

ROTHERHAM  
PARTNERSHIP  
NETWORK

ACTIVE ROTHERHAM

A Strategy for Sport and Physical Activity in Rotherham  
2010 to 2020

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## Introduction

Providing opportunities and encouraging people to be physically active are vital because of the health and social benefits that it brings to individuals and communities. This is not just about activity through traditional team sports; it can be a walk in the park, an exercise class or going dancing, it's about building activity into our everyday lives. The facts are however that too few of us are playing sport or leading an active lifestyle. We are all living longer, but the consequences of physical inactivity such as increasing obesity are appearing in childhood and will impact on the quality of later life and our ability to live independently.

In Active Rotherham (2010 - 2020) sets out what we are going to do to further develop opportunities for sport, and physical activity across the Borough in the next ten years. This is the third strategic plan and replaces the Council's Sport and Physical Activity Plan 2006 - 9.

The Strategy is divided into five sections:-

**Part One** - sets out the Vision for the strategy and why being active is so important. It looks specifically how increasing participation in sport and physical activity can contribute to local priorities.

**Part Two** - highlights the "Bigger Picture", the national and regional influences that make sport, active recreation and physical activity a priority for Government.

**Part Three** - summarises the local issues that must be tackled, This includes data on our health, current activity levels, the quality of the infrastructure for sport and physical activity and the priorities for Rotherham.

**Part Four** - sets out the key strategic themes, our priorities and the things that the partnership will be doing in the next 10 years.

**Part Five** - includes our targets, key performance indicators and our plans for reporting our progress.

## ***About Us – Rotherham Partnership Network***

Formed in March 2006, this is the Community Sport Network (CSN) for Rotherham which includes key partners from Rotherham MBC, NHS Rotherham, South Yorkshire Sport, the Wickersley and Rawmarsh School Sport Partnerships, the voluntary, community and private sector and professional sports clubs. The Rotherham Active Partnership is the strategic partnership for sport and physical activity which in turn links to the National Governing Bodies of Sport (NGB's) and supports the broader Rotherham Active Network, which includes a significant number of organisations, sports forums and action groups involved in the delivery of sport and physical activity across the Borough. In short a network of enthusiastic people who are making a huge difference to how we deliver sport.

## ***What Have We Achieved since 2006?***

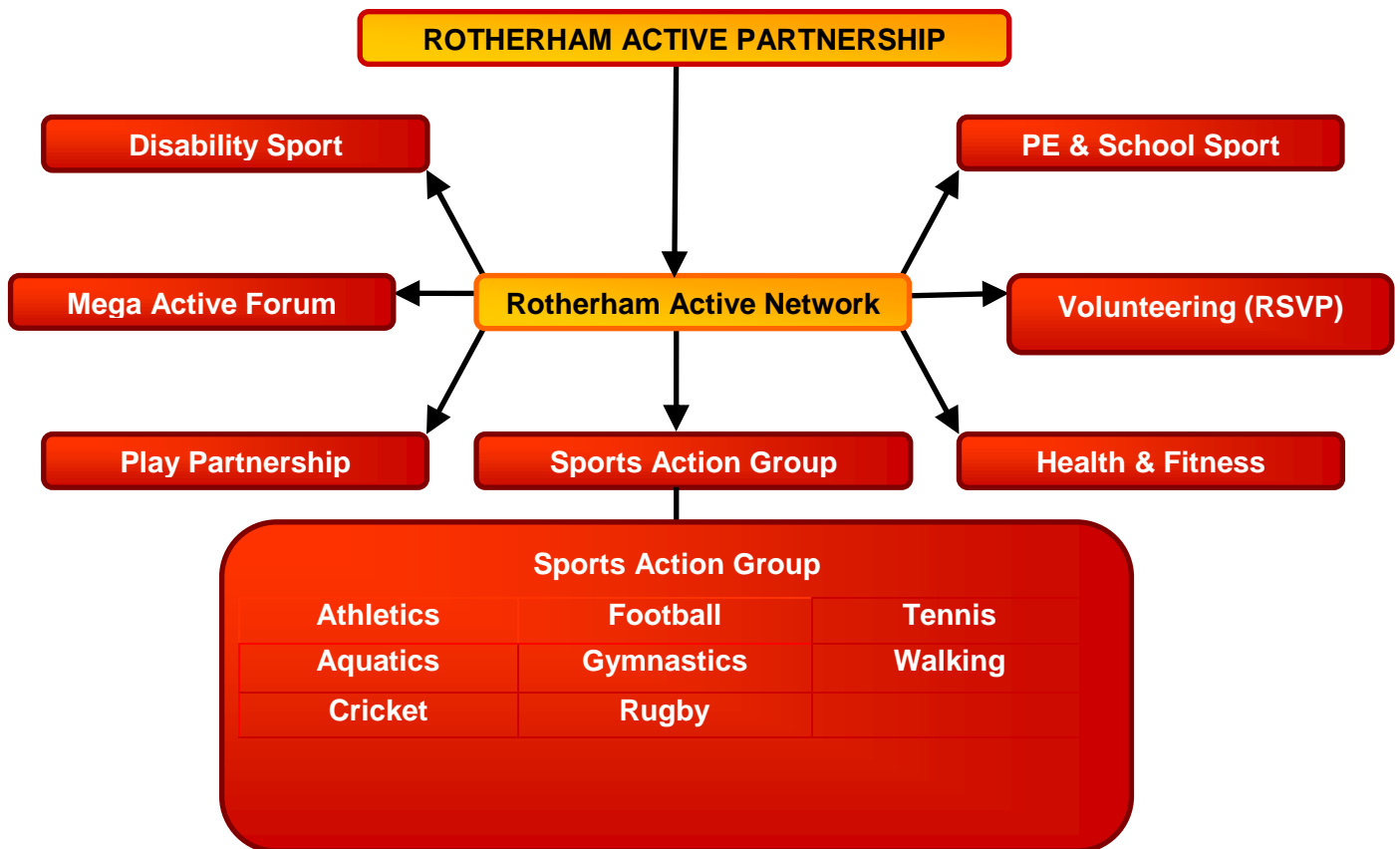
- We have created a new generation of sports centres and swimming pools for the Borough with new centres at Aston, Wath and Maltby and the flagship Rotherham Leisure Complex in the town centre.
- We have developed a range of smaller multi use games areas, skate parks, play areas and artificial cricket wickets at a number of locations.
- The development of the Rotherham Partnership Network has provided a robust structure to enable all organisations involved in sport and physical activity to communicate and work together to develop sport and physical activity opportunities.

- We have a wide range of programmes to encourage people to become more physically active. These include "Steps to Health" Walking programmes, activities for older people (Active Always), adapted cycling activities for people with a disability and commissioned services to support overweight children and their families.
- We are developing strong structures for school sport in line with the National Competition Framework and national targets and we have schools which have reached the National Finals in rounder's (Aston Comprehensive) and football (Maltby Lily Hall).
- NHS Rotherham is at the forefront of addressing health and physical activity inequalities within the Borough. They have commissioned activities for Cardio Vascular Disease (CVD) Screening, Health Trainers, Adult and Children's Obesity services including, DC Leisure to deliver the 'Carnegie' Weight Management Clubs.
- One of our many partners, Rotherham United's Football in the Community has gained trust status to become 'Rotherham United Football Club Community Sports Trust'. The trust has brought in substantial funding to create development posts for disability, heritage, health and inclusion.
- Other sports related partners have been recognised for their achievements which include; DC Leisure - IFI and Quest accreditation across the leisure facilities. RMBC Sports Development Team - Council Team of the Year 2007, Highly Commended Quest accreditation. RMBC Green Spaces – Green Flag Award (Country Parks) – NHS Rotherham Steps to Health programme has been awarded a national accreditation through Natural England's 'Walking for Health scheme
- We continue to recognise our volunteers, coaches, officials and athletes at the annual 'Rotherham Sports Awards' event, demonstrating our commitment to promoting the success of local people, while involving the public, voluntary and business sectors in the celebration.
- Rotherham School Sports Partnership's have developed an innovative sports leadership academy working with the top 60 gifted and talented young leaders in the borough. Over the last 3 years the 80 students going through the programme have developed a range of leadership skills, whilst acting as role models and supporting PE and School Sport in the boroughs primary schools. The programme has helped enhance the university and job applications of these students.
- Dearne Valley College is an approved National Skills Academy provider and centre of excellence for the Yorkshire and the Humber region, for health and fitness. It aims to revolutionise the way training is delivered in the sport and active leisure industry and is committed to delivering and sharing best practice.
- We are encouraging Rotherham's families to enjoy their recreational environment by developing quality places to play and enjoy. Clifton Park has received £4.5 million Heritage Lottery Fund to restore a number of the parks features and create new innovative provision for children and young people. The Park at Boston Castle is to enjoy similar treatment with a £1.7million project part funded by Heritage Lottery Fund.
- The importance of 'Play' is well recognised in Rotherham and the development of a Play Strategy (2007–12) and Play Partnership has brought in £655,841 Big Lottery funding to achieve a three year vision, creating new and interesting ways of extending play provision and encouraging free play.
- Rotherham's Sports Colleges have used their sport specialism to raise standards and academic performance across the curriculum. This has been achieved by improving teaching and learning in P.E, developing the sporting opportunities available to the young people, improving sporting skills and leadership qualities, creating an improved feeling of wellbeing, and greater self-esteem.

- Thrybergh Comprehensive School and Abbey Special School have joined Rawmarsh and Wickersley Comprehensive Schools in gaining Specialist Sports College status (2008).
- 96% of schools in Rotherham have now achieved National Healthy Schools Status. This requires schools to meet nationally agreed criteria on themes which include physical activity, healthy eating, personal, social and health education, and emotional health and wellbeing.

### The Rotherham Partnership Network

The CSN structure below shows how all the 'Partnership Network' forums link to the Rotherham Active Network and the strategic partnership for sport in Rotherham.



