



Strategy for Sport

2009 -13



**LEICESTER-SHIRE
& RUTLAND SPORT**
SPORT & PHYSICAL ACTIVITY

Foreword

Leicester-Shire and Rutland Sport is the County Sports Partnership for the geographic area covering Leicestershire, Leicester and Rutland. On behalf of our partners we have written this strategy to help us shape our collective efforts over the next four years. By working together we believe that we can make Leicestershire, Leicester and Rutland the most sporting and physical active place in England by 2025.

This strategy presents a long term vision where we would like to position sport and physical activity by 2025 and sets some clear priorities for the next 4 years through to 2013. We have identified two very challenging Outcomes that will help us determine if we are making the progress that we need to fulfil our Vision for the future.

We have worked very closely with and on behalf of our partners to identify our shared Ambitions and Objectives between now and 2013.....the first 4 year cycle of our long term planning. The development of six, shared and jointly owned Action Plans represents the work that we need to do together to create the foundations for better sport and physical activity in 2025.

The process by which we have developed this strategic framework has enabled us to engage with many of the organisations and partners who deliver sport and physical activity throughout Leicestershire, Leicester and Rutland. The success of this strategy will depend on partners leading and taking responsibility. We believe that no single organisation will be able to deliver this strategy, it requires that we align our effort and resources and work together to achieve a shared vision.

This strategy for Sport will work in tandem with other plans to ensure that we create a safer and equitable environment for sport and physical activity. Local Authorities, National Governing Bodies of Sport, School Sport Partnerships, the NHS and our vast array of excellent clubs, coaches and volunteers need to work to deliver this single vision, creating a strong voice for sport and physical activity.

If the legacy of both the 2009 Special Olympics in Leicester and the 2012 Olympic and Paralympic Games in London is to be realised then all of our partners have to champion this strategy.

Andy Reed MP
Chairman

what's been said . . .

Potentially a Martin Johnson or a Lord Coe quote.....still to be sourced

what's been said . . .

"I believe very strongly in the overarching role of LRS in co-ordinating sport in Leicester City, Leicestershire and Rutland and I am full of admiration for the work they undertake so successfully ...

Partner Survey Respondent (2008)

did you know . . .

That Leicester City Council and two national governing bodies of sport have pooled resources to provide specialist sports facilities on two Leicester City school sites.

Through both the Building Schools for the Future programme and the Community Club Development Programme Leicester City Council have attracted over £800,000 of additional funding from England Netball and British Gymnastics to construct two additional new specialist sports facilities.

Soar Valley Community College are the proud recipients of a new indoor netball centre and New College Leicester have constructed a new specialist gymnastics centre.

Both facilities are specialist additional features to the schools existing PE facilities and will offer students, local clubs and the community opportunities to further enhance the standards in Gymnastics and netball.

Contents

Foreword	02
Terminology in this Document	03
Scope & Definitions	04
Who, What and Why?	05
Where does it fit?	06
Vision, Outcomes & Guiding Principles	07
Ambitions	08
National Context & Drivers	09
Local Context & Drivers	10-11
Fast Find Summary	12-13
Ambition & Priorities for Young People	14
Ambition & Priorities for Adults	15
Ambition & Priorities for Facilities	16
Ambition & Priorities for London 2012 & 2009 Special Olympics	17
Ambition & Priorities for Coaches, Volunteers & Officials	18
Ambition & Priorities for Players & Participants	19
Leadership & Recommendations	20-21
Consultation Process & Key Messages	22
Contributors, Glossary & Supporting Information	23

Terminology in this Document

Vision

Describes the future, the way we want the future to be.

Outcomes

A significant milestone towards achieving the vision.

Guiding Principles

Overriding principles that are integral to and guide the delivery of sport and physical activity across Leicestershire, Leicester and Rutland.

Ambition Statements

Statements that establish a common direction of travel, that inspire, inform and stretches the collective effort. It may not have one specific measure – it is about taking things beyond what could be achieved by independent action.

Headline Priorities

A high level statement that breaks down what needs to be done, requiring the assistance of a number of partners, collective action in order to contribute to the stated ambition.

Strategic Objectives

A high level activity, process or input that needs to be undertaken and completed in order to evidence success, significantly contributing to the achievement of the headline priorities.

Young People

Aged 0 – 24 years

Adults

Aged 16 years plus.

Partnership Wide Workforce

Includes paid & unpaid staff in voluntary, public, private and commercial sector.

Those at Risk

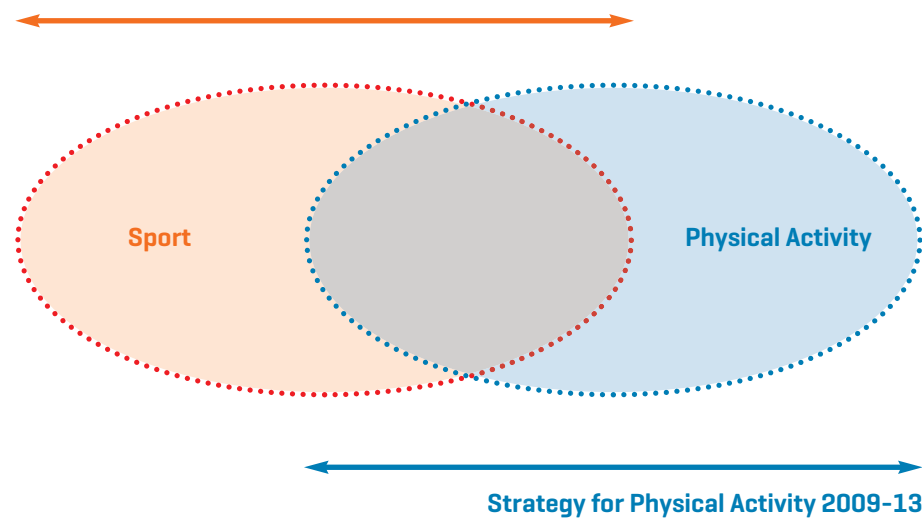
Those for whom inactivity is putting their health at risk or has already contributed to a long term health condition.

Scope & Definitions

Scope

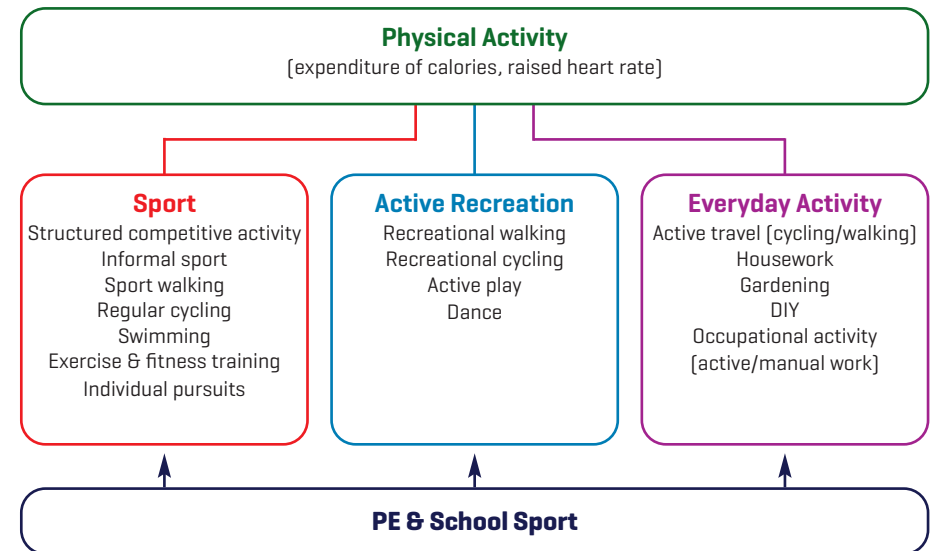
We recognise that there is a significant degree of overlap between the worlds of sport and physical activity. The following diagram recognises this overlap but also defines the boundaries.

