

# Barrow Borough



## Sport and Physical Activity Strategy

2011 – 2016



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## FOREWORD

The recent change in the sport and physical activity landscape, due to the impact of spending cuts, will see a very challenging time ahead of us. I am sure the impact will be felt across all partners and sectors of sport and physical activity.

However, we still need to plan for the future and therefore it is my privilege as chair of Barrow Borough Sports Council to introduce Barrow Borough's Sport and Physical Activity Strategy 2011 – 2016. It builds on and replaces the previous strategy and sets out our shared direction and priorities for the next five years. The previous Borough's Sport and Physical Activity Strategy 2006 - 2011 ended in March 2011. Many of the recommendations in the old strategy have been achieved but some issues remain and have been incorporated into the new strategy. A list of key achievements against the old strategy is detailed in Appendix 1.

We are well aware that most people participate in sport and physical activity for fun and enjoyment. Nevertheless, we also believe that sport and physical activity has a key role to play in improving the quality of life and health of local people and in contributing to a sense of community within the Borough. The London 2012 Olympics and Paralympics Games offers a fantastic opportunity to increase participation in sport by using the Games as a catalyst to encourage more people to take part in sport.

Physical activity has well-documented benefits for reducing the risk of major causes of illness and untimely death. Notably, there are benefits in reducing coronary heart disease, diabetes, certain cancers and mental health problems and the high cost, both direct and indirect, of these conditions.

This document outlines how we are going to make sure that all the people of the Borough of Barrow in Furness, young and old, have the opportunity to improve their life chances by becoming more active more often. There are other benefits from having a fit and active population. Research indicates that people who are physically active are less likely to smoke, drink to excess and use other drugs. They are more likely to eat a sensible diet and to pass healthy lifestyle habits on to their children. Young people who enjoy being physically active are more likely to be involved in sport and other positive pastimes and therefore less likely to engage in anti-social or disruptive behaviour.

Increasingly though, the need to be physically active has been removed from our lives. The age of technology has brought us wonderful benefits. Unfortunately every benefit that reduces our need to be physically active is also a hazard to our health, unless we take steps to remain active in other ways. Many people in the Borough of Barrow in Furness area would like to be fitter and healthier but are not aware of the proven link between good health and physical activity. Others are prevented by barriers such, as time, money or knowledge about what is available.

This strategy contains ambitious plans for further developing sport and physical activity in the Borough of Barrow in Furness and Barrow Borough Sports Council members believe that by working together we will be able to deliver the priorities and actions set out within this document.

**Tony Callister**  
**Chair, Barrow Borough Sports Council**  
**March 2011**

## EXECUTIVE SUMMARY

Barrow Borough's Sport and Physical Activity Strategy 2011-2016 sets the direction for sport and physical activity in the Borough of Barrow in Furness. It is not only a strategy for Barrow Borough Sports Council, but for all of the many partners involved with sport and physical activity. The strategy makes the case for a multi agency approach, working towards a common purpose to promote participation in sport and physical activity for all sectors of our community.

The strategy identifies how sport and physical activity can make a positive impact on people's quality of life in terms of a whole range of socio-economic benefits and development of life skills. Sport and physical activity can also contribute to social inclusion, regeneration, community safety, lifelong learning and health improvement. The strategy also recognises a clear and justified need to get the Borough's population more active in order to improve health. There is an evidence based link between physical activity levels and health. Currently, the Borough has some of the poorest health statistics in the UK.

However, to focus only upon the lower levels of activity would potentially miss the very important 'high level' sports opportunities which the Borough of Barrow in Furness strives to achieve. The mass participation work in sport and physical activity needs to be balanced with the 'top end', the performance and excellence strand.

Over the past four years the Borough has seen a 3% increase in adult (16+) sport and physical activity participation levels. This has contributed to Cumbria becoming one of the top three performing counties within England. With regard to young people (under 16), the PE and Sports Strategy for Young People survey identifies that the percentage of pupils in Furness who participated in at least 2 hours of high quality PE within the curriculum was 95%. This compares favourably to the national figure of 81%, NW figure of 78% and the Cumbria figure of 80%.

There is now a clear vision for making the Borough of Barrow in Furness more active and healthier. The overarching vision of this strategy is:

**“To increase opportunities for, and levels of participation in sport and physical activity by all sections of the community, resulting in improved health, well being, community cohesion and enhanced quality of life for those people who live, work, learn and play in the Borough of Barrow in Furness.”**

To deliver this vision, the strategy sets out priority aims and objectives necessary over the next five years to turn this into reality. The priority aims and objectives of the strategy have been formulated through an extensive and comprehensive consultation process, involving national, regional and local organisations and agencies, whilst taking into account relevant and appropriate documents. The six aims of the Barrow Borough Sport and Physical Activity Strategy 2011-2016 are:

- Priority Aim 1: Improve and increase provision of appropriate facilities
- Priority Aim 2: Increase sports participation and get more people healthy and active
- Priority Aim 3: Develop local sports providers
- Priority Aim 4: Improve partnership working
- Priority Aim 5: Develop the workforce infrastructure
- Priority Aim 6: Improve ability, performance and achievements

The strategy's action plan will be kept under a six-monthly review to enable it to be monitored, reviewed and updated in the light of any significant changes.

