



Southend's Community Sports Network
get active.....stay active.....

Vision Document

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Foreword

Southend on Sea has a proud and rich sporting tradition, a number of elite athletes began their sporting careers in the borough.

Sport and physical activity is a high priority for Southend on Sea Borough Council as participation in physical activities can have a positive impact across a number of different policy priorities for the council and increase the wellbeing of local residents

I'm pleased that (delete?) Southend Borough Council is leading the way by have (having?) a dedicated member that will champion sport by promoting existing sport within Southend and encourage the take up of sport within the local population, especially with Essex being an Olympic County in 2012.

Cllr Cox, Southend Sporting Champion

Vision Statement

'activesouthend' will be the key local structure fundamental to the development and success of Sport England's Delivery System for community sport. It will engage voluntary, private and public sector bodies through one network and work towards the achievement of a co-ordinated approach in order to create, develop and promote opportunities for local people to take part in sport and physical activity in Southend on Sea.

Introduction

'activesouthend' the Community Sports Network for Southend and was established in 2007.

'activesouthend' aims to:

Increase levels of participation in sport and physical activity

Encourage participation levels in line with Sport England target of 1% annual growth
Support the aims of the PE and School Sport Strategic Forum and School Sport Partnerships to increase participation
Increase Sport Clubs membership
Develop School club links
Increase quantity and quality of volunteers
Encourage participation and development of all Sports
Engage with South East Essex College and Southend University Campus
Support the development of sports as part of 8am to 6pm 'wrap-around' provision

Increase levels of performance in sport

Increase the number and quality of coaches
Publicise coach education opportunities
Support the work of the PE and Schools Sport Strategic Forum and School Sports Partnerships to improve performance in sport
Promote STARS – Talent assistance programme

Engage with Community Sports Coach Scheme
To add value to the role of specialist sports colleges

Promote the value of sport and physical activity in improving the quality of life

Work closely with Primary Care Trust regarding Obesity strategy and Healthy lifestyles
Support the related aims of the Local Strategic Partnership
Raise the profile and impact of sport in tackling antisocial behaviour and crime.
Through its partners identify potential funding streams for local initiatives.
Promote inclusion and aim to achieve equality in sport and physical activity.

'activesouthend' will be a key part of the delivery mechanism for community sport, leisure, physical activity and healthy recreation **linking between (in partnership with?)** sportessex (The County Sports Partnership for Essex, Southend and Thurrock and the Borough of Southend on Sea.

The partnership will work cohesively to identify the key issues in the district and actively work to increase participation in sport, leisure, physical activity and healthy recreation by increasing and widening the range of opportunities available at the districts sport, leisure, community facilities, schools, and local sports clubs for all people.

Our priorities are in line with key local, regional and national strategies, including but not limited to, The Southend Community Strategy, Southend Local Area Agreement, Every Child Matters, sportessex 'A Strategy for Sport in Essex'. Where possible, activesouthend will ensure that actions deliver against these strategies to address the priorities identified in the Southend Active People Profile (add?).

Membership of 'activesouthend':

Organisation	Name
Chair	Cllr Cox (Southend Sporting Champion)
Vice Chair	Steve Goodsell
Secretary	Matt Harwood-White
Treasurer	Trevor Clements
Adult and Community Services Department	Nick Harris, Matt Harwood-White
Children and Learning Department	Bob Helen, John Ubsdell
sportessex	Greg Cooper
Southend on Sea Sports Council	Chris Smith, Trevor Clements
Southend United Community and Educational Trust	Steve Goodsell
Creating Leisure Trust	Lee Clary, Anthony Thompson
Positive Futures	Adrian Fryer
School Sport Partnership East	Kirk Edwards
School Sport Partnership West	Peter Melville
Portfolio holder for Culture	Cllr Garston
Portfolio holder for Children's and Learning Services	Cllr Sally Carr
Southend, Castle Point and Rochford Primary Care Trust	Andrea Atherton, Margaret Grey
Crime Disorder and Reduction Partnership	Steve Worrton, Maurice Mason TBC
PE and School Sport Strategic Forum	Bob Helen, Lesley Clubb
Local Strategic Partnership 'Southend Together'	Katherine Kirk, Jan Hodges
School Sport Partnerships, East and West	Peter Melville, Kirk Edwards
Southend Association of Voluntary Services	Gareth Gault TBC
Southend on Sea Sporting Champion	Cllr Tony Cox
Southend on Sea Borough Council Youth Mayor	George Kemp TBC
South East Essex College	Jan Hodges
Sport England East	TBC

It is believed that the above organisations are in a position to act strategically avoiding duplication and linking relevant local, county, regional and national strategies/initiatives across a broad spectrum to drive forward sport, leisure, physical activity and healthy recreation within Southend on Sea resulting in an increasingly

active, healthier and safer community with a higher quality of life. However, 'activesouthend' recognises that for the Community Sports Network to be effective it needs involvement from the wider community including sports clubs, youth groups and community associations amongst other organisations. There will be opportunities for these organisations to liaise with core members of 'activesouthend' and work on specific projects within the community alongside core members of 'activesouthend'.

