



Children, Sports and Leisure Policy and Scrutiny Committee

Date:	Monday 9 th May 2016
Classification:	General Release
Title:	Promoting an ActiveWestminster: A review of PE and School Sport in Westminster.
Report of:	Head of Sport and Wellbeing
Cabinet Member Portfolio	Cabinet Member for Sports and Leisure
Wards Involved:	All
Policy Context:	City for All / ActiveWestminster Strategy
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1. Executive Summary

- 1.1 The Council's ActiveWestminster strategy is currently being refreshed with a new publication to be launched in 2016. The current strategy provides a clear framework in which to develop sport and physical activity services to all those that live, study and visit the City of Westminster.
- 1.2 A key priority within the Council's ActiveWestminster Sport and Physical Activity Strategy is to provide opportunities which lead to increased participation in sport and physical activity by children and young people. A core part of this strategy is improving the quantity and quality of PE & school sport (PESS) and this remains a central pillar of the work that the Sports Unit team carry out each year.
- 1.3 This report includes information on the overall approach of the work coordinated by the Council's Sports Unit team around PE and School Sport and also includes details of the future plans to implement more innovative programmes to further improve participation in high quality sport and physical activity opportunities.

2. Key Matters for the Committee's Consideration

It is recommended that:

- (a) Members consider the approach of the PE and School Sport programme and the opportunities available to promote and develop participation in sport and physical activity by children and young people.
- (b) Members provide feedback to Officers to help shape the further development of the annual ActiveWestminster Activity Plan and the work of the Sports, Leisure & Wellbeing team.
- (c) In particular, Members are asked to consider potential areas in which there is a lack of provision and opportunity to engage more children and young people.

3. Background

- 3.1 The Council's Sport, Leisure & Wellbeing team lead on the delivery and development of sport and physical activity across the City, in partnership with a range of multi sector stakeholders and agencies.
- 3.2 The ActiveWestminster strategy, which is structured around 5 key themes (Participation, Progression, People, Places and Partnerships), seeks to improve opportunities which encourage those who live, work and study in Westminster to participate in sport and physical activity.
- 3.3 The strategy aims to address the key issues concerning sport and physical activity within the City and to deliver a range of tangible improvements to build a stronger sport and physical activity infrastructure and provide high quality opportunities for participation at every level.
- 3.4 Development and implementation of the refreshed strategy is being led and driven by the Council, in collaboration with a range of stakeholders through the ActiveWestminster Partnership.
- 3.5 The strategy highlights the need to address the impact of physical inactivity on the health and wellbeing of residents. Studies estimate the direct cost of physical inactivity to the NHS across the UK at £1.06 billion (Department of Health, 2011).
- 3.6 More locally, Officers have been working with colleagues in Public Health to conduct the first Joint Strategic Needs Assessment (JSNA) specifically around physical activity, with recommendations and an action plan being delivered through a Physical Activity Steering Group. The JSNA provides an excellent insight to some of the national and local issues, such as the National Child Measurement Programme (or NCMP).

3.7 The NCMP measures children’s weight in both Reception year and Year 6 and helps inform local planning and obesity trends. **Figure 1** shows how obesity levels in Westminster compare regionally and nationally and also highlights areas of Westminster where obesity is more prevalent.