# SECTION 1

## Introduction

Everybody is designed to be active, but the social, environmental and lifestyle changes that have occurred over the past decades make it hard for us to be active enough. This is having a serious effect on our health. As a nation we have a high incidence of obesity, heart disease, cancer and diabetes. The risk of contracting these diseases can be greatly reduced by increasing the amount of sport and physical activity that we do. Any physical activity is better than doing nothing and more is better than doing a little.

Although it is accepted that it will take a considerable period of time to achieve enough change to people's lifestyles to create a more positive picture of levels of sport and physical activity, the Government has recognised the once in a lifetime potential of London 2012 Olympic and Paralympic Games as part of a "decade of sport" to inspire individuals to make a commitment to activity.

### 1.1 Definition of sport and physical activity

The terms sport and physical activity sometimes get interchanged. In the context of this strategy the terms are used in the following way:

**Sport** - uses the Council of Europe's European Sports Charter, 2001 as adopted by Sport England:

'Sport means all forms of physical activity which through casual or organised participation, aims at expressing or improving fitness and mental well-being, forming social relationships or obtaining results in competition at all levels'

**Physical activity** - includes all forms of activity, such as 'everyday' walking or cycling, active recreation not undertaken competitively, such as working out in the gym, dancing, gardening or families playing together, as well as organised and competitive sport.

(Dept. of Health, Be Active Be Healthy, 2009)

### 1.2 The importance of sport and physical activity

Acknowledging the importance of sport and physical activity, Barrow Borough Sports Council as the organisation responsible for the strategic coordination of sport and physical activity at a local level, is working closely with other key partners to making sure that residents and visitors to the Borough are aware of the positive contribution that sport and physical activity can make to their health, well-being and lifestyle and are able to access as wide a range of sport and physical activities as possible.

In this context, sport and physical activity is seen as making a significant contribution towards achieving a wide range of policy objectives and actions in central and local government especially in areas such as social inclusion, regeneration, community safety, crime reduction, lifelong learning and health improvement, including its contribution to halting the rise in obesity rates and in reducing the negative impact of health inequalities.

### **Sport, Physical Activity and Social Inclusion**

Sport and physical activity clearly brings people together and greatly contributes to breaking down social and cultural barriers, creating common ground, a sense of belonging, it fosters civic and social pride as well as achieving community cohesion, especially in diverse communities. Participation in sport and physical activity helps tackle isolation whilst improving people's purpose, self-esteem and confidence.

### **Sport, Physical Activity and Regeneration**

The development of sports facilities, parks and open spaces can play an important role in enhancing the image of an area and improving the built environment as part of urban regeneration programmes. The importance of recreation and sport in regenerating areas cannot be underestimated. It brings with it significant inward investment in a range of tourism, equipment, fashion, spectator events and other sports and facility services and offers secure employment to a large number of people. As participation increases so will expenditure, bringing with it economic growth and expansion.

### **Sport, Physical Activity and Community Safety**

Sport and physical activity can make a significant contribution to the reduction in crime rates and anti social behaviour. It has become increasingly apparent in recent years of the importance that physical activity and sport has in acting as a diversionary activity in reducing the levels of crime and disorder, especially among young people. Early involvement in sport and physical activities by young people can help in preventing a life of crime or diverting others away from re-offending.

### **Sport, Physical Activity and Lifelong Learning**

There is an increasing weight of evidence to demonstrate that involvement in sport and physical activity has a positive impact on the improvement to educational attainment especially in young people. Sport also helps by giving both young and older people the opportunity to develop new skills, as well as the confidence and motivation to gain qualifications that can ultimately lead to employment and career development. This can be particularly relevant to young people in developing early skills and habits that will take them into adulthood.

### **Sport, Physical Activity and Health Improvement**

Regular sport and physical activity is proven to have a direct impact on our health both physically and mentally. It can improve psychological, social and physiological health.

The **physical health** benefits of sport and physical activity include:

- The prevention and management of obesity
- Reduction of the risk of Coronary Heart Disease (CHD)
- Reduced risk of stroke, hypertension (raised blood pressure) and blood clotting
- The prevention and management of diabetes
- Improved coping with the demands of pregnancy
- An improved blood lipid profile
- Prevention of cancer
- Prevention or lessen the occurrence of osteoporosis
- Reductions in falls among older adults
- Offsetting the effects of arthritis and muscle flexibility

The **mental health** benefits can be illustrated best by looking at the implications of the benefits of health on mental well-being including levels of self esteem, emotion, mood and cognitive functioning particularly in older adults. Regular sport and physical activity can have important effects in reducing stress and anxiety, increasing self-esteem and promoting a feeling of well-being by improving sleeping habits, maintaining independence, feeling more energetic and feeling good about oneself.

Sport and physical activity also brings benefits to **social well-being**. Sport and physical activity can play a key role in increasing social capital and addressing social exclusion such as through

initiatives focusing on reducing levels of crime, increasing family play, building a sense of community, improving the physical environment and creating respite opportunities.

