

## Scrutiny Review – Service Appraisal

Service Area	<b>SPORTS DEVELOPMENT</b>
Purpose of Service	Improve physical and mental health, Opportunity for social interaction, Volunteering opportunities, Economic impact, Reduce anti-social behaviour, Reaches all sections of the community irrespective of sex, age, socio-economic background etc., Help talented individuals reach their full sporting potential, Provide diversionary activities and enrich people's lives.
Contribution to National/Corporate Objectives	<p><b><u>National objectives</u></b></p> <p><b>National Government</b></p> <p>Government's Sporting Future strategy:  <i>"Local Government Sport is a key part of local communities. Local authorities are the biggest public sector investor in sport and physical activity, spending over £1bn per year, excluding capital spend. Their understanding of communities enables them to target opportunities and encourage mass participation. Local Responsibilities:- Councils also have an important leadership role to play, bringing schools, voluntary sport clubs, National Governing Bodies of sport (NGBs), health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system. So local authorities have, and will continue to have, an absolutely crucial role to play in delivering sport and physical activity opportunities."</i></p> <p><i>"Sport can be the glue that keeps communities together and is a persuasive tool in promoting shared interests alongside fostering a keen sense of civic pride. I have seen at first-hand the positive power sport and recreation exert, from children of all backgrounds emulating their heroes at their local community facilities to supporters working together to protect the assets they value."</i> – MARCUS JONES MP Minister for Local Government Department for Communities and Local Government</p> <p>Since the devolution of public health from the National Health Service (NHS) to local authorities in 2013, many councils have taken the opportunity to integrate physical activity into public health policy as part of a wider shift from a system that treats ill health to one that promotes wellbeing.</p> <p><i>"Promoting physical activity is a core part of our strategies to improve the health of the nation. Sport is only a part of the picture but it is an important part. In particular, encouraging inactive people to take up physical</i></p>

*activity in any form, ranging from walking to sport, can have a hugely beneficial effect.” – JANE ELLISON MP  
Minister for Public Health Department of Health*

### **Serious Violence Strategy recognises the value of sport and recreation:**

The Government published its first Serious Violence Strategy recently highlighting sport and recreation as an active, preventative solution to this critical public challenge. It also emphasises the role of communities and local partnerships in helping to tackle violent crimes.

### **Sport England:**

The benefits of sport have been grouped into five key areas from the Government strategy. Sport England looked at what evidence there is for each and the benefits in May 2017:

- Physical wellbeing: has a very well-established evidence base, and the most robust, perhaps in part because the measurement of physical wellbeing outcomes is supported by well-established and often validated measurement tools (compared to ‘softer’ outcomes like self-esteem or social skills). A large amount of evidence pointed to beneficial impacts of sport and physical activity in terms of prevention of ill health (including cancer, strokes, type 2 diabetes and heart disease), therapeutic and management effects (particularly for people affected by cancer), improvements in strength, balance, gait and motor skills (tending to focus on older or younger people, or on rehabilitative contexts), and maintaining a healthy body weight. Other physical wellbeing outcomes evidenced included improved quality of sleep, increased energy levels, healthy early years development, reduced risky behaviours such as smoking, reduced mortality, effective pain management and improved quality of life in ageing.
- Physical activity, including sport, is linked to reduced risk of over 20 illnesses, including cardiovascular disease and some cancers
- Taking part in regular sport can save between £1,750 and £6,900 in healthcare costs per person.
- Mental wellbeing: much evidence that they contributed to enjoyment or happiness, or more broadly to life satisfaction. Often the element of social interaction was cited as central to this. Volunteers and sports fans also experienced increased life satisfaction, associated with having a sense of purpose and pride. Self-esteem and confidence were found to increase through short- or long-term participation or volunteering, because of the opportunity to develop new skills and relationships. There was general