## Part 1 Our Vision, Mission and Purpose

### ***1.1 Vision - What We Want to Achieve***

Our Vision for the Strategy is Rotherham Alive, one of the 5 strategic priorities for Rotherham's Local Strategic Partnership.

#### **Our Vision - Rotherham Alive**

*Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full.*

#### **We want to see:**

- Everybody aspiring, to be active increased levels of participation in sport and physical activity.
- Better quality places and spaces to be active.
- A network of clubs and opportunities to support sport and physical activity and pathways for people to progress.
- Greater awareness about the importance of being active and people having access to information to help them participate.
- More people volunteering and developing skills to support opportunities for sport and physical activity.

### ***1.2 Mission - How we will operate***

#### **Mission Statement**

The Rotherham Partnership Network will be known for an approach to PE, school and community sport and physical activity which is recognised as an exemplar of good practice and partnership working.

## 1.3. Purpose of the Strategy

### 1.3.1 Delivering on the Priorities for Rotherham

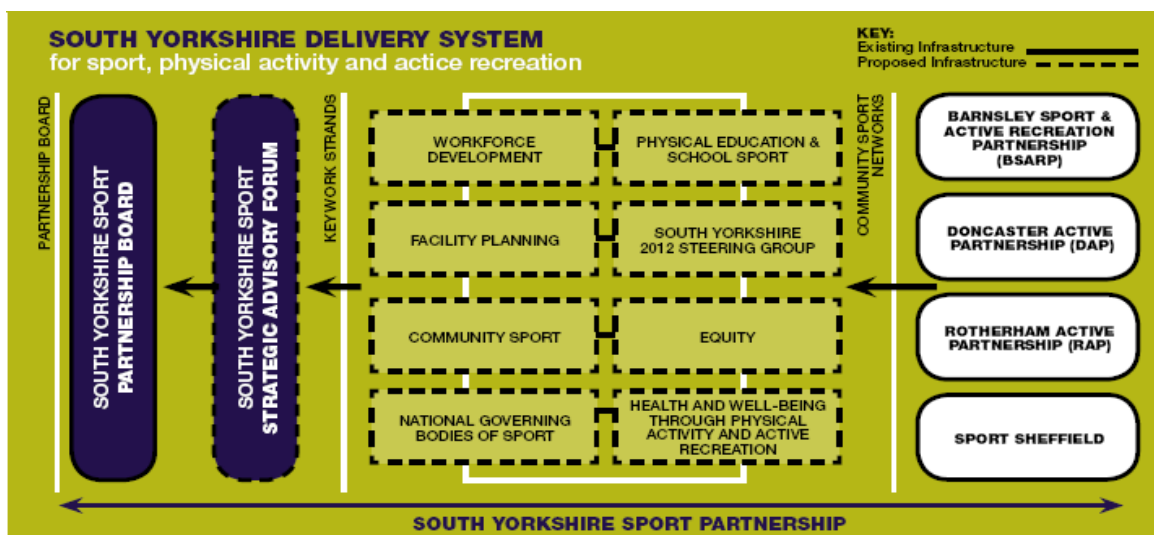
- The purpose of the Active Rotherham strategy is to provide a strategic framework for all partners working in sport and physical activity in the Borough. It provides a common understanding of the issues, priorities for action, and the direction to be taken over the next ten years
- This will be a key strategy for the delivery of the wider strategic vision for Rotherham, developed through the Local Strategic Partnership (LSP). The vision is made up of five strategic themes: **Achieving, Learning, Alive, Safe and Proud**; and two cross-cutting themes: **Fairness** and **Sustainable Development**.
- The Rotherham Partnership Board is the overarching board responsible for overseeing the delivery of the Community Strategy, the achievement of strategic targets and subsequent reviews of the strategy. The Partnership Board is made up of the leaders from key partner organisations.
- The vision for the strategy is taken from the **Rotherham Alive** theme :

*"Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full. Health services will be accessible and of a high quality for those who require them. Rotherham will celebrate its history and heritage - building on the past and creating and welcoming the new. People will be able to express themselves and have opportunities to be involved in a wide range of high quality cultural, social and sporting activities. The media, arts, literature and sport will flourish. As a society, we will invest in the next generation by focusing on children and young people."*

- The vision for the **Active Rotherham** strategy reflects the major contribution that sport and physical activity makes to **Rotherham Alive** priority as the contribution of sport and physical activity to improving health is well recognised. However encouraging people to be physically active has a number of wider benefits notably the development of safer stronger communities, enhancing the lives children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity (Sport England 2008).

### 1.3.2 Helping to Build the Delivery System for Sport and Physical Activity in South Yorkshire

- The Rotherham Partnership Network is a key part of the South Yorkshire Sport Partnership. This is the formal partnership between Sport England and the four South Yorkshire Community Sport Networks (CSN's). Supported by South Yorkshire Sport, a small core team, its role is to support the four CSN's in South Yorkshire deliver on the local, regional and national priorities for sport and physical activity.
- The purpose of the partnership is to provide strategic leadership, add value and help create a strong infrastructure for sport and physical activity in South Yorkshire. **Belief Commitment and Vision (2009-13)** South Yorkshire Sport Strategy, identifies the role that the partnership will play in developing sport and physical activity, through eight specific themes which have been developed with extensive consultation. These themes provide a strategic framework for the delivery of local and national priorities for sport and physical activity with the aim of increasing participation.





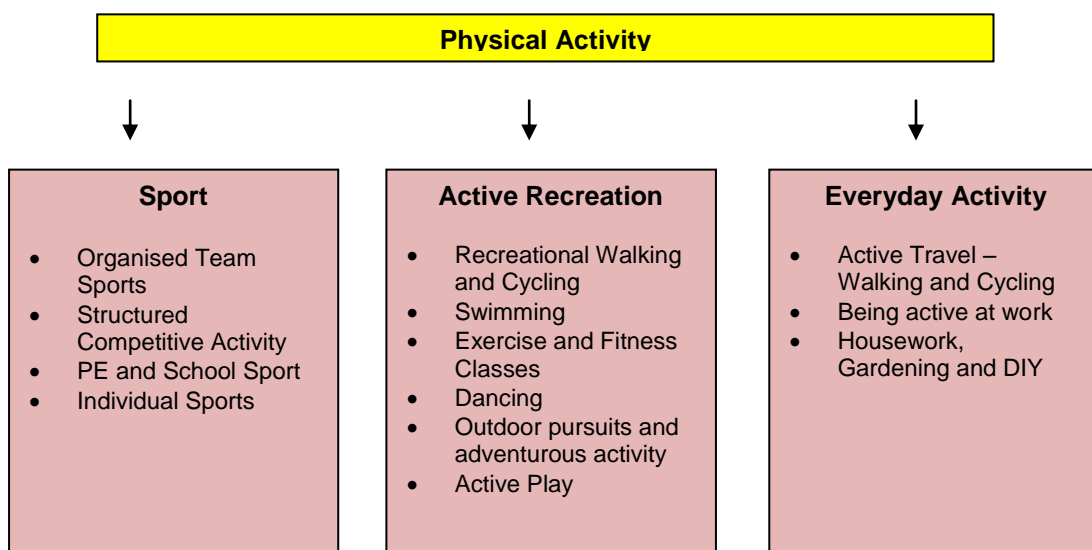
## Part 2 the Bigger Picture

During the last decade there has been a much greater focus on increasing our physical activity levels and the specific contribution that sport and physical activity can make to increasing activity levels and to tackling other issues which shape the communities in which we live.

In this section we look at the benefits of being more physically active, participation trends and the national policy drivers which influence our work locally. We also consider the important contribution that sport and physical activity can make to achieving other priorities which are important to people such as improving health, enhancing the lives of children and young people, building safer and stronger communities, reduced inequalities and skills and workforce development.

### ***What do we mean Sport, Active Recreation and Physical Activity?***

It is important to define what we mean by these terms. The diagram below illustrates the different types of physical activity that could contribute to a more active lifestyle; the common thread between all these types of activity is that they can help raise our heart rate sufficiently to achieve health benefits. This strategy aims to increase physical activity through sport, active recreation and everyday activity.



The development of opportunities for active play is an important tool in increasing activity levels in Children and Young People. The Rotherham Play Strategy (2007 - 11) sets out our plans for the development of active play including the development of fixed play provision and play spaces, the training of play workers and support to the play sector.

### ***Why is it Important to be Active?***

The evidence demonstrates that people who are physically active reduce their risk of developing diseases such as coronary heart disease, stroke and type II diabetes by 50% and the risk of premature death by 20% - 30%. Establishing a lifetime "physical activity habit" is essential if we are to live healthy & fulfilling lives into old age.

Rising obesity levels are now recognised as a serious threat to health and this is largely the result of decreasing levels of physical activity. Currently 22% of men and 23% of women in England are classed as obese. Looking to the future, the Foresight Report, *Tackling Obesity Future Choices* (2007) estimates that based on current trends, levels of obesity will rise to 60 per cent in men, 50 per cent in women, and 25 per cent in children by 2050, with a further 35 per cent of adults and nearly 40 per cent of children overweight.

#### **Children and Physical Activity**

Childhood obesity levels have risen by 5% between 1995 and 2004. By 2010, 19% of boys and 22% of girls (aged 2 - 15) will be obese. The longer term predictions are that they will reach 25% by 2050, if not before. The consequences of this trend will be a higher incidence of cardiovascular disease and type 2 diabetes at a younger age, which will then carry over into adulthood.

Participation in sport and physical activity during childhood is essential for healthy growth and development, maintenance of energy balance and psychological wellbeing (Chief Medical Officer 2004). The Chief Medical Officer's recommendation is that Children and Young People (5 – 18 yrs) should achieve at least 60 minutes of moderate physical activity each day.

#### **Adults and Physical Activity**

Adults who are physically active have a 20 – 30% reduced risk of dying before the age of 75 (Chief Medical Officer 2004). Adults who expend 1000 calories per week through being active reduce the risk of all causes of mortality by 20 – 30%. This broadly amounts to 45 minutes of brisk walking each day.

