

Title of paper:	A Physical Activity, PE and Sport Strategy for Children and Young People in Nottingham 2009 - 2013	
Report to:	Nottingham Children's Partnership Board	
Date:	27 th January 2010	
Director(s)/Corporate Director(s):	Andy Downing, Director of Schools and Early Years	Wards affected: All
Contact Officer(s) and contact details:	Andy Downing, Director of Schools and Early Years	
Other officers who have provided input:		
Relevant Children and Young People's Plan (CYPP) objectives(s):		
Provide early, effective support and protection to children, young people and families		
Nurture and support strong, healthy families		*
Increase children and young people's emotional resilience and the maturity of their decision-making		*
Ensure that all our children, young people and families are provided with a sound foundation for lifelong learning and progression into skilled economic activity		*
Reduce deprivation and its impact on children and young people		
Summary of issues (including benefits to customers/service users):		
<p>This Physical Activity, PE and Sport Strategy for Children and Young People in Nottingham 2009 – 2013 has a strong vision for – <i>“All children and young people to participate in high quality physical activity, PE and sport through opportunities that inspire, raise aspirations, sustain participation and support achievement”</i>. The main outcomes through the delivery of this strategy will include –</p> <ul style="list-style-type: none"> ▪ 68,400 children and young people will have access to five hours of physical activity, PE and / or sport per week. ▪ There will be increased and sustained participation in physical activity, PE and sport by under 19s. ▪ There will be a halt in the rise of childhood obesity in the City by 2010/11, with an aim to reduce it thereafter. ▪ There will be a marked improvement in the emotional health and well being of children and young people in Nottingham. ▪ There will be improved targeted provision to ensure children and young people from specific groups, for example disabled young people, Black and Minority Ethnic (BME) communities, looked after children and young females, through the coordination and delivery of targeted and specialist provision have the same opportunities. ▪ There will be an increase in the number of children and young people becoming members / participants in community sports clubs / activities to 30% by 2013. ▪ There will be a trained and skilled workforce in the City supporting children and young people, in all settings, to access physical activity, PE and sport opportunities and support them to achieve their potential in their chosen activity. ▪ There will be improved quality and accessibility of school and community sports 		

facilities for all children and young people in the City to take part in their chosen activities.

- There will be improved communication and PR for children, young people and their families and carers regarding the opportunities available in the City.
- The opportunities brought by the London 2012 Games and Paralympic Games will be maximised for the young people of Nottingham and will act as a mechanism to increase participation in physical activity, PE and sport.

Specific targets will be developed and promoted as the action plans are developed by agencies working collaboratively.

Recommendations:

- | | |
|----------|--|
| 1 | That the Children's Partnership Board endorses the strategy and approves the development of actions plans to support its implementation. |
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1. BACKGROUND AND PROPOSALS (Explanatory detail and background to the recommendations)

Following the announcement that the Olympic and Paralympic Games will be coming to the UK in 2012, the Government has increased its investment significantly in physical activity, physical education and sport to help improve the health and well being of children and young people. This investment is known nationally as the 'five hour offer'. This offer seeks to ensure:

- all 5 -16 year olds have access to two hours of high quality PE and three hours of sport and activity beyond the curriculum
- all 16-19 year olds have access to three hours of sport and activity outside of the curriculum

Within the City of Nottingham there is a wide variety of activity programmes and initiatives for children and young people being delivered by a range of agencies. Historically each agency has been working towards delivering their respective strategies and development plans. These agencies have now recognised the need for one cohesive Strategic Framework to provide a clear direction for all work and provision relating to the 5 hour offer and improving the health and wellbeing of children and young people, aged 0 to 19 years old, in the City.

This framework sets out to coordinate universal provision for all children and young people but also and very importantly to support children and young people from specific target groups, for example disabled young people, black and minority ethnic groups, looked after children and young females, through the coordination and delivery of targeted and specialist provision.

2. RISKS

Without a cohesive strategy such as that proposed there is a real risk that the intended outcomes would not be realised. Moreover there is the strong likelihood that the efforts being made by the various agencies involved in providing activity programmes would be inefficient if they are not well aligned and co-ordinated.

3. FINANCIAL IMPLICATIONS

It is not possible to assess the financial implications of the strategy as there are no specific details relating to individual activities. More detailed reports will be required to enable a full financial assessment to be undertaken.

4. LEGAL IMPLICATIONS

There are no immediate legal implications arising from the introduction of the strategy. However, legal issues may arise in due course in connection with aspects of the strategy's implementation and legal advice should be sought at that time, as appropriate.

5. CLIENT GROUP

All children and young people.

6. IMPACT ON EQUALITIES ISSUES

7. OUTCOMES AND PRIORITIES AFFECTED

Priority – To nurture and support strong, healthy families by;
– tackling childhood obesity

Priority – To increase children and young people's emotional resilience and the maturity of their decision making aiming to;
– reduce the incidence and impact of bullying, and to divert children and young people from anti-social and offending behaviour

8. CONTACT DETAILS

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**A Physical Activity, PE and Sport
Strategy for Children and Young
People in Nottingham
2010-2013**

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Foreword

INSPIRE

SUSTAIN

ACHIEVE

I am delighted to commend this very important strategy to everyone involved in the provision of physical activity, PE and sport in the City and I would like to thank everyone who contributed to its development.

The strategy will contribute significantly to a number of priorities of the Sustainable Communities Strategy –

- *Develop Nottingham's international standing for science, sports and culture*
- *Ensure that all children and young people thrive and grow up to achieve in education, training and employment*
- *Improve health and wellbeing*

Realisation of these ambitions will depend on partnership working across all agencies and partners in the City delivering physical activity, physical education and sport for children and young people. There has been a long history of excellent provision in the City and this strategy looks to bring coherence and alignment to previously fragmented ways of working.

The strategy focuses on the needs of children and young people under 19 years so that they have access to a range of high quality and accessible physical activity, PE and sport.

The strategy is Nottingham's response to the 5 hour offer to ensure that every child will have access to 5 hours of physical activity, PE and sport (2 hours curriculum and 3 hours extra curricular).

It is important that we secure universal provision for all children and young people but also provide for specific target groups to realise the vision of this strategy. We need to ensure that all children and young people are encouraged and motivated to become active and for those with the aptitude and interest to become successful in their chosen area.

As with all of our work we need to include the involvement of children and young people in the implementation and review of this strategy.

Physical activity, PE and sport have so much to offer our young people and this strategy will allow us all to work together to deliver the very best.



