

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.



Adizone at Shoebury Park - The Council successfully secured funding from the Adizone Rollout Fund for the installation of an Adizone, a giant multi-sport outdoor gym venue, at Shoebury Park, Elm Road.

Adizones are permanent installations designed and developed by Adidas and measure 625 square metres. They aim to encourage the local community to get more involved in sport and boast sporting facilities

inspired by Olympic and Paralympic sports. They include basketball, football and tennis area, a climbing wall, an outdoor gym and an open area to encourage dance, aerobics and gymnastics.

Activesouthend, the borough's local Community Sports Network, supports a varied programme of sessions at the Adizone during the summer months. Through these free sessions, the Shoebury Park Adizone became the first in the country to be awarded the Inspire Mark; an accreditation that recognises projects inspired by the Olympic and Paralympic Games.

Enhanced sports pitch provision - this has included:-

- resurfacing of the all weather pitch at Warners Bridge
- renewal of the irrigation system for Belfairs Golf Course
- installation of an irrigation system at Belfairs Bowls club in partnership with the club
- enhanced maintenance regimes through the purchase of new equipment
- Supported local clubs to obtain funding to update their facilities (i.e. through installation of floodlights etc).

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, [Street Games](#), 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 the 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 borough. ActiveSouthend 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.

ActiveSouthend also addresses specific health needs of the population by leading local delivery of the national Change 4 Life campaign. This group works within Southend-on-Sea, for the residents of this borough.

ActiveSouthend is made up of a range of partners from sport, physical activity and health related organisations, which are key to the co-ordination and delivery of local projects. The organisation delivers part of Southend's legacy from the Olympic and Paralympic Games. Many of the projects have had a positive impact for those taking part and continue to be sustainable, the group is currently implementing a voluntary standard evaluation method across all work programmes/interventions to provide key insight into the effectiveness of providers to increase physical activity in their cohorts. Examples of several successful projects are listed below:

Active Seniors:

Active Seniors is a project that supports those aged 50 and above to stay or become more active. Through an identified Community Agent, people are supported to attend appropriate sessions within their local community. Some of the sessions include, seated exercise classes, yoga, nifty fifties club and dance fit. A free voucher scheme operates to allow people to take part in free sessions, then to continue taking part at a reduced cost.

Disability Cycling:

A free bike hire scheme for those with a disability. There are two specialist bikes which can be hired at no cost. Southend is a designated cycling town and has a good network of cycle paths around the borough, allowing riders to use the bikes as safely as possible.

Disability Judo:

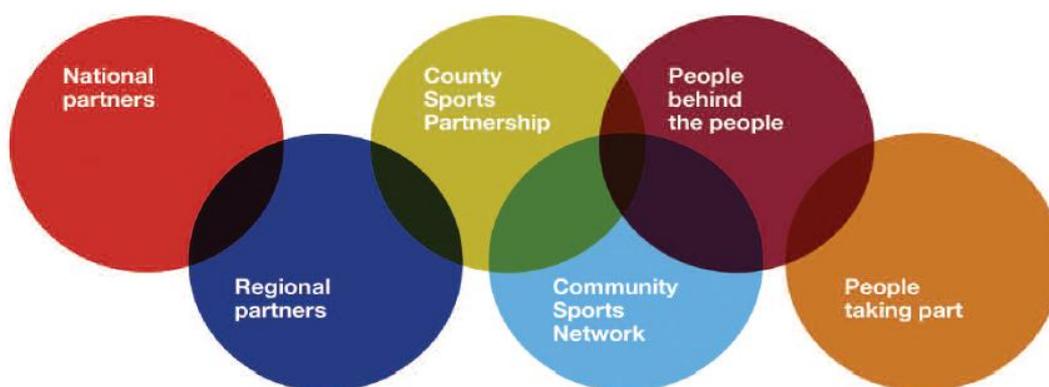
The provision of free judo sessions aimed at those who are partially sighted or blind. These are run by the local judo club, who have given a commitment to ensure that this project is ongoing.

