

COUNCIL 30 AUGUST 2011

REPORT OF THE DEPUTY CHIEF EXECUTIVE

RE: COUNTY SPORTS PARTNERSHIP – ANNUAL REVIEW 10/11

1. PURPOSE OF REPORT

To update Council on the Leicester-shire and Rutland County Sports Partnership Annual Review 2010 / 11, in particular the significant success and value for money Hinckley & Bosworth gain from this relationship, for the residents of the borough.

2. RECOMMENDATION

- 2.1 That Council acknowledges and endorses the content of the report and recognises the valuable contribution sport makes to the quality of life for residents in Hinckley & Bosworth.

3. BACKGROUND

- 3.1 Leicester-shire and Rutland Sport (County Sports Partnership) is the lead agency in coordinating sport and physical activity delivery across the sub region.
- 3.2 The Annual Review highlights at a district level the investment, success and impact of the partnership. Two case studies showcase Hinckley & Bosworth programmes focusing on reducing Health Inequalities and increasing equity opportunities.
- 3.3 As can be viewed in Appendix A on pages 10 and 11 of the Annual Review, Hinckley & Bosworth have secured the highest financial investment, £512,452 into sport and physical activity compared to all the other districts, including Leicester City Council and Rutland County Council during 2010/11. The Council makes an annual contribution of £7,113 to the County Sports Partnership
- 3.4 The Cultural Services team have played a lead role in facilitating the Hinckley and Bosworth Local Sport and Health Alliance, a committed group of volunteers and professionals from across the local sports sector who are increasing participation in sport and health within the borough. The significant role of partnership working to help lever in this amount of investment should be recognised by Council.
- 3.5 For 2010/11 For every £1 invested by Hinckley and Bosworth Borough Council we have received a return of £72 into Sport and Physical Activity across the Borough.
- 3.6 Over the last seven years the work of the Cultural Services team has helped secure financial investment totalling £1,370,428 for sport and physical activity.
- 3.7 Key Hinckley and Bosworth achievements from the Annual Review include:

- The Active Together scheme, targeted at increase adult levels of physical activity, now has 4,420 adults registered on the programme and 26,732 physical activity opportunities were created in Hinckley and Bosworth in 2010/11.
- 5,399 young competitors took part in school sport competition as part of the Competition Manager framework. An increase of 50% from 2009/10
- 677 young people attended The Youth Games trials and pre-games coaching, with a further 38 attending the Inclusive Youth Games – H&B came first in Badminton, Swimming and Athletics, plus the Hockey team won the Fair Play award.
- 14 talented local young athletes were supported through the County Go Gold scheme, accessing £6,600 total.
- Eight local sports clubs have attained Clubmark – a high quality accreditation process that demonstrates Clubs are safe, friendly and equitable.

A full list of achievements can be viewed on page 10 of the report.

- 3.8 In summary, Leicester-Shire and Rutland Sport is a reliable and valued partner, fulfilling its guiding principles of being well led, safe and equitable.

4. FINANCIAL IMPLICATIONS (CB)

- 4.1 None relating directly to the report. The Council makes an annual contribution of £7,113 to the County Sports Partnership.

5. LEGAL IMPLICATIONS (AB)

- 5.1 None relating directly to this report.

6. CORPORATE PLAN

- 6.1 The partnership is assisting the Council in achieving its key aims, notably 'Safer and Healthier Borough' and 'Strong and Distinctive Communities'.

7. RISK IMPLICATIONS

- 7.1 None

8. RURAL IMPLICATIONS

- 8.1 The Annual report highlights achievements from all parts of the borough.

9. CORPORATE IMPLICATIONS

- 9.1 None

Background Papers:	Appendix A: Leicestershire and Rutland Sport Annual Report, Hinckley and Bosworth Pages 10 & 11.
Contact Officer:	Karen Mason, Sports Development Manager. Ext 5847
Executive Member:	Councillor Michael Mullaney, Executive Member for Culture, Leisure, Parks and Open Spaces.

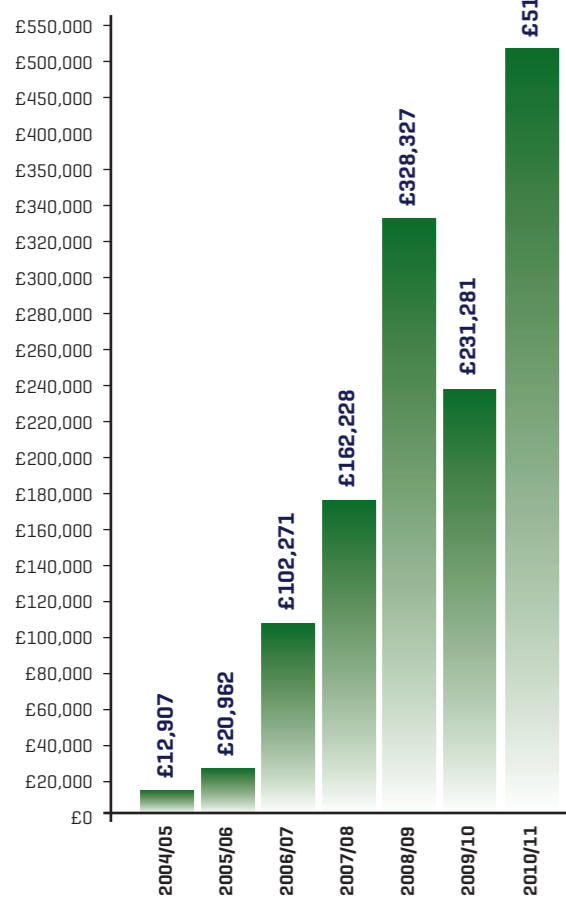
investment . . .

