

A SPORT AND PHYSICAL ACTIVITY STRATEGY FOR ROSSENDALE

2007 - 2009

This strategy sets out the future for Rossendale sport and physical activity provision in the context of external 'drivers' set by Government and other national agencies. It also links to regional and local organisations which will influence our plans for the future. In Rossendale, we must make reference to the Community Strategy which has been developed with our partners in the District and the Corporate Strategy which sets out the overall vision for Rossendale. These documents describe the environment in which we operate and set some of the direction for our strategy. However, in making sport and physical activity provision a success, we also consider the context of local provision that is the geography, population and social make up of our community.

In order to draw down these various strands of direction and service planning, this Strategy combines the national and regional agenda ('top down') and local information and aspirations ('bottom up') to develop the future for sport and physical activity in Rossendale.

Whilst the 'top down' policy is sometimes seemed as enforced, the consultation period of this Rosendale Sports and Physical Activity Strategy has been very much about engaging the local community with as much emphasis placed upon those residents who are not active as with those that are already within the sports and physical activity infrastructure.

'The importance of leisure activities are known and proven from research. Whilst leisure may be seen as free time from other daily routine activities, it has a real purpose and value for the betterment of society. Sports and the arts contribute to personal development and building communities; they can reduce crime and long term unemployment, improve health, and increase educational attainment'.¹ With this knowledge in mind, it is not surprising that there are many strategies, policies and programmes at the national level which will influence the development of leisure of Rossendale.

Sport

The Government has set a national agenda for sporting activity, the Game Plan. This document sets two broad goals for the Government.

- a) A major increase in participation in sport and physical activity, primarily because of the significant health benefits and to reduce the growing costs of inactivity.
- b) A sustainable improvement in success in international competition, particularly in the sports which matter most to the public, primarily because of the 'feel good factor' associated with winning.

Three clear aims arise from these goals, they being;

- a) To encourage a mass participation culture, with a target for 70% of the population to be reasonably active by 2020. 30 minutes of moderate exercise five times a week.
- b) To adopt a different approach to hosting mega sporting events. They should be seen as an occasional celebration of success rather than as a means of achieving other Government objectives.

- c) To enhance international success, with a target for British and English teams and individuals to sustain rankings within the top five, particularly in the more popular sports.

The report highlights that participation levels need to be raised for the whole population, but that activity should focus on the most economically disadvantaged groups, young people, women and older people.

As with earlier Government studies into sport and physical activity, key issues were identified which present obstacles to engage people in sporting activity:

- a) There are not enough opportunities for children and young people to take part.
- b) There are impediments which prevent the progress of those with sporting potential.
- c) Approaches to organised and managing sport and physical activity are fragmented across too many agencies.
- d) People lose interest as they get older.

In addition to these key issues identified in this document, Rossendale has specific issues around transport infrastructure and the cost of accessing active recreational facilities, particularly in the Bacup area of the Borough.

Working with the Government is Sport England, the national agency for improving the sports and physical activity agenda. It takes a strategic view on the provision of activity, with three broad policy goals.

- a) More people involved in sport.
- b) More places to play in sport.
- c) More medals through higher standards of performance in sport.

Sport England seek to have more people involved in sport and physical activity by emphasising five policy themes.

- a) Active Communities. Programmes designed to increase and sustain lifelong participation in sport.
- b) Active Schools. Programmes designed to help schools improve standards of physical education and sports provision.
- c) PESSCL Programme (Physical Education School Sport & Club Links). Programmes designed to promote sports within the educational environment and develop pathways to local sporting clubs.
- d) Community Sports Coaching Scheme. Programmes to deliver high quality sports coaching directly to local communities.
- e) Sports Colleges. Development of high quality sports facilities at a local level, also the improvement of local school and community sport by investing within the local sporting community.

To have more places to play in sport, Sport England looks to ensure that the Country derives the most benefit from investment into sports facilities and services.

To win more medals through higher standards of performance in sport, Sport England support excellence programmes which target funding for sporting organisations to identify and develop talented performers.

More locally is the Lancashire Sports Partnership which looks to develop, maintain and promote a single, integrated sports delivery system for the County and represent Lancashire at both regional and national level. It has three broad goals for sports in Lancashire.

To create and maintain:

- a) A safe and quality based sports system for all Lancashire residents.
- b) An improved quality of life for our communities through active recreation.
- c) Appropriate systems for monitoring and evaluation of sporting activity.
- d) Effective communication channels for and through sport.
- e) Effective management and operating structures for sport.

To develop:

- a) A body that seeks to recognise and promote the development of sports structures.
- b) Effective communication channels for and through sport.
- c) Relevant strategies and plans to support the ongoing development of sports in Lancashire.
- d) Wide ranging policy and strategic guidance within the Partnership.
- e) Work cooperatively with sub regional partnerships and bodies.

To promote:

- a) An effective case for sport in Lancashire to all appropriate bodies.
- b) Locally based and easily accessible sport and active recreational opportunities.
- c) Proactively Lancashire Sport on a local, regional and national stage.
- d) Secure appropriate internal and external funding opportunities.
- e) Sustainable support to county sports bodies.²

INTRODUCTION

Rossendale Local Strategic Partnership and dedicated partners provides and sustains a quality and focused service where sport and physical activity is delivered in a structured way. The service aims to encourage and maximise participation throughout the communities of Rossendale towards improving their health and wellbeing.

Definitions

Definition of Sport

This Strategy follows the Council of Europe European Sports Charter 1993 definition of sport:

“Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being forming social relationships or obtaining results in competition at all levels.”

