

Children, Sports and Leisure Policy and Scrutiny Committee

Date:	Monday 24 th November 2014
Classification:	General Release
Title:	Promoting an ActiveWestminster: A review of the approach in promoting participation sport and physical activity for children and young people
Report of:	Director of Sport, Leisure and Wellbeing
Cabinet Member Portfolio	Cabinet Member for Sports, Leisure and Open Spaces Portfolio
Wards Involved:	All
Policy Context:	Better City Better Lives / ActiveWestminster Strategy
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1. Executive Summary

The ActiveWestminster strategy (2008-2013) provides a clear framework in which to develop sport and physical activity services over the identified five year period. Whilst this document has come to the end of its lifespan, development of the new strategy will be progressed through the ActiveWestminster Board, which will involve several council departments such as Public Health and Children's Services, in addition to a range of public, private and voluntary sector stakeholders through the established ActiveWestminster partnership.

A key priority within the Council's ActiveWestminster Sport and Physical Activity Strategy is to provide opportunities which lead to increased participation by children and young people. A core part of this strategy is improving the quantity and quality of PE & school sport, in addition to developing more community based opportunities to take part in sport and physical activities. These priorities are also reflected within the Council's 12 Olympic and Paralympic legacy programmes that were launched in 2012, from increasing the community use of schools sites to developing inter-school competitions and training for teachers.

Several changes in funding to school and community sport by Central Government have led to a redesign and refocus of some services. This report

includes information on how the Council is responding to the changes and the key activities to further improve participation in high quality sport and physical activity opportunities in Westminster schools and communities.

2. Key Matters for the Committee's Consideration

It is recommended that:

- (a) Members consider the approach of the strategy and the opportunities available to promote and develop participation in sport and physical activity by children and young people.
- (b) This report seeks to provide Members an opportunity to consider the overall strategy for promoting the development of PE and school sport and community sport through targeted provision and initiatives.
- (c) 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. 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 service lead on the delivery and development of sport and physical activity across the City, in partnership with a range of cross sector stakeholders and agencies.
- 3.2 The ActiveWestminster strategy, which is structured around 5 themes, 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 Delivery of the strategy is underpinned by an annual activity plan which identifies and monitors a number of specific actions which will positively contribute towards the aims and objectives of the strategy. Outcomes from this activity plan are reported to Committee Members through the business planning process for the service.
- 3.5 Development and implementation of the strategy has been led and driven by the Council, in collaboration with a range of stakeholders through the creation of an ActiveWestminster Partnership and Board.

3.6 Both strategy and annual activity plan highlights the need to address the rising impact of inactivity on the health and wellbeing of our residents. Studies have shown the direct impact that inactivity has on a number of associated health conditions and mortality rates from coronary heart disease to diabetes that would be decreased if we can get people moving more, more often in everyday life. In fact the estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion.

3.7 More locally in Westminster officers have been working with colleagues in Public Health to conduct the first Joint Strategic Needs Assessment (JSNA Feb 2014) specially on physical activity, with recommendations and an action plan being delivered through the Physical Activity Steering Group. The JSNA provides an excellent insight to some of the national and local issues, including specific areas in Westminster that present higher levels of inactivity as show in figure 1.