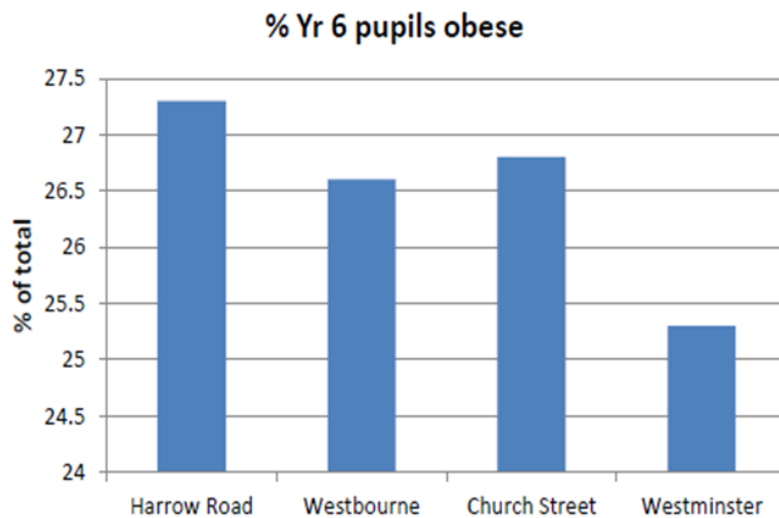
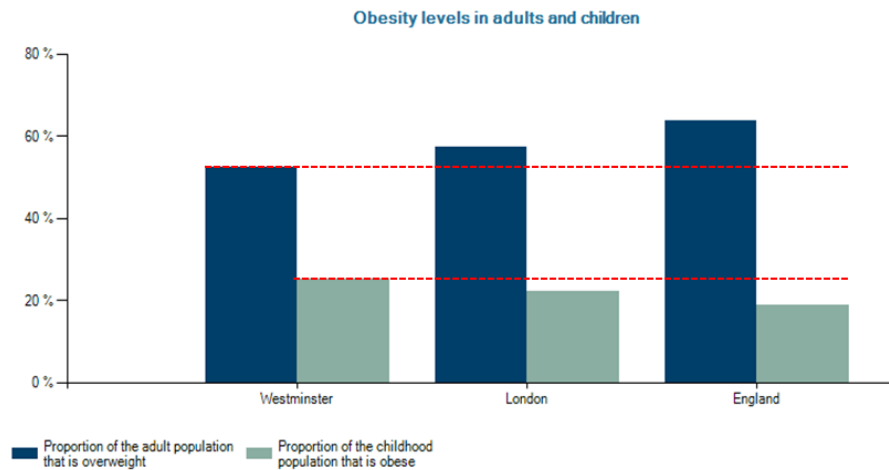


Figure 1 – Department of Health, National Child Measurement Programme (2012/13)
Note: Year 6 borough average in 2014/15 remains at 25.4% and 10.6% for Reception.

3.8 Clearly increasing levels of physical activity has a significant role to play in helping to reduce obesity levels and also reducing the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, mental health problems and musculoskeletal conditions. According to the Sport England commissioned ‘Active People Survey 9’, Westminster’s residents (44%) are more active than direct neighbours Camden (43.3%) and Kensington & Chelsea (43.7%). Since 2006 Westminster has experienced consistent, incremental increases in the level of sports participation in sport and physical activity amongst residents aged 16 and over.

3.9 Whilst this is certainly more positive for the adult population, closer analysis of childhood participation is required and although Sport England are planning a refocus from 16-24 years olds to 5 years+ as part of the new government strategy there has been no formal measuring of this since 2011 when the national School Sport Partnership Programme (SSP) ceased.

3.10 As part of the national SSP changes the Council’s Sport Unit team continued a local school sport survey in order to maintain the historical data record and to help target and focus resources towards those schools most in need. The surveys cover various aspects of activity from curriculum lessons to after school clubs and inter-school competitions. **Figure 2** outlines the current curriculum PE on offer across Westminster’s primary age ranges.