VISION

Mission Statement

“To be at the heart of flexible and innovative partnerships that provide a framework to encourage and create sustainable opportunities to enable participation in sport and physical activity recreation by the whole community at whatever level they choose.”

Strategic aims

In seeking to achieve the broad aim of Rossendale’s vision for sport, this strategy has identified six strategic aims.

1. To enable clubs and organisations in the Borough to offer diverse opportunities for active leisure so that the community may benefit from better health, afforded by active lifestyles, enjoyment and the achievement of individual potential.
2. To develop strategic links and infrastructures that help fulfil potential and to achieve recognised standards of excellence and accreditation.
3. To increase participation amongst young people, older people, women and girls, disabled people, low income groups and ethnic minorities.

4. To encourage partnerships and identify how partner agencies can contribute to the development of sport and physical activity locally.
5. To encourage and enable participation by all sections of the community in sport and physical activity at whatever level, by the provision of good quality, safe accessible and affordable facilities, services and opportunities, or by supporting the efforts of clubs, organisations and individuals.
6. To encourage partnerships and identify how partner agencies can contribute to improving the quality development of sport and physical activity locally.

NATIONAL AND REGIONAL CONTEXT

This strategy recognises the many influences that national and regional organisations have as providers of legislation, guidance or funding.

1. DCMS Objectives
2. Government Education Policy
3. Government Health Policy
4. Every Child Matters Policy Proposals
5. North West Regional Sports Board
6. County Sports Partnership

DCMS Objectives

This Strategy also underpins the national vision outlined by the Government in *A Sporting Future For All*, and the follow up document, *The Government Plan for Sport*, produced by the Department for Culture, Media and Sport (DCMS).

These documents have provided the context for local authorities to link the value of sport to wider benefits including health, social inclusion, regeneration, educational opportunities and crime prevention.

Local Authority Sport and Physical Activity Strategies have, in general terms, adopted the Governments approach endorsed in *A sporting Future for All* which states:

The role of local councils is recognised in the strategy, not least for their provision of facilities and the importance of sports development services. However, with the focus of delivery on schools, it is essential for the strategy's success that the local partners, leading innovative schemes and adding value to schemes through their strategic overview of the community sporting needs. The development and sustainability of school, community and sports club links will be the

critical success factor for the strategy. Local Councils' Sports Development Teams and Officers must play a central role in making these developments work".³

Government Education Policy

The Government has confirmed £500m of funding to reinvigorate school sport and PE via its Physical Education, School Sport and Club Links (PESSCL) Strategy. This in addition to its investment in specialist sports colleges, the New Opportunities Fund, supported by capital investment in schools' sport facilities (£686m), and the improved provision for school PE and sport anticipated as part of its Building Schools for the Future Programme (35billion).

Amongst other targets, this commits to the establishment of a unique network linking all schools in England. This network is managed by dedicated non-teaching specialists with an overall public sector target which will ensure that 75% of all pupils receive a minimum of 2 hours of quality PE and school sport - within and beyond the curriculum.

Linked directly to this the Government has clearly endorsed the role and function of the County Sports Partnerships as the key vehicle for which young people can progress from school to community based participation in sport and physical activity. The aim is to develop a 'single system' through which a young person can follow structured pathways to their desired level of achievement.

Government Health Policy

Government Health Policy has, in recent years, clearly supported the drive to raise levels of physical activity. The 'Game Plan' policy document published in 2002 by the Department of Culture Media and Sport links two key objectives for sport by stating that increases in participation in sport and physical activity lead to:

- Significant health benefits and a reduction in the growing costs of inactivity.
- Positive outcomes (of success) in international competitions

Its contention is that both will result out of the same.

The *Wanless Report of 2004*⁴ and the Government White Paper *Choosing Health*⁵ both contain a clear message that joint work is required to increase take up of physical activity to the recommended level of 5 x 30 minutes of moderate physical activity per week.

Provision for Young People

'Every Child Matters'⁶ is the Government's package of policy proposals that will require Local Authorities and other agencies to work more closely together to support young people. It will have significant implications for young people's services and decision making in the future. There is a potential opportunity to use sport and physical activity as a key tool to link into and drive some of this work.

The Regional Sports Board Objectives

The North West Sports Board is collectively responsible for the success of sport in the North West by directing Sport England's activities in the region. It works in partnership with key agencies and other regional partners to lead, support and develop sport and its infrastructure in the region. It champions and advocates Sport England's strategies and represents sport within the region at a strategic level.

This strategy endorses its five key themes:

- Enhancing the sporting infrastructure
- Improving health and well being
- Developing education and skills
- Benefiting the economy
- Creating stronger and safer communities.⁷

County Sports Partnership

All County Sports Partnerships will actively contribute to increasing participation and widening access to sport and physical activity and the achievement of sporting success. County Sports Partnerships will be pivotal in delivering the 1% per year participation target set by government. The Lancashire Sport Partnership is a network of organisations with a shared interest in promoting and supporting participation in sport and physical activity, which places particular emphasis on enabling young people in Lancashire to start, stay and succeed in sport. The partnership is supported by Lancashire Sport Core Team (hosted by Myerscough College) whose role it is to facilitate and broker joint working across the many stakeholders and partners.

This strategy endorses Lancashire Sports' 'six' key themes

- (1) Young People (2) Developing the workforce (3) Health and wellbeing (4) Enhancing the Sporting Infrastructure
(5) Benefiting the Economy (6) Creating Safer and Stronger Communities⁸

LOCAL CONTEXT

Rossendale Alive. Rossendale's Community Strategy.

