

# **Plymouth Community Sports Network Active Plymouth Conference Summary**

## **Introduction**

Plymouth Sports Forum was identified by Sport England South West as a possible Community Sports Network Group within the Plymouth Area. In order to consult key sports and physical activity groups within Plymouth, the Active Plymouth Conference took place on 1 February 2007. The purpose of the conference was to listen and understand from various stakeholders what their views were on a delivery system within Plymouth for sport and physical activity.

## **Conference Aims**

- To raise awareness of the value of physical activity and sport in today's society and the contribution it makes to health, inclusion and community safety.
  
- To develop a shared vision for physical activity and sport in Plymouth.
  
- To review the delivery of physical activity and sport in Plymouth.
  
- To consider the formation of a Community Sports Network (CSN) in the City.

## **Action Points**

The Conference highlighted the fact that there were numerous organisations undertaking a tremendous amount of activity in various parts of the City with a number of target groups. Due to the variety of funding sources and the targets associated with funding, organisations were delivering specific programmes to meet the funding requirements in some areas and often in silos. This has created an insular programme of events, activities and initiatives that are not widely shared. As initiatives are not coordinated across the City the result is duplication in some communities whilst other areas have no opportunities to engage in physical activity programmes.

Following the conference a number of action points were identified for Plymouth Sport Forum and the City to take forward. The action points will form the objectives for the formation of the Plymouth Community Sports Network. They are to:

1. Establishment of a Community Sports Network for Plymouth
2. Establish a resource fund
3. Develop a comprehensive activity programme.
4. Create and maintain a data base
5. Maintain and develop relations with Team South West

## **1. Establishment of a Community Sports Network for Plymouth**

In order to address the key issues from the Active Plymouth Conference and to develop and deliver the objectives identified within this paper it is vital that a Community Sports Network is established for the city of Plymouth.

Sport England identified Plymouth Sports Forum as one of the lead agencies to help shape a Community Sports Network for Plymouth. The Network would comprise representative/s of the current Sports Forum in partnership with appropriate representation from Plymouth City Council and other key organisations within the City. With such a coordinated approach the City will be better equipped in meeting

the strategic objectives of the Sport England South West Regional Plan and of other agencies such as the Primary Care Trusts and Plymouth City Council. Key drivers for the establishment of a Community Sports Network are:

- Its links to The Local Strategic Partnership and its Four Visionary Goals, Healthy, Wealthy, Safe & Strong and Wise.
- Understanding, input to and monitoring of the Local Areas Agreement and of the Local Authorities contribution to Comprehensive Performance Assessment (CPA).
- Input to the Local Development Framework process.
- Link to Sport England Regional Plan.
- Link to the vision, aims and objectives of Active Devon – the County Sports Partnership.

### **Our Vision**

*“To create opportunities for the People of Plymouth to participate in Physical Activity regardless of their age, ability or gender”.*

The results of the Active People survey highlight that 81.4% of the adult population in Plymouth does not take sufficient exercise. Evidence from the Heath Plan shows that conditions linked to a lack of the physical activity manifest them self in increased health problems at a level that is significantly higher than other parts of the South West e.g. Coronary Heart Disease, Diabetes Type II (directly linked to obesity).

Linked to the Objectives, the key target would be to increase participation levels in activity, 1% year on year until 2020.

The aim is to create a cross agency group at a strategic level. This group would comprise representatives from key strategic organisations within the City who are empowered by their respective organisations to help drive forward and implement a “Community Sports Network”. Organisations and sectors currently identified include:

- Plymouth City Council
- Primary Care Trust
- Police & Youth Offending Team
- Plymouth Guild
- Community Groups – including BME and people with disabilities.
- Community Sport
- Safer Communities
- Business
- Private Sports Clubs
- Education (Primary, Secondary, Further and Higher)
- Children’s Services & Young People
- Regeneration
- Older People
- Health
- Professional Clubs

## **2. Establish a resource fund**

In order to sustain an active Network and develop opportunities for clubs, organisations, schools and individuals it is vital that resources are identified and invested in a coordinated manner. A funding plan would be established to run over a three year period. This would seek to identify possible funding opportunities from external funding organisations, from sources within the City, sponsorship and contributions from organisations within the Networks membership.

## **3. Develop a comprehensive activity programme.**

To be more proactive in creating a calendar of opportunities and consulting organisations and agencies within Plymouth to contribute to an activity programme. This programme could be linked to other media such as the local press, partner's web links, and a published calendar or programme. A marketing strategy for this programme would require development with a key focus being on communication, awareness and access.

