

CARLISLE CITY COUNCIL

Report to:- COUNCIL

Date of Meeting:-
29.4.03

Agenda Item No:-

16(b)

Public	Policy	Delegated Yes/No	
Accompanying Comments and Statements		Required	Included
Environmental Impact Statement:			
Corporate Management Team Comments:		✓	Meeting of 10.2.03
Executive Meeting Decision		✓	Meeting of 3.3.03
Financial Comments:			
Legal Comments:			
Personnel Comments:			
<hr/>			
Title:- PHYSICAL ACTIVITY AND SPORT MANAGEMENT			
Report of:- Head of Culture, Leisure and Sport			
Report reference:- CLS42/03			

Summary:-

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

Recommendation:-

That the Council approves the strategy as a policy statement.

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Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

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

2.1 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.

2.2 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

CONTENTS

PAGE	
i	Map of Carlisle
ii	Vision Core Values
1 - 2	1.0 Why we have a physical activity & sport strategy 1.1 Purpose of the strategy 1.2 Rationale
3 - 4	2.0 Putting the strategy in Context 2.1 National picture 2.2 Local Picture 2.3 Research
5 - 6	3.0 Aims & Objectives
6	4.0 Physical Activity Guidelines
7 - 17	Action Plans
18	5.0 Monitoring and Evaluation 5.1 Performance indicators

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

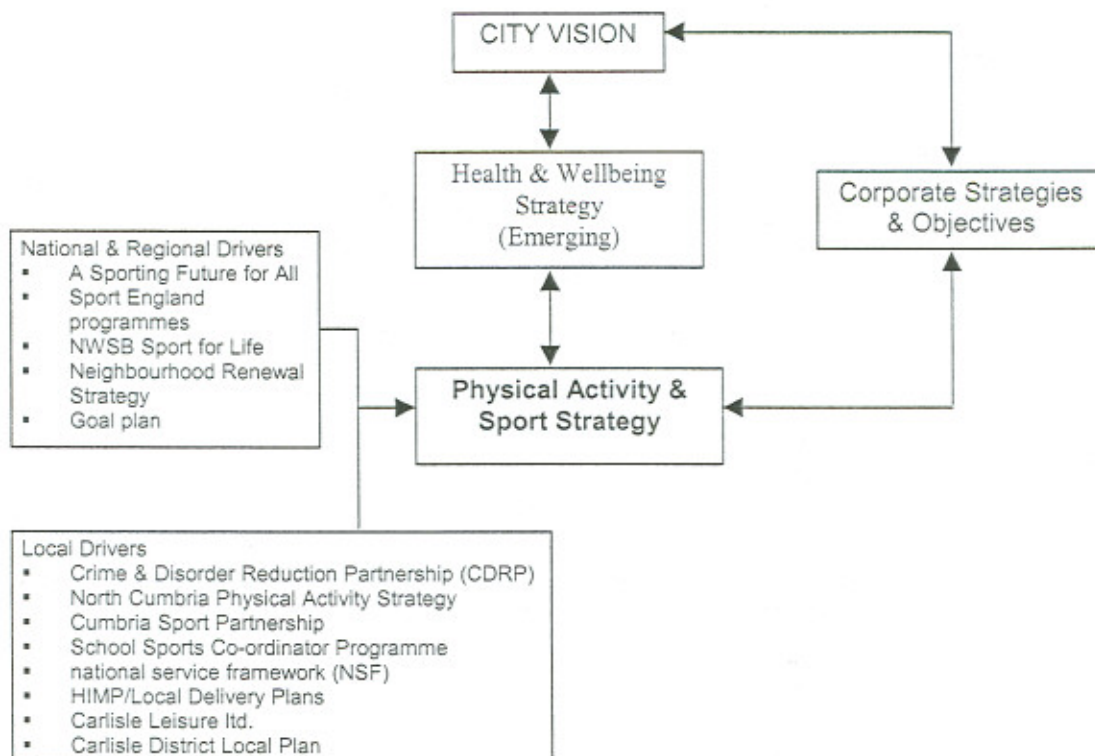


Figure 2; How the Physical Activity & Sports Strategy links with other strategies.

