

Sport & Leisure Strategy

2013 - 2020

“Culture for a better Southend
through Sport & Leisure.”



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1 Foreword

Southend-on-Sea is a great place to live, work and visit and we are working hard to make it even better.

Sport and Leisure is an integral part of our Cultural offering and plays an important role in the Borough from the provision of physical activities, relaxation, stimulation of the mind and making the borough attractive to our community.

This strategy supports the newly refreshed Cultural Strategy, “Culture-on-Sea”, which identifies that working in partnership we can deliver a Southend that is attractive, active, and alive with sport and culture. “Culture-on-Sea” reaffirms the Council’s vision:

“To be recognised as the cultural and leisure capital of the East of England”.

We have made a number of real improvements to the provision and development of Leisure and Sport over recent years – the most recent being the new Southend Diving and Swimming Centre at the Southend Leisure and Tennis Centre which opened Autumn 2010. This world-class facility will encourage greater participation and position the Borough’s sporting facilities as part of a wider leisure offer to enable the benefits of the 2012 Olympic and Paralympic games to be maximised and to support the development of the town as a destination of choice.

The result of the Comprehensive Spending Review, October 2010, has been challenging for the Council and Community Sport. It is now more important than ever we ensure that we make the most of the resources we have and ensure value for money for our investments.

Sport and leisure play a positive role across a number of broader agendas – improving health, community safety, increasing skills, employment, economic growth, and instilling local pride. Its impact is felt within every community.

This document sets out a range of activities to take forward our overall aims so that we can all benefit from the leisure and sporting opportunities in Southend-on-Sea. It also recognises that delivery will only be possible by engaging with partners that exist or need to be developed within the Borough and throughout the region.

Through culture, sport and physical activity we can positively contribute to the Council's aims of a healthier, safer and more prosperous Southend, which will ultimately help the Council meet its vision for Southend-on-Sea:

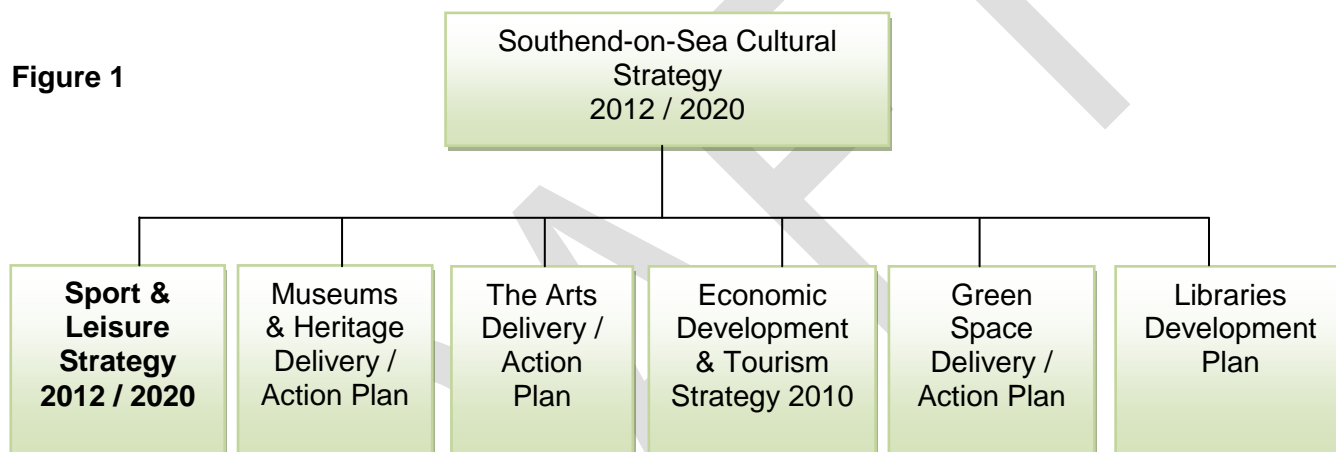
Cllr Derek Jarvis
Portfolio Holder for Culture & Tourism

2 Introduction

Welcome to the Southend-on-Sea Sport and Leisure Strategy. This strategy, along with Southend Children's Partnership's Children and Young People's plan, sets out the vision for sport and leisure within the borough over the next eight years and supports the newly refreshed Cultural Strategy, "Culture-on-Sea", which identifies that working in partnership we can deliver a Southend that is attractive, active, and alive with sport and culture. "Culture-on-Sea" reaffirms the Council's vision:

"To be recognised as the cultural and leisure capital of the East of England".

The diagram below illustrates how this strategy sits alongside a suite of related plans and documents which will be delivered by the Council as part of its cultural offer for the Borough:



Sport and physical activity has been a key national and local focus since 2005 as a result of the London 2012 Olympic and Paralympic games. Our local sport and leisure provision has been significantly improved and opportunities for participation in local sport and physical activities are plentiful. This strategy aims to highlight those achievements and set a clear direction for further improvement and development during the forthcoming years, ensuring that the momentum from the London 2012 games is harnessed; providing a lasting sporting and cultural legacy for the people of Southend-on-Sea.

2.1 OUR VISION

The vision for sport and leisure in Southend-on-Sea, which has emerged from the strategy development process, will contribute to the council's goal:

‘Creating a better Southend through sport and physical activity’

A better Southend through sport and physical activity is one which is active and alive with sport and leisure, where opportunities exist for the local community to participate in a wide range of activities which enhance their lives and where local talent is grown and nurtured.

2.2 OUR AIMS

Aim

The Council recognises that achieving this vision in the current economic climate of financial uncertainty will necessitate a more structured approach to sports and leisure provision. The core aim of the strategy is therefore:

‘The development of a clear framework and direction for sport and leisure provision within the Borough over the next eight years’.

