

Sport Across Staffordshire
and Stoke-on-Trent

Strategy

2018-2021

Everyone More Active More Often

Working together to create active places and
healthy lives through physical activity and sport

Sport Across Staffordshire and Stoke-on-Trent
c/o Stafford Borough Council, Civic Centre, Riverside, Stafford ST16 3AQ
www.sportacrossstaffordshire.co.uk | 01785 619349
sportacrossstaffordshire@staffordbc.gov.uk



Chair's Foreword

Any Strategic Plan must be properly grounded. We have sought to give a clear understanding of the physical activity and sport environment in which we operate and how that environment may be shaped between now and 2021 and into the future.

The priority over the last period has been to manage the many changes that have taken place in SASSOT and to prepare ourselves to make our contribution to the delivery of Sport England's "Towards an Active Nation".

Our focus will be on the benefits that physical activity and sport can bring to people across our sub-region, built around the outcomes of physical and mental wellbeing, individual, social and community development and economic development.

As the umbrella body for physical activity and sport in Staffordshire and Stoke-on-Trent we are committed to grow and diversify our business so that in the long term we will be less dependent on funding from Sport England. Our overall success will depend on developing further influence and credibility as an effective delivery network by fully participating in key strategic policies and interventions which will benefit the people in our sub-region.

This plan has been constructed with the full engagement of the SASSOT team and it is the ambition of the new Board to become recognised for making an outstanding contribution at the local level to people in the communities that make up our sub-region. Our aims are ambitious but by working together with other stakeholders we believe this plan will help to realise that goal.

Malcom R Armstrong

Director's Foreword

The last three years has seen unprecedented change in the sport and physical activity sector. From a policy perspective we have seen the publication of the first new government sport strategy for seven years "A Sporting Nation" and Sport England's response, "Towards an Active Nation" These strategies have resulted in significant changes in the way physical activity and sport is funded, delivered and evaluated.

This has been coupled with a change in the way people live their lives, ever-competing demands on leisure time, the increasing popularity of wearable technology and performance data and the rise in demand for informal activities. The net result is a sporting landscape changed beyond recognition.

This strategy represents a new direction of travel for Sport Across Staffordshire and Stoke-on-Trent as we attempt to respond to this ever-changing picture. At its heart is an unwavering focus on the needs of our most

inactive communities. Working at this locality level will allows us to understand the motivations, barriers and behaviours of residents in those places. Working with partners we aim to address these local issues and turn the dial on inactivity, ensuring every resident can enjoy the economic, social and health benefits of an active lifestyle.

The SASSOT team and I are excited to collaborate with partners new and old, to achieve our mission of

"Everyone more active more often"

Jude Taylor

SASSOT's Strategy

Sport Across Staffordshire and Stoke-on-Trent (SASSOT) is a network of local agencies committed to working together to increase the number of people taking part in physical activity and sport. We are part of an England-wide network of 43 County Sports Partnerships (CSPs) and are funded by national and local partners including Sport England, our Local Authorities and Universities to promote physical activity and sport. This strategy outlines SASSOT's priorities for the next three years.

Introduction

Staffordshire and Stoke-on-Trent is an area of contrasts. From the wild countryside of the Staffordshire Moorlands to the post-industrial heritage of Stoke-on-Trent, then on through the agricultural landscape of central Staffordshire down to the edge of the Greater Birmingham conurbation, our area is as diverse in people and populations as it is in geography.

With this diversity comes a spectrum of attitudes and behaviours related to physical activity and sport. This strategy sets out how, alongside our partners, SASSOT will create active places and healthy lives through physical activity and sport to achieve our vision of everyone more active, more often.