Community Festivals:

Providing a range of supervised sport, health and art sessions, run by the different providers within ActiveSouthend. These have attracted a large number of participants. For each session offered, exit routes have been promoted, to try and ensure continued participation.

ActiveSouthend delivers under an action plan, which links into Southend's Leisure and Sport Strategy, as well as Southend's Health and Wellbeing Strategy. Partners such as sports clubs, community health providers, the Early Years Team and the two School Sports Partnerships and others are crucial in the delivery of sport and leisure within the Borough.

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



4.3.1 School Sports Partnerships

Southend-on-Sea benefits from two School Sports Partnerships; one in the east of the town based at Shoeburyness High School and the other in the west, based at The Eastwood Academy. Their aim is to build a better future for all young people through PE and school sport.

The role of School Sports Partnerships is six-fold and involves:-

- **Strategic planning:** to develop and implement a PE and school sport strategy, as part of school development plans, through working in partnership with key strategic organisations and providers in the area.
- **Primary liaison:** to improve PE and school sport programmes by establishing and developing links within and between families of schools (particularly around the KS2/3 interface).
- **Out of school hours:** to provide new and enhanced out of schools hours opportunities for all young people in the partnership, including out of school hours learning, non-competitive participation and competition.

- **School to community:** to increase all young people's participation in community sport through creating and strengthening links with local sports clubs, leisure facilities and community providers.
- **Coaching and leadership:** to provide training, support and deployment opportunities in leadership, coaching and officiating for senior pupils, adults other than teachers (AOTTs) and teachers.
- **Raising standards:** to raise standards of pupils' achievement in all aspects of their school life, through increased participation and improved performance, motivation and attitudes.

The Southend School Sports Partnerships were established in 2004. Prior to this only around 40% of school aged children in the area were reaching the government target of 2 hours of quality PE a week. Over the past few years the work of the partnerships has helped rapidly improve these statistics and subsequently, Southend-on-Sea has a higher percentage than average of pupils spending at least three hours each week on school sport.

The two School Sports Partnerships are helping to support the council's strategic aims for sport and leisure through their delivery of the Gifted and Talented Programme; helping to identify and support our sports men and women of the future. They support the Young Ambassador Programme which encourages young people to take on leadership roles while promoting the importance of healthy and active lifestyles and encouraging participation in school sport and PE.

The School Sports Partnerships are well placed to deliver targeted activity to young people in our local schools and educational facilities. Strong links also exist with the University of Essex (Southend Campus), South Essex College and ActiveSouthend; which helps to foster relationships with our local community sports clubs.

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 endeavors 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 national sport economy’s annual contribution has now reached £14.6 billion. 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.

Indicator	Year	Southend-on-Sea			East of England			England		
		Sports Activities	Sports Manuf.	Total	Sports Activities	Sports Manuf.	Total	Sports Activities	Sports Manuf.	Total
Turnover	2010	*	*	£21.6	£1,361.5	£165.1	£1,526.6	£14,752.0	£560.4	£15,312.4
	2011	*	*	£22.3	£1,350.9	£161.7	£1,512.6	£14,642.2	£560.3	£15,202.5
	2012	*	*	£22.0	£1,320.6	£157.4	£1,478.0	£14,369.6	£542.8	£14,912.4

Source: IDBR 2010-12

Measure: Turnover (£m) in sports related businesses

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 2009/10 the estimated health costs attributable to the main diseases physical activity can directly influence was £4.9m for Southend-on-Sea and £102.9m for the Eastern region. Additionally, the World Health Organisation estimates physical inactivity causes 1.9 million deaths a year worldwide, including 10% to 16% of breast cancer, colon cases and diabetes cases and about 22% of coronary heart disease cases.