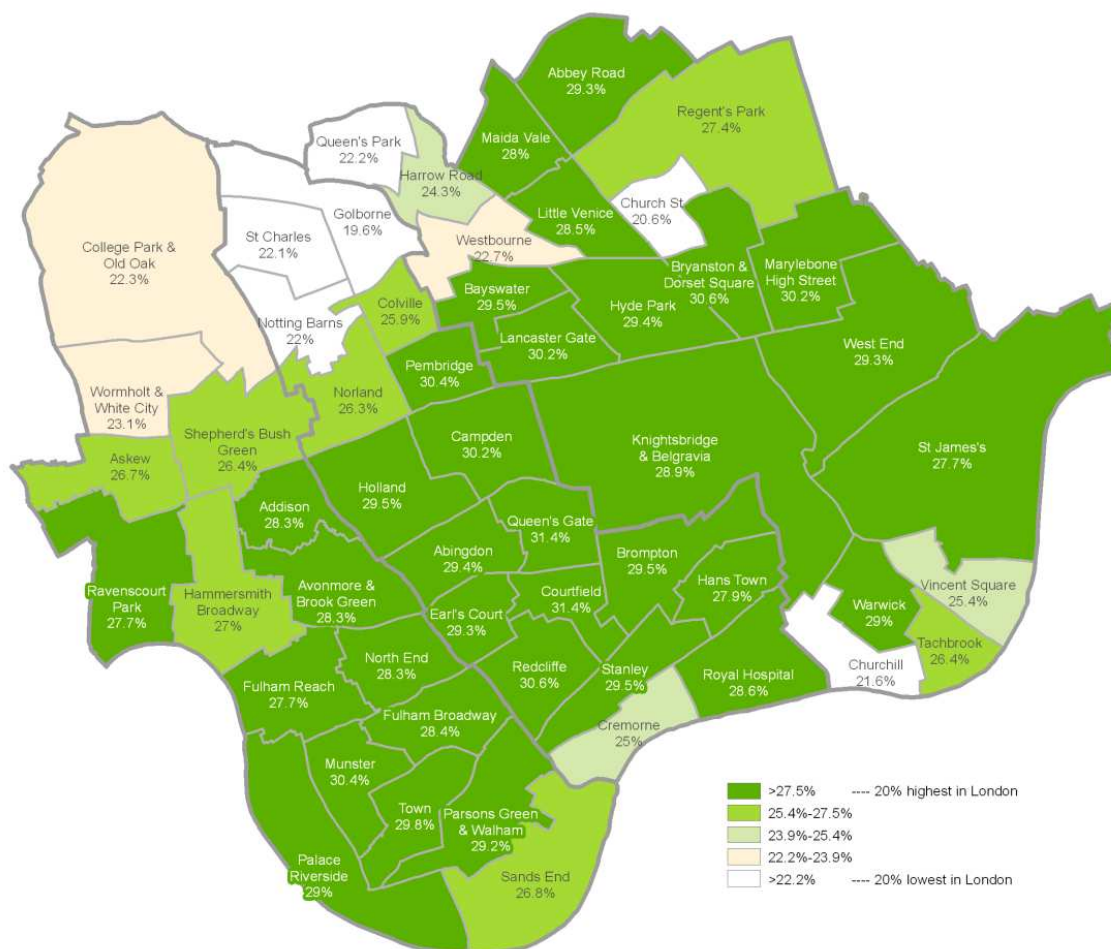


Figure 1 - Ward estimates of percentage of adults aged 16 years or older who participate in 30 minutes of moderate intensity sport or active recreation at least 3 times per week (2010/11)

3.8 Estimates from the 5th Active People Survey suggest the Church Street, Queens Park and Churchill areas have some of the lowest levels of participation in sport and active recreation in London. In contrast, the more affluent areas are likely to be some of the most physical active in London and England.

3.9 The ActiveWestminster Strategy is structured into five key themes- ‘Participation’, ‘Places’, ‘Progression’, ‘People’ and ‘Partnership’ and is summarised in Figure 2. The ‘Participation’ theme includes a strong focus on the improvement of targeted sports activities for children and young people both in schools and in community settings across the City.

Figure 2 - ActiveWestminster strategy framework

ActiveWestminster works to improve opportunities which encourage those who live, work and study in Westminster to participate in sport and physical activity.

Shared Vision

To see a measurable improvement in the health and wellbeing of people who live, work and study in Westminster by encouraging them to participate in sport and physical activity and to acquire new skills through high quality casual and competitive activities.



‘Participation’

Objective
Provide and promote more sport and physical activity opportunities for all members of our community.

Strategic Priorities

- § Mapping, communication and action planning, particularly for low participation groups
- § Encouraging those who are active to do more and influence others
- § Engaging and working with communities in deprived areas

Success Measures

1. % increase in participation in sport and physical activity
2. Narrowing of the gap between participation levels for the population as a whole and low participation groups

‘Places’

Objective
Increase and extend the range and quality of sports facilities, active places and spaces and services and programmes, available in the locations where they are most needed.

