



the NEXT LEVEL

Strategy for Sport and Active Leisure in South Somerset

2006 - 2012

making a difference where it counts

CONTENTS

Foreword

Chapter 1
Introduction

Chapter 2
The Value of Sport

Chapter 3
National Context

Chapter 4
Regional Context

Chapter 5
South Somerset

Chapter 6
Our Vision

Chapter 7
Delivering Community Sport

Chapter 8
Developing Active Communities

Chapter 9
Enhancing Facility Provision

Chapter 10
Raising Sport and Active Leisure's Profile

Chapter 11
Next Steps: Implementation

Chapter 12
Monitoring and Evaluation

What do we mean by Sport and Active Leisure?

Whilst sport is a term that is widely used, we know that there are many people who are physically active (or may wish to become so) who would not consider themselves to be 'sporty'. We have chosen to use the term 'Sport and Active Leisure' as we feel it best reflects the relationship between traditional sports and other healthy lifestyle pursuits.

the NEXT LEVEL...

**“CREATING
THE
MOST ACTIVE
AND SUCCESSFUL
RURAL DISTRICT
IN
THE
SOUTH WEST”**

FOREWARD

A new era for sport

2006 sees the start of a new era for sport and active leisure in South Somerset. The start of a journey to increase and widen the base of participation and the start of a process to raise junior performance standards. In short to make South Somerset the most active and successful sport and active leisure district in the South West.

During the last 12 months, we at South Somerset have been doing a lot of listening to our customers – our residents, the people who lead sport and active leisure, and our key strategic partners.

We have produced this strategic framework with a wide range of partner organisations.

A clear vision for sport and active leisure is now in place and we are ready to take the first steps towards making this vision a reality.

It provides strategic direction for South Somerset District Council and our partners in South Somerset.

Leadership

In March 2005, we commenced the process of restructuring and transforming our Sport and Leisure Service so that we can focus on

providing the new level of strategic leadership required to support the implementation of this strategy. This step established a single central office for all sport and leisure services, a significant step taken in response to the feedback we received from concerning the consistency and quality of support. We hope you will see the difference over the next few years!

London 2012 Olympic and Paralympic Games

With London announced as the spectacular venue for the 2012 Games, we have a unique opportunity to mobilise enthusiasm for sport and leisure across South Somerset. This strategy leaves us well positioned to provide to create a lasting legacy.

A new Community Sport Network

Through working with our partners through the creation of a new South Somerset Community Sport Network we aim to drive forward the implementation of this strategic framework.

This new 'partnership' will provide the necessary platform to achieve our shared aspirations for sport and active leisure. I look forward to the journey and to working with you to make this exciting new vision a reality.

Cllr Sylvia Seal
SDDC Leisure and Culture
Portfolio Holder

Section 1 INTRODUCTION

A vision for sport and active leisure

This strategy sets out a new vision for sport and active leisure in South Somerset – to be the most active and successful rural district in the South West.

A framework

In line with South Somerset District Council's corporate vision of being an 'organisation consistently delivering and improving quality of life for all', the Sport and Leisure Service has prepared this strategy to:

- *Raise awareness of the exciting role that sport and active leisure can play in developing the economic and social health of the district.*
- *Provide a framework for the development of sport and active leisure provision in South Somerset.*
- *Galvanise a whole range of people to question the current situation and to strive to achieve something better.*
- *Create a platform on which a wide range of partners can join together to create a more co-ordinated and inspired approach to the delivery of sport and active leisure across the district.*
- *Establish a mechanism for monitoring progress and achievements.*

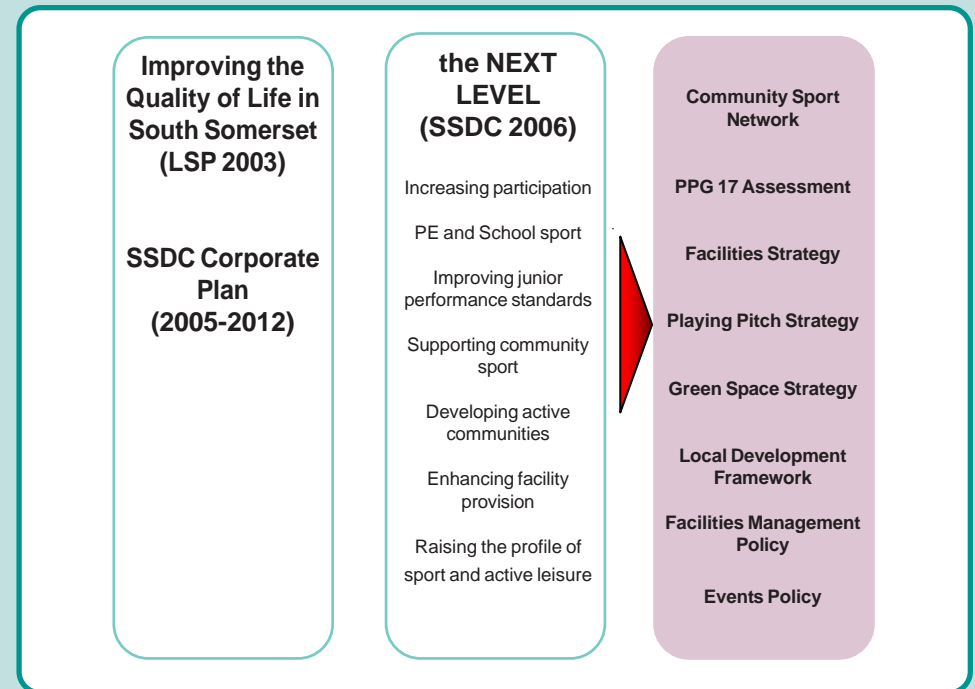
Whilst this strategy has been initiated and led by the District Council, it could not have been produced without the contributions from the District's sport clubs, recreation trusts, primary schools, secondary schools, facility providers, town and parish councils, and a whole range of the Council's key strategic partners such as Sport England (South West), Somerset Sport and Activity Partnership, Somerset County Council, South Somerset Primary Care Trust, Yeovil College and D C Leisure.

An extensive engagement process with partners, over a 9 month period, has meant that 1250 people gave contributions to this strategy, with over 160 organisations participating with consultation events and surveys.

Although the various organisations mentioned have clearly had an influence in the production of this document, it is important to stress from the outset that this is a strategy for the *people who take part in sport and active leisure (and for those who will take part in the future) in the South Somerset area*; it is not solely a Strategy for the District Council or any single organisation.

Fundamentally it is a team approach which lies at the heart of this Strategy and it is hoped that all those individuals and organisations that have an interest in sport and active leisure in South Somerset will study the document and seek to deliver it.

Importantly, the vision and strategic direction provided through the Next Level will now act as the catalyst for the preparation of the following policies and strategic plans for South Somerset.



Update Bulletins and Annual Stakeholder Conferences

There will be a series of short bulletins and annual stakeholder conferences to support the implementation of this strategy.

You can find out further details on:

[http://www.southsomerset.gov.uk/sport and leisure](http://www.southsomerset.gov.uk/sport%20and%20leisure)

Section 2

DEVELOPING THE NEXT LEVEL



STEP 1

REVIEWING CONTEXT

NATIONAL:

- Game Plan 2002
- Choosing Health 2004
- National Framework for Sport in England 2004

REGIONAL:

- Regional Plan for Sport 2004-2008
- Somerset Activity & Sport Partnership (SASP) Strategy 2004-2007

LOCAL:

- Community Strategy 2003-2006
- SSDC Corporate Plan 2005-2012

STEP 2

LOCAL RESEARCH

SURVEYS:

- Resident Survey Sept 2004
- Club Survey Oct 2004
- Parish Council Survey Nov 2004
- Young People Survey Jan 2005

WORKSHOPS:

- 4 1st Phase Open Consultation Workshops
- Partner Consultation Sessions
- Strategy Team Workshop

STEP 3

SETTING THE VISION AND STRATEGY AREAS

WORKSHOPS:

- Strategy Team Workshop
- Partner Consultation Sessions
- Consultation with SSDC Community Staff
- Consultation with SSDC Members
- 2nd Phase Open Consultation Workshop

STEP 4

OBJECTIVE SETTING

WORKSHOPS:

- Strategy Team Workshop
- Partner Consultation Sessions

STEP 5

FINANCIAL AND RESOURCE ALLOCATION

- 2005-2012 delivery planning exercise with Strategy Team.
- Costing exercise with Strategy Team.
- Medium Term Financial Strategy.
- Funding Bid Preparation.
- Leisure and Culture Policy Panel Approval.
- Senior Management Team Approval.
- SSDC Council Adoption.

Section 3

THE NATIONAL CONTEXT

Where does our vision ultimately come from?