	<p>agreement that sport and physical activity have the potential to reduce anxiety and depression symptoms, with most evidence on this focusing on specific subgroups. Other positive outcomes included improved cognitive functioning, benefits for people with dementia, and impacts around emotion regulation.</p> <ul style="list-style-type: none"> <li>• <u>Individual development</u>: evidence of improved educational attainment, either directly (improved grades, school engagement, behaviour and reduced absenteeism) or indirectly (by enhancing skills such as self-control and concentration, team working and time management). Positive impacts on employability were discussed in terms of employment opportunities, earnings, job performance and job satisfaction. The evidence on NEETs (young people not in education, employment or training) found positive impacts of sport participation or volunteering in terms of employability, but only a very small number of sources addressed it. There was a positive association in the evidence between sport and physical activity and self-efficacy (for example motivation, goal setting and commitment), for groups including elderly people and disaffected young people. Other outcomes were an increased willingness to volunteer and the development of soft skills (such as integrity, responsibility and leadership).</li> <li>• <u>Social and community development</u>: hardest outcomes to evidence, because the concepts involved – social capital, trust, networks – are notoriously hard to define and measure. That said, there was some compelling evidence particularly around the role of sport and the integration of migrants. Sport was widely seen as a conduit for people of different backgrounds to interact, building bridging capital, via participating, volunteering and spectating. Though the majority of the evidence relating to migrants and sport focused on opportunities to adapt to differences between the country of origin and the host country ('acculturation'), it also covered bridging divides between men and women, homeless people and those who are not homeless, and people with different employment backgrounds. Equally interesting was the small body of literature on sport and bonding capital, which suggested that sport helps to build bonds and relational skills between members of communities.</li> <li>• Published studies show the positive effects of sport on education including improved attainment, lower absenteeism and drop-out, and increased progression to higher education. For instance, young people's participation in sport improves their numeracy scores by 8 per cent on average above non-participants.</li> <li>• Other studies have found that sport programmes aimed at youths at risk of criminal behaviour can enhance self-esteem and reduce reoffending.</li> <li>• <u>Economic development</u>: some evidence on the direct impact of the sport sector on the economy (largely</li> </ul>
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in terms of gross value added or job creation), and more evidence on the indirect impact of participation in sport and physical activity on the economy (reduced healthcare costs due to a healthier population, reduced crime, and improved employability).

- In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total.
- The contribution to employment is even greater – sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

#### **County Wide Strategy:**

**Kent and Medway Sports Board, 'Towards an Active County- a Strategic Framework for Sport and Physical Activity in Kent and Medway'. One of the underpinning principles states that;**

Whilst sport is worthy of development in its own right, for enjoyment and as part of local quality of life, the wider **social benefit** that sport and physical activity can deliver should be prioritised. It has a considerable contribution to make to improving **physical and mental wellbeing, social and community development, individual development** and **economic development**

The framework creates a shared approach and vision, so that all people and organisations in Kent and Medway may work together to tackle inactivity and work towards a more active county.

#### **Tonbridge and Malling Borough Council corporate strategy:**

***To be a financially sustainable Council that delivers good value services, provides strong and clear leadership and, with our partners, addresses the needs of our Borough.***

Through the delivery of sports development addressing the health and well-being needs of residents in the Borough and the economic development that brings.

Aims:

***Promoting Fairness*** - acting transparently at all times and being accountable for what we do, and promoting equality of opportunities.

Leisure Pass to enable and promote equality of opportunities to those in need of financial assistance.