Objectives/Actions

The strategy aims to provide a framework for sports and leisure provision, which is sufficiently robust to support funding applications for capital and revenue funding projects across the service , in order to meet our main aims:

- Work with partners to promote the health and social inclusion benefits of sport and leisure to encourage lifelong participation.
- Provide talents assistance scheme for regional and national athletes living in the borough via the FANS and STARS scheme
- Increase participation in sport and leisure; specifically:
 - to have a year-on-year increase in the proportion of people undertaking at least one 30 minute session of moderate intensity sport each week and a similar reduction in those who are inactive
 - to work with partners to develop a range of activities for people with a disability
 - to work with partners to develop opportunities for those aged 14-25 years old, in order to create a sporting habit for life
 - to continue to work with specific national governing bodies to deliver increased participation from grassroots level through to the elite; e.g. Amateur Swimming Association (Diving), the Lawn Tennis Association & British Rowing etc.
- Maximise the benefits from London 2012 Olympic and Paralympic games, whilst building on this to provide a lasting legacy of sport and leisure within the Borough.
- Maintain Quest accreditation at all four council sites.

It also looks at the targets, issues, trends and partnership actions arising from:

- Demographic trends & Sport England market segmentation analysis
- London 2012 Olympic and Paralympic games
- Forthcoming new responsibilities for the Local Authorities in relation to Public Health
- Future developments with sports governing bodies

These and other priority actions form the basis of the action plan.

3 Local Achievements

Southend has made significant progress over the last 5 years in developing its sport and leisure offer. There has been a significant improvement in the quality and quantity of built sports and leisure facilities within the Borough over recent years along with increased opportunities for the local population to engage in sport and leisure opportunities.

Investment within the Sport & leisure Infrastructure - Over the last 5 years the Council has invested in excess of £22 million pounds into the borough's cultural infrastructure. Work has been undertaken to:

- Build the Southend Swimming & Diving Centre, linking it with the existing Southend Leisure and Tennis Centre at Garon Park
- Refurbish the borough's playgrounds
- Refurbish leisure centres and swimming pools
- Invest within green areas & open spaces
- Refurbish Warrior Square Gardens

Opportunities in Sport – over £30,000 has been invested during the past 2 years in developing sporting opportunities within the borough, Club convention days, Club open days, sporting taster sessions, mums on the move, table tennis opportunities are just some initiatives to encourage the borough's residents to participate in active recreation on a regular basis. A further range of sports and activities will be supported as part of Southend's 2012 Legacy.

Southend Swimming & Diving Centre – The £13.5 million development opened in autumn 2010, providing the only Olympic Class diving opportunities within the East of England. The new Diving facility at Garon Park has secured a letter of intent from the British Olympic Diving Team to use the venue as their pre-games training site for the 2012 Olympics. Further investment into the town's other two public pools has improved satisfaction and use. The facility is proving to be an excellent facility in attracting young people to diving. To date over 2,000 children have had the opportunity to try diving through the Talent Identification for Diving in Southend Scheme which has been carried out in partnership with our local schools; from this 20 prospective divers have been identified to join elite squads and lessons are now available to all members of the community.

Development of an Official LOCOG Training Venue – The town's major leisure and fitness centre at Garon Park was an Official training venue for the 2012 Olympics. Work was undertaken to further enhance the facility through the refurbishment of the running track, tennis courts and services to cater for visiting teams.

Cultural Olympiad – The borough has a member's working party to develop cultural events and activities especially for the cultural Olympiad. The programme was launched in 2008 with a seafront spectacular as the main event and the coming together of 5 Community Special Schools in a celebration to mark the Paralympics. The programme has been varied and comprehensive providing excitement and opportunities for all, culminating with the spectacular "Sparks will Fly" event in June 2012 and the passing of the Olympic Torch Relay through the Town on 6th July 2012. The legacy of this activity aims to be the continuing close liaison of the various groups involved in the overall Sparks Will Fly activity and its community board should last into the future.

Running Sisters - delivered in our award winning parks, this continues to be a hugely successful and popular fitness scheme encouraging women to take up running. The programme received the BBC East Power of Sport award in December 2009 which recognises sustainable projects that have increased the number of people taking part in Sport. In excess of 400 women have participated in the programme since it started in 2008. The programme continues to remain popular.

4 Policy Context

4.1 NATIONAL

4.1.1 Department for Culture, Media & Sport (DCMS)

The remit of DCMS is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries

DCMS aims to help deliver the key sporting priorities identified within its [Business Plan](#) in partnership with Sport England, UK Sport, UK Anti-Doping and the wider sector. In addition to overseeing the entire London 2012 project; including the supervision of £9.3 billion of public sector funding and ensuring that the London Olympic and Paralympic games are delivered on time, on budget and for the benefit of the whole country, DCMS's priorities are focused around creating a sporting legacy from the Olympic and Paralympic Games, including:

- encouraging competitive sport in schools through the [School Games](#)
- delivering the mass participation [Places, People Play strategy](#), which was launched on 15 November 2010
- reforming arm's length bodies in the sport sector and improving governance arrangements within sporting bodies

4.1.2 Sport England

Sport England provides services and funding to sport in England. Accountable to the DCMS, Sport England is the government agency responsible for building the foundations of sporting success, by creating a world-leading community sport system of clubs, coaches, facilities and volunteers.