There are 7 key national contexts that have influenced the development of this Framework: Game Plan, National Framework for Sport, Government's Planning Guidance for Sport, Waneless Report, Chief Medical Officer's Report and Choosing Health Report.



Game Plan

Published in 2002, *Game Plan* set a new agenda – an agenda to increase and widen the base of participation of sport, an agenda for success on the international stage, and an agenda for reform in order to create effective delivery structures.

'Government set the ambitious objective of "increasing levels of sport and activity within the target of achieving 70% of the population as reasonably active – defined as participating in 30 minutes of moderate exercise five times a week – by 2020".'

National Framework for Sport in England

Sport England led the development of a new National Framework for Sport in response to Game Plan. The framework shown on page 7 was developed through independent analysis of the facts and figures underpinning sport, and through research and impact evaluation – finding out what works best to make England an active and successful sporting nation.

The national framework sets the broad strategic limits for sport – the boundaries – within which there is flexibility for 'local' interpretation and prioritisation.

Government's Planning Policy Guidance for Sport

The Government's PPG17 'Planning for open space, sport and recreation' guidance recognises that open spaces, sport and recreation all form the backbone of people's quality of life.

To ensure effective planning is undertaken for these areas, local authorities are advised to undertake robust assessments of the existing and future needs of their communities for open space, sports and recreational facilities. This provides the starting point for establishing an effective strategy for open space, sport and recreation at the local level, and for effective planning through the development of appropriate policies in plans.

Chief Medical Officer's Report (CMO Report)

This 2004 report set out the evidence on the effects of physical activity in terms of the health of the population and many clinical issues. Importantly it demonstrated that physical activity helps to prevent coronary heart disease, musculoskeletal disorders, some cancers, obesity, diabetes and mental illness.

It also showed that not being physically active is a major risk factor for many diseases and chronic illnesses. People who are not active individuals have consistently been shown to have a poorer health outlook than active people.

Choosing Health: making healthier choices easier

This White Paper set out new far reaching proposals for supporting the public to make healthier and more informed choices in regards to their health in order to address the issues raised within the CMO Report.

National Health Facts:

Physically active adults have a 20-30% reduced risk of premature death and up to 50% reduced risk of major chronic disease such as coronary heart disease, stroke, diabetes and cancer.

Inactivity is one of the leading causes of death. It is responsible for: 22 to 23% of coronary heart disease; 16 to 17% of colon cancer; 15% of diabetes; 12 to 13% of strokes; and, 11% of breast cancer.

60% of men and 70% of women are not active enough to benefit their health.

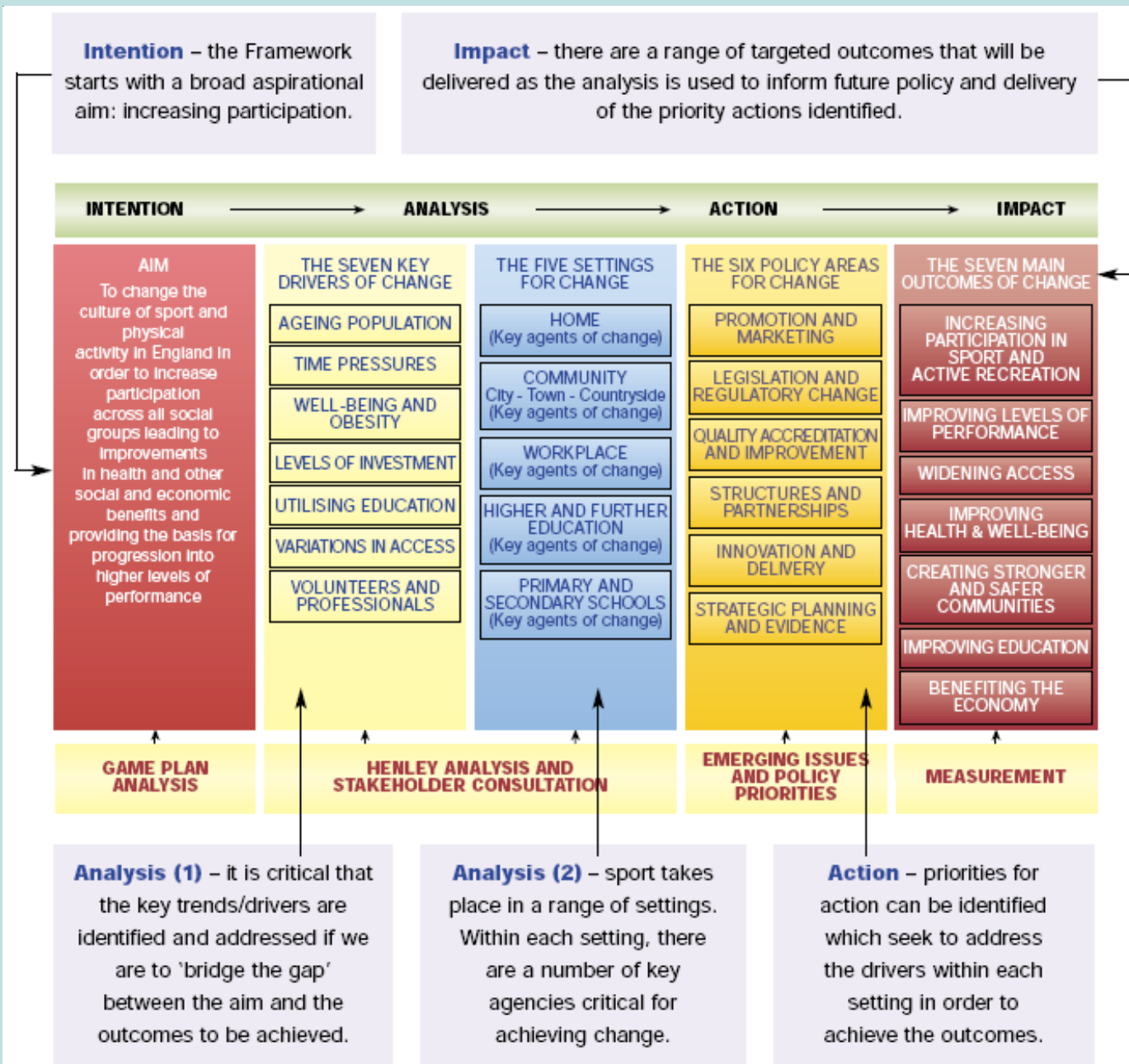
In the last 25 years the distance people walk or cycle has fallen by 25%.

Around 20% (and rising) of the population are obese. The overall cost of inactivity is estimated to be in the order of £10.5 billion a year.

'It's not just a sports policy. It's a health policy, an education policy, an anti-crime policy and an anti-drugs policy.' Prime Minister, Tony Blair

THE NATIONAL CONTEXT

The National Framework for Sport in England



Section 6

OPEN CONSULTATION SESSIONS - WHAT YOU SAID

To support the preparation of this strategy SSDC delivered a series of five consultation sessions to seek the views of organisations involved with the delivery of sport and active leisure opportunities across the District.

Here is a simple of the key messages from the open consultation events. **We'd like**

'Large open spaces'

'High quality physical education and sport within schools'

'Better use of school facilities'

'Assistance in forming school club links'

'Well structured junior and youth sport programmes'

'To see a new training culture'

'More qualified sports coaches'

'A structure support programme for coaches, volunteers and officials'

'One simple criminal records bureau checks system'

'More assistance in dealing with the health and safety and legal burdens now involved in delivering sport and activity'

'Support for small community clubs'

'Access to facilities to support the expansion of clubs'

'The opportunity to use up to date facilities at reasonable costs'

'More clubs providing recreational opportunities rather than just competitive opportunities'

'High levels of participation across all age groups'

'Greater marketing and development of the Passport to Leisure Scheme'

'Employers playing a bigger role in health improvement programmes'

'Successful professional clubs'

'Success in sport at a county, regional and antional level'

'Support for talented sports people'

'Sponsorship for local individuals to achieve national success'

'Investment to bring facilities up to standard'

'More sports facilities in the district to be self sustaining'

'Decent indoor and outdoor facilities to enable league and county matches to take place'

'Improved training facilities'

'Floodlighting for evening facilities'

'A selection of sports facilities to a regional standard'

'Efficient and comprehensive links between clubs and SSDC'

'More national governing bodies supporting clubs'

'Grant aid support and advice'

'Pro-active sports forum which supports sports'

'A series of high profile events'

'Central office for sports enquiries and information'

'Networking with other sports clubs'

'Improved communication of facilities and sport available'

'Marketing of all leisure clubs and activities'

'Annual 'high profile' open days for centres'

'Fairer representation in local press'

'Every person who wants to take up a pursuit can easily find it'

'More information on help available'

'Help with the promotion of the club'.

