

 REPORT TO EXECUTIVE			
PORTFOLIO AREA: HEALTH AND WELLBEING			
Date of Meeting:		3rd March 2003	
Public			
Key Decision:	Yes/No	Recorded in Forward Plan:	Yes
Inside/Outside Policy Framework			

Title: **PHYSICAL ACTIVITY AND SPORT STRATEGY**

Report of: **Head of Culture, Leisure and Sport**

Report reference: **CLS42/03**

Summary:

This report seeks the Executive's approval to be a partner in the Physical Activity & Sport Strategy.

Recommendations:

That the Executive gives its approval to the strategy.

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1. BACKGROUND INFORMATION AND OPTIONS

In December 2002 the DCMS/Strategy unit published the 'Game Plan' report. The report emphasises the significance of sport and physical activity for the Government's wider agenda. In particular, it highlights the health benefits of increased participation at a time when it is estimated that our increasingly sedentary lifestyles are costing the economy some £2 billion per year.

Local authorities are seen as a key partner. 'Local authorities need firstly to be aware of the place of sport in the bigger picture and then to lead in maximising the contribution that strategically planned, high quality, publicly accessible sports services can make to health, education, community safety, community cohesion and the environment.'

Attached is a draft copy of the Physical Activity & Sport Strategy for Carlisle. It is a partnership document, which has developed from the City Vision priorities and replaces the previous Sport & Recreation Strategy.

The strategy defines what providers of physical activity and sport in Carlisle would like to achieve and influence in order to improve opportunities for participation.

It provides a framework and direction for all groups and organisations. It suggests a co-ordinated approach, detailing the ways in which, over the next five years, partners can work together to develop the physical activity and sporting potential of the local community.

Carlisle would be one of the first authorities to bring health and sport organisations together towards a co-ordinated approach.

Organisations which have shown their support include; Primary Care Trust, Carlisle Housing Association, Cumbria Healthy Schools, Crime and Disorder Reduction Partnership, Carlisle Leisure Ltd., School Sport Co-ordinator programme, Health Action Zone, Carlisle Sports Council, Cumbria Sport and Cumbria Voluntary Action.

2. CONSULTATION

1. Consultation to Date.

Consultation has been carried out at many stages. Initially, discussions with stakeholders, Citizen Panel questions and secondary research such as school sport audit undertaken by the school sports co-ordinator programme, were used.

The draft strategy was also distributed to all City Vision partners and other stakeholder organisations for comments.

2. Consultation proposed.

3. STAFFING/RESOURCES COMMENTS

Resources have already been approved for the Community Sports Plan.

There are no additional requirements.

4. HEAD OF FINANCE'S COMMENTS

N/A

5. LEGAL COMMENTS

N/A

6. CORPORATE COMMENTS

N/A

7. RISK MANAGEMENT ASSESSMENT

N/A

8. EQUALITY ISSUES

9. ENVIRONMENTAL IMPLICATIONS

10. CRIME AND DISORDER IMPLICATIONS

11. RECOMMENDATIONS

That the Executive gives its approval to the strategy

12. REASONS FOR RECOMMENDATIONS

To allow the Council to move towards delivering Health & Wellbeing/Physical Activity priorities.

CARLISLE

PHYSICAL ACTIVITY &

SPORT STRATEGY

DRAFT

2003 - 2008

Vision

- To improve health & wellbeing by providing a co-ordinated approach to physical activity and sport, and develop a wide range of accessible, enjoyable and sustainable opportunities which enable all people to participate in physical activity and sport, at whichever level they desire.

The Vision will promote the value of physical activity and sport, and contribute towards the wider issues of regeneration, community safety and social inclusion.

Core Values

- Nurturing effective partnerships
- Valuing the voluntary sector
- Empowering local people

- Achieving equity and equality
- Providing a safe and positive environment for young people

Carlisle has a population of approximately 103,500, covering an area of 402 square miles. The city of Carlisle has 39 football pitches and 33 public access physical activity & sport facilities.

MAP

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1.0 Why we have a Physical Activity & Sport Strategy

1.1 Purpose of the Strategy

The strategy defines what providers of physical activity and sport in Carlisle would like to achieve and influence in order to improve opportunities for participation.

