

# **"Craven on the Move" – A Sport and Active Recreation Strategy for Craven District 2005 - 2010**

## **Executive Summary**

### **Introduction**

The first strategy for "Sport and Recreation" was written for the period 1998 - 2003, and since then there has been significant change in Craven particularly in terms of capital investment in sports facilities and the creation of community based sports development workers. This strategy sets out a vision of a more active Craven which has been developed with key local partners and stakeholders. It provides a strategic framework for all agencies involved in sport and active recreation to ensure the vision is achieved and reflects the broader contribution that sport and active recreation can make to the achievement of community priorities such as healthier and safer communities, a vibrant local economy and the needs of children and young people.

### **Our Vision for Sport and Active Recreation in Craven**

By 2010 more people in Craven will be enjoying the health benefits associated with a more active lifestyle.

The specific aim of the strategy is to increase levels of physical activity through participation in sport and active recreation and to focus on participation by younger and older people particularly.

#### **Vision**

**To improve the quality of life of all Craven residents through more, and higher quality opportunities for increased participation in sport and active recreation.**

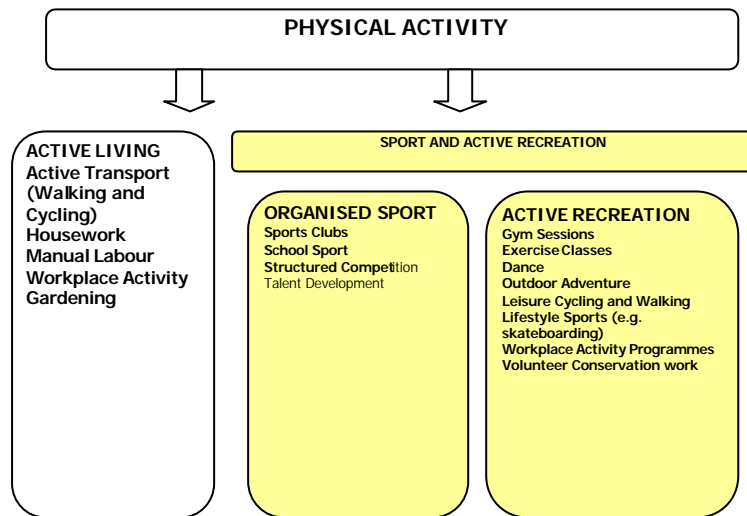
#### **Success will mean more people.....**

- taking part in sport and active recreation
- becoming involved as volunteers to help support opportunities for sport and active recreation
- using "active transport" (walking and cycling) to get around the district
- satisfied with the opportunities for sport and active recreation that are available in the district

We have taken a wider definition of sport, the diagram below illustrates the breadth of activities covered by this strategy, illustrating that it is not just about traditional competitive sport. This is important as Craven's superb natural environment means there is significant opportunities for active outdoor recreation for example.



**Wharfedale Rugby Union Football Club in Action**



## Sport and Active Recreation Playing Its Part

"High quality sport and physical activity delivered effectively in the right settings, can also contribute to four outcomes that the public consider to be high priorities"

*Sport Playing its Part (Sport England 2005)*

Research has shown that sport and active recreation can contribute to four key areas which are at the heart of government policy and the priorities of the general public. The strategy sets out how investment in Sport and Active Recreation can support the following priorities.

- **Healthier communities**
- **Safe strong sustainable communities**
- **Economic vitality and workforce development**
- **Meeting the needs of children and young people**

## National and Regional Policy Drivers

The strategy has been developed to shape Craven's response to the Governments physical activity and health agenda and the potential contribution of sport and active recreation. The overarching policy driver is the need to encourage physical activity as a means of securing our future health as set out in the Government's White Paper Choosing Health (2004).

Game Plan (2002) the national strategy for sport and physical activity sets out the Government's ambitious plan by to achieve significant increases in levels of participation in sport and physical activity by 2020. The aim is to achieve 70% of the population doing 30 minutes of moderate physical activity, **5 times a week**, the level recommended by the Chief Medical Officer (2004). Increasing participation in sport and active recreation is key to achieving the increase in overall physical activity levels.

Other national policy priorities which have informed the development of the strategy include national priorities for Physical Education and Youth Sport, specifically the P.E School Sport and Club Links Strategy (PESSCL) and the target of increasing the percentage of children who have access to 2 hours quality PE and school sport within and beyond the curriculum to 85% by 2008.