'Communication between governing bodies, councils and funding agencies'

'A 'joined up strategy' - local links between clubs, education and parish councils with ongoing funding'

'A comprehensive sports strategy'

'Adequate outdoor synthetic turf pitches'

'South Somerset to become recognised for outstanding sporting prowess'

Section 6

OUR VISION

Sport and active leisure makes significant contributions to people's lives and their levels of physical activity. This strategy sets out an exciting vision to:

- *Drive up participation levels across South Somerset by at least 1%, year on year.*
- *Ensure that 75% of all young people spend at least 4 hours a week on high quality physical education and sport whilst at school by 2009.*
- *Improve performance standards by increasing junior representation at county, regional, national and international levels; and*
- *Bring together a wide range of partners to create a more active and successful South Somerset.*

In doing so, we aspire to:

“CREATING THE MOST ACTIVE AND SUCCESSFUL RURAL DISTRICT IN THE SOUTH WEST”

This is an ambitious vision for South Somerset. It presents a major challenge to every organisation within the sport and active leisure sector across South Somerset. It's achievement will bring real improvements to South Somerset over the next 15 years, significantly enhancing the quality of life of residents.

Realising Our Vision

‘Vision without action is just a dream, Action without vision just passes the time, Action with vision can change the world.’

Crucially, South Somerset's vision will only be realised by:

- Changing the culture and community view of sport and activity.
- Addressing the key inactivity trends and barriers to participation.
- Bringing together sport, health, education, community safety, youth justice and many others to use sport and activity to improve the quality of people's lives.
- Partners working together in a co-ordinated way to create and sustain opportunities for people to start, stay and succeed in sport and active leisure activities.

Achieving Our Vision

This vision can be achieved through focusing on 4 key strategic areas developed from the National Framework for Sport, the South West Plan for Sport and the key drivers emerging from our detailed surveys and consultation in South Somerset:

- Supporting community sport
- Developing active communities
- Enhancing facility provision
- Raising the profile of Sport and Active Leisure

The key strategic themes are by no means mutually exclusive and are, in many cases, inextricably linked. They provide the focus for partners in South Somerset to work together and achieve the best outcomes. Each strategic theme delivers the main outcomes which residents, stakeholders, Sport England and Government have identified. This are detailed later in this document.

Each key strategic area is set out over the next four chapters. These chapters detail the key policy proposals and actions in this framework that are the responsibility of the whole sport and active leisure community to tackle.

A yearly 1% increase in activity levels would place South Somerset on a level with the leading countries in the World.

Target Groups

Whilst the sport and active leisure activities within each strategic area need to involve everyone, the research undertaken highlighted the need for a special focus to be on the following target groups:

- **Young people** - to ensure young people develop the basic movement, social and co-operative that is the backbone of all future sports participation.
- **Women 16 +** - to ensure that more women participate and recognise that sport and active leisure is part of a healthy and constructive lifestyle.
- **People with low incomes 16 +** - so that they can afford to take part in sport.
- **People with lifelong limiting illnesses** - to ensure that they have the opportunity to remain healthy by being active.

Each of the last three *target groups* are currently under-represented in sport and active leisure both nationally and in South Somerset. Overcoming these inequalities will require all sport and leisure providers to enhance or introduce new opportunities to bring about the necessary step change.

Which sports?

Support through this strategy could be provided to nearly a 100 different sports. As a result there will be a need to prioritise support towards around 18-24 the sports that can best support the achievement of the vision and meet the needs of residents of South Somerset. These will be reviewed annually and new or additional sports may be selected if appropriate or should resources allow.

Which communities?

To achieve the vision in South Somerset, some geographic, as well as demographic, targeting is needed. South Somerset will select 20 population centres with the highest health needs as its initial focus for new initiatives. These will be reviewed annually and new or additional population centres may be selected if appropriate or resources permit. By focusing on 20 geographic locations, we will be able to target resources more effectively and to measure the impact of work more accurately.

Section 7

STRATEGIC AREA ONE - SUPPORTING COMMUNITY SPORT



Community sport is growing in South Somerset. These efforts must continue to be supported.

This involves supporting the many community sport clubs and competition organisers to provide quality, safe and accessible opportunities for all people to take part in fun, enjoyable sporting activity and helping them to reach their full potential. Supporting the growth of sport is one of the key ways that South Somerset can deliver its vision relating to increasing participation and improving performance.

Ultimately, supporting community sport is about creating more opportunities for people to start, stay and succeed in sport across South Somerset.

This strategic area involves:

Sport Specific Development Groups

Establishing Sport Specific Development Groups in key sports to lead the development of that sport across the district.

Sport Specific Development Planning

Supporting development groups to prepare district wide development plans for their sport in partnership with all clubs and key stakeholders to increase participation and raise standards.

Community Sport Partnerships

Leading the strategic development of local 'Community Sport Partnerships' to enhance the quality and range of opportunities available to their surrounding communities, and provide a local support and communication network for voluntary sports clubs, parish councils and school sport teachers.

Club Development

Supporting the development of new and existing clubs, providing support towards facility development, achievement of national governing body quality accreditation schemes, and the provision of volunteer, official, coach education and development.

School - Club Links

Increasing the number of young people being guided into clubs by supporting the development of links between schools and clubs.

Coaches

Developing the infrastructure of appropriately qualified and accessible professional and voluntary Community Coaches.

Talent Development Pathways

Creating talent selection and development pathways, including the formation of development squads linked to National Governing Body Whole Sport Plans.

Volunteer Support

Creating a support structure that provides opportunities for the development of volunteers.

Health and Safety

Providing advice to sports clubs on developing and implementing health and safety, and child protection policies and procedures.

Financial Performance

Improving sports financial performance in order that it is better placed to invest in and sustain its growth long into the future.

Sport Stakeholder Group

Establishing a Sports Stakeholder Group to enable clubs, sport specific development groups and community sport partnerships to inform and shape future community sport policy.

STRATEGIC AREA ONE - SUPPORTING COMMUNITY SPORT

The possible future for community sport

What might all this look like in the future? We have tried to look ahead and picture how the future might develop if we are successful in delivering these important changes.

Today was not any normal rainy Saturday. Joe bounded down the stairs as today was a big match for his football team. He had to wait for his mum, Sally to get ready, then they drove to the local multi-sport zone.

As soon as they arrived at the sport zone, Joe was off to football. He knew his way around the complex because he regularly attended the South Somerset Football Development Squad after his club nominated him to attend the selection trials. He was really benefitting from the excellent coaching and conditioning support, and perhaps, this may even be the year that he gained selection to Yeovil Town FC's Centre of Excellence. He aspired to be a professional player.

Joe was particularly proud of his club. They had achieved FA Charter Club Status and provided fun recreational training and a vast range of structured teams. The club had really grown through the support it received through the South Somerset Football Development Partnership and the new links it had formed with local schools through the Community Sport Partnership. This had provided invaluable financial support towards increasing the membership and had raised the club's profile significantly.

Joe knew all this would give him an edge today.

What are the important changes?

Sport specific development

We need to see the formation of **sport specific development groups** to lead the development of that sport across the district. As part of this step we are proposing a shift in approach from just individual club development planning to **district wide sport specific development planning** to increase participation and raise standards.

Sport specific planning will help to address the vital need for co-ordinated structures, pathways and systems to strengthen links between schools, clubs, development squads, county squads and national governing body Whole Sport Plans/World Class programmes. Through this approach, we would hope to see more innovative and effective deployment of resources occurring.

Community Sport Partnerships

We are proposing the development of long-term, accessible, multi-sport club networks within each market town with enhanced coaching and volunteer workforces.

Vibrant clubs catering for all

We would like to see **sports clubs** continuing to grow and prosper. For this to happen we believe that three particular areas must be focused upon:

1. Providing for the large recreational market, rather than just the competitive market;
2. Developing a financial base to support future growth and replacement, rather than just balancing the figures for today; and
3. Working towards achieving national governing body quality accreditations to provide confidence to prospective members.

STRATEGIC AREA ONE - SUPPORTING COMMUNITY SPORT

As well as creating an active and inclusive South Somerset, the aim must also be to contribute to performers being able to achieve on the county, regional, national and international stage. Sports people in South Somerset, particularly young people, need **quality training environments** and an **effective pipeline** to enable their talent to progress into national governing body led World Class Performance structures.

Raising Performance Standards

Competitive success is a key driver for many people within sport. We need to create environments where people can train and achieve sporting success. At present few sports provide the facilities, coaching, training and development opportunities necessary for performers to progress beyond a local level.

It will be important through sport specific planning to set up **systems to support the selection and development of performers** for individuals who with a high degree of probability may succeed. It will be crucial for existing facility providers to be more creative with the programming of their facilities in order that individuals can undertake the training time necessary to progress within their chosen sports.