Strategic Priorities

- § Facility planning and influencing new development
- § Widening access and optimising the use of active places
- § Targeting interventions in deprived areas

Success Measures

3. % improvement in community access to sports and leisure facilities
4. % improvement in resident satisfaction levels for sport and leisure facilities
5. Number of parks and open spaces offering opportunities for active recreation

‘Progression’

Objective
Increase locally available competitive opportunities for people to develop their sporting skills and improve the sporting ‘pathways’ from playgrounds to podiums.

Strategic Priorities

- § Increase the number and quality of clubs
- § Develop competitive opportunities
- § Support the achievement of excellent performance

Success Measures

6. Number and breadth of accredited clubs
7. % increase in participation in competitions
8. Number of young people benefiting from the Champions for the Future Programme

‘People’

Objective
Increase ‘workforce’ capacity through the development of volunteering, education, training and employment opportunities throughout the sport and active leisure sector.

Strategic Priorities

- § Promote and support volunteering
- § Promote and support coaching
- § Training and career development

Success Measures

9. % increase in volunteering in sport and physical activity
10. Number of people in vocational training and apprenticeship programmes

'Partnership Working'

Objective

Encourage partners to pledge their commitment to ActiveWestminster, deliver the strategy and pursue joint programmes.

Strategic Priorities

- § Effective operating structure
- § Agreement and implementation of the ActiveWestminster delivery plan
- § Encourage partner contributions, attract and target funding opportunities

Success Measure

11 Number of active partners positively contributing to the ActiveWestminster Partnership

3.10 The council's 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

PE & school sport offer

3.11 From 2003 to 2011 the development and delivery of sport in schools was managed by the School Sports Partnership, an entirely externally funded programme hosted at the sports unit. A team of 7 qualified PE teachers were deployed across all schools in Westminster to support PESS programmes. For example, in 2005 only 55% of young people in Westminster were participating in 2 hours of PE and Sport which increased dramatically to 95% by 2011. Westminster's performance was also positive in comparison with other Central London authorities as shown in Figure 3 below.

Percentage of pupils who participate in at least two hours of high-quality PE & school sport.	2009
City of Westminster	93%
Kensington & Chelsea	92%
Hammersmith & Fulham	91%
Islington	89%
Lambeth	89%
Southwark	88%
Wandsworth	88%
Camden	86%

Figure 3- participation in 2 hours of PE & school sport

3.12 In response to Central Government changes to PE and School Sport policy, from 2011 the sports unit re-focused its approach to schools, ensuring a lead officer was available to continue to provide support to schools through a new 'buy-back' offer and continuing to support the annual schools competition programme. Whilst resources to the Sports Unit had been decreased participation continued to increase, by 2012 most year groups achieved more than 2 hours per week of PE as shown in Figure 4 below.

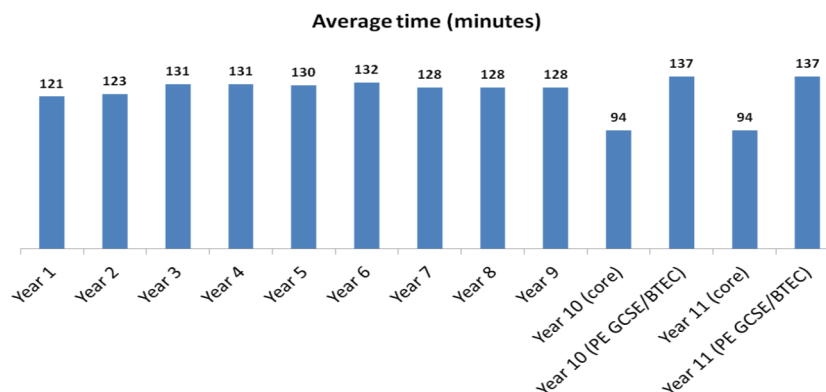


Figure 4 - total curriculum time in minutes that ALL pupils in each year group spend taking part in PE in a typical week in 2012

3.13 In March 2013, Central Government announced there would be reinvestment into PE and school sport specifically for primary schools, which meant that from September 2013 (confirmed to continue to 2016) each primary school received £8000 plus and extra £5 top-up per pupil directly from Government.