Strategy for Sport 2009-13



Definitions

The following diagram represents the relationship between Physical Activity: Sport; Active Recreation; and Everyday Living. Importantly it explains what we mean when we refer to Sport, Active Recreation and Everyday Activity and the impact that PE & School Sport has on establishing the habits of a lifetime.



Who, What, Why?

WHO will benefit from this strategy?

LRS and the partner organisations who work together want this strategy to make a real difference to you and your community.

To make a difference we need to support and develop:

- Coaches
- Officials
- Volunteers
- Teaching staff
- Participants

Working with our Schools, Clubs and Leisure providers we aim to improve the quality of the offer for grassroots athletes, performance players and everyday participants.

WHAT role can you play?

We need partners to sign up to the Vision, Outcomes and Ambitions identified in this document.

Partner organisations should use this strategy and the accompanying implementation plan to develop their own Service and Business Plans.

Colleagues need to consider how this strategy impacts on their annual work programmes.

Finally, we need partners to understand that no single organisation can deliver this strategy on its own. The commitment of all partners and the acceptance that each is involved to achieve wider partner aspirations is fundamental to the success of this strategic accord.

WHY are Leicester-Shire and Rutland Sport (LRS) writing this Strategy for Sport

LRS is a network of partnership organisations, led by an Executive Board, with a shared commitment to:

- Getting more people taking part in sport and physical activity
- Developing our paid and unpaid workforce
- Creating a strong voice for sport and physical activity
- Building a sport and physical activity infrastructure that is SAFE, FAIR and WELL LED

We believe this document and the supporting implementation plans will be a key advocacy document for sport and physical activity throughout Leicestershire, Leicester and Rutland.

LRS is supported by a Core Team who have a key role to galvanise action.

what's been said . . .

"We have the opportunity, and the ability, to achieve something no Olympic host nation has ever managed before - a sustained increase in sports participation."

Chief Executive, Sport England [2009]

did you know . . .

Leicester-Shire and Rutland Sport was rated as a GOOD County Sport Partnership by its partners in its most recent TAES assessment (2008)

case study . . .

That in April 2008, Leicester-Shire and Rutland Sport was one of 12 CSP Trailblazers selected by Sport England to deliver the Sport Unlimited programme.

Leicester-Shire & Rutland Sport have signed up to getting 22,230 more young people over 3 years from the semi sporty population to participate in 5 hours of sport. During the first year tailor-made opportunities for young people have included, boxing, dance, kitesports and skateboarding. To date over 5,500 young people have been retained within the programme and the CSP are on course to achieve its 3-year target.



One Vision

Leicestershire, Leicester, and Rutland the most sporting and physically active place in England by 2025.

Two Outcomes

More People

We will be one of the top 5 most improved areas* in England by 2017 in relation to peoples participation levels in sport and physical activity.

*Based on a national measure e.g. Active People Survey.

More Medals

We will support and develop five 'homegrown'*athletes who will contribute to TEAM GB medals at the 2024 Olympics, Paralympics or World Championship in their chosen sport.

* Indicates athletes who have come through the Leicestershire, Leicester and Rutland school and NGB system - for a majority part of their formative sporting careers.

Three Guiding Principles

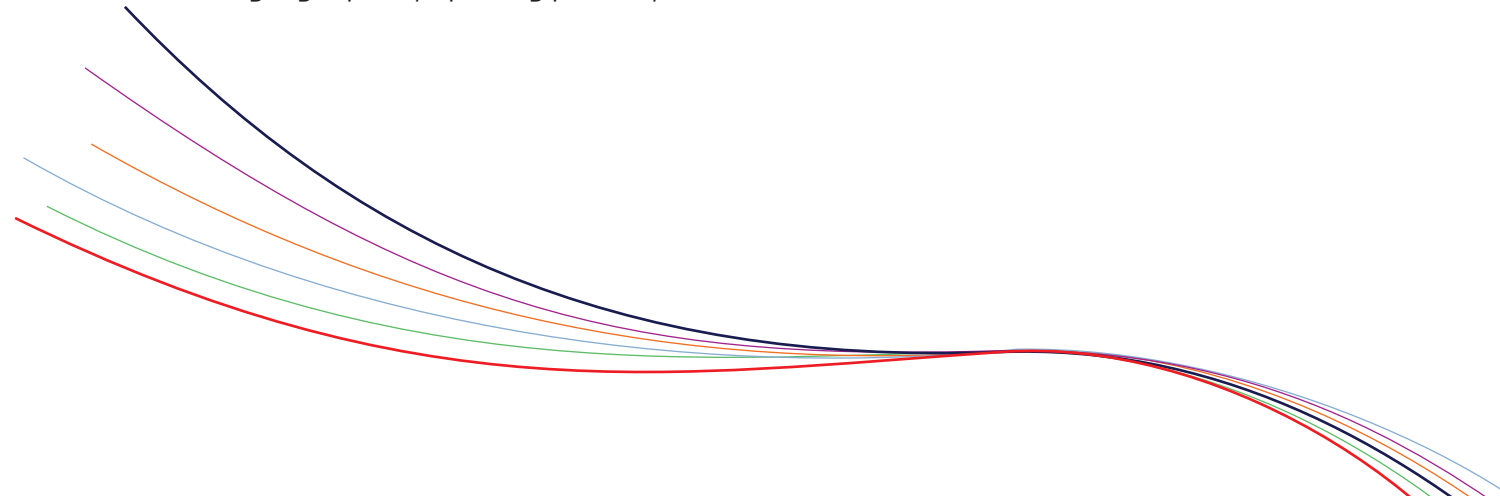
Sport and physical activity has the potential to make a significant contribution to the quality of life in Leicestershire, Leicester and Rutland. To unlock this potential we need to be guided by three overriding principles:

- Safe** Safe opportunities for taking part is important for all and essential when providing opportunities for young people and vulnerable adults .
- Fair** Equality of opportunity is at the heart of all sport & physical activity provision within Leicestershire, Leicester and Rutland.
- Well Led** Building a positive partnership environment where we develop good leaders, excellent communication - creating a strong voice for sport and physical activity.

