

# COMMUNITY LEADERSHIP OVERVIEW AND SCRUTINY COMMITTEE

15 OCTOBER 2024

## REPORT OF THE CORPORATE DIRECTOR (PLACE AND ECONOMY)

### A.2 SPORT AND ACTIVITY STRATEGY FOR TENDRING

(Report prepared by Mike Carran)

#### PURPOSE OF THE REPORT

To support the Committee in scrutinising the Council's newly adopted Sport and Activity Strategy, by providing nationally recognised data relating to activity levels in the Tendring District over the last five years.

#### SCOPE - THE AIMS AND OBJECTIVES OF THE REPORT

To ensure the committee are able to evaluate the data provided, alongside the evidence-based analysis set out in the Council's Sport and Activity Strategy. This will allow the Community Leadership Overview and Scrutiny Committees to fully consider the extent to which the strategy addresses the needs of the District.

#### INVITEES

The following individuals and organisations have been invited to attend the Committee meeting:

- Portfolio Holder for Leisure and Public Realm
- Economy, Culture and Leisure Officers
- Sport England Officers
- Active Essex Officers
- Community Voluntary Services, Tendring

#### BACKGROUND

On 20 September 2024, Cabinet adopted a new evidence-based Sport and Activity Strategy to support delivery of the Council's priorities as set out in the Corporate Plan.

This strategy will set the direction for the Council's focus on supporting residents to become more physically active and working with partners to improve quality of life for local people.

The strategy sets out the following key objectives to support the delivery of quality outcomes for local people:

1. *Support improvement to Tendring wide health outcomes*
2. *Improve quality of life for all local people*
3. *Long term sustainability & quality of Sports Facilities and wider community offer*
4. *Ensure every resident is included in sport and active wellbeing*

A key focus is to ensure that all residents feel represented by the strategy and are afforded increased opportunities to become 'active where they live.' This can be achieved by a much wider focus on community activity in all areas of the District, through supporting and facilitating local clubs, organisations and partners to continue and extend their important

work. Building on the success of the Sport England Local Delivery Pilot Scheme (LDP), the Council has a role in supporting more active lifestyles in all areas of the District.

In order to facilitate, support and influence the Tendring sport and activity community to deliver the district wide focus of the strategy, at their March meeting, the strategy also sets out the aspiration to appoint a fixed term Community Sport and Activity Manager. This post will lead on promoting more sport and activity around the District through support for partners, clubs, organisations and sourcing additional funding for approved projects.

The strategy also sets out clear aspirations to work with health partners in creating a new state of the art Active Wellbeing Centre in Tendring. This centre would include health and leisure facilities together in one place and act as a central hub linked to others across the District. Progress will be subject to funding agreements with partners, but this exciting proposition would align with national strategies and presents an opportunity for significant transformation and create a national standard in this approach.

#### **RELEVANT CORPORATE PLAN THEME/ANNUAL CABINET PRIORITY**

This item impacts on the following themes in the Council's Corporate Plan:

- Pride in our area and services to residents
- Working with Partners to improve quality of life
- Raising aspirations and creating opportunities
- Financial sustainability and openness

If the objectives from the strategy are achieved, the Council will support local people to improve quality of life and health outcomes around the district. The Council is just one organisation involved in the delivery and facilitation of sport and activity and positive outcomes can only be achieved through effective partnership working. Evidence set out in the Sport and Activity Strategy demonstrates the positive impacts in relation to aspiration and quality of life, including tackling social isolation. In order to improve sustainability of the Council's Sports Facilities stock, there is also a need to review financial management which includes external funding opportunities and the Council's long-term operation of its built assets.

#### **DETAILED INFORMATION**

Tending is rich with quality sports clubs, inclusive activity programmes and sports facilities in key conurbations. Despite this, the district has fewer active people than both the national and regional averages as identified by the Active People Survey undertaken by Sport England.