Culture

Culture activities can provide understanding, create learning opportunities and help people to forge friendships and develop respect. Physical activity, creative trade, sport, arts and play can help tackle issues such as crime, environmental improvement, economic development and significantly improve our quality of life. Culture cuts across the Local Strategic Partnership's eight themes by helping to:

- Improve our health and well being
- Reducing crime and disorder
- Improve the environment
- Bring people together
- Improve the economy
- Educate our community
- Be fun
- Developing better community living

Sport and Physical Activity Alliance

Sport And Physical Activity Alliances are a key component of the Single System for Sport; they are the strategy and delivery groups for national, regional and local targets.

Their role is to provide a voice for local bodies and networks to improve and add value to existing activity and investment to achieve the overall aims of increasing participation and widening access to sport and physical activity for all members of the community.

Rossendale Sport and Physical Activity Alliance has been the driving influence behind this Sports Strategy and its works dovetail clearly into the local, regional and national context.

Assessment of Local Need

Whilst in development this strategy incorporated three main elements of discussion portals:

- Information - To provide the local community with information so they are informed of the process and had the opportunity to engage.
- Learning - To listen and learn from the local community.
- Exchange - To define issues and debate problems and solutions with the local community.

The following outlines the conduits used to engage with local communities.

Information

- Publicity material
- Press releases via Rossendale Free Press
- Presentations at Sports Forums
- Email circular
- Postal information
- Process planning presentations
- Local Strategic Partnership Meetings

Learning and exchange

- Project evaluation forms
- Sports focus groups
- Regular meetings of Rossendale Sports and Physical Activity Alliance
- Working groups
- Network meetings
- Meetings with statutory organisations
- Email questionnaire
- Newspaper questionnaire

**ORGANISATIONAL RELATIONSHIP BETWEEN ROSSENDALE CULTURAL THEME GROUP AND
ROSSENDALE SPORTS STRATEGY.**

Rossendale Cultural Theme Group

Overarching
Scope: All Cultural activities
Policy review
Focus on vision, rationale, aims, and goals
National and regional agendas
Consultation: Essential
High Level Indicators



INFORMS AND PROVIDES CONTEXT



Sport and Physical Activity Sports Strategy

Scope: Sport and Physical Activity Activities
Funded or influenced activities taking into account private and Voluntary Sector Activities
Develops a more detailed vision and rationale for sport within overall cultural context
Specific aims and goals for sport
Sports Equity
National Agendas
Policy Review
Consultation: Essential
Indicators for specific facilities and programmes



INFORMS AND PROVIDES CONTEXT



Comprehensive Performance Assessment

Scope: Review of specific local authority funded services
Performance review
Focus: Cost and quality of existing facilities and activities
Measuring performance against cost, quality and effectiveness
Focus on effectiveness
Consultation: 'How well are we doing'

Local Authority Health Profiles are designed to show the health of people in each Local Authority Area. These profiles also include comparisons with other areas with similar populations and are to be updated annually. These health profiles are to demonstrate where action can be taken to improve people's health and reduce health inequalities.

Rossendale is a Spearhead Local Authority

The key points in relation to Rossendale are;

1. Men can expect to live 74.6 years in Rossendale and women 79.5 years, both less than the regional and national average. Within Rossendale, there is a gap in life expectancy of 3.5 years between the poorest and the most affluent areas; the largest gap nationally being 10.1 years and the smallest 2.7 years.
2. Alcohol misuse is a significant problem in the North West. It is estimated that 12.5% of adults in Rossendale binge drink. This is less than the regional but more than the national average. Similarly, less people are admitted to hospital for alcohol related conditions than the regional but more than the national average.

Best and worst health indicators (in addition to life expectancy and alcohol)

1. GCSE achievement is comparatively good.
2. Deaths from smoking are much higher than the national average.
3. Deprivation is lower than the national average.
4. 65.1% of local authority properties do not achieve the decent homes standard. This is much worse than the national average.
5. The average number of decayed, missing and filled teeth in children aged five and under is 2.3 higher than the regional and national average.
6. 11% of residents rate their health as not good, 2% above the England and Wales average.⁹

Obesity

Obesity is a major risk factor linked to heart disease, diabetes and premature death. The body mass index (BMI) is a common measure for assessing an individual's weight relative to their height, and a BMI score of over 30 is taken as the definition of obesity. In recent years the proportion of the population who are obese or overweight has been rising. In 2001, over a fifth of males and a similar proportion of females aged 16 and over in England were classified as obese. A further half of men and third of women were classified as overweight. Obesity levels tend to rise with age, peaking in both sexes in the 55 to 64 year age group. In 2001, 27 per cent of males and 31 per cent of females in this age group were classified as obese.¹⁰

SPORT AND PHYSICAL ACTIVITY

Voluntary Sports Clubs Infrastructure

The existence of clubs is itself reliant upon membership figures, in terms of finance and also human resources. Some clubs surveyed indicated that they had very small membership figures and due to this faced significant difficulties. This strategy will help to;

- Promote local sports clubs throughout the Borough.
- Support the formation of a complete sports directory.
- Work with the SSCO's network to promote sports clubs in local schools.
- Work with the SSCO's network to increase the number of school / club links.

In the club consultation events only five clubs had actually achieved accreditation and over 40% were not working towards. Within Rossendale there are several key examples of good practice, acknowledged through the achievement of higher levels of accreditation and receipt of that national award. This good practice needs to be shared and encouraged throughout. This strategy will help to;

- Promote club accreditation schemes to local clubs.
- Increase the number of clubs working with Lancashire Sport.
- Recognise and promote local clubs achievement of such awards.
- Provide opportunities for clubs to share examples of good practice.