## **4. Create and maintain a data base**

A performance monitoring and evaluation system would be created to ensure any projects meet key performance indicators of Sport England's Regional Plan via the Country Sports Networks and meet the target set to the Network's annual objectives. Key indicators will actively be targeted at groups identified by the Active People survey.

For example improving the health of Plymouth people may include:

- Levels of physical activity
- Number of people losing weight
- Reduction in smoking
- Reduction in deaths from Coronary Heart Disease
- Reduction in levels of diabetes.

## **5. Maintain and develop relations with Team South West**

Plymouth City Council has submitted a formal bid for staging Pre-Games Training Camps in Plymouth in the lead up to 2012, and an audit of the facilities identified has been undertaken by Sport England.

The bid document covers the widest spectrum of protocol for visiting teams and covers such aspects as transport links, accommodation, medical support, dietary needs and business sponsorship. This document now effectively provides the City with an opportunity to have a better understanding of what is expected of a host in staging National and International events, which can be implemented at any time in the future.

It is an objective of the City to secure all possible benefits leading up to and arising from the 2012 Olympic and Paralympic Games. For example, to endeavour to secure an Olympic Torch leg through Plymouth, being part of the Volunteer Programme, other opportunities arising through business, tourism and cultural Olympiad. This will support the 2012 Games and will help contribute to the community legacy for the City.

## **Recommendations**

We have made some progress into making the City a healthier and more physically active City. In making the objectives a reality a concerted effort is now required across all sectors – public, private and voluntary at local and regional levels in order

to make this a priority on the broadest agenda possible. In order to make further improvements it is proposed that the following actions are supported by the City, Sport England, Active Devon and other key partners:

- Establishment of a Community Sports Network with a multi-agency membership. Align partners existing priorities and targets within one joined up local action plan for support and active recreation within the CSN area, based upon the local communities and ensuring clarity in roles and responsibilities.
- Write a develop framework for 2007 – 2010 including a detailed Action Plan for 2007/8

*Nigel Rowe  
Chair of Plymouth Sports Forum  
8 June 2007*

## **Appendix A**

### **College of St. Mark and St. John**

Community Sports Centre, increasing participation, developing hub club.  
Provide opportunities for sports participation and provide training/education for those seeking a career in a sport related area.

### **Youth Offending Team**

Re-education of offending by young people, improve outcomes for young people, raise and improve young people project – diversionary activities, funding youth justice board partners – SDU, Crime concern, Harbour, Schools, Children’s Fund, ASB, Home Office, Police.

### **Active for life (Plymouth Guild)**

Physical activity promotion target in NRF areas – PCT/NRF funded, Health benefits – Obesity, CHD, Diabetes, over 16’s BME health risk, Smoking, Active living motivation courses, Walk leader training, Activity provision.

### **Sports coach UK**

Increase in coaches coaching, Increase in high quality coaching sessions, Grass roots – performance – elite coaches/coaching, coach education/development across Devon

Reduction in coaches not accessing CPD opportunities, due to availability of courses and workshops etc, Horizontal/vertical development across all levels of coaches throughout 31 sports within Devon, FE audit to inspire students to get into coaching, Professionals in coaching, Sustainable coaching within clubs schools community etc, Community Sports Coach scheme.

### **PCC Strategic team**

Council aims - Age, Gender, Sexual orientation, Disabilities, Race, Faith and belief, Barriers to participation

### **Police**

Youth issues, strategy link (LSP), crime reduction and community safety, neighbourhood, police teams, community cohesion, P.C.S.O staff, tag rugby festival at Marjons

### **Active Devon - County Sports Partnership**

Increase participation in physical activity and sport, Community Sports Coaches, Links and partnerships, Schools and after school especially primary schools, Raise profile sports market, Communication, Media and right messages, Links national sports bodies and LA and schools

### **This is Plymouth (The Herald)**

Be no1 provider for sports coverage, be pivotal/central part of community, Related to readership profile, More focus on younger people's sport.

### **Granby Island Community Centre Devonport**

Sports delivery (and people) in response to local community, Work with school (PPA time)

Barclays space for play (ground work trust), Links to Brickfields sports hall, Community brief first lead to sport

[www.devonportsports.co.uk](http://www.devonportsports.co.uk)

### **Culture South West**

6-9 months – cultural infrastructure strategy for southwest, Regional/sub regional local, Theatre Royal/Plymouth Pavilions ice rink, TR2 – dance and physical activities, Target excluded groups.

