

**KINGSTON COMMUNITY SPORT AND PHYSICAL ACTIVITY
PARTNERSHIP
OPERATIONS and DEVELOPMENT SUB GROUP (ODSG)
ACTION PLAN (as at feb 09)**

Who we are and what we do

- 1) Kingston CSPAN ODSG is a Community Sport and Physical Activity Network that is a means for enhancing communication and co-operation between partners who are aspiring to increase participation in sport and physical activity and reports to the strategic CSPAN group
- 2) **Purpose:** Our overall purpose is as follows:
 - a) Kingston CSPAN ODSG is an alliance of partners with an interest in sport and physical activity in the Borough.
 - b) We are committed to providing locally determined solutions to increase participation and widen access to sport and physical activity for the whole community and to contribute to the achievement of wider social objectives that reduce inequalities.
 - c) We work co-operatively towards the achievement of agreed outcomes.
- 3) **Vision:** Our vision is to create an active Kingston through sport and physical activity.
- 4) **Aim:** Our aim is to develop and enhance existing relationships and to establish new partnerships and networks, using sport and physical activity as the catalyst, to improve the well being of the people **who live, work and study in** Kingston.
- 5) **Key measures:** The overall outcomes by which we will measure our performance are contained in **Kingston's Sustainable Community Plan** and Local Area Agreement:
 - a) Exceeding the Government's target of 70% of the adult population taking 30 minutes exercise five times a week by 2020.
 - b) **Para to be revised by PASL** Meeting Sport England's target of increasing by 1% per annum the percentage of the adult population taking part in moderate intensity sport and physical activity for at least 30 minutes on at least three occasions per week.
 - c) Focusing on increasing participation amongst under-represented groups, including women, people aged over 45, disabled people, black and minority ethnic communities and people on lower incomes. **To be reviewed in April 2009.**

- d) Achieving the national targets **prescribed by the DCFS and Youth Sport Trust** of 100% of 5 - 19 year olds participating in **five** hours of high quality PE and sport per week in and out of school time by **2012**.
 - e) **58 children with a disability or special need to achieve level 4 in PE by year 6.**
 - f) Increasing rates of volunteering in **sport and physical activity** in Kingston by 1% per annum.
- 6) **Objectives:** Our objectives are as follows:
- a) Improving access and widening opportunities for all.
 - b) Developing and sustaining healthy lifestyles for the whole community.
 - c) Establishing and driving an effective local network.
 - d) **Increasing financial resources and their effective use across the partnership.**
 - e) Building capacity and improving delivery skills.
 - f) Bringing together and aligning partners' shared priorities and targets within one action plan for sport and physical activity based on the needs of the local community.
 - g) Promoting the value and raising the profile of sport and physical activity opportunities in the Borough.

The Action Plan

- 7) This Action Plan sets out the programme that we will deliver to fulfil our core functions. We have compiled it by:
- a) Reviewing the current situation of sport and physical activity in the Borough.
 - b) Identifying the current strengths, weaknesses, opportunities and threats.
 - c) Devising actions that will meet identified needs and priorities.

The Kingston context

- 8) The key aspects of Kingston that impact upon sport and physical activity include:

- a) The **overall adult population** is 125,200, so an increase of 1% per annum in participation in sport and exercise will involve attracting an additional 1,252 people over 16 every year. On the basis of three 30-minute activity sessions per week, this equates to an extra 170,000 sessions/attendances per annum.
- b) The **population density** is around 14% lower than the London average. This means that compared with many neighbouring boroughs, there are some very significant green spaces with potential for recreational activity.

- c) Life expectancy in Kingston is more than two years higher than the London average for men and six months longer for women. Other *health indices* also show below average obesity levels, above average healthy eating and the second lowest % of people with ill health of any London Borough.
- d) 15.6% of the borough's population is made up of people from *black and minority ethnic* (BME) communities. This is below the average for south London. BME communities typically have lower than average rates of participation in sport and physical activity.
- e) Only 1.1% of Kingston residents are classed as being amongst the 20% most *socio-economically deprived* in the country, which ranks the borough 31st out of 33 in London. Since engagement is usually higher amongst more affluent communities, the potential exists to attract more participants.

