
Report to Education, Sport and Leisure Committee

Date of Meeting: 24th April 2014

Subject: Sports Development Update Report

Report by: Marjorie Macfarlane, Sports Development Manager

1.0 Purpose

The purpose of this report is to update the Committee on the range of opportunities and programmes provided by the Sports Development Services .

2.0 Recommendations

- 2.1. It is recommended that the Committee note the work and activities undertaken by the Sports Development Service towards Making Clackmannanshire Better.

3.0 Considerations

- 3.1. Within the Council's Single Outcome Agreement 2013 to 2023 Health and Wellbeing is a key area of focus. The Sports Development Service source resources and provide opportunities to support the Council's nine priority outcomes. Within the Council's vision for Clackmannanshire there are six key areas of inequality which have been identified. The Sports Development Service are currently delivering against three of these six areas.
- 3.2. The three key areas of inequality addressed by the Sports Development Service are; Early Years and Early Intervention, Employment and Health Improvement.
- 3.3. The Council's vision for integrated service delivery and Making Clackmannanshire Better has helped drive and target resources which provide activities and programmes delivered by the Sports Development Service.
- 3.4. The Sports Development Service situated within the Council's shared education service has a specific role in The Customer Journey Through Life Stages. With the view that healthy lifestyles are embedded early in life, the Sports Development Service deliver quality training, activities and opportunities for pre school children, primary school pupils and target young people such as disengaged youths, girls, young people with a disability etc.

- 3.5. As part of Making Clackmannanshire Better the Council approved the Leisure and Sport Strategy 2013 to 2015. The Sports Development Service are vital in working towards achieving the five main goals;
1. Increased participation in leisure and sport
 2. Increased numbers of people leading more active lives
 3. Improvements in adult health and reduction in levels of childhood obesity
 4. Reductions in the gap between the highest and lowest life expectancy rates
 5. Improvements in the quality of life within all our communities
- 3.6. The Sports Development Service is the mechanism through which Active Schools, Community Sport Hub, Cashback, Schools of Sport, health and fitness activities and other sports and physical activity initiatives are resourced and delivered.
- 3.7. National publications such as "Lets Make Scotland More Active" and "Reaching Higher" along with regular monitoring and evaluation of the activities as well as feedback from participants has helped shape the service
- 3.8. The Sports Development Service benefits from a core budget of £305,228. The table below provides indicative figures for the financial year 2013/ 14. The external resources are in the form of income from classes and leisure activities, grants, sponsorship and benefit from partnership working.

	Financial Year 2013/14
Council budget	£305,228 **
External funding	£399,892 **
Total annual expenditure	£705,120 **

** this figure has still to be confirmed by the Council's finance department in line with the end of financial year reports

- 3.9. The Sports Development Service support the Early Years Collaborative with specialism from the Active Start team. Active Start provides physical activity and movement co-ordination for babies and preschool children, inform mother and toddler groups, childminders, nursery staff and families about the importance of physical development. Active Start is purchased by other local authorities across Scotland.
- 3.10. The strength of the Sports Development Service in Clackmannanshire is in its partnership working and integrated approach, this has helped attract funding, created opportunities to try ideas often with new external resources and a willingness to look for new and innovative ways to engage young people and their families in being physically active.

3.11. Appendix 1 provides an overview of the key links to the Single Outcome Agreement and Sport and Leisure Strategy. The table also details the key resources which support the programme.

4.0 Sustainability Implications

4.1 With the Council's continued investment in the Sports Development Service priorities of the Single Outcome Agreement and the Sport and Leisure Strategy can progress.

5.0 Resource Implications

5.1. Financial Details

The full financial implications of the recommendations are set out in the report. This includes a reference to full life cycle costs where appropriate.

Yes

Finance have been consulted and have agreed the financial implications as set out in the report.

Yes

5.2. Staffing - There are no staffing implications in this report.

6.0 Exempt Reports

6.1. Is this report exempt? Yes (please detail the reasons for exemption below) No

7.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) **Our Priorities** (Please double click on the check box)

- | | |
|--------------------------------------------------------------------------|-------------------------------------|
| The area has a positive image and attracts people and businesses | <input type="checkbox"/> |
| Our communities are more cohesive and inclusive | <input type="checkbox"/> |
| People are better skilled, trained and ready for learning and employment | <input checked="" type="checkbox"/> |
| Our communities are safer | <input type="checkbox"/> |
| Vulnerable people and families are supported | <input type="checkbox"/> |
| Substance misuse and its effects are reduced | <input type="checkbox"/> |
| Health is improving and health inequalities are reducing | <input checked="" type="checkbox"/> |
| The environment is protected and enhanced for all | <input type="checkbox"/> |
| The Council is effective, efficient and recognised for excellence | <input type="checkbox"/> |

(2) **Council Policies** (Please detail) N/A

8.0 Equalities Impact

- 8.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations? Yes
No

9.0 Legality

- 9.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes

10.0 Appendices

Appendix 1 provides an overview of Sports Development Priorities and Resources.

