

Appendix 1: Priority Action Plan

Appendix 1 sets out the detailed delivery plan required to implement the 12 Actions identified above. For each Action we explain the rationale, set out the milestones and explain exactly what we will do to ensure delivery.

Outcome 1 Participation in sport and physical activity has increased across the population as a whole

Action 1 All public facing staff use every opportunity to promote the benefits of physical activity to the public

Rationale

All public facing staff have a unique opportunity to utilise brief interventions to 'sow the seed' for behaviour change - in this case to increase physical activity. If front-line staff are knowledgeable about opportunities and support for local people, and deliver consistent messages, it is much more likely that residents take information on board and begin to change their behaviour.

Milestones

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| 1a) | Specifications for commissioned services include references to sport and physical activity, and the requirement for brief interventions where appropriate. | July 2014 |
| 1b) | Encourage and support all partners to use brief interventions and signposting/referral to sport and physical activity options. | Ongoing |

“...practitioners should take the opportunity, whenever possible, to identify inactive adults and advise them to aim for 30 minutes of moderate activity on 5 days of the week (or more)...(Four commonly used methods to increase physical activity. NICE, 2006)

Outcome 1 Participation in sport and physical activity has increased across the population as a whole

Action 2 Ensure sport and physical activity provision for children and young people (C&YP), paying particular attention to those who traditionally experience the most barriers, such as girls, those who are disabled and those from minority ethnic groups

Rationale

Physical activity has been shown to have wide-ranging benefits for all children and young people including improved concentration, increased commitment and raised self-esteem, improved behaviour, improved life chances and good attendance at school. Sport and physical activity also help children to develop social skills such as team-work and leadership skills.

Looked after children, in particular, are likely to have poor outcomes with their long term emotional and physical health. It is recognised that sport and physical activity could have a role in improving their health and wellbeing.

Milestones

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| 2a) | Deliver the National School Games Programme in Darlington | Ongoing |
| 2b) | Local Authority works with the community sector to provide entry level sport and physical activity opportunities for C&YP where gaps in provision exist, including holiday provision. | Ongoing |
| 2c) | Schools promote and engage C&YP in sport and PA within and beyond the curriculum, aiming for the recommended 2 hours | Ongoing |
| 2d) | Ensure specific questions are incorporated into looked after children reviews to ensure opportunities are taken and increased activity is encouraged | Sep 2014 |

“Supervised and unsupervised outdoor activities are important for children’s development and also to help reduce obesity, build social and emotional resilience, develop social skills, strengthen friendships, help children learn how to deal with risks - and of course because children enjoy them” (Department for Children, Schools and Families 2007)

Outcome 1 Participation in sport and physical activity has increased across the population as a whole

Action 3 Partners work together to support and encourage inactive groups to reduce sedentary behaviour

Rationale

Underpinning all of the strategic outcomes is the need for partnership and collaboration. Darlington is a relatively small area, with many teams working in the same geographic location with similar target groups. Only by working together towards agreed shared outcomes can we hope to be able to influence Darlington to be more active. Perhaps more saliently, in a time of downward pressures on public finances, there is more incentive than ever to work collaboratively to get the most out of increasingly scarce resources.

Milestones

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| 3a) | Work with health professionals and other stakeholders to integrate physical activity into care pathways, particularly those relating to Long Term Conditions (LTC) Work to fully engage all primary care health partners in the Lets Get Moving physical activity pathway | September 2014 onwards |
| 3b) | Partners have regular and well established communication and information sharing to reduce duplication and ensure the most effective use of resources. Encourage and support all partners to use brief interventions and signposting/referral to sport and physical activity options. | July 2015 |
| 3c) | The Change4Life message is embraced and promoted by all partners. | Ongoing |

“Invest in and direct funding towards the 30% to 40% of the population who will bankrupt the nation if we fail to work with them to get moving, eating more healthily, and easing back on the fags and booze.” Duncan Wood-Allum, Director of Sport, Leisure and Culture Consultancy Ltd

Outcome 2 Gaps in the extent of participation between different communities are narrowed

Action 4 Programmes and methods of support are available to those who require additional help to be active

Rationale

The Single Needs Assessment (SNA) gives an assessment of 'the state of Darlington' from the perspective of the people of Darlington and of Darlington as a place (in line with One Darlington: Perfectly Placed). The SNA identified as cross-issue themes the need to focus our efforts on those who need it most, namely that:

- Early identification, prevention and intervention is required to reduce the gap between the most and least affluent.
- Targeting the most vulnerable groups and communities is central to reducing health inequalities.
- Communities and individuals must be empowered to make positive choices

Milestones

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| 4a) | Ensure a life-course approach to planning and delivery to take account of the needs of specific sections of the community (for example condition specific programmes, women only sessions etc). | Ongoing |
| 4b) | Work to reduce the real and perceived barriers to participation that can be caused by a complex set of influencing factors (such as age, gender, disability etc...). | Ongoing |
| 4c) | Make information about sport and physical activity and local opportunities available in accessible formats and locations. | Ongoing |

The Sport England Strategy 2012-2017 "has a new and sharper focus ontaking sport to where people are".