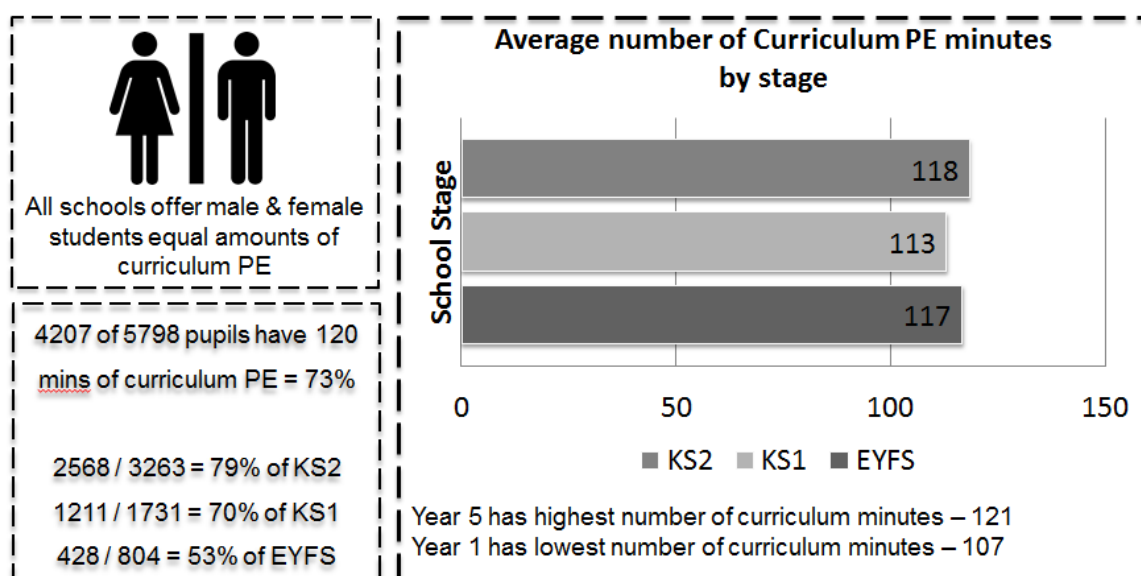


Figure 2 – Westminster PESS Survey findings

3.11 In order to achieve the Chief Medical Office guidance that all children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes every day. The Council’s City for All year 2 plan includes a commitment that children and young people will access to at least one hour of physical activity a day. The Sport, Leisure and Wellbeing team have a clear strategy in place to engage children and young people across the City in participating in sport and physical activity. The key work strands of this strategy include:

- PE & School Sport (PESS) offer*
- Outdoor adventurous activities
- Community sports programme
- Activity programme within Facilities
- Participation (Legacy) Events

**For the purpose of this report, the detail provided will take a closer look at Westminster’s PESS Offer.*

Current approach in promoting participation sport and physical activity for children and young people through Westminster's PESS Offer

- 3.12 The sports unit has re-focused its approach to schools, and a dedicated officer provides support to schools through a 'buy-back' offer and the annual schools competition programme.
- 3.13 The 'buy-back' offer features a core menu of services that the schools have specifically requested. The current offer, which can be reviewed in greater detail in Appendix one, includes:
- **Annual competitions programme** - A Primary and Secondary Schools Calendar is produced each year targeting 7,000 participants across all sports. These participants then have the opportunity to represent Westminster at the national School Games Programme.
 - **Continued Professional Development Programme** - supporting over 100 teachers each year, including Newly Qualified Teachers (NQTs) who may have only received a 6-10 week module as part of teacher training. Continued support is offered thereafter to NQTs aback in the classroom.
 - **Health checks** - every school in Westminster can receive a full subject health check, delivered by a PE Specialist giving advice on curriculum provision and Ofsted guidance.
 - **Leadership Academy** - Engaging over 50 primary and secondary age students in leadership training and opportunities to develop skills in coaching and sports management
 - **Satellite Sports Clubs** - utilising community use of schools, implemented as part of the Building Schools of the Future programme, 10 clubs are being delivered in 7 schools across the borough
 - **Healthy Schools Partnership** - support and guidance to member schools to provide greater physical activity opportunities, this might include establishing a midday supervisor programme for break and lunch times, zoning the playground and breakfast clubs. Programmes such as this will be developed in partnership with Healthy Schools and Physical Activity lead officers
 - **PE network meetings & Review Day (including CPD sessions)** – This is a professional subject network for PE teachers and leaders over three half day meetings and annual PE and School Sport review day.
 - **ActiveWestminster Mark** - The sports unit brokers and advocates the use accredited providers through the ActiveWestminster Mark which assesses providers against criteria for minimum operating standards.