There are clear and significant health inequalities in relation to the prevalence of physical inactivity. Levels of physical activity are lower in low-income households than in high-income households. With Barrow's average household income the lowest of the six Cumbrian districts and below the national average, coupled with the town's high level of mortality from circulatory disease, there is likely to be considerable scope for improving the health of the community by increasing levels of physical activity.

Estimates for the annual costs to the NHS as a result of physical inactivity are between £1 billion and £1.8 billion. The direct costs of physical inactivity to National Health Service (NHS) Cumbria alone (based on 2006/07 data) are estimated at £8,277,950 per annum, this is compared to an average Primary Care Trust (PCT) cost across the country of £5m per annum. The additional costs of lost productivity to the wider economy through sickness absence and premature death take the total national cost to approximately £8.3 billion every year.

### **1.3 How much physical activity is enough?**

Physical activity does not need to be strenuous to have significant effects on people's health and general well-being. Reviews have led to two well accepted health messages:

**ADULTS: Should take at least 30 minutes of moderate intensity physical activity, at least five days a week**

**CHILDREN: Should take at least one hour of moderate intensity physical activity each day**

Moderate intensity physical activity is described as breathing slightly harder and feeling slightly warmer than normal, and is using about five to seven calories a minute – the equivalent of brisk walking. People can become physically active in many ways. However, evidence suggests that moderate activities are the most appropriate and effective for inactive people.

It is important to keep the strategic focus and priority on getting inactive people to be active and on preventing people from reducing the amount of activity they do. It is not the main goal of this Strategy to get people who are physically active to do more physical activity. If our efforts were focused on these people, this would result in wider health inequalities.

### **1.4 Current physical activity levels for adults (16+)**

In England, 61% of men and 71% of women do not meet the Chief Medical Officer's (CMO) recommendation for physical activity (30 minutes or more of at least moderate activity on at least 5 days a week). This means that 27 million adults in England are not active enough to benefit their health.

Currently the most detailed and locally applicable data available on sport and physical activity participation levels amongst adults (aged 16+) is derived from the national Active People Survey (APS). The Survey which was undertaken by Sport England in 2005/06 (APS1) and repeated in 2007/08 (APS2), 2008/09 (APS3) and 2009/10 (APS4), captures data relating to participation levels in sport and physical activity that can be analysed at local authority level.

Results from all APS's with regard to Key Performance Indicator 1 - At least 3 days x 30 minutes, moderate intensity participation (sport and recreational walking and cycling) per week (all adults), can be seen below:

	<b>APS1</b>	<b>APS2</b>	<b>APS3</b>	<b>APS4</b>
<b>Barrow</b>	19.8%	28.8%	20.7%	22.8%
<b>Cumbria</b>	20.9%	22.7%	21.9%	25.5%
<b>North West</b>	20.6%	21.3%	21.4%	22.4%
<b>National</b>	21.0%	21.3%	21.6%	21.8%

As can be seen from the table above, over the 4 years of the APS, Barrow Borough has seen a 3% increase in participation levels. This has been a greater growth than both the region and nationally. However, it is still only 1% above the national figure. Cumbria has seen the biggest growth, 4.6%. This growth has put Cumbria in the top 3 performing counties in England and also has enabled them to achieve their Local Area Agreement stretch target.

## **1.5 Current physical activity levels for children and young people**

Accurate data exists for existing participation levels of children and young people in physical activity and school sport. Research findings from the School Sport Survey provide excellent intelligence to help inform on current levels of activity.

The Schools Sport Survey is the measurement of children and young people's participation in high quality PE and sport within the curriculum. In the academic year 2009/2010 the percentage of pupils in Furness who participated in at least 2 hours of high quality PE within the curriculum was 96%. This compares favourably to the national figure of 86%, NW figure of 84% and the Cumbria figure of 84%. Furthermore, the Furness survey reports that 73% of pupils in Years 1 to 11 participate in 3 hours of PE and sport on an educational site.

Community sport providers including local authorities, local sports clubs and National Governing Bodies of Sport (NGBs) play a primary role in providing the extra 2 Hour Offer of Sport beyond the school gates.

## **1.6 Who, What and Why?**

### **WHO will benefit from this Strategy?**

We want more people of the Borough of Barrow in Furness to enjoy the benefits of leading an active life. The strategy therefore, is more than a plan for sport and physical activity - it is a plan that seeks ways to improve health, safer and stronger communities, the economy, education, and achievement of personal goals.

We want to encourage people to make lifestyle choices such as walking instead of driving, or through choosing to spend leisure and recreation time being active, such as dancing or cycling, or by more structured means through playing sport, whether competitive or for fun.

We do not want people to have, or feel they have, any barriers to being active. Cost, time, age, disability, culture or religion are just some reasons why people feel they cannot be active.

We want people to be able to achieve through being more active and feel a sense of pride in themselves and of Barrow Borough. Whether it is through achieving better physical or mental health, enjoying recreational activities in our Parks and Open Spaces, making communities feel safer and stronger through sport or having one of our residents represent national squads. So many different organisations, whether they are public, private or voluntary sector, deliver or develop opportunities for sport and physical activity and there is a need for Barrow Borough to have strategic direction and this is a key function of this document.

