

Scrutiny Review – Service Appraisal

Service Area	SPORTS DEVELOPMENT
Purpose of Service	Improve physical and mental health for the whole community, Opportunity for social interaction, Volunteering opportunities, 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/County Objectives	<p><u>National Objectives</u></p> <p>National Government</p> <p>Government's Sporting Future Strategy: <i>"Local Government Sport is a key part of local communities. Their understanding of communities enables them to target opportunities and encourage mass participation.</i></p> <p>National Plan for Sport, Health and Well Being- new plan is due to be published later this year which will build on the progress made since the publication of the Sporting Future Strategy. It will emphasise the changes needed to recover and address the stubborn inactivity levels that predate the pandemic, recognising the important role played by local authorities.</p> <p>Promoting physical activity is a core part of government 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 activity in any form, ranging from walking to sport, can have a hugely beneficial effect.</p> <p>Serious Violence Strategy</p> <p>The Government's first Serious Violence Strategy highlighted sport and recreation as an active, preventative solution to this critical public challenge. It also emphasised the role of communities and local partnerships in helping to tackle violent crimes.</p> <p>Sport England:</p>

'Uniting the Movement' is the current 10 Year Plan (2021 to 2031) driving the work of Sport England based on 3 key objectives;

- 1) Advocating for movement, sport and physical activity
- 2) Joining forces on 5 main issues
 - a) recover and re-invent
 - b) connecting communities
 - c) positive experiences for children and young people
 - d) connecting with health and well-being
 - e) active environments
- 3) Creating the catalysts for change

Economic development:

In 2010, sport and sport-related activity contributed £20.3 billion to the English economy – 1.9% of the England total. By 2020 this had risen to £85.5 billion and for every £1 spent on community sport and physical activity, £3.91 is generated for the English economy and society. Furthermore, the social value (including physical and mental health, wellbeing, individual and community development) is worth more than £72 billion.

- 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 Objectives

County Wide Strategy:

Kent and Medway Sports Board, 'Towards an Active County- a Strategic Framework for Sport and Physical Activity in Kent and Medway'.

	<p>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</p> <p>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.</p> <p><u>Tonbridge and Malling Borough Council Corporate Strategy:</u></p> <p><i>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.</i></p> <p>Through the delivery of sports development addressing the health and well-being needs of residents in the Borough and the economic development that brings.</p> <p>Aims:</p> <p>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. 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>Embracing Effective Partnership Working – 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	Partnership working with; <ul style="list-style-type: none"> Active Kent and Medway Partnership – Coach education, Funding for sport, Workplace Health and Fitness

	<ul style="list-style-type: none"> • District Cricket Partnership – Delivery of Young Cricket Leaders course, Facility improvements and Funding applications, Cricket in schools • Tonbridge and Malling Leisure Trust – hire of facilities for events, club development • OneYou Team (Tonbridge and Malling BC Health Team) – promotion of health initiatives, attending community events • Parkrun – awareness raising/healthy living initiatives, NHS 70th anniversary celebrations, healthy eating promotion with the Co-op • Tonbridge Sports Association – ongoing liaison with local sports clubs • Tonbridge Lions Club – support for sports and youth events • Town and Parish Councils – facility development (Snodland Pump Track), hire of facilities for events • Monitoring Community Use Agreements • Facility development of a Cycle Pump Track in Snodland following a successful funding bid to British Cycling for £43,500 • Young Leaders Cricket Course covering modules in coaching, groundsmanship, first aid, umpiring etc. and volunteering hours back into the community and local clubs. 70 young cricketers have completed the course over the last 6 years many of whom will stay in the sport as players, coaches and administrators and so ensuring the sustainability of their local cricket clubs. • Support with Health team, community engagement meetings and events (East Malling, TN10 and Snodland Partnership meetings) • Support and liaison for local sports clubs with funding applications, facility development and coach education. This includes ongoing liaison with Tonbridge Sports Association. • Educational sessions for clubs and parkrun including first aid/ defibrillator training, coaching, safeguarding and finding funding. • 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.
<p>Outcomes/Achievements</p>	<p>Latest data from Sport England on levels of Activity covering November 2020/21 show that activity levels nationally are seeing a partial recovery from Covid 19. At a local level, Tonbridge and Malling is below those seen in the previous survey but still positive in comparison to the Kent and National averages, which are 62.7% and 61.4% respectively.</p> <p>Tonbridge and Malling is third in Kent behind Tunbridge Wells and Canterbury for combined activity levels with 75.2% indicating that they are Active or Fairly Active.</p> <p>Tonbridge and Malling is fourth in Kent for the lowest percentage of inactive residents with Tunbridge Wells, Canterbury and Maidstone all recording a lower percentage of inactive respondents.</p>

Tonbridge and Malling is third in Kent for active respondents (150+ mins a week) with Tunbridge Wells and Canterbury recording more active responses.

	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 (%)
Tonbridge and Malling	67,800	66.8%	13,500	13.3%	20,200	19.9%
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%

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.

Local Authority	Respondents	Population total	Rate (%)
Dover	336	20,300	21.6%
Ashford	332	19,900	19.9%
Tonbridge and Malling	345	19,700	19.4%
Sevenoaks	337	18,300	19.2%
Shepway	344	16,300	17.7%
Tunbridge Wells	356	15,400	16.4%
Thanet	332	18,200	16.0%
Swale	365	18,300	15.8%
Canterbury	340	21,200	15.5%
Maidstone	340	20,700	15.5%
Gravesham	350	12,100	14.3%
Dartford	342	11,400	13.7%

	<p><u>Active Kent and Medway Partnership</u></p> <p>The Council spends £3k annually via the Active Kent and Medway Partnership and their most recent report showed the following investment in the borough of Tonbridge and Malling:</p> <p>Total grants awarded to clubs, individual sports people and projects in T&M £55,971</p>
Staffing Allocation	Direct operational provision of one part-time member of staff equal to 0.6 FTE (Full Time Equivalent)
Budget Allocation	<p>Total Sports Development Programme revenue budget of £3000</p> <p>The entire £3,000 is allocated to the annual partnership with <i>Kent Sport & Physical Activity Service</i></p>
Partners	<p>Partnership work with other local providers including;</p> <ul style="list-style-type: none"> • Primary and secondary schools • Hadlow College and West Kent College • The Tonbridge and Malling Leisure Trust • Tonbridge and Malling District Cricket Partnership • Tonbridge Sports Association • Local sports clubs and facility providers to support development and sustainability. • 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. • Governing Bodies of Sport e.g. the Lawn Tennis Association to discuss the possible relocation of Tonbridge Tennis Club, British Cycling in respect of the Snodland Pumptrack • Local businesses that support community events (Tarmac, Asda, Sainsbury) • Local charities that support local events (Tonbridge Lions Club, The Rotary Club, RBLV, Safer Kent) • Town and Parish Councils
Value for Money	The revenue budget of £3k returns £55,971 investment in the borough from Active Kent and Medway.

	<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>
<p>Risks</p>	<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 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>