It provides a framework and direction for all groups and organisations. It suggests a co-ordinated approach, detailing the ways in which, over the next five years, partners can work together to develop the physical activity and sporting potential of the local community.

It establishes a firm base from which to justify the strategic benefit of physical

activity and sport and attract both internal and external funding.

1.2 Rationale

- 25% of adults within Carlisle do **no** exercise in a week
- 23% of young people under the age of 18yrs within Carlisle do **no** exercise outside of school
- There are over 100 sports clubs in the district. Out of 56 clubs surveyed there are more than 700 volunteers actively involved in sport & recreation, equivalent to around 95 full-time jobs

Health and wellbeing are dependent on each other. Good diet, healthy lifestyles and regular exercise all contribute to enjoying a good quality of life.
(Carlisle City Vision 2002 – 2012)

Developing an excellent quality of life is seen as essential in the vision for Carlisle.

1.2.1 The Value of Physical Activity and Sport

Physical activity and sport have intrinsic values, which have been shown to make significant benefits to health, both physical wellbeing and mental health, and to the quality of life of individuals and communities in which they live.

They can also make a positive contribution to economic, social and environmental wellbeing of a local area and can address crosscutting agendas.

Estimates put the total cost to England of physical inactivity in the order of at least £2bn a year. Conservatively, this represents about 54,000 lives lost prematurely. A 10% increase in adult activity would benefit England by at least £500m a year (saving about 6,000 lives)

(Goal Plan, DCMS/Strategy Unit)

Physical activity and participation in sport have long been associated with benefits to health.

Physical activity can produce benefits, which include;

- Reducing the risk of coronary heart disease and

diabetes

- Reducing obesity
- Reducing the incidence of osteoporosis
- Improving mental health

Implicit within 'sport for all' are the principals of equity and social inclusion.

Research shows that active participation in physical activity can assist in combating social exclusion and improve the health of individuals/or the community.

Physical activity & sport also contributes to other aspects of our lives.

- Sport has always had the advantage of being in touch with youth culture and provides the opportunity to make the important link between schools and community life.
- Physical activity & sport provides the opportunity for lifelong learning, both through developing skills and competence as a participant, and more widely through lifelong involvement and obtaining qualifications in coaching, sports leadership and administration. Many of the skills acquired through involvement in sport have the added benefit of being transferable into other areas of employment.
- Evidence exists to show that sport can have an indirect impact on reducing juvenile crime by providing challenge, adventure and giving meaning and a sense of purpose to young people's lives where previously there was a vacuum.
- Sport can support self-development. It teaches the benefits of self-discipline, teamwork, mutual respect and fair play. It enables young people in particular, to channel their energy, competitiveness and aggression in a personally and socially beneficial way

2.0 Putting the Strategy in Context

Figure 2; How the Physical Activity & Sports Strategy links with other strategies.

2.1 National Picture

The government shows increasing recognition for sport in its own right, and the role it can play towards wider social agendas. They have urged organisations to fully recognise the significant contribution that sport can make to the successful achievement of their objectives. Encouraging sport providers to target their services and activities on areas of deprivation and disadvantaged groups, thereby addressing equality of opportunity and promoting social inclusion.

Focus is primarily, towards physical activity and the health benefits it provides; the provision of physical activity within schools and the impact

which sport can have on community development.

With this increased recognition has come additional funding opportunities, initiatives and an increasing call for partnership working to achieve these wider goals.

There is also a move towards a regional focus on policy and funding, with the introduction of regional governments in the next few years, the recent move by Sport England to regional control and the introduction of Sports Boards to establish regional policy.

2.2 Local Picture

With increasing recognition at regional and national levels, the face of local delivery has and continues to change. Carlisle has proven performance in sports development having had a Sports Development Officer and Strategy within the city for the past 6 years. Today there are many different partners delivering on related physical activity and sport objectives.