Linked directly to the club accreditation process are the issues of child protection. This strategy will help to;

- Increase the number of clubs with junior memberships
- Increase the number of junior sections or clubs
- Ensure that all clubs have a child protection policy in place
- Promote and Increase the number of workshops run within the Borough

Coach Development

Quality coaching is the key to ensuring that a worthwhile, enjoyable experience is offered to participants. The consultation has highlighted a lack of appropriately qualified coaches with a number of clubs stating that they did not at present have sufficient numbers of coaches. This strategy will help to:-

- Increase the number of coaches within the Borough.
- Promote with the view to increasing the coaching opportunities for women and girls.
- Work in partnership with educational establishments to deliver Community Sports Leaders Awards.
- Increase the number of young people attending coach education courses within the Borough.

- Promote Sport Coach UK's minimum operations course within the Borough.
- Provide access to information regarding codes of conduct, insurance and forthcoming events.
- Encourage clubs that deal with under 16 participants, to CRB check the relevant coaches.
- Increase the number of coaches CRB checked.

In addition to the above it has been identified that coaches often feel undervalued, particularly considering the time and effort put in by many. The strategy will help to;

- Promote and value the work of coaches within the Borough.
- Continue to award the Coach of the Year Award at the annual Sports Awards Evening.

Volunteer Development

Volunteers are the foundation of local clubs, making a massive 'in kind' contribution as coaches, officials, administrators and managers. Volunteering in sport is the largest area of voluntary activity in the United Kingdom. In 1997 it accounted for 26% of all volunteers.¹¹ A survey in the neighbouring district of Bury in 2002 identified over 600 volunteers within 13 cricket clubs.¹²

- Raise the profile of volunteers across the Borough.
- Increase the awareness of the Young Volunteer Programme.
- Identify support and recognition for volunteers involved in local sport and physical activity.
- Identify and promote good practice in volunteer management.
- Deliver a Volunteer Management Workshop (subject to demand).

Objective 1.1 **Support for voluntary sports clubs**

Key partners will;

1. Guide and support identified clubs through the accreditation process of Clubmark. Priority given in the first instance to the focus sports with objective 1.2 ensuring that these sports are regularly reviewed.
2. Work with voluntary sports clubs, schools, community groups and other local agencies to identify coaches, volunteers and sports leaders.
3. Establish a better understanding of how NGB's, CSP and other agencies can assist local sports clubs in achieving their goals. Act on the findings.
4. Tailor all coach recruitment and coach education programmes towards the identified needs.
5. Work toward creation of a Rossendale Coaches Association to support guide and advise valley coaches allowing ownership of delivery to the voluntary sports clubs.
6. Continue to offer funding advice to voluntary clubs and community organisations via funding days, workshops and tailored electronic mail.
7. Work toward the development of a 'web portal' that outlines generic information for voluntary sports clubs and community organisations, coaches and volunteers.
8. Work in partnership to deliver an inclusive sports directory in text and via electronic mail.
9. Create a structured framework of development opportunities in Rossendale that enables participation in and progression through the four key stages of Foundation - Participation - Performance and Excellence.

Lead Agency	Partners	Short / Long / Medium (Priority)
RLT / RSPAA	NGB'S / CSP / SSCO's	SHORT TO LONG TERM

Objective 1.2 **Review of priority sports.**

Key partners will;

1. Agree the focus sports for the next five years in line with Sport England’s Priority Sports but to also include to include BMX and Mountain biking and Handball to ensure a truly Rossendale collaboration.

Each of the Sport England 32 priority sports have produced WSP (Whole Sport Plans) or OSP (One Stop Plans). The sports are split into 3 groups: -

10 English (who will complete a Whole Sport Plan): -

Badminton, Cricket, Football, Golf, Hockey, Netball, Rugby League, Rugby Union, Squash, Tennis.

10 UK / British (who will complete a One Stop Plan): -

Athletics Canoeing, Cycling (including BMX and Mountainbiking), Equestrian, Gymnastics, Judo, Rowing, Sailing, Swimming / Diving, Triathlon.

12 Developmental sports (they will complete either a WSP or OSP depending on how they are governed either at England level or UK wide): -

Angling, Basketball, Baseball / Softball, Karate, Lacrosse, Mountaineering, Movement and Dance, Orienteering, Rounders, Table Tennis, Volleyball, Water Ski.

Taking into consideration the local drivers of Rossendale Ski Slope and the Adrenaline Gateway this strategy will include local priorities around lifestyle sports as an addition to the Sport England Priority Sports. Sports such as Dry Slope Skiing, Mountain Biking, Horse Riding, Hill Walking, BMX and Skateboarding.

2. Ensure that these sports are reviewed annually.
3. Support Sport England recommendation of increasing participation in physical activity by 1% each year and the Governments vision of 70% of the population to be reasonably active by 2020.

Lead Agency	Partners	Short / Long / Medium (Priority)
RSPAA	RLT / CSP / NGB's	MEDIUM TERM / ONGOING

Objective 1.3 **Strategic planning of sports facilities**

Key partners will;

1. Closely consider the 2006 finding of the PMP evaluation into the facility provision in Rossendale and prepare an indoor sport facilities audit covering public, education, private and commercial provision, identifying gaps where access to physical activity and sport could be improved.
2. Ensure that facilities and activities are accessible to all areas of community.
3. Create partnerships to deliver facilities by those groups that have already obtained support and / or prepared proposals for new sports facilities in the Borough.
4. To provide assistance for new initiatives from voluntary and private groups that bring forward well considered, supported and developed proposals.
5. Provide dedicated staff support and advice to the voluntary sector to enable clubs and organisations to develop proposals and seek funding.
6. Survey / contact schools and other education bodies as part of the facilities strategy research and school coordinator programme to (a) identify their current and future sports facility requirements, and (b) to prioritise those that can link in with the broader development of community sport and school / club links and the extended schools strategy.
7. Continue to develop partnerships with primary and secondary schools and clubs to provide community access to sports facilities by developing working pathways with Schools Sports Coordinator networks.