The partnership will ensure delivery of the agreed Action Plan in order for 'activesouthend' to have maximum impact on improving the quality of life for the Community of Southend on Sea.

'activesouthend' will reflect national, regional and local priorities through the Action Plan aiming to cover a broad spectrum including but limited to sport, leisure, physical activity, healthy recreation, health, education, community cohesion as well as crime and disorder.

It is an exciting time for sport, leisure, physical activity and healthy recreation in Southend on Sea and Essex. Within Southend there are many examples of good work currently being undertaken that will improve the infrastructure for sport, leisure, physical activity and healthy recreation in Southend. Some are listed below.

- Strong Sports Council supporting local clubs and coaches and coordinating the distribution of grant aid.
- Two successful School Sport Partnerships working with all School in Southend.
- Strong partnership with sportsex (CSP)
- Physical Activity included in Local Area Agreement Stretch Targets

There also many groups driving forward the development of sport, leisure, physical activity and healthy recreation including but not limited to many local accredited sports clubs.

Adding to the excitement is the build up to the London 2012 Olympics that will inspire and encourage many people to become actively involved in sport, leisure, physical activity and healthy recreation. Essex is even hosting an event.

'activesouthend' will work closely with Sportsex to ensure a coordinated approach to developing sport, leisure, physical activity and healthy recreation as well as ensuring that Southend benefits from the potential legacy that London 2012 will provide.

Background

General District / Borough profile

The largest town in Essex, Southend is the nearest seaside resort to London. Southend is a great place to live, work and visit and we would like it to be even better.

Traditional seaside attractions, seven miles of glorious coastline, fresh sea air, art galleries, theatres, museums, superb shops, beautiful parks and gardens, restaurants, pubs, nightclubs and music venues combine to form a vibrant, cosmopolitan town with something to suit all ages, tastes and cultures.

Exciting changes are continuing in Southend to achieve its vision to become a major centre for culture, entertainment and leisure.

(Source: Visit Southend website)

The population of Southend as identified in the 2001 Census was 160,257, with 76,749 males (48%) and 85,508 females (52%).

20% of the population are aged 0-15 years, 61% of the population were aged 16-64 years and 19% of the population were aged 65+.

Sports profile of District / Borough

Facilities

Southend on Sea boasts many excellent facilities and these are identified in the Active places website.

The facilities include, an eight lane athletics track, World Class Diving facilities, indoor and outdoor tennis courts at an LTA accredited centre and a marine activity centre.

There are also a large number of privately-owned gyms and health clubs in Southend on Sea who operate on a membership package basis.

Clubs, Coaches and Volunteers

The Borough is part of the FANS scheme and runs its own STARS scheme; these schemes are talent identification schemes that allow free access to leisure facilities for national and County athletes.

Southend on Sea has a large number of successful clubs and coaches operating in the Borough. Supporting these sports clubs are a huge number of volunteers who work tirelessly for the benefit of their sport and/or club. In the 2006 Active People Survey, 4.4% of the adult population in Southend on Sea contributed at least one hour a week of volunteering to sport – slightly below the 4.9% regional and 4.7% national averages.

Sport/Activity Providers

A number of additional organisations in Southend on Sea have an interest in activities that are designed to increase the number of people leading healthy, active lifestyles through sport and other activities.

These organisations include:

- Southend United Community and Educational Trust
- Schools Sport Partnerships
- Positive Futures Project
- Healthy Schools
- Creating Leisure Trust

Informal Activities

There is an increasing amount of provision of less formal and/or less traditional activities in the Southend on Sea.

These activities include:

- Walking and jogging groups.