David Mellen

Portfolio Holder for Children's Services.

1. Introduction

This Strategy has been developed with key agencies in the City of Nottingham and is based on consultation with children and young people. The Physical Activity, PE and Sport Strategy for Children and Young People in the City of Nottingham is about a new way of working, ensuring greater coordination, communication and partnership delivery for the benefit of all children and young people. It seeks to inspire all children and young people to lead more active, healthier and successful lives, through lifelong participation and achievement in physical activity, physical education and sport.

Purpose of the Strategy

The Strategy will seek to influence the existing and future work of organisations in the City delivering physical activity, physical education and sport for under 19s through:

- being fully inclusive; involving all partners and integrating the services for children and young people
- responding to the needs of children, young people, parents and carers
- providing a co-ordinated approach to the delivery of the “five hour offer” for children and young people in Nottingham
- defining clear roles and responsibilities for all sectors, identifying the lead organisations and individuals who will be key to the implementation
- co-ordinating provision and funding, providing efficient use of resources and value for money
- identifying clear pathways for effective networking and coordination
- creating sustainable structures for participation by children and young people
- allowing coordinated ways of identifying need.

The Strategy will be a live document with coordinated action plans being developed, implemented and reviewed up to 2013.

Outcomes for children and young people in Nottingham

The delivery of sport and physical activity for under 19s has historically been fragmented, with each agency working independently towards delivering their respective strategies and development plans. These agencies have now recognised the need for one cohesive Strategy to provide a clear framework for all future work and provision relating to the five hour offer and improving the health and wellbeing of all children and young people in the City.

The agencies are committed to the delivery of this Strategy and a number of desired outcomes have been identified for children and young people by 2013, which will include:

- 68,400 children and young people will have access to five hours of physical activity, PE and / or sport per week.
- There will be increased and sustained participation in physical activity, PE and sport by under 19s.
- There will be a halt in the rise of childhood obesity in the City by 2010/11, with an aim to reduce it thereafter.
- There will be a marked improvement in the emotional health and well being of children and young people in Nottingham.
- There will be improved targeted provision to ensure children and young people from specific groups, for example disabled young people, Black and Minority Ethnic (BME) communities, looked after children and young females, through the coordination and delivery of targeted and specialist provision have the same opportunities.

- There will be an increase in the number of children and young people becoming members / participants in community sports clubs / activities to 30% by 2013.
- There will be a trained and skilled workforce in the City supporting children and young people, in all settings, to access physical activity, PE and sport opportunities and support them to achieve their potential in their chosen activity.
- There will be improved quality and accessibility of school and community sports facilities for all children and young people in the City to take part in their chosen activities.
- There will be improved communication and PR for children, young people and their families and carers regarding the opportunities available in the City.
- The opportunities brought by the London 2012 Games and Paralympic Games will be maximised for the young people of Nottingham and will act as a mechanism to increase participation in physical activity, PE and sport.

Specific targets will be developed and promoted as the action plans are developed by agencies working collaboratively.

2. Vision, principles and aims

Vision

All children and young people to participate in high quality physical activity, PE and sport through opportunities that inspire, raise aspirations, sustain participation and support achievement.

“Better Health. Better Sport. Better Lives.”

Principles

The delivery of the Strategy is underpinned by a range of principles agreed by the key agencies:

Principles:	The Strategy should enable children and young people to:
High quality provision	access enjoyable, high quality experiences
Range of opportunities	access an appropriate range of opportunities for participation and achievement in physical activity, PE and sport, targeting both young people and activities provided for families
Early intervention	access activities that can reduce the number of specialist interventions and help prevent inequalities developing
Equality of opportunities	access opportunities regardless of age, gender, ability, ethnic background or level of deprivation
Promote inclusion	receive the necessary support to enable them to access mainstream provision
Accessible	access low cost / free provision where appropriate
Good range of quality information	receive information and signposting on all opportunities – so that all know what they can do and where to participate
Local provision	access appropriate quality opportunities within their local area
Safe	be safe and secure
Fulfil potential	move onto a progression pathway in order to achieve their full potential within physical activity, PE and sport
Engagement of young people	be empowered, inspired and fully engaged in all activities including the development and delivery where appropriate
Confidence	create and maintain a positive self image
Involvement of young people and parents / carers	be involved, together with parents and carers, and contribute to the development of the Strategy and its implementation at all levels, particularly decisions on interventions and annual action plans

Three strategic aims

Three strategic aims have been identified by partners for this Strategy:

1. **Inspire** - To inspire more children and young people to become active, providing high quality physical activity, PE and sport opportunities
2. **Sustain** - To develop, increase and sustain the involvement of children and young people in physical activity, PE and sport, promoting lifelong participation
3. **Achieve** - To help children and young people to achieve their potential through raising standards of performance and developing pathways to success.

Cross cutting themes

The themes that underpin the three strategic aims and contribute to all objectives and work areas include:

Workforce development: to create, expand, maintain and support a workforce (in quantity, quality and availability) in physical activity, PE and sport, including development of leaders, coaches, instructors, volunteers, officials and administrators, and ongoing professional development for teachers.

Facilities: develop more and improved places for physical activity, PE and sport activities, and seek to maximise use of existing facilities in order that they are available to a wider range of groups for a greater period of time, with the emphasis on local area delivery. This element links to Building Schools for the Future (BSF) developments and the recommendations of the Open Space, Sport and Recreation Study.

2012: to develop a legacy from the 2012 Olympic Games and Paralympic Games, so that all children and young people have the opportunity for continued participation in new opportunities created by the Games.

Communication: to ensure all parents, carers, children, young people and communities are fully aware of the physical activity and sports opportunities available to them in the City. To create an accessible communication tool that will allow the sharing of information between partners.

The vision, principles and aims of the Children and Young People's Physical Activity, PE and Sport Strategy is illustrated as follows:

- Principles:
- High quality
- Range and equality of opportunities
- Safe, accessible and local provision
- Involvement of young people, parents and carers
- Quality of

All children and young people to participate in high quality physical activity, PE and sport and create opportunities that inspire, raise aspirations, sustain participation and support achievement

"Better Health. Better Sport. Better Lives."