It was decided that the strategy should run for five years taking us up to 2016. This will allow us to look at the impact of one of the biggest sporting events in the world coming to this country; the

London 2012 Olympic and Paralympic Games. London won the Games on the back of leaving a lasting legacy for participation in this country, and it will be interesting to see how much of an impact we can create in Barrow Borough and what legacy we can leave. We need to make sure that some of the 'magic dust' of the Olympics and Paralympics is sprinkled over Barrow Borough.

The 2012 Olympics will provide a unique incentive for everyone to become more active. The Strategy will help to make sure that the opportunities are capitalised upon, and that the legacy of the Games is a more pervasive culture of activity, in sport and as part of a generally more active lifestyle.

### **WHAT role can you play?**

Working together will be critical to bringing about change, and supporting individuals to make sport and particularly physical activity, a normal part of their daily life. We need partners to sign up to the vision, priority aims and objectives identified in this document.

Partner organisations could make use of this Strategy and the accompanying Action Plan to develop their service plans, business plans and work programmes.

Finally, we need partners to understand that no single organisation can deliver this Strategy on its own. The success of the Strategy depends on all partners remaining involved throughout and making a major contribution if together we are to achieve these very challenging targets.

### **WHY a sport and physical activity Strategy?**

This strategy is not intended to provide a detailed plan but to establish an agreed framework within which the different sectors can work together to develop and deliver sport and physical activity in Barrow Borough over the next 5 years. The Strategy encourages the pursuit of local priorities within regional and national contexts. Adoption by partners and a positive contribution to its implementation should attract recognition, support and inward investment.

The strategy has been developed to increase and improve co-ordination, capacity and commitment between organisations and agencies within the Borough that are responsible for encouraging more people to be more active. The strategy was drawn from several national, regional and local strategies and plans.

The production of the action plan has been developed in collaboration and consultation with our key partners. Gauging the opinions of local residents through consultation alongside discussions with internal and external stakeholders has been key to the development of a comprehensive action plan.

Initial consultation was carried out in September 2010, where over 200 questionnaires were distributed to key partners. The questionnaire was also available on-line through an electronic survey. The initial consultation was to gauge the needs of the Borough over the next 5 years. A further consultation process was carried out in January 2011, where local residents and key partners had the opportunity to respond to the first draft strategy. Key findings from the community consultation are detailed in Appendix 2.

The purpose of the strategy is to:

- Identify the main issues and generate actions with lead roles and timescales to deliver a co-ordinated approach to the development of sport and physical activity within Barrow Borough
- Provide a reference point for all relevant organisations to draw upon to inform their strategic and operational approaches to sport and physical activity

- Prevent duplication of effort between organisations working in the delivery of sports development by developing a co-ordinated partnership working approach
- Raise the profile of sport and physical activity opportunities and the benefits of increased participation amongst the population of Barrow Borough
- Inform where future investment should be channeled and maximise the impact of current (and future) investment, funding and resources available for sport and physical activity
- Secure commitment from across sectors that will reduce health inequalities and increase the quality of life of our residents
- Reduce inactivity related conditions, especially those associated with obesity such as diabetes, coronary heart disease, respiratory difficulties, musculo-skeletal problems and mental health

## **1.7 Implementation and Review**

This strategy has been written by Barrow Borough Sports Council and they will oversee the implementation of the strategy's action plan. The action plan identifies lead organisations for each objective as well as potential partners with whom they will need to work with, in order to deliver the objective.

Barrow Borough Sports Council will review the strategy's action plan on a six monthly basis, comparing achievements against actions and accounting for new opportunities and circumstances. For the Strategy to be a success, the Borough and County Councils, local sporting organisations and the people of the Borough of Barrow-in-Furness need to support it.

## SECTION 2

### A Demographic and Health Profile of Barrow Borough

#### 2.1 Barrow Borough – The Place

The Borough of Barrow-in-Furness is the smallest geographical Borough in the county. It is located in the southern tip of Cumbria and covers an area of just over 77 square kilometres. The Borough is made up of the main town of Barrow-in-Furness and other smaller towns, Dalton, Askam, Ireleth and Lindal. The Borough is adjoined by South Lakeland to the northeast and Copeland to the west. Barrow Borough is a relatively compact area, which is generally well served by public transport. The decline of the economic base of Barrow has led to serious problems of deprivation. The 2007 English Indices of Multiple Deprivation place Barrow as the 29th most deprived local authority area based on the rank of average score, out of 354 in England. The Deprivation Indices are built up from information about levels of income, employment, health, education, crime, barriers to housing and services and living environment.

The Borough of Barrow in Furness is the only district in Cumbria ranked as one of the 50 most deprived authority districts in England, and is the 2nd most deprived shire district authority area in England. The Borough is divided up into 50 small 'Super Output Areas', (SOAs). Of these 50 SOAs, 6 are in the 3% most deprived in the country, and 12 are in the 10% most deprived. These are mostly in the wards of Central, Hindpool, Risedale, Barrow Island, Ormsgill and Walney North.