Ambitions

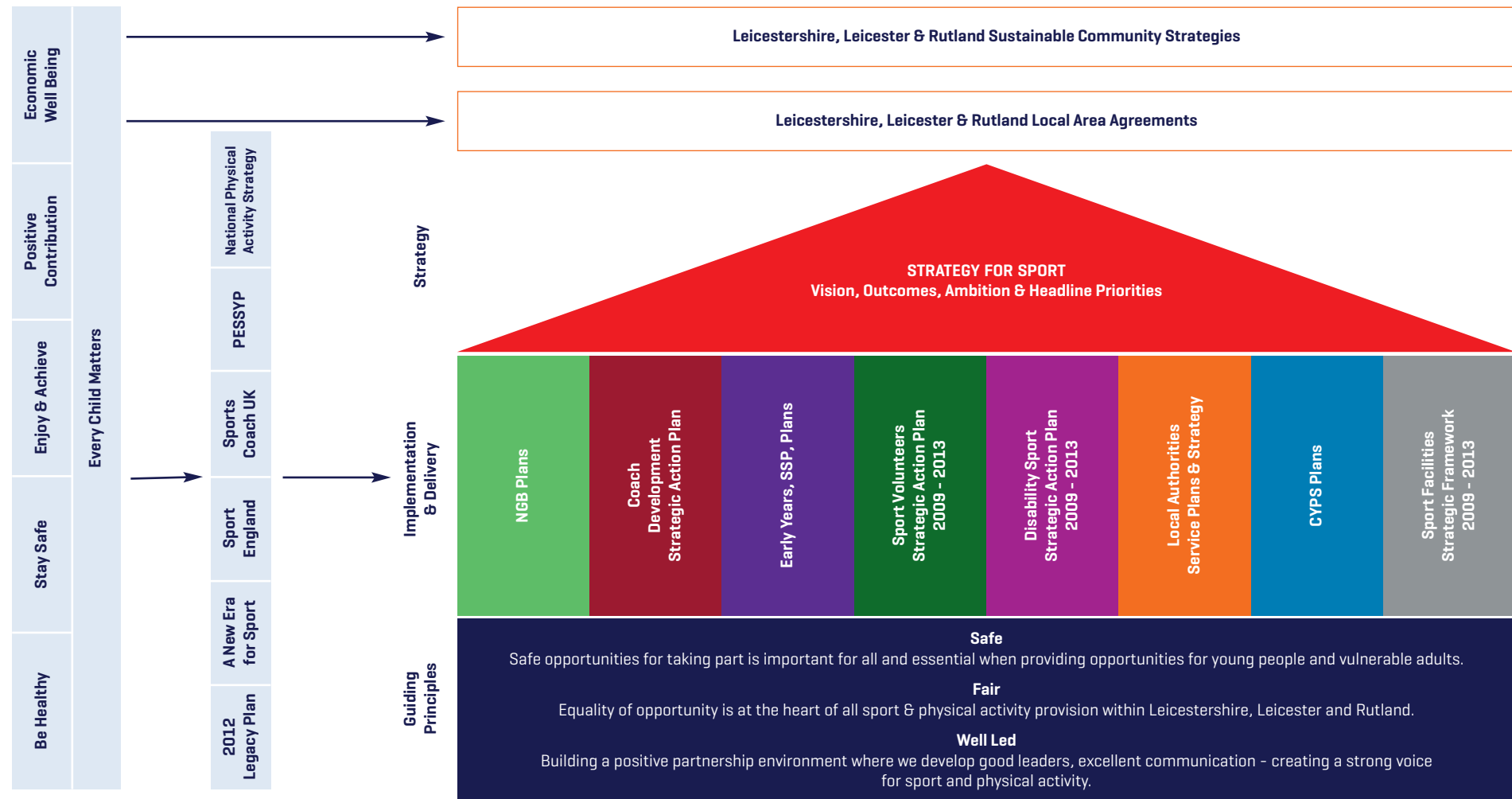
Through enhancing local partnerships and working smarter, our ambitions by 2013 are to ensure:

- Ambition 1** Every young person participates in at least 5 hours of high quality physical education, sport and physical activity each week.
- Ambition 2** The number of adults regularly taking part in sport and physical activity increases year on year.
- Ambition 3** Sports facilities are high quality, accessible and effectively programmed.
- Ambition 4** The 2012 Olympics and Paralympic Games and 2009 Special Olympics inspire everyone to be involved in sport and physical activity.
- Ambition 5** There are high quality, Active volunteers, qualified coaches and officials from all communities who support schools, clubs and performance sport.
- Ambition 6** Participants, players and athletes can fulfil their sporting potential by accessing high quality sporting pathways.



Where does this strategy fit?

The reason for writing this strategy is to demonstrate the contribution that sport can make to the lives of people across Leicestershire, Leicester and Rutland. The 2012 Olympic and Paralympic Games is a once in a lifetime opportunity - our purpose is to position sport closer to the main policy areas, enabling us to increase overall resources and to increase the numbers of people who take part. The key to fulfilling our Vision is joint working. The implementation and delivery groups, as outlined below, will champion and oversee the action - working together to deliver this strategy.



National Context & Drivers

This strategy focuses on what our delivery partners believe needs to be done together. Links between government departments, national policy and the key priorities identified by partners will drive our joint action.

National Strategic Context: The key strategies and policies that shape the work

Health

Be Active; Be Healthy – key part of Change 4 Life – “a plan for getting the nation moving.” Priorities include informing choice, creating an active environment, supporting those at risk, and delivery through key agencies including a new PA alliance.

More details at:

[www.http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_094358](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_094358)

Schools and Young People

The work of SSPs is shaped by the PESSYP strategy – the previous PESSCL strategy over-achieved on target with [90% achieving 2 hours PE per week in 2008]. PESSYP consists of 10 strands of activity, focused on ensuring all children can participate in 5 hours of activity per week. The Youth Sport Trust, SSPs, CSPs, NGBs and community sport all have a role in its implementation.

More details at:

<http://www.youthsporttrust.org/page/pesscl/index.html>

NGBs

Strategic context is shaped by Sport England’s new strategy and the NGB Whole Sport Plans.

More details at:

http://www.sportengland.org/index/get_resources/ngbs.htm

Local Area Agreements

Local Area Agreements and Comprehensive Area Assessment will increasingly influence how Local Authorities provide local leadership.

More details at: <http://www.leicestershiretogether.org>

<http://www.oneleicester.com/leicester-partnership>

<http://www.rutnet.co.uk/pp/gold/viewGold.asp?IDType=Page&ID=1435>

2012

The DCMS Legacy Action Plan outlines the legacy ambitions to be realised from hosting the 2012 Olympics and Paralympic Games.

More details at:

http://www.culture.gov.uk/reference_library/publications/5161.aspx

The impact on our Strategy for Sport 2009-13

A cornerstone of our strategy will be a shared commitment to realising a year on year growth in adult participation in sport and physical activity and making a significant contribution to halting the rise in childhood obesity.

This plan aims to bring together the work of the Youth Sport Trust, Local Authorities, National Governing Bodies of Sport, School Sport Partnerships and Specialist Sport Colleges to support every young person participate in 5 hours of PE, Sport or Physical Activity per week.