From Inactive to Active

From Active to **Very Active or Sporty**

From **Very Active / Sporty** to **Successful**

Strategic Aim 1: INSPIRE

To inspire more children and young people to become active, providing high quality physical activity, PE and sport opportunities

Strategic Aim 2: SUSTAIN

To develop, increase and sustain the involvement of children and young people in physical activity, PE and sport, promoting lifelong participation

Strategic Aim 3: ACHIEVE

To help children and young people to achieve their potential through raising standards of performance and developing pathways to success

Summary of priorities – inspire to sustain:

- Halt the rise in childhood obesity and reduce inactivity
- Improve the health & well being of all children and young people through quality physical activity and sport offer
- To provide two hours of high quality PE and sustain involvement across all Key Stages
- To provide effective links from physical activity, PE and sport in schools to club and community

Summary of priorities – sustain to achieve:

- Strengthen the sporting structures in after school, community and club settings
- Identify opportunities for young people to achieve in their chosen activity
- Identify, support and signpost talented young sports people into progression pathways
- Create pathways through training and competition to allow young people to reach their potential

Example work programmes:

PA: MEND, Healthy Children Centres, Active Families, Active Schools, Go 4 It, Holiday Programmes

PE: 2hr HQ PE, Lunchtime Clubs, School-club links

Sport: Holiday programmes, Leisure Centre taster

Example work programmes:

PA: Physical Activity Festivals

PE: G&T schemes, academic achievement

Sport: NGB talent programmes, Competition Managers, Professional Club Academies

COACHING AND WORKFORCE DEVELOPMENT

FACILITY DEVELOPMENT INCLUDING BSF, SPORTS FACILITY PLANNING AND OPEN SPACE STRATEGY

2012 LEGACY PLANNING

COMMUNICATION

3. Roles and responsibilities

All these organisations need to communicate and work together if the outcomes are to be achieved:

Nottinghamshire County Council and the County Sport Partnership, Sport Nottinghamshire:

Support and co-ordination of cross boundary programmes including coach and club development and specific funding programmes such as Sport Unlimited. Promotion of the Play Sport / Fundamentals programme: linking with SSPs to deliver in schools and with ACDOs to deliver in local communities. Support to the City's SDOs relating to club development: advice and guidance, and lead responsibility for working with NGBs in the City on player pathways and links to competition programme through the Senior Competition Manager and the Competition Managers team. Undertake the coordination of the City and county management information systems.

Nottingham City Council

Via Children's Services the Council ensures the quality provision of PE in the curriculum and supports schools to achieve this. Support to the SSPs to deliver on PESSYP priorities. The Council delivers a range of programmes on the school site and in community settings before, during and after the school day to attract the interest of children during term time and holidays. Ensure all volunteers and coaches working in schools and community settings are accredited and appropriately qualified.

Via Community and Culture, the Council ensures the delivery of physical activity, sport, and informal recreation in the community - during term time and holidays. This includes programmes to develop clubs, provision in leisure centres, marketing and promotion of opportunities. Leads on club development programmes, workforce and coach development, hosting of events. Ensures the infrastructure is in place to meet the growing number of children and young people moving from after school and holiday provision into more formal club and community sports provision.

School Sports Partnerships: lead on delivery of the PESSYP strategy in terms of provision of high quality PE in the curriculum. Responsible for increasing the number of schools delivering 2 hours HQPE. They deliver a range of programmes on the school site before, during and after the school day - helping children progress to after school clubs.

They play a role in identifying demand for further opportunities / sport in community settings and signposting children and young people towards appropriate opportunities. They identify talented children and work with NGBs to provide / create appropriate pathways. Through the Competition Managers, they provide a calendar of competition for children at all Key Stages.

They ensure all volunteers and coaches working in schools are accredited and appropriately qualified; contributing to the work of the LDA and coach development group to identify and support people working in schools

NGBs: Lead on sports specific planning and development, including club development and coaching, identification of talent leading to representation and performance at higher levels. Fund the development of the specific sport through the whole sport strategic plan. Involved in research to advise elite athletes and lead on the communication of the priorities within the sports specific plan to other partners.

NHS Nottingham City: planning and working jointly with a range of agencies on defining priorities for health. Lead on the development and implementation of initiatives to address health inequalities and reduce inactivity, resulting in a halt in the rise of childhood obesity. To undertake research relating to demographic analysis & planning relating to obesity.

Further Education: provision of academic and vocational courses, creation of opportunities to continue participation. Three main objectives through the FESCO programme: participation, leadership & volunteering, and competitive opportunities.

Health Providers: provision of a range of health services including GPs, physios, community delivery, health trainers, guidance, cardio rehab and other exercise related programmes, advice and full range of health services. Work with other direct providers on initiatives such as health walks, GP referral schemes & healthy workplaces

Professional Clubs: delivery of specific programmes as part of NGB plans. Support for objectives through provision of coaching and playing opportunities at all ages.

Voluntary Sector and Community Clubs: Provide coaching, regular playing opportunities, facilities and services to support physical activity and sport provision.

Nottingham Play Partnership: Responsible for the implementation and review of the City's Play Strategy.

Private Sector: Provide facilities and services to support physical activity and sport provision.

National agencies such as Sport England, the Youth Sport Trust and UK Sport: providing the national policy context for physical activity, PE and sport. Sport England's focus is on growing and sustaining participation and creating opportunities for people to excel at their chosen sport. UK Sport has responsibility for elite athletes, and the YST has responsibility for PE and school sport.

4. Objectives and priorities

The departments and agencies involved in developing this Strategy have agreed a set of measurable objectives for Nottingham, against which further detailed action plans will be developed by a Lead Officer and nominated officers and agencies.

Each objective has a role to play in delivering the strategic aims of this framework.

‘Inspire to sustain’ looks at those objectives which move children and young people from inactivity to sustained participation.

‘Sustain to achieve’ includes objectives aimed at promoting lifelong involvement, strengthening club and community structures, and supporting children and young people to achieve their potential:

Inspire to Sustain

This element of the Strategy seeks to implement the “inspire” and “sustain” strategic aims:

- To inspire more children and young people to become active, providing high quality physical activity, PE and sport opportunities
- To develop, increase and sustain the involvement of children and young people in physical activity, PE and sport, promoting lifelong participation

The priorities are:

- Decreasing the number of inactive children (through work with children and their families)
- Halting the rise in childhood obesity
- Provision for 0-5 year olds in pre-school settings
- Provision relating to the PE curriculum
- Ensuring a range of physical activity and sport opportunities:
 - ~ on school sites outside school hours
 - ~ moving to voluntary and community settings.

