

Olympic and Paralympic Sport & Physical Activity Legacy

Purpose of report

For information.

Summary

This report updates Members on the work of the Cabinet Office's Olympic and Paralympic Legacy Unit, which we understand is going to focus more on the domestic physical activity legacy, and therefore potentially relate more to local government.

The report also updates Members on the public health reforms and the work that councils are leading locally to increase participation in physical activity.

Recommendation

Members are invited to note the update on councils' work to lead a local sporting and physical activity legacy, and to offer any comments upon the relationship to the Cabinet Office's Olympic and Paralympic Legacy Unit.

Action

Officers to action as appropriate.

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Background

1. As leaders of place, councils are central to securing a lasting sporting and physical activity legacy from the 2012 Games. Councils are the biggest public spenders on community sport, spending almost £1 billion per year (excluding capital spend) on the leisure centres, swimming pools and open spaces where the majority of this country's almost 10 million grassroots participants take part in physical activity.
2. The sporting and physical activity landscape is changing rapidly in response to funding pressures and wider public sector reform. There is a more diverse mix of providers from different sectors, and councils are increasingly commissioning sport and physical activity to achieve wider community outcomes.
3. Post the 2012 Games, the Cabinet Office established the Olympic and Paralympic Legacy Unit, with Lord Coe as its legacy ambassador. The Legacy Unit is responsible for overall management of Government legacy projects, which are delivered by individual Government departments and organisations. A key focus to date has been securing an economic legacy through more global investment into the UK, whether through businesses or the visitor economy.
4. More recently, Lord Coe has expressed a desire for the Legacy Unit to increase its focus on the creation and sustaining of a physical activity legacy. This resulted in officers from the Legacy Unit and LGA discussing the role that councils can, and are, playing in this. At their last meeting, CTS Board Lead Members requested a report to the next CTS Board.
5. Since those exploratory conversations, the House of Lords Select Committee on Olympic and Paralympic Legacy has published a new report. It concludes that whilst the Games were an "outstanding success", it finds "little evidence" of increased participation in sport, and suggests that some aspects of the legacy are at risk of "faltering". The report raises concerns about how well connected grass roots sport is to the organisations responsible for high performance sport. The report goes on to say that it is still too early to make a firm judgement about the impact of the Games on participation rates.
6. The latest figures on participation from the Active People Survey show that the number of adults who play sport at least once a week is on the rise – but just over half of all adults play no sport.
7. 15.3 million adults now play sport at least once a week. That is 1.4 million more than in 2005/6 – the point at which the bid to host the Games was won. The period between October 2010/11 and October 2011/12 saw a significant increase of 753,600 people, with the majority of that growth (578,500) driven by women. The most recent figures, released in June 2013, showed that most, but not all, of that growth has been sustained. The current level of 15.3 million means that 533,000 of the 753,600 gained have been retained. Sport England has said that the slight dip in performance was not

unexpected due the exceptionally cold weather in January and March 2013. It is also worth noting that participation rates amongst young people are holding up well.

8. Clearly participation rates vary between places, and Sport England produces local data profiles that help councils to target work to increase participation in sport and physical activity.

Physical activity legacy

9. The Cabinet Office Olympic and Paralympic Legacy highlights the following programme of activity and funding on physical activity legacy, much of it implemented locally by councils, County Sport Partnerships, schools, voluntary sports clubs and other local partners:
 - 9.1. Investing £150 million for the next 2 years into primary school sport.
 - 9.2. Investing more than £100 million of lottery money and public funding into the School Games over the next 3 years.
 - 9.3. Investing £1 billion over the next 5 years in the Youth and Community Sport Strategy - helping young people to take up sport as a habit for life.
 - 9.4. Investing £155 million through Sport England's Places People Play programme to upgrade 1,000 local sports venues.
 - 9.5. Ensuring that physical education remains a compulsory part of each of the 4 key stages of the curriculum.
10. The LGA has consistently highlighted the leadership role that councils are playing to lead and sustain a local physical activity legacy, in places where there is a physical infrastructure legacy, and where there is not. A priority throughout has been spreading the benefits from the Games across the whole country. A key issue is how additional national focus from the Cabinet Office will add value to local activity.
11. Councils are being creative in how they promote greater increases in physical activity in a more demanding financial climate, because of the benefits to people's health and the opportunities from the public health transfer. Councils are joining with each other to share services, negotiating contracts to get the most out of every pound, sourcing external funding and working with voluntary groups, local sports clubs and business to keep costs down and keep services going.
12. Councils are well-placed as leaders and facilitators to reverse the tide of inactivity. The LGA is supporting councils through our political leadership programme with Sport England (which so far has reached 80 sport and physical activity portfolio holders), and joining up the LGA's health improvement offer under the auspices of the Community Wellbeing Board with the CTS Board's work on sport and physical activity.