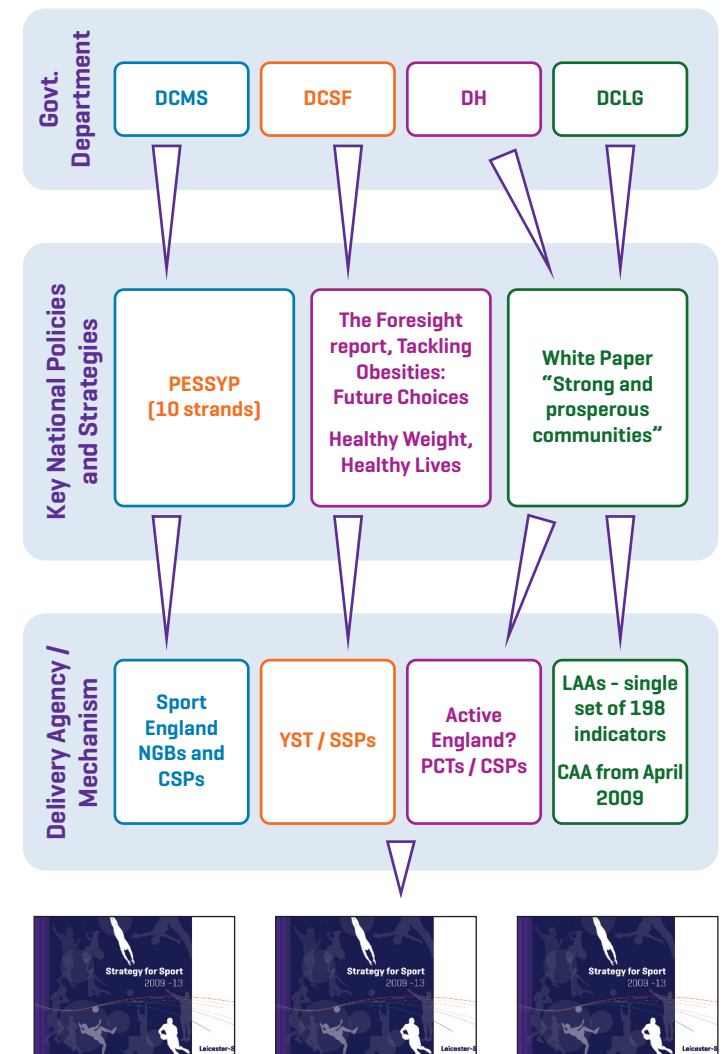
This plan provides the platform from which NGBs can build robust pathways for athletes.

It outlines our shared priorities and recognises that sport has a key role to play for the communities and partners.

The impact of sport and physical activity cuts across many Local Area Agreement Indicators as well as a number of the Public Service Agreements [PSAs].

This strategy will directly impact on NIG, 8 and 57 as well as contribute to PSA 12, 14 and 22.

This strategy aims to ‘turbo boost’ our 2012 work. The legacy of 2012 will be that we have more people participating and volunteering in sport and physical activity in Leicestershire, Leicester and Rutland.



Local Context & Drivers

Demographic profile

Demographic Factor	Context	Implications of in-action
A growing population	<ul style="list-style-type: none"> Total CSP area population is estimated to rise to over 1.1 million by 2026 The City of Leicester is predicted to grow by about 64,000 by xxx The Borough of Charnwood is predicted to have the highest percentage of growth- rising by 50,000 to over 200,000 by xxxxx 	<ul style="list-style-type: none"> Increase demand and stress on current sports facilities stock. Undersupply and reduced access to sporting opportunities for local communities.
An ageing population	<ul style="list-style-type: none"> Leicestershire has a higher proportion of older adults and the elderly than the national average. Approximately 36% of the Leicestershire population are aged 50 and over, compared with a national average of 34%. The proportion of elderly people will continue to rise between now and 2020. 	<ul style="list-style-type: none"> It is anticipated that the numbers of people with CHD (coronary heart disease), stroke and COPD (chronic obstructive pulmonary disease) will rise by about 17% together with an expected growth in the number of Leicestershire people suffering from common long term conditions.
Ethnically diverse population	<ul style="list-style-type: none"> Leicester City has a high proportion of black and minority ethnic communities (36% compared to 9% nationally); while the County has a very low proportion (only 5%). 	<ul style="list-style-type: none"> Increase demand to promote racial equality and community cohesion through sporting provision. Greater demand for wider variety of culturally appropriate sporting activities.
Areas of economic deprivation	<ul style="list-style-type: none"> 38% of Leicester City's population are economically inactive compared to a UK average of 33%. Leicestershire has a higher proportion of its population classed as economically inactive as a result of retirement of an older population and retirement. 	<ul style="list-style-type: none"> Considering national evidence that links economic deprivation with low sporting participation, there is a high risk that access to sports provision is reduced for large numbers of people.
Health	<ul style="list-style-type: none"> Levels of obesity are rising in Leicestershire, Leicester, and Rutland. Adult obesity levels rose from 13.2% in 1993 to 23.1% in 2005 for men and 16.4% to 24.8% for women. It is estimated that across Leicestershire and Rutland NHS between 107,000 and 136,000 adults are obese. 	<ul style="list-style-type: none"> Rising obesity levels will have a natural consequence on the health of the local population and increase the risk of reduced participation in sport and physical activity.

Policies, plans and targets that influence this strategy

Joint Strategic Needs Assessment

PCTs and Local Authorities through the Local Government and Public Involvement in Health Act 2007 are required to produce a Joint Strategic Needs assessment of their local community. This provides the opportunity to highlight the cost of physical inactivity to an area and ensure it is a priority and a target in the Local Area Agreement.

Sustainable Communities Strategy

Is the overarching plan for improving and promoting the environmental, social and economic well being of an area. It is the arena for considering and deciding how to address difficult and cross cutting issues such as physical activity.

Local Area Agreements

These are agreements between central government and local authorities and their partners in an area. They help to deliver the ambitions and aspirations set out in the Sustainable Communities Strategies.

Key Recommendations

- Providers need to be sensitive to pricing of activities and transport.
- Health professionals and the sports sector should work together to design programmes which will meet obesity / health targets and the targets within this strategy.

Participation profile

Levels of participation in sport and physical activity in Leicestershire, Leicester and Rutland are affected by other more local influences. The three main sources of information regarding activity levels can be found in the following surveys:

Participation Factor

Annual PE and Sports Survey 2008 / 09

[% of 5-16 year olds participating in 2 hours of High Quality curriculum PE]

Further Education PE and Sport Survey 2008 /09

[no. of 16 – 19year olds, studying full-time, that participate in sport]

2008 Active People Survey

[% of adults aged 16+ participating in 3 x 30 minutes moderate intensity exercise per week]

Healthy Population

Context

Although our School Sport Partnerships have done an outstanding job of increasing the number of children participating in 2 hours of PE and School Sport each week, from a baseline of less than 25% in 2001, as a collective, we are just below the national average of 89%.

The 2008 Active People survey results highlight the following key trends:

Only 3 of 9 local authority areas have seen an increase in participation since the 2005 survey. All other areas have remained static or have seen participation rates fall.

Levels of unhealthy weight and obesity are rising. It is estimated that across Leicestershire and Rutland between 107,000 and 136,000 adults are classified as obese.

Implications of in-action

Failure to invest in School Sport Partnerships and deliver the PESSYP strategy will lead to a decline of the number of young people taking part in 2 hours high quality PE and a further 3 hours beyond the school day.

If strong leadership and improved investment from responsible statutory bodies is not apparent, participation levels will remain static.

If partnerships between the NHS, local authorities, LRS and other delivery agencies do not mature and intervention programmes do not succeed, obesity levels will continue to rise.

Key Recommendations

Working together we believe that PCTs, NHS, SSPs, NGBs, LAs and LRS should:

- Continue to focus on ensuring that all children can take part in 5 hours of high quality PE, School and Community Sport.
- Maintain and enhance existing programmes (for example Active Together) that support more adults regularly participating in sport and physical activity.
- Seek new resources to develop innovative interventions to increase participation in specific communities.
- Establish better partnership working between relevant agencies, including the NHS and local authorities to achieve health and obesity targets.
- Work with community leaders to better understand the needs and demands of different communities and cultures.
- Improve the quality of sports facilities and programmes
- Influence new housing growth plans to ensure that current and new sports facilities are fundamental to local services planning.
- Review how sport and physical activity is designed, delivered and promoted to better engage an ageing population.
- Be sensitive to issues such as price, programming and access and take responsibility for ensuring that provision is Safe, Fair and Well Led.