Sport England is focused on helping people and communities across the country create a sporting habit for life. They have pledged to invest over £1 billion of National Lottery and Exchequer funding between 2012 and 2017 in organisations and projects that will:

- Help more people have a sporting habit for life
- Create more opportunities for young people to play sport
- Nurture and develop talent
- Provide the right facilities in the right places
- Support local authorities and unlock local funding

- Ensure real opportunities for communities

Sport England's overall ambition is to increase the number of people who play sports regularly and reduce the number of young people who stop playing when they finish school. Their goals for 2012-17 are:

- Every one of the 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in its area.
- County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- All secondary schools who wish to do so will be helped to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- At least 150 further education colleges will benefit from full-time sports professional who will act as a College Sport Maker.
- Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- A thousand of our most disadvantaged local communities will get a Door Step Club.
- Two thousand young people on the margins of society will be encouraged by the Dame Kelly Holmes Legacy Trust into sport, gaining new life skills at the same time.
- Building on the early success of Places People Play, a further £100m will be invested in facilities for the most popular sports, for example new artificial pitches and upgrading local swimming pools.
- A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

Sport England is working with a range of organisation to ensure success, including:

- **National governing bodies** that will continue to play a pivotal role as the stewards of their sport.
- **County sports partnerships** that will support NGBs, foster local links and help young people make the move from playing sport in schools to enjoying it in the community once they leave.
- **Local authorities** that will support and work with through our advocacy tools and investment including a new community activation fund.
- **Partners** including the equality groups, [StreetGames](#), the [Dame Kelly Holmes Legacy Trust](#), the [Youth Sport Trust](#) and others that will add value and support the delivery of sport.
- **Private and third sector organisations**

4.2 SUB-REGIONAL

4.2.1 Active Essex is the lead strategic body for sport and physical activity in Greater Essex. Active Essex is part of the national network of 49 County Sports Partnerships and works directly to support and represent a myriad of partners across the fourteen local authority areas of Greater Essex (Basildon, Braintree, Brentwood, Castle Point, Chelmsford, Colchester, Epping Forest, Harlow, Maldon, Rochford, Southend on Sea, Tendring, Thurrock and Uttlesford). Active Essex operates through a core team of staff and reports to its own independent management board.

Active Essex was established in January 2012 following the coming together of sportessex, PE & School Sport and the Essex 2012 Legacy team. Active Essex aims to develop and enhance existing and new relationships, partnerships and networks and use sport and physical activity, and the 2012 Games, as catalysts to bring about positive change in the social and economic wellbeing of local communities. Active Essex is working with partners to create a more physically active and sporting environment for all people in Greater Essex in order to bring about a sustainable increase in participation.

Whilst in the process of formalising their strategic plan for the period 2012-17 Active Essex has identified six priority objectives within their draft plan:

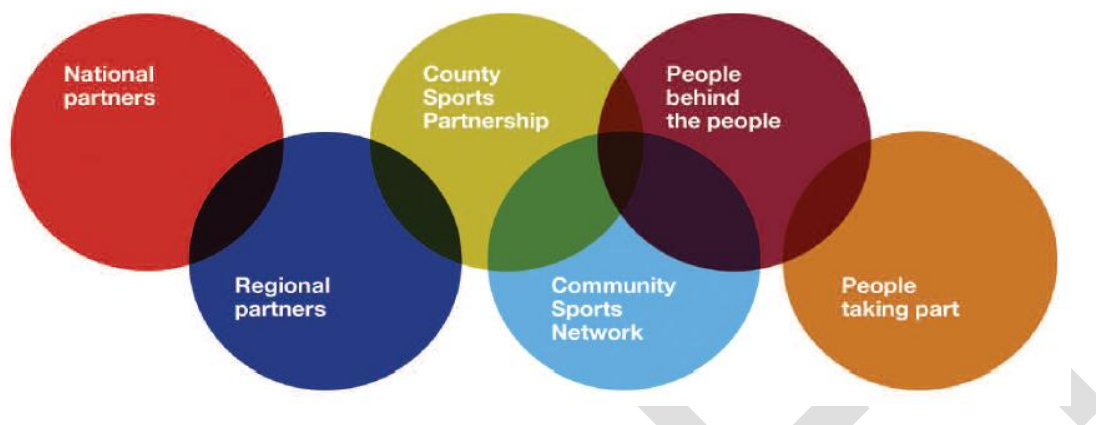
- **Deliver a 2012 legacy** – ensure that the London 2012 games are utilised as a catalyst to create a post games legacy for Greater Essex
- **Widen access to sport and physical activity** – helping people become and stay physically active through improved facilities and access to facilities and programmes that are welcoming, affordable and located near to where they live
- **Improve Health and Wellbeing** – tackling Greater Essex health inequalities and encouraging healthier lifestyles by promoting the take up of traditional and non-traditional sports and physical activities
- **Develop sporting pathways** – Nurturing lifelong participation by developing pathways from school to community sport and physical activity. Ensure NGBs (National Governing Bodies) are part of the design of the player pathways from within the school gate
- **Enhance education and skills** – building the capacity of the paid and voluntary sector workforce and utilising sport and physical activity as a hook to engage and re-engage communities to improve their skills and qualifications
- **Strengthening organisations and partnerships** – providing high-level advocacy for Greater Essex sport and physical activity deliverers and enhancing the way that we organise, inform ourselves and work together through a delivery system.

4.3 LOCAL

Community Sports Networks (CSNs) can provide a critical link between the County Sports Partnership (CSP) and local authority, creating a simple, joined-up local sport delivery infrastructure. Southend's Community Sports Network is known as 'activesouthend'. This partnership is the key local structure fundamental to the development and success of sports delivery within the local community. It engages voluntary, private and public sector bodies through one network and works towards the achievement of a co-ordinated

approach in order to create, develop and promote opportunities for local people to take part in sport and physical activity in Southend-on-Sea.