Lead Agency	Partners	Short / Long / Medium (Priority)
RLT / RBC	RSPAA / SCHOOLS	SHORT TO LONG TERM

Objective 1.3 **Raising the bar for the gifted and talented.**

Key partners will;

1. Increase the number of people in Rossendale holding Sports Leaders Awards
2. Identify and seek support for the Borough's talented individuals that compete or have the potential to compete, at county, national, or international level in their sport.
3. Consider best ways of how local individuals can get better recognition for their achievements i.e. Rossendale Sports Awards, A Gold Card Pass etc.
4. Promote pathways via the CSP driven programmes and NGB's talent identification programmes.
5. Establish and continue support sports specific development forums to underpin national initiatives such as Long Term Athlete development.

Aquatics, Athletics, Basketball, Cricket, Football

6. Help support the gifted and talented in the life style sports and in particular mountain biking, freestyle ski and snowboarding on the same level that support is offered to the Sport England Priority Sports.

Lead Agency	Partners	Short / Long / Medium (Priority)
RSPAA / NGB'S	RLT / SCHOOLS / VOLUNTARY SPORTS CLUBS	SHORT TO LONG TERM

Objective 1.4 **Strengthening the sporting infrastructure the infrastructure by developing a strong corridor of opportunity for young people.**

Key partners will;

6. Work with voluntary sports clubs to help them to develop and encourage open and accessible membership.
7. Aid the recruitment, retention, training and deployment of volunteers in sport and physical activity.
8. To work with key private sector physical activity and sport providers in order to determine how they can contribute to the objectives contained within this strategy.
9. Offer clear and consistent support via RSPAA ensuring that work to strengthen the infrastructure of sport is cohesively managed.
10. To create a structured framework of development opportunities in Rossendale that enables participation in and progression through the four key stages of Foundation, Participation, Performance and Excellence.
11. Encourage voluntary agencies and appropriate statutory services to prepare, implement and monitor plans to develop participation by identified target groups.
12. To coordinate entry into the Lancashire Youth Games and provide the outlet for continued participation via the voluntary club network and schools / club links.
13. To encourage the expansion of the schools / club links to develop opportunities linked to the young volunteer programme.
14. Determine ways in which young people (post 16) can be encouraged to continue participating in sport and physical activity.

Lead Agency	Partners	Short / Long / Medium (Priority)
RSPAA / RLT / SCHOOLS	VOLUNTARY SPORTS CLUBS / NGB's	MEDIUM TERM

HEALTH AND PHYSICAL ACTIVITY

It has been accepted and recognised for many years that physical activity through sport has wide ranging benefits to health and well being. A physical active lifestyle, including walking, cycling or participating in sport reduces the risk of coronary heart disease and stroke and promotes good mental health.¹³ This is borne out by the recognition that exercise on prescription is as effective and in many cases more beneficial than medicine. Exercise referral schemes in Rossendale are extremely successful and are expanding year on year.

It is also increasingly recognised that physical activity has a positive effect on the emotional well being of an individual. Again it is crucial that all parties recognise this and use physical activity to improve emotional wellbeing to;

- Improve the health of individuals and communities throughout the Borough through the provision of sport and physical activity.
- Support the G.P. referral scheme in partnership with health practitioners.
- Actively seek opportunities for partnerships that will use physical activity to improve people's health.
- Better promotion of the benefits of sport and physical activity.
- Ensure Rossendale meets the 1% per annum growth in participation rates through to 2020

The Health and Well-being

Objective 2.1 Use sport and physical activity as a mechanism to encourage the community of Rossendale to lead healthy lifestyles

Key partners will;

1. Continue to examine all known barriers to participation in relation to current provision and seek to implement measures which will seek to minimise the effect these barriers have on current levels of participation.
2. Encourage target priority groups to maximise usage in leisure facilities.
3. Raise awareness through outreach work and links between sport and physical activity, better health and the opportunities that exist in daily life to be active - particularly among target groups.
4. Look to establish one mass participation event aimed at families in Rossendale per year.
5. Support key messages and recommendations from national and local policies around the health benefits of becoming more physically active including the everyday sport campaign.
6. Examine and implement ways of encouraging people to be more physically active via non-sporting activities such as walking, cycling and swimming.
7. Work with all facility staff to promote and continually develop the 'passport to active leisure' pass scheme as a way of supporting health related outcomes.
8. Work closely with partners to increase knowledge, awareness and understanding of sport and physical activity and its benefits.
9. Support schools to improve their physical education and other physical activity programmes.
10. Work in partnership with RBC in its implementation of workforce development / spearhead project.
11. Continue to source external funding to maintain and enhance the holistic approach to health and delivery of the objectives.

