

LAA TARGET - ACTION PLAN

LAA Indicator No.	NI 8
Lead Partner Organisation	City Council
Technical Data Expert	John Teahan/ Peter Hall /Harnek Kandola
Indicator Owner (Sign Off)	Alice Davey
Reporting Frequency	Annual

SCS Theme:	A creative, active and vibrant Coventry.	SCS Priority:	<p>SCS Outcomes:</p> <ul style="list-style-type: none"> • More Coventry people from all communities will be participating and enjoying cultural, leisure and sporting activities. <p>SCS Short term priorities:</p> <ul style="list-style-type: none"> • Increase participation and volunteering in cultural, sports and physical activities. • Improve equality of access to culture and leisure opportunities and contribute to community cohesion in the city.
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1: LAA Target

Indicator Description	Baseline & Year	Target 2008/09	Target 2009/10	Target 2010/11	Success Criteria
Adult participation in sport and active recreation - The percentage of the adult (aged 16 plus) population who participate in sport for at least 30 minutes on 3 or more times a week Increase 1% year on year	2005/06 18.7%	-	-	22.7	2005/06 18.7% results were reported in 2006/07 financial year Results are to be made public December of each year – see below

LAA Target information

The targets for the next three years are based on the Sport England target of increasing participation by 1% year on year, There is only one target included as this data is collected by a survey. The next directly comparable survey will be carried out between October 2009 and October 2010 (sample group of 1,000) The results should be made public by December 2010.

However Sport England are repeating the survey, with a smaller sample group of 500, from October 2007 – October 2008. This will indicate the direction of travel. Results of this survey will be known by December 2008

The next nearest alternative indicator to the Sport England survey can be found in the annual Coventry Household Survey where participation levels in sport and physical activity are reported. However the Coventry Household Survey may only be carried out on a bi-annual basis from now on.

It is expected that the numbers engaged in active sports will increase, as the national indicator definition (NI8) has been extended to include light activities for those people aged 65 years and over.

Some projects have already commenced which should be having a positive impact on participations levels. In the main these include the refurbishment of Foleshill Leisure Centre (March 07-April 08), opening of the new Xcel Leisure Centre (July 2008). Another new leisure facility (NDC Leisure and Neighbourhood Centre) is due to open in January 2009.

The success of Coventry Active Database with 260 providers and over 150,000 hits (since March 2007) will have raised awareness levels of local facilities and activities in the city to the public.

2: Equalities and Community Cohesion Implications

Summary of overall negative/ positive impacts on target groups/areas:

Information we have :

The 2007 Coventry Household survey results has shown that the number of people participating in sport once a month:

- in the priority neighbourhoods rose from 38.9% in 2005 to 50.9% in 2007.
- across the city rose from 44.0% in 2005 to 51.3% in 2007.
- Gap between those living in priority neighbourhoods and the rest of the city reduced from 8.9% in 2005 to 0.07% in 2007.
- Males (62%) were participating more often than females (40%)
- Social Class – $\frac{3}{4}$ in higher managerial occs participate at least monthly compared to 51% in lower supervisory or technical roles
- Monthly participation was highest amongst young age groups 72% of 16-24 year olds and lowest at 17% for 65-79 year olds

The 2007 Coventry Household survey results also show that:

- Two thirds do the recommended amount of physical activity 3 times a week across the city
- More people in priority neighbourhoods do physical activity than those in the rest of the city
- There is little difference in genders taking part in physical activity
- Younger respondents more likely to participate than older

The 2005 Sport England Active People Survey results show for adults taking part in sport and active recreation 3 times a week:

- 18.7% take part compared to 21% nationally. This put Coventry in the bottom quartile

- 13.8% females take part compared to 17.6% sub-regionally
- 10.6% over 55+ years of age take part compared to 11.6% sub-regionally
- 20.4% non-white take part in sport 3 times a week
- 10.6% of people with limiting disability take part
- 3.6% take part in 1 hour of sports volunteering compared to 5.1 sub-regionally