Demand for this in schools is high as teachers need support around PE teaching.

- **Partnerships** - The ActiveWestminster Partnership brings additional benefits and programmes of activity to schools. For example professional football clubs QPR, Chelsea and Arsenal as well as MCC Lords who are all supporting delivery in Westminster schools, the community and own iconic facilities.

- 3.14 It is important that the PESS offer creates opportunities for all children and young people, as well as ensuring generic increases in physical activity, support also needs to be given to those aspiring young athletes and champions of the future.
- 3.15 As highlighted, the schools competition programme is significant in Westminster and provides a range of opportunities for pupils to participate in intra-school and inter-school competitions through Levels 1 and 2 of the national school games programme. If successful pupils can then take part in London regional finals at Level 3, with events held at central locations.
- 3.16 With so much competitive sport taking place across Westminster, there also needs to be a system for identifying and supporting talented young people. Primarily this is delivered through the Council's Champions of the Future programme, which identifies gifted and talented children and young people in schools and within community clubs. The programme requires athletes to register onto the scheme through a regulated application process. Once accepted onto the programme young people then access a range of support programmes from financial grants for assistance with equipment and travel, to mentoring and physiotherapy support.
- 3.17 The Champions of the Future programme currently supports over 120 athletes from a range of sports at various levels in development. Therefore younger members that are just starting to represent their sport at local or regional level have the older can benefits from more experienced role models to help guide them. These role models (or Ambassadors) include Tin-Tin Ho who is one of GB's best up and coming women table tennis players, winning silver at the Commonwealth Games in 2014. Also Ashley McKenzie, who grew up in Queen's Park, represents England and Great Britain in the sport of Judo. Ashley has won multiple titles and medals and is a strong hope this year at Rio 2016.

Participation Legacy Events & innovative programmes to increase activity

- 3.18 Following the success of London 2012 one of the key Legacy initiatives was to explore opportunities to host more high profile sports events in the City that are open and engaging to local residents and communities. In 2013 Westminster hosted the first WestminsterMile attracting 3,000 participants and by the second year in 2014 had close to 6,000 registrations and what was even more pleasing was that 2,000 entries came from families. The 2016 Westminster Mile hopes to attract 10,000 participants, which would cement

the event as the largest in the world - far outreaching the 5th Avenue Mile event in New York. Plans for this year also include a much larger activation area in Green Park that will attract community groups and participants to stay and take part of the event throughout the day, concluding with the chance to see elite athletes such as David Weir and a special Olympians Wave ahead of Rio 2016.

- 3.19 Last year Officers from the Sport, Leisure and Wellbeing team noticed an emerging 'Daily Mile' campaign that is successfully engaging children to lead a healthy, active lifestyle from an early age by encouraging primary school pupils to walk or run a mile every day. It was also recognised that the Daily Mile programme aligned well with the Westminster Mile event. The programme has already proven to be a success in Scotland. The Scottish Education and Health Secretaries have written to all primary schools in Scotland to encourage them to implement The Daily Mile as part of the school routine, and we know that over 500 schools have already embraced the programme.
- 3.20 At a time when UK-wide studies suggest up to two-thirds of primary school children lack basic fitness, and one in ten children are obese when they start school, the scheme is an easy, cost effective response. An early longitudinal academic study by the universities of Stirling and Edinburgh is showing very promising results in increased physical activity levels and reduced overweight and obesity levels in participating students.
- 3.21 The ambition is to get all children in Westminster schools participating in the daily mile and as many of these students taking part in the Westminster Mile in May.
- 3.22 Officers are working in partnership with the Daily Mile team and positive progress has been made, including:
- Delivering 2 pilots at Hallfield Primary and Ark Atwood schools
 - A national launch at Hallfield Primary School on 17th March 2016 which featured national press coverage and a live broadcast on BBC Breakfast
 - Ark Atwood involving 120 of their Daily Mile children in a Sport Relief event at Paddington Recreation Ground
 - Tangible links being made to the Westminster Mile 29th May, with free places being awarded to those early adopter schools
 - Films have been produced to promote to other schools
 - A plan to roll out this programme to all schools is in development and further meetings planned to ensure a whole Council approach, involving key departments and Members.