“Physical inactivity is the most important modifiable health behaviour for chronic disease”

Carol Propper, Professor of economics, at Bristol University's Centre for Market and Public Organisation (2013)

Health costs of physical inactivity

Geography	The Health Costs of Physical Inactivity by disease category					The Health Costs of Physical Inactivity	
	Cancer lower GI e.g. bowel cancer	Breast Cancer	Diabetes	Coronary heart disease	Cerebrovascular disease e.g. stroke	Total Cost	Cost per 100,000 pop
Southend-on-Sea	£62,231	£93,462	£423,671	£4,205,691	£208,863	£4,993,917	£3,054,673
East of England	£5,853,928	£5,755,887	£19,484,702	£60,186,615	£11,718,678	£102,999,810	£1,785,966
England	£67,816,189	£60,357,887	£190,660,420	£491,095,943	£134,359,285	£944,289,723	£1,817,285

Source: Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs and reworked into estimates for LAs by TBR

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.

5.1.1 Local Health 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.

6 Southend's Sport & Leisure Profile

6.1 What do we know about our community?

- 174,300 people - expected to grow to 178,000 by 2017 (ONS Population projections 2011 – 2017)
- 10.1% of residents are non-white (national average is 12.5%)
- Life expectancy: 77.9 for Men and 82.0 for Women
- 8.4% of the Borough's population live within the 10% most deprived areas of the UK (Communities & Local Government - 2010 Indices Multiple Deprivation)
- Residents in the 'healthiest' wards can expect to live up to 8.8 years longer than those in the least healthy
- 24.8% of adults are classed as obese
- 7.7% of children aged 4-5 years and 21.7% of children aged 10-11 years are classified as obese.
- 67.3% of children participate in at least three hours of sport a week which is better than the England average
- 10% of adult residents are regular sports volunteers compared with 7.6% nationally
- 25.8% of adults are members of sports clubs compared to 22.8% nationally
- 19.2% of adults received sports coaching / tuition in the past year compared to 16.8% nationally
- 67.7% of people are satisfied with sporting provision in the area compared with 69.0% nationally
- £4.9m p.a. is the health cost of inactivity for Southend on Sea
- 40 businesses trading in sporting goods / services within the borough, contributing £22m to the local economy.