The Physical Activity Strategy states:

- Over half the adult population is overweight and 23% clinically obese, that is 51, 622 obese adults.
- Of the 59,463 children aged 5-15 yrs living in Coventry, 28% of girls and 22% of boys are overweight and 11, 034 clinically obese (18.5%)
- 60% of the population eat less than 5 portions of fresh fruit and vegetables per day.
- Only 22% of the population travel to work on foot, bicycle or public transport with half the population dissatisfied with local public transport services

3: Strategic Summary

Description of key activity or activities that may contribute towards achieving target

The LAA indicator will contribute towards the aims and objectives of the Sustainable Community Strategy, Cultural Strategy, Physical Activity Strategy, Sports Strategy and the Obesity Strategy. The Coventry Sport and Physical Activity Network (SPAN) along with CSW Sport will play a crucial part in securing the future of sports and physical activity funding on behalf of the city. Members of the SPAN network are currently writing a new Sports Strategy for the city

The majority of key activities that will contribute towards achieving this target will come from securing external funding.

- Securing funding from government to provide the over sixties 'Free Swim' programme across the city
- Securing funding through CIF funded project for Women and Girls by the Coventry Sport and Physical Activity Network
- Securing funding through CIF funded project for Disability and Inclusion
- Securing any PCT funding opportunities
- Securing continued funding by the Sport and Physical Activity Team to continue delivering Positive Futures, Coventry Fusion, One Body One Life, Lets Walk and Active for Health programmes
- Delivering the Cassidy Lady Godiva Half Marathon and Mini Marathon in Coventry on an annual basis
- Working with children and young people to reduce levels of obesity with the PCT, Education and local sports clubs
- Supporting the opening of new sports and leisure facilities in the city e.g. Xcel Centre, NDC Centre, Daimler Green and John White Community Centre
- Working with schools and higher education through the PESSCL and Extended Activities programmes
- Linking with the 2012 Agenda.
- Working with voluntary sector organisations such as Groundwork in priority neighbourhoods

4: Delivery Plan – Performance Monitoring of Actions

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
001	Produce and ensure delivery of the Sports Strategy Action Plan over the next 3 years	April 2009	Sports Strategy / Cultural Strategy /	Coventry Sport and Physical Activity Network (SPAN)	
002	Produce and ensure delivery of the Physical Activity Strategy Action Plan over the next 3 years	November 2008	Sports Strategy / Cultural Strategy	Health and Wellbeing sub group	
003	Report on the delivery of the Coventry Sports Network Action Plan over the next 3 years	Half yearly reporting	SPAN Action Plan / Sports Strategy / Physical Activity Strategy	Coventry Sport and Physical Activity Network (SPAN)	
004	Secure CIF funding for projects in Coventry and report on their progress (NDC, Disability and Inclusion, Women and Girls)	Quarterly reports from April 2009	Physical Activity Strategy SPAN Action Plan	Coventry Sport and Physical Activity Network (SPAN)	
005	Quarterly reports on the number of visits to sports and leisure for programmes funded by City Council (mainstream and externally through grant aid)	November 2008	Operational Plan	Harnek Kandola	
006	Develop a Quarterly performance report recording visits to facilities amongst SPAN partners	April 2009	SPAN Action Plan	Coventry Sport and Physical Activity Network (SPAN)	

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
007	Production and delivery of Extended Activities programme for years 2 and 3 (2009-2011) targeting 16-19 year olds	April 2009	SPAN Action Plan	Coventry Sport and Physical Activity Network (SPAN)	