Figure 2: Local Delivery System for Community Sport – Active Southend relationships



5 Why Leisure & Sport matters

Sport and physical activity are acknowledged to help people learn, develop team and leadership skills and help supports self esteem and that early involvement in sport and physical activity provides the basis for a healthy lifestyle that has long term benefits for the individual.

“Sport and leisure play a positive role in many people’s lives. It is valued in its own right for the friendship, fun, challenge and enjoyment it brings, and it also has the power to change communities and help places thrive.”

Developing sporting opportunities will help us to achieve stronger, more prosperous and cohesive communities as well as improving health, tackling obesity and transforming the lives of young people by giving them new skills.” Jennie Price, Chief Executive, Sport England

Sport also brings wider personal, social, economic and health benefits when developed and delivered in appropriate settings and in the right way. This Strategy endeavours to co-ordinate the range of sport and physical activity within the Borough and sits in line with the Councils Corporate Priorities:

- a safe Southend
- a healthy Southend
- a prosperous Southend
- a clean Southend
- an excellent Southend.

The lifetime healthcare costs savings for someone who takes part regularly in sport compared with their sedentary counterparts is valued at up to £46,000. By contrast, in

2007, the estimated cost of inactivity across all of the Essex Primary Care Trust Areas was £22.6m. The national sport economy's annual contribution has now reached £16.6 billion, up 140% in real terms between 1985 and 2008. In addition to the economic contribution made by sport, it is also the number one choice for volunteering with 53% of the adults volunteering formally doing so in sport.

5.1 Public Health

The Government has an ambitious programme to improve public health through strengthening local action, supporting self-esteem and behavioural changes, promoting healthy choices and changing the environment to support healthier lives. The reforms will see local authorities taking the lead for improving health and coordinating local efforts to protect the public's health and wellbeing, and ensuring health services effectively promote population health. Local political leadership will be central to making this work.

5.1 Local responsibilities

The Health and Social Care Act 2012 states that these statutory changes will take place from 1 April 2013 giving Southend-on-Sea Borough Council a new duty to promote the health of the local population. The Council will also take on key functions in ensuring that robust plans are in place to protect the local population and in providing public health advice to NHS commissioners.

Through our health and wellbeing board we will lead the development of joint strategic needs assessments and joint health and wellbeing strategies, which will provide the means of integrating local commissioning strategies and ensuring a community-wide approach to promoting and protecting the public's health and wellbeing.

The Council is well placed to support this agenda and deliver positive outcomes for the people of Southend-on-Sea through sport and leisure. Sport and leisure makes us healthy and happy, it encourages people to be active and do the things they enjoy. This increases personal, physical and mental wellbeing and helps build healthy communities. Sport and leisure activities support healthy lifestyles by promoting good physical and mental health and well being. Research shows that people who do not participate in sport say they have lower levels of health.

In July 2011 The Chief Medical Officers for England, Scotland, Wales and Northern Ireland published their guidelines: "Start Active Stay Active: A report on Physical Activity for Health". The Report draws on global evidence for the health benefits people can achieve by taking regular physical activity (at least five times a week) throughout their lives. Regular physical activity can reduce the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. Even relatively small increases in physical activity are associated with some protection against chronic diseases and an improved quality of life.

These benefits can deliver cost savings for both health and social care services. However, the benefits of physical activity extend further to improved productivity in the workplace, reduced congestion and pollution through active travel, and the healthy development of children and young people.

The report also emphasises the key role of physical activity in preventing and managing Chronic Vascular Disorders (CVD), and supported the promotion of physical activity as a public health 'best buy'. The National Institute for Clinical Health and Excellence (NICE) has noted a strong evidence base for recommending brief physical activity interventions in primary care. Within South Essex brief intervention recommendations have been developed into a physical activity pathway 'Let's Get Moving'. This has been piloted in both of the Primary Care Trusts in South Essex and rolled out across general practice in 2011/12.

On 23 January 2012 the Department of Health published the Public Health outcomes framework. Amongst the basket of 60 indicators there is one for physical activity (including sport) which has two components – increasing activity to the recommended levels to improve health, and reducing the numbers of those most inactive. The indicators which will be prioritised Southend-on-Sea will be determined by our Joint Strategic Needs Assessment (JSNA) and subsequent Health and Wellbeing strategies.

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6 SOUTHEND'S SPORT & LEISURE PROFILE

6.1 What do we know about our community?

- 165,300 people - expected to grow to 177,000 by 2020 and 191,000 by 2030 (ONS Population projections 2010 – 2030)
- 10.1% of residents are non-white (national average is 12.5%)
- Life expectancy: 77.5 for Men and 82.3 for Women
- Residents in the 'healthiest' wards can expect to live up to 8.8 years longer than those in the least healthy
- 18.1% of Year 6 children are classified as obese.
- 24.8% of adults are classed as obese
- A higher percentage than average of pupils spend at least three hours each week on school sport.
- 10% of adult residents are regular sports volunteers compared with 7.3% nationally
- 25.3% of adults are members of sports clubs compared to 23.3% nationally
- 67.7% of people are satisfied with sporting provision in the area compared with 69.0% nationally
- £1.9m p.a. is the health cost of inactivity for Southend on Sea
- 45 business trading in sporting goods / services within the borough