The current state of play

- 9) The current state of sport and physical activity in Kingston can be summarised as follows:

Section needs updating with current statistics

- a) According to the 'Active People' survey (2006), the *adult participation rate* in sport and physical activity is 25.0%. This is well above the average for south London (23.4%), London (21.3%) and the country as a whole (21.1%).
- b) The '*gender gap*' between male and female participation rates in Kingston is 4.8%, compared with a national average of 5.2%.
- c) Rates of participation by *older people* in Kingston are relatively high at 13.8%, compared with 12.9% in south London as a whole.
- d) The difference between *white and BME participation rates* in Kingston is 4.1%, well above the average differential for south London (3.0%).
- e) The difference between *able-bodied and disabled participation rates* in Kingston is 18.7%, well above the average differential for London (14.7%).
- f) Rates of participation by *lower income groups* are relatively high in Kingston 20.7% of people from socio-economic groups C2, D and E participate, compared with 15.1% in London as a whole.
- g) 17.7% of over 16's in Kingston played *organised competitive sport* in the past year, well above the national average of 15.0%. This equates to almost 20,000 people.
- h) According to the 'Active People' survey the *adult volunteering rate* in sport and physical activity (at least one hour of volunteering each week) is 4.2%. This is well above the London (3.5%) and south London (3.9%), but below the national (4.7%) average.
- i) *School sport* in Kingston is not as high as some neighbouring boroughs, with the School Sport Partnership delivering opportunities for 82% of pupils to enjoy at least two hours of good quality PE and sport each week, well above the Government's target of 75%.
- j) In keeping with a London wide trend, only five voluntary sector sports clubs in Kingston have achieved the '*Clubmark*' award. This reflects the complexity of qualifying for the award, but also makes it difficult to verify the quality of experience offered by clubs. Notwithstanding this, 32.1% of adults in Kingston are club members, well above the national average of 25.1%
- k) Per capita *levels of sports facilities* provision in Kingston for sports halls, health and fitness facilities, synthetic pitches, athletics tracks and indoor bowls are above the respective national averages, but swimming pools, indoor tennis and golf courses are below the national averages.
- l) According to the 'Active People' survey, *rates of satisfaction* with local sports facilities are 71.1%, well above the London (66.2%) average.
- m) However, the Audit Commission measures *facility choice and opportunity* in terms of access to a range of accredited sports facilities. In Kingston, even though four facilities

have achieved quality accreditation, only 50% of the population has three different types of accredited facility within 20 minutes walk, well below Sport England's target of 80%.

n) In common with most other south London boroughs, Kingston has fared relatively poorly in terms of attracting *external funding* for sport and physical activity. Lottery sports funding for the borough in the period since 1995 amounts to only £10.92 per head, less than 20% of the Londonwide average of £55.98 and the second lowest per capita figure for any London Borough.

10) Based upon our review of sport and physical activity in Kingston, we identified the following strengths, weaknesses, opportunities and threats of where we are now.