	<p>Holiday activities guide offering discounted prices for Leisure Pass holders. FANS Scheme – offering free access to Council run sports facilities for any sports person in a national squad or having a national ranking.</p> <p><b><i>Embracing Effective Partnership Working</i></b> – Offering volunteering opportunities for those that want to develop their sport and improve personal development. Working in partnership with key sporting organisations in the borough to deliver both capital and revenue projects that will increase/improve sporting opportunities for the community.</p>
Description of current delivery arrangements	<p>Partnership working with;</p> <ul style="list-style-type: none"> <li>• Kent Sports Partnership – Coach education, Funding for sport, Workplace Health and Fitness</li> <li>• District Cricket Partnership – Delivery of Young Cricket Leaders course, Facility improvements and Funding applications, Cricket in schools</li> <li>• Tonbridge and Malling Leisure Trust – Discovery Day event, Launch/promotion of local tennis league, Women’s Sports week promotion</li> <li>• OneYou Team (Tonbridge and Malling BC Health Team) – promotion of health initiatives, attending community events</li> <li>• Parkrun – awareness raising/healthy living initiatives, NHS 70<sup>th</sup> anniversary celebrations, healthy eating promotion with the Co-op</li> <li>• Tonbridge Sports Association – ongoing liaison with local sports clubs</li> <li>• K Sports, Cobdown – facility development</li> <li>• Kings Hill Sports Park – hire of facilities for annual schools cricket festival</li> <li>• Tonbridge Lions Club – support for Discovery Day event and Y2 Crew scheme</li> </ul>
Outcomes/Achievements	<p>Latest data from Sport England on levels of Activity covering November 2016-17, show that Tonbridge and Malling has the highest rate of active population in Kent at 66.8% active for 150 minutes or more a week, Tonbridge and Malling also has the lowest rate of inactive population in Kent at 19.9% doing less than 30 mins a week.</p>

	Active (150+ minutes a week)		Fairly Active (30-149 minutes a week)		Inactive (<30 minutes a week)	
	Population total	Rate (%)	Population total	Rate (%)	Population total	Rate (%)
<b>Tonbridge and Malling</b>	<b>67,800</b>	<b>66.8%</b>	<b>13,500</b>	<b>13.3%</b>	<b>20,200</b>	<b>19.9%</b>
Tunbridge Wells	62,400	66.7%	12,300	13.1%	18,800	20.1%
Canterbury	91,100	66.6%	17,700	12.9%	28,000	20.5%
Sevenoaks	62,800	65.8%	11,000	11.5%	21,600	22.7%
Ashford	64,600	64.4%	12,400	12.4%	23,200	23.2%
Thanet	73,300	64.2%	11,400	10.0%	29,500	25.8%
Shepway	57,800	62.7%	11,100	12.1%	23,300	25.3%
Dartford	51,300	61.6%	9,500	11.4%	22,500	27.0%
Maidstone	81,900	61.1%	21,600	16.1%	30,600	22.8%
Dover	56,600	60.1%	13,400	14.2%	24,200	25.7%
Swale	68,300	58.9%	19,100	16.5%	28,600	24.7%
Gravesham	48,800	57.6%	11,700	13.9%	24,100	28.5%
<p>Volunteering to support sport and physical activity at least twice in the last year (adults aged 16+) show Tonbridge and Malling third in Kent with good links to the Tonbridge Sports Association and the growth of local parkruns.</p>						
Local Authority	Respondents	Population total	Rate (%)			
Dover	336	<b>20,300</b>	21.6%			
Ashford		<b>19,900</b>	19.9%			

	332		
<b>Tonbridge and Malling</b>	<b>345</b>	<b>19,700</b>	<b>19.4%</b>
Sevenoaks	337	<b>18,300</b>	19.2%
Shepway	344	<b>16,300</b>	17.7%
Tunbridge Wells	356	<b>15,400</b>	16.4%
Thanet	332	<b>18,200</b>	16.0%
Swale	365	<b>18,300</b>	15.8%
Canterbury	340	<b>21,200</b>	15.5%
Maidstone	340	<b>20,700</b>	15.5%
Gravesham	350	<b>12,100</b>	14.3%
Dartford	342	<b>11,400</b>	13.7%
<b>Kent Sport/ Community Sports Partnership:</b>			
The Council spend £3k annually via <i>Kent Sport &amp; Physical Activity Service</i> and their most recent report shown the following investment in the borough of Tonbridge and Malling:			
Total spend within T&M (excluding PSSP) £38,135			
Total spend within T&M (including PSSP) £434,405			
<i>PSSP = Primary School Sports Premium</i>			
Kevin Day – Sport and Physical Activity Service Manager and Community Sport Partnership Director			

gave the following information -

*“Local engagement with clubs and organisations is invaluable, as the CSP does not have the capacity to work locally across all clubs and organisations across the whole of Kent & Medway. In addition, the current local officer has insight and information (built up over a number of years) on the local clubs and other community assets that the CSP doesn’t have.”*