- 1999 Cumbria Sport Partnership was formed producing closer links between districts, governing bodies of sport and other organisations, to gain funding and deliver initiatives such as Active Sports.
- 2001 St. Aidans County High School gained Sports College status, giving them responsibility to develop both school and community sport.
- 2001 part funding was gained to employ an Active Communities Sports Development Officer, giving the Council Sports Development Team a new community development focus
- 2001 Cumbria Healthy Schools initiative was launched. Physical Activity is one possible element of the accreditation.
- 2002 Carlisle became part of the School Sport Co-ordinator programme, the largest in the country, inputting into every school.
- 2002 funding was gained for a Clinical Physical Activity Practitioner to focus on clinical health initiatives.
- 2002 Carlisle Leisure Ltd., a not-for-profit industrial providence society, took over management of Council owned leisure facilities.

2.3 Research

The strategy has been developed from a foundation of consultation and previous performance.

Key findings;

- 25% of adults within Carlisle do **no** exercise in a week
- Reasons for non-participation includes; no local access, time, cost, transport, age, childcare, time of classes, current level of fitness & no one to go with.
- **23% of young people under the age of 18yrs within Carlisle do**

no exercise outside of school

- Reasons for non-participation includes; no local access, not interested, cost, transport, safety and lack of information.
- very few schools have 2hrs dedicated PE per week
- there are no physical activity & sport opportunities in the community for young people with disabilities
- Rural isolation has a significant impact on participation of young people.

3.0 Aims and objectives

Aim 1 Create an effective communication network

Objectives:

- To develop effective methods of communicating opportunities to the citizens of Carlisle by 2005
- Develop effective methods of communication and co-ordination between organisations with a role in physical activity and sport by 2004.

Aim 2 Maintain and Develop Physical Activity & Sporting Opportunities

Objectives:

- Increase the percentage population in Carlisle taking part in physical activity and sport, from the present level of 75% to 85% by 2008.(2% per year)
- To provide local training opportunities, by delivering a varied programme of 12 leader courses per year.
- Create and support routes to develop sports performance and excellence.
- Seek to ensure that capital funding is prioritised in order to meet strategic development needs, delivering 5 successful projects by 2008.

Aim 3 Increase accessibility to all physical activity & sporting opportunities

Objectives:

- Begin to encourage & develop provision for specific, under represented groups*, by working with partners to establish and promote activities for each target group by 2008.
- Create new opportunities by increasing choice of activities available for all by 2004.
- Encourage & develop provision within priority wards** . 10 activities per year
- Encourage & develop provision of affordable community based activities by 2005

* Under represented groups include; women & girls, people with a disability, elderly & ethnic minorities

** Wards which fall within the 20% most deprived wards under DETR Deprivation Indices and wards with significant mortality ratios (SMR)

Aim 4 Improve Health & Wellbeing by encouraging active lifestyles

Objectives:

- Reduce the risks of coronary heart disease, diabetes, obesity and poor mental health through reducing the number of sedentary lifestyles by;
 - Promoting healthy living and lifestyles, 5 publications per year.
 - Develop a wide range of initiatives to encourage more active lifestyles, 5 new opportunities per year.
- Improve the health of those individuals who have endured or are at risk of a health crisis by;
 - Promote, develop and deliver a range of clinical exercise intervention programmes. Minimum of five community based exercise on prescription programmes in operation by 2006

Aim 5 To contribute to the wider development of the community

Objectives:

- Use physical activity and sport to support regeneration and promote community empowerment by 2008
- Begin to use physical activity and sport as a medium to combat anti-social behaviour and contribute to Crime & Disorder Reduction objectives by 2004

4.0 Physical Activity Guidelines

Adults

Take 30 minutes of moderate intensity physical activity (breathing slightly harder & feeling slightly warmer than normal) on at least five days of the week. These 30 minutes can be accumulated as two short bouts of 15 minutes, but ideally should be one sustained activity.

Young People

All young people should participate in physical activity of a least moderate intensity for one hour per day.

These guidelines represent the minimum required for overall health benefits.

