

18 January 2018

## **LGA Sport & Physical & Activity Conference**

### **Purpose**

For information.

### **Summary**

This report updates CTS Board Members on the organisation and outcomes of the first LGA Sport & Physical Activity Conference held on 5 December 2017.

### **Recommendation**

Culture, Tourism and Sport Board Members are invited to note the report.

### **Action**

Officers will take forward actions identified.

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## **LGA Sport & Physical Activity Conference**

### **Background**

#### Organisation

1. The LGA is organising its annual CTS conference next year in Hull and the focus of this event will be primarily on the visitor economy and cultural regeneration. The inclusion of topics related to sport & physical will be limited, due to the extent of interest in the cultural topics and limited time available at the CTS conference.
2. Due to the importance of sport & physical activity to the public health agenda and the partnership working with Sport England, it was felt that the LGA could organise a separate sport & physical activity conference at the newly refurbished LGA conference centre. This would be the first time that a specific conference on sport & physical activity was held in the last six years.
3. The sport & physical activity conference took place on 5 December 2017(See **Annex A** for the programme) and a total of 76 delegates were registered (59 paying delegates and 17 speakers and guests).
4. Cllr Golds, Deputy Chair of the CTS Board chaired the conference and among the speakers were Tracey Crouch MP and Lydia Greenway, twice women's world cup winner. There were also speakers from Sport England, County Sports Partnership and councils. Speaker topics included:
  - 4.1 **'Government sport and physical activity strategy: progress to date'**– Tracey Crouch MP, Parliamentary Under Secretary of State for Sport and Civil Society, outlined the progress made since the strategy was launched in Dec 2015. The Minister also announced 12 areas which would share a total of £100 million as part of the Sport England local delivery pilot's initiative.
  - 4.2 **'Prevention is better than cure'**– Lisa McNally, consultant in Public Health at Bracknell Forest Council gave a very informative presentation on how the case for more funding towards preventative measures, including physical activity could be made to public health professionals.
  - 4.3 **'Boosting the visitor economy'**– Cllr Mark Winnington and Jude Taylor from Staffordshire County Council spoke of the county's work to attract major events to the area, including the 'Ironman Triathlon' event, which has significantly boosted visitor numbers to the county.
  - 4.4 **'Seamless or not': how sport and physical activity sector can be better connected** – Lydia Greenway, former England international cricketer spoke passionately about her career and the support she received during her early career (including bursary grants and access to gyms) from her local council. Lydia also mentioned how opportunities for young girls to take part in sport and physical activity is improving but still requires greater effort from the sport and physical activity sector to better connect these opportunities.

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### **Feedback and next steps**

5. For a one day event held for the first time at the LGA conference centre, delegate numbers was as expected and the event made an income of £13,445 (Delegate fees:£10,945/Sponsor:£1,500/Exhibitor: £1,000), and after print, catering and travel costs are paid from this, it is anticipated that net income will be between £9,000 - £10,000.
6. Feedback from speakers has been very positive and many of the speakers have already volunteered their services for next year if a similar conference is held again. Feedback from delegates was through an online response and 19 delegates (37 per cent) replied. Delegate responses (**Annex B**) were very positive, with 95 per cent of delegates replying that they were either very or fairly satisfied with the event.
7. Overall, the conference was a success, in terms of quality of speakers, delegate numbers, income generated and interest from the sector. This suggests that a one day sport and physical activity conference could be organised again next year at the LGA conference centre.

## **Annex A: Programme**

### **09.30 Registration and refreshments**

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#### **10.30 Chair's opening remarks**

**Cllr Peter Golds**, Deputy Chair, LGA Culture, Tourism and Sport Board

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#### **10.40 Keynote address: Government sport and physical activity strategy – Progress to date**

**Tracey Crouch MP**, Parliamentary Under Secretary of State for Sport and Civil Society

**Question and discussion**

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#### **11.05 Plenary 1: 'Prevention is better than cure' – Incorporating sport & physical activity solutions to achieve public health priorities**

**Lisa McNally**, Consultant in Public Health, Bracknell Forest Council

**Question and discussion**

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#### **11.30 Workshops**

**W1: 'The changing nature of local government sport & physical activity delivery' – What is the future role for local authorities?**

**James Brindle**, Director of Development and Partnerships, Magna Vitae

**Ian Brooke**, Head of Community Services at Oxford City Council and Chair of the Chief Cultural and Leisure Officers Association

**W2: 'Leading Places in the future' – The role CSPs can play in supporting local authorities to lead their Place**

**Ed Sandham**, Strategic Lead, County Sports Partnerships

**Nigel Harrison**, Chief Executive, Yorkshire Sport Foundation

**Andy Maddox**, Business Development Manager, Leisure Services, Doncaster Council

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#### **12.25 Plenary 2: Engaging young people, adults and families**

**Carol Fraser**, Strategic Lead, Customer Insight, Sport England

**Question and discussion**

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#### **12.50 Lunch and networking**

