

TITLE OF REPORT: Case Study Update on the London 2012 Olympic & Paralympic Games legacy in Gateshead

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Summary

The purpose of this report is to provide a final update to OSC regarding the review of the legacy impact of the London 2012 Olympic and Paralympic Games in Gateshead. This final report is designed to update members on the current sport and physical activity participation levels in Gateshead, and the direction of travel of sport from a national perspective.

Background

1.0 The Communities and Place OSC agreed as part of its annual work programme in April 2013, to include a case study on the legacy of the London 2012 Olympic and Paralympic Games. A report was presented in November 2014 to OSC which included:

- The physical activity levels of adults in Gateshead, both pre and post London 2012, based on Sport England's Active People Survey 8 which indicated that participation levels were similar to those in 2005/06 when London won the rights to host the London 2012 Olympic & Paralympic Games, however more recent years had shown a slight declining trend.
- The significant investment Gateshead had received from the Places, People, Play initiative and the impact at a local level, as a legacy from London 2012.
- The views of two local sports clubs (Tyne United Rowing Club and Gateshead Victoria Boxing Club, based at Brandling Community Centre) and how they have benefitted significantly from the legacy of London 2012 through grants and support from Gateshead Council.
- The programmes and initiatives aimed at increasing participation levels in Gateshead, supported or funded by Gateshead Council.

Issues the OSC might want to consider:

Active People Survey 9 2015

2.0 The Active People Survey, carried out by Sport England is the largest survey of sport and active recreation ever carried out in Europe. Since 2005/06, the findings have become an invaluable resource for the sports sector.

- 2.1 The recent survey (Active People Survey 9) results published in December 2015 indicate that;
- 2.2 26.4% of adults in Gateshead (16yrs plus) take part in 1 x 30 minutes per week. This indicates that levels of participation have decreased significantly by 5.4% since the last survey results 2014, and by 5.6% since the first survey in 2005/06.
- 2.3 23.1% of adults (16yrs plus) in Gateshead take part in 3 x 30 minutes of activity per week, The results indicate a slight decrease of 1.1% from the Active People Survey 8 results from October 2014, however still remains a significant increase (5.1%) since the first survey in 2005/06.
- 2.4 27.1% of those aged 14 years plus in Gateshead take part in at least 30 minutes of activity per week, compared to 36.8% from the first year of data collection in 2012, highlighting a significant decrease of 9.7%.
- 2.5 In comparison, Appendix 1 suggests that, although the North East and National averages indicate slight increases in participation since 2005/06, it is very clear that since 2012, participation levels are declining.

Sporting Future: A new Strategy for an Active Nation

- 3.0 The Department for Culture, Media & Sport (DCMS) released its first government strategy for sport in more than a decade in December 2015. The strategy has 5 key outcomes:
 - Physical Wellbeing
 - Mental Wellbeing
 - Individual Development
 - Social and Community Development
 - Economic Development
- 3.1 Funding will be distributed to focus on people who do not tend to take part in sport, including women and girls, disabled people, those in lower socio economic groups and older people. Sport England's remit is being broadened to become responsible for sport outside of school from the age of 5 rather than the current age of 14.
- 3.2 The policy will better reflect the value of broader engagement in sport, including volunteering and experiencing live sport.
- 3.3 The new strategy states that 'Local Authorities will have an important leadership role to play, bringing schools, voluntary sports clubs, National Governing Bodies, health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system. Local Authorities have and will continue to have, an absolutely crucial role to play in delivering sport and physical activity opportunities'

- 3.4 Appendix 2 provides an overview of some of the other key points released within the strategy.
- 3.5 In response to this, Sport England, will produce their new Sport Strategy in March 2016, which will provide direction of how the DCMS strategy will be implemented on the ground, including the funding streams available to support.

Future challenges the OSC may wish to consider

3.0 The OSC may wish to take into account the following challenge and issue:

- The recent Active People Survey results in section 2 of the report suggest that whilst those individuals are active are becoming more active, the potential number of 'inactive' people in Gateshead is increasing.

