

Sport Playing Its Part

Keeping you informed
about sport related policy

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Welcome to the latest issue of the Sport Playing Its Part newsletter.

This newsletter gives you a snapshot of current policies and initiatives from across the wide range of social policy areas, and highlights the opportunities for Sport England and its partners.



Sport England updates

Sport England has a new captain

Sport England's new Chief Executive, Jennie Price has now started in her position and is looking forward to having the same success in encouraging sporting participation as she had in increasing recycling rates in her previous role as Chief Executive of WRAP. She takes up her position just six months after Sport England's new Chairman started in his role, and Derek Mapp is confident Jennie has the ability to drive the organisation forward and deliver success.

"I know Jennie is the right person to lead Sport England to deliver this important mission, which is all the more pressing in light of the crisis of obesity and inactivity facing our country."



What does Sport England actually do?

Sport England has published a short leaflet called [What we do and how we do it](#) which sets out its key priorities and explains its relationship with UKSport and Youth Sport Trust. The publication clarifies that the primary role is to sustain and increase participation in community sport and that this happens through promoting, investing in, and advising on high quality sporting opportunities and pathways. To download a copy click here www.sportengland.org/what_we_do_and_how_we_do_it.pdf

Shaping the future

The development of the Plan for Community Sport 2008-2013 kicked off recently, with over 150 delegates including representatives from NGBs, local authorities, CSPs and the private sector all giving their opinion on how to raise participation in sport. At the Sport England event, Derek Mapp underlined his focus on increasing participation and gave some interesting ideas on how this may be achieved.

To look at all the presentations, a summary of ideas and view the results of the interactive voting click here www.sportengland.org/shapingthefuture Sport England will shortly be launching a more detailed web based consultation to gather wider views which we hope that you and your organisation will contribute to. To register your interest in the consultation and ensure you see it at the earliest possible opportunity please email shapingthefuture@sportengland.org



Active Design

Being active should be an intrinsic part of people's everyday lives. This is why effective design and layout of new housing communities has a vital role to play in promoting sport and active recreation. Active Design is an innovative new approach to getting local communities out of their armchairs and involved in sport through the design and layout of where we live.

Drawing on best practice in master planning and urban design, Sport England's new Active Design guidance provides advice on how opportunities for sport and active travel (walking and cycling) can be maximised through the design and layout of new building developments, open spaces and sports facilities. Active Design gives practical, easy-to-use guidance and information to town planners, urban designers and architects on how to put sport and opportunities to get active at the heart of new developments.

To download your copy of the guidance please click here www.sportengland.org/activedesign

The rising value of sport

Sport England has published a series of reports which aim to improve the evidence-base on the economic value of sport. Headline figures show that sport related economic activity is worth £13,531 million and that there are over 421,000 sport-related jobs. This is a considerable increase since comparable research conducted in 1985.

The reports look at sports-related economic activity, employment in sport, and sports-related consumer expenditure and are based on data from 2003 and 2000. There are nine regional breakdowns as well as a national report. To view them click here http://www.sportengland.org/index/get_resources/research/mapping_the_landscape/sport_and_the_economy.htm





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Health

Obesity toolkit

An obesity toolkit with practical tips and information has been launched to help people fight the flab and improve their health.

Jennie Price (Sport England Chief Executive) welcomed the toolkit, stating that sport has a major role to play through helping people of all ages and abilities to be more active, and to do so in an enjoyable way. Sport England will be launching a complementary toolkit later this year on Promoting Sport, which will provide a range of material aimed at local councils and sports bodies to help more people access and enjoy sport. For more information on the Obesity Toolkit please click here, www.gnn.gov.uk/environment/fullDetail.asp?ReleaseID=276417&NewsAreaID=2&NavigatedFromDepartment=False

Keeping healthy, independent and free of falls in later life

Keeping active in later life is crucial for older people to help maintain their mobility and independence. In particular, strength and balance exercises are one of the ways older people can help reduce their risk of falling, whilst exercises such as walking and swimming are beneficial for general health.