Sport specific planning together with the development of an **enhanced network of facilities** identified through the proposed facility strategy will make a significant difference to performance standards.

The following pages of this strategy covers the priority objectives South Somerset has set itself for Supporting Community Sport. A number of critical activities are listed for each objective. These are the actions needed to produce the outcomes described in the wording of the objectives. The grid system also highlights, by means of a tick, when each activity will commence.



South Somerset District Council

Priority Objective 1

To establish sustainable multi agency development groups in 'focus sports' to increase participation and improve junior performance.

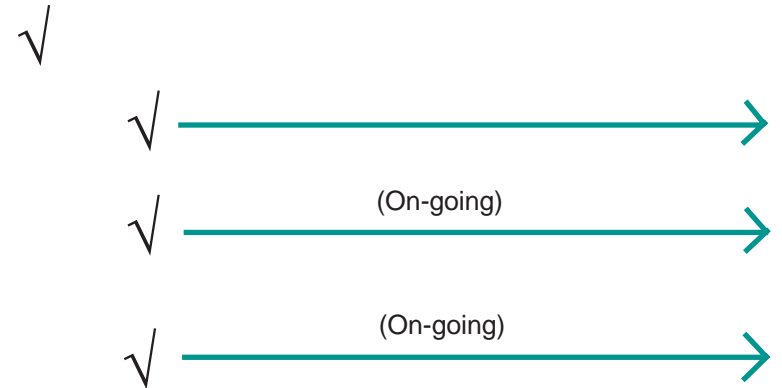
The Critical Activity:

1. Establish a policy to prioritise sports for 'focus sport' support in South Somerset.
2. Identify key partners and create sports specific development groups.
3. Assist focus sport development groups to prepare and implement district wide development plans to increase participation and improve junior performance standards.
4. Secure additional external investment over the years to 2012 to support the expansion of sport specific development programmes.

Baseline Data

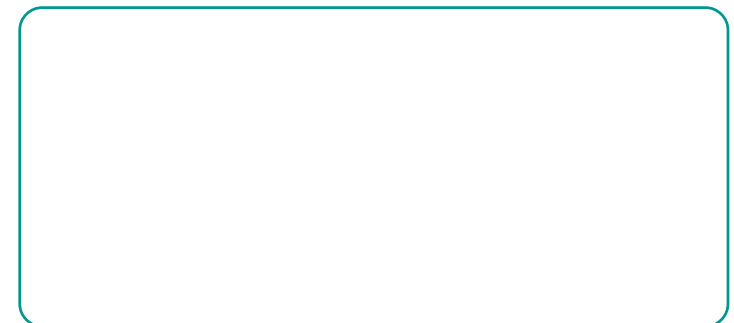
In 2005 there were no development groups, focus sports, or district wide development plans.

When will the activity occur?



Key Performance Indicators:

- Development groups and focus sport plans established.
- % of Sport achieving 1 x 30 and 3 x 30 minutes per week.
- % of Sport receiving coaching to improve personal performance.
- % of Sport who took part in competitive sport.
- % of Sport performers achieving top echelon at county, regional and national level.
- % of Sport spending 1 hour a week on voluntary sport work.



SUPPORTING COMMUNITY SPORT



South Somerset District Council

SUPPORTING COMMUNITY SPORT

Priority Objective 2

To strategically develop a comprehensive network of 'Community Sport Partnerships' to enhance the quality and range of sporting opportunities available to local communities.

The Critical Activity:

1. Undertake a strategic mapping exercise to underpin the development of the district wide network.
2. Develop and evaluate one pilot Community Sport Partnership programme.
3. Secure external finance to support the year on year development of Community Sport Partnerships.
4. Lead the expansion and evolution of Community Sport Partnerships across South Somerset.

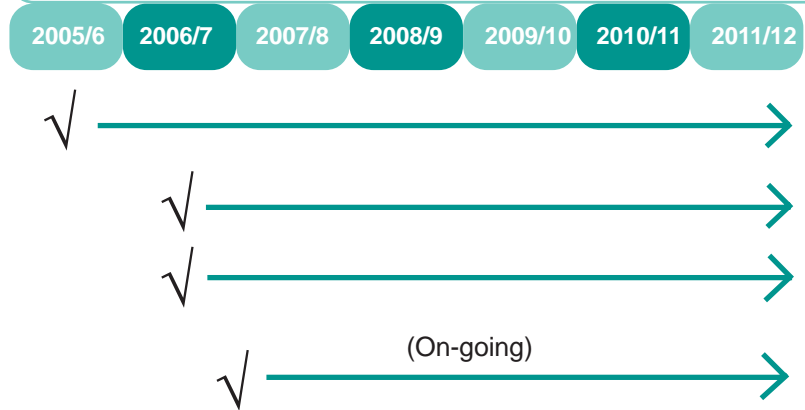
Key Performance Indicators:

- % of Community achieving 1 x 30 and 3 x 30 minutes per week.
- % of Community receiving coaching to improve personal performance.
- % of Community who are members of club where they participate in sport.
- % of Community who took part in competitive sport.
- % of Community spending 1 hour a week on voluntary sport work
- % of Young People joining clubs through school club links.

Baseline Data

In 2005 there were no community sport partnerships.

When will the activity occur?





SPORT CLUB DEVELOPMENT

STRATEGIC
AREA ONE

South
Somerset
District
Council

SUPPORTING COMMUNITY SPORT

Priority Objective 3

To support the development of new and existing sport clubs to increase participation, improve junior performances and achieve National Governing Body (NGBs) quality accreditation standards.

The Critical Activity:

1. Establish a club development policy and identify clubs for potential support.
2. Introduce a long-term club support system in partnership with NGBs and the Somerset Activity and Sport Partnership to assist clubs to develop and achieve NGB accreditation.
3. Establish an annual programme of coach, official and volunteer training to support the development of clubs.
4. Establish an ongoing programme to recognise and value the volunteers delivering opportunities for clubs.

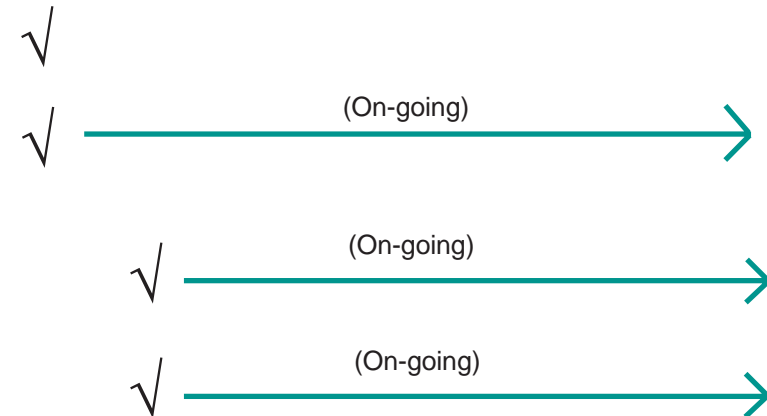
Key Performance Indicators:

- Clubs Supported Annually
- Clubs Achieving NGB Accreditation
- Club Membership Increase
- Coach and Volunteer Capacity Increase
- School Links Established

Baseline Data

In 2005 SSDC provided support to 18 clubs. 19 of approximately 450 clubs in South Somerset had achieved NGB accreditation standards.

When will the activity occur?



the NEXT LEVEL



South Somerset District Council

SUPPORTING COMMUNITY SPORT

Priority Objective 4

To work in partnership with the South East School Sport Partnership to ensure that 75% of all young people spend at least 4 hours a week on high quality physical education and sport whilst at school by 2009.

The Critical Activity:

1. Carry out a detailed analysis of the current levels of participations to identify which schools do not meet the standard.
2. Plan a targeted grant aid investment programme over the years to 2012 to drive the development of new school and community based sporting activity to support young peopel and schools to achieve the standard.

Key Performance Indicators:

- Number of schools meeting the standard.

Baseline Data

When will the activity occur?

2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12
--------	--------	--------	--------	---------	---------	---------





Priority Objective 5

To lead the delivery of a diverse sporting, volunteering and cultural programme to celebrate the staging of the London 2012 Olympic and Paralympic Games.

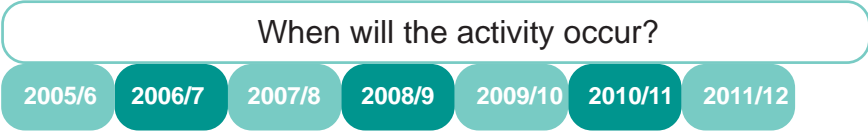
The Critical Activity:

1. Carry out an exercise to creatively engage young people across South Somerset in the design of a programme to celebrate the staging of the Games.
2. Secure the financial investment required to underpin the delivery of the South Somerset celebration.
3. Deliver the diverse sporting, volunteering and cultural programme.