Action Plans

AIM 1 Create an Effective Communication Network

Objective 1.1 To develop effective methods of communicating opportunities to the citizens of Carlisle by 2005

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS DELIVERED
1.1.1	Explore alternative marketing and promotion opportunities to; <ul style="list-style-type: none"> • develop consistent, co-ordinated and effective approach to the distribution of information • ensure information is easily accessible • all possible methods of 	<p>Audit current methods and opportunities</p> <p>Prepare a marketing plan, establishing key methods of communication such as a central web page, annual club database pullout in the local newspaper, etc.</p> <p>Utilise national initiatives, for example,</p>	<p>Carlisle Wide</p> <p>Carlisle wide</p> <p>Carlisle wide</p>	<p>CCC to hold database</p> <p>All Partners</p> <p>All Partners</p>

	communication are utilised effectively	Sport search CD-ROM, play tennis, etc.		
1.1.2	Utilise and promote communication methods to the local community to; <ul style="list-style-type: none"> • ensure local needs are met • improve awareness of opportunities • encourage participation from priority wards 	Utilise current communication methods available to promote objectives & activities and review local needs, i.e. Displays at Galas, Newspaper articles, resident days, youth groups, CHA road-shows & CVS bi-monthly newsletter Use articles in local newsletters to inform target groups & priority areas	Carlisle Wide target group & priority areas	All Partners All Partners

Objective 1.2 Develop effective methods of communication and co-ordination between organisations with a role in physical activity and sport by 2004

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS
1.2.1	Establish effective communication methods between organisations <ul style="list-style-type: none"> • ensure a effective and co-ordinated approach • reduce any duplications 	Bi-annual All Clubs Evening (ACE) enabling clubs & other organisations to come together and share information Support Carlisle Sports Council as a	St. Aidans Carlisle wide	SSCO, St. Aidan's, CCC, CVS & Cumbria Sport All partners

	<ul style="list-style-type: none"> • maximise the up-take of opportunities • ensure that links are made with potential new partners 	<p>means of communication with clubs</p> <p>Establish an E-mail information network between partners.</p> <p>Promote strategy aims to potential partners</p>	<p>Carlisle wide</p> <p>Carlisle wide</p>	<p>All partners</p> <p>All partners</p>
1.2.2	<p>Develop a strategic partnership in Carlisle, to;</p> <ul style="list-style-type: none"> • inform programmes & action plans • assess area of overlap – aiming to improve the co-ordination & enhancement of joined up programmes • assist in developing a framework to monitor & evaluate strategy progress • promote the aims & objectives to other cross boundary partner 	<p>Establish a strategy management group</p> <p>Establish a steering group to develop the delivery of actions</p> <p>Ensure strategic partnership is represented on wider groups, i.e. North Cumbria health forum, and NW sports assembly.</p>	<p>TBA</p> <p>TBA</p> <p>regional</p>	<p>Suggested; CCC, Leisure facility rep., health rep, CDRP rep, education rep, SSCO rep., Cumbria sport rep. & HE education rep</p> <p>TBA</p> <p>Designated partner by strategy management group</p>

AIM 2 Maintain & Develop Physical Activity & Sporting Opportunities

Objective 2.1 Increase the percentage population in Carlisle taking part in physical activity and sport, from the present level of 75% to 85% by 2008 (2% per year)

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERERS
2.1.1	Establish a baseline of current provision in local areas	Audit current activities/clubs Establish database to be maintained bi-annually Maintain database of clubs	Carlisle wide CCC	CCC, all orgs. delivering physical activity & sport progs. ALL
2.1.2	Establish a baseline of current physical activity performed by local people	Develop questions to be entered into citizens panel questionnaires on an annual basis Develop annual youth survey	Carlisle wide Carlisle wide	CCC SSCO & CCC
2.1.3	Support & enhance current and new provision through; <ul style="list-style-type: none"> • Management training • Assisting with the development of links with other orgs., i.e. Schools • Funding 	Provide advice on establishing a new club, juniors sections, attracting new members, development plans, etc. Deliver an annual training programme to include club management issues, such as, managing volunteers, finding funding	All Clubs Carlisle wide All Clubs	CCC, Cumbria Sport, CVS & CLL St. Aidan's, St. Martins, Cumbria Sport, CLL & CCC CCC, Cumbria sport, CVS &

	<p>assistance</p> <ul style="list-style-type: none"> • trained coaches • child protection & equity policies • development plans • volunteer recruitment plans 	<p>Assist clubs in attracting additional funding. Hold annual funding workshop</p> <p>Promotion of equipment loan scheme</p> <p>Develop register of instructors/coaches</p> <p>Promote accreditation schemes (club mark, FA charter standard, active mark, sports mark, healthy schools) linking with LEA Activemark workshops</p>	<p>Carlisle wide</p> <p>Carlisle wide</p> <p>Schools & clubs</p>	<p>CLL</p> <p>CCC</p> <p>Cumbria Sport & CCC</p> <p>Schools & Clubs with assistance from Cumbria Sport, SSCO, CLL & CCC</p>
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Objective 2.3 To provide local training opportunities, by delivering a varied programme of 12 leader courses per year.