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/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
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 communication are utilised effectively 	Audit current methods and opportunities	Carlisle Wide	CCC to hold database	Database of opportunities	2003
		Prepare a marketing plan, establishing key methods of communication such as a central web page, annual club database pullout in the local newspaper, etc.	Carlisle wide	All Partners	One or Two central locations for information which are easily accessible by the public	Sept. 2004 on going
		Utilise national initiatives, for example, Sport search CD-ROM, play tennis, etc.	Carlisle wide	All Partners	Increase awareness of opportunities	2004 ongoing
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	Carlisle Wide	All Partners	Increase awareness of opportunities within the community.	2004 ongoing
		Use articles in local newsletters to inform target groups & priority areas	target group & priority areas	All Partners	increase % participation from target groups & priority areas	2004 ongoing

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	OUTPUT/ OUTCOMES	TIMESCALE
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 maximise the up-take of opportunities ensure that links are made with potential new partners 	Bi-annual All Clubs Evening (ACE) enabling clubs & other organisations to come together and share information	St. Aidans	SSCO, St. Aidan's, CCC, CVS & Cumbria Sport	10% increase of attendance per year	2003 on-going
		Support Carlisle Sports Council as a means of communication with clubs	Carlisle wide	All partners	5% increase in membership	2003 on-going
		Establish an E-mail information network between partners.	Carlisle wide	All partners	increase up-take on courses	2003 on-going
		Promote strategy aims to potential partners	Carlisle wide	All partners	Identify new partners	2003
1.2.2	Develop a strategic partnership in Carlisle, to; <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 	Establish a strategy management group	TBA	Suggested; CCC, Leisure facility rep., health rep, CDRP rep, education rep, SSCO rep., Cumbria sport rep. & HE education rep.	monitor successful implementation of strategy	2003, twice a year, on-going
		Establish a steering group to develop the delivery of actions	TBA	TBA	delivery of strategy targets	2003, quarterly, on-going
		Ensure strategic partnership is represented on wider groups, i.e. North Cumbria health forum, and NW sports assembly.	regional	Designated partner by strategy management group	Representation on groups	2003 on-going

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	OUTPUT/ OUTCOMES	TIMESCALE
2.1.1	Establish a baseline of current provision in local areas	Audit current activities/clubs Establish database to be maintained bi-annually	Carlisle wide	CCC, all orgs. delivering physical activity & sport progs.	Comprehensive database of activity	2003 up dated bi-annually
		Maintain database of clubs	CCC	ALL	Accurate information to supply individual enquiries	Bi-annual 2003
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	Carlisle wide	CCC	Increase adult & youth participation levels by 2% annually	Feb 2003 adult audit (annually)
		Develop annual youth survey	Carlisle wide	SSCO & CCC		Feb 2004 youth audit (annually)
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 assistance trained coaches child protection & equity policies development plans volunteer recruitment plans 	Provide advice on establishing a new club, juniors sections, attracting new members, development plans, etc.	All Clubs	CCC, Cumbria Sport, CVS & CLL	10 clubs per year	on-going
		Deliver an annual training programme to include club management issues, such as, managing volunteers, finding funding	Carlisle wide	St. Aidan's, St. Martins, Cumbria Sport, CLL & CCC	minimum of 6 courses per year	2003 Annually
		Assist clubs in attracting additional funding. Hold annual funding workshop	All Clubs	CCC, Cumbria sport, CVS & CLL	£25,000 for Carlisle in yr. 1. Increased by 5% per year	on-going
		Promotion of equipment loan scheme	Carlisle wide	CCC	support new activities	on going
		Develop register of instructors/coaches	Carlisle wide	Cumbria Sport & CCC	Database maintained	2004 bi-annually