At a regional level the Yorkshire Plan for Sport sets out the priority of increasing the number of people participating in sport and active recreation for 30 minutes to at least 3 times per week by 1 % each year as a specific contribution to increasing overall levels of physical activity.

Currently only 32% of the population nationally meet this target, and in Craven and the rest of North Yorkshire, the figure is 26% according to recent research by Sport England. Achieving the regional target means 435 new participants each year taking part in sport and active recreation 3 times per week.

### Key Regional Strategic Issue

- **Increasing participation in Yorkshire by 1% each year**
- *This means 160.000 new people in Yorkshire taking part in sport and active recreation 3 times a week*
- *In Craven this means 435 new people each year taking part in sport and active recreation 3 times a week*

The strategy takes account of the regional priorities which have been developed from the National Framework for Sport and the findings of the Carter Report (2005). These stress the importance of changing the way that sport and active recreation is delivered to make better use of the existing resource, the development of new settings for activity and the need for improvement in the quality of opportunities for participation.

The strategy identifies upward trends in participation in outdoor activities especially in young and older age groups, and the continuing popularity of walking. Given the superb natural environment in Craven there is significant opportunity to grow participation in these activities.



## Local Strategic Issues

Craven on the Move summarises the key strategic issues relating to the socio - economic profile of the area, and quality of life issues which are prioritised in the Community Strategy. These are key influences in the development of the sport and active recreation strategy.

- Levels of health are good and life expectancy is above the national average there are a growing and significant proportion of older people.
- Because of the low population density there are issues of rural deprivation and service access.
- Activities for teenagers is a key issue for local residents

The strategy identifies the following key issues for sport and active arising from research and significant consultation with key stakeholders and partners.

- Craven has a good supply of built facilities and the district's natural environment is a major asset. However, some gaps in built facility provision need plugging, and more leverage should be obtained from outdoor resources
- There is a need to improve communication and promotion activity for sport and active recreation. There is an increasing awareness at national and regional policy levels that this is an area that has not received adequate attention in the past.
- Participation rates in Craven may be comparatively high, but a number of groups (whether because of social and economic factors or isolation due to the rural nature of Craven) are either not attracted to sport and active recreation, or find it too difficult to take part. Innovative solutions which reflect local conditions must be found to address this problem.
- Better co-ordination of activity and efficient use resources could be achieved by developing a partnership body for sport and active recreation in Craven

## Delivering the Strategy

Craven on the Move has **5 Key Themes** which provide the framework for action.

### 1. Environments for Activity

Craven needs to make the most of its unique assets for environments for activity. We must create, maintain, and enhance an environment which encourages and facilitates both formal and informal activity. This means we will maintain our interest in formal sport facilities, but that we must broaden our horizons and be more creative in the way we think about spaces and places for sport and active recreation.

### 2. Promotion and Information

Game Plan highlights the importance of 'stimulating the demand side' through addressing information barriers. In essence, promotion and marketing in the context of Craven's strategy for sport and active recreation, is concerned with individual motivation, awareness and skills: in short 'wanting and knowing how to be active'. This includes promoting a wider range of choices to enable people to be active and therefore a scope which is broader than a focus on traditional sports.

### 3. Target Groups and Barriers

Game Plan highlights the importance of 'stimulating the demand side' through addressing and overcoming barriers to access. According to a number of stakeholders, drop out from sports participation for young people on leaving school is still in evidence in Craven. Craven also has a high proportion of people in older age groups

Stakeholders identified family focused provision as a priority. This may relate to family friendly programming of facilities and events, but there is also an element of support and learning, concerned with getting advice, information and support to families on how to be more active - individually and as a family. This could focus on family support work in both school and community based settings

### 4. Resources

A partnership approach to Craven's strategy for sport and active recreation will enable the pooling of resources. This assists in terms of taking the strategy forward and ensuring resources are used appropriately in the following ways:-

- Identification of duplication (Streamlining provision, the realisation of new projects)
- Maximising human resources (links to other local services, professional development opportunities)

### 5. Performance (of the Strategy) and Partnerships

The production of the Craven Sport and Active Recreation strategy document is not the end of the process - it is just the beginning of the end. The success of the strategy will be judged in terms of how it successful it is in helping increase participation in sport and active recreation, and in turn, the impact that is felt on health and wellbeing and quality of life in Craven. Other sections of the strategy have identified what must be done to achieve this, but this section is concerned with providing a route map and compass to enable us to achieve our outcomes for sport and active recreation in Craven.

