

NI 8 - Adult participation in sport and active recreation															
Lead officer	Alison Hibbert, Head of Culture and Sport, Community and Wellbeing, Slough Borough Council														
Strategic priorities	Health and Wellbeing – Adding years to life and life to years														
Desired outcomes/targets	Aim to increase the percentage of the adult population (16+) in the local area who participate in sport and active recreation, at moderate intensity ¹ , for at least 30 minutes on at least 12 days out of a 4 week period (equivalent to 30 minutes on 3 or more days a week). Data collecting through the Active People Survey conducted by IpsosMori on behalf of Sport England.														
	Evidence shows that there are inequities in levels of participation amongst some groups - lower socio- economic groups, women, older people, black and other ethnic minority populations, and people with a limiting longstanding illness or disability have particularly low levels of participation.														
	Target:														
	<table><tr><th>Baseline</th><th>2008/2009</th><th>2009/2010</th><th>2010/2011</th></tr><tr><td>19.4%</td><td>20.4%</td><td>22.4%</td><td>24.4%</td></tr><tr><td>Active People Survey data 2005/6</td><td></td><td></td><td></td></tr></table>				Baseline	2008/2009	2009/2010	2010/2011	19.4%	20.4%	22.4%	24.4%	Active People Survey data 2005/6		
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Active People Survey data 2005/6															
Desired outcomes/targets	Links to other indicators:														
	NI 3 - Civic participation in the local area														
	NI 57 - Children and young people’s participation in sporting opportunities & Children and young people’s participation in sporting opportunities														
	NI 121 - Mortality rate from all circulatory diseases at ages under 75														
Desired outcomes/targets	NI 123 - Stopping smoking														

¹ **Moderate intensity:** this includes 'brisk' walking, those activities that 'raise the breathing rate' and some lighter intensity activities for those aged 65 years and over - yoga; pilates; indoor and outdoor bowls; archery and croquet. For a full list of those activities that are included (as well as examples of excluded activities) check the DCMS and Sport England websites (<http://www.culture.gov.uk/> and <http://www.sportengland.org/default.aspx>).

Appendix 2

Action	Success criteria/performance measure	Lead officer	Completion date	Risks rating 1-9 [#]
<p><i>Actions should be:</i></p> <ul style="list-style-type: none"> • SMART- (specific, measurable, accurate, relative, time bound) • Should have an outcome included with it • Should be from range of partners where appropriate 	<p><i>How will we judge/ know if action has been completed/ successful? Good to include a target for action to achieve-measurable</i></p>	<p><i>Name and Organisation of lead for individual actions</i></p>	<p><i>Must have clear milestones (NOT ONGOING) Date: XX/XX/20XX</i></p>	<p><i>Risk rating and commentary if need corrective action – refer to risk criteria below.</i></p>
<p>1. <u>Identify and adopt good practice</u></p> <p>1.1 Contact and obtain plans of similar authorities and those whose performance on NI8 has improved – including Luton, Leicester (+ others) Include good practice in delivery plan and implement</p>	<ul style="list-style-type: none"> • Plans obtained and researched • Appropriate content extracted and adapted and best practice elements inserted. 	Steve Wicks – SBC	31/10/2009	1
<p>1.2 Join IDeA support scheme for culture indicators – includes analysis of data, benchmarking of performance and plans, action learning sets, good practice</p>	<ul style="list-style-type: none"> • Contract with IDeA drawn up. 	Andrew Stevens – SBC	30/03/2010	1
<p>1.3 Join SEPACT and use their action plan (Move it – a framework for action on physical activity in the South East) to support local actions</p>	<ul style="list-style-type: none"> • SBC registered with SEPACT and able to work with other physical activity activists 	<p>Aimee Menniss – SBC</p> <p>Done – Aimee now registered, receives info and attends meetings</p>	30/09/2009	1

Appendix 2

2. Targeted activity to increase participation				
2.1 Engage 6 sports clubs to participate in promotion of physical activity and increase club membership. This work to be undertaken in partnership with Berkshire Sport and the NGB's.	<ul style="list-style-type: none"> 6 clubs highlighted and engaged with and capacity building started. 	Aimee Menniss – SBC SADSAD Fужau Academy Kickfit Academy Slough Town FC Slough Jets Ice Hockey Club Slough HC/WSEH AC	31/12/2009	5 – target may be high. Review number
	<ul style="list-style-type: none"> Agreement in place to promote membership 	Aimee Menniss – SBC	31/12/2009	5
	<ul style="list-style-type: none"> Promotional packages developed and media outlets sourced for programme to promote membership 	Aimee Menniss – SBC	31/01/2010	5
2.2 Promote 3x30 with SBC staff through staff newsletters and Slough Community Leisure (SCL) promotions	<ul style="list-style-type: none"> Articles on Insite and Grapevine. Posters on notice boards 	Aimee Menniss – SBC Articles in Grapevine, info on Newsround. Survey underway	30/09/2009	3
	<ul style="list-style-type: none"> 30 new memberships taken by SBC staff 	Aimee Menniss – SBC	28/02/2010	4
2.3 Work with Mars confectionery competition (providing 8 local clubs or schools with £5,000 to develop projects for 4 sports) to encourage clubs to increase participation in 3 x 30	<ul style="list-style-type: none"> 8 winners established based on the outcomes of their bids. 	Steve Wicks – SBC Completed	14/08/2009	1
	<ul style="list-style-type: none"> Engage any clubs that win to facilitate activity to support 3x30 	Steve Wicks – SBC No clubs won that work with adults	30/09/2009	4