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS DELIVERED
2.2.1	<p>Recruit, develop and retain volunteers through;</p> <ul style="list-style-type: none"> • Promoting opportunities • Training • Recognising their 	<p>Establish a Carlisle volunteer recognition programme</p>	<p>Carlisle wide</p>	<p>CCC, SSCO Carlisle spo council, schools, Cumbria Sport, Volunteer Bureau, etc</p> <p>CCC,</p>

	contribution	<p>Promote VIP Programme</p> <p>Aim to get local vols. Regional/national recognition for their work through VIP</p> <p>Develop sport Millennium Volunteer programme for 16-24yrs to recruit new volunteers</p> <p>Develop the 'Adults Other Than Teachers' (AOTTS) scheme to encourage volunteering in schools</p> <p>Implement the 'Step into Sport' programme within Carlisle. Link with school citizenship curriculum</p> <p>Utilise JSLA ,CSLA & HSLA courses in schools to get young people to volunteer at local clubs and within the community</p>	<p>Carlisle wide</p> <p>Carlisle wide</p> <p>Carlisle wide</p> <p>Schools</p> <p>Schools & clubs</p> <p>Schools</p>	<p>Cumbria Sport & NG</p> <p>CCC, clubs NGBs</p> <p>CCC, School & Cumbria Sports</p> <p>Cumbria sport, CCC, SSCO</p> <p>SSCO, Club Cumbria sport, school & CCC</p> <p>Schools, CCC & clubs</p>
2.2.2	Establish a comprehensive annual programme to recruit and retain coaches	Run NGB courses locally , working with delivers forum assess demand and maximise up take	<p>Carlisle wide</p> <p>Community</p>	All partners

		Run CSLA/Tops introductory coaching courses to attract new coaches	centres	CCC
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Objective 2.3 Create and support routes to develop sports performance and excellence

2.3.1	Develop routes to enable individuals to develop for foundation through to excellence as required	Work with NGBs through Cumbria sports partnerships Active Sport programme	Carlisle wide	Cumbr sport, NGBs schools
		Promote Councils Performance & Excellence Grant Scheme	Carlisle wide	CCC

Objective 2.4 Seek to ensure that capital funding is prioritised in order to meet strategic development needs by delivering 5

successful projects by 2008

2.4.1	Improve provision of recreational facilities & pitches	<ul style="list-style-type: none"> • Quality audit of pitches, linking in with Local Plan Audit of open space and information held by various organisations • Produce implementation action plan in partnership CFA • identify & utilise funding opportunities 	Carlisle wide	CCC, CFA & SE + o partners
2.4.2	Strategically assess capital funding for Carlisle;	<ul style="list-style-type: none"> • Develop criteria to assess individual applications 	Carlisle wide	Strategy manager group

	<ul style="list-style-type: none"> • ensure most residence have easy access to a recreational facility/pitch • maximise projects benefits • be informed of & guide funding opportunities 	<ul style="list-style-type: none"> • Prioritise application for support through management forum • provide application support 		
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AIM 3 Increase Accessibility to All Physical Activity & Sporting Opportunities

Objective 3.1 Begin to encourage & develop provision for specific, under represented groups, by working with partners to

establish and promote activities for each target group by 2008

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS DELIVERS
3.1.1	Identify ways of enhancing accessibility for under represented groups; <ul style="list-style-type: none"> • Overcome barrier to access, e.g. location, cost, transport, time, and childcare. • offer a wide variety of activities 	Audit current provision & barriers to access Identify possible funding opportunities and encourage applications. Produce an action plan for each target group, one per year. Continue to evolve action plans Investigate the options for a targeted voucher scheme	Carlisle wide Carlisle wide Carlisle wide Carlisle wide Carlisle wide/ target groups	All partners CCC steering group steering group Managemer group
3.1.2	Use grant criteria as	Increase % contribution	Carlisle	CCC

	method of achieving objectives	for new activities, new coaches and new activities in target wards	wide	
	<ul style="list-style-type: none"> • Coach education • Club development • Rate relief 	Develop criteria for Rate relief	Carlisle wide	CCC

