

1 December 2015

Update on the Government's Sport Strategy and Towards a New Sport England Strategy

Purpose

For discussion and direction.

Summary

This item updates the Board on the LGA's response to the Government's consultation on a new sport strategy and what it might mean for Sport England's new strategy.

Mike Diaper, Executive Director Community Sport, will be attending the Board.

Recommendation

Members are invited to note the update and discuss the issues suggested in paragraph 15 with Mike Diaper.

Action

Officers to take forward actions in line with Boards' steer.

Contact officer: Siraz Natha
Position: Advisor
Phone no: 078999 74298
Email: siraz.natha@local.gov.uk

Update on the Government's Sport Strategy and Towards a New Sport England Strategy

Government Sport Strategy Update and LGA Response

1. The Government's consultation on a new strategy for sport closed on 2 October. We expect the strategy to be published at the end of this year or early 2016. The LGA's response made the case for re-balancing grassroots sport funding through Sport England away from national interventions and towards councils and their partners so that the contribution of National Governing Bodies (NGBs) and others can be better harnessed to meet local need.
2. The submission also highlighted the importance of understanding the reasons why people do and do not participate in sport and physical activity, so that national and local opportunities and support can be targeted effectively. Members were also keen that we emphasised the valued advice and tools that Sport England offers councils and the success of our joint Sport Leadership Essentials Programme for portfolio holders.
3. Our response built upon Cllr Stephens' introductory meeting with Tracey Crouch MP, Sport and Tourism Minister, on 7 July. It was also developed in partnership with the Community Wellbeing Board and emphasised the links between increasing physical activity and better physical and mental health.
4. The LGA's press release linked to the consultation response attracted a number of media hits, including interviews on BBC Breakfast and Sky News. The LGA's lines were also reported on BBC Radio 4, BBC Radio 2 and in the Daily Mail. The press release is attached at **Annex A** and the full response is attached at **Annex B**.
5. We continue to build upon our response and media coverage by lobbying Ministers and meeting key government officials and national organisations. For example, the sport strategy consultation was one of the issues discussed at a roundtable hosted by Jane Ellison MP, Public Health Minister, on 19 October which Cllr Burbage attended. The roundtable took place alongside Public Health England's "Everybody Active Every Day" annual Conference, which was a further opportunity to raise awareness about our position on the sport strategy.
6. The LGA published its public health Spending Review submission [Prevention: a Shared Commitment](#) on 14 October which argued that for every £1 spent on programmes to keep people healthy, almost double could be saved for the public purse within five years. Currently, just five per cent of the entire healthcare budget is spent on schemes that prevent people from falling ill. In order to reduce accident and emergency admissions and reduce longer-term conditions, both the Government and the NHS need to rethink their approach to prevention and recognise the value of investing more in adult social care and public health. The LGA has analysed the cost benefits of 11 prevention programmes across the country designed to improve people's physical and mental health and found that:
 - 6.1. Programmes keeping people aged between 40 and 65 active could save as much as £3.10 for every £1 spent
 - 6.2. Telehealth care could have benefits of almost £2.70 for every £1 invested

- 6.3. If £1 billion of transformation funding was spent on these programmes, including supporting unemployed people, reducing physical inactivity and tackling depression, money could be saved with knock-on benefits of almost £7.2 billion over a five-year period.
7. The document cites the Birmingham Be Active case study, which also features in our response to the Government's sport strategy consultation, and is shared at our Sport Leadership Essentials Programme (most recently the 21-22 October programme attended by Cllr Stephens).
8. The Government is also developing a new childhood obesity strategy, with further details expected in the New Year. Given councils' public health role (recently extended to 0-5 year olds), the Community Wellbeing Board has been seeking to influence Ministers' thinking and ensure that the strategy recognises local government's role. While the causes of obesity are multiple and complex, promoting activity will be central to the strategy, and this Board will want to make the links to the Government's sport strategy. In particular, it will be an opportunity to press Members' recommendation on the PE and Sport Premium for Primary Schools. Our submission highlighted that the premium has had a positive impact in improving sports activity within schools. However, there are opportunities for councils to help coordinate best practice in this area and deliver better links with the health and wellbeing of children and young people, especially those who are overweight or obese.
9. DCMS is currently analysing over 3,000 consultation responses. As officials draft the strategy, we will continue to engage them through a regular programme of meetings. We will also keep up our media profile by identifying further opportunities to push our key messages.
10. Rebecca Cox, Principal Policy Adviser, represents the LGA at Sport England's officer-level Sounding Board on commissioning local authority sport and physical activity. The Board is advising Sport England and CCLOA on the next phase of their project supporting 17 councils to improve the positioning of sport and physical activity in the commissioning landscape and maximising its contribution to wellbeing.