ID	Objective	National indicator / PASS Strategy references	Strategy Group Member responsible	Lead Officer, Department or organisation	Partners	How measured
IS1	Increase the engagement and activity levels of all inactive children, young people and their families in physical activity in all settings	NI55, NI56 NI88 PASS P2.1 PASS P2.3	Director of Targeted Services	Head of Targeted Services 8-13	Targeted Services 14-19 and 0-7; ACDOs; EIP / Extended Services; NHS Nottingham City; voluntary groups	PESSYP Annual Survey; Play Strategy data
IS2	Halt the rise in childhood obesity through increased participation in universal, targeted and specialist physical activity provision	NI55, NI56 PASS P2.2 CYPP4	NHS Nottingham City	NHS Nottingham; Child Healthy Strategy Group	Curriculum Services – Healthy Schools; ACDOs / SDOs; EIPs / Extended Services; Targeted Services	Childhood Obesity Measurement Programme (NHS data)
IS3	Increase levels of participation by pre-school children / early years		Director of Targeted Services	Head of Targeted Services 0-7	ACDOs, voluntary groups	Play Strategy data
IS4	All schools (primary and secondary) to provide access to two hours high quality PE each week, inspiring all pupils across the Key Stages to participate in PE	NI57	Director Schools and Early Years	Head of Curriculum Services / School Sport Partnerships	The LDA; SSCOs and PLTs and schools	PESSYP Annual Survey

ID	Objective	National indicator / PASS Strategy references	Strategy Group Member responsible	Lead Officer, Department or organisation	Partners	How measured
IS5	Ensure high quality and safe delivery of curriculum PE in all schools in the City	NI57	Director of Schools and Early Years	Head of Curriculum Services LDA	SSPs	OFSTED report
IS6	Ensure positive transition across all Key Stages	NI57	Director of Schools and Early Years	Head of Curriculum Services 2 SSPs	Schools	PESSYP Annual Survey
IS7	Increase the variety and range of opportunities delivered within curriculum PE	NI57	Director of Schools and Early Years	Head of Curriculum Services 2 SSPs	Schools	PESSYP Annual Survey
IS8	Increase the engagement of and participation by inactive children and young people in sport within education settings outside the curriculum	NI57	Director of Targeted Services	Head of Curriculum Services SSPs	Extended Schools; Youth Services; SSCOs; Leisure Centres; FESCos	PESSYP Annual Survey
IS9	Increase and sustain participation by all children and young people through universal and targeted physical activity and sports provision moving from school to community based settings	NI110 PASS P2.4	Director of Sport, Leisure and Parks and Director of Schools and Early Years	Head of Sport and Leisure Centres and Head of Curriculum Services	EIP / Extended Services; Sports Clubs; NGBs; Voluntary Sector	PESSYP Annual Survey U16s Leisure Card analysis

Sustain to Achieve

This element of the Strategy seeks to implement the “sustain” and “achieve” strategic aims:

- To develop, increase and sustain the involvement of children and young people in physical activity, PE and sport, promoting lifelong participation
- To help children and young people to achieve their potential through raising standards of performance and developing pathways to success

The priorities are:

- Sustained activity in clubs and community settings
- Stronger, high quality clubs
- Higher attainment in PE
- Greater opportunities to achieve in a range of informal and non traditional physical activity
- Identification of talent
- Opportunities for competition.

ID	Objective	National indicator / PASS Strategy references	Strategy Group Member responsible	Lead Officer, Department or organisation	Partners	How measured
SA1	Increase the number of children and young people regularly attending more formal club and community sports provision	NI110	Director of Sport, Leisure and Parks and Director of Schools and Early Years	Head of Sport and Leisure Centres and Head of Curriculum Services	EIPs / Extended Services; NGBs; SSPs	PESSYP Annual Survey; NGB data through whole sport plans
SA2	Increase the quantity of high quality, accredited clubs to ensure an infrastructure is in place to support growing interest and talent in different sports		Director of Sport, Leisure and Parks	Head of Sport and Leisure Centres	NGBs; EIPs / Extended Services; Sports clubs; County Council sports development team	Club database established and monitored

ID	Objective	National indicator / PASS Strategy references	Strategy Group Member responsible	Lead Officer, Department or organisation	Partners	How measured
SA3	Develop / broaden the offer and range of opportunities relating to personal attainment, setting goals and personal development in physical activity	NI110	Director of Targeted Services	Head of Targeted Services	Sports Development; Curriculum Services; EIPs / Extended Services	Data from youth clubs
SA4	Increase the take up, attainment and outcomes of accredited PE and sport related qualifications	CYPP11 CYPP12	Director of Schools and Early Years	Head of Curriculum Services 2 SSPs	Heads of PE	Exam data
SA5	Raise levels of attainment for all young people in curriculum PE	CYPP11 CYPP12	Director of Schools and Early Years	Head of Curriculum Services LDA	Schools / Heads of PE	Exam data
SA6	Identify and actively support and develop talented performers	PASS P1.1	Director of Schools and Early Years	Head of Curriculum Services 2 SSPs	Schools; Trent University; South Notts College; Sports Dev; NGBs; Professional Clubs; sports clubs; EIPs / Extended Services	Percentage of pupils registered as G&T for PE and or sport
SA7	Develop and implement a coordinated competition frameworks and calendars implemented in the City allowing pathway from local, county, regional to national competitions	NI57	Director of Schools and Early Years	Head of Curriculum Services with 2 SSPs and Competition Managers	NGBs; SSAs; Sports Clubs; Senior Competition Manager	PESSYP Annual Survey

Underpinning the three strategic aims are four cross cutting themes identified by partners. In order to achieve the aims of the Physical Activity, PE and Sport Strategy for Children and Young People in Nottingham there is a need for:

- a trained and skilled workforce to support the development and implementation of physical activity, PE and sport activities both within and outside of the curriculum
- improved quantity, quality and accessibility of places for children and young people to participate in physical activity, PE and sport
- accessible information for children, young people, parents, carers and providers
- partners to maximise the opportunities that the London 2012 Olympic Games and Paralympic Games offer children and young people across physical activity, PE and sport.