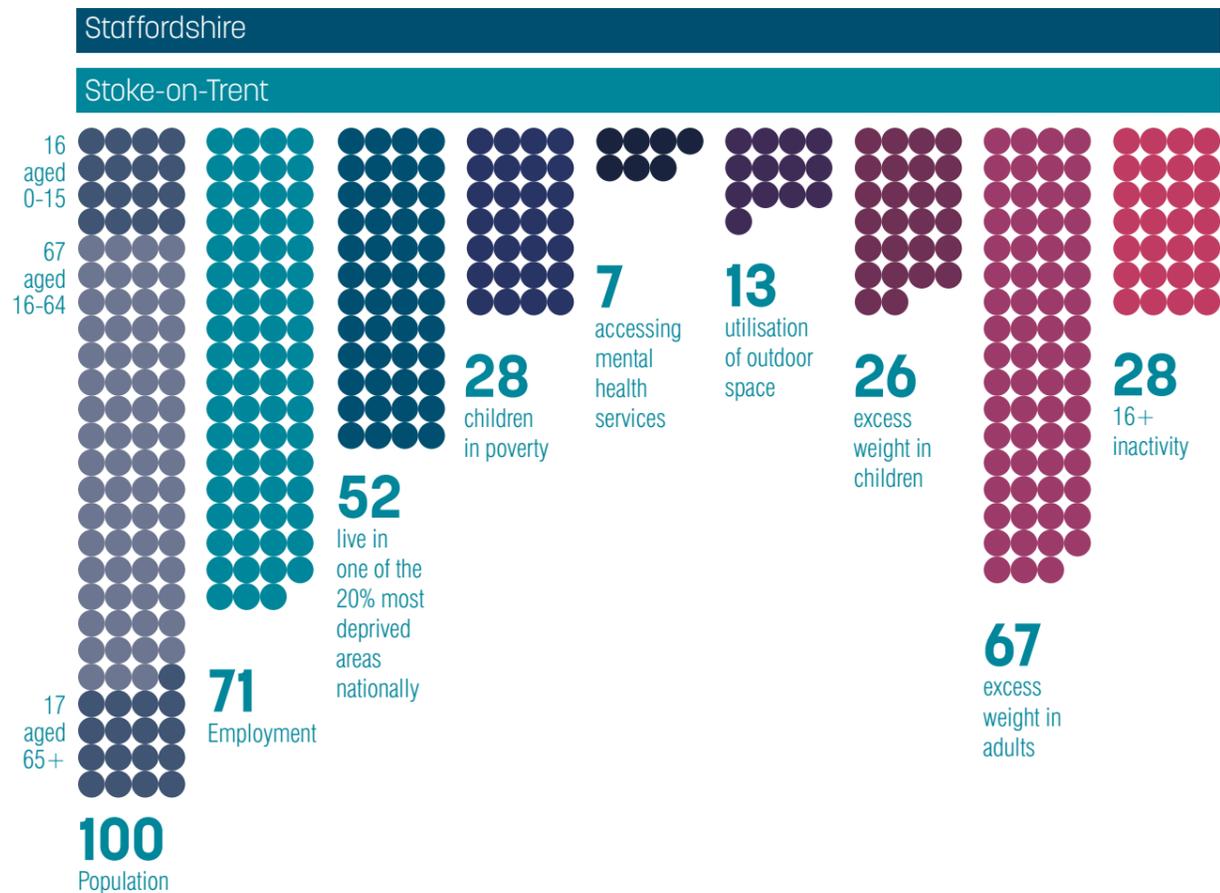
Staffordshire and Stoke-on-Trent

We are Staffordshire and Stoke-on-Trent

- › Population - 1.2 million people (of which 250,000 live in Stoke-on-Trent)
- › Diversity - Over half of Stoke-on-Trent residents live in areas in the most deprived IMBD quintile compared to 9.1% in the rest of Staffordshire
- › A large rural county (736,000 acres) with a huge number of natural assets
- › The only county to be home to the National Forest, an Area of Outstanding Natural Beauty and a National Park
- › Excellent sporting infrastructure, more accredited clubs and sports facilities than our nearest neighbours (CIPFA)
- › Higher rates of club membership and volunteering when compared to regional and national averages.
- › Sport contributes £212 million GVA to Staffordshire and Stoke-on-Trent's economy
- › Unemployment is below national average at just 1% in Staffordshire and 2.2% in Stoke-on-Trent

These are our challenges

- › We have an ageing population
- › Population forecasts show that the current 3:1 ratio of working-age to pension-age adults could fall to 2:1 by 2030.
- › Too many of our residents are not doing enough physical activity.
- › We have the fifth highest proportion of people that are insufficiently active amongst all CSPs.
- › Only 20.6% of local people aged 55-65 participate in sport regularly. This is significantly lower than a national average of 25.3%.
- › We would need to encourage 37,700 people across Staffordshire and Stoke-on-Trent to transition from inactive to active lifestyles just to meet the national average.
- › We have a higher than average number of resident with ill health
- › Higher proportion of people living with Limiting Long Term Illnesses (LLTI) than England and West Midlands averages
- › People are living longer, but not necessarily in good health. In Staffordshire, women can expect to spend 21 years in poor health
- › Excess weight in adults is 66.9% higher than England average of 63.8%
- › Nearly a quarter of Stoke-on-Trent and a fifth of Staffordshire's children are obese
- › The estimated cost of inactivity to our local authorities is £21,917,322 per 100,000 residents per year.
- › We have a complex, two tiered, public sector landscape with: 10 Local Authorities, 2 Local Enterprise Partnerships, 3 NHS Trusts, 2 Universities, 2 Health and Wellbeing Boards, 6 Clinical Commissioning Groups, 1 Office of the Police and Crime Commissioner
- › Reduction in public sector spending has impacted on sport, leisure and health provision across the sub-region