5. Performance Indicators

Indicators - Performance Monitoring of Indicators								
Ref Nr	Definition	Baseline	Target 08/09	Q1	Q2	Q3	Q4	Target Met Yes/No
NI 8	<p>Adult participation in sport and active recreation - The percentage of the adult (aged 16 plus) population who participate in sport for at least 30 minutes on 3 or more times a week</p> <p>This definition has now been extended to include Light activities for those aged 65 years</p>	<p>2006</p> <p>18.7%</p> <p>Next full survey results not reported until December 2010.</p>	<p>20.7</p> <p>(based on the interim survey)</p>					
Other indicators that will be used to track progress, including disaggregated measures for target groups.								
1	<p>Adult participation in sport and active recreation - The percentage of the adult FEMALES (aged 16 plus) population who participate in sport for at least 30 minutes on 3 or more times a week</p>	<p>2006</p> <p>13.8</p>	<p>15.8</p> <p>(based on interim survey)</p>					
2	<p>Number of visits across Coventry Sports Trust and Sports Foundation venues</p>	<p>1,873.146</p>	<p>2,017.000</p>					
3	<p>Number of visits across Sport and Physical Activity Team programmes – in Health, Inclusion Sports and community Development</p>	<p>7,000</p>	<p>7,300</p>					

Indicators - Performance Monitoring of Indicators								
4	Number of visits amongst SPAN partners (reporting methodology to be developed)	tbc	tbc					
5	Number of providers registered on to Coventry Active	259	300					
6	Number of 16-19 year olds engaged through Extending Activities programmes. Contributing towards NI110	Nil	1,000					
7	Report on the number of people taking part in Cassidy Lady Godiva Half Marathon and Month's Mini Marathon	2,591	2,767					
8	Number of people taking advantage of free swimming for the over sixties	Nil	tbc					
9	Number of people taking advantage of free swimming for the under 16's	Nil	tbc					

6: Funding & Planned Spend

Funding & Planned Spend	2008/09	2009/10	2010/11	Total	Comment/Rationale
External funding for free swimming for the over sixties	nil	£83,000	£83,000	£166,000	DCMS / Sport England
CIF Funding for 3 Coventry projects	£250,000 Capital for NDC £100,000 Disability and Inclusion	£135,000 (TBC) Women and Girls		£485,000 CIF funding	Sport England
Sponsorship for Cassidy Lady Godiva and Mini Marathon	£35,000	£35,000	£35,000	£105,000	£60k mainstream / £35k Sponsorship In-kind or matched
Sport and Physical Activity Team externally funded projects Social Inclusion Programmes	Positive Futures £35k Fusion £77k NDC Sports £53k	Positive Futures £35k	Positive Futures	Positive Futures £70k Fusion £75k NDC Sports £53k	

Funding & Planned Spend	2008/09	2009/10	2010/11	Total	Comment/Rationale
Sport and Physical Activity Team externally funded projects Health Team	One Body One Life £47k F.F. NDC £85	One Body One Life £45k F.F. NDC £84	One Body One Life £43k F.F.	One Body One Life £135k F.F. NDC £169K	Football Foundation Moathouse Community Trust
Extending Activities Funding programme	£45,000	£30,000	£30,000	£105k	Sport England / CSW Sport
NDC Leisure and neighbourhood Centre	£800,000 capital £160,000 Revenue			£1,000,000	Football Foundation
PCT Funding	One Body One Life £50k Lets Walk £15k			One Body One Life £50k Lets Walk £15k	PCT – Mainstream PCT – 1 year funding

7: Risk Assessment

Ref No.	Risk	Mitigating action
1	Community Investment Funding fails to deliver the 1% increase in participation year on year	Six monthly reports presented to the SPAN network detailing progress and participation levels monitored.
2	Timing and Termination of the full 3 yearly Active People Survey by Sport England . Changes to the definitions accepted presently	Sport England programming smaller sample group surveys on an annual basis of 500 people.
3	Termination of annual Coventry Household Survey	Difficult to detail direction of travel for levels of participation if this were to stop
4	Community Sport Networks fail to engage a range of key partners	Regular meetings planned, contribution of partners questioned and reviewed. New task and finish groups assembled to ensure appropriate engagement continues.
5	External funding is lost or does not materialise	SPAN and Sport and Physical Activity team always proactively looking for funding but in the absence of sufficient funding programmes and projects will suffer.