Participation levels in Southend on Sea

- 21% of people participate at least 3 days a week x 30 minutes exercise, in Essex the number of people is 19.8% and nationally the figure is 21%
- 4.4% of people give at least one hour a week volunteering in sport, in Essex this figure is 5% while the national figure is 4.7%
- 16.7% of females participate at least 3 days a week x 30 minutes exercise, this compares to 18.5% across the country.
- Only one in 17 people aged 55 years or over in Southend took part in sport or physical activity once a week, less than most of Southend's geographical, IMD and ONS groups.
- The percentage of people who were members of a sports club was 29.3%, in Essex this was 27.7% and nationally this figure is 25.1%

- 18.6% of people received instruction from an instructor or coach in the last 12 months. In Essex this is 19.1% and nationally 18%
- 15.6% of people have taken part in organised competitive sport in the last 12 months. Across Essex this figure was 15.9% and the national figure is 15%
- 72.8% of the population stated that they were satisfied with local sports provision. Across Essex this figure is 70.8% while the national figure is 69.5%
- 51.2% of the population had taken part in no physical activity lasting 30 minutes over the previous four weeks of the survey, while the percentage for Essex is 51% and nationally 50.6%

School Sport Partnership

The School Sport Partnerships are key partners for delivering school-based activities and for providing strong school-to-club links with community clubs in Southend.

London 2012

London's hosting of the 2012 Olympic and Paralympic games offers a unique opportunity to change the face of sport and physical activity. With focussed investment in the Delivery System for Community Sport all organisations with an interest in sport can contribute to a long lasting legacy of sport for all communities

Key issues facing Southend on Sea :

Source: Southend on Sea cabinet report September 2004, based on IMD findings 2004 and census 2001 findings.

General findings:

- On the **Indices of Multiple Deprivation scores 2004**, Southend is the 2nd most deprived district in Essex after Tendring.
- 26 super output areas (SOAs) in Southend on Sea (out of 107) are among the 10% most deprived in England in at least one domain, representing about 39,000 residents. 73 SOAs are identified as being among the 20% most deprived in the region on at least one aspect of deprivation, spread across all Wards in the Borough. These areas have a population of about 109,000. (source: Southend on Sea cabinet report September 2004, based on IMD findings 2004 and 2001 census)
- Southend has 48 SOAs that are ranked within the most deprived 20% in the East of England. This figure accounts for 44.9% of the Southend population, approximately 72,000 residents.
- 15.8% of Southend's residents (over 25,000 people) are classified as living in income deprivation and 11 SOAs in the Borough are ranked within the most income deprived 10% in England.

Deprivation domains:

Employment Deprivation Domain

- Southend has 7 SOAs in the most deprived 10% of SOAs in the country. This is relatively high confirming that Southend has higher than national average unemployment and numbers of people suffer from a long-term illness. A total of 46 of Southend's 107 SOAs are within the most deprived 20% regionally

Health Deprivation and Disability Domain

- Nationally Southend has only 4 SOAs falling within the 10% most deprived areas in England. At a regional level Southend has 50 SOAs falling into the worst 20% of SOAs.

Education, Skills and Training Deprivation Domain

- Southend has 7 of its SOAs falling within the most deprived 10% in the country.

Barriers to Housing and Services Domain

- Southend performs strongly in this domain, with not one SOA falling within the worst 10% in the country or 20% in the East of England. Southend is a compact, densely developed urban area, and distances to services such as doctors, hospitals and primary schools are low. Standards of housing are also generally good.

Crime Domain

- Southend on Sea has only 3 SOAs in the most crime deprived 10% of SOAs in the country, all located in the Kursaal Ward. 34 (32%) of Southend's SOAs fall within the most Crime deprived 20% of areas in the East of England, Southend is placed third in Essex after Thurrock and Basildon districts. Predictably the large urban areas have the worst crime deprivation.

The Living Environment Deprivation Domain

- Southend has performed unfavourably in this domain with 13 SOAs falling in the worst 10% in England.

National, Regional and County context

Sport England's *Framework for Sport* identified the need for a single system for delivering community sport that is simple, systematic and joined up. At the same time, Sport England has increasingly taken a role that is community-focussed and concerned with increasing participation in sports and recreation activities.

A County Sports Partnership (CSP) has been developed in each County in England which is designed to take a strategic lead in the development of sport and physical activity in those areas. sportessex (the Essex, Southend and Thurrock County Sports Partnership) is one of 49 County Sports Partnerships (CSPs) in England. It is recognised by the Department for Culture, Media and Sport and Sport England and partners within Essex, Southend and Thurrock as the strategic lead body for sport and physical activity in Essex.