Help the Aged will be holding the third National Falls Awareness Day on 26th June 2007, when the charity hopes to raise awareness that falls are not an inevitable part of ageing through events across the UK.



The theme 'Getting out and about' encourages older people to:

- Identify opportunities in their environment to take part in physical activity - essential for healthy ageing
- Be aware of the potential hazards presented in their environment, inside and outside the home, that can increase the risk of falling.

Help the Aged welcomes anyone interested in falls prevention and active ageing to join in on National Falls Awareness Day by holding a local event. Action Packs are available free to anyone interested in holding an event. More information about the Day can be found on the website or by emailing falls@helptheaged.org.uk



BHF '30 a day' campaign

The British Heart Foundation, working with the National Coalition on Active Ageing, have launched their healthy living campaign. The campaign is focused on encouraging the over 50s to undertake 30 minutes of exercise 5 times a week, and is loosely branded as the '30 a day' campaign. The BHF have called on the Government to meet the following challenges:

- Government to run campaigns to get over 50s active
- Set obesity targets for those over 50 against which we can measure progress
- Doctors to routinely refer patients to physical activity programmes
- Local authorities to build safe and 'walkable' towns
- Businesses to invest in activity schemes for older staff
- Fitness industry and sports clubs to run sessions for over 50s
- Ensure that spending on elite sport and the Olympics is not at the expense of accessible grassroots participation.

[Click here](#) for further information.





National updates

£30m programme to update facilities?

The Government has announced that the Big Lottery Fund (BIG) will manage a new £30m programme to enable community-led third sector organisations to own and run under-used public buildings. The new Community Assets Fund (CAF) will offer grants for refurbishment of local authority buildings, ensuring they are appropriate for community use and for transfer to third sector ownership or management. The Office of the Third Sector is running a consultation with key stakeholders on precisely how the fund will operate.

The CAF aims to:

- Upgrade run-down buildings to provide new facilities
- Enable third sector organisations to strengthen their place in local communities
- Raise the potential for job creation and further investment, and creating a focal point for local pride, confidence and cohesion.

This fund has a potentially big impact on local sports provision, as it will provide investment for upgrading sports facilities as long as their ownership or management is then passed to the third sector.

[Click here](#) for further information.

Are you meeting your Gender Equality Duty?

Hot on the heels of the Race and Disability Duties, the much anticipated Gender Equality Duty (GED) became law on April 6th 2007. So what does the duty actually mean for sport? Essentially, it requires a change of mindset. Discrimination law, and the Sex Discrimination Act in particular, have traditionally relied on individuals proving discrimination has occurred. Now the emphasis for sports public bodies is on proactive promotion of opportunities to both men and women.

All public authorities will need to comply with the duty. UK Sport, the ODA, local authorities and schools and colleges are all tasked with specific duties to ensure they comply and are required to publish gender equality schemes by the end of April 2007. Other public bodies such as Sport England only have to comply with the general duty - that is ensuring proactive promotion of opportunities for men and women. The GED also recognises that equality does not mean treating everyone the same, but instead asks authorities to respect and better understand the differences between men and women and offer relevant, but not necessarily identical, provision.

Whether you are a Sports Development Officer within a local authority, a teacher at a primary school or a Chief Executive of a governing body, the Women's Sports Foundation are keen to hear how you are tackling your new duties. Equally, we are keen to hear from any individuals, teams or clubs who feel that the duty could help them to campaign for equality in provision of a particular sport. For the full Women's Sports Foundation briefing, please contact Cassie Smith (c.smith@wsf.org.uk) or 0207 2731742.



DCMS capability review

The Government has published a report into the capability of the DCMS. It found that it has “knowledgeable, committed staff and a positive working environment.” DCMS should now focus on “developing the talent, skills, and leadership styles it needs to increase its influence and credibility with sponsored bodies, other government departments and across its sectors.”