Key Performance Indicators:

- Range of Sporting, Volunteering and Cultural Opportunities.
- Level of Young People Participating.

Baseline Data



Section 8

STRATEGIC AREA TWO - DEVELOPING ACTIVE LIFESTYLES



'A mass shift in current activity levels is needed... If people of all ages can be engaged in a new way of thinking about active lifestyles, better health can be a realistic goal for all.' Chief Medical Officer's report on physical activity

The contribution that physical activity and active recreation can make towards health is now widely recognized and accepted. Encouraging active lifestyles involves providing active leisure opportunities close to where people live and work which are fun, enjoyable, fulfilling and beneficial. It aims to overcome the three principal barriers in South Somerset: increased pressure on time, restricted rural access to transport and facilities, and cost. This area is about delivering activity within local communities in order to make access easier. This strategic area looks to bring about a real positive change to people's lives through the inclusion of more activity each day. Its inclusion is also designed to meet the needs of just over 70% of South Somerset residents who simply wish to take part in recreational activity for health, social and relaxation purposes. It will be the principal area through which South Somerset will realise its participation goals and deliver the outcomes relating to increasing involvement, widening access, and improving health and well-being. This strategic area will involve:

Active Communities	Supporting the development of active communities.
Active Workplaces	Encouraging active workplaces which develop healthy lifestyles
Active Health	Developing active health programmes in partnership with the South Somerset PCT and community GPs to prevent Coronary Heart Disease, Specific Cancers, Obesity, Diabetes, Mental Illness and Musculoskeletal Disorders.
GP Referral	Developing the Somerset 'Pro-Active' Physical Activity Referral Programme in partnership with community GPs.
Targeting	Developing targeted programmes for those who are disadvantaged or at risk.
Passport to Leisure	Increasing the effectiveness of the 'Passport to Leisure' Scheme in increasing participation by low income groups.
Family-Focused Lifestyle Opportunities	Developing family-focused lifestyle opportunities particularly using our natural environment.
Active Environments	Developing active environments which encourage walking, cycling and running.
Community Events	Supporting the delivery of events.
Active Travel	Encouraging active travel opportunities.

Encouraging active lifestyles involves providing active leisure opportunities close to where people live and work which are fun, enjoyable, fulfilling and beneficial. It means increasing the number of people achieving the following levels of activity recommended by the Government's Chief Medical Officer:

- Children and young people should achieve a total of a least 60 minutes of moderate intensity physical activity each day.
- For general health benefit, adults should achieve a total of at least 30 minutes a day of moderate intensity physical activity on 5 or more days of the week.

Active leisure can make a significant contribution to a healthy lifestyle, however, it must be part of a wider health promotion approach which can also address smoking, alcohol, drug, sleep and weight management lifestyle issues. As such this strategic framework recognises the vital importance of developing a 'joined-up' approach with health professionals in order to be able to offer and promote an integrated 'healthy lifestyle' to South Somerset residents.

STRATEGIC AREA TWO - DEVELOPING ACTIVE LIFESTYLES

The possible future for active communities

What might all this look like in the future? We have tried to look ahead and picture how the future might develop if we are successful in delivering these important changes.

Sally had decided that to be a positive example to Joe by starting to do some exercise again. Each week she would head off to Yoga at the local village hall and afterwards she would have a good natter with some of her friends in the village. Before she started Yoga, stress was a big problem in Sally's life, but now she could really control it. The Yoga went well with the tennis she was learning on the local courts and her weekly step classes. All this on her door step and the monthly community activity pass meant that the more activity she did, the cheaper it was.

Sally had also really noticed the improvement in her friend Katie's walking since she'd taken up the doctor's advice of taking part in the community health walk programme. The social element meant that she really looked forward to meeting her new friends. She was now thinking of taking the next step to do some Aquarobics as her confidence was growing. The good value provided through the GP referral programme meant that funds did not stand in her way of exercising.

What are the important changes?

We need to bring about a cultural change to make sure **activity forms part of the daily lifestyles**. We need to gradually create an activity epidemic, which will help to reverse the current trend in unhealthy lifestyles.

We want to see more **fun, enjoyable, fulfilling, beneficial and affordable activity within local communities**. We can do this by creating and developing an activity culture that includes sport, exercise and fitness, active hobbies, and actively using the countryside and other natural resources around where people live. This will significantly improve access. In particular, there should be a strong focus on delivering a range of sustainable opportunities for people who are inactive and not currently participating in sport or active leisure opportunities.

Within local community programmes, we see a need to introduce **physical activity referral programmes** to provide GPs and other agencies with a way of referring individuals they believe have high health risks as a result of being inactive. We would like to see these new services being delivered from local community facilities such as surgeries as this step will improve access, enhance adherence and perhaps most importantly, provide a setting where inactive people will feel comfortable in as they start their journey towards developing a more healthy lifestyle.

In deprived communities we need to see agencies working together to improve the quality of people's lives over the longer-term. We want to see joint work with sport, recreation, health, education, community safety, youth justice and many others using sport and recreation to make a difference to people within their communities. This will require strategic interventions.

STRATEGIC AREA TWO - DEVELOPING ACTIVE LIFESTYLES

We need to see more healthy **active workplaces** encouraging their employees to undertake activity either within the workplace or existing local sport and leisure facilities, making best use of active transport such as bikes and by building activity more deliberately into daily activities. This is particularly important given the amount of time people spend sitting down at work and the increased pressure on time available for activity.

We must start to **see activity as part of transport**, particularly walking, cycling and running. Our community development programmes and planning policies must create environments which are more conducive to supporting people to become more active and healthier. We must expand the capacity of our **natural environment** has to provide free open all year round access to leisure activities.

It will be important to establish **a long-term campaign** to change people's views on participating in sport and activity, and to encourage them to develop healthy lifestyles. We will need to introduce **new marketing techniques** and create **a new partnership with the local media**. We will need to unite all organisations involved in delivering sport and active leisure opportunities behind a small number of long-term messages, brands and campaigns to raise levels.

The following pages of this strategy covers the priority objectives South Somerset has set itself for developing active lifestyles. A number of critical activities are listed for each objective. These are the actions needed to produce the outcomes described in the wording of the objectives. The grid system also highlights, by means of a tick, when each activity will commence.



Priority Objective 6

To establish an Active Communities Programme in 20 communities with the highest health needs by 2012.

The Critical Activity:

1. Carry out a detailed analysis of the health and social needs to identify and prioritise support to communities with the highest health needs.
2. Support key individuals and organisations within prioritised communities to identify key development issues for an active community programme.
3. Support local residents, clubs and facilities to become 'activity champions' and to run their own successful active community programmes.
4. Establish an ongoing review and evaluation mechanism to ensure activity programmes evolve as communities evolve.

Baseline Data

There is one active community programme in South Somerset. 32% of the population currently does less than one session of physical activity per week (measured as 30 minutes of moderate intensity level activity).

When will the activity occur?



✓

✓ →

✓ →

✓ →

Key Performance Indicators:

- Number of successful and sustainable active community programmes established.
- 1% decrease year on year in the number of residents who do less than 1 session of physical activity per week.
- Number of activities within walking distance (0.5 miles or less) of all residences.
- Number of 'activity champions' facilitating programmes in specific communities.
- Level of Parish Council and other external investment in activity provision.



Priority Objective 7

To establish 6 active workplace programmes with major employers across South Somerset by 2012.

The Critical Activity:

1. Plan a pilot active workplace programme for SSDC and South Somerset Primary Care Trust (SSPCT) staff in 2006.
2. Based on the best practice learnt through pilots, produce and promote an Active Workplace support package to prioritised major employers.
3. Assist employers to initiate and sustain their active workplace programmes.
4. Develop an ongoing review and evaluation toolkit in conjunction with Sport England in order that workplaces can gauge the effectiveness of active workplace initiatives.

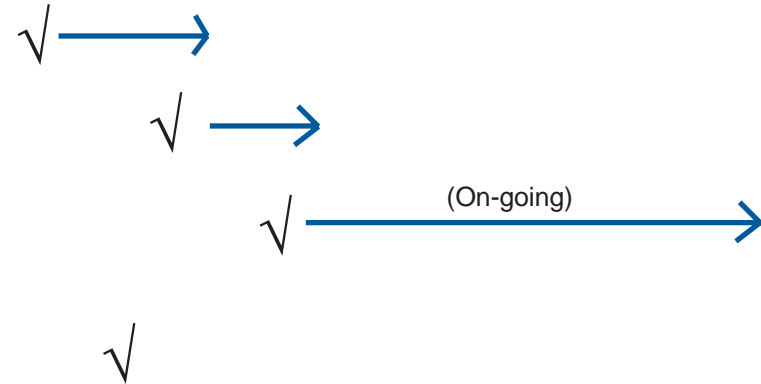
Key Performance Indicators:

- Number of successful and sustainable active workplace programmes established.
- 1% decrease year on year in the number of staff within targeted workplaces who do less than 1 session of physical activity per week.
- Number of activities introduced for staff within the company.
- The decrease in absenteeism due to sickness in targeted workplaces.