Objective 3.2 Create new opportunities by increasing the choice of activities available for all

3.2.1	Encourage and support non traditional physical activity and sport opportunities	<p>Develop initiatives identified by the school sport co-ordinator programme audit; such as non-competitive after school clubs.</p> <p>Explore alternative programmes such as</p> <p>Physical activity clubs, Green gym, countryside walks, etc.</p>	<p>Schools & community centres</p> <p>Carlisle wide</p>	<p>SSC CCC scho</p> <p>all partr</p>
3.2.2	<p>Enhance school holiday provision of activities in Carlisle, by providing addition activity for young people aiming to;</p> <ul style="list-style-type: none"> • Increase participation in wide variety sport by 10-16yrs. • Develop links with partnership organisation in delivering holiday activities • Overcome barriers to 	<p>Develop and implement an 'All Active' programme</p> <p>Develop leisure centre provision</p>	Carlisle wide	<p>CCC scho</p> <p>CLL</p>

	access e.g. Location cost.			
3.2.3	Increase children's and young people's participation in and access to sport and recreation in the community	<p>Taster sessions after school , leisure centres</p> <p>establish & strengthen school to club links</p> <p>work in conjunction with early years providers to provide physical activity clubs for 1-4 year olds in community centres, school nurseries and mother and toddler clubs in rural areas and priority inner city wards</p>	<p>Carlisle wide</p> <p>Carlisle wide</p> <p>Carlisle wide</p>	<p>Schc CLL, SSC CCC</p> <p>SSC Cum Spor CCC</p> <p>SSC Schc & CL</p>

Objective 3.3 Encourage and develop provision within priority wards. 10 activities per year

3.3.1	<p>To develop grass roots sporting opportunities for priority wards, to enable increase in sporting activities</p> <ul style="list-style-type: none"> • develop taster sessions • Engage local community in developing sporting opportunities ensuring they have direct influence over the future planning of sport. 	<p>Establish a programme to identify, train and assist local people to develop new activities</p> <p>Establish 2 new resident led activities in various rural locations per year</p> <p>Gain funding and implement girls' rural sport initiative.</p> <p>Set up Top Play and multi sport clubs using community centres as a base, especially in rural areas and priority wards</p>	<p>Priority wards</p> <p>Rural wards</p> <p>Rural wards</p> <p>Priority wards & rural wards</p>	<p>Parish councils, Rural orgs., schools & CCC</p> <p>SSCO, parish councils, commun centre, schools</p>
3.3.2	Use grant criteria to	Increase % contribution for	priority	CCC

	encourage new activity in priority wards.	new activities in priority wards	wards	
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Objective 3.4 Encourage & develop provision of affordable community based activities by 2005

3.4.1	Ensure people are aware of leisure access schemes	Promote consessionary schemes to target groups make schemes easily accessible	Carlisle wide	CLL, le facils., commu orgs., & partne
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AIM 4 Improve Health and Wellbeing by Encouraging Active Lifestyles

Objective 4.1 promote healthy living and lifestyles. 5 publications per year.

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS DELIVERED
4.1.1	Inform people about the importance of physical activity	launch a physical activity education promotion campaign Work with media agencies to promote healthy living concept	Carlisle wide Carlisle wide	CCC & All partners All partners
4.1.2	Get Physical activity & Sport onto wider agendas in order to promote it importance to the health of the community	lobby and attend meetings to ensure Physical activity & sport is on Community Safety, Regeneration, social inclusion, transport, etc. agendas Link into HimP/Local Delivery Plans & NHS	Carlisle wide	All partners

		National Frameworks on increasing physical activity		
4.1.3	Work with schools to promote fitness at an early age.	assist schools with healthy schools, activemark & sportsmark accreditation	Carlisle wide	SSCO Cumbria sp & CHA
4.1.4	Investigate and promote healthy means of transport • Aim to make physical activity a part of daily life.	Develop walking buses, cycle training, promotion of national bike and walk to school weeks local travel plans	Carlisle wide	All partners

Objective 4.2 develop a wide range of initiatives to encourage more active lifestyles. 5 new activities per year.