Our Delivery Model

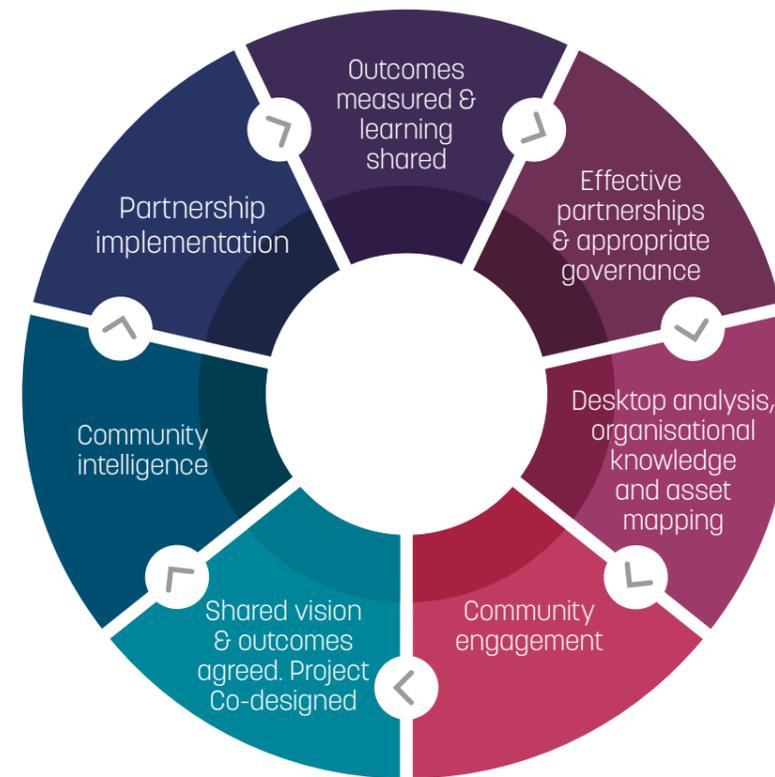
Research shows that families do better when they live in strong and supportive communities. Our educational attainment, health and employment status and physical activity behaviours are all strongly influenced by the environment in which we live. We know our most deprived communities are least likely to enjoy the health and social benefits of an active lifestyle. In short, place matters.

SASSOT wants to redress that balance; we are working in collaboration with local authorities to take a Place-Based Approach to our delivery. By working in harmony with the likes of Public Health, Adult and Children's Social Care and Blue Light Services, as well as the communities themselves, we can take a holistic approach and address some of the root causes of inactivity.

With our local authority partners we will identify a minimum of one neighbourhood in each local authority area. Over the life of this strategy we will work intensively with local partners and the community in that place, to increase the levels of physical activity, to improve outcomes for local people.

This more focused approach may mean that we will have to stop doing some of the things we have previously done and we will need the support and understanding of partners to make this approach work. We are, however, confident this approach will provide us with a mechanism to help our most inactive neighbourhoods become mobile and healthy, the kinds of places that enable all children, families and older adults to succeed and thrive.

Place-Based Approach - Delivery Model.



Strategic Priorities

We have outlined four key areas of activity which we believe will help us to achieve our priority outcomes. By taking a place-based approach we will select the most appropriate activity based on the specific needs of each community, and as such not every intervention will feature in each community pilot.

PEOPLE

Residents, from all-socio economic backgrounds enjoy the physical and mental health benefits of an active lifestyle.

- › In partnership, we will drive quality and capacity in our physical activity and sporting workforce by mobilising our local health, education, volunteer, and leisure workforces
- › We will engage our communities in the solution, by opening a trusted dialogue with residents to understand their behaviours, motivations and barriers surrounding physical activity
- › We recognise that the most successful agents of change will be individuals from the communities themselves; we will take a customer-led approach to all our inventions.
- › We will develop community capacity, providing intensive support to those third sector organisations that are committed to working with our most inactive communities.
- › We will expand our network to include non-traditional partners, supporting them to achieve their own organisational outcomes via physical activity and sport.
- › We will utilise the principles of behaviour change theory in all our interventions and influence partners to do the same.