Baseline Data

It is estimated that individuals are now spending up to 60% of their waking hours in the workplace and therefore employers have a responsibility to support the well-being of their staff. There is no support service in South Somerset to encourage employers to adopt active workplace programmes.

When will the activity occur?





Priority Objective 8

To triple the number of South Somerset residents who participate in an active health programme year on year in order to treat or prevent a specific medical condition or health related disability.

The Critical Activity:

1. Develop and support the GP Referral Scheme 'ProActive in partnership with South Somerset PCT (SSPCT) and local leisure providers to increase the numbers of individuals benefitting from the scheme.
2. In partnership with the SSPCT, develop a number of programmes to support specific groups including weight management, mental health and falls prevention.
3. Develop outreach active health programmes to specifically target more rural based residents across South Somerset.
4. Support the delivery work of key organisations including the healthy living centres.

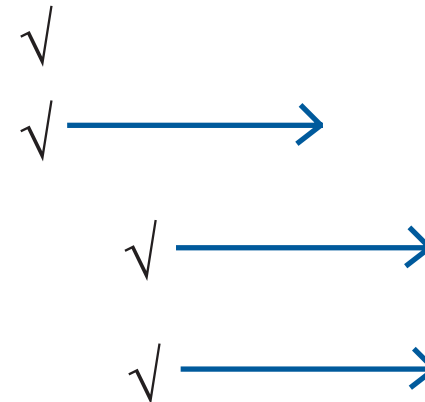
Key Performance Indicators:

- Number of successful and sustainable active health programmes established.
- 1% decrease year on year in the number of residents with targeted medical conditions who do less than 1 session of physical activity per week.
- Number of residents accessing active health programmes.
- Number of individuals reducing their weight through weight management programme.
- Level of PCT and other external investment in active health provision.

Baseline Data

In 2004/5, 172 individuals successfully participated in an Active Health Programme. 47% of the population are classed as being overweight or obese (The Dorset and Somerset Lifestyle Survey, 2002) and 32.6% of households have an individual who suffers from a long-term limiting illness (Health and Social Needs in Somerset, 2004).

When will the activity occur?



Section 9

STRATEGIC AREA THREE - ENHANCING FACILITY PROVISION



If South Somerset is to achieve its long term vision of increasing levels of participation by 1% per annum by 2020, it will be crucial that local people are able to access adequate and affordable facilities within a reasonable distance from where they either live or work

Enhancing facility provision involves:

PPG 17 Assessment

Conducting an assessment of the existing sport and recreation needs of people living, working and visiting South Somerset in line with Planning Policy Guidance 17 (September 2002).

Facility Strategy

Developing and maintaining a Sport and Active Leisure Facility Strategy for South Somerset.

Open Space Strategy

Preparing an Open Space Strategy which with the existing Playing Pitch and new Sport and Active Leisure Facility Strategy will form the evidence to support the development of a Supplementary Planning Documents.

Developers Contributions

Creating a Supplementary Planning Document within the new Local Development Framework to secure contributions from housing developers to maintain and enhance strategic sport and recreation facility provision.

Multi-Sport Clubs

Seeking appropriate opportunities to create a network of multi-sport club hub facility sites.

Specialist Recreation Ground Development and Management Support

Providing good practice guidance and consultancy support on sports turf care, quality assessments, pitch maintenance/management, pavilion and changing provision to the local providers of sports pitches and recreation grounds.

Specialist Facility Development Advice

Providing sports clubs and community organisations with specialist advice on facility refurbishment, development and funding.

Specialist Facility Management Advice

Providing specialist facility management advice and support.

9 Dual Use Centres

Maximising the community access to the existing dual use sports facilities and ensuring they are managed in the most effective, efficient and sustainable way.

Primary Schools

Supporting primary schools to adapt and open up their facilities for appropriate community sport and active leisure use.

Enhancing SSDC Facilities

Maximising the use, operation and financial performance of the Council's sport and recreation facilities.

Natural Environment

Supporting the appropriate development of the natural environment as a facility for walking, cycling, running and family focused lifestyle opportunities.

Facility Management Forum

Establishing a Facility Management Forum to act as a district wide support and communication network for South Somerset facility managers.

STRATEGIC AREA THREE - ENHANCING FACILITY PROVISION

What are the important changes?

The enhancement of sport and recreation facility provision needs to be effectively planned and managed. It is essential that a robust and transparent assessment is made of existing facilities and existing and future community needs given the impact of provision on people's quality of life in South Somerset. Planning Policy Guidance 17 (PPG17) instructs local authorities to conduct these assessment in order that they deliver networks of accessible, high quality sport and recreation facilities, which meet the needs of residents and visitors, are fit for purpose and economically and environmentally sustainable. South Somerset will drive forward this work as a priority. Through this assessment we will address:

1. Provision of good quality sport and recreation built facilities.
2. Provision of affordable built facilities, which are accessible to all sections of the community.
3. Provision or support of new facilities that enhance the appropriate distribution of facilities.
4. Enhanced access to indoor sports facilities, by:
 - a. Locating new sites near public transport hubs.
 - b. Increasing public transport links to larger sites, especially at weekends and throughout the summer.
 - c. Continuing to enhance partnerships with local education authority sites.
 - d. Maximising the availability of community space for both sport and recreation activities.
 - e. Meeting identified gaps in demand.
5. Increasing access to 'free play space' (e.g., Multi use games areas (MUGAs) and youth facilities)
6. Increasing public awareness of facilities available for sport and recreation (and opportunities they offer) through appropriately targeted marketing.

Potential for Developer's Contributions

South Somerset currently has plans to develop six key residential development sites with in the order of 4030 additional dwellings. Some areas – such as North Dorset and Poole – are successful in generating £2000 for each house. If SSDC had a Supplementary Planning Document in place, these developments would produce ££8,060,000 for sport and active leisure facility provision. Given the South West has been allocated £6.5 million for the period through to 2009, achieving contributions is extremely important.

Financing the refurbishment of existing facilities and the building of new facilities will need to increasingly utilise the planning system to make the most of developers contributions in the future.

South Somerset must start to use the strategic planning system for increasing contributions from developers relative to the sport and active leisure impacts emerging from their developments. Developers contributions are payments made by developers to support the needs of new residents and 85% of South Somerset residents want to see developers making a larger contribution towards sport and recreation provision. This will be achieved through establishing a Supplementary Planning Document setting out the level of obligation to be sought from the development of each new house within South Somerset.

We would like to see the potential for new and existing Primary School sports facilities becoming new community centers and being maximised for appropriate community access. We can do this through strategic funding adaptations to existing facilities in areas of need.

STRATEGIC AREA THREE - ENHANCING FACILITY PROVISION

What are the important changes?

We must start to see greater use of the natural environment as a facility for walking, cycling, running and family focused lifestyle opportunities. This is particularly important given the rural nature of South Somerset. We can do this by planning the development of natural resource facilities through our open space strategy. This should expand the capacity the natural environment has to provide leisure facilities.

Enhancing facility provision is not just about the planning and development of new facilities. A new emphasis must be made on effective and efficient management of existing facility provision if our vision is to be realised. South Somerset will develop a facility management policy to address this. Through this we will address the need to:

1. Improve the quality of built facilities (including ancillary facilities such as car parking) through a phased (and targeted) programme of investment and support.
2. Consult with local residents and partners (as appropriate) to increase and/or improve existing provision in line with this strategy by identifying and updating (as appropriate) contemporary sport and recreation needs.
3. Clearly identified demand (including minimal displacement of usage from other sites) and an up-to-date (i.e., no more than four years old) sport and recreational needs assessment underpinning development of new facilities.
4. Provide a general package of support (e.g., advice, grants, loans, subsidy, brokering etc.) for management committees and parish councils to help with the implementation of proposals emanating from an up-to-date sport and recreation facility management policy.
5. Ensure that, where sites may be lost, through development or closure, facilities of the same or improved standard are provided to meet the continued needs of residents.
6. Work with and assist partner agencies to provide usable, accessible and viable community buildings and leisure centres.
7. Provide assistance and support to those sport and recreation built facilities that have yet to meet Disability Discrimination Act (DDA) requirements and seek to ensure that facilities are accessible to all residents, as appropriate.
8. Ensure that new or replacement facilities are developed to meet minimum contemporary specifications in the context of length, breadth, lighting, flooring, colour etc. set out by Sport England and its partners.
9. Update, and review, facility details and audit information in a two year rolling programme.
10. Continue to gather the views and opinions of local residents (and review/update the sport and recreation facility needs assessment) in a five-year rolling programme of research and survey work.