Gaps - Mismatch between local and national priorities, Images and promotion for equalities, Publicity/lack of press readers

### **Local Strategic Partnership**

Includes leisure vision, Government target – reduce obesity and increase physical activity

### **Local Delivery Framework**

Local development framework, planning policy for sports and recreation, liaising with community services and parks.

### **Plymouth City Council**

Local area agreement to increase PA levels, Community football project, NOF revenue, Project linking PE & sport, Sports club/facilities directory, Grant aid (distributor and advisor)

Coach education courses, Club accreditation scheme, Schools fixtures, Fans scheme,

Step into sport, Top link, Sports Leader UK,

### **Public Health**

Healthy living centre, Active People, Obesity group, Weight Management group, Public Health Exchange – Dan Preece environmental health PCC, Schools – mentoring programme

Mend – child programme obesity, BLF “well being”.

## **Appendix B**

### **Activity**

Increased activity levels as activity is part of daily routine, Change of thinking/life styles, Easier access to all types of facilities for everyone, who can drive forward?

Identify individual to drive community sports network, Utilise Community Sports Network – marketing – money, Initially – pilot – Plymouth, Empower agencies to drive home, Message – co-operate brand, Ensure when representing, Someone/agency – exchanging info.

### **Community**

Make sport/activity available to all, Utilising transport/environment/resources, Affordable and accessible, greater use of “existing environmental/resources”, Self help, Involvement in events

### **People**

Everyone involved – leaders partners community  
Changing the perception of Plymouth to itself and the wider world – accentuate the Positive, Making things happen, Changing attitudes and behaviours to health and fitness and activity, Positive leadership – promotion and motivation, Partnership in place at all levels, access for all

### **Everyone Active**

**Campaign** – re everyday activity opportunity for all, Understanding of what was and develop what consumers want (consumers led), Education/awareness (campaign), Provide opportunity (workplace, facilities active travel), Use the workforce as a selling including schools, Research – evidence based, Active travel, building on environmental impact

**Facilities:** Events and campaigns reflect the diversity of physical activity and sport in Plymouth e.g. not just sport, not just football. Plymouth will be nationally recognised as an active city, Sustained proactive campaigns and policy, which promote Plymouth as an active city activity is a part of day to day life.

**Communications:** Effective communication link and methods to allow people and communities to talk together. Working together to achieve common goals understood by all organisations to achieve an active, healthy happy population. Equal opportunities for city population to be active and healthy, commitment to pool resources to achieve common goals, engaging young people in developing/running programmes. All agencies, all abilities, all activities, all communities.

### **Education**

Accessible choices for all, Centre of community “Hub”, Use of “person” resources – pathways – information – careers, Improved facilities and access to these for all

embracing wide cultural activities, Infrastructures for competition and provision for those not in 1<sup>st</sup> or 2<sup>nd</sup> teams, Use of sporting champions, FE – sport – inter/intra mural, Key strategic advocates for physical activity – mechanism for policy change, Meet the need of communities, Influence strategic direction and be advocates for joined up action.

## **Appendix C**

Need enabling measures and extra resources

**CSN – LAA sub committee**, Common goal/actions to get Plymouth Active, Liaison to achieve total inclusion, Focus the efforts, GPs to be encouraged/help to promote physical activity

Less red tape and empire building, Focus on prevention work, Proactive not reactive Prepared to go outside of comfort zone and push the rules. Cultural shift, Ability of multi – agency referral to target low activity groups/individuals, Department and agencies

Sharing targets, Communicating effectively to avoid gaps and duplication of services/opportunities.

Talking to each other, Cohesion, Referral system – GP facilities.

Accept that kids are active and growing and if they don't have options/directions/opportunities this energy and growth will manifest itself in an unnatural and unhealthy way – it will result in violence, vandalism, drugs lack of fitness and health mentally and psychologically this will either cause or is the result also of many of the social problems communities have, those in charge of health must be working to keep the options there and the police should work with communities where the youth are always on the street, not against them, it's not the kids fault they don't have options or directions.