#### **Older People and Physical Activity**

For older people, regular physical activity is important as it helps the maintenance of mobility and increases the chances of leading an independent life. Physical activity which includes strength, balance and co-ordination activities has been found to be very effective in reducing the incidence of falls.

#### **Government Physical Activity Guidelines**

In 2002, the Chief Medical Officer's Report "At Least 5 a Week" established the recommendation of at least 30 minutes moderate exercise on at least 5 days per week for adults and one hour a day, each day for children to achieve health benefits. In terms of participation in sport and physical activity, the focus of Sport England has been on increasing the number of adults achieving at least 3 sessions of 30 minutes each week.

"There are few public health initiatives that have greater potential for improving health and well-being than increasing the activity levels of the population of England"

**Chief Medical Officer (2004) Department of Health**

## ***How Active Are We as a Nation?***

- The Health Survey for England (2006) found nationally only 40% of Men and 28% of women met the "5 a week" recommendation.
- Activity levels do decline significantly with age and only 17% of men and 13% of women between 65 and 74 meet the "5 a week" recommendation this drops to 8% and 3% respectively over the age of 75.
- Lower levels of activity are also associated with certain minority ethnic groups. With the exception of Black Caribbean and Irish populations, all other minority ethnic groups have lower levels of participation. Only 11% of Bangladeshi and 14% of Pakistani women meet the "5 a week" target, compared to 25% in the general population.
- Lower levels of activity are also associated with lower levels of household income. The Health Survey for England in 2006 found that in the lowest income groups nearly 40% of men and 45% of women did less than one session of 30 minutes moderate activity per week.
- Sport England's Active People Survey, established a base line for participation in sport and physical activity in 2006. In 2006 21 % of people nationally took part in sport and physical activity on at least 3 times per week. In the second survey in 2008 it was found that the percentage of people participating three times per week had grown very slightly to 21.3%. In line with the Health Survey for England, lower than average levels of participation in sport and physical activity are reported for older people, lower socio economic groups, people with a disability and minority ethnic groups. Of particular note is the low participation by people with a limiting disability or illness. In Active People 2 (2007/8) 9.1% of this group achieve at least 3 sessions of 30 minutes moderate activity each week compared to 21.3% of all adults.

### **Strategy Point 1- We Must Get More People Active**

In Rotherham 19.4 % of adults take part in Sport and Active Recreation at least 3 times per week compared to the national average of 21.2%

Active People 3 Survey (2009)

- Active People 1 (2006) identified that nationally approximately 50% of all adults were **inactive** in the 4 weeks prior to the survey.
- For Children and Young People, the Health Survey for England (2007) reports that boys achieve higher levels of physical activity with 72% achieving the recommended amount compared to 62% of girls.
- For girls, the worrying trend is the decline in activity levels at secondary school and in particularly the "drop off" for girls aged 13 to 15 years where the proportion achieving recommended levels decreases to around 50%.

### **Strategy Point 2 - Encourage Families to be Active!**

The Health Survey for England (2006) found that parental physical activity levels were associated with children's activity levels.

In households where both parents reported high levels of physical activity, children of all ages and both sexes were more likely to report higher activity levels than those where only one parent had high activity levels.

- Active People 3 (2009) suggests that nationally we are moving in the right direction however we have a long way to go as the majority of people simply do not take enough activity of any form to improve their health.

## ***Knowledge and Attitudes towards Physical Activity***

- The Health Survey for England 2007 asked questions about people's knowledge of the recommended activity guidelines and attitudes to being active. Only 27% of men and 29% of women thought they knew the 5 a week recommendation. Half of all adults believe they can get enough physical activity in their daily life without doing sport or exercise.
- A particular challenge is the perception that people have of their activity levels. The HSE (2007) found that the majority of people perceived themselves as fairly active, 16% of older women for example are more likely to report that they are "very physically active" which is not supported by other evidence. This may be a barrier to engaging those who need to do more.

### **Understanding Why Participate in Sport and Physical Activity**

- People recognise the health benefits – Weight Management, social interaction and enjoyment of exercise.
- Body shape is a key reason for participation by young girls. Girls are more likely to participate if the activity emphasised fun and enjoyment and provided opportunity for social interaction with friends.
- Older People identify the health benefits and the importance of physical activity in staving of the effects of ageing. Social Dancing has been successful in maintaining participation in older people.

Understanding Participation in Sport - Sport England 2005

- In various surveys, the following have been cited as the barriers to participation in sport active recreation and physical activity across all groups to a lesser or greater degree. The most common barrier is lack of time or work commitments. The only exception was disabled people who identified "being limited by health" as the main barrier and the perception that people with additional needs cannot take part in sport and physical activity.

### **Understanding the Barriers to Participation**

- Lack of time or work commitments
- Lack of motivation
- Caring for children or older adults
- Not being very good or not being "sporty" especially for women
- Poor quality facilities
- Having to show an unfit body
- Images of perfection – need for real life role models
- Changes in life stage – leaving school, having a family, losing a partner, all which impact on social networks
- Places to go or people to go with
- Cost of joining clubs and fitness gyms
- Having the right clothes and equipment

The Health Survey for England (2007) also asked what would encourage adults to do more activity the results closely matched the barriers, in that having more leisure time and motivation were the main factors.

### **New Activities May be the Key**

Research for Sport England has identified an increase in more spontaneous and informal activity or 'lifestyle sports' over the past 20 years that have challenged traditional views of sport (Ravenscroft et al, 2005).

Mintel (2005) also report that 10% of the population is already interested in participating in lifestyle or extreme sports such as mountain biking, roller- blading, skateboarding, BMX, and rock climbing.

Lifestyle sports have the potential to contribute significantly to the achievement of activity targets by: engaging young people in these less regulated new sport activities; and attracting sections of the community that have turned their back on traditional organised forms of sport.

### ***What is the Cost of Physical Inactivity?***

There is a significant economic cost resulting from physical Inactivity, this is currently estimated to be around £8.3 billion per year. The cost to the NHS of treating illness arising from inactivity such heart attacks, strokes, falls and fractures and increased costs of care resulting from loss of functional capacity is about £1.8 billion. In addition there are the costs arising from workplace sickness absence and loss of productivity accounts for a further £6.5 billion per annum.

The cost of physical inactivity in Rotherham is estimated to be £4.3 million per year

Be Active, Be Healthy 2009

### ***Key National Policies***

The publication of **At Least 5 a Week (2002)**, **The Game Plan (2002)** and **Choosing Health (2005)** ensured that increasing physical activity and sports participation levels became top priorities for the sport and health sectors, and a significant amount of work has been done to promote physical activity for all and develop a number of cross departmental government targets, Public Service Agreements. In a specific response to the obesity epidemic, a cross government strategy, **Healthy Weight, Healthy Lives (2008)** sets out strategies to improve children's diets and activity levels, and to help build physical activity into people's lives.

**Be Active Be Healthy: A Plan for Getting the Nation Moving, (2009)** establishes a new framework for the delivery of physical activity and its relationship with sport for the period leading up to London 2012, focusing on the potential that physical activity has to create a healthier, happier and wealthier nation. This will be guided by four overriding principles, informing choice and promoting activity, creating active environments, supporting those most at risk and strengthening delivery. Be Active Be Healthy will result in a greater focus on social marketing, the development of environments which support and encourage activity, particularly active travel, supporting inactive people to become active, and the development of local structures and partnerships to deliver physical activity and sport.

Sport England's new strategy **Grow Sustain Excel (2008-11)** is a departure from previous policy and strategy. The new approach is designed to capitalise on the once-in-a-lifetime opportunity presented by the London 2012 Olympics and Paralympics, and to use 2012 as a focal point for developing a world-leading community sport system. National Governing Bodies (NGBS) will be at the heart of delivery and will be 'commissioned' by Sport England to deliver against key outcomes. NGBs will have greater autonomy over the investment of public funds within their sport – along with greater

responsibility for the delivery of the outcomes. County Sport Partnerships such as South Yorkshire Sport will have an important role to play in connecting sports governing bodies to community sport.

Sport England's strategy is concerned with "sport for sport's sake", based around NGB sport with County Sport Partnerships provided with core funding to deliver services to NGBs. Sport can and does play a major role in achieving wider social and economic benefits especially health improvement. However, the driving force behind the strategy and investment is to address the needs of sport participants across the country. The priorities for physical activity are still driven by a number of departments, including the Department of Health and Department of Transport. The **Be Active Be Healthy Framework** (DOH 2009) however identifies funding and a continuing role for County Sports Partnerships to coordinate the delivery of physical activity interventions alongside sport recognising that this is still a major priority for local authorities and strategic partnerships.

**Children and young people** continue to be high priority specifically the need for positive activities and to help young people access 5 hours of sport a week which includes two hours high quality PE and three hours extra curricular or community based sport which is a shared priority for DCMS and DCSF supported by Youth Sport Trust. Sport England will focus on increasing participation in NGB-accredited clubs to a third of all 5-16 year olds and in so doing to help reduce drop off in participation amongst 16-18 year olds by 25%. The 'PE & Sport Strategy for Young People (PESSYP) sets out the aim to get more children and young people taking part in high quality PE and sport through the delivery of the five hour offer. The Strategy has ten key strands, each designed to maximise opportunities for young people to access high quality PE and sport and to ensure we deliver our aims for the Olympic Legacy.

It is also important to note the government's changing expectations of local councils and strategic partnerships particularly in relation to improving public services and delivery of the social outcomes identified earlier. Greater emphasis has been given to local partnership working, delivery of local priorities and self improvement.

**Shaping Places through Sport** (Sport England 2008) sets out the evidence for wider contribution that sport (and active lifestyles) can make in five key areas:

- the development of safer stronger communities
- improving health
- enhancing the lives of children and young people
- reducing anti social behaviour
- increasing skills, employment and economic prosperity

It makes the case for embedding sport and active lifestyles in local strategies and plans because of the unique potential to help deliver on other priorities. Local councils spend £1.5 billion a year on sports facilities and services. This is a significant resource and not surprisingly performance indicators relating to sport and active lifestyles are now assuming greater importance in Local Area Agreements between councils and central government. There is also a shift by partners in health to commissioning the sport and physical activity sector to deliver projects which support wider social outcomes, for example, childhood obesity projects and "falls prevention" work with older people. This work underlines the importance of well developed local strategies for sport and active lifestyles.