Outcome 2 Gaps in the extent of participation between different communities are narrowed

Action 5 Empower and mobilise local community leaders to help to promote and run community sport and physical activity

Rationale

One of the unique features of sport and physical activity is its interdependence between its professional and voluntary sectors at all levels. Sport can enrich people's quality of life, raise self esteem and confidence levels and provide enjoyment to individuals. Sport is played in many environments; in schools, community sports clubs, youth clubs and groups, and private and public sports facilities. It takes many forms; recreational, social and competitive, and attracts people of all ages and experience.

Milestones

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| 5a) | Engage, work alongside, and commission (where appropriate) local community groups, organisations and sports clubs to run and develop sustainable sport and physical activity opportunities. | Ongoing |
| 5b) | Ensure that local sports clubs and community groups are supported to apply for external funding. | Ongoing |

In terms of volunteering, sport is the number one choice in Darlington: "52% of adults who volunteer do so in sport. 5.46.0% of adults in Darlington are regular sports volunteers, with over 24.3% of local adults being members of local sports clubs (More Active Darlington 2012-2017 Darlington Sport England Local Profile, Jan 2012)

Outcome 3 Clear pathways enable individuals to reach their full potential within their chosen sport

Action 6 A comprehensive, high quality, pathway for sport and physical activity throughout the life-course is in place, and is widely recognised and used by all partners

Rationale

From a sports point of view, if a clear pathway from grass roots through to performance levels is in place, people are able to progress to the level that is appropriate for them and therefore sustain life-long participation.

From a physical activity point of view, a clear pathway means that signposting and referral to activity is much simpler, and those on the front line know what information to give, and where to send people.

We want our best sportsmen and women to compete on the world stage having taken their first steps along this pathway in Darlington.

Milestones

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|-----|---|----------------|
| 6a) | Refresh and re-name the Community Sports Network structure, and ensure it forms part of local strategic pathway. | September 2014 |
| 6b) | Develop a local pathway to ensure local people and relevant professionals know where to get support and information about sport and physical activity | September 2015 |

“Working through the Community Sports Networks, the Partnership will support and influence investment decisions using evidence based approaches - knowing what the need is and how to respond to it”. (Tees Valley Sport Partnership Delivery Plan 2013-14)

Outcome 4 A high quality community sport and physical activity infrastructure is in place across the Borough

Action 7 Local sports clubs and community groups help people to achieve their sporting potential, both at recreational and performance levels

Rationale

The London 2012 Olympic and Paralympic Games captivated the country and, in particular, has inspired young people to play sport as they attempt to emulate their heroes and try new sports. Whilst we know that maintaining this enthusiasm in the longer term is difficult, it must be our ambition in Darlington. Our strategic focus will be community, club and school sport and our resources will be directed to support and enhance the opportunities provided by individuals and organisations. We will also want to continue to celebrate and recognise achievement.

Milestones

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| 7a) | Success is recognised, shared and celebrated through programmes and initiative such as: Darlington Sports Winner's Scheme, Best of Darlington Awards, Future Champions etc | Ongoing |
| 7b) | The sport and physical activity workforce, both professionals and volunteers, are of a high quality, and are committed to their professional development | Ongoing |

"To grow local sport and physical activity opportunity we need more active and qualified people" (Tees Valley Sport Partnership Delivery Plan 2013-14)

Outcome 5 Access to quality provision of recreational facilities for sport and physical activity has improved

Action 8 The municipal offer ensures that sport and physical activity is accessible to all

Rationale

The Dolphin Centre provides the hub for Darlington's municipal sport and leisure offer. It attracted over 900,000 visits in the last full year.

In addition to sport, health and fitness a diverse range of community sessions occur on a weekly basis within the Centre.

Eastbourne Sports Complex is an important and valued community facility, which delivers an extensive programme of sports activities for adults and young people during evenings, weekends and school holidays. It also facilitates the daily delivery of St Aiden's PE curriculum.