Although there is no one definite answer as to why activity levels in the District have been historically low, the newly adopted strategy covers some of the potential barriers and reasons for this. This includes, but is not limited to; age profile, transport barriers, employment, and pockets of deprivation around the District.

Inactive and unfit people have almost double the risk of dying from coronary heart disease. The latest health profile highlights a number of conditions where Tendring falls below the national average. Of these conditions, there are a number where increased physical exercise could have a significant positive impact on the health, wellbeing and quality of life for local people.

Through increased participation in physical activity levels in the District, there is a real

prospect that local health statistics could be improved with enhanced life outcomes and expectancy levels for local people. Facilitating a balanced activity programme, with a well thought out mix of formal and informal activity which meet the needs of local people, could have a significant impact on participation. As sedentary lifestyles are a proven contributor towards poor health, this could support improvements in local health and wellbeing outcomes.

Sport England data shows that there is a large disparity in activity levels between deprived communities and more affluent areas. Through the strategy, the Council has adopted a detailed action plan for how improved opportunity can be provided to residents in key locations and how they can be supported to participate in regular sport. Through this strategy, it is inspired to develop more free facilities for young people, better infrastructure to enable more activity.

### Activity Data

In addition to the information provided in the strategy, the committee have requested the following:

*‘data over a 5 year period on the extent to which residents are inactive, moderately active and very active and the different provisions to support activity among those different sectors of the Community.’*

The available activity data collected and reported by Sport England Data assesses activity based on the following criteria:

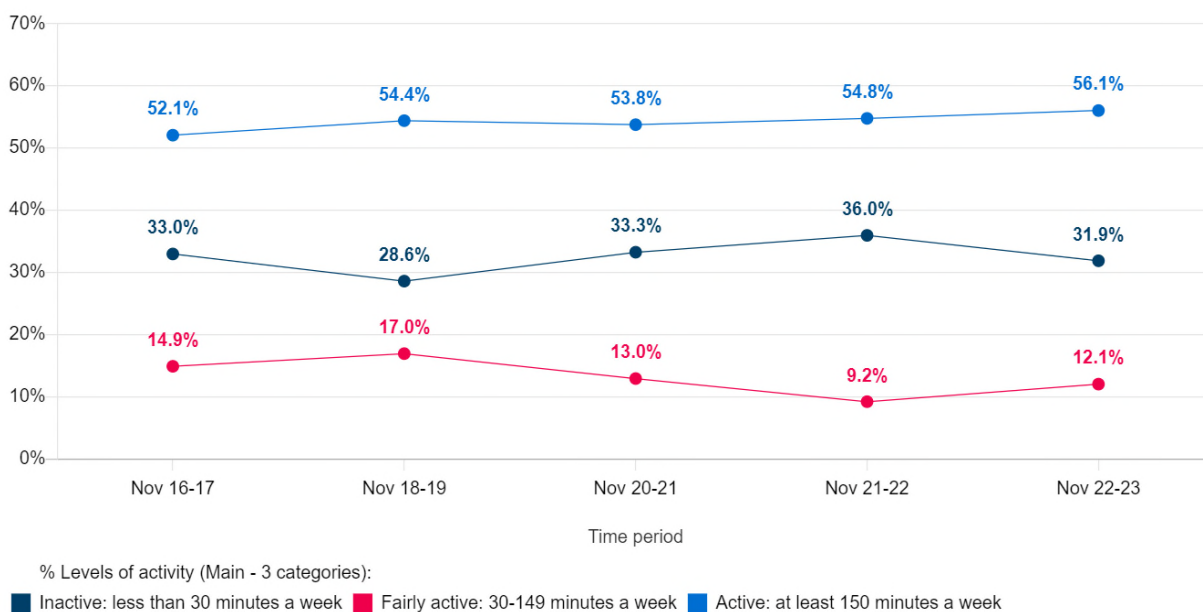
**Inactive People:** those who take part in less than 30 mins of activity per week