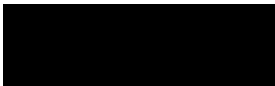
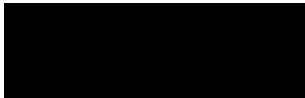
11.0 Background Papers

- 11.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)
Yes (please list the documents below) No

Author(s)

NAME	DESIGNATION	TEL NO / EXTENSION
Marjorie Macfarlane	Sports Development Manager	01259 452352

Approved by

NAME	DESIGNATION	SIGNATURE
David Leng	Head of Education	
Elaine McPherson	Chief Executive	

Overview of Sports Development Priorities and Resources

SOA Priority Outcome Area	Sport and Leisure Strategy	Activity	Core Resources	External Resources
Early Years & Early Intervention	Increased participation in leisure & sport	Active Start (Pre-school programme)	Manager Development Officer Community Classes (income generation) Mother & Toddler Groups Training	Officer application for lottery grants made on behalf of partner agencies - £12,915* awarded - £7,440* pending
Early Years & Early Intervention Employment Health Improvement	Increased participation in leisure & sport Increased numbers of people leading more active lives Reduction in levels of childhood obesity	Active Schools	Investment Agreement between Council & SportScotland 25% Council / 75% SportScotland Active School Co-ordinators Operational Budget Extra curricular schools clubs School to club links Support for Curriculum for Excellence Delivery of national initiatives School Sport Competitions Officer - pilot secondary events role	Active Girls - 3 year dance leadership project for all secondary schools - £2,200* for 13/14 Officer application for lottery grants made on behalf of schools - £3,277* awarded - £10,000* pending Bikeability - training for adults & pupils in cycling efficiency - £2,000* Young Ambassador, Lead 2014 & Sports Leader Programmes - £3,000* Club Golf / Golf Extreme - training & equipment for P5 & secondary schools - £1,150* Jump to it Basketball Initiative for 14 primary schools, coaching, festivals & trip to Emirates arena - £10,000*

<p>Employment</p> <p>Health Improvement</p>	<p>Increased participation in leisure & sport</p> <p>Increased numbers of people leading more active lives</p> <p>Improvements in adult health and reduction in levels of childhood obesity</p> <p>Reductions in the gap between the highest & lowest life expectancy rates</p> <p>Improvements in the quality of life within all our communities</p>	<p>Active Communities</p>	<p>Development Officer</p> <p>Fitness Coaches</p> <p>Operational budget through Tullibody Healthy Living Initiative & Clackmannanshire Healthier Lives</p> <p>Community Classes (income generation)</p> <p>Health Checks for employees and other external groups</p>	<p>Fitness training and courses for people developing their fitness industry skills</p>
<p>Early Years & Early Intervention</p> <p>Employment</p> <p>Health Improvement</p>	<p>Increased participation in leisure & sport</p> <p>Increased numbers of people leading more active lives</p> <p>Reduction in levels of childhood obesity</p> <p>Improvements in the quality of life within all our communities</p>	<p>Sports Development</p>	<p>Sports Specific & generic officers</p> <p>Community classes (income generation)</p> <p>Club support</p> <p>Training for coaches and leaders</p> <p>Holiday programmes</p> <p>Midnight Leagues</p> <p>Rugby FSA initiative</p> <p>Local Sports Partnerships for football, lawn bowls, rugby & ClubGolf</p>	<p>Central Sports Partnership - network of regional support & expertise in priority sports - £600,000*</p> <p>Access to Club Investment Grant - - £40,000* over 4 years</p> <p>Additional projects & support from National Governing Bodies - £3,250* (8 young footballers to Cardiff)</p> <p>Schools of Sport at all 3 secondaries including national pilot of Girls Football Academy at Lornshill Academy - - £8,300*</p>
<p>Early Years & Early Intervention</p>	<p>Increased participation in leisure & sport</p> <p>Increased numbers of people leading more active lives</p> <p>Improvements in the quality of life within all our communities</p>	<p>Community Sport Hub</p>	<p>Principal Officer</p> <p>100% funded by SportScotland</p> <p>Sense of Community / Club support</p> <p>Branding / Promotion</p> <p>Training</p>	