Lead Agency	Partners	Short / Long / Medium (Priority)
RSAA / ELPCT/ RBC	RLT / LSP THEME GROUPS / SCHOOLS	SHORT TO MEDIUM TERM

Objective 2.2 **Developing the linkages between integrated sports programmes and health agencies.**

Key partners will;

1. Establish regular updates and two way dialogue with health professions via the Local Strategic Partnership Health and Wellbeing Theme Group and RSPAA.
2. Support key messages from the health practitioners that support healthy eating and sport and physical activity. I.e. The food and physical activity framework for Burnley Pendle and Rossendale.
3. Continue to enhance the GP referral scheme building in a mechanism to offer participants a 'menu' of sport and physical opportunity and information allowing them to carry forward their transition into making physical activity part of their lifestyle.
4. Effectively promote schemes to encourage young people from families with low incomes to access leisure provision.
5. Work collaboratively with key health agencies to address actions set out by Every Child Matters, Choosing Health and the Active People Survey.
6. Piggy back on the 'web portal' of information to provide sport and physical activities information for Rossendale and link it by electronic mail into community organisations / schools / and outreach.

Lead Agency	Partners	Short / Long / Medium (Priority)
RSPAA / ELPCT / RLT	H&W LSP THEME GROUP	SHORT TERM

EQUITY PROVISION IN ROSSENDALE

Research and consultation has provided evidence that the following groups are local priorities, based on information we have on participation levels, health inequalities, criminal activity and employment related matters.

It is not sufficient to solely identify these groups, hope that they will use the facilities and engage in activities provided throughout the Borough. These people are target groups precisely because they exhibit low levels of participation, have needs and are at risk of social exclusion. It is important to identify these people, cater for their needs, communicate with them and generate involvement and so increase participation.

Women and girls suffer most from obesity and other related diseases. It must be considered that, as with other groups, there are particular barriers to accessing leisure. To increase participation among women, there is the need to develop several initiatives. In the first instance, young women tend to drop out of leisure activities as provision does not match their preferences such as dance lessons and so there is need to develop and market programmes for them. Later in life, different factors inhibit participation by women and so the need will be to work with others to explore the possibilities of linking programmes with things such as crèche facilities and other child care.¹⁴

People over the age of 50 are more difficult to target. Liaison with partner agencies assists to help target those of retirement age as they become eligible for certain benefits, grants and discount schemes. For those between the ages of 50 and retirement age, there will be the need to develop targeted campaigns which promotes the availability of services for them.

People with disabilities who are registered and entitled to benefits can be accessed similarly to the people of retirement age. However, there are those with limiting illness and disabilities who are economically active and so are less easily identifiable. To reach these groups there will be the need to work closely with support agencies, GP surgeries and local groups to raise awareness of the services available. Additionally, we will make sure that the facilities and activities that we provide and support have made reasonable adjustments to be accessible to those with disabilities.

If this strategy is to achieve equality of sporting opportunities it is important that sport and physical activities are accessible to minority groups and delivered in a way that meets their needs and it is clear that there is work to be done in understanding the needs of ethnic minorities with regard to sport and physical activity provision.

The role of voluntary sports clubs is also of great importance to ensure that opportunities are given to all. Support to local communities for the development of clubs and sports that best meet the needs of minority ethnic communities will be provided where demand is greatest.

Objective 3.1 Meeting the sporting needs and aspirations of women and girls.

Key partners will;

1. Utilise the results of the indoor sports facility audit as a way of grabbing a 'snap shot' of where provision levels are at.
2. Consult the needs of women and girls and develop effective pricing systems to encourage access to facilities and programmes.
3. Encourage voluntary sports clubs to instigate a named person responsible for the introduction of young people into the club environment.
4. Work with identified voluntary sports clubs to encourage schools / club links that have specific programmes aimed specifically women and girls.
5. Work with the SSCO's network encouraging the referral of girls into identified club opportunities provided.
6. Create a cohesively created opportunity of provision aimed at women and girls and delivered through leisure facilities.
7. Ensure a better marketing campaign aimed at women and girls.

Lead Agency	Partners	Short / Long / Medium (Priority)
RLT / RSPAA / SCHOOLS	VOLUNTARY SPORTS CLUBS	MEDIUM

Objective 3.2 Meeting the sporting needs and aspirations of the older generation

Key partners will;

1. Take into consideration the results of the 2006 Rossendale Borough Councils 'Words of Wisdom' consultations with relation to the leisure provision for over 50's age group.
2. Look to create the pathway back to sport and physical activity by actively encouraging and supporting the implementation of sport physical activity programmes within a range of settings for older people. Primary activities being walking, cycling, aquatics activities and dance.
3. Promote awareness of the benefits of sport and physical activity to older people and provide information concerning exercise opportunities within Rossendale via publicity campaign.
4. Assist in the development of training opportunities for frontline staff, key deliverers and volunteers via educational health talks.
5. Identify funding streams that can be utilised to train exercise deliverers and deliver specific programmes for older people.

Lead Agency	Partners	Short / Long / Medium (Priority)
RSPAA / RBC /	AGE CONCERN / RLT	SHORT TERM

Objective 3.3 Meeting the specific sporting needs and aspirations of young people from targeted communities

Key partners will;

1. Work closely with statutory intervention agencies to develop programmes that will be inclusive to young people from targeted communities.
2. Support the work of identified voluntary sports clubs and their development work with young people from targeted communities.
3. Engage local sports / clubs volunteers to become active sports leaders.
4. Encourage voluntary sports clubs to instigate a named person responsible for the introduction of young people into the club environment.
5. Identify funding streams that can be utilised to train exercise deliverers and deliver specific programmes for targeted young people.