In welcoming the review the Permanent Secretary confirmed the department was embarking immediately on a comprehensive transformation programme which includes developing new ways of working with NDPBs. For further information click here

http://www.culture.gov.uk/Reference_library/Publications/archive_2007/capability_review.htm

The European White Paper on Sport

The findings from a recent EU consultation on sport are expected to result in the publication of a European White Paper on Sport later this year.

The paper could play a central part in defining the role of the EU in relation to sport and would shape the work programme of the European Commission’s Sports Unit for the coming years.

Sport England worked in partnership with DCMS, UKSport and other home country sports councils to develop a response to the consultation (can be found [here](#)) and look forward to the publication of the White Paper.





Planning white paper

The latest Planning White Paper has been published and is sectioned into four key pillars.

- 1 A faster system to decide major infrastructure projects with enhanced community engagement and an improved level of expertise.
- 2 Simplifying the local planning system for householders, aiming to make it easier to make home improvements like extensions and conservatories, where there is little or no impact on neighbours.
- 3 Planning playing a bigger role in tackling climate change.
- 4 Ensuring the planning system continues to support vibrant town centres.

The Government also pledged a new commitment to protect the green belt. The White Paper makes clear previously developed brown field land must remain the clear priority for housing development with parks and green spaces protected. [Click here](#) to view the White Paper and find out further information about each of the 4 pillars.

The White Paper follows on from the recent publication of the Barker review which included proposals to increase emphasis on local authorities to promote mixed use sites which may allow leisure centres to compete more in town centres where they have previously been priced out. There is also scope for additional informal sport and recreation provision through revisions to Green Belt legislation. Details of the Barker review can be found here: www.communities.gov.uk/index.asp?id=1510503

Respect Athlete Mentoring Programme

The Respect Athlete Mentoring Programme (RAMP) is a new innovative mentoring intervention to garner positive behaviour in young people through sport, media and music which is supported by the Respect Task Force and DCMS. Sport England (via Creating Excellence) and the Youth Sport Trust are delivering the sport element which will see 75 'mentoring packages' delivered to positively influence disaffected and disadvantaged young people, between June 2007 and March 2008.

16 world-class athletes have been recruited as mentors to inspire and enthuse young people in 14 areas: **Birmingham, Bradford, Bristol, Hull, Leeds, Liverpool, Manchester, Nottingham, Sandwell, Camden, Hackney, Newham, Tower Hamlets** and **Southwark**.

Creating Excellence are looking to identify the young people that will gain the most from being part of this project. The intervention is aimed at young people aged between 11 and 25, who have an initial interest in sport and may be involved in anti-social behaviour,

If your project can identify young people that would benefit from a free mentoring package to support existing work please contact Mark Hylton, Principle Athlete Mentor, on 07918 706 491 or email mark@creatingexcellence.co.uk



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New voluntary support

Carrie McKenzie has recently taken up the new role of Sports Partnership Strategic Advisor at NAVCA (National Association Voluntary and Community Action).

She will work primarily at a strategic level with Sport England and VCS (voluntary community sector) to ensure there is appropriate support for sport voluntary infrastructure organisations to develop and play a key role in promoting participation. Her role is to build strong partnership working and collaboration between those involved in the Delivery System for Sport (including County Sports Partnerships and Community Sports Networks) with local voluntary community sector (VCS).

By adopting this approach to partnership working it will ensure that sports participation and volunteering opportunities are maximised, and the wider value of sport is fully recognised in the voluntary community sector.

Carrie is based at NAVCA in Sheffield. You can contact her on (0114) 289 3979 or email carrie.mckenzie@navca.org.uk

The future role of the third sector in social and economic regeneration

Sport England has provided a response to an interim report from the Cabinet Office/HM Treasury Review, which discusses the future role of the third sector in social and economic regeneration.

Sport is an integral part of the Third Sector and can make an important contribution to social and economic regeneration and the Sport England response can be found [here](#).