4.2.1	Link with schools to develop projects which promote physical activity	roll-out 'Get Kids Active', after schools club Offer physical activity taster sessions in schools. Train midday supervisors to deliver health related exercise at lunch times Each school to develop a PE and sport strategy which forms part of the school development plan develop clubs aimed at encouraging disaffected girls to participant in	Schools	CCC schol & CH CLL SSCO schol SSCO schol SSCO CCC
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		physical activity		
4.2.2	<p>Develop physical activity in local areas and promote the wider benefits.</p> <ul style="list-style-type: none"> • Develop partnerships with the private sector, in particular fitness gyms • Encourage social component of activity sessions • Promote a healthy lifestyle programme within local communities • Encourage people to use the countryside as a physical activity resource 	<p>Train Aerobic instructors to deliver a variety of local exercise classes</p> <p>Explore the possibility of a green gym, and other national programmes that may be available.</p> <p>Develop the Walking to Health programme across the city.</p> <p>advertise a series of doorstep walk which can be undertaken</p> <p>Deliver a programme to promote healthy lifestyle in 3 most deprived wards</p> <p>Develop & promote local, safe cycle routes</p> <p>Develop the cycling picnic scheme</p> <p>Utilise local legs of long distance footpaths & national cycle network and promote guided walks & cycle rides</p>	<p>community centre</p> <p>Carlisle wide</p> <p>schools, community orgs., parks</p> <p>Carlisle wide</p> <p>community centres</p> <p>parks, woods, countryside</p> <p>Carlisle wide</p> <p>Carlisle wide</p>	<p>HAZ, CCC</p> <p>all partn</p> <p>CCC</p> <p>CCC HAZ ECC</p> <p>CCC other</p> <p>CCC HAZ</p> <p>CCC Sust</p> <p>CCC partn</p>

Objective 4.3 Promote, develop and deliver a range of clinical exercise intervention programmes. Minimum of five community based exercise on prescription programmes in operation by 2006

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS, DELIVERER
4.3.1	Develop a standard framework for provision of phase 4 community based Cardiac Rehabilitation and Exercise On Prescription throughout North Cumbria	Working in partnership with the health agencies to agree standards and consistent approaches Link into Local Delivery Plans & NHS National Service Frameworks to increase physical activity	North Cumbria	All partners
4.3.2	Work with local GPs and primary health care teams to promote the importance of physical activity to prevent CHD, diabetes, obesity and promote good mental health	Provide evidence-based evaluation of Phase 4 cardiac rehabilitation and exercise on prescription. Enable people in consultation with GP's and other health or physical activity professionals to identify physical activity which would be beneficial to themselves	North Cumbria Carlisle wide	NC Acute Hospital Trust, PCT, CCC & other partners NC Acute Hospital Trust, PCT, CCC & other partners CCC, NC

	<p>In partnership with GP practices and the wider primary health care teams develop a range of physical activity programmes, including:</p> <ul style="list-style-type: none"> • Phase 4 community based Cardiac Rehabilitation • Exercise on Prescription • Other initiatives 	<p>To commission the phased development of a range of focussed interventionist service utilising locally based facilities, where appropriate, targeted at areas of need</p> <p>Through supporting specialist instructor training move towards community based initiatives where sustainability & risk can be assured</p>	Carlisle Wide	Acute Hospital Trust, PCT & other partner
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AIM 5 Contribute to the Wider Development of the Community

Objective 5.1 Use physical activity and sport to support regeneration and promote community empowerment by 2008

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS DELIVERED
5.1.1	<p>Impact on the regeneration of areas of deprivation and work towards preventing the decline of other areas.</p> <ul style="list-style-type: none"> • Support any current programmes and initiatives in target areas • Develop physical activity & sport based action plans for the individual wards • Ensure physical activity & sport is included in all other 	<p>Develop working relationships with community groups & other agencies working in priority wards</p> <p>Produce & implement action plans for each priority ward</p> <p>Explore and implement new innovative community sports programmes</p> <p>Use grant criteria to promote new activities with in target wards</p>	<p>Priority wards</p> <p>Priority ward</p> <p>Priority wards</p> <p>Priority wards</p>	<p>All</p> <p>Deliverers forum</p> <p>CCC & other partners</p> <p>CCC</p>