Guiding Principles

Outcomes

Vision

Leicestershire, Leicester, and Rutland the most sporting and physically active place in England by 2025.

More People

We will be one of the top 5 most improved areas* in England by 2017 in relation to peoples participation levels in sport and physical activity.

*Based on a national measure e.g. Active People.

More Medals

We will support and develop five 'homegrown'*athletes who will contribute to TEAM GB medals at the 2024 Olympics, Paralympics or World Championship in their chosen sport.

* Indicates athletes who have come through the Leicestershire, Leicester and Rutland school and NGB system – for a majority part of their formative sporting careers

Safe

Safe opportunities for taking part is important for all and essential when providing opportunities for young people and vulnerable adults.

Fair

Equality of opportunity is at the heart of all sport & physical activity provision within Leicestershire, Leicester and Rutland.

Well Led

Building a positive partnership environment where we develop good leaders, excellent communication - creating a strong voice for sport and physical activity.

Ambitions

Through enhancing local partnerships and working smarter, our ambitions by 2013 are to ensure:

Ambition 1 - Young People

Every young person participates in at least 5 hours of high quality physical education, sport and physical activity each week.

Ambition 2 - Adults

The number of Adults regularly taking part in sport and physical activity increases year on year.

Ambition 3 - Facilities

Sports facilities are high quality, accessible and effectively programmed.

Ambition 4 - 2012 + 2009

The 2012 Olympics and Paralympic Games and 2009 Special Olympics inspire everyone to be involved in sport and physical activity.

Ambition 5 - Volunteers, Coaches, Officials

Active volunteers, qualified coaches and officials from all communities who support schools, clubs and performance sport.

Ambition 6 - Pathways

Participants, players and athletes can fulfil their sporting potential by accessing high quality sporting pathways.

Headline Priority 1

Young People can participate in 5 hours of sport.

Headline Priority 2

Raise standards of PE, sport and physical activity for young people.

Headline Priority 1

The benefits of physical activity are understood.

Headline Priority 2

Improve access to local programmes.

Headline Priority 3

Under represented groups become more physically active.

Headline Priority 1

Increase capital investment into sports facilities.

Headline Priority 2

Improve access to sports facilities.

Headline Priority 1

Create a 2012 Olympic and Paralympic legacy.

Headline Priority 2

Maximise the opportunities of hosting the 2009 Special Olympics.

Headline Priority 1

Develop high quality clubs, coaches and officials.

Headline Priority 2

Develop and support sports volunteering.

Headline Priority 1

Develop a player pathway.

Headline Priority 2

Attract resources and support from NGBs and the YST.

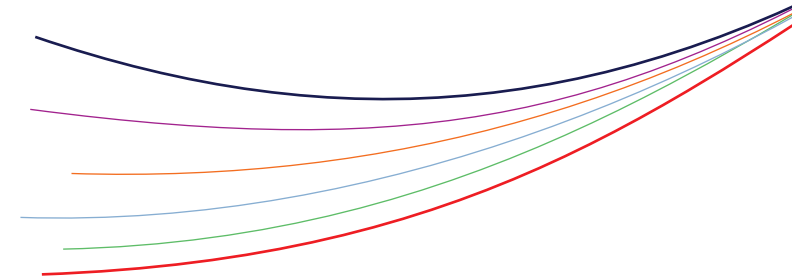
Ambition & Priorities for **Young People**

Ambition 1 Every young person can participate in at least 5 hours of high quality physical education, sport and physical activity each week.

Headline Priority	Strategic Objective	Links to LAA	Key Partner[s]	4 year Target
1. Develop an agreed single system that enables all young people to participate in at least 5 hours of high quality PE, sport and physical activity.	1.1 That agreement is reached with all partners on priorities, outcomes, roles and responsibilities in delivering the 5 hour offer.		CYPPESSG SSP / SSC LA YST LRS LSAs	Plan outlining priorities, outcomes, roles and responsibilities agreed and delivered
	1.2 Create partnership agreements [SLA's] with City, County and Rutland CYPS, SSPs and LAs		CYPPESSG SSP / SSC LA YST	3 individual SLAs agreed and delivered
2. Raise the standards of PE, sport and physical activity for the young people of Leicestershire, Leicester and Rutland.	2.1 Increase the amount of high quality curriculum PE in schools.		CYPPESSG SSC / SSP YST LRS	100 % of schools across Leicestershire, Leicester and Rutland achieving 2 hours Curriculum PE.
	2.2 Increase the amount of high quality school sport opportunities.		CYPPESSG SSP LA YST	50 % of young people achieving 2 hours of school sport.
	2.3 Increase the amount of high quality Community Sport linked to schools.		CYPPESSG SSP LA YST NGBs	25% of young people achieving 1 hour of community sport.
	2.4 Develop an annual high quality co-ordinated CPD programme for all staff involved in delivery of PE, Sport and Physical Activity for young people.		CYPPESSG LDA SSC NGBs	Single Agency established to manage CPD opportunities across PE, Sport and Physical Activity. BASELINE to be established, projected 5% growth year on year in relation to numbers through single agency.

CYPPESSG – Children & Young People PE and SPORT Strategy Group.

Ambition & Priorities for Adults



Ambition 2 The number of adults regularly taking part in sport and physical activity increases year on year.

Headline Priority	Strategic Objective	Links to LAA	Key Partner(s)	4 year Target
1. More people understand the benefits of achieving the recommended levels of physical activity (through sport), specific to their age and life stage.	1.1 Develop a social marketing campaign that links with Change4Life to encourage more adults to be more active.		LRS, NHS Leicestershire & Rutland / Leicester, Local Authorities, Cultural Services Chief Officer Partnership [CSCOPs]	A 6% increase in the number of adults taking part in sport and physical activity by 2013. [Based on the Active People Survey 2005-6 baseline.]
	1.2 Improve opportunities for networking and access to appropriate training for paid and unpaid staff to enable them to promote health benefits – age /life stage appropriately.		Local Authorities LRS	Quarterly networking / CPD opportunities established .
2. Improve access to local programmes for local communities.	2.1 Oversee, contribute to and manage the NI8 delivery plans as part of LAA2 programme.		NHS Leicestershire and Rutland NHS Leicester LRS Local Authorities Cultural Services Chief Officer Partnership [CSCOPs]	25,000 adults achieving 3x30 minutes of moderate intensity sport/ physical activity by 2013 . TBC confirmed based on 6% growth from 2005/6 baseline.
	2.2 Improve, long term resources and commitment to physical activity within key partner infrastructure organisations - Local Authorities, NHS - PCTs, Local Strategic Partnerships.		LRS Cultural Services Chief Officer Partnership [CSCOPs]	Active Together programme is sustained via mainstream NHS budget processes/LA service plans or via LAA3 or its equivalent.
3. People from under-represented groups benefit from bespoke pathways to help them to get more physically active.	3.1 Develop a wide range of local, innovative sport and physical activity opportunities that cater better for under - represented groups.		Local Authorities NHS Leicestershire and Rutland NHS Leicester Cultural Services Chief Officer Partnership [CSCOPs]	Reduce the gap by 2% against the overall sub regional average for those people who are disabled, female and Black and Minority Ethnic communities. Using 2008 Active People Survey as baseline.
	3.2 Identify 'NEXT STEPS' opportunities for people on our programmes as part of personalised pathways to sustain their momentum.		Local Authorities NHS Leicestershire and Rutland NHS Leicester	Increase numbers referred to Active Lifestyle Schemes by 10%. Increase the retention/finishers rates (based on 2008 figures) by 10%?