## ***Regional Priorities***

At a regional level there has been significant change and streamlining of the regional agencies. Priorities for the region are set out in the integrated regional framework (IRF) "Growing Together", will help provide the framework for regional and local bodies to plan their work in a more joined up way, enabling the best use of resources to benefit people right across the region. A joint board led by Local Government Yorkshire and Humber and Yorkshire Forward will be responsible for the development and implementation of an Integrated Regional Strategy which will replace a number of regional strategies relating to various themes.

**Growing Together (2008)** identified a number of challenges, sustainable transport; climate change mitigation; climate change adaptation; productivity and innovation; higher level skills and education; housing markets and affordability; public health and obesity; violent crime; diversity and equality and regional growth. **Growing Together** stresses the importance of work grounded in what communities need and identifies a number of specific priorities to which the **Everybody Active** Strategy will contribute.

### **Yorkshire and the Humber Regional Priorities Priorities for Sport and Active Recreation**

- A significant increase in walking and cycling as a mode of sustainable transport.
- Improving public health and reducing obesity through greater participation in sport and active recreation and increased physical activity.
- The promotion of clear and consistent messages about activity, obesity and nutrition.
- Supporting older people to be more active in residential and care home settings.
- To increase accessibility to community programmes aimed at supporting individuals improve activity, nutrition and general well being.
- Increase accessibility to and usage of leisure centre's, parks and open spaces.

**Growing Together (2008) YH Assembly**

**Yorkshire Gold (2009 to 2017)** sets out the region's plans to capitalise on the legacy of the London 2012 Olympic and Paralympic Games. For the region, the success of 2012 and other events will be measured by the impact on well being and prosperity. The strategy sets out "5 golden opportunities", 15 legacies and 15 actions. It is intentionally high level and provides strategic leadership, and a framework for the development of local strategies.

The following golden opportunities and legacies of Yorkshire Gold are most relevant for the development of this strategy. These legacy themes are reflected into the strategic priorities for this strategy.

### **Yorkshire Gold 2009 - 17 Five Golden Opportunities**

1. Becoming a World Leading Sporting Region
2. Active and Engaged Communities
3. A Carnival of Culture
4. Enhanced Profile and Tourism Potential
5. Winners in Business

**To summarise, what are the "big messages" for sport and physical activity:**

- Being physical active and taking part in sport and active recreation can seriously improve your health!
- Many of us are not currently active enough - especially older people, women and girls.
- About half of all adults nationally are inactive.
- Nationally the cost of inactivity is estimated to be £8.3 Billion per year.
- Increasing levels of physical activity is a cross government priority to fight the rising tide of obesity.
- Increasing participation in sport and active recreation can help with the development of safer stronger communities, improving health, enhancing the lives of children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity.
- We need to think about the potential for informal and new activities, especially for young people who don't want traditional sport.
- As a result of London 2012, we have a once in a life time opportunity to build a lasting legacy for sport and physical activity and to use 2012 to deliver on wider agendas.



## Part 3 Where Are We Now in Rotherham?

In this section we summarise the key issues in Rotherham that will have an impact on the strategic direction for sport and physical activity. This includes:

- The socio - economic profile of the borough and the wider implications for sport and physical activity provision.
- Participation levels for sport and physical activity.
- An evaluation of the infrastructure to support sport and physical activity and issues that we know through the Rotherham Partnership network need to be improved.

### ***Key Socio - Economic Facts***

- Rotherham has a relatively high proportion of its population living in deprived communities. 32% of the population live in areas defined as being among the most deprived 20% nationally, and it 63rd most disadvantaged local authority in England according to the Indices of Deprivation 2007.
- In common with many other local authority areas, the population of Rotherham is ageing rapidly. It is predicted that the number of people over the age of 65 in the borough will rise by 26 over the next 10 years, and that the over 85 population group will continue to grow by 30%.
- Rotherham has a relatively small minority ethnic population, with 6.2% of residents coming from BME groups. The size of the BME population has grown rapidly in recent years however, with significant increase in the size of the Indian, Pakistani, communities and migrant workers from EU accession countries, particularly Poland and Romania.
- Rotherham has a high level of incapacity benefit claimants (9% in 2007) compared with the national average (7%).

#### **Strategy Point 3**

Low incomes are an important factor in people's abilities to access sport and active recreation.

#### **Strategy Point 4**

Participation in sport and physical activity declines with age which means that this will be an important issue for Rotherham.

### ***Key Health Facts***

- The general position with respect to health in Rotherham is an improving one, with cancer, coronary heart disease (CHD) and circulatory disease mortality declining since 1993, leading to higher male and female life expectancy (although life expectancy remains lower than the national average). On a number of measures however, the gap between the borough and the national average has not closed.
- Almost half of the super output areas in the borough fall within the 20% most health-deprived nationally. 24.6% of children less than 16 years of age live in poverty, compared to 22.4% nationally.
- Significant health inequalities exist between the most and least deprived neighbourhoods in Rotherham. For example, the incidence of cancer is significantly higher than the regional average in Thrybergh, but significantly lower in Anston and Woodsetts.

- Obesity levels (27.7%) are higher in the local authority area than the national average (23.6%), and that of the Yorkshire and Humber region (24.1%), as well as being higher than in neighbouring authorities 12% of reception year children are obese, compared to 9.6% nationally.
- Diabetes prevalence is high, with 4.2% of the adult population diagnosed with the condition. This is significantly higher than the national average, and equates to 10,683 people registered with Rotherham GPs who have the condition. The APHO estimate of the level of hypertension in the borough is 24.3% compared with 23.8 nationally.
- The proportion of the population eating the recommended 5 or more portions of fruit and vegetables per day is 21.0% in Rotherham, compared to 26.3% nationally.
- The proportion of adults engaging in binge drinking is significantly higher, at 21.7% than the national average (18%). There is a similar picture with regard to drug misuse with the Rotherham rate being 13.1% compared to 9.8% nationally. The proportion of women who smoke during pregnancy is also significantly higher in Rotherham at 25.2%, compared to 14.7% in England as a whole.
- There is a high rate of teenage conceptions in Rotherham, significantly above the national average at 51.5 per 1,000 females under 18, one of the highest rates in the country.

#### **Strategy Point 5**

A focus on increasing activity levels in children and young people is essential to reducing childhood obesity.

#### **Strategy Point 6**

It will be important to develop sport and physical activity interventions as part of an overall approach to healthier lifestyles for those at most risk.

### **Community Safety / Anti-Social Behaviour**

- Community priorities in terms of crime and anti-social behaviour have been identified by residents across the Borough. In common with many parts of South Yorkshire, the issue of anti-social behaviour, particularly by young people, is a primary concern.
- Hotspots of antisocial behaviour have been identified by South Yorkshire Police in and around Rotherham. Anti social behaviour in Rotherham Town Centre is predominantly linked to the consumption of alcohol in pubs and clubs.

## ***Participation in Sport and Physical Activity***

This is a summary of the key issues relating to participation in sport and physical activity in Rotherham. In appendix 1, we provide a detailed profile of participation for Rotherham using the Active People Survey Data.

### **Participation by Adults**

- Participation rates in Rotherham appear to be improving but very slowly and from a very low base. In 2006, the number of people doing 3 sessions of 30 minutes moderate sport and physical activity was 18.7% compared to a national average of 21% (Active People 1). In Active People 3 (2009) this rose to 19.4% compared to a national average of 21.2%. However this improvement is not statistically significant due to the survey sample sizes.

#### **Strategy Point 7**

Participation rates are improving but from a very low base. If Rotherham was as active as the rest of England a further **4,500** people would be active for at least 30 minutes on three days each week.

#### **Strategy Point 8**

Growth in Rotherham is being generated by greater participation in sport but the highest rate of growth is being generated by the more **informal activity**. This is significant in Rotherham given that this strategy is concerned with the broad sport, active recreation and physical activity spectrum.

- The proportion of people doing 'pure' sport (i.e. not including informal activity like recreational walking) in Rotherham grew from 15.6% in 2007/8 to 16.4% in 2008/9. This figure is above the national average of 16.3%.
- Participation rates *including* informal activity like recreational walking have also risen in Rotherham (and more rapidly than the 'pure' sport participation figure) from 19% in 2007/8 to 21% in 2008/9. This compares to a national average of 21.45%

#### **Strategy Point 9**

Providing positive activities for young people to take part in sport and active recreation within their local community can be a major factor in reducing anti - social behaviour.

- A surprising finding in Rotherham is that male and female participation rates are very similar. Normally we would expect to see a significant gap. At National level for example 24.2 % of males participate (3 times per week) compared to just 18.6% of females. In Rotherham, female participation is 19.6% which is higher than the national average for women (18.6%) and higher than male participation in the borough (18.4%). Men's participation rates are around 5 - 6% below than the national average.
- Sedentary lifestyles are the norm in Rotherham. According to the 57% of people did not achieve 30 minutes of moderate activity on any day in the four weeks prior to interview. 60% of female adults and 70% of Rotherham's non white population are sedentary, Almost 80% of people over 55 are sedentary. It is not surprising therefore that NHS Rotherham (2008) estimated that 60% of the local adult population are overweight or obese.