Local Provision

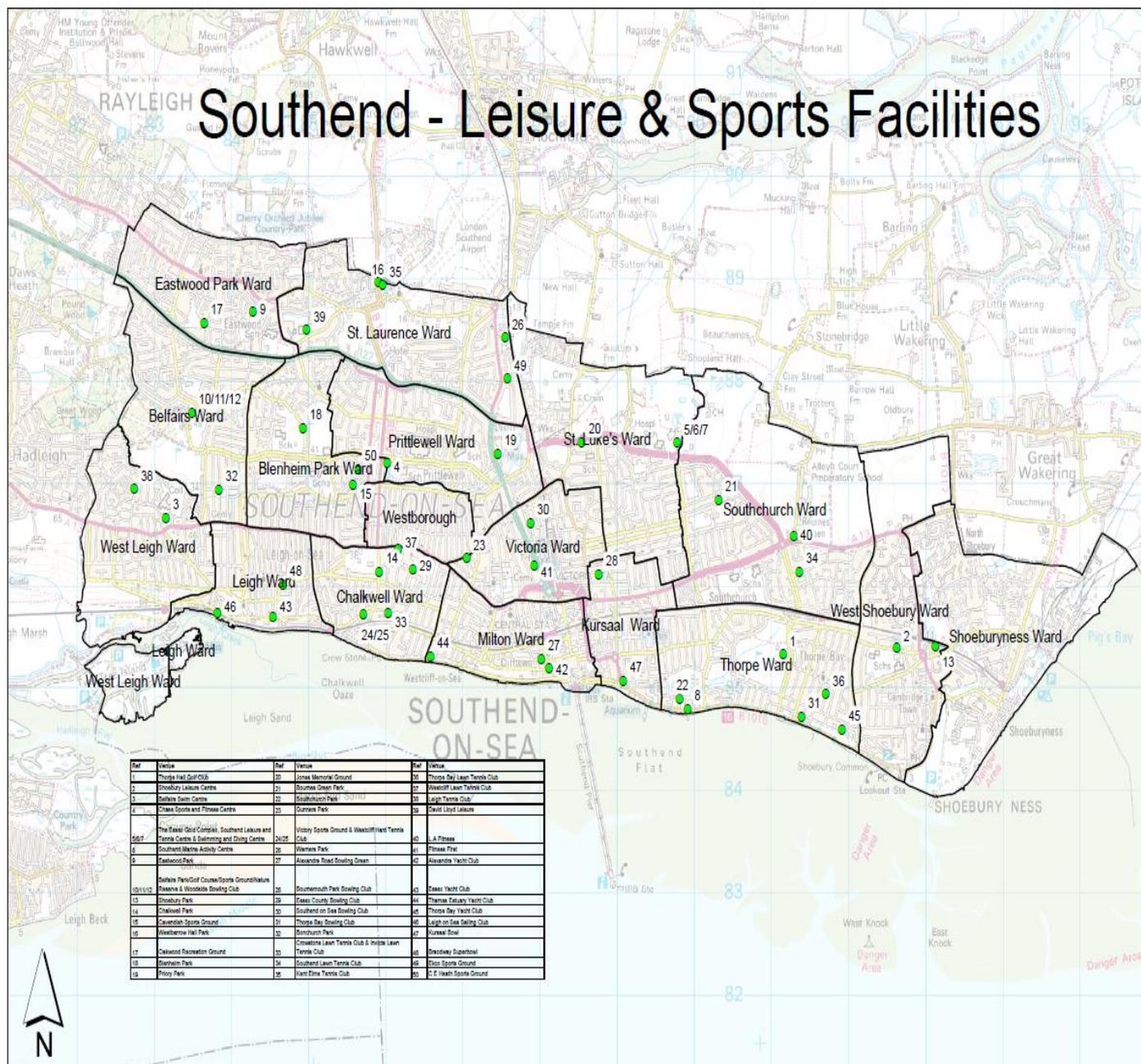
- 4 Local Authority owned leisure centres
- 3 public swimming pools, including a world class diving facility
- 18 hole pay & play public golf course
- 9 hole Pitch 'n' Putt
- 7 miles of coast
- Southend Marine Activity Centre
- 1,000 acres of parkland & open spaces
- 283 acres of public pitches, courts 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
- 35.8% of adults participate in sport / active recreation at least once a week (compared with 36.0% nationally)
- 50.9% of adults are inactive
- The most popular sports in the borough are swimming, football, cycling, gym and athletics
- Swimming is the sport that people particularly want to do more of.