**Fairly Active People:** those who take part in 30-149 mins per week

**Active People:** those who take part in at least 150 mins per week

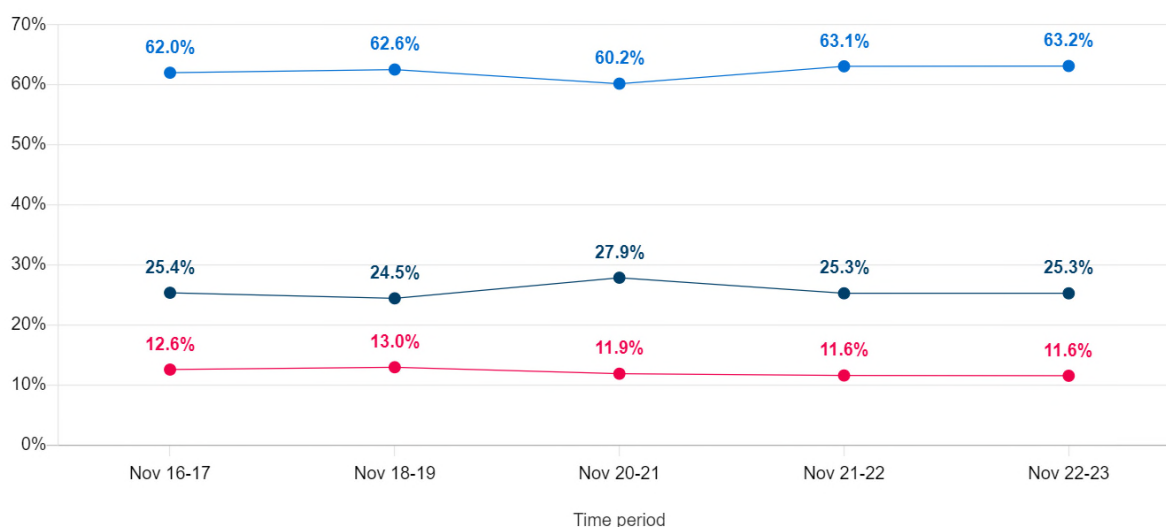
### Tendring District Activity Data

The following graph plots each of the above over a five-year period:



For context, the next two graphs set out the same statistics for the Eastern Region and the England average respectively:

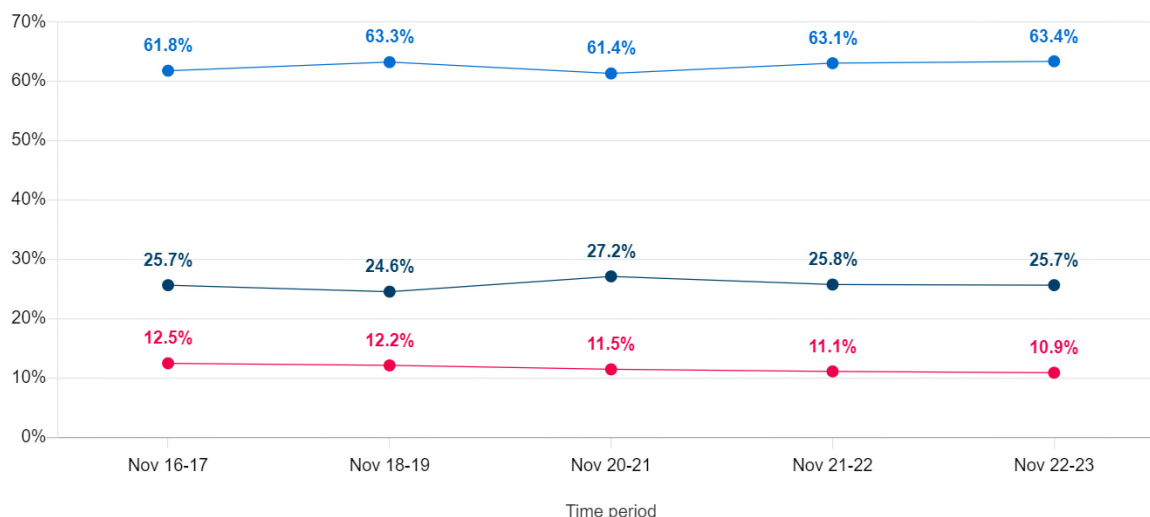
## Eastern Regional Activity Data



% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes a week ■ Active: at least 150 minutes a week