Appendix 2

2.4 Encourage increase in physical activity sessions at local community centres	<ul style="list-style-type: none"> Audit of what activities are currently available and what facilities are available for use and when. 	Kim Truelove – SBC Audit underway	30/11/2009	3
	<ul style="list-style-type: none"> Proxy measure established and information collection methodology in place 	Kim Truelove – SBC	31/01/2010	3
	<ul style="list-style-type: none"> Start collection of measures 	Kim Truelove – SBC	28/02/2010	2
3. <u>Promote physical activity to raise awareness</u> 3.1 Promote physical activity for adults through a sustained sequence of stories in local papers and radio that promotes 3x30 and the benefits of regular physical activity. Use campaign to promote sports clubs (see 2 above)	<ul style="list-style-type: none"> Partnership arrangements agreed following meeting with PDM of Slough Schools Sports Partnership 	Kim Truelove – SBC	30/11/2009	4
	<ul style="list-style-type: none"> Identify with PCT, leisure centres, libraries, community centres and major local shops how a low cost/high impact campaign to promote awareness and participation in physical activity will be delivered. 	Kim Truelove – SBC	30/11/2009	6
	<ul style="list-style-type: none"> Details, processes and timetables agreed with corporate communications 	Kim Truelove – SBC	30/11/2009	5
3.2 Overhaul Culture and Sport/Active Slough website. Develop web pages on Slough	<ul style="list-style-type: none"> One central one stop shop web page(s) developed and in place 	Rob Whitehouse - SCL Underway Some of the Active Slough	31/01/2010	3

Appendix 2

Community Leisure's website that contain as much information as possible about what activities are where and what clubs and organisations are available. Put link from SBC website to these pages. Feedback from all sources on "where did you hear about it" in order to assess best marketing outlets	on SCL's web site	pages amended and updated		
	<ul style="list-style-type: none"> Links from SBC website in place 	Aimee Menniss - SBC	31/01/2010	1
3.3 Utilise existing data bases of all users of facilities managed by Slough Community Leisure to encourage users to raise their levels of participation from once or twice a week to two or three times a week.	<ul style="list-style-type: none"> 3% of those contacted increase levels of participation. 	Rob Whitehouse - SCL	31/012010	7
4. <u>Understand factors affecting performance to drive action planning</u> 4.1 Analyse Active People dataset (ward and demographic profile) to identify patterns of use and non use and priority targets for action (with support from IDeA, Sport England, Berkshire Sport)	<ul style="list-style-type: none"> List of findings from analysis tabulated and prioritised 	Steve Wicks – SBC To do	30/11/2009	2
	<ul style="list-style-type: none"> Action plan revised to target groups with greatest potential to increase participation & updated every six months 	Alison Hibbert – SBC	31/10/2009	3
	<ul style="list-style-type: none"> Programme of activity in place jointly owned and shared in partnership with 	Alison Hibbert – SBC	30/11/2009	7

	PCT, SCL and Berkshire Sport			
Any additional comments				
<p>A risk register has been completed for this target and several key issues have been identified:</p> <ol style="list-style-type: none"> 1. The appointment of two key posts which should be occupied by September 2009 will add greatly to achieving some of the desired outcomes. The general economic downturn will affect organisations' ability to provide services, especially those in the voluntary sector. In the economic downturn members of the public may access sports activities less because of the costs involved. 2. The demographic makeup of Slough results in differing attitudes toward adult participation in sport. Current provisions are sensitive to the needs of various communities and there is a commitment to engaging with voluntary and community groups to promote participation. 3. There is a new methodology for data collection and use which raises questions around the continuity of data and validity of baselines. Work is being done to ensure data continuity and we are exploring data results. 4. More local data and clarity over who owns what data and how reported to PDG will support the performance management of this target. 5. Improved and increased raising of awareness through the items listed in 3 above will have beneficial impact but this strategy has yet to be put together. 				
Signature of lead officer				Date

#Criteria for Ranking Risks

Please use this guidance to help you complete your risk register

The criterion for ranking risks is set out below. You will need to refer to this criterion when assessing your risks.

	Likelihood	Severity
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Appendix 2

HIGH	Has happened in the last year Is expected to happen in the next year More than 50% chance of it happening	Death Negative national publicity Financial impact more than > 5% of either revenue and/or capital budgets Irreversible damage or long term pollutions
MEDIUM	Has happened in last 2-5 years Is expected to happen in next 2-5 years 25%-50% of happening	Partial service failure Negative local publicity Financial impact more than > 2.5% of revenue and/or capital budgets Environmental damage requiring immediate clean-up
LOW	Not happened in the last five years Is not expected to happen in next five years Less than 25% chance of happening	Minor injury Customer complaints which can easily be satisfied Some service disruption that can be rectified within 24 hrs Financial impact minor and manageable Non compliance with regulations/standards resulting in internal disciplinary action

- 1 Once you have assessed the risk refer to the matrix below to discover the risk ranking score.

Severity	High	6	8	9
	Medium	3	5	7
	Low	1	2	4
		Low	Medium	High
		Probability		

- 2 Once you have scored the risk you now consider what further actions are required to reduce the risk to an acceptable level.
3. Remember to ensure that for the each action a “lead officer” is identified, and a time scale for the further actions to take place is documented.