From a recent study undertaken by Experian into the resilience of Local Authority areas to the impact of public sector cuts, the Borough of Barrow-in-Furness ranked 318 out of 324, with 1 being the most resilient and 324 the least resilient.

#### 2.2 Barrow Borough – Its People

##### Population

The Borough's resident population of 71,980 (2001 Census) is concentrated within its two principal settlements of Barrow 59,181 and Dalton 8,057; with the remainder living in the smaller outlying villages such as Askam and Ireleth, Lindal, and the more rural areas of the Borough.

According to the census the Borough's population showed a 1.57% fall between 1991 and 2001. This compares to a fall over the previous decade of 1.3%. The 2009 mid-year estimated population is 70,900 (ONS). The total population change since the 2001 census is -1.5%, a considerable fall when compared to the percentage change in population in the other districts in Cumbria. All other districts within Cumbria have seen an increase in population.

##### Age Structure

According to the 2009 mid-year population estimates, the number of under 19 year olds in Barrow-in-Furness is the same (25.4%) as the national average. Dalton North, Risedale and Ormsgill have the largest under 19 population count in Borough.

The 50 plus age group is higher than the England and Wales average with 37.7% of the Borough's population in this age group compared to 33.3% nationally.

The proportion of 20 -29 year olds in the Borough (11.4%) is below the England and Wales average of 13.6%. The 30- 49 age group (26.6%) is also slightly below the national average of 28%.

Barrow is projected to have a population of 9,100 people over the age of 75 by 2024; this is up significantly from the 5,757 in the 2001 Census. Hawcoat Ward has the largest number of people over 75. Age band of 0 to 14 to remain fairly constant between 2010 and 2024. The number of 15 to 24 year olds will reduce by around 1,500 and 40 to 49 year olds 2,600 between 2010 and 2024.

### **2.3 2010 Health Profile of Barrow Borough**

Health profiles highlight the considerable variation in health between local authority areas and help to identify priorities for health improvement. Health profiles give a snapshot overview of health for each local authority and region in England. They are designed to help local government and health services make decisions and plans to improve local people's health and reduce health inequalities. The profiles present a set of key health indicators that show how the area compares to the national and regional average.

Within Barrow's Health Profile, the following are identified as being significantly worse than the England average:

- Rates of obesity in children
- Rates of obesity in adults
- Healthy eating amongst adults
- Numbers on Employment Support Allowance (formerly IB) due to mental illness
- Male life expectancy
- Female life expectancy
- Early death (< 75) from cancer

On a more positive note, the 2010 Health profile identifies that physical activity levels amongst adults and children are significantly higher than the England average.

### **2.4 2009 Baseline Health Assessment for Barrow-in-Furness**

This baseline assessment of health inequalities was originally commissioned by the Barrow Healthy Communities and Older People (HCOP) task group of the Furness Strategic Partnership. The purpose of the report was to inform the priorities and action in the revised Health Improvement Plan (HIMP) for Barrow. The key findings of the report show that:

#### **The Health of people living in Barrow in Furness**

- Life expectancy for men in Barrow is on average 2 years less than for England as a whole. Bringing life expectancy in Barrow up to the target level would mean preventing about 70 premature deaths each year.
- The main causes of the low level of life expectancy in Barrow are deaths from circulatory diseases, cancers, suicides and accidents, which are all significantly higher than the national average. If the rate that people are dying from these conditions in Barrow was reduced to the national average, this would reduce the gap in life expectancy for men from 2 years to just 6 months and for women from 8 months to 3 months.
- The number of suicides in 15-44 year old men in Barrow has been rapidly increasing in recent years.
- Mortality from accidents in Barrow is 50% higher than the national average and has been increasing over the last 10 years.
- Although infant mortality is not higher than the national average, there has been an increasing trend in Barrow since 1998. Nationally infant mortality was decreasing during this time.

### **The causes of ill health**

- Indicators of the level of smoking and healthy eating are slightly worse for Barrow than the national average.
- In the neighbourhood management area, just over a third of people smoke and only 14% of people eat the recommended 5 portions of fruit and vegetables per day.
- In 2007, only 1 in 5 of babies born to mothers living in Hindpool were being breastfed by the time they left hospital.
- Although the teenage pregnancy rate is similar to the England average it affects young women disproportionately in the less affluent communities.

### **The potential impact of interventions**

- Reducing smoking prevalence by 2% each year would prevent about 40 deaths over the next 4 years.
- Identifying people at risk and ensuring that people with circulatory disease are given optimum treatment could result in 20 fewer deaths per year.

### **Priority areas for action**

- To improve life expectancy in Barrow there will need to be action to reduce the number of deaths from circulatory disease, cancer, suicides and accidents. In terms of cancer and accidents this will require action to alter the current trend.
- These improvements will need to occur across all areas in Barrow, but be most pronounced in the most deprived areas and particularly focused on men.
- In the short term priority actions will need to focus on:
  - Improving the early diagnosis and treatment of cancer and circulatory disease.
  - Reducing smoking, improving diet, increasing physical activity and reducing excessive alcohol consumption.
  - Preventing accidents particularly in young men
  - Improving mental health and preventing suicides
  - Helping people with disabilities and chronic ill health into work.