Future Needs

- **53.9% of adults would like to do more sport / physical activity**



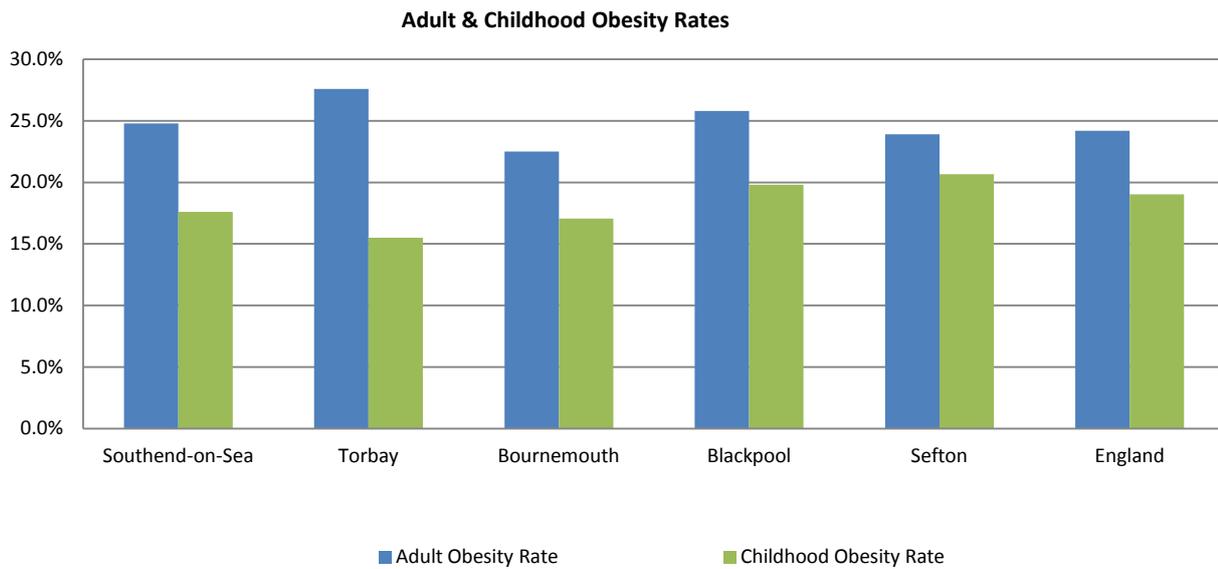
6.2 How does Southend-on-Sea compare to other areas?

Adult (16+) Participation in Sport (at least once a week *), by year

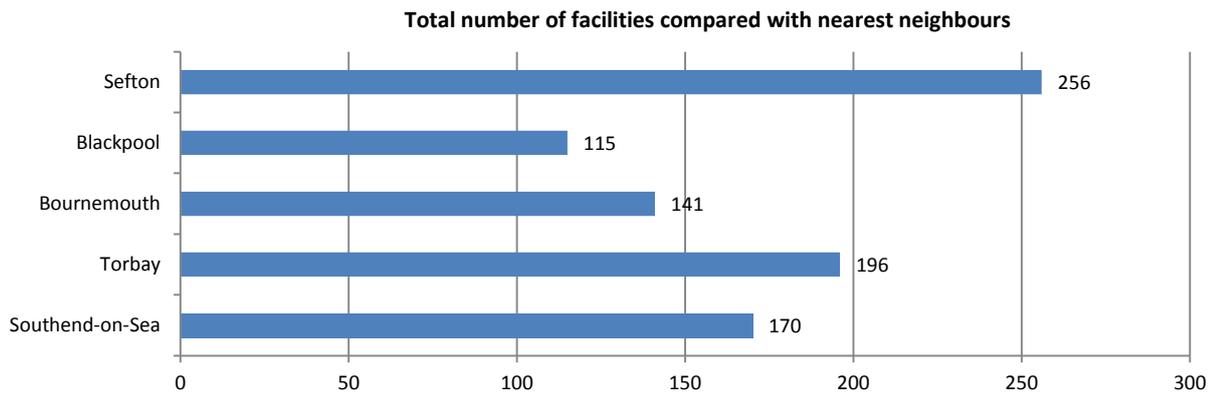
Year	Southend-on-Sea	East of England	England
2005/06	35.7%	34.8%	34.2%
2007/08	32.3%	36.5%	35.8%
2008/09	35.8%	35.6%	35.7%
2009/10	32.4%	34.9%	35.3%
2010/11	36.4%	34.7%	34.8%
2011/12	35.8%	36.0%	36.0%

*1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)

Source: Active People Survey, Year: 2005/06 (APS1), to 2011/12 (APS6), Measure: Adult participation



Source: Department of Health, Year: 2006-2008 (adults) and 2010-2011 (children), Measure: Proportion of the adult and child population that are obese



Source: Active Places Power, Year: Jan 2013, Measure: Number of sporting facilities

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 2.1% by 2017
- Life expectancy: 77.9yrs for Men and 82yrs 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
- 21.7% of Year 6 children are classified as obese.
- 24.8% of adults are classed as obese
- 50.9% 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."