- Volunteering levels in sport and physical activity are below the national average. In 2005/6 3.3 % of people gave one hour a week to volunteering to support sport and physical activity compared to the national average of 4.9 %. This rose very slightly to 3.4% in 2007/8 and then to 3.8% in Active People 3.
- 18% of people in Rotherham said they were a member of a sports club in 2005/6 (compared to the national average of 25.1%. By 2007/8 this fell to 16.1% (compared to 24.7% nationally). In simple terms if Rotherham was reached the national average there would be 17,000 more adults who were members of a sports club than there are currently. Membership has declined most sharply for males and the 16 - 34 age groups. In Active People 3 this was measured at 18.8% which suggests no significant improvement since 2005.
- Satisfaction levels with sports provision have fallen. In 2005/6 60.3% of people in Rotherham were very or fairly satisfied, this however had dropped to 57.9% in 2007/8, satisfaction levels declined most amongst women and adults aged 35 - 54. Satisfaction levels in Active People 3 (2009) increased to 64.3% an improvement, but not enough to be statistically significant.
- For disabled people in Rotherham sedentary lifestyles are the norm. The Active People Survey data identifies that over 82% of people with a limiting disability did "zero days" active recreation in the 4 weeks prior to survey and only 6% of disabled people take part in moderate sport and active recreation (3 times a week) compared to the 22% of people who have no disability.

#### **Strategy Point 10**

Support to sports clubs to help them grow membership and sustain sporting opportunities will be important. It may also mean looking at the development of new kinds of club or multi-sport clubs.

#### **Strategy Point 11**

Declining satisfaction with sports provision between 2005 and 2008, is likely to be due to the programme of facility development which coincided with this period. There is evidence that this appear now to be increasing.

#### **Strategy Point 12**

Rotherham must address the low participation rates by men. Participation by adults 35 to 55, 55 + those with a limiting disability are also well below the national average.

- **Ethnicity and Participation** - The Active People data for Rotherham reveals a mixed picture. Participation by non white adults is actually higher than the white population 21.5% compared to 18.6% in terms of achieving 3 x 30 minutes moderate sport and physical activity each week. The non white population are more likely to receive tuition and are more satisfied with provision, they are less likely however to be a volunteer or club member, or have taken part in competitive sport.
- **Walking** - Levels of frequent walking (as measured by 3 and 5 times a week for 30 minutes) are close to, or exceed the national average. For example 28% of Rotherham people achieve 3 times a week compared to the national average of 28.5% and 21.5% achieve 5 times a week, compared to 20.7 nationally. However 66% of Rotherham residents only managed at least one 30 minute walk in the previous 4 weeks, which reflects the large proportion of sedentary people in the Borough.

#### **Strategy Point 13**

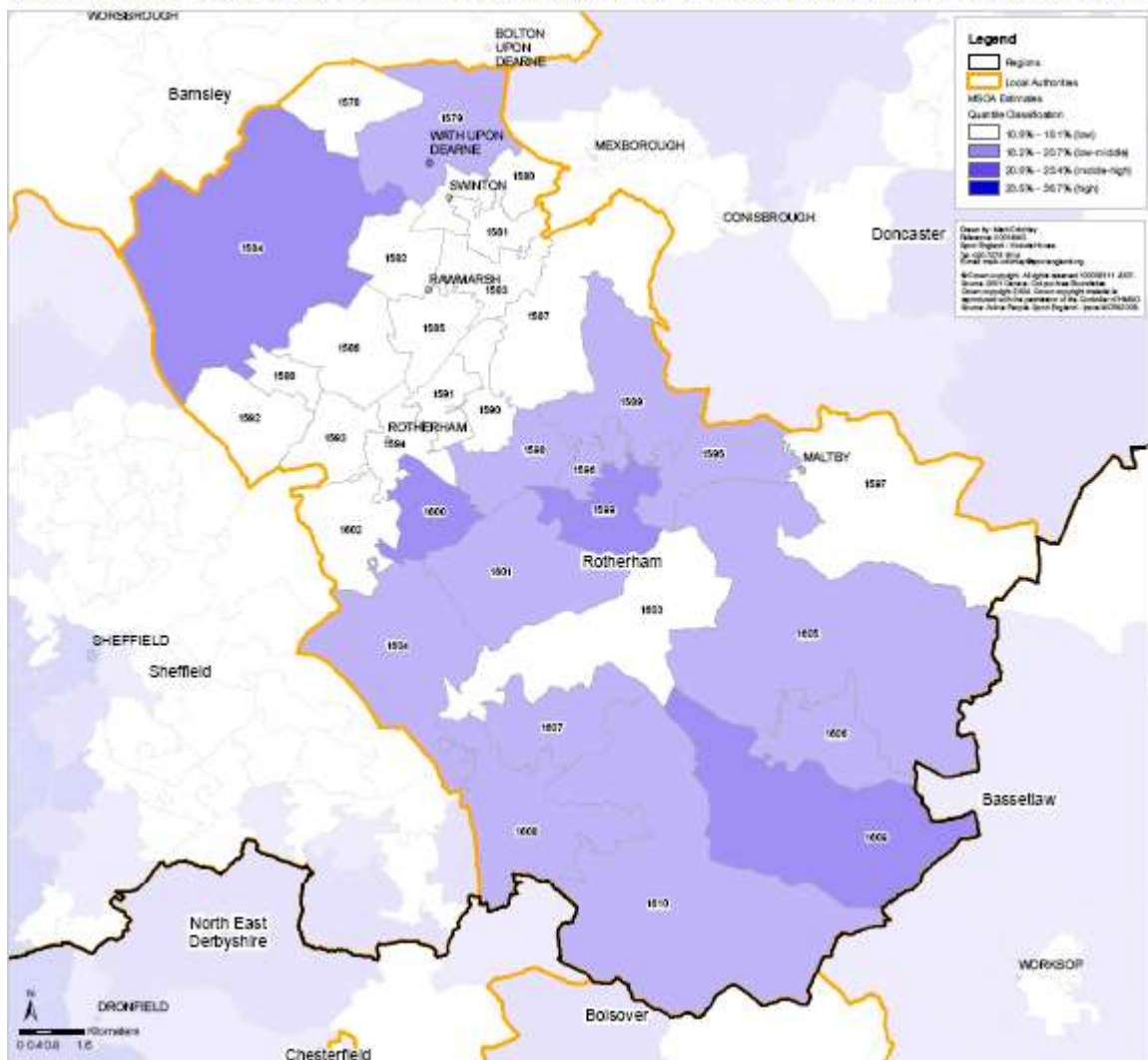
Promoting walking as a form of activity is THE principle way of increasing activity levels. There is an opportunity to target those who are doing little or no activity to walk more as an introduction to a more active lifestyle.

- Cycling levels are lower than the national average. 7.6% of people in Rotherham cycle for 30 minutes at least once a month compared to 10.8% nationally.

#### **Strategy Point 14**

The promotion of routes for leisure walking and cycling and active travel should be prioritised as a way of increasing activity levels.

## Rotherham Metropolitan District Council Participation (3 x 30) Estimates by Middle Super Output Area (MSOA)



- This map demonstrates the wide variations in participation in the area. The areas coloured white are those areas with low participation and areas coloured deep purple are areas with high participation. The proportion of people doing 3 sessions of 30 minutes per week may be as low as 11% in the white areas. This includes areas such as Kimberworth, Kimberworth Park, Greasborough Wingfield, Eastwood, Herringthorpe Valley, Clifton, Maltby and Thurcroft. In contrast, in areas such as Thorpe Hesley, Scholes, Moorgate, Whiston, Thorpe Salvin and Harthill participation may be as high as 27%.
- Significant work has been undertaken by Sport England to develop "market segmentation" data for sport, active recreation and physical activity. This means grouping together people with similar socio-economic profiles and "needs and wants" in relation to taking part in sport and physical activity. There are 19 market segmentation profiles which have been developed nationally and it is now possible to append a market segment profile to every adult in Rotherham by household. In simple terms we can now identify the key markets in Rotherham and understand their preferences in terms of being active and how to effectively market to them. This information will inform our approach to marketing sport and physical activity effectively to different groups across the Borough.
- The challenge for Rotherham is that 52% of the adult population in Rotherham belong to segments which are **less likely than average** to participate in sport and physical activity (in South Yorkshire 52.2% of the population fall into these segments). In England as a whole, only 40.7% of the population are to be found in these segments. These may be considered as

alternative “target groups” for Rotherham if we are to focus on closing gaps in activity levels. The development of these profiles enables a much more sophisticated approach to reaching target markets than our traditional approach of targeting by age, gender, socio-economic group, ethnicity or disability.

- Just 48% of the adult population in Rotherham belong to segments which are more likely than average to participate in sport and physical activity (in South Yorkshire 48.1% of the population fall into these segments). In England as a whole, 59.5% of the population are to be found in these segments.
- Using the market segmentation and Active People Survey data it is possible to model a more detailed picture of participation by segment type and the size of the potential market. A number of key points arise from this data for Rotherham.
  - There are approximately **100,870** adults in Rotherham leading sedentary lifestyles.
  - **54,391** adults do some activity (ranging between 1 and 11 sessions in a 4 week period); these could be persuaded to do more.
  - **39,899** adults in Rotherham **take part regularly** in sport and physical activity on at least (3 times per week for 30 minutes).
  - However based on the data it is likely that **85,098**, would like to do more activity if they could.
- This data can be used to identify which groups should be targeted to try and increase participation rates. For example we know that participation by men in Rotherham is falling behind the national average. This may be addressed by a focus on specific segments such as "Jamie" and "Kev" which are of a significant size in Rotherham.

#### **Strategy Point 15**

There are wide variations in activity levels across the Borough. We now have a wealth of data that can support a degree of localised planning to ensure appropriate opportunities and targeted and marketed effectively.



## Participation by Children and Young People

- Our schools have continuously achieved or exceeded National Indicator 57, which measures the percentage of pupils in the Borough receiving 2 hours high quality PE. Currently 86% of pupils are achieving this target. This is part of the National PESSYP strategy and the next target for 2010/11 is 88% as a minimum.
- However levels of obesity continue to be a concern, the latest data from the National Childhood Measurement Programme (2009) identifies that in the reception year 24.4% of children were overweight or obese. In year 6 the percentage rose to 33.3%.
- In 2007, 1000 children and young people took part in the Rotherham Reachout consultation which asked about the types of sport and play provision that was important to them. For the 10 and under age groups, play grounds, were ranked as most important followed by adventure play and multi use games areas (MUGA's). For older children and young people, MUGA's were the most important, followed by organised sports activities and sport coaching,

### Strategy Point 16

It will important to develop strategies to encourage children and young people to be physically active through sport, play and active lifestyles to help combat high levels of obesity and associated conditions.