Lead Agency	Partners	Short / Long / Medium (Priority)
	YOUTH SERVICE / POLICE / CONNEXIONS / EDUCATION WELFARE OFFICERS / CSP	SHORT TERM / ONGOING

Objective 3.4 Meeting the specific sporting needs and aspirations of disabled people

Key partners will;

1. Build on the existing sports programmes and support for disability sports groups already active within the district.
2. Ensure that the provision for disability sport is built into all sports and physical activity programmes.
3. To encourage identified voluntary sports groups to take up the chance of having a disability arm to their club.
4. Promote awareness of the benefits of sport and physical activity to disabled people and provide information concerning exercise opportunities within Rossendale via a publicity campaign.
5. Identify funding streams that can be utilised to train exercise deliverers and provide sustainable support to voluntary sports groups wishing to expand their club to include a disability arm.
6. Acknowledge the achievements of disabled athletes within sport via Sports Awards or other.

Lead Agency	Partners	Short / Long / Medium (Priority)
EfDS	RSPAA / RLT / VOLUNTARY SPORTS CLUBS / NGB	SHORT TERM / ONGOING

Objective 3.5 **Meeting the sporting needs and aspirations of young people from targeted BME communities**

1. Build on the existing sports programmes and support for BME sports groups already active within the district
2. Promote awareness of the benefits of sport and physical activity to BME communities and provide information concerning exercise opportunities within Rossendale via a publicity campaign.
3. Engage sports / clubs volunteers from the BEM to become active sports leaders or role models within their club.

Lead Agency	Partners	Short / Long / Medium (Priority)
	POSITIVE START / RSPAA / COMMUNITY COHESION WORKING GROUP	MEDIUM TERM

ROSSENDALES INNOVATION SPORTS OFFER

This strategy will build on two of Rossendale's great outdoor strengths; 'a spectacular natural environment and an ethos based on inclusion, initiation and instruction - to become an inspirational and internationally recognised centre of outdoor pursuits for all who wish to participate. In doing this, this strategy will have played a key part in transforming the areas sense of opportunity, ambition, cohesion and well-being.¹⁴

Innovation Sports provide the fastest growing sector of the UK sports market, Rossendale's offer will be wrapped up under the branding umbrella of the "Adrenaline Gateway"

The long term ambition of the Adrenaline Gateway is to place Rossendale at the centre of a network of Adrenaline Sports activities stretching across "Pennine Lancashire" to create a national destination for Innovation sports enthusiasts, and at the same time opening up substantial opportunities for our community to enjoy mass participation sports in the natural environment.

At present innovation sports are experiencing significant growth within the Rossendale. With specialist mountain bike trail designs in place and plans to redeveloped ski Rossendale as a free style and snow board terrain park together with international disability water ski facilities and outdoor pursuits booming in the area, the embers of activity are already glowing brightly.

The Adrenaline Gateway provides a mechanism to engage mass participation particularly around the many derivatives of cycling, the continuing growth in, adventure racing and snow sports. It provides a hook into the cultural aspects of lifestyle which are lost to many traditional sports thus is attractive to many hard to reach groups. The Project is backed fully by the Local Strategic Partnership and the Council as a major priority.

Objective 4.1 **Creating the awareness and linking the great outdoors**

1. Working together with the Adrenalin Gateway Steering Group to identify what existing sports and programmes are already available.
2. Working together with the Adrenalin Gateway Group to map the existing allocation of outdoor adrenalin sports provision.
3. Working with the Adrenaline Gateway group to facilitate interaction with key agencies and national sporting networks
4. Locking into the innovation sports to assist in the setting up of club networks to support the growth in the market
5. Assisting with high profile events which are designed to bring awareness of out door sports and personal challenge to potential participants
6. Providing training opportunities for the development of Volunteering to assist the growth of innovation sports.
7. Providing information links and communication across the SPAA network particularly through the Youth Service, Education and Police regarding innovation sports activity.
8. Provide communication links to the over 40s across the SPAA network to facilitate continued participation in physical activity.
9. Provide intelligence to the Innovation sports network regarding funding opportunities to develop activity.