Local Provision

- 4 Local Authority owned leisure centres
- 3 public swimming pools, including a world class diving facility
- 18 hole pay & play public golf course
- 7 miles of coast
- Southend Marine Activity Centre
- 1,000 acres of parkland & open spaces
- 283 acres of public pitches, courts and greens: bowling greens, cricket squares, football and rugby pitches, croquet lawns, pitch and putt, basketball courts, cricket nets, tennis court and a synthetic turf pitch
- School sports facilities
- Array of a private / community provision including:
 - 75 acres of private sport & leisure facilities
 - 2 Leisure centres
 - Community sports clubs
 - Dance, fitness & martial arts clubs

Sport & Leisure Participation

- 2.18m visits were made to Council owned leisure centres during 2011/12
- 19.9% of adults regularly participate in sport / active recreation (compared with 21.8% nationally)
- 49.3% of adults are inactive
- The most popular sports in the borough are swimming, football, cycling, gym and athletics

Future Needs

- **52.1% of adults would like to do more sport / physical activity**

6.2 How do we compare to other areas?

Adult (16+) Participation in Sport and Active Recreation - at least 3x30 per week compared to nearest neighbours

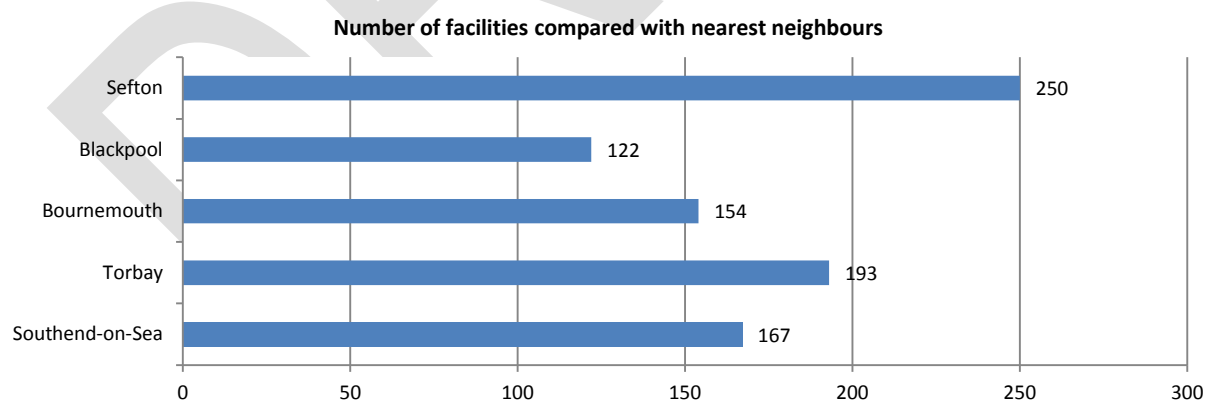
	Southend-on-Sea	Torbay	Bournemouth	Blackpool	Sefton
	2009/11	2009/11	2009/11	2009/11	2009/11
Total	19.9%	20.4%	22.9%	19.0%	19.6%

Source: Sport England Active People Survey, Year: 2009/11 (APS4/5) or 2010/11 (APS5) if LA sample is boosted, Measure: Adult participation

Obesity levels* in adults and children by local authority area

	Adult Obesity Rate	Childhood Obesity Rate
Southend-on-Sea	23.9%	18.1%
Torbay	25.8%	17.4%
Bournemouth	24.3%	15.9%
Blackpool	23.4%	18.8%
Sefton	23.2%	19.3%
England	24.2%	18.7%

Source: Department of Health, Year: 2006-2008 (adults) and 2009-2010 (children). Measure: Proportion of the adult and child population that are obese



The tables above indicate that Southend's performance is broadly comparable with other local authorities which have similar characteristics.

7 Priority Areas

7.1 PROMOTING THE HEALTH AND SOCIAL INCLUSION BENEFITS OF SPORT AND LEISURE

Key Facts:

- Population of the borough is set to increase by 7.1% by 2020
- Life expectancy: 77.5 for Men and 82.3 for Women
- Residents in the borough's 'healthiest' wards can expect to live up to 8.8 years longer than those in the least healthy
- 18.1% of Year 6 children are classified as obese.
- 24.8% of adults are classed as obese
- 49.3% of adults in the Borough are physically inactive
- 2,700 adults claiming incapacity benefit as a result on mental illness

The health of people in Southend-on-Sea is mixed compared to the England average. It is encouraging that over the last 10 years, all cause mortality rates have fallen, however the key causes of premature mortality (under 75 years of age) remain. Cardio Vascular Disease (CVD) is the most common cause of death in South Essex. It is also a major cause of premature death (death under 75 years of age); during 2008-10 it accounted for 30% of all deaths in South East Essex. The premature mortality rate from CVD in South Essex is significantly lower than the national rate, and has decreased substantially since 1995-7. However, it remains *the* major cause of premature mortality, and there is concern that the increased prevalence of risk factors such as obesity and diabetes may reverse the downward trend.

Lifestyle factors such as smoking, unhealthy diet, and physical inactivity, and the consequences of these: obesity, high cholesterol, high blood pressure, and diabetes, are all major risk factors for CVD and other forms of serious illness such as cancer, stroke and chronic obstructive pulmonary disease. Changes in lifestyle factors, such as increasing physical activity, can have a significant positive impact on both preventing these conditions and improving the life chances of those suffering with the condition.

People with mental illness are more likely to experience poor physical health. This is due in the main to higher rates of health risk behaviours, such as poor diet, physical inactivity, smoking, alcohol, and substance misuse. There is a strong association between rates of mental illness and population characteristics such as poverty, unemployment and social isolation.

One of the measures used to gauge the impact mental illness and its impact on the population, is the rate of incapacity benefit claimants recorded as having a mental disorder. Incapacity benefit claimants make up the largest group of economically inactive people. With 2,700 people claiming incapacity benefit as a result of mental illness during 2010, Southend has the highest numbers across South Essex.