The 2010 Health Profile and 2009 Baseline Health Assessment for Barrow-in-Furness identifies numerous health and well-being problems and issues that faces the Borough. Regular sport and physical activity is proven to have a direct impact on our health both physically and mentally. It can improve psychological, social and physiological health. Therefore, this strategy will significantly contribute to assisting the Borough improve its health and well-being.

As well as this strategy having an important role to play in improving the health of the Borough, there are other key drivers that are crucial in assisting improving people's health.

## **2.5 Healthy Lives, Healthy People**

The Department of Health's White Paper on Healthy Lives, Healthy People: Our strategy for public health in England outlines their commitment to protecting the population from serious health threats; helping people live longer, healthier and more fulfilling lives; and improving the health of the poorest, fastest.

The document focuses on five key areas of work:

- Seizing opportunities for better health
- A radical new approach

- Health and wellbeing throughout life
- A new public health system with strong local and national leadership
- Making it happen

## 2.6 Public Health Outcomes Framework

Aligned with the Healthy Lives, Healthy People document is the proposal for a Public Health Outcomes Framework. The Framework, presently in a period of consultation, sets out how the Department of Health will measure success in public health, both nationally and locally.

The proposed approach for the Outcomes Framework will be based on a high level vision for public health:

**“To improve and protect the nation’s health and to improve the health of the poorest, fastest”**

This vision will be supported by 5 key domains for public health outcomes that reflect national, local and community level actions:

- **Health protection and resilience:** protect the population’s health from major emergencies and remain resilient to harm
- **Tackling the wider determinants of health:** tackling factors which affect health and wellbeing and health inequalities
- **Health improvement:** helping people to live healthy lifestyles, make healthy choices and reduce health inequalities
- **Prevention of ill health:** reducing the number of people living with preventable ill health and reduce health inequalities
- **Healthy life expectancy and preventable mortality:** preventing people from dying prematurely and reduce health inequalities

The five domains for public health represent those high-level goals that the Department of Health wants to achieve through the Public Health England to deliver their overarching vision for public health. Domains are sequenced to reflect the spectrum of public health ranging from influencing the wider determinants of health, to opportunities to improve and protect health, through to preventing ill health (morbidity) and avoiding premature death (mortality).

There are 63 proposed indicators that have been set out to measure and help define and deliver the above Domains. However, each domain includes indicators that to a varying degree will be reliant on national or local delivery. Whilst local government will have an important and leading role in public health, this Outcomes Framework proposes indicators that will require the joint efforts of the NHS and other public services as well as local government. This Outcomes Framework will be for all partners and at all levels to deliver.

Sport and physical activity can make a positive contribution to the Healthy Lives, Healthy People strategy and to many of the indicators within the Framework. Barrow Borough Sports Council and its partners are extremely well placed to strategically and operationally deliver on the sport and physical activity related indicators.

## SECTION 3

### Links to External Strategies, Plans and Policies

There are a number of key external national, regional, sub regional and local strategies, plans and policies that have both influenced and had an impact on the development of Barrow Borough's Sport and Physical Activity Strategy, these are identified as follows:

<b>National Policy and Strategy Documents</b>	<b>Regional and Sub-Regional Policies, Strategies and Plans</b>	<b>Local Policies, Strategies and Practices</b>
<p>Sport England - Sport England Strategy 2008 – 2011</p> <p>Sport England - Active People Survey, 2005/06, 2007/08, 2008/09 and 2009/10</p> <p>DCMS - Before, during and after: making the most of the London 2012 Games, 2008</p> <p>DCMS – Plans for the Legacy from the 2012 Olympic and Paralympic Games, 2010</p> <p>DoH - Be active, be healthy: a plan for getting the nation moving, 2009</p> <p>DoH - Barrow Community Health Profile 2010</p> <p>DoH – Healthy People, Healthy Lives – Government White Paper, 2010</p>	<p>Active Cumbria - A Physical Activity Strategy for Cumbria, 2010</p> <p>NHS Cumbria – Cumbria Healthy Weight Strategy, 2008</p>	<p>Barrow Borough Sports Council - Barrow Borough Sport and Physical Activity Strategy 2006 – 2011</p> <p>Furness Partnership - A Sustainable Community Strategy for Barrow and Furness, 2009</p> <p>NHS Cumbria - Baseline Health Assessment for Barrow-in-Furness, 2009</p> <p>NHS Cumbria - Health Improvement and Health Inequalities Strategy, 2009</p> <p>Barrow Borough Council - Local Development Framework Annual Monitoring Report 2009/10, December 2010</p> <p>Barrow Borough Council – Barrow-in-Furness Borough Local Plan Review 1996-2006, 2001</p> <p>Barrow Borough Council – Barrow-in-Furness Local Development Framework</p> <p>Barrow Borough Council – Barrow Port Area Action Plan, 2010</p>

## SECTION 4

### Vision, Priority Aims and Objectives

The overarching vision of this strategy is:

**“To increase opportunities for, and levels of participation in sport and physical activity by all sections of the community, resulting in improved health, well being, community cohesion and enhanced quality of life for those people who live, work, learn and play in the Borough of Barrow in Furness.”**

In order to achieve this vision, 6 priority aims have been identified arising from consultation and research:

- Priority Aim 1: Improve and increase provision of appropriate facilities
- Priority Aim 2: Increase sports participation and get more people healthy and active
- Priority Aim 3: Develop local sports providers
- Priority Aim 4: Improve partnership working
- Priority Aim 5: Develop the workforce infrastructure
- Priority Aim 6: Improve ability, performance and achievements

Within these 6 priority aims there are a total of 51 key objectives to be addressed.