## England Average Activity Data



% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes a week ■ Active: at least 150 minutes a week

Detailed commentary on activity levels and barriers to participation are set out in the Sport and Activity Strategy (Appendix A), but further commentary on the data above is set out below:

### Inactive Residents

From 28.6% of residents in 2018/19, the percentage of inactive residents in Tendring increased over the next two years to a high of 36%. Although this period covered the Covid-19 pandemic and the various national restrictions, this meant that over a third of local people were taking part in less than 30 minutes of activity per week. Positively, this number has decreased by over 4% in 2022/23 to 31.9%.

### Fairly Active Residents

After three years of decline, the number of fairly active residents have positively increased over the last 12 months by almost 3%. Interestingly, this is the only criteria where

Tendring is higher than the national and regional averages. One possibility for this is Tendring having an older population than the national and regional averages.

### Active Residents

With the exception of 2020/21, the number of 'active' residents in Tendring have increased each year over the sample period. At 56.1% in 2022/23, this is a 4% increase when compared with 2015/16. This is however approximately 7% lower than the regional and national averages for active people.

### Actions the Council is taking to increase activity levels in the district

The action plan set out in the Sport and Activity Strategy (Appendix A) demonstrates the Council's proposals to support increased activity among 'different sectors of the community', as requested by the committee. Each action is underpinned by the following targeted objectives:



Each of the actions in the strategy are designed to contribute towards the delivery of the objectives set out above and have been influenced by an extensive consultation exercise, with a wide range of stakeholders and residents.

In order to support increased quality activity in the community, following adoption of the strategy, the Council will be recruiting a new Community Sport and Activity Manager. This post will lead on promoting more sport and activity around the District through support for partners, clubs, organisations and sourcing additional funding for approved projects. Projects which will be delivered through this new resource are set out in the Sports and Activity Strategy (Appendix A).

## RECOMMENDATION

That the Committee determines whether it has any comments or recommendations it wishes to put forward to the relevant Portfolio Holder or Cabinet.

## PREVIOUS RELEVANT DECISIONS

[Microsoft Word - Sport and Activity Strategy March 2024 Final Version Final \(tendringdc.gov.uk\)](https://tendringdc.gov.uk)

[Report Template Part A \(tendringdc.gov.uk\)](https://tendringdc.gov.uk)

[Decision - Appointment of Consultant to complete Active Wellbeing Centre Feasibility Study \(tendringdc.gov.uk\)](https://tendringdc.gov.uk)

## BACKGROUND PAPERS AND PUBLISHED REFERENCE MATERIAL

1. Tendring Community Vision

<https://www.tendringdc.gov.uk/content/corporate-plan-2024-2028-our-vision>

2. Fit for the Future : Active Essex

<https://www.activeessex.org/fit-for-the-future-strategy-in-full/>

3. Future of Public Leisure : Sport England

<https://www.sportengland.org/guidance-and-support/facilities-and-planning/future-public-leisure>

4. Jaywick Sands Place Plan

5. Sport England: Uniting the Movement 2021

<https://www.sportengland.org/about-us/uniting-movement>

6. A Strategy for the Future of Sport and Physical Activity: DCMS

<https://www.gov.uk/government/publications/get-active-a-strategy-for-the-future-of-sport-and-physical-activity/get-active-a-strategy-for-the-future-of-sport-and-physical-activity>

7. World Health Organisation (WHO) 'Social Isolation and Loneliness

<https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/social-isolation-and-loneliness>

8. LGA Researching the Less Active

<https://www.local.gov.uk/publications/reaching-less-active-guide-public-sport-and-leisure-services>

## APPENDICES

Appendices A – Sport and Activity Strategy for Tendring

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