We will continue to work with partners at all levels to ensure that the local population has sufficient knowledge and opportunity to engage in activities which help them to support a healthier lifestyle; including maintaining a healthy weight and becoming more physically active. It is equally important that the local population is able to take responsibility for their

own health and well being in the lifestyle choices they make. We will promote greater knowledge and improved marketing to articulate the health benefits of active lifestyles.

There are 3 indicators from the public health outcomes framework with a strong link to community sport that we will capture and monitor (Physical activity indicator, Utilisation of greenspace for exercise / health reasons and Excess weight in adults).

7.2 GROWING LOCAL TALENT

We recognise that in order to produce great sportsmen and women who go on to become our next generation of international athletes and Olympians, we need to put mechanisms in place to identify and support those individuals. In Southend we have been doing this for several years through the delivery of both the FANS and STARS talent assistance schemes that offer free access to leisure centres to national and county athletes both in Southend and Essex. We also work closely with the various national governing bodies of sport to encourage participation from a grass roots level through to the elite.

7.2.1 FANS

FANS (Free Access for National Sportspeople) is a scheme designed to provide support to leading talented sports performers. The scheme provides nationally ranked sports people with free access to participating local authority and private leisure and sports facilities at designated times, for personal training and development.

The scheme is part of a countywide partnership between ten Local Authorities in Essex and Active Essex and is designed for people who are currently members of a national team or squad or listed in the top 10 nationally within their sport and are residents, or belong to a club, within the participating Boroughs and Districts in the county of Essex for the majority of the year.

7.2.2 STARS

Southend-on-Sea Borough Council, in partnership with Parkwood Community Leisure, run a further talent assistance scheme called STARS. The scheme offers **free** access to Council-owned sports facilities in the borough for its County standard sportsmen and women at off-peak times.

The aim of the programme is to provide support and encouragement to Southend-on-Sea's leading talented and elite sports performers, offering county level sports people free access at designated off-peak times to leisure and sports facilities for personal training and development.

The scheme is open to sportsmen and sportswomen of 10 years old and above who currently perform, train or compete at an elite level and who reside for the majority of the year in Southend-on-Sea. The scheme is open to those sports people (including those with disabilities) who are:

- Members of a national team or squad.
- Have a national ranking in the top 20 for their age group.
- Have a county ranking in the top 5 for their age group.

7.2.3 National Governing Bodies for Sport (NGBs)

We will continue to work with and strengthen our relationships with National Governing Bodies to maximise the impact of their programmes and activities as a local level; helping them to meet the priorities identified within their whole sport plans.

Southend has enjoyed a close working relationship with several NGBs such as Amateur Swimming Association (Diving) and the Lawn Tennis Association, benefitting from funding for coaches, building capacity in local clubs. We will also work with other NGBs, such as British Rowing, to help us develop sporting opportunities within the borough.

Growing local talent – case study

Diving Boom Time

World Class Facility attracts growing number of youngsters to take up the sport

TALENTED diver Grace Funston's head is still spinning after meeting Tom Daley when the GB Olympic Team used Southend's World Class Diving Pool for training. She was already making waves in the sport – and meeting GB diving's first-ever World Champion together with using the stunning new facilities has spurred her into aiming one day to reach Olympian heights herself.

Nine-year-old high-flier Grace is just one of a growing number of youngsters who are using the Olympic-standard facilities, opened last November at the Southend Swimming and Diving Centre at Garon Park, as a springboard to fulfil their diving ambitions.

"I think the diving centre is fantastic," she said. "Compared to the previous facilities at the old Warrior pool it is so much better. There are five fixed diving boards up to 10 metres high, and four springboards. Tom Daley signed my T-shirt and told me to do my best in the sport. I would love to have the chance to dive at the Olympics. I've been really encouraged by the new to develop my skills, using all the extra diving boards and the special dry training gym with harnesses and trampolines. It would be amazing to be like Tom one day."

The first pilot scheme for Talent Identification for Diving in Southend was carried out by diving coach Bill Clark in liaison with Southend School Sports Partnership Teams in 2010.

The new Southend Diving programme is now administered via Parkwood Community Leisure which manages the leisure facilities on behalf of the Council. Early this year more local schools were visited and of the 2,000 children tested another 20 prospective divers were selected to join the elite squads.

Bill said: "All of the children seen, whether they just miss selection or only want to have fun, are given the opportunity to try diving. Additionally, lessons in this exciting new activity are now widely available to all members of the community."

(Add in Photo)

7.3 INCREASING PARTICIPATION IN SPORT & LEISURE

Key Facts:

19.9% of the local adult population regularly participate in sport / active recreation (compared with 21.8% nationally)

49.3% of the local adult population is inactive

52.1% of the local adult population would like to do more sport / physical activity

The local male population has higher rates of participation in sport and physical activity than women

During the development of this strategy, the Council, in partnership with Sport England and Culture First (the Eastern Region Cultural Improvement Network) commissioned Sheffield Hallam University to undertake further analysis on the Sport England Market segmentation data for Southend-on-Sea Borough Council to develop a better understanding of the market for sport and active recreation in relation to the usage of the Council's sports centres and swimming pools.

Knowing the market segmentation profile of the Borough has helped to develop an understanding of the local sports and leisure market in terms of:

- A breakdown of numbers in each segment
- Motivations, attitudes and behaviours in relation to participation
- Socio-economic profile
- Activities likely to attract particular segments
- Insights into how to “communicate” with the particular segments in terms of marketing

The findings of this analysis have been used to develop a model of indicative segments of the local population that are likely to increase their participation on sport providing that ‘barriers’ are removed / reduced.