Future Implications

4.0 The following implications should be considered by the OSC:

4.1 According to the UK Active's report (Turning the Tide of Physical inactivity, 2014) the following is required to address inactivity;

- Sustained, strategic action which requires a long term commitment,
- A cross-departmental and partnership approach which involves many stakeholders at a local level.
- Targeting the least active, as the health gains for the least active are greater than those who are more physically active.

4.2 The need to continue to support the sporting networks and infrastructure in Gateshead, such as the current 18 sport development partnerships, to ensure that capacity building in local communities and sports clubs continues to lever in and maximize resources.

4.3 The development of the new Integrated Wellness Model will aim to provide a community development approach to improving health and wellbeing, and will provide support to encourage residents to lead an active and healthy lifestyle.

Financial Implications

5.0 The OSC is asked to consider the following future financial implications;

- The need to continue to maximise the opportunity to secure external investment from initiatives such as Sport England and other funding bodies.

- Budget pressures facing the Council and the reliance on short term externally funded programmes; and the impact this could have on delivering Vision 2030 and the Council's Culture Strategy.
- Ensure cross-departmental and cross-sector partnership working in the utilisation of resources for sport and physical activity to ensure effective and sustainable approaches.
- The need to maximise the resources available within the Council to work with other partners to effectively build upon success to date and secure future funding opportunities for Gateshead.

Recommendations

6.0 The views of the OSC are sought on:-

- The current physical activity levels in Gateshead,
- The new DCMS strategy and the potential leadership role of the local authority to increase physical activity levels.

Appendix 1

Percentage of adults taking part in at least 30 minutes of moderate activity per week. Source: Sport England Active People Survey

