

TITLE	Take Up Of Sports And Leisure Activities By Children And Young People In The Borough
FOR CONSIDERATION BY	Children's Services Overview and Scrutiny Committee on 19 November 2019
WARD	Non specific
LEAD OFFICER	Leisure Service Manager – Beverley Thompson

PURPOSE OF REPORT (INC STRATEGIC OUTCOMES)

A question has been raised to provide the committee with information on the uptake of sports and leisure activities by children and young people in the Borough also how we compare to national statistics and what we are doing to promote the take up of physical activities.

This report will provide a summary along with a PowerPoint presentation that will be delivered at the committee.

RECOMMENDATION

n/a

EXECUTIVE SUMMARY

The Sport and Leisure team currently provide a number of services and programmes working with a number of partners across all areas of physical activity for both children and adults.

According to Sport England, children and young people should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports.

Currently within the borough, children are achieving the recommended levels of activity with an achievement of 22.7% against the national rate of 18.1% (Sport England data 17/18) for 60 minutes or more a day.

We are also above average in the following areas:

- 60 minutes across the whole week – 32.5% against the national percentage of 27.2%
- Active 30-59 minutes a day – 24.2% against the national percentage of 19.1%

The only area of improvement is those completing less than 30 minutes a day:

- Less than 30 minutes a day – 40.6% against the national percentage of 35.6%

As part of trying to achieve these goals, we have a schools sports co-ordinator, who works closely with our primary and secondary schools, utilising the key strategies provided by the School Sports Trust (a national charity with a mission to pioneer new ways of using sport to improve children's wellbeing).

School Sports Trust Strategies:

- Transforming physical education - Transform PE's place in the curriculum, putting it at the centre of wellbeing and achievement in education.
- Removing barriers to sport - Harness global best practice to ensure youth sport in the UK is inclusive, accessible and fun.
- Unlocking potential - Unlock sport's potential at every stage of a child's life, especially where they face inequality or disadvantage.
- Empowering activism - Empower young people through sport to become local activists, tackling the issues of their generation.
- Championing insight - Champion the impact of physical activity, PE and sport through research and insight.
- Strengthening foundations - Strengthen our foundations to ensure we can sustain our mission.

Our schools co-ordinator works with the schools to offer a range programmes including the co-ordination of 'School Games', these are competitive school sporting events including SEN and BAME children, upskilling existing school staff to enable them to deliver additional sporting sessions.

New initiatives are being thought of and delivered, such as bringing the classroom outside in active English and Maths lessons.

Schools will also deliver their own sessions, often with such initiatives as 'Walk a Mile' in children's break times; offering before, lunch and after school sporting clubs. Year 3 children and if required into further years are expected to complete a 25m swim before finishing primary school.

Within the sport and leisure team, we offer our own programmes to help support the activities offered by schools. Our Wokingham Active Kids multi-sport holiday club currently runs on all school holidays and in our St Crispin's and Loddon Valley leisure centres, an extension of this is our football holiday clubs expanding to netball, cricket and rugby clubs in the coming year.

We also offer 'Mini Soccer' camps a football camp offered in term time for 4 – 7 year olds. Activities for those children with additional needs including trampolining, football (Reading Football club), Tennis and swimming sessions.

Tennis facilities are offered at Cantley and Chestnut Park through our partner GDT, offering memberships, holiday camps, and play sessions.

We also offer specific physical activity sessions for those children with additional needs, expanding our facilities to include adapted changing areas and specialised pool hoists. Within our holiday clubs, we also offer a 1:1 buddy system allowing a wide range of families to attend.

To meet with the demand for football sessions in the Borough, new 3G pitches has been introduced at Arborfield Green, Emmbrook and Ryiesh Green School through our Capital Funding and partnership with the Football Foundation.

We have also invested further capital money into the re-surfacing of the MUGA at forest school and new fencing, Cantley Park, 2hrs free use for rainbow park families at the MUGA facilities, opening of Arborfield and Ryiesh Green Leisure Centres.