Using the market segmentation information we know that Southend-on-Sea has a significant proportion of the population in the older age groups, in particular the segment classified as “Elsie & Arnold – Retirement Home Singles”. This group is the least active and also less likely to want to do more mainstream sport / physical activity. Programmes, such as Active+ have been developed and will continue to be delivered to encourage greater participation amongst this client group.

Working in partnership with the Council's Leisure Operator and other key partners, these segments will form the priority areas for action over the forthcoming years in terms of increasing participation and the use of council owned / managed leisure facilities.

7.4 MAXIMISING THE BENEFITS FROM LONDON 2012

Key Facts:

World class diving facility

LOCOG approved pre-games training venue

Adizone in Shoebury park

10% of adult residents are regular sports volunteers compared with 7.3% nationally

The London 2012 Games has been the sporting event of our lifetime. During the Games athletes inspired local people to embrace Olympic and Paralympic values; creating a sporting legacy that will continue for years to come.

We have spent recent years working with partners to deliver a lasting legacy for the Borough from the Games. The Council is a member of the Essex 2012 Olympic Games and Paralympic Games Legacy Partnership that was created and is now led by Essex County Council and has representation on the Essex Strategic Board for a legacy from the London 2012 Olympic and Paralympic Games.

Working with the Legacy partnership our aims for a lasting legacy for the borough are:

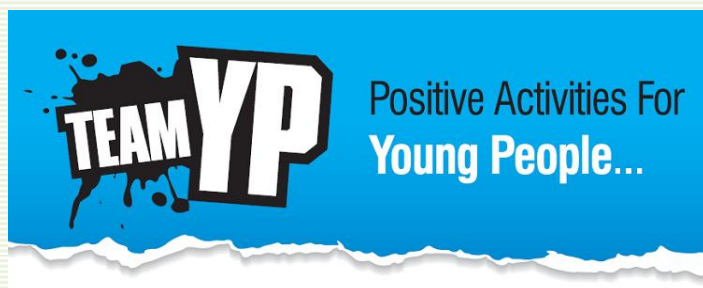
- Increasing Physical Activity and Sports Participation levels (including closer alignment to local and national health initiatives)
- Pre Games Training Camps: leveraging Essex's existing infrastructure
- Delivering a successful Cultural Olympiad
- Extending London 2012 Games as a tool to impact on tourism locally
- Maximising the Economic Impact of the 2012 Games
- Promoting skills development in our businesses and workforce
- Supporting Volunteers
- Supporting Learning & Development

Sports provision in Southend-on-Sea and the surrounding area is the key contributor to a successful local legacy from the London 2012 Olympic and Paralympic Games. We are engaged in developing sporting excellence and inspiring sporting activity to promote a fitter, healthier borough and nurture the talents of potential London 2012 champions.

Working with the Essex Legacy Partnership, Southend-on-Sea has been awarded many Inspire Marks already for accessible, participative, inspiring and stimulating projects and events across sport, culture, education, sustainability, volunteering, and business skills. These projects have helped to lay the foundations for the benefits from the London 2012 games to be enjoyed and built upon for many years to come.

Case Studies

Southend YMCA - Team YP



Run through the Southend YMCA, TEAM YP is a fantastic 20 week project designed by young people for young people aged between 11 and 25. Team YP allows young people to enjoy excellent experiences and opportunities which will boost confidence, encourage teamwork, harness leadership skills and gives them the chance to be active citizens.

Team YP currently delivers sporting activities to disadvantaged young people in Southend. Due to the success of Team YP, Southend YMCA secured funding to deliver an extension to the project - 'Team YP Challenge' which works specifically with young people with disabilities

Challenge has provided young people with the opportunities to participate in an exciting range of enjoyable, physical, creative and recreational activities which offers parents and carers a short break.

Team YP draws its inspiration from the 2012 Olympics and decathlon inspired multi-themed activities. It harnesses and develops

- the leadership potential of participants who are actively involved in developing and delivering the project
- the skill base of participants (both individually and as team members) providing a foundation for further achievement
- self-esteem and confidence.

The project uses qualified and highly experienced sessional experts alongside youth work staff.

Gateway to the Games Southend-on-Sea

An innovative series of bike rides organised by Cycle Southend are supported by Southend-on-Sea's Legacy 2012. They all start from different parts of Southend, and finish at Hadleigh Castle, the scene of the Olympic Mountain Biking events in August 2012. They are among a small number of projects and events considered outstanding enough to contribute to the Games' lasting legacy, and have thereby won the special recognition of the Inspire Mark. This in turn gives the rides an even higher profile and more funding possibilities.

Active Plus Games

The Active Plus Games was launched in October 2011 offering fitness incentives for the over 50s in Castle Point, Rochford and Southend-on-Sea. The scheme provides the over fifties with a voucher, allowing them to participate in activities including Chairfit classes, Nordic Walking and access to local gym facilities at free or subsidised rates. The Active Plus Games are an opportunity for over 50's to take part in sport and physical activity for five free sessions between October 2011 and March 2012 in Castle Point and Rochford and three free session from April 2012 in Southend-on-Sea. Active Plus Games has been awarded the London 2012 Inspire Mark and has been inspired by London 2012 through:-

- Encompassing the Olympic and Paralympic Values
- Providing activity for another section of the community making it a games for all
- Encouraging more people to exercise and explore their local area through the activities
- Developing London 2012 inspired sports and physical activity e.g. SX Urban Games, Walking your way to the Games, Cycling the way to the Games, SX Inclusive
- To extend this project across the county

7.5 MAINTAINING QUALITY PROVISION

Key Facts:

67.7% of people are satisfied with sporting provision in the area compared with 69% nationally

There has been a significant improvement in the quality and quantity of sports and leisure facilities within the Borough. The four leisure centres owned by the council are managed by a not for profit distributing organisation; all of which have achieved QUEST accreditation which is a nationally recognised leisure industry quality standard.