## SECTION 5

### Action Plan 2011 – 2016

Barrow Borough’s Sport and Physical Activity Strategy has been undertaken and developed in conjunction with a range of partners and other stakeholders across the Borough.

The action plan has been developed with our partners, who have been involved throughout the process, and is the mechanism by which the identified issues, needs and aspirations identified will be delivered. In order for Barrow Borough Sports Council to effectively complete the identified priorities contained within the strategy, it is imperative that it works positively with its partners, is innovative and that an effective structure is implemented to deliver on the priorities over the next five years and beyond.

### Priority Aim 1

#### Improve and increase provision of appropriate facilities

Objectives	Partners (lead in bold)	Key Performance Indicators	Target/ Timescale
<p>1.1 - Implement the 8 recommendations within the Facility Development Review:</p> <p>1 – Playing Pitches                      2 – Astroturf Pitch                      3 – Multi Use Games Areas (MUGAs)                      4 – Athletics Track                      5 – Squash Facility                      6 – Hoops and Table Tennis Centre                      7 – Water Sports Centre                      8 – Bowling Greens</p>	<p><b>Barrow Borough Sports Council</b>                      Barrow Borough Council                      Cumbria County Council                      Furness Academy                      Local Strategic Partnership</p>	<p>1 - 8 playing pitch projects implemented – Biggar Bank, Thorncliffe Youth Fields, Ormsgill, Cavendish Park, Dalton, Barrow Island ARLFC/Ostley Bank, Askam and Furness Cavaliers FC.</p> <p>2 - An Astroturf Pitch created on an educational site, for all appropriate activities, including hockey and training.</p> <p>3 – 3 Floodlit MUGA sites created that will improve opportunities for all-weather training and will reduce wear and tear on existing pitches and are also located on an existing site that would have the resources and appropriate support services to manage and maintain the MUGA ie. School, college etc.</p> <p>4 - A new athletics track created within the Borough on an existing site that would have the resources and appropriate support services to manage and maintain the facility ie, School, college etc</p>	<p>By March 2016</p> <p>By March 2013</p> <p>By March 2016</p> <p>By March 2016</p>

		<p>5 - A replacement squash facility provided.</p> <p>6 – Hoops and Table Tennis Centre retained, either on their existing site or replaced on an alternative site.</p> <p>7 - A water sports centre facility created within the 'Waterfront Barrow' development.</p> <p>8 – Number of bowling greens supported to halt the trend towards the closing of greens.</p>	<p>By March 2016</p> <p>By January 2013</p> <p>By March 2016</p> <p>On Going</p>
1.2 - Maintain and improve the quality of existing facilities	<b>Barrow Borough Sports Council</b>	Number of facilities improved	1 per year
1.3 - Liaise with National Governing Bodies to ensure sports specific sites are 'Fit for Purpose'	<b>National Governing Bodies of Sport</b> Barrow Borough Sports Council	Number of sports specific sites supported	1 per year
1.4 - Increase community access to education sites outside of the normal school hours	<b>Cumbria County Council</b> Barrow Borough Sports Council	Number of schools sites used by community group/projects outside of the normal schools hours	5 per year
1.5 - To construct a new sports hall at Walney School	<b>Cumbria County Council</b> Barrow Borough Sports Council	New sports hall constructed	By September 2012
1.6 - Support and improve Barrow AFC and Barrow Raiders facilities	<b>Barrow AFC</b> <b>Barrow Raiders</b> Barrow Borough Sports Council	Facilities at a level capable of promotion	By March 2016
1.7 - To ensure the facilities at Hawcoat Park Sports and Social Club are 'Fit for Purpose' and ensure the sustainability of the Club	<b>Hawcoat Park Sports &amp; Social Club</b> Barrow Borough Sports Council	<p>Facilities updated and re-furbished</p> <p>Club is sustained</p>	<p>On Going</p> <p>On Going</p>

1.8 - To develop a Soccer Centre at the Park Leisure Centre	<b>Barrow Borough Council</b>	New Soccer Centre constructed	By December 2011
1.9 - To develop sports facilities at the local FE colleges	<b>Furness College</b> Barrow Borough Sports Council	New sports facilities constructed	By September 2011
1.10 - Ensure Furness Academy sports facilities reflect the needs of the wider community	<b>Furness Academy</b> Barrow Borough Sports Council	New sports hall created New athletics track created Playing pitches re-positioned Retain the table tennis centre/club New MUGAs created	All by January 2013
1.11 - Develop and maintain a comprehensive sports facilities database to be accessed by anyone via the Barrow Sports Council's website	<b>Barrow Borough Sports Council</b>	A to Z of sports facilities database created	By March 2012
1.12 - Create an outdoor gym within the Borough	<b>Barrow Borough Sports Council</b>	Outdoor gym created	By March 2016
1.13 - Create a cycle infrastructure/network within the Borough	<b>Barrow Borough Council</b>	Number of Cycle tracks created	1 per year