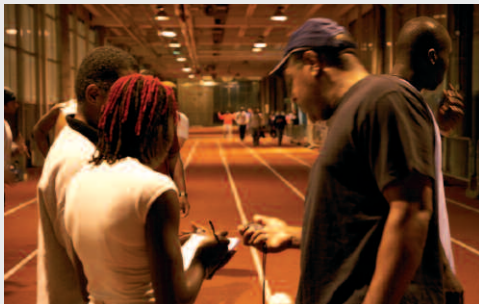
Sporting volunteers

The sporting infrastructure relies on its workforce (including thousands of volunteers) to deliver sustainable opportunities for participation in sport, and Sport England has responded to a 'Capacitybuilders' consultation to influence policy on building the capacity of the third sector. Capacitybuilders was established to administer the ChangeUp programme and to work with other funders to influence policy on building the capacity of the third sector.

'Destination 2014' is a draft strategic framework that reflects a new way forward for the existing ChangeUp programme and Sport England's views on the proposals can be found [here](#).

Volcomm

The Commission for the Future of Volunteering has extended their deadline for responses to their consultation to develop a long term vision for volunteering until the 30th June. Sports volunteers are traditionally not very effective in getting their voices heard in the wider volunteering world and are urged to respond to the consultation through the Volcomm website www.volcomm.org.uk





Local government

ISPAL

ISPAL (Institute for Sport, Parks and Leisure) is the new professional body for the sports, parks and leisure industries, formed substantially from ILAM and NASD. Established earlier this year with strong government backing and support from Sport England, ISPAL aims to raise professional standards and to provide training, qualifications and career advice to professionals and students. It is led by Chair, Peter Mann, and interim Chief Executive, David Teasdale.

Speaking on his appointment as Chair, Peter Mann, founder and executive chair of sport, leisure and culture consultancy PMP, said 'My personal goal is to make ISPAL the institute of choice for every leisure professional in the country, regardless of discipline or sector. I am, with my board and staff, planning to create a dynamic and vibrant organisation that is proactive, pioneering and of course, highly professional. I relish the challenge and look forward to making a significant contribution going forward - watch this space!' Which you can do at www.ispal.org

Stop Press - ISPAL has announced the appointment of Sue Sutton as its first Chief Executive. Sue joins ISPAL from Badminton England, where she has been the National Development Director since 2004.

Local Government Bill

The Local Government and Public Involvement in Health Bill continues its progress through Parliament. One of the amendments agreed at the Commons stage met the commitment in the Local Government White Paper on the development of Health and Well-being Partnerships by placing a duty on PCTs and local authorities to undertake joint area needs assessment of the needs of the local population. There could be opportunities to emphasise the role sport can play in health and well-being. An area of much debate within the Bill has been on the development of unitary authorities. In March the Government announced the list of proposed authorities for unitary status which are currently under consultation until 22 June.

There has also been progress in the development of new Local Area Agreements, which move to the mainstream of local authority and partnership activity. CLG has recently published a paper on their current thinking on developing the future arrangements for LAAs and feasibility work is taking place with seventeen local authorities. A copy can be accessed at: http://www.communities.gov.uk/pub/329/DevelopingthefuturearrangementsforLAAs_id1506329.pdf



The future of the comprehensive performance assessment (CPA) framework

The Audit Commission has announced that it is likely councils will continue to be assessed on the current sport indicators in 2007 (3 x30 minutes participation in sport, volunteering and the percentage of residents who live near a range of quality sports facilities performance).

The Audit Commission has also launched the first stage of its consultation on the Comprehensive Area Assessment (CAA). In 2009 CAA will take over from the current Comprehensive Performance Assessment (CPA). CAA will continue to provide assurance about how well run local public services are and how effectively they use taxpayers' money. But it will be more area based and assess council's performances across a range of services. [Click here](#) for further information.

Sport England has responded to the consultation (to view [click here](#)) and are keen to ensure that the current sport related indicators will find a home in the future CAA framework.