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- 1.50 **Plenary 3: Tackling inactivity through a placed based approach**  
**Chris Perks**, Director Local Relationships, Sport England  
**Question and discussion**
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- 2.15 **Workshops repeated**
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- 3.10 **Plenary 4: Boosting the visitor economy: How Sportshire is contributing to the local economy in Staffordshire**  
**Jude Taylor**, Sportshire Coordinator, Staffordshire County Council  
**Cllr Mark Winnington**, Cabinet member for economic growth, Staffordshire County Council  
**Question and discussion**
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- 3.35 **Plenary 5: ‘Seamless or not?’ – How can the sport & physical activity sector be better connected**  
**Lydia Greenway**, Former England Women’s Cricketer and Director, Cricket for Girls  
**Question and discussion**
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- 4.00 **Conference close**

## Annex B: Delegate responses

Completes: 19

Response rate: 36.54 per cent

### Please state your authority's region

East Midlands	1	5.3 %
East of England	4	21.1 %
London	0	0.0 %
North East	0	0.0 %
North West	2	10.5 %
South East	7	36.8 %
South West	1	5.3 %
Wales	0	0.0 %
West Midlands	2	10.5 %
Yorkshire and Humber	2	10.5 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

### If not applicable, please enter your organisation

North Lincolnshire
Active Humber
Kettering Borough Council
Walsall Council

### What was your overall satisfaction with this event?

Very satisfied	7	36.8 %
Fairly satisfied	11	57.9 %
Neither satisfied nor dissatisfied	1	5.3 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

### Usefulness of Sessions - Keynote address: Government sport and physical activity strategy – progress to date

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	6	31.6 %
Fairly satisfied	11	57.9 %
Neither satisfied nor dissatisfied	2	10.5 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**Usefulness of Sessions - 'Prevention is better than cure' -  
 incorporating sport and physical activity solutions to achieve  
 public health priorities**

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	18	94.7 %
Fairly satisfied	1	5.3 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**Usefulness of Sessions - Engaging young people, adults and  
 families**

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	6	31.6 %
Fairly satisfied	10	52.6 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**Usefulness of Sessions - Tackling inactivity through a placed  
 based approach**

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	4	21.1 %
Fairly satisfied	12	63.2 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**Usefulness of Sessions - Boosting the visitor economy: how Sportshire is contributing to the local economy in Staffordshire**

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	4	21.1 %
Fairly satisfied	11	57.9 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	1	5.3 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**Usefulness of Sessions - 'Seamless or not?' - how can the sport and physical activity sector be better connected?**

The content: How satisfied or dissatisfied were you with the usefulness of the following sessions.

Very satisfied	6	31.6 %
Fairly satisfied	8	42.1 %
Neither satisfied nor dissatisfied	4	21.1 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	1	5.3 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**Workshop 1: 'The changing nature of local government sport and physical activity delivery' - what is the future role for local authorities?**

The content: How satisfied or dissatisfied were you with the usefulness of the following workshop sessions.

Very satisfied	3	15.8 %
Fairly satisfied	15	78.9 %
Neither satisfied nor dissatisfied	1	5.3 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>



**Workshop 2: 'Leading Places in the future' - the role CSPs can play in supporting local authorities to lead their Place**

The content: How satisfied or dissatisfied were you with the usefulness of the following workshop sessions.

Very satisfied	2	10.5 %
Fairly satisfied	12	63.2 %
Neither satisfied nor dissatisfied	3	15.8 %
Fairly dissatisfied	1	5.3 %
Very dissatisfied	0	0.0 %
Don't know	1	5.3 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**The venue's location**

The Venue (18 Smith Square - London)How satisfied or dissatisfied were you with:

Very satisfied	15	78.9 %
Fairly satisfied	1	5.3 %
Neither satisfied nor dissatisfied	1	5.3 %
Fairly dissatisfied	2	10.5 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**The venue's facilities**

The Venue (18 Smith Square - London)How satisfied or dissatisfied were you with:

Very satisfied	13	68.4 %
Fairly satisfied	5	26.3 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	1	5.3 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**The venue's catering (food and service)**

The Venue (18 Smith Square - London)How satisfied or dissatisfied were you with:

Very satisfied	15	78.9 %
Fairly satisfied	3	15.8 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	1	5.3 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**How satisfied or dissatisfied were you with the organisation of the event? For example: information provided, structure and timing of the day**

Very satisfied	17	89.5 %
Fairly satisfied	2	10.5 %
Neither satisfied nor dissatisfied	0	0.0 %
Fairly dissatisfied	0	0.0 %
Very dissatisfied	0	0.0 %
Don't know	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**What, if anything, did you find beneficial about this event?  
 Please tick all that apply**

Opportunity to hear about up to date or emerging issues relevant to my work	14	73.7 %
Opportunity to meet others with similar interests/work	12	63.2 %
Opportunity to learn from what other authorities are doing in this area	16	84.2 %
Other please specify	0	0.0 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>

**To what extent do you agree or disagree that the LGA is the leading local government event provider?**

Strongly agree	2	10.5 %
Agree	10	52.6 %
Neither agree nor disagree	5	26.3 %
Disagree	0	0.0 %
Strongly disagree	0	0.0 %
Don't know	2	10.5 %
<b>Total</b>	<b>19</b>	<b>100.0 %</b>