7.3 INCREASING PARTICIPATION IN SPORT & LEISURE

Key Facts:

35.8% of the local adult population participate in sport / active recreation at least once a week (compared with 36.0% nationally)

50.9%.3% of the local adult population is inactive

53.9% of the local adult population would like to do more sport / physical activity

37% of local men and 34.7% local women participate in sport / active recreation at least once a week (compared with 41.1% of men and 31.1% of women nationally)

During the development of this strategy, 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.

To give us a better understanding of the local demand for sport and physical activity, the Council, in partnership with sport England and Culture First (the Eastern Region Cultural Improvement Network), commissioned Sheffield Hallam University to undertake some research using the Active People Diagnostic tool to assist with collating evidence to help shape the future strategic direction.

The research modelled participation levels and market demand for selected activities using data from market segmentation index tables. The data provides us with a better understanding of the market for sport and active recreation in relation to 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 data we know that:-

- The largest segment group is 19 (Elsie and Arnold) at 9.5% and is above the national and regional average.
- Southend also has a greater proportion of early retired couples (Roger and Joy) than the national average 7.6% which is 1.48% above average.
- 60.6 % of Southend's adult population belong to segments which are more likely than average to participate and 39.4% to those less likely than average to participate.
 - Of this 39.4% less likely than average to participate, 32.7% come from the 55 and 65+ segments

From the research we have undertaken (via the Active People Survey) we know that there are a significant number of adults in the Borough who would like to do more sport.

Number of adults (16+) wanting to do more sport

	Southend-on-Sea		East of England		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Yes	72.6	53.9%	2,552.0	54.5%	23,335.6	55.4%
No	61.1	45.4%	2,088.0	44.6%	18,427.9	43.7%
Don't Know	0.9	0.7%	41.2	0.9%	390.5	0.9%

Source: Active People Survey 6, Population data: ONS Annual Population Survey 2012

Measure: Proportion and number of adults (16+) wanting to do more sport

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 which hosted GB Diving Team for pre-games training

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

7.4.1 Legacy Action

Following to end of the London 2012 Paralympic Games on 9 September 2012 the Government published its Olympic Legacy Plan. Its main points include:

- funding for elite sport until Rio 2016
- investment to turn the Olympic site into the Queen Elizabeth Olympic Park
- 20 major sporting events to UK by 2019, with more bids in progress
- £1bn investment over the next five years in the Youth Sport Strategy, linking schools with sports clubs and encouraging sporting habits for life
- introduction of the School Games programme to boost schools sport and county sport festivals
- continued funding for International Inspiration, the UK's international sports development programme, to 2014.

7.4.2 Community Games

Community Games was created to give everyone up and down the country the chance to celebrate the London 2012 Olympic and Paralympic Games. Inspired by the Games, Community Games was Legacy Trust UK's idea, to encourage communities to come together and take part in sports and arts activities.

Community Games is now recognised as a programme contributing to the Legacy from London 2012; supported by Legacy Trust UK and £3 million of Big Society funding from the Cabinet Office.

The Community Games programme provides toolkits, e-learning, workshops, resources and support for organisers, giving you the information and skills that you need to organise your own Community Games.

7.4.3 The Local Legacy

Sports provision in Southend-on-Sea and the surrounding area is a 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.

We are working with various third sector organisations, such as Join In, to ensure that the Legacy from the 2012 games is kept alive. Join In Local Sport is a nationwide initiative aimed at encouraging people of all ages to have fun by trying something new for free. All groups in the local area are invited to be a part of the Join In initiative, as part of the London 2012 legacy.

Join In's goal for 2013 is to support grassroots sports clubs and community groups. From 27 July to 9 September 2013, to coincide with the anniversaries of the Olympic Opening Ceremony and the Paralympic Closing Ceremony, Join In patron Eddie Izzard will head a team of sporting celebrities to help UK sports clubs make the most of the Join In summer.

Join In is free and simple; groups hold an event, Join In promotes the event via a national and local media campaign, which also enables local groups to recruit new members and new volunteers.