*“In addition, the work of the officers in Tonbridge & Malling in 2017-18 has also supported a sum of £54,369 being allocated to local projects and programmes in the area. This was the 3<sup>rd</sup> highest amount in the County and equated to 11.5% of funding allocated via Kent Sport. This indicates good engagement from local organisations, which would be less evident if Tonbridge & Malling BC did not have a resource to provide information to local organisations on funding available. Given the part-time nature of the current resource this is significant and demonstrates the local value placed on this resource.”*

A recent local Club Survey, run by Kent Sport showed that:

- There were 30 responses from Clubs within the Borough, which was the 3<sup>rd</sup> highest number and represented 8.4% of all responses;
- 33% of Clubs within the Borough indicated they had received support from their local authority – this was the second highest figure;
- There was high awareness of Kent Sport Club & Coach Forums, with 60% of clubs within the Borough being aware of these (we organise approximately three of these a year in different locations and they are usually run in conjunction with the local authority). A forum was run in Tonbridge & Malling in March 2017, which the TMBC Sports/Leisure Development Officer promoted locally and attended, to provide local knowledge and information, where required.
- 14% of Clubs in the Borough had concerns about their 5 year outlook. This figure might rise if local authority support was not in place.

The remaining £2k in in the operational budget assists in bringing in grant funding with over £12k



	<p>attracted this year. The work programme includes:</p> <ul style="list-style-type: none"> <li>• Discovery Day for young people with disabilities and additional needs at Angel Centre. This annual event has been running for over 25 years and is a welcome event for several special schools in the area. Additional funding has been secured by Fidelity International to enhance the programme of activities on offer and to allow schools to attend free of charge.</li> <li>• Young Leaders Cricket Course covering modules in coaching, groundsmanship, first aid, umpiring etc. and volunteering hours back into the community and local clubs. 60 young cricketers have completed the course over the last 4 years many of whom will stay in the sport as players, coaches and administrators and so ensuring the sustainability of their local cricket clubs.</li> <li>• Annual Kwik Cricket Tournament attracting 20 schools and 250 children. The winner of this festival goes on to represent Tonbridge and Malling at the county festival in Canterbury.</li> <li>• Healthy business support, health walks, links to sporting and physical activity opportunities within the private and voluntary sector.</li> <li>• Support with Health team, community engagement meetings and events (Sport Relief, East Malling and Trench and Snodland Partnership meetings etc.)</li> <li>• Support and liaison for local sports clubs with funding applications, facility development and coach education. This includes ongoing liaison with Tonbridge Sports Association.</li> <li>• Tonbridge and Malling Leisure Trust support and liaison including assistance with Quest Stretch focus on community engagement.</li> <li>• Educational sessions for clubs and parkrun including first aid/ defibrillator training, coaching, safeguarding and finding funding.</li> <li>• Parkrun and junior Parkrun support and development, record numbers now attending with 500 runners on average per week at Tonbridge and 250 runners on average per week at Leybourne Lakes Country Park. Tonbridge Parkrun used for the NHS 70<sup>th</sup> year national event highlighting good practice.</li> <li>• Maintaining online sports directory for opportunities and information for public which is linked to the Oneyou campaign. Currently 145 sports clubs and organisations listed on the sports directory.</li> </ul>
Staffing Allocation	Direct operational provision of one part-time member of staff equal to 0.6 FTE (Full Time Equivalent)