13. The following case studies highlight some of the good work that is being led by councils to address inactivity, building upon the 2012 Games and forging closer links with health:

13.1. **Suffolk County Council** has used the Games as a catalyst to get more people active with the launch of the Most Active County campaign. The long-term aspiration of the campaign is to help Suffolk become the most active county in England. The initial signs are very good with the county moving from 25th (out of 27) pre-Games to the 18th most active county in England (June 2013). The council has highlighted the importance of a partnership approach, and key projects include free, weekly timed 5 kilometre runs in parks, more handball sessions in Ipswich primary schools (to capitalise on new interest in the sport), a lottery-funded scheme to help inactive people identified by the NHS as being high risk but engaged in improving their health, to develop a long-term involvement in sport, and hosting a series of cycling events that also encouraged local people to start cycling.

13.2. **Blackburn with Darwen Borough Council** used the profile and enthusiasm generated by the 2012 Games to further boost its already well-established £6 million “re:refresh” programme to transform Blackburn with Darwen’s low participation rates and poor health outcomes. Re:refresh is a pioneering partnership between leisure and health that started in 2005/06, and offers local people the opportunity to access a huge range of free community leisure, health and wellbeing activities, and health and dietary advice. Following the transfer of public health to councils, the re:refresh programme funding is fully provided from within Blackburn with Darwen Borough Council budgets – jointly between Public Health and Leisure and Culture directorates. Key achievements include a programme of events to encourage participation (such as Sky Rides), out of the 654 referrals made to the Health Trainers 77% of clients achieved their goals in full or part and 96% of clients reported a positive change in their general health, and over 93% of the population have a “bee-Z-card” which enables them to access the free offer. Participation levels are at a record high and more people are also accessing paid activities.

13.3. **Derby City Council’s** Leisure and Cultural Development Service were commissioned by NHS Derby City to provide a pilot healthy lifestyles programme to reduce health inequalities by improving the health and wellbeing of targeted groups, communities and individuals in Derby. The pilot promoted physical activity and healthy eating through a network of b-You Advisors, targeting primarily adults but developing family interventions through the Get active together challenge. The key findings of the six month evaluation of the pilot:

13.3.1. 91% retention rate (one of highest in UK for referral schemes);

13.3.2. 6% average weight loss (against an NHS target of 5%);

13.3.3. 97% attended sports centre (never done before);

- 13.3.4. 100% increase in activity levels;
- 13.3.5. 93% improved health and wellbeing;
- 13.3.6. Satisfaction score of 100% with programme; and
- 13.3.7. 100% would recommend b-You to family and friends.

13.4. In **Essex**, The County Sport Partnership (CSP) is hosted by the County Council and now has the merged County functions of PE & School Sport and 2012 Legacy within the CSP team. The CSP has recently taken on responsibility for commissioning against physical activity outcomes and is forging a closer relationship between sport and health. Work is also beginning to make the Mountain Bike course at Hadleigh Farm suitable for the general public, improving the wider network of trails and paths for different users and projects to enhance the natural and historic environment.

13.5. **Leeds City Council's** new sport and health pilot 'Leeds Let's Get Active' provides free sessions at every council-managed leisure centre in the city as well as activities held in community venues. While open to all, the sessions are aimed in particular at encouraging those who currently do little or no regular sport or physical exercise in order to address health problems and inequalities in the city. The scheme is to run for 18 months until March 2015 and is being funded through match-funding by Leeds public health and Sport England through the National Lottery, plus an additional £60,000 from Leeds City Council's public health budget. The Leeds Let's Get Active scheme will see one off-peak hour each day made available at every Leeds City Council-managed leisure centre in the city for free gym and swimming sessions. The project will strengthen ties between sport and health services, with links to health checks and advice on healthy lifestyles being offered. It also aims to improve the overall health and wellbeing of the city, increasing participation in regular exercise and cutting the cost of physical inactivity which is estimated by Sport England to cost Leeds as a city £10.4m every year

Transfer of public health

- 14. In April 2013, the responsibility for public health transferred back to councils and offers significant opportunities of making the linkages between poor health and inactivity.
- 15. At a recent UKActive conference that the LGA Chairman, Councillor Sir Merrick Cockell spoke at, it was highlighted that the current cost to the NHS of inactivity is around £80 billion. It is vital to this country's health and economic prospects that there is a reduction in the numbers of inactive people.
- 16. The Chief Medical Officer's latest report on the health of the nation's children calls on government, the whole health service, social care and education professionals to take action and make improvements. The report states that by reducing obesity by just one

percentage point among children and young people could lead to savings of £1 billion each year as children would be less likely to end up with long-term health problems needing NHS treatment.

17. The LGA is working with the Department of Health to bring together the key national organisations whose members and delivery organisations will be operating in the new locally-led health environment, including Public Health England, the NHS Confederation, the NHS Commissioning Board, the Association of Directors of Public Health and Healthwatch England. Together, we are developing offers of help, support and challenge for the members and organisations involved in local health and wellbeing boards, public health in local government, and local Healthwatch to address local health issues and improve the wellbeing of their local people.
18. More active people will be fitter and will rely less on health and care services. They will have the confidence to lead independent lives and to contribute to the growth of their local communities and economies.

Way forward

19. Councils have long recognised the importance of increasing physical activity levels in order to improve health of local populations and are very much at the forefront of ensuring a physical activity legacy.
20. The Legacy Unit is keen to engage us and councils. Members are invited to give a steer on how additional national profile could help to boost existing local activity to get people more active and encourage better health outcomes.