Ambition & Priorities for Facilities

Ambition 3 Sports Facilities are high quality, accessible and effectively programmed.

Headline Priority	Strategic Objective	Links to LAA	Key Partner(s)	4 year Target
1. Increase capital Investment in sport and leisure facilities.	1.1 Ensure that the recommendations, procurement guidance, design standards and operating principles identified within the Leicestershire, Leicester and Rutland Sport Facility Framework are used inform local planning and investment.		LRS Facility Lead Officer. Sports Facilities Steering Group PE & Sport BSF Stakeholder Groups	Procurement guidance, design standards and operating principles produced and adopted. Key recommendations within the Leicestershire, Leicester and Rutland Sport Facility Framework are delivered.
	1.2 Establish a strategic approach for developing sports facility provision within the Building Schools for the Future Programme in Leicestershire, Leicester and Rutland.		CYPS – lead for PE & Sport. PE & Sport Stakeholder Groups	All LA's have local sports facilities plans that include inovative BSF sports facility development.
	1.3 Ensure that sport and leisure facilities are identified and play a significant role in Local Development Frameworks.		LRS Facility Lead Officer supported by local Planning Officers Sports Facilities Steering Group	Policy agreement produced.
2. Improve access to current sport and leisure facilities.	2.1 Develop a shared community use policy, with schools, to improve access to sport and physical activity for local communities on schools sites.		LRS Facility lead officer supported by Cultural Service Lead Officers CYPS	Establish baseline for current total weekly hours and increase throughput by 5%.
	2.2 Support schools to create after hours programmes that are linked to local sports clubs and physical activity providers - that cater for both adult and junior provision.		CYPS – PE & Sport lead SSPs Directors of Specialism LA - SDOs	All school sport partnerships have sufficient appropriate high quality out of school lows programmes with local club support with their family of schools.

Ambition & Priorities for London 2012 & 2009 Special Olympics

Ambition 4 The 2012 Olympics and Paralympic Games and 2009 Special Olympics inspire everyone to be involved in sport.

Headline Priority	Strategic Objective	Links to LAA	Key Partner(s)	4 year Target
1. Create a platform from which the legacy of the 2012 Olympic and Paralympic Games can be come reality for the people of Leicestershire, Leicester and Rutland.	1.1 Develop [structured and supported] Volunteering pathways for people to progress to being a volunteer at London 2012.		Sport Volunteering Steering Group Voluntary Action Leicestershire Local Authorities SSPs NGBs	500 Leicestershire based volunteers on London 2012 database. 1500 volunteers supporting 2009 Special Olympics in Leicester. 2500 Sport Volunteers on database who are engaged, supported and actively volunteering.
	1.2 Develop opportunities that ensure more people will take part in more sport and physical activity as a result of the 2012 Olympic and Paralympic Games.		Sport Volunteering Steering Group Voluntary Action Leicestershire Local authorities SSPs NGBs	10% growth in numbers taking part in key sport and physical activity events e.g. Race for Life, Leicester Half Marathon.
	1.3 Actively promote the London 2012 Olympic and Paralympic Games to ensure local communities are inspired by and feel positive about the Olympics.		2012 Sub Regional Steering Group Coordinator LRS Board Local Authorities SSPs and NGBs	TBC
2. Maximise the opportunities of the hosting of the 2009 Special Olympics.	2.1 That more people with learning disabilities have opportunities to volunteer in sport and physical activity as a result of the 2009 Special Olympics.		2012 Sub Regional Steering Group Coordinator LRS Board Voluntary Action Leicestershire Local Authorities SSPs and NGBs	Establish baseline. Local talented athletes identified.
	2.2 That people with learning disabilities have more opportunities to participate in sport and physical activity as a result of the 2009 Special Olympics.		LRS Local Authorities SSPs NGBs and CSCOPs	Centralised approach agreed. Resource identified.

Ambition & Priorities for Coaches, Volunteers & Officials

Ambition 5 There are high quality, active volunteers, qualified coaches and officials from all communities who support school, club and performance sport.

Headline Priority	Strategic Objective	Links to LAA	Key Partner(s)	4 year Target
1. Develop high quality clubs, coaches and officials.	1.1 Design and implement coaching development functions as prescribed by Sport England to create and sustain a community based coaching system.		LRS Coaching Development Group	Publish a strategic action plan for coaching. Establish a coaching support network.
	1.2 Develop a strong infrastructure of a community sports clubs.		NGBs LRS LAs	100 new sports clubs achieving CLUBMARK 50 sports clubs achieving re-accreditation.
2. Develop and support sports volunteering ensuring excellent systems are in place.	2.1 Produce a Sports Volunteering strategic Action Plan that for Leicestershire, Leicester and Rutland.		LRS VAL	To be working to a co-ordinated Action Plan by June 2009 through to March 2013
	2.2 Develop and implement support programmes for all volunteers.		LRS VAL V-Involve	SiS volunteers completing 40,000 hours of sports Volunteering in the community. Increase the number of sports volunteers by 0.1%

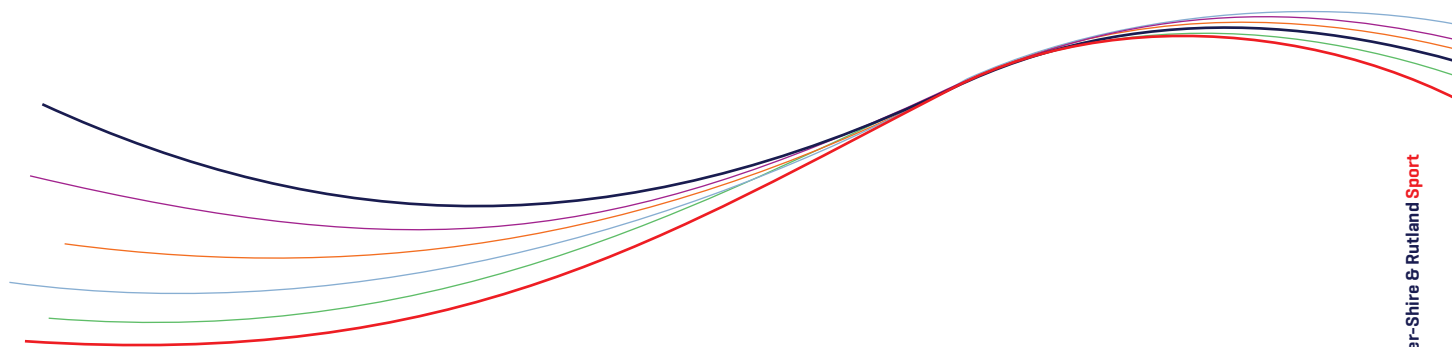
did you know . . .

That in the last strategy cycle nearly 1,000 young sports volunteers have been supported through the Step into Sport programme.