To achieve this, it will be necessary to work through a single system for the delivery of community sport in England which is simple, systematic and joined up, overcoming the inefficiencies identified in both Game Plan and Lord Carter's Review of National Sport, Effort and Resources.

The National framework for Sport identified that 'at a local level there was felt to be a need for all local authorities to 'take the lead', individually or in partnership with neighbouring authorities, for overseeing the strategic planning for structured sport, physical education, and life long learning through sport, and informal recreation activities. This should incorporate all of the educational and early years, public sector, voluntary sector and commercial sector interests within their geographical boundaries and be linked to the wider 'shared priorities' for their communities'.

## Key Objectives and Action

The following is a summary of the key objectives to be achieved within each theme. Detailed action plans are included in the full strategy

### Environments for Activity

Sports halls in Craven work together to produce an annual program of coordinated provision which meets the needs of school and community use Year 1

Develop network of 5 Strategically located multi-sports club sites utilizing Sport England model. Year 2

Planning and delivery of a Craven Adventure Centre facility and Outdoor Adventure business development across Craven by 2008 Year 3

### Promotion and Information

Development of Sports clubs in Craven via NGB / Clubmark accreditation and School/Club links Year 1

Co-ordinated approach for promoting sport to the young people in Craven in partnership with the schools sports partnership and specialist sports colleges and other youth service providers. Year 2

Work place activity schemes in Craven branded up as "Craven on the Move" and linked to Everyday Sport campaign. Year 3

### Target Groups and Barriers

Appoint Fundamental's Community Coach and deliver multiskill clubs and multi skill academies across Craven in partnership with the schools sports partnership and specialist sports colleges Year 1

Target non participants and under represented groups via a range of innovative programs with different ways of delivering. Year 2

Develop a senior peer physical activity mentor project, based on the British Heart Foundation's "Someone like me" and the "Extend" scheme. Year 3



### Resources

To produce a one point of information of all existing resources and infrastructure across Craven for sport and active recreation. Year 1

Increased workforce development and training for voluntary sector and sports coaches via skills and competency development. Year 2

Annual research project looking into key strategic issues within the Sport and Active Recreation sector in Craven. Year 3

### Performance of the Strategy and Partnerships

Formalise a multi agency Craven Alliance for Sport and Active Recreation (linked to Craven Cultural Partnership) to drive and deliver on the implementation and coordination of the strategy and action plans Year 1

Craven and Harrogate Rural Primary Care Trust to lead on development of physical activity strategy. Focus Older People Year 2

Strategic Partnership approach to increase resource investment into Craven linking to all relevant partners i.e Extended Schools. Year 3

## Managing Performance, Monitoring and Review

### Leadership

Craven District Council will take the lead on co-ordinating the monitoring, evaluation and reporting on the delivery of the strategy on behalf of the Craven Alliance for Sport and Active Recreation (CASAR).

The Council will liaise with key partners to develop an appropriate system for performance measurement within the District, which will include the requirements of the County Sports Partnership and the Craven Schools Partnership in relation to the PESSCL Strategy.

### Monitoring and Review

The strategy will be reviewed annually and a report will be produced that will be presented at an annual CASAR conference. The performance report will be sent to all key partners and made available via the CASAR and partner websites. The annual review will be used to update the action plan and revise strategic objectives in light of recent performance and relevance to local need. Interim progress will be reported using a variety of bulletins, council reports, and press releases to ensure all stakeholders are informed of progress.

### Performance Indicators and Targets

To measure the progress against the strategic priorities, a number of key performance indicators and targets have been developed. These are set out in the full strategy in a hierarchy to illustrate the overarching key performance indicator and other indicators that will support the desired strategic outcome of increasing participation levels.

For a full copy of "Craven on the Move" – Please visit <http://www.cravencd.gov.uk/Craven/Residents/Leisure/SportsDevelopment/SportsDevelopment.htm>

Or contact Bruce Dinsmore - Sports Development Officer  
01756706391 or [bdinsmore@cravencd.gov.uk](mailto:bdinsmore@cravencd.gov.uk)

#### Community Strategy - *Good Health and Social Wellbeing*

The % of Craven Residents participating in 30 minutes moderate physical activity 5 times a week.



#### Craven Sport and Active Recreation Strategy - **Overarching Target**

Increasing the % of Craven Residents taking part in 30 minutes sport and active recreation 3 times a per week from 40% to 45% by 2010



#### Craven Sport and Active Recreation Strategy - **Specific Priorities**

- Increasing levels of participation by older people from 39% to 45% by 2010
- Increasing levels of participation by younger people (Data to be developed)