3.14 In consultation with Head teachers, PE Coordinators and key stakeholders Officers have recently launched an all new buy-back offer to primary schools for academic year 2014/15, which features a core menu of services that the schools have specifically requested. The offer, which can be reviewed in detail in appendix one, features:

- Annual competitions programme
- PESS health checks
- Continued Professional Development Programme
- Leadership Academy
- Satellite Sports Clubs utilising community use of schools

3.15 Since September 20 schools have returned their membership registrations, whilst this is around half of all primary schools, the deadline has not yet passed and all schools have said they are pleased with the new offer that has been presented at PE network and Head Teacher partnerships.

Outdoor adventurous activities

3.16 Sayers Croft, which is based in Ewhurst Surrey, is a 56-acre outdoor adventurous activity facility that can accommodate 200 people at a time. Whilst over 35 schools and groups visit the centre each year over the past 12 months officers have been focused on outreach activity within the City of Westminster, which includes:

- **Forest Schools** – ‘Forest Schools’ focuses on child-led learning, providing participants ownership over the outdoors area during their visits. It allows children to be independent, explore the environment and discover nature. A pilot scheme of seasonal forest school sessions has recently begun at Paddington Recreation Ground, working with St. Saviours, Edward Wilson and Essendine Primary School. Each class will visit the park for a day each term to experience the different seasons

whilst exploring the environmental area in the park. The pilot is currently working with 9 classes, which amounts to around 250 children enjoying Forest School each term. The children range from nursery aged children up to year 4 children (8-9 years).

- **Orienteering** – instructors are currently providing a 6 week programme at Essendine Primary School to teach and develop the skills of orienteering with years 3 to 6. Paddington Recreation Ground is also being used as well as a permanent orienteering course at Ravenscourt Park. To date feedback from teachers and pupils has been very positive and the aim is to expand the programme across further schools.
- **Duke of Edinburgh Scheme** – Sayers Croft provide residential weeks for Gold participants during school holidays throughout the year. Participants, who will not have met before, are aged from 16-25 and take part in a mixture of adventure activities (e.g. zip wire, high ropes and caving) and conservation (e.g. constructing fences in the surrounding woodland and planting trees). Last year 144 participants completed their residential tasks and so far 170 participants have already taken part.

Community sports programmes

3.17 In addition to engaging children and young people during school time the Sports Unit also seeks to promote a well-designed community sport programme in accessible settings during the evenings, weekends and holiday periods.

3.18 With a backdrop of increasingly high levels of childhood obesity and inactivity levels in certain communities (including adults that has a clear impact on family and childhood physical activity levels) the Sports Unit team have continued to provide 'door-step' sport in the right place at the right time and for the right price, creating opportunities for young people to be healthy, stay safe, enjoy, achieve and make a positive contribution.

3.19 Key features within the overall approach for the programme include:

- **Targeted and coordinated** – developed through close partnership working and collaboration with key agencies such as the Met Police, Community Protection, Children's Services, Locality Teams and City West Homes.
- **Local delivery on the doorstep** - the programme aims to contribute to tackling multiple issues associated with gang and youth violence in the most deprived wards in Westminster using multi use games area pitches and youth centres to maximise convenience and access for participants.
- **A 'mixed economy' of delivery** - to maximise accessibility and to promote relevant and engaging opportunities, a breadth of providers are used to deliver the programme. The Council's 'ActiveWestminster Mark'

promotes a level of quality control and accredits local sport clubs and providers.

- **People like me** - To encourage participation and increased engagement, the programme positively seeks to develop local young people (who often start with participating in programmes themselves, live in the local area and understand their local environment and local issues) to participate in the coaching and delivery of the programme through volunteering and paid employment opportunities.
- **School to Community Links** - is not new concept in terms of establishing outreach provision between clubs and schools, however more recently community use agreements with schools have enabled school's curricular provision to extend and link to community clubs and provide accessible sports and leisure activities within attractive settings for children and young people.