Recommendations and future opportunities

- 3.23 **Active Communities.** A key recommendation within JSNA for physical activity is the new 'Active Communities' programme which is being piloted in partnership with Public Health. The programme aims to engage stakeholders

and partners at a local level to build greater local opportunities which meet a recognised need. This will support the development of more locally responsive offer to children and young people through a 'hub and spoke' structure. The Council's sports centres will be positioned as 'active hubs' within local communities and will promote the development and delivery of activities in relevant 'spoke locations' including parks and open spaces, estates, schools and community halls. Analysis has shown that high levels of inactivity overlay with high levels of deprivation displayed in certain ward areas. The pilot has therefore been designed in the North and South of Westminster to explore these issues further and identify potential programming/initiatives that are suitable to such local communities.

- 3.24 **Parents & improved communications.** Poor communication is often cited by partners, schools and parents as one of the main reasons it is difficult to engage and more importantly retain young people in sport and regular physical activity. Whilst significant improvements are being made to information shared using social media and on line, it has been noticed that there isn't a clear and consistent means to reach parents. In some areas of the UK systems such as Parent Mail are used to provide parents with local updates, school newsletters that could be used to better promote the available sporting opportunities.
- 3.25 **School mapping.** Schools are inundated with various forms of information and also receive support from numerous external organisations. Work is underway to improve the mapping of schools provision in terms of sport and physical activity interventions and then to review this against intelligence including levels of obesity, inactivity and those generally not taking up the support on offer.
- 3.26 **Review.** Officers will be meeting with head teachers to begin reviewing the PESS offer to schools ahead of next academic year. A more detailed review day will also take place in June, which allows PE teachers and subject leaders to make changes, refinements and agree priorities for the following year.

**If you have any queries about this Report or wish to inspect any of the
Background Papers please contact Andy Durrant**
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4. BACKGROUND PAPERS

- 4.1 Physical activity: a needs assessment for Hammersmith and Fulham, Kensington and Chelsea, and Westminster May 2014
<http://www.jsna.info/document/physical-activity-0>

APPENDICIES

Appendix One: Westminster Sports Unit - Westminster PE & School Sport Network 2015/16

Westminster Sports Unit is uniquely placed to offer a comprehensive service to schools at the best possible value. We are able to broker quality services from partners in education, sport and physical activity to help develop and deliver a full PE and school sport offer to your school. The team has the support of two dedicated Sports Development Officers and unlike commercial providers, there is no premium to cover the cost of overheads or profit margins.

In 2015/16 primary schools will once again receive **a sum of £8000 per school plus and an extra £5 top-up per pupil**. We await government announcements regarding the longevity of this funding; schools will be informed of changes as soon as they are known.

Accountability and Reporting

Accountability will take place through Ofsted inspections and monitoring of school websites. Advice on reporting and guidelines on appropriate use of the Primary PE and Sport Premium funding can be found at –

www.londonsport.org/training-and-support/primary-school-support/

Continued Consultation

The uptake from schools for the Westminster PE and School Sport Membership for 14/15 was excellent with 95% schools participating. We will continue to consult and liaise with PE Subject leaders during review days and network meetings to ensure that the offer remains relevant and appropriate. We welcome feedback from head teachers on an ongoing basis and will continue to communicate through the head teachers executive.