	Promote accreditation schemes (club mark, FA charter standard, active mark, sports mark, healthy schools) linking with LEA Activemark workshops	Schools & clubs	Schools & Clubs with assistance from Cumbria Sport, SSCO, CLL & CCC	5 new accredited clubs & 1 school per year	2004 on going
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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/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
2.2.1	Recruit, develop and retain volunteers through; <ul style="list-style-type: none"> Promoting opportunities Training Recognising their contribution 	Establish a Carlisle volunteer recognition programme	Carlisle wide	CCC, SSCO, Carlisle sports council, schools, Cumbria Sport, Volunteer Bureau, etc.	Increase the number of volunteers by 2% per year	2005 annually
		Promote VIP Programme	Carlisle wide	CCC, Cumbria Sport & NGBs	increase membership within Carlisle area	2005
		Aim to get local vols. Regional/national recognition for their work through VIP	Carlisle wide	CCC, clubs & NGBs	1 volunteer or scheme	2006
		Develop sport Millennium Volunteer programme for 16- 24yrs to recruit new volunteers	Carlisle wide	CCC, Schools & Cumbria Sports	20 new 16-24yrs volunteers per year	2003 - 05
		Develop the 'Adults Other Than Teachers' (AOTTS) scheme to encourage volunteering in schools	Schools	Cumbria sport, CCC, & SSCO	Deliver Min. 2 courses per year	2003, on-going
		Implement the 'Step into Sport' programme within Carlisle. Link with school citizenship curriculum	Schools & clubs	SSCO, Clubs, Cumbria sport, schools & CCC	Introduce 20 young people per year to the programme through secondary schools.	2003, on-going
		Utilise JSLA ,CSLA & HSLA courses in schools to get young people to volunteer	Schools	Schools, CCC & clubs	Increase the number of young people	2004, on going

		at local clubs and within the community			becoming volunteers	
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 Run CSLA/Tops introductory coaching courses to attract new coaches	Carlisle wide Community centres	All partners CCC	30 new delivers per year	2004, annually

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 Promote Councils Performance & Excellence Grant Scheme	Carlisle wide Carlisle wide	Cumbria sport, NGBs & schools CCC	Increase number of county squads/athletes through Active Sport programme annually increase the up-take of grants by 10%	2003 By 2005
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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,CLL & SE + other partners	Improve the quality & quantity of provision, of one site every two years	2004, bi-annually
2.4.2	Strategically assess capital funding for Carlisle; <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"> Develop criteria to assess individual applications Prioritise application for support through management forum provide application support 	Carlisle wide	Strategy management group	review assessment criteria 5 successful projects by 2008	2003 2004, bi-annually

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	OUTPUTS/ OUTCOMES	TIMESCALE
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 	<p>Audit current provision & barriers to access</p> <p>Identify possible funding opportunities and encourage applications.</p> <p>Produce an action plan for each target group, one per year.</p> <p>Continue to evolve action plans</p> <p>Investigate the options for a targeted voucher scheme</p>	<p>Carlisle wide</p> <p>Carlisle wide</p> <p>Carlisle wide</p> <p>Carlisle wide</p> <p>Carlisle wide/ target groups</p>	<p>All partners</p> <p>CCC</p> <p>steering group</p> <p>steering group</p> <p>Management group</p>	<p>Increase participation by target groups by X % (base data to be collected in year 1)</p> <p>produce action plan, one per year</p> <p>report</p>	<p>2004 – disabilities</p> <p>2005 socially disadvantaged</p> <p>2006 – women & girls</p> <p>2007 elderly</p> <p>2008 ethnic minorities</p> <p>2006</p>
3.1.2	Use grant criteria as method of achieving objectives <ul style="list-style-type: none"> Coach education Club development Rate relief 	<p>Increase % contribution for new activities, new coaches and new activities in target wards</p> <p>Develop criteria for Rate relief</p>	<p>Carlisle wide</p> <p>Carlisle wide</p>	<p>CCC</p> <p>CCC</p>	<p>20 new coaches qualified</p> <p>2 new activities in target wards</p>	<p>2003</p> <p>annually 2004</p> <p>2004</p>