A series of objectives have been identified for each of these cross cutting themes as follows:

Workforce development

ID	Objective	Lead Officer, Department or organisation
WD1	Increase the number of qualified sport coaches working with children and young people in the City	Head of Sport and Leisure Centres
WD2	Support the learning and development of qualified coaches through mentoring and professional development	Head of Sport and Leisure Centres
WD3	To improve the quality of teaching and learning in the curriculum	The LDA
WD4	Increase the number of qualified leaders and instructors to lead physical activities for children and young people in the City	SSPs
WD5	Increase the number of trained front line staff across services working with children to promote/facilitate physical activity	Head of Targeted Services
WD6	To support and improve provision through adults supporting learning and sports coaches working in schools	The LDA
WD7	Increase the number of young people achieving volunteering and sports leaders awards in the City	School Sports Partnerships
WD8	Increase the number of young people volunteering in sport and physical activity	School Sports Partnerships

Facilities

ID	Objective	Lead Officer, Dept or organisation
Fac1	Improve community access to educational facilities	Curriculum Services / Schools
Fac2	Improve and maximise access to community facilities for sport and physical activity for children and young people	Head of Sport and Leisure Centres
Fac3	Ensure the opportunities presented by the Building Schools for the Future programme are maximised for sport and physical activity facility provision	PE and Sport Stakeholder Group
Fac4	Increase the quantity, quality and accessibility of outdoor sports facilities in line with the recommendations within the PPG17 Open Space, Sport and Recreation Strategy and Playing Pitch Strategy	Head of Sport and Leisure Centres
Fac5	Increase the quantity, range of equipment, quality and accessibility of play facilities, parks and open spaces for children and young people (with their input) in line with the recommendations within the PPG17 Open Space, Sport and Recreation Strategy and Playing Pitch Strategy	Head of Sport and Leisure Centres

2012 Opportunities

ID	Objective	Lead Officer, Dept or organisation
2012 A	To meet the demand for activities that will be created by the 2012 Games	2012 Strategy Working Group
2012 B	To use the opportunities presented by the London 2012 Games to promote physical activity and sport to inactive children and young people	
2012 C	To use the opportunities presented by the London 2012 Games to sustain activities delivered through this Strategy	
2012 D	To use the London 2012 Games to raise the profile of volunteering and leadership opportunities	

Communication

ID	Objective	Lead Officer, Dept or organisation
Comm1	To develop and implement a communication tool for all partners to share information on programmes, resources, funding, advertising opportunities - reducing duplication of effort and increasing signposting of activities to children and young people	Strategy Group or posts identified by The Group
Comm2	To develop a coordinated approach, across Council departments and with partners within the City, to the marketing and PR of activities available for children and young people	
Comm3	To identify protocols for communication for all partners to sign up to and adhere to	

5. Governance and implementation of the Strategy

Governance

Overall responsibility for this Strategy is with the Physical Activity, PE and Sport Strategy Group. The Strategy Group is representative of:

- Director of Schools and Early Years
- Director of Sport, Leisure and Parks
- Director of Targeted Services
- Head of Curriculum Services
- Head of Sport and Leisure Centres
- NHS Nottingham representative
- Head teachers from Ellis Guilford and Farnborough Schools – School Sport Partnership hub schools
- County Sport Partnership representative

The Strategy Group will be linked to the governance arrangements of One Nottingham and the Nottingham Children's Partnership Board and also with the Community Sport Network and County co-ordination as shown in the diagram on the following page.

The Nottingham Children's Partnership Board has been established in response to the national Every Child Matters agenda. The Board is responsible for overseeing all services for children, young people and families in the City. It acts as the Children's Trust for Nottingham and is a local partnership that brings together a variety of organisations, which work in collaboration in order to improve children's lives and to deliver the best possible services for families.

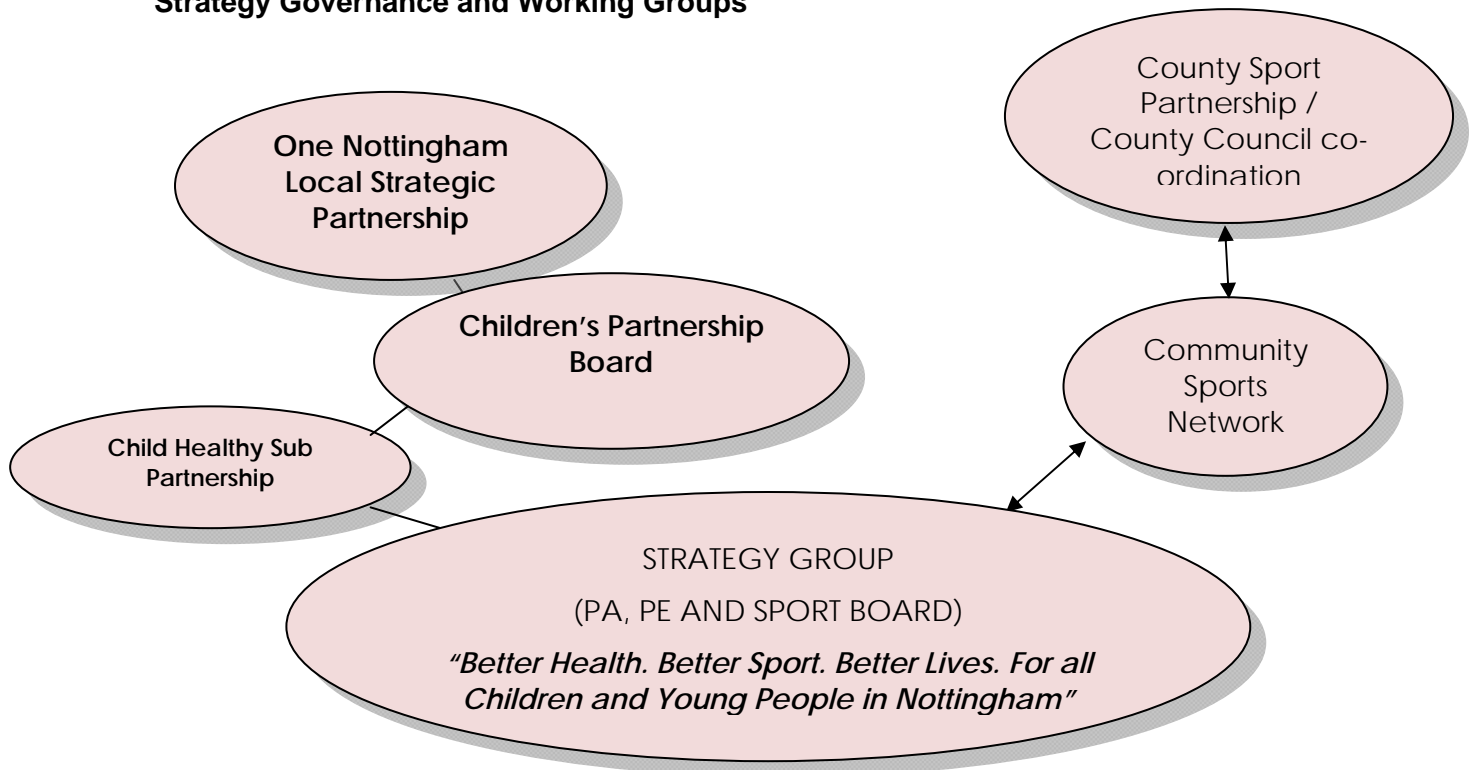
The Strategy becomes part of the Children and Young People's Plan, with the implementation structure for this Strategy forming the "children and young people arm" of the Community Sport Network.