Community Sports Networks (CSN) are key components of a County Sports Partnership. CSN's provide the critical link between the CSP and the delivery of sporting opportunity at a local level. The relationship between the CSP and the CSN is vital to create a two-way flow of information, resource and achievement of shared outcomes.

The CSP will play a strategic role in this partnership by advising, co-ordinating and supporting all CSN's within the county. It is the role of the CSP together with Sport England and the CSN's to develop a delivery system that will assist the CSNs to deliver activities at a local level that will contribute to the widening of access of opportunities and increasing participation.

The Delivery System for Sport

'sportessex'

sportessex (the Essex, Southend and Thurrock County Sports Partnership) is one of 49 County Sports Partnerships (CSPs) in England. It is recognised by the Department for Culture, Media and Sport and Sport England as the strategic lead body for sport in Essex. This lead role is also recognised by the many partners within the county who have come together in a voluntary partnership to form sportessex. These partners include local authorities, school sport partnerships, community sports networks, further and higher education, governing bodies of sport, clubs, coaches and volunteers, as well as the business community and Essex wide representative bodies. All the partner organisations that form sportessex share a desire and commitment to improve the quality of life for all people in Essex through sport.

There are many initiatives, plans and policies that drive and influence the work of sportessex. From key information gathered from National, Regional and local drivers sportessex has three key strategic and core aims derived from the constitution of sportessex:

- 1) To increase participation in sport
- 2) To improve the levels of performance in sport
- 3) To promote the value of sport in improving quality of life

Community Sports Networks within the Delivery System

'activesouthend' is an integral part of the Delivery System for Sport. Whilst 'activesouthend' is focused within Southend on Sea co-ordination and planning across local authority boundaries will be necessary to avoid duplication including sharing ideas and resources, setting up of cross boundary sport specific partnerships. Within the Delivery System, sportessex are ideally placed to take responsibility for this countywide perspective, supporting 'activesouthend'.

The relationship between sportessex and activesouthend.

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'activesouthend'

'activesouthend' has positioned itself with strategic links to many established groups in Southend such as the Local Strategic Partnership (LSP), Southend Together, Primary Care Trust and the Crime Disorder and Reduction Partnership.

Southend's Local Area Agreement has included a stretch target for increasing physical activity from 21% to 25.5% by December 2009. 'activesouthend' in partnership with sportessex will play a crucial role in this.

Towards 'activesouthend'

Terms of Reference: To be reviewed annually

- Establish Chair and Secretary for the Southend CSN
- Acknowledge and agree the aims and objectives of the Southend CSN
- Agree roles and responsibilities and management of Southend CSN
- Advise on and agree the Action Plan
- To be proactive in promoting the work of Southend CSN
- To be actively involved in the Action Plan's monitoring and evaluation process and assist in production of reports
- Discussion and deployment of relevant resources and funds
- Link with other relevant groups, information gathering and establish a communication network across Southend CSN
- Work in partnership to manage resources effectively
- To be a strategic local voice for sport and physical activity with links to county, regional and national bodies

Role of Partners

Each Partner agrees to the following:

- Work co-operatively to achieve the agreed aims and objectives of the Southend CSN and the Action Plan.
- Advise and support the management of the Action Plan as required
- Identify issues and barriers to participation for target groups and work in partnership with the target groups towards achieving possible solutions

- Determine the appropriate performance indicators required to monitor and evaluate the aims and objectives of the Action Plan and be prepared to be involved in the monitoring and evaluation process
- Share expertise and information to promote the development and work of Southend CSN, particularly through own networks and links.

Southend CSN will:

Bring together key partners

Identify local needs and develop Action Plans for delivery and aligning to sportsex Strategy for Sport

Share information, expertise and increase communication

Take action to achieve its aims through strategic co-ordination, planning and delivery.

Monitor progress of the action plan through an agreed set of performance indicators

Raise the profile of Sport and its role in helping to achieve the aims of other partner organisations

Key Objectives or Aims and Objectives

- Increase levels of participation in sport and physical activity and build sustainability.
- Widen access to opportunities for sport and active recreation, including under-represented groups.
- Bring together and align partners existing priorities and targets within one joined up local action plan for support and active recreation within the CSN area, based upon the needs of local communities and ensuring clarity in roles and responsibilities.

Key Performance Indicators and Targets

Should activesouthend be successful in securing funding for an intervention from Sport England (CIF), then we will be select the performance indicators that are most appropriate to our projects during stage one of the application process, develop a data collection process and measure the impact of the projects against these indicators using the Monitoring and Evaluation Toolkit.

The activesouthend action plans are included as appendices.