Area name	APS1 (Oct 2005-Oct)		APS2 (Oct 2007-Oct)		APS3 (Oct 2008-Oct)		APS4 (Oct 2009-Oct)		APS5 (Oct 2010 - Oct)		APS6 (Oct 2011 - Oct)		APS7 (Oct 2012 - Oct)		APS8 (Oct 2013 - Oct)		APS9 Oct 2014 - Oct 2015)			
	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	%	Base	Statistically significant change from APS 1	% change from APS 1
NORTH EAST																				
Darlington	32.3%	1,028	37.2%	502	33.7%	501	33.6%	499	39.3%	498	34.0%	491	35.2%	500	33.4%	500	37.5%	514	Increase	5.2%
Hartlepool	30.4%	1,000	36.9%	502	34.7%	501	31.0%	511	33.8%	500	36.4%	509	33.0%	501	27.4%	497	36.1%	515	Increase	5.7%
Middlesbrough	32.2%	1,001	33.1%	505	32.7%	502	37.1%	504	33.7%	502	35.0%	487	33.6%	500	35.3%	498	31.5%	515	No change	-0.7%
Redcar and Cleveland	30.7%	1,037	35.7%	511	34.2%	500	35.7%	500	34.1%	503	36.7%	509	35.6%	500	30.5%	502	31.5%	512	No change	0.8%
Stockton-on-Tees	37.1%	1,016	40.0%	510	36.2%	508	41.7%	508	36.1%	501	39.3%	514	37.0%	500	38.1%	500	28.6%	524	Decrease	-8.5%
Gateshead	32.0%	1,036	38.3%	506	33.8%	1,001	32.0%	1,009	30.8%	1,001	39.6%	506	37.4%	506	31.5%	501	26.4%	517	Decrease	-5.6%
Newcastle upon Tyne	36.6%	1,010	35.2%	506	41.5%	500	34.7%	1,012	33.2%	503	38.0%	473	37.0%	501	37.7%	500	37.8%	520	No change	1.2%
North Tyneside	33.7%	1,005	32.6%	500	39.0%	501	38.1%	501	33.8%	500	38.2%	530	37.0%	504	43.3%	502	35.1%	523	No change	1.4%
South Tyneside	31.9%	1,001	32.9%	518	32.7%	502	33.4%	503	31.1%	502	32.9%	507	31.1%	502	31.3%	501	35.3%	527	No change	3.4%
Sunderland	32.3%	1,015	29.1%	504	34.0%	506	39.6%	517	29.6%	502	32.5%	471	34.2%	500	34.8%	503	30.7%	521	No change	-1.6%
County Durham	31.8%	7,075	33.8%	4,051	34.2%	3,522	33.8%	3,533	36.1%	502	35.5%	485	35.8%	501	31.8%	500	32.1%	550	No change	0.3%
Northumberland	32.3%	6,073	37.0%	3,541	35.3%	3,019	36.3%	3,047	31.8%	500	35.1%	489	33.1%	500	31.1%	497	35.8%	525	No change	3.5%
County Durham Sport	31.8%	7,075	33.8%	4,051	34.2%	3,522	33.8%	3,533	36.1%	502	35.5%	485	35.8%	501	31.8%	500	32.1%	550	No change	0.2%
Northumberland Sport	32.3%	6,073	37.0%	3,541	35.3%	3,019	36.3%	3,047	31.8%	500	35.1%	489	33.1%	500	31.1%	497	35.8%	525	No change	3.4%
Tees Valley Sport	33.1%	5,082	36.8%	2,530	34.4%	2,512	36.8%	2,522	35.3%	2,504	36.6%	2,510	35.2%	2,501	33.7%	2,497	32.3%	2,580	No change	-0.8%
Tyne & Wear Sport	33.5%	5,067	33.4%	2,534	36.6%	3,010	35.9%	3,542	31.7%	3,008	36.2%	2,487	35.6%	2,513	36.0%	2,507	33.2%	2,608	No change	-0.3%
North East England	32.9%	23,297	34.8%	12,656	35.4%	12,063	35.8%	12,644	33.5%	6,514	36.0%	5,971	35.2%	6,015	34.0%	6,001	33.1%	6,263	No change	0.1%
England	34.6%	363,724	36.6%	191,324	36.5%	193,947	36.2%	188,354	35.6%	166,805	36.9%	163,420	36.6%	163,099	36.1%	164,096	35.8%	169,010	Increase	1.2%
NOTES:																				
This indicator is about:	1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)																			
Please note that the latest results now include:																				
	Moderate intensity participation in a full range of keepfit classes amongst people aged 16-65 years (previously for some keepfit classes, results had only included participation amongst people aged 65 years or over)																			
	Moderate intensity participation in bowls and croquet (previously participation in these activities had only been included for people aged 65 years or over)																			
	All recreational cycling (previously infrequent recreational cycling - less than once a week - had not been included)																			
	For comparison purposes, these changes have been consistently applied to results for the entire time series.																			

Appendix 2

Key points taken from the DCMS strategy; **Sporting Future: A new Strategy for an Active Nation**

- 1) Funding changing away from how many people play sport but how sport can have a meaningful and measurable impact on improving people's lives.
- 2) Sport England remit to engage with youngster to lower from 14 year olds up to 5 year olds up
- 3) Working with and sharing UK sport expertise with governing bodies of non Olympic sports
- 4) Active people survey replaced with Active lives – focus on how active people are rather than how often they take part in sport. The new arrangements will run in parallel with Active People for 12 months to enable a smooth transition, and then Active People will stop.
- 5) New governance code mandatory for all sports bodies receiving public funding from 2017
- 6) 5 fundamental outcomes at heart of new strategy: physical health, mental health, individual development, social and community development and economic development.
- 7) Sports Business Council created to develop a new business strategy that helps support growth, improve access to finance and develop skills in the Sport Sector.
- 8) Working agreement across all Whitehall departments to work together
- 9) formal annual progress report to Parliament and a cross government ministerial group which will meet regularly to drive implementation.
- 10) Local authorities are the biggest public sector investor in sport and physical activity, spending over £1bn per year, excluding capital spend². Their understanding of communities enables them to target opportunities and encourage mass participation.
- 11) The opportunities to realise the multiple benefits that can be achieved for communities by investing in green spaces and routes as venues for sport and healthy activity should be considered whenever they arise.
- 12) Sport England will, following a competitive bidding round, pilot focusing significant resources, including intensive staff input, to support development and implementation of local physical activity strategies in a number of selected geographic areas. (to be outlined in Sport England 2016 strategy)
- 13) Government will commission an independent review of the role played by CSPs in the delivery of sport at the local level, which will also consider the impact that new