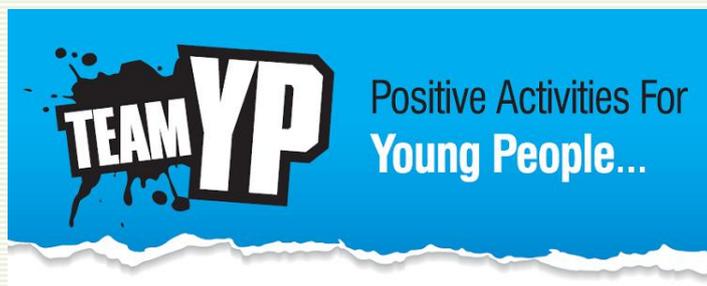
7.4.4 Volunteering

Volunteering was a key ingredient in the successful delivery of the London 2012 Games; locally Southend-on-Sea experienced a surge in the number of people coming forward to volunteer their time in helping sporting activities and events to take place.

Through the creation of a volunteer policy in 2011, Southend-on-Sea Borough Council has strengthened its commitment to ensuring that those who volunteer for the Council are properly recruited supported and have their contribution actively recognised. Many of the activities, events and regular sporting fixtures in the borough would not be able to be delivered as successfully as they are now if it were not for the time, commitment and enthusiasm of volunteers from within our local community.

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.

Disability Cycling

Families with disabilities are able to explore Southend's seafront cycle route using specially adapted bicycles. The new bikes have been available for free hire from Southend Pier, where they are stored.

Described as the most versatile wheelchair bike on the market, the Draisin PLUS bikes enable those with limited mobility or profound learning disabilities to participate in cycling. The bike's unique steering system increases stability around corners and prevents the front wheels from lifting while turning. Steering and pedalling are made as easy as possible and the seat can be adapted to suit all ages.

Teams from Southend-on-Sea Borough Council's Children and Learning directorate, Pier and Foreshore section and Cycle Southend team have worked with Activesouthend and Southend Toy Library to make the bikes available.

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 sessions 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

1,000 acres of parkland and open spaces providing a wide range of outdoor sports provision (i.e. football, rugby, hockey, cricket, tennis, bowling and golf)

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.

7.5.1 Park based sports facility provision

The borough's parks and open spaces are an essential element in delivering valuable opportunities to promote health within the community. Our parks play a primary role in providing appropriate venues for outdoor sport and informal recreation.

The Council is the main provider of local sports pitches and caters for football, rugby, cricket, bowls, athletics, basketball, golf and hockey. These council owned sports pitches offer grass-roots opportunities for local residents to get involved in sport; which, for some, may also lead onto professional status.

Playing fields are prerequisites for the development of pitch sports - without pitches sport would simply not take place. Just as important as facilities, however, are the individuals, coaches, programmes and people who are responsible for organizing, managing, promoting and sustaining sport.

There are a range of outdoor sports pitches and facilities within the town as detailed below.

Sport		Number of pitches
Football	Senior	27
	Junior	13
	Mini	6
	All weather	1
Rugby		8
Bowling Greens		13
Cricket Squares		10
Tennis courts		24
Athletics tracks		1
Basketball hoops		21
MUGA (Multi use games areas) / Outdoor gyms		7
Pay and play public golf course (18 hole)		1
Pitch 'n' putt (9 hole)		1

In general terms this level of provision is considered to be sufficient to meet existing demand. However, any future increases in the number of dwellings within the borough may put pressure on existing sports pitches.

7.5.2 School pitches

Schools play a significant role in supplying community pitch provision particularly for junior football and mini soccer. With the governments' emphasis on developing sporting and other development pathways between schools and communities, this situation is likely to continue.

An aspiration is to work in partnership with schools to make pitches available to the community.

7.5.3 Demand for pitches

Demand for pitches fluctuates over time, and it is essential that sufficient pitches are available to meet peak demand in the foreseeable future, through the availability of land. Comparative demand for adult and junior pitches, especially football and rugby will change. Although in practice many junior (i.e. 10-15) teams play on adult pitches with full sized goals.