3.20 The following initiatives highlight some of the service's key programmes, which are delivered through both a preventative and intervention approach. A significant focus is placed on preventing young people from taking a course toward anti-social behaviour or criminal activities. However whilst preventative programming is preferred, it is recognised that many young people need support and tailored provision as a reactive response to their particular issues, which may include gang involvement, pupil referral placements and not being in education, employment and/or training.

- **The Neighbourhood Sports Club Programme** - providing over 100 hours a week FREE door step sport activities for 8 to 25 years olds across Westminster.
- **Edutain** - the Edutain holiday programme (which means to 'EDUcate' and 'enterTAIN', is a multi-sports & arts based programme for young people aged 8 –13 yrs old. The programme is £1pp per day and is delivered at 3 sites across Westminster in feb, easter Summer 7 Oct holidays.
- **Unity in the Community Tournaments** - is a competitive outlet that brings together regular football sessions. The programme attracts young people from different estates and parts of the City as well as some out of borough areas on a regular basis to help to reduce conflict and youth related violence / anti-social behaviour.
- **ActiveStreets** - to provide more locally accessible, doorstep provision in areas which don't currently offer active recreation facilities, by providing 'Play Streets' across the City.

Activity Programmes within facilities

3.21 Working in partnership with the council's appointed leisure provider (GLL), Westminster's flagship facilities offer a wide range of programmes aimed at children and young people. These include:

- **Free Swimming** – is offered to children and young people under 19 years of age that either study or live in the City of Westminster. During the May half term this year over 800 participants went swimming across 5 centres.
- **School Sport Coach** – a designated school sport coach employed by GLL is deployed across approximately 5 schools each week, working alongside teachers to promote high quality PE and School Sport. This fits well alongside the team's wider PESS programme and support offer to primary schools.
- **Early Years** – One of our centre's on-going programmes is specifically designed for early years, as studies have shown that engaging children in sport and physical activity at an early age helps support long lasting habits for life and also develops important motor skills that impact on general development. A Monday to Sunday programme offers classes for children aged 0 and up, including waterbabies, children's yoga and music and movement.
- **Holiday Programmes** - various sports camps are provided for children and young people during the main school holiday periods. Paddington Recreation Ground (among other sites) delivers a highly successful programme, for example 180 participants a day enjoyed cricket basketball, tennis and football during the May half term week this year.

Participation Legacy Events

3.22 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 of Westminster that are open and engaging to local residents and communities. In 2013 we 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 were that 2,000 entries came from families.

3.23 The 2015 WestminsterMile hopes to attract over 8,000 participants, which would cement the event as the largest in the world - far outreaching the 5th Avenue Mile event in New York. Plans for next year also include a much larger activation area in Green Park that will attract community groups and participates to stay and take part of the event throughout the day, concluding with the chance to see elite athletes such as David Weir and Mo Farah.

Outcomes and Evidence

3.24 The following table outlines the key outcomes and evidence to date against approved targets.

Programme Name	Detail	Target	Actual 2014
School Competitions	A full calendar of inter-school competitive opportunities is offered to primary and secondary schools. Whilst competition is involved the programme gives pupils an experience of playing sport alongside other schools off-site.	7,000	6,303 participants
Continued Professional Development Programme	Annual CPD calendar for teachers and coaches who work in schools	121	128 teachers trained in last academic year
Leadership Academy	Engaging primary and secondary age students in leadership training and opportunities to develop skills in coaching, sports management	50	93 young leaders
Neighbourhood Sports Club Programme	FREE sports activities in the most deprived areas of Westminster	100 hours per week	110 hours per week
Sports Development Participation Programmes	A range of focused participation programmes commissioned and managed by the sports unit	44,000	60,000
Parkour Programme	A range of Parkour activity delivered throughout Westminster	3,500	3,937
Holiday activities-Edutain Programme	the Edutain holiday programme is a multi-sports & arts based programme for young people aged 8 to 13 yrs old	2,500	3,011
Community Competitions	Unity in the Community	1,500	1,252
Satellite Sports Clubs	Community use of schools sites have created new opportunities to expand the Satellite Club Programme, this year there are	Increase from previous year to 6 new schools to involve 10 schools on the programme in total	10 clubs being delivered in 7 schools targeting around 120 new young people to sports each week.
Westminster Mile	A fully inclusive 1 mile road event for joggers and runners around St James Park.	2013 5,000 (yr1) 2014 4,000 2015 8,000	2013 3,000 2014 6,000 2015 tbc