### **Raising awareness** (promotion/publicity campaigns/events)

Activity becomes part of daily routine where you are ? than geographical locations Plymouth 2012 – one vision, Life Centre with fantastic health promotion opportunities Events using natural elements – the moors, coast etc, Walk to work, Walk to school Non-car days, Any activity not just sport, Database of opportunities and activities, Sports personality contest reflecting all sports, “Active Plymouth how active are you? 3 x 30 campaign (PCc LAA), More inter community events, All activities having equal importance and promotions, Use of web e.g. this is Plymouth.co.uk to self publicise events, Effective links with local media for all sports organisations, Feedback from research – health education

Buy in from press agencies, Gimmicks.

### **People**

Collaboration from everyone, Local council reducing red tape, Community activists being supported, Community Sports Development – providing activities where young people are multi-agency approach – completely connected, Local people influence (lead) what happens all of us. City branding, To have fundamental value of the “active city”, Media – changing perception of city to wider world.

Educational framework “birthright” to waterbase and outward bound activity driven through to all young people but not exclusively to young. Parents, Schools/teachers, Colleges / universities, Council – via city planners and designers, Architects, working with the, participants, By the people for the people, Stop telling people think that health and fitness is a business – it's a right, Professional clubs, Players, Coaches, Everyone should, everyone could “but who is!!”

## **Communications/network**

Communicating the good work in the city/community, Share good practice, Raise profile of sport in Plymouth, Common sharing of info across all sectors/group – active talking, Different networks are sharing information across “themes silos”, Routine – multi agency working and pooled resources, partnerships across sectors, CSN PR And local programmes, The need to fund the catalyst, Clear structure which engages all those with a vision and a will to act  
A driver to control and disseminate info, Valuing differences and different ideas, Events like this no longer needed/happening as effective relationships built in peace with real and regular and understandable and timely info being easy to access in all formats.

There is scientifically less silo working the city is grasping and forging opportunities with all benefiting and continuing to try new things and take risks.

## **Activity**

People have access to facilities for all types of sport/movement try things out and enjoy, Community led sports activities in the community, Accessibility, Availability, Free and safe transport for young people, Activity is part of daily routine and life, Activity is normal, Quantum increase in access/activity on the water/to Dartmoor, Sailing, “Just Do It” is cool  
sports opp from birth to death, link activities, Plymouth beginning to be recognised nationally as a particularly “active city” , Lots more people walking, Increased % participation of athletes with disabilities and females, Less obesity, 19% currently, loads of Olympic medals, Just like the Tesco free bus – have a fleet of sport free buses to transport people to activity venues  
EIS site in Plymouth, Government initiatives now evidence based, Top facilities, For all abilities, People educated on benefits of physical activity, Variety, Sport opp from birth to death.

## **Community**

Happy to travel to other communities – break down the barriers that reduce opportunities/ experience, Active travel available and promoted, Everyone here today to act as advocates for physical activity and its benefits, There is a greater sense of ownership of the environment and how to use it actively and celebrate its uniqueness, Community base activities not based on elitism, but on participation. Grassroots working from the ground upwards, Affordability of facilities, Play facilities, Support to community volunteers, Educate volunteer workforce

Sustainable opportunities, Access for all in community irrespective of race, sex etc  
Better outdoor facilities  
Safe local environment for “street play”  
People of Plymouth especially children have high profile event in opening closing party of Olympics, The role of the “Community” sector in delivering public sector outcomes through sport will be recognised.

Q. How do we get people thinking they can

A. More people in community – community activity motivation

Base it around schools. They have a capture audience called children. Provide activity opportunities for them and deliver them through programmes that will attract their parents/grandparents at the same time.

### **Education (Schools F.E / H.E)**

H.E - centre of community sport/leisure/active activities, Greater facilities and opportunities for all to participate, H.E - providing appropriate education/training for all involved in supporting sport and infrastructure, Variety of fun activity, Broader view/understanding of culture including sport that encourages and enables young people to be active in broadest sense, P.E teachers in primary schools, Young people involved in decision making process

High quality coaching/coaches infrastructure utilising students – professional coaches in every club, school community, Start with passions even if not sport re educate, Cluster of competition, Central venue based, Roll out of initiative from, Teachers ed – opp in HE/FE

Leadership qualification in schools, Schools who have facilities focus e.g. football, hockey indoor etc, Teacher trained in every school, Minimum operating standards, Free inclusive activities for all the family whatever shape, size or ability, What about pre-school, Open access to activities from locals community based around families – extended schools, Progressive levels of activity for young people to reach their potential and schools and colleagues working together to provide a full range of opportunities, Building of new facilities within schools what can cope with large number of participants – enough to cater for informal activities during breaks and lunchtimes.

Researchers – discover activity gene