PLACE

Our communities are places where being physically active is the easy choice.

So many of our physical activity behaviours are shaped by the places in which we live, whether that be the local leisure offer, the behaviours of our neighbours or the amount of accessible greenspace. SASSOT understands that we cannot attempt to tackle physical inactivity alone, nor can we do it from our Stafford HQ. We will work in genuine collaboration, forging new partnerships and adopting delivery models which are reflective of the needs of that community. We understand SASSOT does not always need to play a leading role.

- › We will focus on our most inactive communities, taking a place-based approach to our delivery and focusing our resources in these localities.
- › We will gain a deep understanding of our places, collating existing health, social and economic data and identifying gaps, consulting with the community to fill in the blanks. With partners, we will map the assets within these communities and utilise them to increase participation.
- › We will work with leisure providers to shape the physical activity and sporting offer to ensure it is driven by local need and as a result more likely to be commercial viable. As part of this work we will support local authorities to develop robust Built Facility and Playing Pitch Strategies that reflects the needs of their future populations.
- › We will focus Sport England-funded programmes to have the greatest possible impact in our most inactive communities, utilising insight and aligning other resource and investment

Strategic Priorities

ECONOMY

Our sporting economy is thriving, providing employment and training to an active workforce

Sport and leisure has always played an important role in the sub-region's economy, with the ability to generate visitors and jobs whilst reducing public spending on crime and ill health.

- › We will engage more employers in a conversation about the vital role physical activity and sport can play in reducing absenteeism and improving productivity.
- › We will support partners to deliver sporting events which will stimulate our visitor economy, inspire participation and promote place.
- › We will work with regional partners to ensure the Birmingham 2022 Commonwealth Games has a positive legacy for Staffordshire and Stoke-on-Trent residents and our economy

SYSTEM

Strong strategic leadership ensures that physical activity and sport become a core feature in local policy and practice, creating communities which are inherently active

- › SASSOT will provide strategic leadership and advocacy to the sport and physical activity agenda
- › We will lobby for physical activity and sport to become an integral policy feature for health, planning, transport and education.
- › We will take a strategic approach to attracting investment into physical activity and sport by understanding our areas of greatest need, making a sound economic case for that investment.
- › We will demonstrate the impact of our work using clinical, economic and social measures and support our partners in doing the same.

Good Governance

UK Sport and Sport England's Code for Sports Governance sets out the levels of transparency, accountability and financial integrity that will be required from those in receipt of Government and National Lottery funding from April 2018. SASSOT is committed to attaining and maintaining these world-leading standards.

Logic Model

Our Vision and Mission is...

Everyone More Active More Often

Working together to create active places and healthy lives through physical activity and sport

Through our values of...

- Integrity
- Purpose
- Accountability
- Collaboration
- Objectivity
- Inclusivity
- Ambition

To achieve this we aim to...

- Increase the % of the population taking part in sport and physical activity at least twice a month
*Active Lives
- Decrease the % of people physically inactive
*Active Lives
- Increase the number of people volunteering in sport at least twice in the last year
*Active Lives
- Increase the GVA of sport in Staffordshire and Stoke-on-Trent
* Economic Value of Sport local model

We will do this by...

PLACE-BASED APPROACH

PEOPLE	PLACE	ECONOMY	SYSTEM
<ul style="list-style-type: none"> Mobilising health, education, volunteer and leisure workforces Engaging our communities in the solution Developing community capacity Using behaviour change theory 	<ul style="list-style-type: none"> Focusing on our most inactive communities Gaining a deep understanding of our places Shaping the physical activity and sporting offer Focusing Sport England programme delivery in areas need 	<ul style="list-style-type: none"> Supporting employers to increase productivity via an active workforce Supporting sporting events which stimulate our visitor economy Ensuring Birmingham 2022 Games has a positive legacy 	<ul style="list-style-type: none"> Providing strategic leadership and advocacy Lobbying for physical activity to become an integral policy feature Attracting investment into sport and physical activity Demonstrate the impact of our work using clinical, economic and social measures

Resulting in...

- Residents, from all socio- economic backgrounds, enjoy the physical and mental health benefits of an active lifestyle
- Our communities are places where being physically active is the easy choice
- Our sporting economy is thriving, providing employment to an active workforce
- Strong strategic leadership ensures that physical activity and sport becomes a core feature in local policy creating communities which are inherently active

Underpinned by an impeccable standard of corporate governance