The following pages of this strategy covers the priority objectives South Somerset has set itself for enhancing facility provision. A number of critical activities are listed for each objective. These are the actions needed to produce the outcomes described in the wording of the objectives. The grid system also highlights, by means of a tick, when each activity will commence.

We want to re-launch the Forum for South Somerset facility managers. This will provide a support, learning and communication network. It will also provide a framework to develop a co-ordinated approach to service delivery and support the ever-increasing need for more effective, efficient and sustainable facility management regimes.



'PPG 17' ASSESSMENT

STRATEGIC
AREA THREE

South
Somerset
District
Council

ENHANCING FACILITY PROVISION

Priority Objective 9

To conduct an assessment of the sport and recreation needs of people living, working and visiting South Somerset in line with Planning Policy Guidance 17 by 2006.

The Critical Activity:

Carry out an assessment of the sport and recreational needs of people living, working and visiting the South Somerset through to 2015.

Conduct an audit of all existing sport and recreational facilities within South Somerset in terms of quantity, quality, effective catchment area, accessibility, levels and type of use.

Recommend local standards for the provision of sport and recreational facilities in terms of quantity, quality, and accessibility for inclusion within the review of the Local Plan as required by PPG17.

Develop strategic options to address facility deficiencies considering the provision and location of new facilities, the retention of important existing facilities, the enhancement of existing facilities and the negotiation of developer contributions.

Baseline Data

When will the activity occur?

2005/6 2006/7 2007/8 2008/9 2009/10 2010/11 2011/12

✓

✓

✓

✓

Key Performance Indicators:

- PPG 17 assessment completed.
- Facility strategy 2006-2015 created.
- PPG 17 and facility strategy policies embedded within the new Local Development Framework.

the NEXT LEVEL



DEVELOPERS CONTRIBUTIONS

STRATEGIC
AREA THREE

South
Somerset
District
Council

ENHANCING FACILITY PROVISION

Priority Objective 10

To create a **Supplementary Planning Document** within the new **Local Development Framework** to secure **contributions** from housing developers to maintain and enhance strategic sport and recreation facility provision by 2007.

The Critical Activity:

Establish a project team and prepare project plan to develop Supplementary Planning Document in line with guidance issued by the Office of the Deputy Prime Minister.

Deliver the Supplementary Planning Document by the 4th quarter in 2006/7.

Baseline Data

In Supplementary Planning Document or other method exists in 2005 to secure contributions towards strategic sport and recreation provision.

When will the activity occur?

2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12
--------	--------	--------	--------	---------	---------	---------

✓

✓

Key Performance Indicators:

- Supplementary Planning Document Established.

the NEXT LEVEL

Section 10

STRATEGIC AREA FOUR - RAISING THE PROFILE



We need to see a step change in the views people have about sport and active leisure. A new image in South Somerset that includes fun, enjoyment, health, relaxation, involvement, local community spirit and friendship. This can be stimulated through:

- **Generating a new level of awareness:** ensuring that sport and active leisure register on everyone's 'radar screen'.
- **Focusing on relevance:** ensuring that individuals can see activities which are right for them.
- **Promoting access and availability:** ensuring people can find out where they can actually go and do their activities. Informing them about activities they express interest in.

Delivering this will involve:

- Appointing a marketing and communications specialist to drive this area forward.
- Introducing a strong marketing and communications strategy.
- Establishing regular press coverage coverage.
- Delivering a series of long-term media campaigns.
- Improving the communication of what is available, particularly within local communities.
- Assisting voluntary sports clubs and community organisations to promote their services more effectively.
- Making more effective use of communication technologies.

We see the need for an 'activity-based' marketing message and brand that every sport and active leisure organisation can use to raise awareness and promote a '30 minutes a day' message. Ideally, this message and brand should link with wider national 'Everyday Sport' campaigns that Sport England is beginning to introduce.

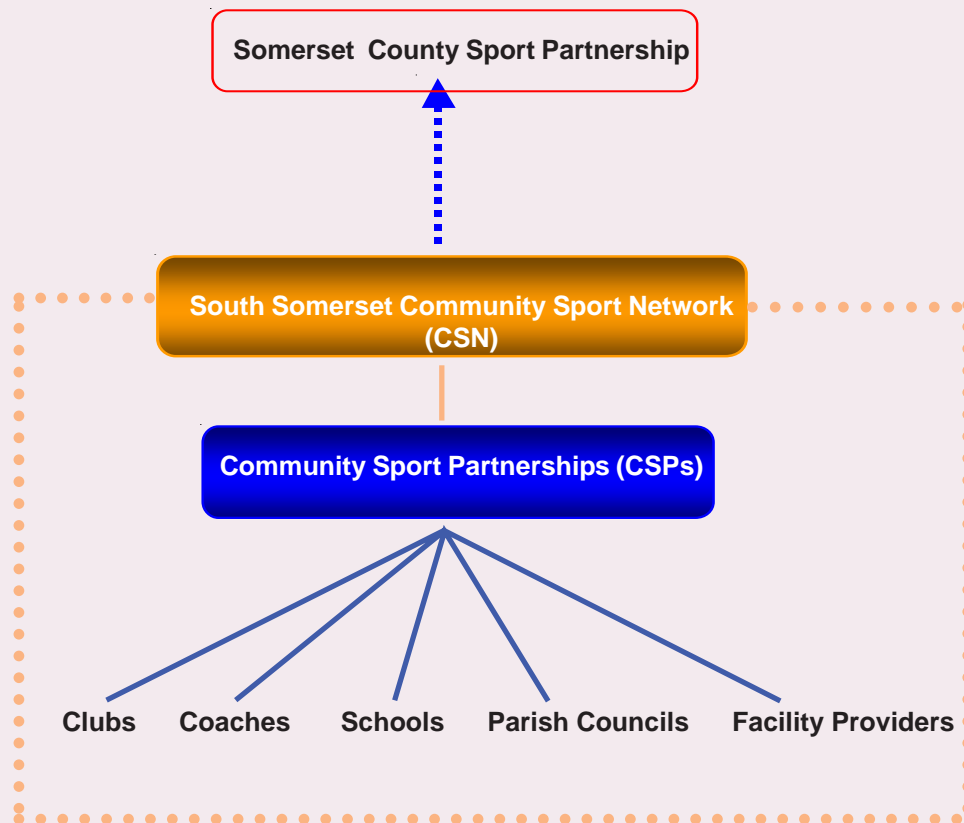
The overall aim must be to establish a long-term media campaign utilising the latest marketing approaches to encourage more people to become active. There needs to be a significant improvement in the communication and distribution of information to all those providing sport and leisure opportunities. There is a need to bring together all the examples of sport and active leisure opportunities, and deliver targeted campaigns according based around individual needs and desires.

CREATING A SOUTH SOMERSET DELIVERY SYSTEM

The Delivery System

One of the key messages highlighted during the consultation process was the need to establish a robust and co-ordinated implementation system which joined up the work of key sport development agencies and provided structured support to local organisations such as clubs, coaches, volunteers, schools and facility providers.

To achieve this South Somerset District Council will create a **Community Sport Network** that effectively builds an integrated local delivery mechanism that will unite organisations across South Somerset towards the delivery of this strategy.



Community Sport Partnerships

The South Somerset Community Sport Network (CSN) will consist of up to 8 strategically placed Community Sport Partnerships (CSP) to cover the main areas of population across the District. CSPs will typically include clubs, coaches, schools, parish councils and facility providers who are committed to developing. They will be supported to determine and implement opportunities which will deliver the key strategic areas within this strategy based on local needs, priorities and resources.

SSDC will work with Sport England to secure financial support to provide each CSP with a part-time Partnership Co-ordinator and sufficient grant investment to support local project delivery.

Community Sport Network Board

SSDC will establish and host a Community Sport Network Board to join up the key sport development agencies across South Somerset. This board will be represented within the Local Strategic Partnership (LSP) and involve the key decision makers from: South Somerset District Council, Somerset County Sport Partnership, Somerset County Council, South Somerset Primary Care Trust, South East Somerset School Sport Partnership and Yeovil College.

The board will be responsible for:

- Setting targets and prioritising the key strategic issues.
- Determining and implementing the best approaches / opportunities to address key issues.
- Delivering annual 'stakeholder' conferences to prepare annual action plans with stakeholder groups.
- Providing expert guidance of complex sport and active leisure issues.
- Guiding resource allocation and co-ordinating funding bids.
- Monitoring and evaluating progress.
- Connecting with key health, education, community and economic agencies.