The principles underpinning the implementation of this Strategy will be:

- clear rules of engagement – protocols for communication
- agreed roles and responsibilities by partners across public, private and voluntary sectors
- trust, respect and full communication amongst partners
- clarity and effective working partnerships
- performance management mechanisms by which all can measure progress / success
- full audit and mapping of activity, with results shared across partners
- local area working
- a coordinated approach to funding bids and sharing resources.

The Strategy Group will oversee and take reports from a series of Lead Officers and a series of working groups. The diagram on the next page shows how the Strategy Group will oversee a series of working groups.

Strategy Governance and Working Groups



Inspire

Sustain

Achieve

Standing Multi Agency Working Groups for the first year: meet termly

School – club links and moving to community sport (IS8 and IS9)

Reducing inactivity (IS1) Holiday and out of hours provision

HQ PE and Sport (LDA)

Coach development & accreditation (WD1 and WD2)
Club Development (SA2)

BSF - PE and Sport Stakeholder Group

2012 legacy planning

Neighbourhood Working (through Neighbourhood Management teams, Active Community Development Officers, Extended Schools Coordinators, EIP managers and SSCos)

Implementation: partnership working

A series of annual conferences / networking / celebration events will be held annually, to share and celebrate good practice, and allow people from different organisations to meet and share ideas around the three strategic aims:

- Inspire
- Sustain
- Achieve.

To contribute to these annual events, it is important that there is cross departmental and multi agency working. This multi agency working will take place through a number of methods:

- lead officers for the objectives will draw together individuals and groups to discuss specific projects and plans
- a variety of ad hoc “task and finish” implementation groups to achieve specific objectives
- in some cases, there will be a need for regular working groups to lead on specific elements of the Strategy.

The working groups for the first year of the strategy are described in the table below. The purpose of these groups will be:

- to audit current activity and providers
- to co-ordinate activity
- to reduce duplication and fill gaps in provision
- to ensure joint planning between departments and providers
- to ensure sharing of information
- to ensure efficient use of resources
- to make joint funding bids for external funding

For each of the groups there will be a lead person who will be responsible for the objective(s) as a whole. It will be this person’s responsibility to pull together the contributing agencies to draw up an action plan and then meet again as and when necessary according to the tasks within the action plan.

Within each objective, the contributing agencies will need to agree who is responsible for specific tasks and actions within the plan.

The purpose and remit of the different groups are summarised as follows:

	Group / meeting	Purpose and frequency	Scope / type of activity covered	Members
Strategic Group	Overall Strategy Group	<p>Meet Quarterly</p> <ul style="list-style-type: none"> • advocacy role • provide strategic steer • overall identification / sharing of resources • coordinated approach to communication and PR • review priorities and achievements • link to National Indicators and reporting 	Total Strategy scope. Take reports from groups and make decisions regarding funding and resources.	Representatives from City Council, CSP / County Council, NHS Nottingham City and SSPs
Strategy updates / network groups	Inspire	<p>Meet Annually</p> <ul style="list-style-type: none"> • to share information / good practice • to celebrate achievement 	All activities that seek to provide first experiences of PA, PE and sport and involve and inspire children and young people	All
	Sustain	<ul style="list-style-type: none"> • discuss new developments • to review Strategy and priorities • to act as networking and information session 	All activities that are provided on an ongoing basis for social, health, well-being, recreational or sporting reasons, and that seek to involve young people in coaching and leadership opportunities, and that aim to improve structures for sport and PA	
	Achieve		All activities that seek to raise performance – e.g. higher level academic courses, coached sport, talent id and development programmes	

	Group / meeting	Purpose and frequency	Scope / type of activity covered	Members
Working groups	Established by lead officers to achieve each objective	<p>Meet Termly</p> <ul style="list-style-type: none"> to audit current activity and providers to co-ordinate activity to reduce duplication and fill gaps in provision joint planning between departments and providers to ensure sharing of information to ensure efficient use of resources to make joint funding bids for external funding 	<p>Recommended groups for the first year:</p> <ul style="list-style-type: none"> Reducing Inactivity: to include City wide programme of inclusive physical activity and sport and co-ordinated school holiday programme Coach and Club Development: to include establishing a club database and putting in place a programme of support to clubs and club accreditation. Establish a coach database and increasing the quantity and quality of coaches working in the City High Quality PE: the LDA should continue to implement its strategic plan covering PE in the curriculum School-Club Links: this group would cover both the activities on education sites (schools and colleges) established by SSPs after school, and signposting these children into club and community settings, supported by Sports Development BSF PE and Sport Stakeholder Group: Not to focus on facilities but how the potential developments can help to implement transformational change in learning, 5 hour offer objectives, LAA priorities and extended schools 2012 legacy planning: contributing to County wide planning for 2012 	Lead person for each objective to form group containing members across relevant departments and organisations

Implementation: physical activity, PE and Sport leadership and coordinator role

To ensure the implementation of the Strategy, in addition to the Strategy Group and working groups, it is essential that responsibility to drive things forward is in the form of a dedicated role(s) known to all key partners. The vital functions to be undertaken are:

- drive the implementation of the Strategy and work to ensure tasks and responsibilities are embedded within Officers and partners
- support and facilitate the Strategy Group
- co-ordinate delivery across a range of settings and providers, facilitating joint working and communication
- ensure maximum use of all available resources, internal and external, to achieve increased participation and achievement for all children and young people
- improve the management and delivery of all PA, PE and Sport programmes through establishing and supporting cross-departmental working groups and annual action plans
- drive and co-ordinate the collection and interpretation of data, including setting baselines where they do not exist
- maximise funding and prepare funding bids
- devise and implement an effective monitoring and evaluation framework so that all providers within the City can measure progress in a clear and consistent manner.

This role will be the central point of communication and will establish cross-departmental and multi agency working groups where appropriate.