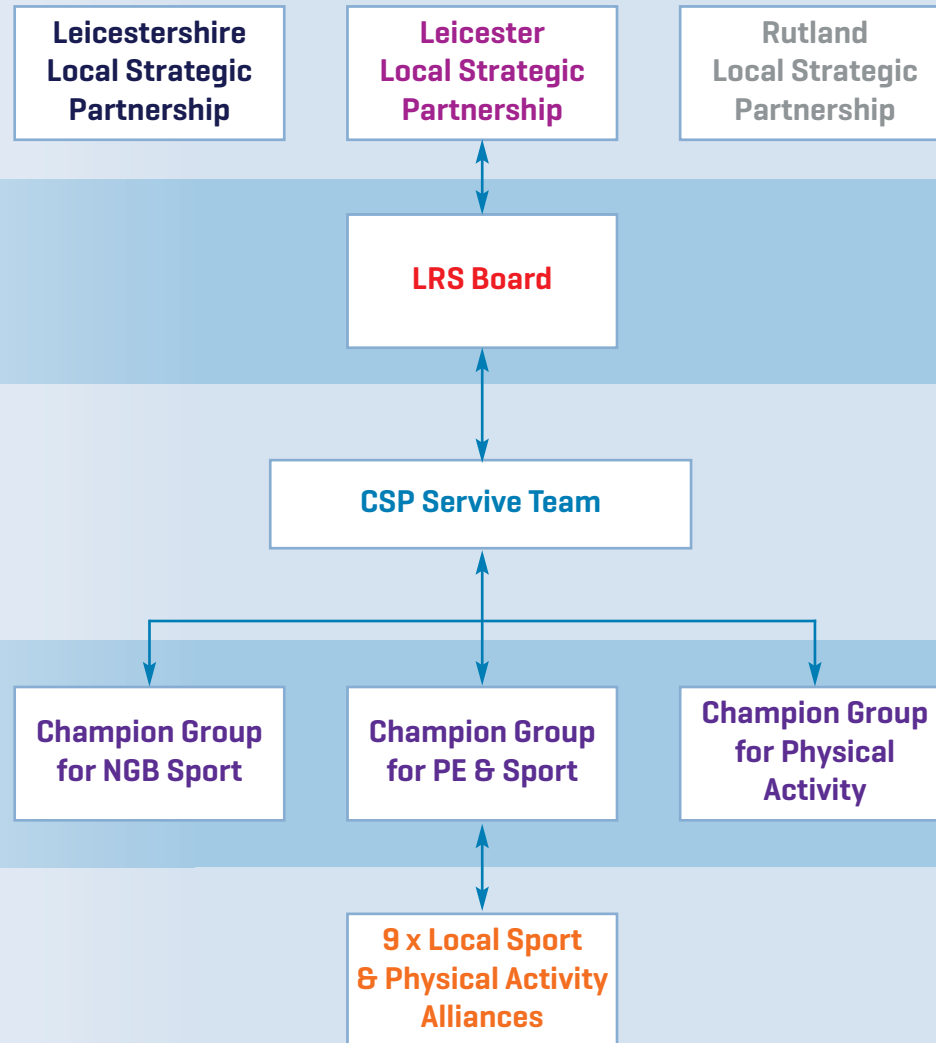
Ambition & Priorities for **Players & Participants**

Ambition 6 Participants, players and athletes can fulfil their sporting potential by accessing high quality sporting pathways.

Headline Priority	Strategic Objective	Links to LAA	Key Partner(s)	4 year Target
1. Develop a player pathway that is more accessible.	1.1 Create synergy between NGB, SSP, Community sport pathways to ensure coordinated opportunities for all people.		NGB SSP LA	Single service plan for sport in each Local Authority Area.
	1.2 To develop a joined up approach to identifying talented young athletes and providing appropriate support opportunities.		NGB SSP	Gifted and Talented programmes in each SSP . . . A service level agreement is established between county level, NGBs and SSP to consolidate and improve player pathways.
2. Attract resources from NGB Whole Sport Plans and PESSYP strategy into Leicester-Shire and Rutland.	2.1 To develop and deliver holistic NGB County Development Plans that promote sport for all.		NGBs CSP	NGB 15 county plans produced annually.
	2.2 Establish and deliver an age and stage model for competition.		CSP NGB SSPs SSAs	20% increase of young people taking part in regular inter-sport competition. 33% of young people taking part in school competition [national target]. Local competition pathways to county level in 16 priority sports.



Leadership



Recommendations for Governance

Governance & Implementation

1. Local Strategic Partnerships (LSPs)

At district, city and county level progress on Local Area Agreements are reported to Local Strategic Partnerships. LSPs draw membership from both statutory and non-statutory agencies. The primary purpose is aligning effort on core business areas that are best delivered through a multi-agency approach. The priorities from the LAA are drawn from Sustainable Community Strategies.

2. Leicester-Shire and Rutland Sport (LRS) BOARD

The Board oversees the work and progress of Leicester-Shire and Rutland Sport. The Board is representative of the partnerships key stakeholders and is independently chaired. Board members act as advocates and take on a scrutiny role to ensure that resources for sport and physical activity are well used and have the greatest possible impact for local people.

3. Leicester-Shire and Rutland Sport CHAMPION GROUPS

During the first 4-year strategy cycle Leicester-Shire and Rutland Sport supported a number of network Groups that supported the planning, delivery and provide constructive challenge to ensure greatest impact. Key partners shape the activity and business priorities for LRS. The development of policy, the leading of improvement planning and the pooling of resources across agencies is the key business of our champion groups.

4. Leicester-Shire and Rutland Sport (LRS) CORE TEAM.

The LRS Core team have a responsibility to support the wider partnership by identifying new resources, supporting local networks and ensuring that the delivery of sport and physical activity programmes are SAFE, FAIR and WELL LED.

5. Leicester-Shire and Rutland Sport LOCAL SPORT AND PHYSICAL ACTIVITY ALLIANCES

Local Sport and Physical Activity Alliances (LSAs) are charged with leading improvements to local deliver. They have a key role to ensure that resources are aligned, pooled and maximised. They consist of local partners who work together to increase the capacity and improve quality of local sport, PE and physical activity provision.

Recommendation

It is important that LRS BOARD, CORE TEAM and LOCAL SPORT AND PHYSICAL ACTIVITY ALLIANCES utilise these influential groups of people and organisations to position sport and physical activity. By doing so the aim is to demonstrate the contribution that sport and physical activity can make across a number of key work areas and importantly to support the delivery of the respective Local Area Agreements and the overarching Sustainable Community Strategies.

Board members during the life of this strategy will be expected to take a leading role in the delivery of the Ambitions identified within this strategy- acting as 'Portfolio holder' for one of the six key ambitions that drive the work of LRS.

LRS needs to ensure that CHAMPION GROUPS are supported effectively and have a clear remit. The Board need to ensure that where such groups exist that they are both necessary and effective. The respective lead officers on such groups need to align business to the new LRS Vision, Outcomes and Ambitions and review membership and business priorities on a regular basis. It is essential that Champion Groups ensure that their successes and challenges are effectively shared with the LRS Board.

The LRS Core team must provide a key leadership role within the wider partnership. The team structure and individual roles needs to be clearly aligned to the LRS Strategy for Sport 2009-13 and supporting Implementation plans. The Chairman of LRS Board and Director of LRS must ensure that the team remains flexible and able to respond quickly to the changing landscape for sport and physical activity.

Local Sport and Physical Activity Alliances (LSAs) are encouraged and supported to make direct links to Local Strategic Partnerships. LSAs have a role not only to maximise and coordinate resources for local sport, PE and physical activity but need to ensure that the contribution to the quality of life is recognised and supported.

what's been said . . .

"That all our Local Sport Alliances are classed "Fit for Purpose" and that in 07/08 over £1million was invested into LSAs to enable delivery of their sport and physical activity action plans"

did you know . . .

That all our Local Sport Alliances are classed 'Fit for Purpose' and that in 2007/08 over £1 million was invested into LSAs to enable delivery of their sport and physical activity plans.

