

Meeting Date	7 th March 2018
Report Title	Active Lives Framework
Cabinet Member	Cllr Ken Pugh, Cabinet Member for Housing and Wellbeing
SMT Lead	Emma Wiggins, Director of Regeneration
Head of Service	Charlotte Hudson, Head of Economy and Community Services (Interim)
Lead Officer	Russell Fairman, Community Sport and Physical Activity Officer
Recommendations	1. To adopt the Active Lives Framework 2017 – 2022.

1 Purpose of Report and Executive Summary

- 1.1 This report provides Cabinet with an update on the draft Active Lives Framework 2017 – 2022 following the consultation between 1st December 2017 and 31st January 2018 and seeks approval for the adoption of the Active Lives Framework.
- 1.2 The report also highlights the work that has been developed and positive progress made against the previous Sport & Physical Activity Framework (SPAF).

2. Background

- 2.1 The 2012 SPAF “Move Ourselves” was adopted and provided a platform for Sports Development to enable and facilitate the Sport & Physical Activity sector in Swale, moving from a direct delivery partner. The reduction in staff and budget allocation initially reduced the Councils visibility but with the Sports Grants the Community Officer is able to engage, support and provide a valuable service to SPA community organisations.
- 2.2 The 2012-17 SPAF focused on six objectives and has successfully made progress against all of them. Some of the key achievements are detailed on page 5 on the draft Active Lives Framework.
- 2.3 The 2012 – 17 SPAF also had a number of targets to measure impact but due to significant changes in collection through Sport England’s Active Lives survey there are no comparable figures. However, the data that is available is documented in the revised Active Lives Framework on Page 6.
- 2.4 The new Active Lives Framework led by Cabinet Member for Housing and Health and Wellbeing was presented to SMT, Cabinet and PDRC and open to a consultation to review the proposed direction. There has been a change in the

national approach from traditional sector support to develop sport for sport sake to explore how SPA can support more active and healthier lifestyles in the wider community, demonstrated with Sport England's strategy - 'Towards an Active Nation' and the KCC Kent Sport Team's strategy of 'Towards an Active County'.

2.5 The Swale Active Lives Framework – Towards an Active Swale 2017- 2022 (attached in Appendix I) has thus been developed and focuses on the following key priorities:

- **Active You** – offering activities that are in the right places at the right time and will enable residents of all abilities to participate and challenge themselves in a supportive environment.
- **Active and Healthier Lives** - development of programmes and campaigns that help residents understand the benefit that an active life can have on their health.
- **Active Facilities** – making the best use of the facilities available in Swale including open spaces, land and water, ensuring they are as accessible and affordable as possible to encourage participation and usage.
- **Active Training** – identifies opportunities through SPA to develop activity specific skills and general learning to support the social and personal development of the volunteers delivering opportunities in Swale.
- **Active Partnerships** – ensuring the SPA infrastructure in Swale is strong with almost 300 known organisations offering activities but the cultural differences can provide barriers to partnership work, opportunities should be explored to help develop partnerships.
- **Active Promotion** – co-ordinating the promotion of the benefits of a more active lifestyle with activity at the heart of the message will raise the profile and recognition of the SPA partners.

2.6 The consultation provided support for the six priorities with minor amendments to change 'Active Learning' to 'Active Training' as it was thought at PDRC that learning linked to schools rather than support for the SPA volunteers and coaches; with 'Active Together' changing to 'Active Partnerships' to reflect combined working relationships.

2.7 PDRC also highlighted the need to raise the profile of health as part of the framework and 'Active You' and 'Active and Healthier Lives' have altered to include both physical and mental health references. 'Active Partnerships' now raises the link with Health and SPA sectors.

2.8 Progress against the delivery of this framework will be measured through Sport England's Active Lives survey which now breaks the population into 'Active' and 'Inactive' with the latter taking part in less than 30 minutes of exercise/activity a week. This is now forming the new focus for Sport England's work to address 'Inactivity' and improving 'Healthier Lifestyles' whilst continuing to support the traditional 'Sporting' Offer.

3 Proposal

2.9 To adopt Active Lives Framework – Towards an Active Swale 2017 – 2022.

4 Alternative Options

2.10 To not adopt the revised Active Lives Framework; this is not recommended as there are significant health inequalities in the borough, which SPA can have a significant impact. The framework also ensures the delivery of the Council's Sport Development function is prioritised on these areas of greatest need.

5 Consultation Undertaken or Proposed

2.11 Two consultation events in March 2017 along with an online consultation were held with the SPA sector. Internally Planning, Housing, Open Spaces and Property Services were consulted.

2.12 The draft Active Lives Framework was open to consultation between 1st December 2017 and 31st January 2018, two networking sessions were held for partners in January 2018 and it was reviewed by PDRC on the 17th January 2018.

6 Implications

Issue	Implications
Corporate Plan	The support to the Voluntary and Community Sector support the Corporate Priority, 'A Community to be Proud of'.
Financial, Resource and Property	The priorities of the Active Lives Framework will be largely delivered within the network of partners and their existing resources. Internally it will be within the current Economy and Community Services team and budgets; providing the conduit to identify and co-ordinate any external resources.
Legal and Statutory	None identified at this stage.
Crime and Disorder	Sport and Physical Activity can provide a successful diversion from Anti-Social and criminal Behaviour; supporting troubled families.
Environmental Sustainability	None identified at this stage.
Health and Wellbeing	Increased activity within inactive residents will have an impact on the individual's health and wellbeing; SPA can support this and currently Sport England is leading the sector to explore how the SPA offer can be evolved contribute to the Health sector priorities.

Risk Management and Health and Safety	Not directly but the framework will help raise awareness of the Health and Safety and Governing Bodies of Sport requirements.
Equality and Diversity	The Active Lives Framework is a high level strategy which seeks to support SPA partners directly and indirectly to ensure provision of programmes meet requirements and assess implications for all groups to engage.
Privacy and Data Protection	Any data held by the SPA function of the Council will adhere to the Council's policies to secure personal and sensitive information.

7 Appendices

The following documents are to be published with this report and form part of the report

- Appendix I: Swale Active Lives Framework – Towards an Active Swale 2017-2022
- Appendix II: Active Lives Consultation Overview Dec 2017 to Jan 18

8 Background Papers

- 8.1 Swale Borough Council Move Ourselves – A Sport & Physical Activity Framework for Swale 2012 - 17
<http://www.swale.gov.uk/spa-framework>