Quest, the UK quality scheme for sport & leisure, is a tool for continuous improvement, designed primarily for the management of leisure facilities and leisure development. Quest

defines industry standards and good practice and encourages their ongoing development and delivery within a customer focused management framework. We are committed to ensuring that these standards are maintained.

Sports Clubs have developed and year on year more clubs are achieving Clubmark the Sport England accreditation that recognises good practice in club development i.e. child protection, first aid and equity.

In a challenging financial environment funding for sport and physical activity programmes is becoming increasingly hard to secure. In order to maintain a good level and quality of our built sports facilities and infrastructure we will continue to identify funding sources to support the most effective means of delivery at a local level.

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8 Action Plan

The following action plan sets out how the Council, working with key partners and the community, intend to achieve the strategic objectives outlined in 3.2 in order to deliver our vision:

‘Creating a better Southend through sport and physical activity’

a Southend which is active and alive with sport and leisure, where opportunities exist for the local community to participate in a wide range of activities which enhance their lives and where local talent is grown and nurtured.

We have deliberately kept this strategy clear, simple and action centred. The appendices provide information on the current sports provision in Southend-on-Sea and the additional supporting evidence used to inform this action plan.

Target	Action	Link to Corporate Priorities	Financial Implication / Resources	Target Date
Working with partners to promote the health and social inclusion benefits of sport and leisure to encourage lifelong participation	Continue to develop the active Southend partnership to deliver activity and apply for funding.	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	On-going
Work with NHS South Essex to deliver local public health objectives	Increase number of people within the age cohort for NHS Health Checks completing a GP referral scheme at Southend Leisure and Tennis Centre	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	On-going
Support the Council to deliver its new Public Health responsibilities from 2013	Develop mechanisms to ensure Sport & Leisure issues feed into the Health & Wellbeing board	Deliver strong relevant and targeted services that meet the needs	Officer time	31/03/2014

		of our community		
Achieve community sport targets set in the public health outcomes framework	Collect data to support the requirements of the public health outcomes framework	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	31/03/2014
Provide talents assistance scheme for regional and national athletes via the FANS and STARS scheme	Continue to support the delivery of the schemes across Essex and in Southend.	Support Southend to be active and alive with sport and culture	Officer time	On-going
	Assist with delivering a sporting legacy for Southend	Support Southend to be active and alive with sport and culture	Office time	On-going
Provide a framework for sports and leisure provision, which is sufficiently robust to support funding applications for capital and revenue funding projects across the service	Provide facilities and relevant sports development plans for specific sports to enable funding to be pursued and allocated; e.g. ASA 3 year funding obtained for Head Diving Coach.	Support Southend to be active and alive with sport and culture	Officer time	On-going
Increase the proportion of 14-25 year olds who play sport , so that we keep young people playing sport up to and beyond the age of 25	Establish a lasting network of links between schools and sports clubs in local communities	Deliver strong relevant and targeted services that meet the needs of our community		
	Work with partners to develop a range of opportunities for those aged 14-25 years old, in order to create a sporting habit for life			

Increase participation in sport and leisure by 1% per annum in the proportion of people undertaking at least one 30 minute session of moderate intensity sport each week	Work with Leisure provider to identify and deliver appropriate activities in line Sport England Active People Diagnostic Data	Support Southend to be active and alive with sport and culture	Officer time	On-going
Reduce the percentage of the adult population not participating in any form of active sport or recreation by 1% p.a.	Use Sport England Market Segmentation Analysis to develop a programme of targeted activity at those groups not undertaking any sport.	Deliver strong relevant and targeted services that meet the needs of our community	Officer time / Leisure Operator time	1. Plan to be developed by 31 st March 2013 2. Reductions to be achieved on an annual basis thereafter.
Increase the amount of women accessing the Council's sport & leisure facilities by 1% p.a.	Use Sport England Market Segmentation Analysis to develop a programme of targeted activity.	Deliver strong relevant and targeted services that meet the needs of our community	Officer time / Leisure Operator time	3. Plan to be developed by 31 st March 2013 4. Reductions to be achieved on an annual basis thereafter.
Maximise the benefits from London 2012 Olympic and Paralympic games, whilst building on this to provide a lasting legacy of sport and leisure within the Borough.	Work with partners to deliver best opportunities for sporting legacy ion Southend, including active Southend, the Leisure Operator, local governing bodies and local clubs	Support Southend to be active and alive with sport and culture	Officer Time	On-going
Maintain Quest accreditation at all four council sites.	Leisure operator to continue to deliver on Quest accreditation subject to changes in the delivery system	Support Southend to be active and alive with sport and culture	Officer time	On-going
Continue to deliver the Advantage card scheme and other opportunities for reduced price admission to leisure facilities	Monitor Number of Advantage card sessions delivered per annum	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	On-going

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	Monitor uptake of referrals to Leisure Centres via the GP referral scheme	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	On-going
Work with ActiveEssex to deliver a range of programmes in the borough	Delivery of the following: Sportivate She has Energy (SHE) Get Back into Active+	Support Southend to be active and alive with sport and culture	Officer time	On-going
Work with specific NGBs to develop specific sports in the borough	Increase the range of activities and facilities on offer in relation to: Aquatics Athletics Rowing Cycling Tennis Judo	Support Southend to be active and alive with sport and culture	Officer time	On-going

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