structures in local government created through devolution deals have on local delivery of sport and physical activity. This review will be completed by autumn 2016 to complement Sport England's new strategy.

14) 'Sport Cabinet' to be re-established. It will bring together the four sports ministers who represent Scotland, Wales, Northern Ireland and both England and the UK as a whole.

15) The sector must also adapt to suit how people want to engage in sport and physical activity.

16) Developers who have capitalised on ways for users to capture and share their data through apps or wearable technology have also seen success in attracting new participants. Similarly many organisations have used the power of social media to effectively engage new and existing participants. However, where organisations or sports have failed to understand what customers want and need, the number of people taking part has fallen.

17) Government is open to Sport England setting targets of a step-change in engagement by 2020 in those areas of the country or key population groups on which it focuses significant resource.

18) In future government will, via Sport England, support work designed to get more people from under-represented groups engaging in sport and physical activity. Wherever possible, this focus on under-represented groups will run through all Sport England funding.

19) We will track levels of engagement in outdoors activity through the new Active Lives survey and explore how to enhance the compatibility of data from Active Lives and the Monitor of Engagement with the Natural Environment (MENE) to deepen understanding of behaviours.

20) Responsibility for the Adventure Activities Licensing Authority (AALA) is likely to move from the Department for Work and Pensions (DWP) to DCMS and the organisation will be reformed to make its focus the active encouragement of greater levels of outdoor activity, beyond simply its licensing.

21) All organisations that receive funding from Sport England will be required to make data which is relevant to getting more people involved in sport and physical activity publicly available in an agreed format. This may include (but is not limited to) data on the location and availability of facilities, coaches and clubs. Sport England should set and own clear data standards to support this work. Sport England will set out how this will be achieved in their new strategy.

22) Sport England will include a target for the percentage of inactive people that organisations and programmes should be engaging

23) Government will sign up to a dedicated Workplace Challenge for the Civil Service operated by the CSPN, starting in early 2016

- 24) Sport England and PHE will work together to lead message development and marketing activity to create a compelling environment that encourages everybody, especially people in under-represented groups, to meet the Chief Medical Officers' guidelines on physical activity.
- 25) 45% of 7-11 year olds cannot swim 25 metres
- 26) Government will establish a working group to advise on how to ensure no child leaves school unable to meet a minimum standard of capability and confidence in swimming, including disabled young people and those with Special Educational Needs.
- 27) DCMS, DfT and DfE will work with others to explore how to ensure that all children have the opportunity to learn to ride a bike, through the Bikeability cycle training programme.
- 28) School Games to be assessed on effectiveness and future priorities
- 29) Sport England to develop a new coaching plan by early 2016
- 30) Sport England will support the CIMSPA, in developing and implementing a set of standards for all sport and exercise professionals starting in January 2016.
- 31) New volunteering strategy to be published for sport and physical activity in 2016.
- 32) Volunteering opportunities, including online, could be clearer. Sport England to work with other agencies to improve access and opportunities available
- 33) Sport England, UK Sport and NGBs will work together to reward existing / regular volunteers with 'gold ticket' opportunities to volunteer at major events.
- 34) Government will enable the Sports Grounds Safety Authority (SGSA) to take on a more formal role in helping sport grounds reach the required standards for accessibility.
- 35) Government will work with the football authorities to ensure that all clubs meet their legal obligations under the Equality Act 2010 to provide reasonable adjustments to accommodate disabled spectators attending matches.
- 36) Government is not persuaded to re-introduce standing accommodation in grounds covered by the all-seater requirement. Government to monitor.
- 37) Government encourages as many NGBs and other rights holders as possible to sign up to the accessibility principle of the SRA's Voluntary Code of Conduct on the Broadcasting of Major Sporting Events.
- 38) Government will ensure that the concerns raised in the consultation on the role of the BBC in making sport available to the viewing public are reflected in the BBC Charter Review process.