Any future pitch provision should ensure that there is the possibility of flexibility in playing field layout to ensure that pitches are interchangeable according to fluctuating demand.

As a result of under utilisation there has been a reduction in the number of cricket squares provided by the Council. The council will continue to keep the utilisation levels of all of its sports pitches under review to ensure provision continues to meet need and enable the appropriate allocation of scarce resources.

7.5.4 Maintenance of sports pitches

Grounds Maintenance of sports pitches is, and will continue to be undertaken, in accordance with the appropriate standards determined by the relevant National Governing Bodies.

Where appropriate funding will be sought for major improvements that will assist to retain the quality of the sports pitch and address issues relating to under utilisation that are directly related to the quality of the sports pitch; i.e. irrigation and drainage systems.

7.5.5 The role of clubs in developing and managing facilities

With local authority budgets coming under pressure there is an increased appetite to explore asset transfer. Asset transfer involves the transfer of the ownership of land or buildings from government organisations such as local authorities to community groups such as local sports clubs and trusts, often at a discounted price provided there is a benefit to the local community.

Sport England has launched [The Community Sport Asset Transfer Toolkit](#) to help community sports clubs across England tackle asset transfer. The development of this interactive web tool aims to provide clubs with a step by step guide through each stages of the asset transfer process and consists of information, resources and case studies.

The introduction of the toolkit aims to open up the asset transfer process to established community sports organisations as well as new groups who believe they can put unused or underutilised sports facilities and public assets to better use.

As many sporting assets such as playing pitches and clubhouses are currently owned by local authorities and other public sector bodies asset transfer presents sports clubs and national governing bodies with opportunities to take ownership of their own facilities; it may also provide non-asset owning sports clubs with their first chance to take on a building.

There are currently a small number different clubs in the borough who have taken leasehold responsibility to repair and maintain their pavilions / club houses. The Council will continue to explore opportunities with local clubs to extend their responsibilities to run and maintain the facilities they use.

7.5.6 Ancillary facilities

Facilities such as changing rooms, training areas, floodlights, social accommodation and parking all play a crucial role in developing opportunities to play sport. At the most basic level, changing and shower areas for both players and officials are prerequisites, though many clubs and teams have become accustomed to even this basic level of provision being lacking.

Many of these facilities were constructed some years ago (some pre 1950) and whilst they met the appropriate standards at that time, they now fall short of today's standards. There are venues in particular need of overhaul, or in some cases provision of even basic

accommodation. Investment in such facilities is expensive and providers need to be assured that such facilities will be used. However, it is surely appropriate at this time to ensure clubs and players actually enjoy the experience of play.

The council have undertaken a programme of investment to enhance ancillary facilities most in need of improvement. This has led to the renovation of the pavilion (including a new roof)

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 action plan will be reviewed and updated annually to ensure that our aims and objectives are achieved and remain relevant.

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 of our community	Officer time	31/03/2014

Southend on Sea Sport & Leisure Strategy – 2013 - 2020

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			

Southend on Sea Sport & Leisure Strategy – 2013 - 2020

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 2014 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 2014 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 in 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

Southend on Sea Sport & Leisure Strategy – 2013 - 2020

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
	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
Explore opportunities to formalise lease agreements with local clubs to manage facilities.	Identify and engage in discussion with suitable local clubs who may wish to take on responsibility for managing their own facilities	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	On-going

Southend on Sea Sport & Leisure Strategy – 2013 - 2020

Ensure adequate supply of sports pitches	Continual review of pitch utilisation to ensure demand is met.	Deliver strong relevant and targeted services that meet the needs of our community	Officer time	On-going (annual review)
Maintain & enhance the provision of good quality outdoor sports facilities	Work with local clubs and third sector partners to improve facilities	Support Southend to be active and alive with sport and culture	Officer time	On-going