Towards a New Sport England Strategy

11. The Government's sport strategy will set the policy and funding framework for Sport England's new strategy, which will be consulted upon after the Government's sport strategy is launched. Sport England's [A Sporting Habit for Life](#) 2012-17 sets out how Sport England will spend over £1 billion of National Lottery and Exchequer funding.
12. While 1.4 million more people are playing sport at least once a week since the UK won the right to host the 2012 Games, the latest Active People Survey results (2015) showed that 36 per cent of the population aged 16 and over participated in sport at least once a week, a drop of over 200,000 people compared to the previous survey (October 2014).
13. Where NGBs have increased participation (such as cycling and tennis), this is largely due to working much more closely with councils and local partners, and embracing informal mass participation opportunities that rely much more heavily upon local infrastructure.

14. With a tough Spending Review expected on 25 November, the LGA is arguing for national funding to be re-balanced through Sport England away from national interventions and towards a more locally-led approach. This needs to be backed up by robust insight data and support for new investment approaches, partnerships and delivery models. Sport England's recent 'This Girl Can' campaign has been supported by insight data <http://www.sportengland.org/our-work/equality-diversity/women/womens-insight-pack/>. A local approach will also help to maximise the contribution of sport and physical activity to improving physical and mental wellbeing across all ages as part of shifting the whole health system away from treating ill health and towards prevention and promoting wellbeing.
15. Sport England's attendance at the CTS Board is an early opportunity for Board Members to influence the future direction of Sport England's Strategy. Board Members might wish to discuss the following issues:
 - 15.1. How we can build upon Sport England's insight information to further support councils to understand the reasons why people are not currently physically active so that interventions can be targeted even more effectively.
 - 15.2. How rebalancing funding through Sport England away from national interventions and towards local partners will better enable councils to bring together schools, voluntary sports clubs, National Governing Bodies of Sport, health, and the private sector to forge partnerships, unblock barriers to participation and make the local sports system deliver better.
 - 15.3. The potential impact of devolution on Sport England's new strategy. Although it is early days for places thinking about how sport might benefit from devolution, deals highlight the potential for sport and physical activity to benefit from a devolved and integrated approach to health and social care.
 - 15.4. The importance of continuing to develop effective local political leadership of leisure services through our very successful joint Sport Leadership Essentials Programme. The LGA and Sport England have now run 13 Leadership Essentials events, involving over 150 Portfolio Holders with responsibility for sport. The feedback from these events has consistently been very positive.
 - 15.5. Reinforce the value that councils attach to Sport England's advice and insight information that help to support service redesign. For example, Local Sport Profiles, the Active People Interactive Tool and design and cost advice on building sports halls and other facilities.
 - 15.6. How Sport England can further support councils and Academies/Free Schools to open up their facilities to communities, in order to increase the opportunities to participate in sport and physical activities. Sport England have undertaken work on supporting schools to open their facilities and have developed an on-line practical resource to help councils and schools to consider the issues and how other schools have overcome these and opened their facilities.
 - 15.7. The opportunity to join-up the Government's sport strategy and Sport England's updated Strategy with the forthcoming childhood obesity strategy, so that central government is leading a coordinated effort to promote activity (whilst recognising that the causes of obesity are multiple and complex).