Future opportunities and issues

- 3.25 **Active Communities.** A key recommendation and programme endorsed by the JSNA for physical activity is the new 'ActiveCommunities' programme is currently being piloted in partnership with Public Health. The programme aims to engage stakeholders and partners at a local level to build greater local opportunities to deliver needs led provision. This will support the development of more locally responsive offer to vulnerable 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.
- 3.26 **ParkMakers.** Officers are exploring a range of programmes to promote active recreation opportunities in parks and open spaces. The 'ParkMaker' programme seeks to increase the number of opportunities, including activities for children and young people. Having recruited parks staff, personal trainers and volunteers Westminster's newly qualified ParkMakers will be delivering free to access sessions and offering advice to local residents to get involved in sport and activities in several of Westminster's award winning parks.
- 3.27 **Improved communications** – A range of communication improvements are in progress including a new website, search engine
- 3.28 **Member involvement** – Members are very welcome to help shape the future delivery and strategic approach to Westminster's sport and physical activity programmes. Some of the aforementioned programmes for example (ParkMakers and Active Communities) are well suited and specifically designed for local delivery. This allows ward members to be involved in ensuring delivery in their own wards are needs led and contribute positively to local issues. In fact as Active Communities develops ward members will be encouraged to attend and share views on such local issues as one of many vital stakeholders.

4. Health and Wellbeing Implications

The detail of this report relates specifically to the positive impact that increased sport and physical activity has on the health and wellbeing, arising from the issues discussed in your report.

5. Financial Implications

There are no financial implications associated with this report.

6. Risks and Mitigations

The risk management implications relating to the implementation of the ActiveWestminster strategy are identified and managed through the Sports

and Leisure service risk assessment matrix which is monitored regularly and reported corporately.

If you have any queries about this Report or wish to inspect any of the Background Papers please contact Andy Durrant
adurrant@westminster.gov.uk

BACKGROUND PAPERS

Appendix One: Westminster Sports Unit - Westminster PE & School Sport Network 2014/15

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 2014/15 primary schools will once again receive **a sum of £8000 per school plus and an extra £5 top-up per pupil as they did in September 2013 from Central Government.**

Reporting & Ofsted Arrangements

As you'll be aware, to compliment this funding there will also be **tougher assessment of PE and sport provision via Ofsted** to ensure the funding is bringing the maximum benefit for all pupils, with schools held to account for all expenditure. This will ensure that schools are clear about how PE and sport will be assessed in future as part of the overall provision offered by the school. Schools have the discretion to spend this money as they see appropriate for their school but it must be used for PE and school sport. Guidelines for spending this funding will be made available.

A New Offer

The uptake from schools for the Westminster PE and School Sport Membership for 13/14 was excellent with 95% schools participating. We want to make sure the membership continues to offer excellent value for money and remains relevant and attractive for schools. Following consultation with Westminster's Head Teacher Executive and PE Subject Leaders, we have revised the last years offer to provide a more focused membership package that reflects the priorities and needs of our schools, whilst continuing to offer some optional but enhanced services.

We have built excellent relationships with a number of partners and PE professionals over the last 10 years that has enabled us to broker high quality support at minimal cost. In turn we are able to offer a membership package that is 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 - £490

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
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 Mark** – 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.
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 online school sport survey** – opportunity to feedback on progress made during the year and indicate your schools key areas of required support for the coming year
12. **E-Newsletters ‘School Link’** - published each term with key information and upcoming dates

Westminster PE & School Sport Enhanced Services

(The below programmes and services have individual prices to allow schools the option to pick and mix)

- a) **Level 1 School Games support** – schools will receive support on one day per term to ensure that every pupil in their school is taking part in level 1 competition (£450)
- b) **Leadership Academy** – in the enhanced package, WSU will be able to come into your school and train and develop the SSOCrew ready for deployment for your activities (£150)
- c) **Primary Schools Youth Sport Trust membership** – membership to the Youth Sport Trust provides schools with additional resources and discounts to their services (£300)

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