Our package allows us to offer all the benefits of the ActiveWestminster partnership and give schools added value of accessing a broader offer that has been significantly reduced or free of charge. We are able to offer a membership package much lower than the real cost and therefore is a relatively small contribution taken from your allocated PE premium funding towards improving the amount of high quality PE and school sport in Westminster.

Westminster PE & School Sport Membership Package

1. **Annual primary school sport competitions calendar & online entry**, including School Games level 2 competitions, entry and transportation to School Games level 3 where appropriate and many locally requested competitions and festivals.

2. **NQT training & support** – As part of Westminster NQT induction programme, the PE training days offer new teachers practical ideas and importantly ongoing support to teach and observe high quality PE back within the school environment.
3. **CPD and teacher training programme** - an expanded annual teacher training programme of sport specific and generic courses aimed at supporting class teachers and coaches to deliver high quality PESS.
4. **PE and school sport health check** –audit of PE and School Sport in your school to gauge the current quality of the offer, suggest improvements and set targets conducted by an education specialist/PE advisor. Those schools who have been through their PE Health Check will receive continued support to ensure that the subsequent action plans are being followed up and monitored well.
5. **PE Ofsted support** – an extension to the health check, the Ofsted support will use the subject specific descriptors to aid schools in their preparation for Ofsted.
6. **PE network meetings & Review Day (inc CPD sessions)** – three half day meetings and annual PE and School Sport review day.
7. **Support to gain the School Games Kitemark** – a member of the WSU team will spend time in the school helping teachers to understand which criteria they meet (bronze, silver or gold) and develop a plan to reach the next level. + 1 class room based session to complete the application.
8. **Leadership Academy** – using the School Sport Organising Crews programme from the Youth Sport Trust, primary schools will be given resources to develop young leaders in their school to become a helpful PE and school sport workforce.
9. **Healthy Schools Partnership** – support and guidance to member schools to provide greater physical activity opportunities, this might include establishing a midday supervisor programme for break and lunch times, zoning the playground and breakfast clubs. Programmes such as this will be developed in partnership with Healthy Schools and Physical Activity lead officers.
10. **PE safety membership** – www.PEsafety.com access to this invaluable website gives a 24hour response to any question schools might have regarding safety in PE and school sport. The site is managed by two physical and outdoor education specialists.
11. **Annual school sport survey** – the survey offers an instant analysis of all your schools data producing charts and narrative to help schools report the impact of the their work.
12. **E-Newsletters ‘School Link’** - published each term with key information and upcoming dates

Additional Services

Beyond the membership package, schools are expected to use the remaining PE premium funding to add value to PE and School Sport. Therefore, working in partnership with London Sport (regional sport and physical activity body funded by Sport England) we would be happy to broker and coordinate the arrangements on your behalf with regards to buying in additional services.

This may include:

- **Support with PPA cover and team teaching** – we only use accredited providers through the ActiveWestminster Mark which assesses providers against criteria for minimum operating standards.
- **Recruitment of specialist PE teachers** – this could be a shared post between schools by pooling a proportion of funding, a model which some schools are opting for.
- **Apprentice PE Assistant** - The National School Apprenticeship programme offers a unique opportunity for primary schools to employ a full-time PE assistant.
- **Improved links with NGBs** of sport and their schools offer to develop school club links.
- **Satellite sports clubs** these will offer open community sessions based at hub school sites.
- **Any bespoke service** that you may require specific to school needs such as whole school INSET training.

Partnerships

The ActiveWestminster Partnership brings additional benefits and programmes of activity to schools, for example:

- Links to London Sport Trust allow us to run a gifted and talented programme free of charge for a number of young people identified by school.
- Our close relationship and partnership with MCC and Lords gives all Westminster schools an exciting package of cricket provision, training, match tickets etc all for no cost.
- The Jubilee Hall Trust will be working directly with a number of school in the new year to further support their provision of extra-curricular activity