- 39) Government has extended the guarantee funding for Team GB and ParalympicsGB to Tokyo 2020.
- 40) Sport England will review its commercial framework in 2016 to ensure it supports sports that may have strong domestic leagues but are not currently profitable and need additional help making them more commercially attractive and therefore more financially sustainable.
- 41) UK Sport will, working with the Home Nations' Sports Councils, the UK Government and the devolved administrations, develop a UK-wide strategy for so-called 'mega-events' where financially viable, by September 2016.
- 42) Sport England to establish a scheme to support English bids for major sporting events, where financially viable
- 43) Government will support new sports in the UK, in particular through greater links with the US National Football League, the National Basketball Association and Major League Baseball, with the aspiration that a new franchise might one day be based here.
- 44) To reduce the over-reliance of some organisations on the public sector and move them to a more sustainable mixed funding model, Sport England and UK Sport will together set targets for and support organisations in (a) reducing the percentage of income that the organisations they fund receive from a single public sector source and (b) increasing the overall level of non-public investment they receive.
- 45) Sport England and UK Sport to work with organisations they fund to agree plans to make back office and efficiency savings where appropriate, and consider moves to shared service models
- 46) Government to launch a consultation at Budget 2016 on how to expand support that can be given to grassroots sport through the corporation tax system and will also undertake a cost/benefit analysis for some of the tax proposals suggested.
- 47) Government will encourage the Premier League to ensure that its investment is aligned to the overall outcomes set out in this strategy
- 48) Establishment of a Social Impact Fund for investment into sport, pooling public, philanthropic and commercial capital. Potentially also looking at ways of enabling local communities to invest into their local sports facilities using models like community shares and crowdfunding.
- 49) Government to work with Sport England to engage with the sport sector to upskill them in taking on social finance opportunities.
- 50) In assessing applications for all major capital investments in future, Sport England will include a presumption in favour of co-location of services (including health and education) wherever possible.

51) Future large scale infrastructure investment through Sport England will operate on an assumption of multi-sport solutions, unless that can clearly be shown to offer poor value for money or there is no demand. Only if this is the case will Sport England fund single sport infrastructure projects.

52) Sport England will work with the industry to develop a single customer-facing quality standard for sports facilities. This will be in place by the end of 2016.

53) Investment in artificial football pitches in 30 cities across England by 2020.

54) In early 2016, Sport England will re-issue an updated more user-friendly version of its Procurement and Leisure Contract Toolkit to support greater consistency within the sector and embed the health and social outcomes of this strategy into public leisure contracts.

55) All organisations in receipt of public funding will be expected to carry out a regular staff survey (including their volunteers) at least once a year and: a) act on the results internally making clear to their employees and volunteers how they are doing so; and b) make topline data available to Sport England to collate the results and build up a better picture of the sport workforce.

56) Sport England will develop a new Sports Leadership Scheme as part of its new workforce strategy, to provide high quality professional development for future leaders in sport (at both national and community level).

57) Sport England and UK Sport will work together to tackle the lack of diversity in senior positions across the sport sector, working with expert organisations to break down barriers in the recruitment and advertisement of roles. Sport England will also place equal emphasis on the support for LGB&T people in sport as it does for other characteristics protected by the Equality Act 2010.

58) Government expects large organisations in the sport sector, such as leisure centre operators, to utilise apprenticeships as a key element of their workforce strategies. Smaller organisations that are in receipt of public funding, regardless of whether they are required to pay the apprenticeship levy, should have at least one apprentice at all times.

59) Government will establish an Independent Working Group on a new Duty of Care for participants in sport.

60) New sets of Key performance indicators to be outlined.