## ***Infrastructure for Sport and Physical activity***

In this section we identify the key issues within the local infrastructure for sport and active lifestyles. This informs how we must develop our "resources" within the strategy to deliver increased participation. The infrastructure includes:

- The role of the key agencies and partnerships in supporting sport and active lifestyles.
- The facilities for sport and active lifestyles, including sports facilities, parks and open spaces, and facilities for walking and cycling.
- The sport and physical activity workforce.
- The voluntary sector.

## **Key Agencies supporting and delivering Sport and Active Lifestyles**

- There has been good progress in developing the Rotherham Partnership Network structure to support and be an advocate for sport and physical activity, specifically the Rotherham Active Partnership (RAP) at a strategic level, and the Rotherham Active Network (RAN) as the delivery arm for sport. The RAN has resulted in the creation of a number of forums which cover a range of issues or programme areas relating to the delivery of activity. These include disability sport, volunteering, PE and School Sport and a number of sport specific groups.
- Rotherham Metropolitan Borough Council's Sport's Development Team plays an important role in enabling the development of Sport and Physical Activity and provides support for the development of the Rotherham Partnership Network and to effective links with South Yorkshire Sport and other key agencies. Whilst there has been real progress in developing and growing the local CSN, this naturally has led to increased demand for support from the team which has limited capacity. There is a need to look at new ways of increasing capacity to support development work within the whole network. The team achieved a Highly Commended Quest Quality Award in 2008.
- There are two well developed School Sport Partnerships (SSP's) headed by the Sports Colleges at Wickersley and Rawmarsh. The partnerships have developed a clear vision for PE, School and Community Sport which in combination with 'Building Schools for the Future' (BSF) building programme provides a significant opportunity to develop the infrastructure for sport and physical activity through developments on school sites, to complement the investment in other facilities across the borough. We have already noted progress the delivery of 2 hours high quality PE, other strengths include:
  - High quality opportunities for CPD Continuous Professional Development (CPD) for all staff within the partnerships
  - The 99 secondary inter school sport competitions
  - Leadership and Volunteering academy for 250 students
  - Well developed programmes between the SSP's and the Council's sports development team especially to support to sports clubs working towards Club Mark
- NHS Rotherham's strategic vision for Better Health Better Lives is to "make Rotherham a healthier place to live and prevent risks to health before they become serious". Rotherham is currently the 68<sup>th</sup> most deprived Borough in England, reducing health inequalities and improving life expectancy is crucial. Services have been commissioned in line with the organisation's strategic themes, Healthy Childhood and Staying Healthy examples are childhood obesity services, community weight management services and screening programmes for coronary vascular disease. NHS Rotherham also leads on the development and implementation of programmes such as Steps to Health, Walking the Way to Health, Active Always – Keep Moving and Bike Ability.

- There is good practice in promoting sport and physical activity in partnership with examples such as Mega Active and small community based projects. The 'Mega Active' Summer Programme has been integral in bringing together partner delivery organisations to co-ordinate summer holiday activities across the Borough. The programme has led to an increase in participation, reduction in duplication and more effective and efficient marketing and promotion of opportunities for children and young people; however there is still work to be done to develop joint resources and marketing activity.
- The two professional Sports Clubs, Rotherham United Football Club and Rotherham Titan's Rugby Union Club are key partners of the Rotherham Partnership Network. Both provide key support to the schools reading programme and offer apprenticeships to young people 'Not in Education, Employment or Training' (NEETs). The Council are also working closely with Rotherham United to develop a new community stadium on the Guest and Chrimes site as part of the Rotherham Renaissance programme.
- There are a growing number of private organisations in the form of Social Enterprises and Trusts. These organisations have the ability to access substantial amounts of funding that are unavailable to other groups, in order to re-invest into the community and deliver high quality sport and physical activity provision in partnership with others.
- Through the Healthy Schools Enhancement Model, schools work closely with key partners to work towards achieving locally agreed health and well-being outcomes, this reflects school-based local and national priorities as outlined in the Local Area Agreements. The enhancement model provides schools with rigorous health and well-being evidence for schools improvements plans, the Ofsted self-evaluation form (SEF) and the pupil level well-being indicators and school report card. Rotherham's local authority priority for all schools will be focusing on Obesity specifically around physical activity and healthy eating.

#### **Strategy Point 17**

There is a good infrastructure developing to support the delivery of sport and physical activity. It will be important to continue the development of joint working and investment. This should include specific partnership development activity focusing on continuous improvement.

#### **Plac**

- We have created a new generation of sports centres and swimming pools for the Borough, with new centres at Aston, Wath and Maltby and the flagship Rotherham Leisure Complex in the town centre. In 2009, Rotherham's facilities attracted over 1 million visits. This is a 30% increase on visits achieved in the last year of operation of the old facilities. The development of local facilities will continue the transformation of Rotherham's facility offer.
- In 2009 Rotherham received over £300,000 from the Government to deliver a free swimming scheme for children and young people, under 16 years and adults 60 plus. Launched in 2009 the scheme which is part of a national initiative has attracted over 63,000 visits from children (under 16) and over 32,000 people (60+) across the Borough's pools. This has had a significant impact on increasing the number of people swimming. Free swimming lessons will be introduced in 2010.
- All Rotherham's facilities have now been awarded the Quest Quality award and Rotherham Leisure Complex, Aston and Wath Leisure Centres have all taken part in Sport England's National Benchmarking Scheme for Sports Halls and Swimming Pools. This has identified where the facilities are performing well and areas for improvement.

- Rotherham Leisure Centre is performing very well in terms of attracting customers (60+) and in the top 25% of facilities nationally for this performance indicator, and also for facility utilisation. Not surprisingly it is also attracting a high proportion of first visits. Areas for improvement are usage by disabled people (under the age of 60) and people from ethnic minorities. The analysis undertaken by the NBS shows that both groups are under represented in the customer base in relation to the proportions living in the catchment area. Customer satisfaction with service quality is well above industry averages for similar facilities.
- Aston Leisure Centre is also in the top 25 for attracting female users, the 60 + and disabled people (under 60). Areas for improvement include usage by young people from the local catchment area. Only 4% of customers are 11- 19 yet they form 13% of the catchment area. Again customer satisfaction is above industry averages.
- Wath Leisure Centre performs particularly well in attracting young people and is the top 25% of similar facilities nationally. Access by 60+, disabled people and the lower socio economic groups is not as high as other facilities.
- The Transforming Learning Programme through Building Schools for the Future (BSF) will see the development of a number of new schools from 2011 onwards. The development of sports facilities within this programme provides significant opportunity to develop more high quality community sports facilities. As part of this development, a vision has been developed for PE, school and community sport which includes the development of school and community sports clubs, community access, specialist centres for the development of specific sports. To deliver this vision work needs to be done to develop a business model which can support this vision and to ensure that the needs of sport are delivered through the BSF procurement process and that we create a culture of community use. This development provides an opportunity for up to 16 sports hubs across the Borough. This opportunity also underlines the importance of local area planning for sport and physical activity.
- Significant progress has been made in the development of quality parks and green spaces to support sport and informal outdoor recreation. A playing pitch strategy was approved in January 2009 and a Green Spaces Strategy is also in place (2009). New developments are now being focused on Herringthorpe, Clifton and Boston Parks and a number of skate parks, and multi-use games areas have been developed. For children and young people there is major investment underway at Clifton Park for skating and BMX, and 12 play areas across the borough have been recently upgraded. Rotherham is also well positioned to offer opportunities for outdoor activity in addition to the existing country parks at Ulley,
- There is a well developed infrastructure to support walking. "Steps to Health" is Rotherham's walking programme. The scheme has received national accreditation also trains walk leaders and provides pedometers for loan at local libraries. In addition there are a number of led walks in a variety of settings and way marked routes which include 15 easy walks have been developed in parks. There are various maps and leaflets to support a range of walking activity including Heritage Trails in the Town Centre, countryside routes, with links to the Transpennine Trail. The Rotherham Walking Festival is well supported an annual event and significant work is being done in schools to encourage children and their families to walk to school.
- Similarly, good work has been done to develop opportunities for recreational cycling and utility cycling. Some 14 miles of National Cycle Network have been introduced in the Rotherham area. In addition 28 miles of the Transpennine Trail are now available. The route along the towpath of the South Yorkshire Navigation Canal also offers an 8 mile traffic-free route between Rotherham and Sheffield, the Rotherham Cycling Map, is available including an on line option. Specific cycling projects have been developed including the Bikeability scheme at Rother Valley which provides adapted bikes to suit a variety of disabilities and a Cycling for Health scheme in the Dearne Valley.
- Many schools in Rotherham do great work around lunchtimes and break times through the Positive Playgrounds / Active Lunchtimes programme. Lunchtime staff and pupils have been

trained to deliver, lead and support play with friends and peers, during lunch times and break. This is proven to increase the children's physical activity levels on a regular basis and gives the children more focus and reduces the number of incidents through improving children's social and moral interaction and behaviours.

- The Council was selected as one of only 20 'wave 1' local authorities throughout England to become a Play Pathfinder authority. This means that the council is providing 29 new or improved play areas throughout the Borough, Clifton Play Park and Rotherham Adventure Playground. In partnership with Groundwork Dearne Valley 13 play areas have already been completed during 2008/09, with a further 16 play areas to be transformed by 31<sup>st</sup> March 2010.

#### **Strategy Point 18**

There is a well developed range of places and spaces to be active. It is important that these are now well marketed and the programmes and activities on offer reflect the needs of the communities they serve.