The facility hosts many clubs and a range of School Sports Festivals are delivered on site. Specialist Clinics are also delivered from the venue in partnership with the PCT.

Milestones

- 8a) The municipal offer provides high quality, affordable and accessible sport and physical activity facilities and opportunities. Ongoing.

There were 196,000 visits to the Centre during 2011/12 for casual swimming. Almost 100,000 visits were made to the Fitness Suite in 2008/9 including 6000 visits/referrals through the Darlington One Life Exercise on Referral programme.

Outcome 5 Access to quality provision of recreational facilities for sport and physical activity has improved

Action 9 Sport and physical activity facilities and spaces (including schools) are available for community use.

Rationale

Many strategies (the Playing Pitch Strategy, Sport and Physical Activity Facilities Strategy, Sport England Strategy) recognise the importance of both large, multi-sports hubs, and also of smaller, very local facilities. This allows people to participate at all levels of sport and physical activity, and makes it much easier for people to take the first steps into being active.

Milestones

- 9a) Develop and support sport and physical activity hubs
- 9b) Schools are encouraged and supported to open their facilities for community use beyond the school day. Ongoing

“For Darlington, we would suggest that the Dolphin Centre is the Central ‘hub’ for indoor facilities and the school/college facilities act as the spokes. Similar would apply to Eastbourne Sports Complex acting as the ‘hub’ site for outdoor facilities with provision on education sites acting as the spokes”. (Darlington Sport & Physical Activity Facilities Strategy – June 2009)

Outcome 6 Partners work together to achieve wider social outcomes through sport and physical activity

Action 10 Partners work together to share resources and opportunities to develop sport and physical activity

Rationale

The importance of physical activity is widely accepted, particularly relating to disease prevention and public health. In addition, there are many other lifestyle and societal benefits of achieving an active population. Wider benefits include: the prevention of chronic disease and treatment of medical conditions and enhancement of resilience throughout life, creating a sporting habit for life, building communities and societies, increasing employment opportunities and prosperity, and many benefits for children and young people including increased educational attainment.

Milestones

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| 10a) Partners meet regularly to: identify gaps in provision, monitor progress, and identify opportunities to work together. and share knowledge/insight. | September 2013 |
| 10b) Ensure that sport and physical activity is advocated at a strategic level, and its ability to serve complementary agendas is acknowledged | Ongoing. |
| 10c) Ensure opportunities to secure external funding are maximised | Various, depending on funding deadlines etc. |

“Being physically active can bring substantial benefits and there is consistent evidence of a dose–response relationship, i.e. the greater the volume of physical activity undertaken, the greater the health benefits that are obtained. (Start Active, Stay Active, July 2011)

Outcome 7 Sport and physical activity offer across the Borough is sustainable

Action 11 Those who deliver sport and physical activity demonstrate efficiency in delivery and planning

Rationale

The increasing pressure on both the public sector and community groups means that all providers must continually reassess delivery / development methods to ensure efficient services are delivered cost-effectively.

Milestones

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| 11a) | Resources are shared wherever possible to reduce duplication, subsidies and costs. | Ongoing |
| 11b) | Organisations, community clubs and voluntary groups are supported to maximise income to offset the cost of delivery. | Ongoing |

“Commissioning for Resilience is a new approach which genuinely empowers citizens and thereby strengthens civil society as the assets of communities are identified, connected and mobilised, and the abilities and insights of local residents become resources for solving a neighbourhood’s own problems.”

(Communities in Control – Developing Assets 2009)

Outcome 8 Partners understand how to support and influence sport and physical activity behaviour

Action 12 Develop a greater understanding of the local physical activity 'market', and greater intelligence about physical activity behaviour

Rationale

There is an increasing understanding that projects and interventions must be evidence-based, and must be targeted at particular sections of society.

Each group has significantly different needs, and in order for us to provide a service that meets them, the needs must be fully understood. Participants must be supported to overcome barriers, either real or perceived, and programmes and projects must be designed with this in mind – with service users and partners wherever possible.

Milestones

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| 12a) | Professionals (such as health trainers, exercise professionals and practice nurses) are able to use brief advice to support behaviour change. | April/September 2015 |
| 12b) | Make use of available user and non-user intelligence to ensure that supply meets demand, as far as possible with the resources available. | Ongoing |
| 12c) | Individuals are supported to understand the benefits of participation and want to take some action. | April/September 2015 |

When asked "What motivates you to take part in physical activity" respondents replied: To keep fit (66%); Enjoyment (51%); Social activity (36%); Health reasons (29%); Lose weight (28%). (Dolphin Centre Survey 2012)