The total funding secured

£512,452

● Active Together	£141,148
● CSP - LSA investment	£2,500
● Grants resulting from Funding Officer support	£19,797
● LSA partners	£279,450
● Sport Unlimited	£62,957
● Talented Athlete Fund	£6,600

TOTAL £512,452



every pound counts . . .

For every council tax £ invested in Leicester-Shire & Rutland Sport by Hinckley & Bosworth there has been a minimum return of £72* partner funding.

*Figure excludes the investment made by local LSA partners and officer time

success . . .

- 8 sports clubs achieving CLUBMARK or equivalent quality kitemark accreditation:
 - AFC Barwell
 - Barwell Indoor Bowls Club
 - Barlestone Judo Club
 - Desford Lawn Tennis Club
 - Hinckley Cycle Racing Club
 - Hinckley Golf Club
 - Lady Hoops Basketball Club
 - Newbold Verdon Cricket Club
- Worked in partnership to support:
 - AFC Barwell (Inclusive Team and U8's)
 - Hinckley Academy Badminton Club
 - Hinckley Cycle Racing Club Juniors (Flyers)
 - Hinckley Rugby Football Club (Girls)
 - John Cleveland Community College Change 4 Life Badminton Club
- £31,713 invested to deliver 15 Sport Unlimited projects attracting £31,244 worth of partner funding:
 - 14,891 user visits
 - 1,989 participants
 - 81% of those young people retained in activity
- 1 club/voluntary organisations made successful funding application, supported by LRS generating £19,797.
- £5.7 million for the building of the Hinckley Club for Young People.
- 48 disabled young people attended the Leicester-Shire & Rutland Inclusive Youth Games.
- 677 young people attended the Youth Games trials and pre-games coaching.
- 11 teams participated at the Leicester-Shire & Rutland Youth Games.
- 14 talented young athletes awarded £6,600 through the GO GOLD talented athlete fund.
- 24 young volunteers attended the Step into Sport Conference at Loughborough University and actively volunteered in the local community:
 - 6 young people achieved 100 hours volunteering
 - 15 young people achieved 50 hours volunteering
- £141,148 secured to appoint 2 full time equivalent Physical Activity Development Officers, part time Administration Officer, provide an operational budget and open fund to support the delivery of sport and physical activity opportunities.
- 1,271 new adults registered with Active Together.
- 26,732 opportunities available for people to participate in physical activity through Active Together.
- 17,726 attendances at Active Together sessions.
- 1 generic coach education programme successfully organised in partnership with 17 coaches attending.
- 8,130 young people participating in schools competition through School Sport Partnerships, supported by LRS Competition Managers.

impact . . .

case study FLiC Scheme



Through strong links between the Hinckley & Bosworth LSA and the local Health and Wellbeing Partnership a project to get more young people and families physically active and leading healthier life-styles has been developed. The project has also helped to ensure the LSA plays a full role in promoting the benefits of sport and physical activity to health partners and highlights what is currently being delivered.

The Joint Strategic Needs Assessment shows that the borough has a high level of childhood obesity in two wards. Working with the Leicestershire Diet and Nutrition service the LSA has supported the delivery of two FLiC sessions in these wards.

The FLiC programme is an 8 week programme offering nutrition, behaviour change and physical activity sessions for families with overweight/obese children. FLiC supports families to become more active, more often by raising awareness of activities in their area and by offering taster sessions with local sports clubs.

"We are now doing more as a family, which is great. The children have opportunities to do physical activity and we have changed our diet to include more fruit and less fatty and sugary stuff".
Parent, participant

case study Inclusive Sports Days



Hinckley & Bosworth's inclusive 'come and try sport days' have seen over 110 local residents get active. Working in partnership with Leicestershire County Council's Valuing People Team, the County FA and Sport in Desford, the LSA has organised two such events.

These Inclusive Sports Days offer people of all ages the opportunity to try a range of sports and physical activities including tennis, football, dance, new age kurling, bowls and the gym. Leicestershire Diet and Nutrition service provided healthy eating advice to all the participants, who come from day care centres and special schools and units.

The events have relied on the fantastic support given by local sports clubs with AFC Barwell's Inclusive Team, Sport in Desford Gym and Desford Lawn Tennis Club all seeing their membership grow through this initiative. There has also been a New Age Kurling Club established due to the increased demand.

"These events show the power of the Local Sports and Health Alliance in bringing statutory and voluntary bodies together to deliver an activity which really does change participant's lives and offer something new and exciting."
Mary Flynn, Valuing People Team