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	Develop initiatives identified by the school sport co-ordinator programme audit; such as non-competitive after school clubs. Explore alternative programmes such as Physical activity clubs, Green gym, countryside walks, etc.	Schools & community centres Carlisle wide	SSCO, CCC, schools all partners	Increase provision in non traditional opportunities	3 per year 2004, on-going
3.2.2	Enhance school holiday provision of activities in Carlisle, by providing addition activity for young people aiming to; <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 access e.g. Location cost. 	Develop and implement an 'All Active' programme Develop leisure centre provision	Carlisle wide	CCC & schools. CLL	Increase participation by target age group by X %. (base data to be collected in year 1)	summer 2003, annually roll - out to other holidays
3.2.3	Increase children's and young people's participation in and access to sport and recreation in the community	Taster sessions after school , leisure centres establish & strengthen school to club links 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	Carlisle wide Carlisle wide Carlisle wide	Schools, CLL, SSCO & CCC SSCO, Cumbria Sport & CCC SSCO, Schools & CLL	Increase participation in physical activity by young people	2005, on-going 2004, on-going February 2003 - 2006

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

3.3.1	To develop grass roots sporting opportunities for priority wards, to enable increase in sporting activities <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. 	Establish a programme to identify, train and assist local people to develop new activities	Priority wards	Parish councils, Rural orgs., schools & CCC	Increase leisure provision in rural wards by X %. (base data to be collected in year 1)	2004, annually
		Establish 2 new resident led activities in various rural locations per year	Rural wards			Commence 2004, annually
		Gain funding and implement girls' rural sport initiative.	Rural wards			2003
		Set up Top Play and multi sport clubs using community centres as a base, especially in rural areas and priority wards	Priority wards & rural wards			2003 - 06
3.3.2	Use grant criteria to encourage new activity in priority wards.	Increase % contribution for new activities in priority wards	priority wards	CCC	Increase applications in priority wards by 10%	2005

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 concessionary schemes to target groups make schemes easily accessible	Carlisle wide	CLL, leisure facils., community orgs., all partners	increase usage of leisure facilities	2005
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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	LOCATIO N	PARTNERS/ DELIVERERS	OUTPUTS/ OUTCOMES	TIMESCALE
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	enable people to identify themselves as not being active enough 5 publications per year	2003/04 2003, on-going
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 National Frameworks on increasing physical activity	Carlisle wide	All partners	To be developed	2003, on-going 2004
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 sport & CHA	70% school aged children part. In min. 2hrs PA per week	2003
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	Investigate opportunities and establish targets	2005

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		CCC schools & CHS CLL SSCO &	Develop into a sustainable programme in 50% of schools by 2008 minimum of 3 schools per year 30% of Junior schools	2008 2004 2003 - 06
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		related exercise at lunch times		schools	by 2006	
		Each school to develop a PE and sport strategy which forms part of the school development plan		SSCO & schools	80% of schools	2004
		develop clubs aimed at encouraging disaffected girls to participant in physical activity		SSCO, CCC	One per secondary school	April 2004 onwards
4.2.2	Develop physical activity in local areas and promote the wider bennifits. <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 	Train Aerobic instructors to deliver a variety of local exercise classes	community centre	HAZ, CCC	one course, biannually	2003, biannually
		Explore the possibility of a green gym, and other national programmes that may be available.	Carlisle wide	all partners	Develop one new activity	2007
		Develop the Walking to Health programme across the city.	schools, community orgs., parks	CCC	10 schemes by 2008	on-going
		advertise a series of doorstep walk which can be undertaken	Carlisle wide	CCC, HAZ & ECCP	5,000 copies to be distributed	2003
		Deliver a programme to promote healthy lifestyle in 3 most deprived wards	community centres	CCC & others	3 activities per year	2005
		Develop & promote local, safe cycle routes	parks, woods, countryside	CCC, HAZ	identify 3 new routes	2005
		Develop the cycling picnic scheme	Carlisle wide	CCC & Sustran	increase frequency of events	2005
		Utilise local legs of long distance footpaths & national cycle network and promote guided walks & cycle rides	Carlisle wide	CCC & partners	increase up-take	2006