Links to County Sports Partnership

The South Somerset CSN will work in partnership with the Somerset County Sports Partnership. They are responsible for:

- Strategic co-ordination of decision makers and deliverers within Somerset.
- Marketing and communications of sport to key stakeholders.
- Performance measurement.

Annual Stakeholder Conferences

The Community Sport Network Board will deliver a stakeholder conference each year for each of the key South Somerset Stakeholder Groups. These conferences will enable all organisations and individuals who have a role in delivering sport and active leisure opportunities across the district to shape the implementation and on-going development of this strategy. Their main purpose will be to prepare annual action plans which truly reflect the needs of the key stakeholder group across South Somerset. Initially conferences will be run for:

- Focus Sports, Sports Clubs and Coaches
- Community Sport Partnerships
- Active Communities

These conferences will be scheduled in order that the outcomes can shape the annual delivery plans of each key strategic partner on the Community Sport Network Board.

Delivery Plans

Each year SSSDC will publish the latest annual delivery plan for the Community Sport Network. This will be based around the main priorities, objectives and critical activities identified within each key strategic area within this strategy.

Monitoring and Evaluation

The CSN will measure progress and determine whether the strategy is making a difference. This strategy sets out a clear long-term vision and details the key strategic themes for turning this vision into reality during the next 7 years through to 2012.

The South Somerset CSN will monitor regularly and report progress against each theme at each stakeholder group annual conference. This process will ensure that this document is reviewed and amended in order that it keeps being a 'living' and relevant strategy, responding to national and regional priorities as well as changing local needs and priorities.

Section 13

POLICY SUMMARY:

This section summarises the policies that we have dealt with in this strategy.

Each table identifies the policy area, outcomes, important partners and a target for 2012. A detailed delivery plan will be worked up by the South Somerset Community Sport Network to ensure these policies are implemented.

POLICIES	SSDC CORPORATE PLAN OUTCOMES					THE MAIN OUTCOMES FOR SPORT						2012 TARGET	LEAD AGENCY	
	WELL MANAGED SERVICES	INCREASE ECONOMIC VITALITY	IMPROVED HEALTH AND WELL-BEING	SAFE, SUSTAINABLE COMMUNITIES	BALANCED ENVIRONMENT	INCREASED PARTICIPATION	IMPROVED PERFORMANCE	WIDENING ACCESS	IMPROVED HEALTH AND WELL-BEING	SAFER COMMUNITIES	IMPROVING EDUCATION			BENEFITTING THE ECONOMY
V1		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	6% Increase	SSDC
V2		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	75% undertaking 4 hours	SSP
V3		✓	✓	✓			✓		✓	✓	✓	✓	6% improvement in results at county, regional and national level.	SSDC / GBs
V4		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	6% Increase	SSDC
V5		✓	✓			✓		✓		✓	✓	✓	6% Increase	SSDC
V6		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% Increase	SSDC
V7		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% Increase	SSDC
V8		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	18 Sports	SSDC
V9		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	20 Communities	SSDC

SUPPORTING COMMUNITY SPORT POLICY SUMMARY

POLICIES		SSDC CORPORATE PLAN OUTCOMES					THE MAIN OUTCOMES FOR SPORT						2012 TARGET	LEAD AGENCY	
		WELL MANAGED SERVICES	INCREASE ECONOMIC VITALITY	IMPROVED HEALTH AND WELL-BEING	SAFE, SUSTAINABLE COMMUNITIES	BALANCED ENVIRONMENT	INCREASED PARTICIPATION	IMPROVED PERFORMANCE	WIDENING ACCESS	IMPROVED HEALTH AND WELL-BEING	SAFER COMMUNITIES	IMPROVING EDUCATION			BENEFITTING THE ECONOMY
SCS1	Establishing sport specific development groups.	✓					✓	✓	✓			✓		18 groups.	SSDC/SASP/GBs
SCS2	Preparing sport specific district wide development plans.	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	18 plans.	SSDC/SASP/GBs
SCS3	Developing local 'Community Sport Partnerships'.	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	8 partnerships.	SSDC
SCS4	Supporting the development of new and existing clubs.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	100 clubs.	SSDC/SASP/GBs
SCS5	Supporting the development of links between schools and clubs.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	50 new links.	SSDC/SASP/GBs
SCS6	Developing the infrastructure of appropriately qualified and accessible coaches.		✓	✓			✓		✓		✓	✓	✓	200 new coaches.	Clubs/SSDC/SASP/GBs
SCS7	Creating talent selection and development pathways.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	18 pathways.	Clubs/SSDC/SASP/GBs
SCS8	Forming development squads linked to National Governing Body Whole Sport Plans.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	18 development squads.	Clubs/SSDC/SASP/GBs
SCS9	Support the development of volunteers.	✓			✓		✓	✓	✓		✓	✓	✓	400 volunteers.	Clubs/SSDC/SASP/GBs
SCS10	Providing guidance on health and safety, and child protection policies and procedures.			✓	✓				✓	✓	✓		✓	✓	SSDC
SCS11	Improving sports financial performance.	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	5% improvement per annum.	SSDC
SCS12	Establishing a Sport Stakeholder Group.	✓												✓	SSDC

DEVELOPING ACTIVE COMMUNITIES POLICY SUMMARY

POLICIES		SSDC CORPORATE PLAN OUTCOMES					THE MAIN OUTCOMES FOR SPORT						2012 TARGET	LEAD AGENCY	
		WELL MANAGED SERVICES	INCREASE ECONOMIC VITALITY	IMPROVED HEALTH AND WELL-BEING	SAFE, SUSTAINABLE COMMUNITIES	BALANCED ENVIRONMENT	INCREASED PARTICIPATION	IMPROVED PERFORMANCE	WIDENING ACCESS	IMPROVED HEALTH AND WELL-BEING	SAFER COMMUNITIES	IMPROVING EDUCATION	BENEFITTING THE ECONOMY		
DAC1	Supporting the development of active communities.		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% Increase	SSDC
DAC2	Encouraging active workplaces.		✓	✓			✓		✓	✓		✓	✓	75% undertaking 4 hours	SSDC/SE
DAC3	Developing active health programmes.		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% improvement in results at county, regional and national level.	SSDC/PCT
DAC4	Developing targeted programmes for those who are disadvantaged or at risk.		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% Increase	SSDC
DAC5	Increasing the effectiveness of 'Passport to Leisure'.		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	6% Increase	SSDC
DAC6	Developing family-focused lifestyle opportunities.		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	6% Increase	SSDC
DAC7	Developing active environments.			✓	✓	✓	✓		✓	✓	✓	✓		6% Increase	SSDC
DAC8	Supporting the delivery of events.		✓	✓	✓		✓	✓		✓			✓	18 Sports	SSDC/GBs/Clubs
DAC9	Encouraging active travel opportunities.		✓	✓	✓		✓			✓			✓	20 Communities	SSDC

RAISING THE PROFILE OF SPORT POLICY SUMMARY

POLICIES		SSDC CORPORATE PLAN OUTCOMES					THE MAIN OUTCOMES FOR SPORT						2012 TARGET	LEAD AGENCY	
		WELL MANAGED SERVICES	INCREASE ECONOMIC VITALITY	IMPROVED HEALTH AND WELL-BEING	SAFE, SUSTAINABLE COMMUNITIES	BALANCED ENVIRONMENT	INCREASED PARTICIPATION	IMPROVED PERFORMANCE	WIDENING ACCESS	IMPROVED HEALTH AND WELL-BEING	SAFER COMMUNITIES	IMPROVING EDUCATION	BENEFITTING THE ECONOMY		
V1	Drive up participation levels across South Somerset by at least 1%, year on year.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	6% Increase	SSDC
V2	Ensure that 75% of all young people spend at least 4 hours a week on high quality physical education and sport.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	75% undertaking 4 hours	SSP
V3	Improve performance standards by increasing junior representation at county, regional, national and international levels.		✓	✓	✓			✓		✓	✓	✓	✓	6% improvement in results at county, regional and national level.	SSDC / GBs
V4	Targeting Young people from 8 to 16.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	6% Increase	SSDC
V5	Targeting Women 16 +.		✓	✓			✓		✓		✓	✓	✓	6% Increase	SSDC
V6	Targeting people with low incomes 16 +.		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% Increase	SSDC
V7	Targeting people with lifelong limiting illnesses.		✓	✓	✓		✓		✓	✓	✓	✓	✓	6% Increase	SSDC
V8	Prioritise support towards around 18-24 sports.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	18 Sports	SSDC
V9	Prioritise 20 population centres with the highest health needs.		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	20 Communities	SSDC

the NEXT LEVEL

Strategy for Sport and Active Leisure in South Somerset

Sport and Leisure Service

South Somerset District Council, The Council Offices, Brympton Way, Yeovil, Somerset. BA

General enquiries: 01935 642642