	<p>The three services areas contained within this Scrutiny Report are also supported by 1 full-time Member of staff, therefore, a proportion of their time is allocated to Sports Development.</p>
Budget Allocation	<p>Total Sports Development Programme revenue budget of £5000</p> <p>£3,000 allocated to the annual partnership with <i>Kent Sport &amp; Physical Activity Service</i> £2,000 allocated to supporting to local projects.</p>
Income Generation	<p>Historically income from the remaining £2,000 not allocated to <i>Kent Sport &amp; Physical Activity Service</i> matches and often exceeds the total revenue budget of £5,000. The following income has been achieved in previous years utilising this £2,000 budget:</p> <p><i>13/14 = £6.4 (Sportivate Lottery funding for Young Cricket leaders course)</i>  <i>14/15 = £4.9k (Street Games, community projects)</i>  <i>15/16 = £4.8k (Street Games, parkrun start-up funding for Tonbridge parkrun)</i>  <i>16/17 = £9.5K (Street Games, parkrun start-up funding for Malling parkrun)</i>  <i>17/18 = £12.8k (Street Games, parkrun start-up funding for Tonbridge Junior parkrun, relocation of baseball club)</i></p> <p>Additional income also achieved through sponsorship for Discovery Day event £1,000. Regular parking income received from sporting activities developed and supported including parkrun with over 500 runners on average per week at Tonbridge and 250 runners on average per week at Leybourne Lakes Country Park.</p> <p>Plus borough investment from Kent Sport/ Community Sports Partnership bringing in £54,369 or £434,405 within (including PSSP) <i>PSSP = Primary School Sports Premium</i></p>
Partners	<p>Partnership work with other local providers including;</p>

	<ul style="list-style-type: none"> <li>• Primary and secondary schools</li> <li>• Hadlow College and West Kent College</li> <li>• The Tonbridge and Malling Leisure Trust</li> <li>• Tonbridge and Malling District Cricket Partnership</li> <li>• Tonbridge Sports Association</li> <li>• Local sports clubs and facility providers to support development and sustainability.</li> <li>• Kent Sport to provide a link between the County Council and local clubs, groups and organisations to ensure both opportunities and funding are attracted to the Borough.</li> <li>• Governing Bodies of Sport e.g. the Lawn Tennis Association to launch a new Local Tennis League in Tonbridge</li> <li>• Local businesses who support community events (Fidelity International, Asda, Sainsbury)</li> <li>• Local charities who support local events (Tonbridge Lions Club, The Rotary Club, RBLV)</li> </ul>
Value for Money	<p>The revenue budget of £5k returns £54,369 investment in the borough from the County Sport Partnership together with additional revenue raised of at least £5k plus each year. Last year £12.8k additional revenue was raised.</p> <p>The value of this investment is outlined in the national and local strategies identified earlier but is ultimately used to improve the physical and mental health of local residents through sport and physical activity.</p> <p>The estimated health costs of inactivity was £1.9m for Tonbridge and Malling in August 2016 and the economic value of improved quality and length of life plus health care costs avoided in Tonbridge and Malling at £49.6m. The same report by Sport England also showed 70% satisfied with sporting provision in the area compared to 62.7% nationally.</p>
Risks	<p>Increase in obesity levels and associated issues from reduction in physical activity. Less community cohesion with more sedentary lifestyles and less social interaction that could also lead to an increase in anti-social behaviour particularly from disengaged sections of the community.</p> <p>Reduction in the support and quality of sports provision and facilities particularly less commercially</p>

	<p>focused provision in the Borough such as tennis courts and cricket facilities.</p> <p>An equality impact assessment would be needed for disabled and disadvantaged groups affected by any changes or reduction in provision.</p> <p>Reduction in club and coach education from coaching, safeguarding and health and safety workshops provided leading to associated risks and reputational concerns as well as poor provision leading to reduction in participation.</p> <p>Economic impact of reduced sport and active participation and opportunity directly from car parking income, secondary spend in the area and spend on sports equipment and provisions and indirectly on the health and wellbeing of the workforce and community.</p> <p>Support for talented sports people reduced, limiting the opportunity for community pride and celebration of local success nationally and internationally such as through Dame Kelly Holmes.</p>
<p>Future Delivery/Associated Savings</p>	<p>Continue to source additional funding from grants/ sponsorship to assist in delivery of programme. No additional savings can easily be made as delivery is already at minimum levels to remain effective. Continue partnership approach with Kent County Council to maximise outcomes locally. Further develop links and support internally including with the Tonbridge and Malling Community Safety Unit and the Health Team and the OneYou Kent team.</p>