Consultation Process & Key Message

Leicester-Shire and Rutland Sport (LRS) has employed a variety of methods to assist with the development of the partnership Vision, Outcomes, Ambitions and Headline Priorities for the period 2009 – 2013. The consultation process will continue to ensure ownership and successful delivery of the strategy.

A summary of all the key conclusions and messages are available on our website www.lrsport.org.uk/strategyforsport2009-13

November 08	December 08	January 09	February 09	March 09	April 09
<ul style="list-style-type: none">• Young People Survey• Partner E Survey• 1st Consultation Event• Draft 1 Vision, Outcomes, Ambitions	<ul style="list-style-type: none">• Ongoing analysis from surveys and consultation events	<ul style="list-style-type: none">• Draft 2 Vision, Outcomes, Ambitions• Workshops with network groups (LSA,s CSCOP's, NGB Forum etc)• 1 to 1 interviews	<ul style="list-style-type: none">• Workshops with subgroups (LSA,s CSOP's, NGB Forum etc)• Online Survey• 1 to 1 interviews• PDM forum consultation	<ul style="list-style-type: none">• Final Draft Vision, Outcomes, Ambitions• 2nd Consultation Event• Workshops with subgroups (LSA,s CSOP's, NGB Forum etc)	<ul style="list-style-type: none">• LRS Strategy and Implementation plans

Consultation Methods

- On line survey.
- Consultation Events.
- Workshop Forums with Sector Groups.
- Presentation / Q&A sessions with LSA's.
- Internal Consultation with LRS Core Team.
- LRS Board consultation Sessions.
- 1 to 1 Interviews.

Key Messages

- The Strategy Should. . . .
- Focus on ownership and responsibility between partners.
 - Measure what is appropriate, but not at all cost.
 - Better support for home grown talented athletes.
 - LSA's are central to delivery and should receive continued support.
 - Build a strong local sports club infrastructure.
 - Link with Local Area Agreement priorities (especially NI8 & NI57).
 - Be action led – concise strategy, big action plan.
 - Provide services for all people not just young people.

Key Consultation Results

- 70.3% strongly agreed or agreed with the vision statement.
- 76.6 % strongly agreed or agreed with the outcome one.
- 71.1% strongly agreed or agreed with the outcome two.
- Over 80% strongly agreed or agreed with the proposed ambition statements.

Conclusions . . .

The whole consultation process undertaken to determine the next stages of delivery for the LRS partnership, has been comprehensive and well received. The LRS Vision, Key Outcomes and Ambitions reflect the preferences, contributions and collective views of all stakeholders within the partnership. A strong majority of all respondents agreed or strongly agreed with the key elements of this strategy, providing an evidenced base for the style of delivery that will raise standards, widen access and improve sport and physical activity participation in Leicestershire, Leicester and Rutland over the next 4 years.

Contributors, Glossary & Further Information

This strategy has been developed over a 6 month period and has engaged and sought the views of a wide range of partners. The following organisations have been involved in supporting the development of this strategy. Their contributions have been vital.

Amateur Swimming Association
 Blaby & Harborough School Sport Partnership
 Blaby District Council - Leisure & Culture Services,
 Blaby Local Sport Alliance
 Braunstone Sports Action Zone
 British Equestrian Federation
 British Gymnastics
 British Heart Foundation
 British Judo
 British Orienteering
 Burleigh School Sport Partnership
 Charnwood Borough Council - Leisure & Environment Services
 Crown Hills School Sport Partnership
 Dance Development for Leicester, Leicestershire & Rutland
 England Basketball Association
 English Federation of Disability Sport
 English Table Tennis Association
 Harborough District Council - Leisure & Culture Services
 Harborough District Sport & Activity Alliance
 Hinckley & Bosworth Borough Council - Leisure & Culture Services
 Hinckley & Bosworth School Sport Partnership
 Lancaster School Sport Partnership
 Leicester City Coach Education Forum
 Leicester City Council CYPs and Sports Services
 Leicester College- Leisure Department
 Leicester Local Sport Alliance Strategy Group
 Leicester-Shire & Rutland Community Sport Coaches
 Leicestershire & Rutland Cricket Board
 Leicester-Shire & Rutland Cultural Services Chief Officers Partnership
 Leicestershire & Rutland NHS Primary Care Trust

Leicester-Shire & Rutland School Sports Associations
 Leicester-Shire & Rutland Sport Board & Core Team
 Leicester-Shire & Rutland Step Into Sport Students
 Leicester-Shire and Rutland Coach Development Group
 Leicester-Shire and Rutland County FA
 Leicester-Shire and Rutland Disability Sports Forum
 Leicester-Shire and Rutland Sports Development Officer Forum
 Leicestershire Clubs for Young People
 Leicestershire County Council
 Leicester-Shire Sports Volunteering Forum
 Loughborough College - FE Department
 Loughborough University
 Melton & Belvoir School Sport Partnership
 Melton Borough Council - Leisure & Culture Services
 North West Leicestershire District Council - Leisure, Culture & Community Services
 North West Leicestershire Local Sport Alliance
 North West Leicestershire School Sport Partnership
 Oadby & Wigston Borough Council - Leisure & Culture Services
 Oadby & Wigston Local Sport Alliance
 Oadby & Wigston School Sport Partnership
 Prospects 4 Sport
 Racial Equality Centre, Leicester
 Rugby Football Union
 Rutland County Council - Leisure & Culture Services
 Rutland School Sport Partnership
 South Charnwood School Sport Partnership
 Specialist Sports College Directors of Sport sports coach UK
 V involved - County & City
 Voluntary Action Leicester

glossary ...

BME	Black Minority Ethnic Communities
CHD	Coronary Heart Disease
COPD	Chronic Obstructive Pulmonary Disease
CPD	Continual Professional Development
CSCOP	Cultural and Sport Chief Officer Partnership
CSPs	County Sports Partnerships
CYPS	Children & Young People Service
DCFS	Department for Children, Families & Schools
DCLG	Department of Communities and Local Government
DCMS	Department for Culture, Media & Sport
DH	Department for Health
HSE	Health Survey for England
LA	Local Authority
LAA [1 or 2]	Local Area Agreement
LCR	Leicestershire County and Rutland
LDA	Local Delivery Agency
LLR	Leicestershire, Leicester & Rutland
LRS	Leicester-Shire & Rutland Sport
LSP	Local Strategy Partnership
NGBs	National Governing Body
NHS	National Health Service
NI	National Indicators
PA	Physical Activity
PCT	Primary Care Trust
PDMs	Partnership Development Managers
PE	Physical Education
PESSCL	Physical Education, School Sport, Club Links
PESSYP	Physical Education, School Sport & Young People
PSA	Public Service Agreement
SDOs	Sports Development Officers
SLAs	Service Level Agreements
SSA	School Sport Associations
SSC	Specialist Sports Colleges
SSCo	School Sport Coordinators
SSPs	School Sports Partnerships
TAES	Towards an Excellent Service
VAL	Voluntary Action Leicestershire
YST	Youth Sport Trust

further information ...

www.lrsport.org/strategyforsport2009-13

contact us at . . .

Leicester-Shire & Rutland Sport
Sports Technology Institute, Loughborough University, Loughborough Science & Enterprise Park,
1 Oakwood Drive, Loughborough, Leicestershire LE11 3QF

[w] 01509 226 745
Email: lrsport@lboro.ac.uk
www.lrsport.org.uk

