CABINET

Active Oldham - Sport and Physical Activity Strategy

Report of Elaine McLean - Executive Director - Neighbourhoods

Portfolio Holder - Councillor Jean Stretton

16th September 2013

Officer Contact: Neil Consterdine, Head of Youth and Leisure
Ext. 8734

Reason for Decision

The purpose of the report is to introduce the new Oldham Sport and Physical Activity Strategy (Active Oldham) and to recognise that it is the framework for the Borough.

Recommendations

It is recommended that Cabinet formally recognise that the attached Sport and Physical Activity Strategy is the framework for the Borough and that members have the ability to influence and enable, with the partnership, the delivery of the strategy.
Sport and Physical Activity Strategy

1 Background

1.1 Oldham was recently identified as a priority Borough by Sport England. To maximise investment, support and engagement by National Governing Bodies of Sport it was recommended by Sport England that we develop a new Sports Strategy.

1.2 The life of the new Strategy follows on from the London 2012 Olympic Games and Paralympic Games which demonstrated the power that sport can have in terms of creating the inspiration for generations to be active and building a strong sense of pride and positive feeling amongst communities.

2 Current Position

2.1 Attached is the draft Sport and Physical Activity Strategy. This is in 2 parts:

1. Appendix 1 - Executive Summary of the Oldham Strategy.

2. Appendix 2 - A full strategy document containing the detail of the current position, strategic context and priority actions under each of the objectives.

2.2 Oldham, through the unique partnership of the One Future Group (supported and chaired by a member of OBLG), is widely acknowledged to have fully played its part and reaped the benefits from London 2012.

2.3 The Oldham Sport and Physical Activity Strategy 2013-2018 is a strategy for the whole borough providing an overarching vision for the development of sport and physical activity over the next five years. It adheres to our cooperative values and realigns the council as an enabler of activity.

2.4 The strategy has been developed with the vision or commissioning question of:

How do we improve lives through sport and physical activity and contribute to Oldham becoming a productive place with healthy, aspirational and sustainable communities? More people are active more often.

2.5 The strategy has been developed within Oldham and reflects the current challenges and opportunities facing sport and physical activity. The Strategy has been driven by Active Oldham, The Sport and Physical Activity Alliance for the borough, a group of partners providing strategic direction, coordination, and a delivery network for community sport, physical activity and wellbeing within the Borough.
2.6 The governance for the strategy will come from the Health and Wellbeing Board as approved at their board meeting on the 10th September 2012.

3 Options/Alternatives

3.1 Option 1. To approve the Sport and Physical Activity Strategy and recognise this is the framework for the Borough.

3.2 Option 2. Not to approve the report.

4 Preferred Option

4.1 Cabinet is recommended to approve option 1 which is to approve the Sport and Physical Activity Strategy and recognise this is the framework for the Borough. This will allow us to meet the Sport England recommendation and provide a vision for Sport and Physical Activity over the next 5 years.

5 Consultation

5.1 The process in developing the Strategy to date has seen a series of stakeholder and partnership workshops. These have been at a strategic and a senior operational level. Partners include Oldham Council, Oldham Community Leisure, Oldham Business Leadership Group, One Future Group Members, Oldham Chronicle, Oldham Athletic FC, Public Health, Oldham Community Health, Schools, The Colleges, Voluntary Action Oldham, The Voluntary Sports Network, Greater Manchester Sports Partnerships and Sport England.

6 Financial Implications

6.1 Revenue Implications

This strategy has been developed using existing Council resources within the current budget held in the Integrated Youth Service part of Neighbourhoods division.

Delivery of The Sport and Physical Activity Strategy will not incur any additional costs to Oldham Council. Existing resources will be utilised along with proactive working with partner organisations to use current resources more effectively.

Approval of the Sport and Physical Activity Strategy, the Preferred Option 4.1, will enable Oldham Council to be in a better place to attract grants and external funding sources in the future to further develop sports and physical activity in Oldham. (Linda Lewis)

The overall aim of the reconfiguration of the public leisure facilities in Oldham is to generate efficiencies and improve performance within the re-procured leisure operating contract.
In 2012/13 the total subsidy from the Council to operate the leisure estate was £2.026m the revenue projections for the new operating contract will improve therefore the subsidy will reduce to c £300k once the new facilities have become established. This improvement will enable the current subsidy financed by the Council to support operating activities to contribute to the funding of the new facilities. (Sam Smith, Senior Finance Manager)

6.2 Capital Implications

There will be no further capital implications. New facility developments including the Oldham Town Centre and Royton leisure centres are part of the existing Oldham Leisure Review included in the current capital program. (Linda Lewis)

7 Legal Services Comments

7.1 No comments save that the proposals are within powers. (Bill Balmer)

8. Cooperative Agenda

8.1 The Sport and Physical activity Strategy supports the Councils and Boroughs ambition to deliver a co-operative future where everyone does their bit to create a confident and ambitious borough. The delivery of the Strategy will rely on the effective working of the Active Oldham Partnership. The vision of the strategy is ‘To improve lives through sport and physical activity and contribute to Oldham becoming a productive place with healthy, aspirational and sustainable communities.’

9 Human Resources Comments

9.1 None

10 Risk Assessments

10.1 None

11 IT Implications

11.1 None

12 Property Implications

12.1 None

13 Procurement Implications

13.1 None
14 Environmental and Health & Safety Implications

14.1 [These must be included in every report]

15 Equality, community cohesion and crime implications

15.1 The Strategy considers and recognises sport and physical activity can play a major part in raising participation in underrepresented groups. In addition has a direct impact on reducing crime.

16 Equality Impact Assessment Completed?

16.1 No

17 Key Decision

17.1 No

18 Key Decision Reference

18.1 N/A.

19 Background Papers

None

20 Appendices

Appended 1 -Executive Summary of the Oldham Strategy – a slightly shorter version of this will be what goes out into the public domain.

Appendix 2 - A full strategy document containing the detail of the current position, strategic context and priority actions under each of the objectives.

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