	<p>regeneration plans</p> <ul style="list-style-type: none"> • Develop access to quality provision within the priority wards 			
5.1.2	<p>Meet local priority communities physical activity needs</p> <ul style="list-style-type: none"> • Train local residents to deliver a variety of activities • Encourage and support development of resident led activity • Help existing sports clubs and voluntary sports organisations based within priority wards to secure their long-term futures • Develop ways of increasing community participation in leisure activities • Encourage local schools to increase their involvement with the local Community 	<p>Train local people to deliver local activities</p> <p>Establish new sustainable activities</p> <p>Support local groups in physical activity & sport opportunities</p> <p>Ensure that most sports clubs are sustainable, with constitutions and development plans</p> <p>Encourage at least two schools to offer wider community activities.</p>	<p>Priority wards</p> <p>Priority wards</p> <p>Priority wards</p> <p>Priority wards</p> <p>Priority wards</p>	<p>CCC, Cumbria sport, schoo</p> <p>CCC & CH/</p> <p>CCC</p> <p>CCC</p> <p>SSCO, CCC</p>

Objective 5.2 Begin to use physical activity and sport as a medium to combat anti-social behaviour and contribute to Crime & Disorder Reduction Partnership (CDRP) by

2004

Ref.	PLANNED ACTION	HOW	LOCATION	PARTNERS/ DELIVERS	OUTP
5.2.1	<p>Work in partnership with the Community Safety Group to reduce the number of reported anti-social behaviour during target times.</p> <ul style="list-style-type: none"> ▪ Identify problem areas and times ▪ Establish a program of outreach sports development to initiate alternative activities ▪ Work with other council officers and agencies to identify and develop young people who maybe at risk • To engage young people through the medium of sport & develop pathways with other agencies 	<p>Identify key areas & times for reported incidence (hot spots)</p> <p>Establish a programme of activity at times of high incidence, using sports outreach, holiday provision, 5 aside football league, etc.</p> <p>Link with other agencies to offer alternative activities. Such as midnight basketball, Nacro football scheme</p> <p>Develop Outdoor & Adventurous Activities After School Clubs in climbing, canoeing, skiing & orienteering for Yr9 disaffected girls & boys</p>	<p>Carlisle wide</p> <p>Priority wards</p> <p>Priority wards</p> <p>Carlisle wide</p>	<p>CDRP</p> <p>CCC, CDRP</p> <p>CCC, CDRP & other partners</p> <p>SSCO</p>	<p>Accurate information</p> <p>Deliver a minir of 10 physical activities in cri hot spots</p> <p>Decrease in th number of reported crime target ward – (target to be developed)</p>

5.0 Monitoring and Evaluation

A number of measures have been identified to monitor the progress of the strategy within the action plans.

A framework for monitoring the overall performance of the strategy will be established through the strategy management group in year one.

The aims will be monitored on a yearly basis and fed-back through the management group where any under performance will be reviewed and appropriate action taken.

Performance indicators maybe tailored overtime accordingly.

5.1 Performance indicators;

% of population participating in leisure, sport & physical activity

% of population who feel it is easy to access leisure, sport & fitness activities if they want to

Glossary of Terms

CCC Carlisle City Council

CDRP Crime & Disorder Reduction Partnership

CFA Cumberland football Association

CHA Carlisle Housing Assoc.

CHS Cumbria Healthy Schools

CLL Carlisle Leisure Ltd.

CSLA Community Sports Leaders Award

CVS Council for Voluntary Service

DETR Department of environment, transport & the regions

ECCP East Cumbria Countryside Project

FA Football Association

HAZ Health Action Zone

HE Higher education

Himp Health Improvement Plan

HSLA Higher Sports Leaders Award

JSLA Junior Sports Leaders Award

LEA Local Education Authority

NGB National Governing Bodies

NHS National Health Service

SE Sport England

SMR Standard mortality Ratios

SSCO Schools Sport Co-ordinator Programme