As an interim position the Strategy will be driven forward using existing officers co-ordinated by the Sport, Outdoor Learning and Sustainability Development Manager.

Performance Monitoring

A performance management framework will be developed, which will identify specific targets within each of the action plans. Baseline information is available for much of the work, but will need to be developed for some areas. The evaluation of the Strategy will be led by the Strategy Group who will establish systems for the collection of data where it does not already exist. Priorities for this data collection will be:

- number of inactive children and young people who take up and are retained in activity
- number of children and young people currently accessing informal activities in a range of community settings
- number of children and young people accessing sports clubs in the City
- number and qualifications of qualified sports coaches and physical activity leaders
- evaluating different existing data sets: from PESSYP, NHS Nottingham, Leisure Centres, play settings, youth clubs and other providers, to establish where there are gaps in the information and priorities for future provision
- collate this data to form a co-ordinated data set for the Strategy, so that all partners are working to the same baselines.

Annex A: Strategic context

National context

There are a number of national, regional and local strategies and policies which have influenced this Strategy.

The three main areas of government policy which set the context for the Strategy are:

- **Every Child Matters:** national outcomes (Be Healthy, Stay Safe, Enjoy and Achieve, Make a Positive Contribution, Achieve Economic Well Being) and cohesive planning through multi agency collaboration – delivered in Nottingham through the Children’s Trust.
- **Policy relating to PE and Sport:** in particular The PE and Sport Strategy for Young People (PESSYP) and the Five Hour Offer, the 2008-11 Sport England Strategy, and preparation for the 2012 London Olympic Games.
- **Be Active, Be Healthy:** a new framework for the delivery of physical activity alongside sport, as an approach to getting 2 more million people more active by 2012 and to ensure a lasting legacy from the 2012 London Games.

The following strategies have also shaped the vision, strategic aims and objectives for the Physical Activity, PE and Sport Strategy for Children and Young People in Nottingham 2009-2013:

National strategies and policies:

Choosing Health – Dept of Health 2004
Choosing Activity – Dept of Health 2005
Healthy Weight, Healthy Lives - Dept of Health 2008
Be Active Be Healthy - Dept of Health 2009
Every Child Matters and The Next Steps - 2004
Youth Matters (building on Every Child Matters) 2005
PE and Sport Strategy for Young People (PESSYP) – DCSF 2008
Sport England Strategy 2008-2011
National Healthy Schools Programme
Positive Activities: Aiming High 2007
National Governing Bodies – Whole Sport Plans

Regional and Sub Regional strategies and policies:

Sport England – Change4Sport 2004 -2008
East Midlands Strategy for the 2012 Olympic Games – 2007
Creating a Regional 2012 Action Plan for Children and Young people - EMDA
A Vision for Nottinghamshire the Sporting County 2006 – Sport Nottinghamshire
2012 Strategy for Nottinghamshire

Local strategies and policies:

One Nottingham - One Plan
Nottingham’s Sustainable Community Strategy
Nottingham City Local Area Agreement
Nottingham Children and Young People’s Plan
Physical Activity and Sport Strategy - NCC 2008
Nottingham Play - A Strategy for a Playful City
Breathing Spaces - NCC 2007 -2017
Child Obesity Strategy 2008
School Sport Partnership EPDs
LDA Strategic Plan
Individual School and Sports College Plans
Neighbourhood Area Action Plans

Local context

The development of this Strategy has been guided by One Nottingham's 20 year vision for the City of Nottingham; Go ahead Nottingham: Safe, clean, ambitious and proud.

Nottingham aims to be one of Europe's top ten cities for science and innovation, sport and culture whilst at the same time giving all children and young people the best start in life. Children and young people feature heavily in Nottingham City's Sustainable Community Strategy which highlights its priorities include that all children and young people have the opportunity to thrive and achieve. The Physical Activity, PE and Sport Strategy for Children and Young People seeks to assist Nottingham in realizing these ambitions through a coordinated approach to the delivery of physical activity, PE and sport from early years through to 19 year olds.

The Strategy also provides a strong link to the City's Children and Young People's Plan, the City's Physical Activity and Sport Strategy (PASS) and the Child Obesity Strategy. It will become part of the Children and Young People's Plan and will focus specifically on activities to encourage children and young people to lead active lifestyles, become physically active and get involved in sport at all levels – primarily focussed on the "Be Healthy" outcome of Every Child Matters. The Strategy aligns closely with the PASS and will look to deliver those elements of the PASS which relate to children and young people. Whilst the Strategy looks to address obesity issues amongst children and young people through a range of specific objectives.

Local strategic context



Partnership working

The success of the implementation of this Strategy lies with the City Council and partner agencies, existing and new, within the City. This Strategy provides a framework to help

partners to work more effectively together to provide greater opportunities for all children and young people. .

Council departments	Partner agencies within the City
<p>Children’s Services:</p> <ul style="list-style-type: none"> • Curriculum Services • Targeted Services 0 -7 • Targeted Services 8 -13 including Extended Services core team • Targeted Services 14-19 <p>Community and Culture:</p> <ul style="list-style-type: none"> • Sport and Leisure Centres • Parks and Open Spaces • Local Communities 	<p>NHS Nottingham City</p> <p>The 2 School Sport Partnerships in the City</p> <p>Schools, Sports Colleges and FE establishments</p> <p>Education Improvement Partnerships</p> <p>The Local Delivery Agency</p> <p>Nottingham Play Partnership</p> <p>National Governing Bodies</p> <p>Professional Sports Clubs</p> <p>Voluntary Sector including Connexions, YMCA, Castle Sport, sports clubs and youth clubs and school sports associations</p> <p>Private sector clubs and coaching companies</p>

Annex B: The City of Nottingham

Physical activity and sport for the children and young people of Nottingham

Nottingham is one of the UK's largest and most important cities. Nottingham is recognised as a centre for learning, with two leading Universities drawing students from afar. The City is also well known as a city of sport, staging international sporting events and home to well established sports clubs and current and aspiring athletes. Representing Team GB for Beijing 2008 there were a number of local athletes competing and achieving in canoeing and kayaking, gymnastics, badminton, swimming, athletics and hockey.

Within the City there is a wide variety of physical activity, play and sporting programmes and initiatives to engage children and young people. Each has a role to play in terms of improving the quality of life for the under 19s. Some address the social inclusion agenda, some health and mental wellbeing, some lifelong learning and some community cohesion. In essence physical activity and sport can contribute to a wide range of agendas. Although there is more to do, there are some significant developments and initiatives already being implemented in the City

To support early years One Nottingham has a series of Early Interventions Projects. This includes a number of different projects to allow young children a positive start in life. One of these linked to physical activity and sport is Active Families – an initiative which uses physical activity and sport to contribute to halting the rise in obesity and reduce health inequalities. The project is focused on areas of the City with have the lowest participation of sport and active recreation and the highest child obesity rates.