Current strengths

- a) ***Policy commitment to the 1% target:*** Our Local Area Agreement contains a policy commitment to deliver an increase in participation in sport and physical activity of 1% per annum and provides accountability for the delivery of this key objective.
- b) ***Policy commitment to sport in schools:*** The Council has have a policy commitment to increase the % of pupils receiving good quality PE and sport each week in line with national targets.
- c) ***Overall participation rates:*** The overall adult participation rate in sport and physical activity in Kingston is well above the London and national averages.
- d) ***The gender gap:*** The gap between male and female participation rates is below the national average.
- e) ***Older people:*** Rates of participation by older people are relatively high compared with south London as a whole.
- f) ***Low income groups:*** Rates of participation by lower income groups are relatively high.
- g) ***Sports club membership:*** Membership rates are significantly higher than the national and London averages as is the proportion of people taking part in organised competitive sport in the last 12 months.
- h) ***Organised competitive sport:*** A relatively high percentage of adults in Kingston played organised competitive sport in the past year.
- i) ***Volunteering rates:*** Volunteering rates in sport and physical activity are above the London and south London averages.
- j) ***Sports facilities:*** Per capita levels of provision of sports halls, health and fitness facilities, synthetic pitches, athletics tracks and indoor bowls are above the average for the country as a whole.
- k) ***Satisfaction rates:*** The satisfaction rates for sports provision are above the London average.

Current weaknesses

- a) ***Disability:*** The difference between able-bodied and disabled participation rates is well above the average differential for London.
- b) ***BME participation rates:*** The differential in participation rates between white and BME communities is much higher than the average for London as a whole.
- c) ***School Sports Partnership:*** The School Sports Partnership has still a considerable amount to do, 3000 children still do not participate in at least 2 hours of physical activity a week and is more marked in children with disabilities..
- d) ***Clubmark accreditation:*** Only five clubs have 'Clubmark' accreditation, which makes it difficult to verify the quality of experience offered by sports clubs.
- e) ***Sports facilities:*** Per capita levels of provision of sports halls, athletics tracks, indoor bowls and golf courses are below the average for the country as a whole.
- f) ***Access to facilities:*** Only 50% of people have three different types of accredited facility

within 20 minutes walk - well below Sport England's target of 80%.

- g) **External funding:** Levels of Lottery funding per head for sport in Kingston are less than 20% of the figure for London as whole, which suggests that there has been significant under-investment in the borough over the past decade.

Current opportunities

- a) **Kingston CSPAN:** The formation of a Community Sport and Physical Activity Network will provide the opportunity for collective planning and collaborative action to promote sport and physical activity in the borough.
- b) **London 2012:** The Olympics and Paralympics will provide sport and physical activity with unprecedented profile and an unrivalled opportunity to associate with the Olympic 'brand'.
- c) **Audit data:** The existence for the first time of detailed audit material on participation and volunteering rates and other indices at borough level will enable strategic plans to quantify authoritatively their local situations and plan improvements accordingly.
- d) **School Sports Partnership:** The School Sports Partnership provides a sound basis for developing further initiatives for school aged children.
- e) **Strategic reviews:** When local strategic plans, including the Local Area Agreement are being revised and this will provide the opportunity to include policies and priorities identified in this Action Plan.

Current threats

- a) **Volunteering:** Whilst volunteering rates are higher than the London average, they are still well below the overall national figure. If volunteering rates are low there may be too few volunteers to sustain participation increases.
- b) **External funding:** Unless a stronger case can be made to external funding agencies that Kingston deserves higher levels of investment than it currently achieves, the borough will continue to be financially disadvantaged.

Delivering the Action Plan

11) Our action plan is based upon our analysis of the current situation. It:

- a) Reflects our vision, aim and key measure.
- b) Incorporates the themes and priorities of other key stakeholders.
- c) Adopt an evidence-based approach to addressing the issues identified in the audit of sport and physical activity in Borough.

12) The Action Plan identifies:

- a) What our partners and we will do to address each priority.
- b) Why we will be doing so, in terms of the policy rationale and evidence base.
- c) How specifically we will implement projects that meet the priority needs of sport and physical activity.
- d) Who will be responsible for programme delivery.
- e) When each initiative will commence.
- f) The Measures of success that will determine whether we have made a difference.
- g) **6 Key projects to be monitored and reviewed:-**

Positive Minds, Girls just wanna 'ave fun, Good Sports, MEND, Sport Unlimited and the Local Area Agreements for the Over 45s.

