report to?

This area of work will feed specifically into the Active and Healthy Directors Group at Gateshead Council and the newly established Gateshead Obesity Partnership, via the 2 sub-groups that have been established for both adults and families and children and families with regard to obesity and weight management.

Get Healthy will also support other reporting mechanisms around health inequalities, the Gateshead Agreement and also funding partners involved in this area of work.

#### Key Outcomes

- To raise the profile of the contribution sport and physical activity can make to health improvement, safer and stronger communities and educational achievement

### Get Inspired

This area of work is looking to support the continued development of our talented youngsters both in and through their chosen sports. It will focus its work around voluntary sports clubs and associations. Ensuring that development pathways from participation through to excellence are in place for Gateshead people.

Opportunities to further develop our talented young sports people and leaders are to be co-ordinated, linking Gateshead/Whickham School Sport Partnership with FE/HE partners as well as the English Institute of Sport, who are based at Gateshead International Stadium.

#### What is it going to achieve?

NI 8 - Adult participation in sport and active recreation. Increased competitive opportunities for local young people through the creation of the Competition Managers role within Gateshead/Whickham School Sport Partnership

#### Who is it going to report to?

Get Inspired will report via the Sport and Physical activity Partnership into the Safer, Stronger, Communities and Culture Partnership

#### Key Outcomes

- To ensure development pathways, including talent identification systems are created and developed to enhance sporting performance in sports

### Get Involved

Volunteering in Sport and Leisure in Gateshead has been identified through the Active People Survey (2006) as being the worst in the North East Region at only 2.5%, compared to a national figure of 4.7%.

Gateshead Volunteers is also one of the 6 big ideas of Vision 2030 and NI 6 has been included in our 35 stretch targets for the Gateshead agreement 2008-2011, therefore it is fitting that the development of volunteers is an identified priority.

Specific projects are already underway to help support and achieve improvements in the number of adults and young people involved in sports volunteering.

#### What is it going to achieve?

NI 6 - Participation in regular volunteering

NI 8 - Adult participation in sport and active recreation

- Increase the number of people volunteering in sport and active recreation for at least 1 hour per week
- Supporting the achievement of Volunteering Gateshead - Over 1 million hours of volunteering target is reached by 2015
- Creation of a volunteer workforce specifically for the UK School Games (Tyne and Wear) in 2010, that is predominately young volunteers

#### Who is it going to report to?

This strand of work will feed into a number of different areas of work, both locally and regionally. The work will be included in the monitoring of Vision 2030, through the Regional project with ONE North East and national organisations such as the YST, StreetGames as appropriate to partner organisations.

#### Key Outcomes

- To ensure that there are sufficient trained and qualified coaches / teachers / officials / leaders to increase and develop sports participation.

**Resources and Risk Management**

A range of organisations resource sport and physical activity opportunities in the Borough and an aim of this strategy is to maximise the impact of these resources.

Robust management systems will be put in place to ensure that all resources are used and managed effectively, incorporating an approved set of guidelines for the financial control and monitoring and evaluation of any funding applications made by organisations on behalf of the Gateshead Sport and Physical Activity Partnership.

A number of projects receive external funding from various sources and this strategy will demonstrate the collaborative working between partners in delivering the objectives.

**The key risks associated with this strategy are:**

Maintaining the collaboration between the partners in delivering the aim and objectives set out in this strategy

Ensuring partners can maintain and increase their capacity to deliver programmes to increase participation and sporting success

Ensuring that successful externally funded schemes are sustained

Ensuring that activities / programmes are implemented on evidence based research

It is also of paramount importance that any funding that is received and directed through Gateshead Sport and Physical Activity Partnership, works towards achieving the aim and objectives set out in this strategy.

**Delivery of Strategy**

This strategy will not be delivered by one, single organisation. Raising levels of participation in sport and physical activity in Gateshead requires a partnership approach, which is reflected in the structures that are in place to support the delivery of this strategy.

Responsibility for co-ordinating the delivery of this strategy lies within the Sport and Leisure Service of Gateshead Council.

**Performance**

Progress against this strategy and related action plan will be reported to meetings of the Safer, Stronger Communities and Culture Partnership (SSC & CP) of the Gateshead Strategic Partnership (GSP). An annual report will be produced and reported to the SSC & CP once a year, which will review progress and action to achieve the outcomes, identified and set out a refreshed action plan for the coming year for agreement at the same time.

**Review**

The steering group of the Gateshead Sport and Physical Activity partnership, on an on-going basis will monitor this strategy and the associated action plan.

The action plans will be updated quarterly by the sub groups of the Gateshead Sport and Physical Activity Partnership. The suite of performance indicators required will be monitored annually along with the monitoring of funded programmes.