For under 16s the City provides free swimming, with 11,875 children benefiting in the 3 month period January to March 2009. The Zone Programme offers holiday activities for children and young people, aged 5 to 15 years - a comprehensive package of sport and physical activities. The Coaching Zone offers qualified sports coaching for school aged children during the school holidays.

Go 4 It!, developed through a partnership with NHS Nottingham City, Notts County in the Community and the University of Nottingham has implemented a referral scheme designed specifically for children 5 - 13 years in the City who want to control their weight supporting the active lifestyles targets.

The City is one of a number Play Pathfinders schemes in the country. With £1.5 million to invest in children's play facilities the young people of Nottingham will see significant improvements to the playground provision in the City by 2010 and provide exciting opportunities for active outdoors play. In addition the City received just under £900K from the Big Lottery Fund's Play Programme to further develop the play opportunities for children in Nottingham.

Academies and Centres of Excellence in football, cricket, rugby and tennis are being developed across the City providing fantastic opportunities for the young people of Nottingham.

Local areas and Demographics

Much of the activity takes place at a localised level and the City is made up of 20 wards and is further divided currently into 9 distinct neighbourhood areas.

The main influencing demographics of the City include:

- a population of 288,700, of which 68,400 are under 19 years of age¹
- 16,900 under 5's, 28,600 5 – 14 years of age and 22,900 15-19 years of age

¹ 2007 ONS Mid Year Estimate

- the highest proportion of under 19s are within neighbourhood area 3; Aspley, Bilborough & Leen Valley (circa 13,000), with the lowest proportion of under 19s in neighbourhood area 8; Lenton & Bridge (circa 3,000). The remaining neighbourhood areas have averages ranging from 6,000 to 8,500 under 19s
- the City of Nottingham is the 13th most deprived local authority area in England
- neighbourhood areas 1 (12.1%), 3 (12.7%), 6 (13.8%) and 9 (11.6%) have higher than the City's average (11%) of not good health²
- local analysis of the figures taken from the National Childhood Obesity Measurement programme undertaken during the 2007/8 academic year suggest that in Reception (ages 4-5); 24% of boys and 21% of girls were overweight or obese; whilst in Year 6 (ages 10-11) 32% of boys and 29% of girls were overweight or obese
- the more deprived areas of Aspley & Broxtowe, Bulwell, Bestwood, Basford, Arboretum, Radford, Lenton, Abbey Estate have higher numbers of children who are overweight and obese
- on average 19% of the City's population are from BME communities, with neighbourhood areas 4, 6, 7 and 8 having a higher proportion of their populations from these communities
- the Pakistani and African Caribbean communities are the two largest BME communities in Nottingham (39% of BME population); with 2-11 year old children in these communities, apart from Pakistani girls, more likely to be obese than the general population³
- on average 33.9% of the City's 16-74 years of age population have no qualifications. Statistics show an even higher proportion of people in neighbourhood areas 1 (42.6%), 2 (41.9%), 3 (45.7%), 6 (39.8%) and 9 (43.3%) have no qualifications⁴
- synthetic estimates of sport and active recreation participation from the Sport England Active People Study (adults aged 16+ 3 x 30 minutes a week) indicate low levels of activity for adults in neighbourhood areas 1, 2, 3, 6 & 9 and with high participation in areas 4, 5 & 7
- the two School Sports Partnerships cover a total of 89 Primary and 24 Secondary Schools, with a total school population of 33,008.

Current participation in physical activity, PE and sport

The current participation levels by children and young people in the City⁵ further support the need for this Strategy - to raise the levels of children and young people participating in two hours of PE and school sport per week and three hours of sport and physical activity beyond the curriculum.

Participation in two hours of PE and school sport

84% of pupils in Nottingham schools participate in more than two hours of PE and school sport. There are variations across the individual schools and a much greater proportion of children in primary schools (97%) taking part compared to secondary schools (74%), demonstrating a significant drop off in years 10 and 11. These figures are below the 2008 national average of 90%.

² 2001 Census data

³ 2004 Health Survey for England

⁴ 2001 Census data

⁵ 2008 PESSCL Survey

Local figures indicate that only 48% of pupils are receiving two hours of PE in the curriculum, and this is a key challenge for schools, Curriculum Services and SSPs in the City.

Data collected in the 2009 survey focussed on the percentage of pupils participating in 3 hours of PE and school sport. Early (unauthorised) results from the 2009 survey indicate that 64% of primary pupils and 33% of secondary pupils participate in 3 hours of PE and school sport.

Participation in after school clubs

On average 35% of pupils in schools in the City attend after school clubs. When looking at the differences between the Key Stages a drop off is evident with 32% of secondary school pupils attending an after school club compared to 38% of primary school pupils attending after school clubs, often with more boys than girls attending clubs.

Data collected in the 2009 survey focused on the average number of clubs available in City schools. Unauthorised results suggest there is an average of 12 after school clubs per school.

Involvement of pupils in school competitions

43% of secondary school pupils and 55% of primary school pupils are taking part in intra school competitions. The figures are much lower for inter school competition with 30% of secondary school pupils and 37% of primary school pupils taking part. These figures are again below the national average of 41% for inter school competition.

Early results from the 2009 survey indicate that the % of pupils taking part in intra school competition has risen to 52% in secondary schools but fallen to 52% in primary schools. The % taking part in inter school competition has fallen to 28% for secondary schools but risen to 40% for primary schools.

Participation by pupils in community sport clubs

On average the percentage of pupils who attend a community sports club is 25%. Following the others statistics the trend shows a drop of in Key Stages 3 and 4 with only 23% of secondary school pupils attending a community club compared to 27% of primary school pupils. Once again these figures for the City are lower than the national average of 32%.

Early results from the 2009 survey indicate that the % of pupils attending a community sports club has risen to 26%.

The proportion of pupils involved in leadership and volunteering

7% of secondary school pupils and 6% of primary school pupils undertook leadership and volunteering, with a significant peak in leadership in year 10. This is significantly below the national average in 2008 for volunteering and leadership of 16%.

Early results from the 2009 survey indicate that the leadership and volunteering % remains at 7%.