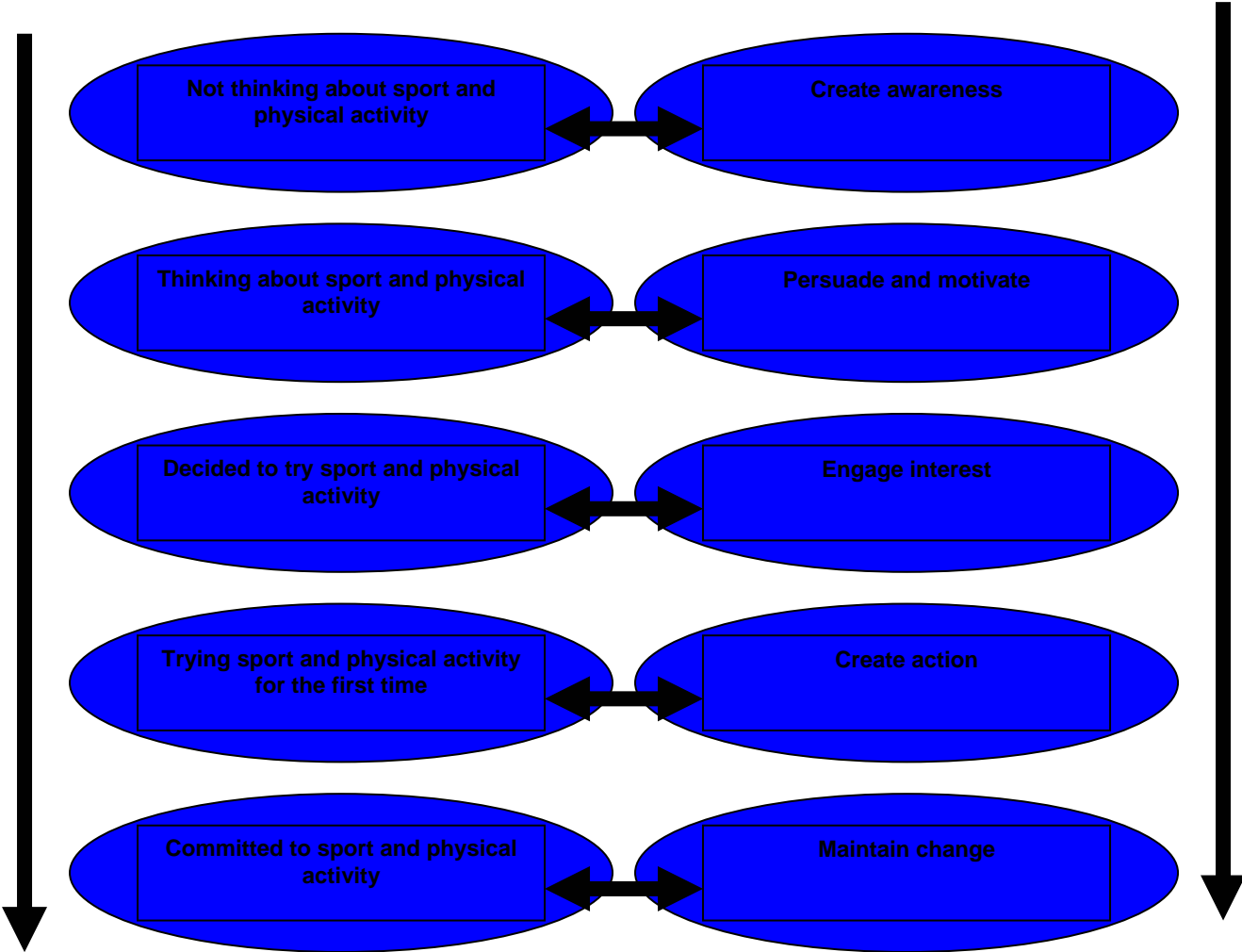
Lead Agency	Partner Agency	Short / Long / Medium (Priority)
ADRENALIN GATEWAY STEERING GROUP	RSPAA / RLT	SHORT TO MEDIUM TERM

MONITORING AND EVALUATION

A SPORT AND PHYSICAL ACTIVITY STRATEGY FOR ROSSENDALE PROGRESS REPORT		
1.1 Support for voluntary sports clubs:		
1.2 Review of priority sports:		
1.3 Strategic planning of sports facilities:		
1.4 Raising the bar for the gifted and talented:		
1.5 Strengthening the sporting infrastructure:		
2.1 Encouraging the community to lead healthy lifestyles:		
2.2 Developing linkages between sport and health:		
3.1 Meeting the sporting needs and aspirations of women and girls:		
3.2 Meeting the sporting needs and aspirations of the older generation:		
3.3 Meeting the specific needs and aspirations of young people from targeted communities:		
3.4 Meeting the sporting needs and aspirations of disabled people:		
3.5 Meeting the sporting needs and aspirations of young people from targeted BME communities:		
4.1 Creating the awareness and linking the great outdoors		
GREEN	AMBER	RED

MARKETING THE STRATEGY

Different target groups are best reached by different means and different people will be at different stages of the marketing cycle. There are five stages to the marketing of Sport and Physical Activity, as it is affected by the behaviour of individuals, and the intensity of marketing activity diminishes with each stage:



RESOURCING THE STRTAEGY

This partnership cannot be delivered without the commitment of many partners involved in the delivery of sport and physical activity across the Borough, whether they be statutory agencies voluntary organisations or public bodies. It also cannot be delivered without resources, whether in terms of 'cash', 'in kind' or personnel.

There are many funding bodies that are able to support capital facility development projects as well as revenue activity projects and programmes. Partners should continue to seek opportunities for external funding to deliver improved sport and physical activities to all in the Borough.

To resource this strategy it is required therefore to adopt these two key objectives;

1. To maximise funding opportunities to attract external investment into sport, physical activities and facilities in the Borough
2. To ensure that funding sourced from within the Borough is channelled to maximum effect.

Key Objective	Key Actions	Target Date
R1. To maximise funding opportunities to attract external investment into sport, physical activities and facilities in the Borough	1. Provide support to organisations within the Borough who are developing projects in line with this sports and physical activity strategy.	Ongoing
	2. Continue to work with voluntary organisations in the development of external funding applications to secure improved sporting amenities.	Ongoing
R2. To ensure that funding sourced from within the Borough is channelled to maximum effect.	1. Channel funding into identified priorities.	Ongoing
	2. Encourage and promote local partnerships between business and sports organisations to raise funding for sport and physical activity.	Ongoing
R.3 To review and develop the structures and allocation of resources within the RSPAA to ensure the aims and objectives of the strategy can be effectively delivered.	1. Undertake regular reviews of staffing structures and resources allocation within sport, and specifically review needs in relation to action points.	Ongoing

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6. Every Child Matters. (2003)
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12. Bury Cricket Development Group, Cricket Clubs Audit. (2002)
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LOCKING IN WITH LOCAL STRATEGIES

Rossendale's Sport and Physical Activity Strategy will lock into the following local strategies and LSP Thematic Groups

- Community Safety Theme Group
- Economy Theme Group
- Education and Adult Learning Theme Group
- Health and Wellbeing Theme Group
- Open Spaces Strategy
- Play Strategy
- Rossendale's Community Strategy 2005-2020
- The Culture Theme Group

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