### **Developing Workforce to Support Sport and Active Lifestyles**

- In common with most Community Sports Networks there are not enough people to support activity and those who are volunteering are overstretched. A big issue is the need to coordinate recruitment, training and the deployment of volunteers and coaches across the network. The need to build better links with Rotherham Volunteer Centre is a priority.
- The Rotherham Partnership Network is working closely with the South Yorkshire Sports Partnership to seek funding to provide a sub-regional resource for sports volunteering. For Rotherham this would mean a full time, 3 year volunteer co-ordinator post that would enable more people to get involved with sports volunteering and potentially with supporting major local and UK events.
- Rotherham Sports Volunteer Programme (RSVP) is co-ordinated by the council's sports development team. It enables adults aged 16 and over to volunteer in a sport and physical activity environment through two levels of involvement. 'Casual' – flexible arrangement around the volunteer's availability 'Scholarship' - structured arrangement with built in training opportunities. The Rotherham Partnership Network will work with the Council to widen the programme to clubs and groups.
- More coaches and leaders are needed to support the delivery of extreme activity and street sport.
- Significant work has been done by the school sport partnerships, a Leadership and Volunteering Academy has been developed for 250 pupils in Key stage 4 and 5.

#### **Strategy Point 19**

Increasing the size of the sport and physical activity workforce is crucial. Significant work has been done to increase volunteering by young people but this is not being carried through into adult volunteering. We must develop pathways for young people to continue volunteering once leaving school.

## The Key Challenges for Rotherham

To summarise this section on "*Where are we now?*" what are the key challenges to be addressed in this strategy?

- Motivating the least active - Rotherham has a significant population of people who are inactive and are least likely to want to become more active (100,000 adults). Key groups will be older people and people with a disability and at this moment in time men particular. This will mean the development of new approaches given that "the sport and active lifestyles offer" to date has not encouraged them to become more active. This may include a greater focus on marketing of the importance of being active and support for behaviour change.
- It is important that we build on the good work to date and focus on the retaining those who are already active. This will be achieved through the development of pathways for people to progress or excel. It is important to ensure that as people move into later life there are appropriate opportunities to continue to be active.
- We need to focus on developing good quality opportunities for all children and young people (and their families) to take part in sport, active recreation or just be physically active if we are to reverse the trends for childhood obesity and create an activity culture in our families. It is essential that we find ways to engage the "semi sporty" and "non sporty" young people in activity and develop pathways for them to continue in later life. Rotherham has developed a clear vision for transforming PE and School Sport and its interface with community provision and voluntary sector sport which is a significant opportunity.
- Rotherham has a well established Community Sports Network, which must continue to be developed to ensure it is effective in driving the strategy forward. It is acknowledged that there is still work to do in terms of breaking out of the professional silos and achieving a true partnership approach. Developing more resource within the network to support clubs and building links with the NGB networks for club, competition and talent development will be essential especially in the context of developing new opportunities.
- If we are to increase participation we need to develop a workforce to support the delivery of opportunities. We need to increase the size of the workforce and ensure that we have the right skills to meet future demand and the challenge of supporting our inactive communities to become more active. We need to engage more people in volunteering but we also need to consider the role that sport can play in providing opportunities for training and skill development and the opportunity for employment and career development.

## Part 4 Strategic Themes and Key Tasks

In this section we set out the how we are going to achieve our vision. We have developed a number of strategic themes which will provide areas of focus for the next ten years. Within each theme we have developed a number of actions which the Rotherham Partnership Network has committed to do. This is kept deliberately broad; the Rotherham Active Partnership (RAP) will be responsible for the development of a detailed annual action plan to deliver this strategy.

- 1. Everybody Active - Raising Levels of Participation**
- 2. Places and Spaces to be Active**
- 3. Pathways for Activity**
- 4. Marketing Sport and Physical Activity**
- 5. Developing the Sport and Physical Activity Partnership and Workforce**

In addition the strategic framework has two cross-cutting key themes that will run through each of the five core themes above, ensuring that the overall strategy is both equitable in terms of accessibility and inclusion and sustainable in having a long-term approach to the provision of sport and physical activity in Rotherham.

### Equity

- The Rotherham Partnership Network is committed to ensuring all Rotherham people have equal opportunities to accessing sport and physical activity provision. Equity is the golden thread running throughout the strategy that is paramount to the success of all five of the main strategic themes.

### Sustainability

- If Rotherham is to achieve all the goals as laid out in its 10 year vision, then there must be a strong focus on sustaining provision for the future. Working in partnership we will ensure that there is a long-term approach to the development of sport and physical activity, with consistent opportunities for sustained participation.

## ***1. Everybody Active - Raising Levels of Participation***

- This theme is concerned with increasing participation in sport and physical activity. Rotherham has a higher proportion than the national average of people from groups who are less likely than average to take part in sport and physical activity. To achieve the ambition of increasing participation rates over the long term will mean reaching out and engaging these 'hard to reach' groups as well as encouraging people who already participate to do more.
- We will use sport and physical activity to support healthier lifestyles, reduce health inequalities and to raise aspirations as well as delivering targeted initiatives to increase and broaden participation in sport and physical activity. This includes promoting a wider range of choices to enable people to be active and therefore a scope which is broader than just a focus on traditional sports, incorporating a wide range of active recreation and physical activity.
- One of the main barriers to being more physically activity is time, so it is important that we encourage and enable people to take opportunities to build activity into their everyday lives, rather than it being seen as just a leisure time activity. Walking and cycling as a mode of transport is a way of achieving this and brings additional environmental benefits through the reduction of car usage.

- We must focus on the needs of children, young people and their families and the way in which sport and physical activity can be used in an integrated way to support healthier lifestyles and to raise aspirations and to achieve the Every Child Matters outcomes.
- We need to develop a message that it is 'cool to be healthy'. The Transforming Rotherham Learning programme and the PESSYP Strategy and the 5 Hour Offer represents a significant opportunity to develop a 'whole school' and community approach to sport, physical activity and healthy lifestyles. In addition the 5 hour offer provides opportunities to increase access to sport and physical activity for young people in Further Education.

In Rotherham there will be:

1.1 Localised sport and physical activity plans built on participation , health and market segmentation data to ensure the development of appropriate evidence based interventions for those most in need.

1.2 A coordinated offer across the borough which provides opportunities for:

- Men, adults 35 - 54 and older people to become more active,
- The least active to start to become active,
- People with disability to participate in sport and physical activity
- A wider range of activities to grow and sustain participation especially as people become older

1.3 More development workers, community coaches, and leaders to work with the least active groups.

1.4 A high quality "Five Hour Offer" for Children and Young People which includes 2 hours high quality PE and opportunities for a further 3 hours of sport and physical activity each week.

1.5 Development of school to club links.

1.6 Specific opportunities for the semi and non sporty young people to be active.

1.7 A coordinated approach to marketing and promoting sport and physical activity across the Borough.

Reference Strategy Points 1, 4, 9,15,17,18

## ***2. Places and Spaces to Be Active***

- This is about developing better quality environments and opportunities for participation in sport, and physical activity. It means our sports facilities, informal and formal open space and the activities that we provide; we have made significant progress in the last three years which we must continue to build on.
- We need environments which encourage both formal and informal activity. This means maintaining an interest in formal sport facilities, but also broadening horizons and being more creative in the way we think about spaces and places for sport, and physical activity.
- Research has shown that 'neighbourhood variables' can be a key determinant of participation this includes safety issues, the availability of bike lanes and footpaths, neighbourhood aesthetics and the availability of places such as parks and leisure centres for physical activity.
- This theme also includes work to ensure that all our places and space to be active are accessible within the terms of the Disability Discrimination Act and positively encourage disabled people to be active.

### **2.1 Places to be Active**

- We need to consider how ***new types and models of provision*** can be developed which include opportunities and choices which are absent for people in Rotherham.
- We need co-ordination across the full range of providers in Rotherham to ensure that we are working intelligently in the way we invest in, market and programme our facilities.
- Transforming Rotherham Learning provides a significant opportunity for further investment in sport facilities. We will require a co-ordinated approach to determining "what sport wants" from this investment especially in the approach to management, community use and sports development work. This will include the development of sport specific, specialist facilities on school sites in conjunction with the major clubs in the Borough.
- Research conducted amongst young people by Sheffield Hallam University in Rotherham revealed a strong interest in adventurous, 'extreme' or 'lifestyle' sports. This reflects national research which identifies a growth in demand for activities like skateboarding, street sports and Parkour or free-running. We have already made significant progress in this area which we must continue.

### **2.2 Spaces to be Active**

- This is about the importance of green space and the general environment for promoting activity - whether formal or informal. This means a good network of quality pitches and facilities to support outdoor pitch-based sport.
- The importance of parks and green spaces for generating opportunities for informal activity must not be underestimated. Greater attention must also be given to the built environment, the infrastructure for cycling and walking and the neighbourhood variables that influence participation. Building more facilities will not increase participation for example if people do not feel safe going out alone, or they do not have a car and public transport is not available. Working with planners to develop a culture of "active design" in the way we shape the built environment will be important.



In Rotherham there will be:

- 2.1 A vision for sport and physical activity is embedded in Rotherham's BSF Strategy for Transforming Rotherham Learning and that opportunity for the development of sport specific investment through NGB's is maximised.
- 2.2 A co-ordinated approach to access, management, programming and development work across the *entirety* of the facility estate including schools.
- 2.3 A support network for the development of new and existing sports / activity clubs, particularly those who can support the development of multi activity clubs on school and community sites.
- 2.4 Informal and formal parks and green spaces which are centre's for sport and physical activity.
- 2.5 Active Design in all new developments to encourage greater physical activity.
- 2.6 A strategic approach to encouraging community sport investment, as outlined in the Town and Country Planning Act (1990).
- 2.7 An infrastructure for walking, cycling and running and specific policies and initiatives to promote Active Travel.
- 2.8 Facilities for participation and competition in new activities attractive to young people and especially adventurous activity.