Bulmershe Leisure Centre is due to re-open by Spring 2020 and the re-build of Carnival Pool – Including a new Clip and Climb and adventure play expected by Summer 2022.

Support is also given to those up and coming athletes in our Sports Sponsorship scheme, as well as offering financial support we also provide free leisure centre use to help with training requirements.

Another key part in meeting the recommended levels of activity are activities offered by our leisure provider 'Places Leisure' they offer a number of activities such as:

- Swimming lessons
- Under 18's Swimming
- Youth Gym memberships
- Sporting Clubs
- Sport Courses
- Soft play facilities at Loddon Valley
- Mum Zone

Within the contract we also placed some key membership options that are issued free of charge, the types of groups are:

- Care Leavers
- Children in Care
- Foster Families
- Young Offenders
- Under 8's Free Swimming

A key part of offering all the programmes is that of Standards, all our sessions are OFSTED Registered, Risk Assessments conducted, Governance, and First Aid training and safeguarding procedures followed.

Work continues to ensure that we are offering the right programmes, continuing to evaluate, trial new sessions, conduct pilots, work with our key sporting partners, align with 'Sport England' initiatives and listen to resident feedback.

Places Leisure play a key part with the Leisure Centres, currently located at Carnival Pool, Loddon Valley, St Crispin's, Ryiesh Green, Arborfield Green and Bulmershe (due to re-open next spring). There has been significant development (£2 Million) since Places Leisure has taken over the centres, including:

- Redevelopment of Loddon Valley Gym
- New group workout studio at Loddon Valley
- New group cycling studio with stage bikes at Loddon Valley

- Changing room improvements at Loddon Valley
- Complete replacement of new gym equipment at St Crispin's
- New gym equipment at Loddon Valley
- New equipment for Arborfield's gym and workout studio
- Air conditioning installed at Arborfield's workout studio & group cycle studio
- Loddon Valley refurbishment of the Cafe and Reception area
- Soft Play- Loddon Valley opening brand new Soft Play
- Re decoration and re branding at St Crispin's
- Squash Court refurbishment at St Crispin's

A key part of all our offerings is the way in which we promote our activities; these are achieved through a number of channels through advertising, strong partner relationships and engaging with the community.

Advertising is a key way to promote the activities, social media the main advertising method, we have created a dedicated Facebook page for our holidays camps, also utilising the other platforms that WBC communication host such as Twitter and Instagram. These are also supported with competitions and free trial days. Places Leisure use their own social media to support our own advertising, widening our audience further. Advertising is not only used for our programmes but to promote the benefits of exercise for children and young people.

Promotion material is also produced and distributed to key groups across the community, we also advertise within publications such as the Borough news and Key team newsletters such as 'Housing Matters'.

We have strong working relationships with key groups, teams and organisations; within WBC, our key teams are community engagement and children services, working together to ensure that our offerings are advertised within the community, also having the link to offer our services, venues or partners that may be able to increase physical activity.

Community activities are key to engage with families face to face, the teams attends community days, winter and summer carnivals, sporting events and local schools. Our programmes can be discussed in more detail to encourage participation also allowing feedback directly to our team, helping to shape existing programmes and new initiatives.

Our work ties in with the Council Plan and the councils wider vision for Improved health, wellbeing and the quality of life for residents, this is shown with our programmes and our future developments plans linking with the key teams within WBC and partners.

FINANCIAL IMPLICATIONS OF THE RECOMMENDATION

The Council continues to face severe financial challenges over the coming years as a result of reductions to public sector funding and growing pressures in our statutory services. It is estimated that Wokingham Borough Council will be required to make budget reductions of approximately £20m over the next three years and all Executive decisions should be made in this context.

	How much will it Cost/ (Save)	Is there sufficient funding – if not quantify the Shortfall	Revenue or Capital?
Current Financial Year (Year 1)	n/a	n/a	n/a

2020/21			
Next Financial Year (Year 2)	n/a	n/a	n/a
Following Financial Year (Year 3)	n/a	n/a	n/a

Other Financial Information
n/a

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