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	LOCATIO N	PARTNERS/ DELIVERERS	OUTPUTS/ OUTCOMES	TIMESCALE
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	Agree standardise framework which allows for local differences	2004
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 In partnership with GP practices and the wider primary health care teams develop a range of physical activity programmes, including: <ul style="list-style-type: none"> Phase 4 community based Cardiac Rehabilitation Exercise on Prescription Other initiatives 	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 To commission the phased development of a range of focussed interventionist service utilising locally based facilities, where appropriate, targeted at areas of need Through supporting specialist instructor training move towards community based initiatives where sustainability & risk can be assured	North Cumbria Carlisle wide Carlisle Wide	NC Acute Hospital Trust, PCT, CCC & other partners NC Acute Hospital Trust, PCT, CCC & other partners CCC, NC Acute Hospital Trust, PCT & other partners	To ensure good practice and encourage all GPs to actively refer on to the schemes Number of people assisted through referral onto schemes Minimum of 5 community based exercise on prescription initiatives Seek to develop other interventionist services	Completed in 2004 ongoing 2006 2008

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/ DELIVERERS	OUTPUT/ OUTCOMES	TIMESCALE
5.1.1	Impact on the regeneration of areas of deprivation and work towards preventing the decline of other areas. <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 regeneration plans Develop access to quality provision within the priority wards 	Develop working relationships with community groups & other agencies working in priority wards Produce & implement action plans for each priority ward Explore and implement new innovative community sports programmes Use grant criteria to promote new activities with in target wards	Priority wards Priority ward Priority wards Priority wards	All Deliverers forum CCC & other partners CCC	1 priority ward per year One per year 1 new concept 1 new club supported annually	2003, on-going 2004 commencing 2004, biannally 2004 annually
5.1.2	Meet local priority communities physical activity needs <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 	Train local people to deliver local activities Establish new sustainable activities Support local groups in physical activity & sport opportunities Ensure that most sports clubs are sustainable, with constitutions and development plans Encourage at least two schools to offer wider community activities.	Priority wards Priority wards Priority wards Priority wards Priority wards	CCC, Cumbria sport, schools CCC & CHA CCC CCC SSCO, CCC	A min. of 10 people from priority wards per year to receive training. 3 new activities established in priority wards per year Support a minimum of 3 community groups or clubs in priority wards per year Priority wards 2 schools	2004 commencing 2003, on-going 2003 2004 2004

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	OUTPUT/OUTCOMES	TIMESCALE
5.2.1	Work in partnership with the Community Safety Group to reduce the number of reported anti-social behaviour during target times.	Identify key areas & times for reported incidence (hot spots)	Carlisle wide	CDRP	Accurate information	2003
	<ul style="list-style-type: none"> ▪ Identify problem areas and times ▪ Establish a program of outreach sports development to initiate alternative activities 	Establish a programme of activity at times of high incidence, using sports outreach, holiday provision, 5 aside football league, etc.	Priority wards	CCC, CDRP	Deliver a minimum of 10 physical activities in crime hot spots	2004, on-going
	<ul style="list-style-type: none"> ▪ Work with other council officers and agencies to identify and develop young people who maybe at risk 	Link with other agencies to offer alternative activities. Such as midnight basketball, Nacro football scheme	Priority wards	CCC, CDRP & other partners	Decrease in the number of reported crimes target ward – (target to be developed)	2003 commence
	<ul style="list-style-type: none"> • To engage young people through the medium of sport & develop pathways with other agencies 	Develop Outdoor & Adventurous Activities After School Clubs in climbing, canoeing, skiing & orienteering for Yr9 disaffected girls & boys	Carlisle wide	SSCO		2003 commence

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