Reference Strategy Points 5, 8,9,10,13,17,18

### ***3. Pathways to Activity***

- Once we have attracted people into regular activity, it is important that we keep hold of them, or sustain their participation. Dropping out in sport and physical activity across the 'life course' is a particular problem in Rotherham especially for people over 35, and there is a marked decline for the over 55's. This is also an issue for girls in KS3 and KS4 and for young people when they leave school.
- This theme is concerned with the development of pathways to allow people to sustain their participation, whether through opportunities to participate to the best of their ability, or to truly excel in their chosen activity.
- At the elite end of the spectrum, talent ID systems – for which individual National Governing Bodies of Sport are responsible for developing, must be linked with elite programmes. This will require a co-ordinated approach between Rotherham Partnership Network, the School Sports Partnerships, South Yorkshire Sport and the NGBs. Talent Pathways are a focus for PE and School Sport in the Borough which will ensure that gifted and talented children and young people across the Borough can progress through specialist centres and connect into the elite structure.
- The "sports club" is core to many people's experience of sport – coaching, competition and significant parts of overall facility provision all centre on the club structure. 18% of adults in Rotherham say that they are a member of some kind of sports club. This theme also considers the kinds of clubs that are likely to thrive and attract new participants.
- Sports clubs mean different things to different people and a priority for Sport England and South Yorkshire Sport is to work with NGB's to ensure that an accessible, modern, sports club structure is developed within each sport. This will drive up participation, improve satisfaction and retention and allow those with talent to fully develop. Underpinning this will be work with partners to develop multi-sport clubs that will provide a diverse range of opportunities to fit with modern lifestyles and needs. This may also mean the development of new forms of club to meet the needs of those wanting informal physical activity opportunities.
- Through the Transforming Learning Programme there are significant opportunities to develop new clubs based on school sites. This may be achieved by supporting those clubs who could become "anchor tenants" and support community based sports development work, especially the development of specialist centres.

In Rotherham there will be:

- 3.1 Seamless pathways for people to progress in their Sport and an established and effective talent ID system. This will be achieved through work with South Yorkshire Sport and partnerships with NGB's.
- 3.2 Specific sports development plans to support club development, strengthen club networks and talent pathways.
- 3.3 Opportunities to sustain participation for the 14 - 19 age group to support activity into adult hood, delivered through the school sport partnerships and voluntary sector.
- 3.4 A coordinated "Five Hour Offer" that provides opportunities for multi - sport and informal physical activity alongside competitive sport.
- 3.5 An appropriate range of activities to sustain participation of adults aged over 30 (Masters' Leagues, Lads and Dads, and Mums and Girls clubs) and to attract those wanting to return to sport in later life. This will include working with clubs to enable them to respond to this need.
- 3.6 A high quality coaching workforce with specific skills to work with adults (35-54 & 55+).

Reference Strategy Points 1, 2, 4, 5, 9, 10, 17, 19

## ***4. Marketing Sport and Physical Activity***

- We need to develop strategies to increase demand for sport, active recreation and physical activity, highlighting the importance of 'stimulating the demand side' for active lifestyles, either through addressing information barriers or through overcoming barriers to access. This theme is concerned with individual motivation, aspirations, awareness and skills: in short 'wanting and knowing how to be active'.
- Key issues to be addressed under this theme include:
  - Improving how we market sport and physical activity to increase local demand for activity. This means knowing our markets better, (needs, wants, barriers and motivations) in order that we can be more effective with resources available across the partnership rather than spending more).
  - Making it easier for people to find out about what is available e.g. "knowing where to go".
  - Capitalising on motivational opportunities arising from the 2012 Olympic Games and its legacy.
- The second strand to this theme is, promoting the value of sport to key decision makers and providers of services in Rotherham to help raise awareness of the role of sport in developing healthier communities, transforming the lives of children and young people, increasing prosperity, and building safer, stronger communities.

In Rotherham there will be:

- 4.1 National campaigns and events such as Change4 Life / Race for Life used to raise awareness and aspirations of local people and encourage them to adopt a more active lifestyle.
- 4.2 A website portal for sport, active recreation and physical activity in Rotherham which will act as a "one stop shop" for information.
- 4.3 A co-ordinated marketing and communications strategy for sport in Rotherham - including development of strategic relations with local media to ensure that Sport and Physical and Activity have a media profile. This will include plans to celebrate our success in increasing activity, and to promote the broader contribution of sport and physical activity to local priorities.
- 4.4 A range of services, tailored to meet the needs of our target markets, informed by Sport England's market segmentation data, and other market research.
- 4.5 Local initiatives to aligned to campaigns and programmes developed by London 2012 and Yorkshire Gold.

Reference Strategy Point 15,16,17,18

## ***5. Developing the Sport and Physical Activity Partnership and Workforce***

- This theme is concerned with the development of the individual people and organisations that support the delivery of sport and physical activity opportunities. This includes the agencies working in the Rotherham Partnership Network, the South Yorkshire Sports Partnership and all leaders, coaches, officials and administrators. This is making sure we have the right people in the right place to make things happen and to ensure that the Rotherham Partnership Network is the best that it can be.

### **5.1 Developing the Partnership**

- Working as part of the South Yorkshire Sport Partnership and with the SYS core team is essential to building the delivery system for sport and active lifestyles and to add value to the work of the Rotherham Partnership Network. An important area of work will involve working with the SYS Core Team to create effective links with the NGB networks for club, competition and talent development will be essential.
- We must, as a strategic partnership for sport ensure that we are continuously improving and developing our knowledge and expertise in line with the changing landscape for sport and physical activity. This means having the understanding about the context in which we work and the ability to work across the individual sectors of sport, education and health without becoming focused in our professional silos. We also have a responsibility to identify ways in which we can support and help our voluntary sector partners develop within the Rotherham Partnership Network to sustain and improve the infrastructure.
- The partnership will ensure there is a direct link with the Local Strategic Partnership (LSP), primarily through the Alive Board, providing regular updates on the progress of the strategy demonstrating how it is contributing to the 'Rotherham Alive' theme as part of its communications strategy.

### **5.2 Developing the Workforce**

- We need to create a workforce which is made up of the right people in the right place with the right skills to increase opportunities for high quality, locally accessible sport, active recreation and physical activity. This includes the voluntary sports club and the availability of leaders, coaches and administrators. Much has been achieved in terms of activities on the ground now it is about raising the standards in the way we deliver.
- We must consider the potential for new roles as well as sports coaching and leadership. One area for development is the training of people with exercise referral and motivational skills to support the needs of those wishing to make changes to a healthier lifestyle.
- Given the strategic importance of children and young people we need to find ways of better co-ordinating and training our 'young people's workforce' in the Rotherham to ensure a co-ordinated approach to providing positive activities in sport and physical activity and the development of more active lifestyles.
- There are opportunities to engage more actively with the Higher Education sector to develop work placements and volunteering opportunities in sport, alongside initiatives to increase participation. We also need to be strategic in the way that we link volunteering and training work in sport, active recreation and physical activity through to developing the employability of some of those people undertaking this work.

In Rotherham there will be:

- 5.1 A high performing Community Sports Network which seeks to continually improve and regularly reviews its performance in partnership with local stakeholders.
- 5.2 An annual sport and physical activity workforce development plan in line with the strategic priorities identified in the SYS workforce development plan. This will include plans to accredit and support volunteers.
- 5.3 A coach and leadership education programme for Rotherham in partnership with SYS, NGB's, Sports Coach UK, Youth Sports Trust and other partner agencies.
- 5.4 A central coach and volunteer data base to support all agencies across the Partnership and to support employment opportunities in sport.
- 5.5 Initiatives to recognise and reward volunteers.
- 5.6 A team with specialist skills to work with older people, disengaged youths, people with a disability and those new to activity.
- 5.7 Opportunities for young people to get involved in volunteering and leadership activity.
- 5.8 Funding to provide grants and bursaries to support the development of coach education.
- 5.9 People trained with the skills to support those who are inactive to become more active e.g. motivational interviewing skills, health trainer, activity champion roles.

Reference Strategy Point 3, 9, 12, 16, 17, 19

## Part 5 Managing the Strategy

In this section we set out how we will monitor our progress in delivering Active Rotherham, and the specific targets and performance indicators which will be used to measure our performance. This strategy has been developed to ensure a planned and coordinated approach to the development of sport and active lifestyles across the Borough.

- A number of measures will be put in place in order to monitor the progress of the strategies 10 year vision, the Rotherham Active Partnership (RAP) will be the group responsible for overseeing its progress and ensuring that appropriate action plans are produced, implemented and regularly reported on in order for it to achieve its aims and objectives.
- The overall measure will come from the annual Active People Survey for adult participation, in particular NI8 (3 x 30 minutes participation) and through the 5 hour offer for young people including NI57 (2 hours quality PE). However in addition the action plans will monitored against the documents strategic outcomes, as defined by the RAP.
- As part of the Partnership theme, the RAP will also focus on developing and improving marketing and support to develop funding, further enabling the 'Rotherham Partnership Network' to receive information, advice and support, and to assist everyone involved in delivering the strategy

### Detailed Action Plans

- The various Forum's and Sports Action Groups linked to the Rotherham Partnership Network will develop their own action plans based on local need. These groups are at the rock face of delivering sport and physical activity, therefore it is important that their role is specific and relevant. The RAP will work to encourage these groups to align their plans to the 'Active Rotherham' Strategy and seek to ensure their achievements are regular reported on and that they are well recognised for their contribution.
- The Rotherham Partnership Network Action Plan will be delivered over a period of one year, regularly reviewed and updated on a annual basis. The plan will identify strategic aims, objectives and desired outputs, ensuring there is alignment between the RAP and RAN.

### Reporting on the Strategy

- The Rotherham Partnership Network will have a clear reporting structure in order to highlight its work, gain recognition and seek further resources to support the delivery of the strategy. In order to do this there will be a direct link to the LSP 'Alive' theme board, through the production of biennial progress reports.

### Updating the strategy

- Being a 10 year strategic vision, there will be a need to periodically update or adjust the strategy, taking in to consideration internal and external political change or local, regional and national influences. The RAP will take this into consideration as part of the reporting progress ensuring the strategy is an up to date working document.

## Appendix 1