## Priority Aim 2

### Increase sports participation and get more people healthy and active

Objectives	Partners (lead in bold)	Key Performance Indicators	Target/ Timescale
2.1 - Offer a range of opportunities for young people to take part in sport and physical activity	<b>Barrow Borough Sports Council</b> Furness School Sports Partnership	<p>Number of holiday sports weeks delivered</p> <p>Attendance figures of young people (5-19 year olds) engaged</p> <p>Number of sports clubs supported in providing appropriate junior sections/opportunities</p> <p>Number of U18 leagues established or supported</p> <p>Number of intra-school competitions (5 Secondary Schools)</p> <p>Number of inter-school competitions</p>	<p>9 weeks of activity per year</p> <p>1000 per year</p> <p>2 per year</p> <p>1 per year</p> <p>10 per year</p> <p>12 sports per year per Secondary school</p>
2.2 - Offer a range of opportunities to low participant groups, particularly people with a disability, 50+, women and girls and the black and minority ethnic community	<b>Barrow Borough Sports Council</b>	<p>Number of projects established or supported</p> <p>Number of people engaged from the low participant groups</p>	<p>1 per year</p> <p>150 per year</p>
2.3 - Establish a Borough wide Exercise on Referral scheme	<b>NHS Cumbria</b> Barrow Borough Sports Council	Exercise on Referral scheme established	By March 2016
2.4 - Develop opportunities for family participation in sport and physical activity	<b>Barrow Borough Sports Council</b>	Number of family projects and programmes supported	1 per year

2.5 - Get more people walking and physically active during their leisure time, work breaks and for transport	<b>Barrow Borough Council/Cumbria Council for Voluntary Service</b> Barrow Borough Sports Council	Annual Walk to Work week supported  Weekly lunchtime walks delivered  Number of Walking for Health walk leaders trained  Number of Walking for Health walks delivered  Number of walkers engaged on Walking for Health walks	Annually  Weekly  10 per year  48 per year  200 per year
2.6 - Employ a Food and Fitness Co-ordinator to deliver on local food and fitness schemes	<b>NHS Cumbria</b> Barrow Borough Sports Council	Food and Fitness Co-ordinator employed  Number of food and fitness schemes established or supported	By March 2016  1 per year
2.7 - Support the local Health Trainer, as part of the regional pilot	<b>Furness Enterprise</b> NHS Cumbria Barrow Borough Sports Council	Number of people supported over the 12 month pilot	50
2.8 - To increase awareness of physical activity opportunities	<b>Barrow Borough Sports Council</b>	BBSC website updated  Increased number of hits on website  Number of other papers and newsletters used to publicise sport and physical activity opportunities	Weekly  10% per year  3
2.9 - Support organisations and businesses to develop healthy and active workplaces	<b>Barrow Borough Council</b> Barrow Borough Sports Council	Number of projects supported to assist organisations to develop healthy and active workplaces	1 per year
2.10 - Support the HENRY (Health Exercise, Nutrition for the Really Young) programme	<b>NHS Cumbria</b> Children's Centres Barrow Borough Sports Council	Number of Early Years staff trained, as part of their Workforce Development Programme	10 by March 2012

2.11 - Implement the Furness Health Improvement Plan and BBC Community Strategy health outcomes.	<b>Barrow Borough Council</b> Barrow Borough Sports Council	Plan and Strategy implemented	On Going
2.12 - Deliver appropriate annual fun runs and races	<b>Barrow Borough Sports Council</b>	Appropriate fun runs and races delivered	1 per year
2.13 - Develop an allotment allocation policy	<b>Barrow Borough Council</b>	Waiting time reduced and maximum use of allotments	By December 2011
2.14 – Assist in the implementation of the Public Health Outcomes Framework	<b>Barrow Borough Sports Council</b>	Contribute to the sport and physical activity indicators being delivered	On Going

### Priority Aim 3

#### Develop local sports providers

<b>Objectives</b>	<b>Partners</b> (lead in bold)	<b>Key Performance Indicators</b>	<b>Target/ Timescale</b>
3.1 - Encourage and support clubs to gain Clubmark accreditation or equivalent	<b>National Governing Bodies</b> Barrow Borough Sports Council	Number of clubs with NGB/Clubmark accreditation	2 per year
3.2 - To support clubs to plan for the future that will improve their services and help them increase long term membership	<b>Barrow Borough Sports Council</b>	Number of clubs supported	5 per year
3.3 - To support clubs to secure external funding, to help achieve priorities within the Strategy	<b>Barrow Borough Sports Council</b>	Number of clubs and leagues supported	10 per year
3.4 - To distribute, on a regular basis, and through varied mediums,	<b>Barrow Borough Sports Council</b>	Increased number of hits on BBSC website	10% annually

sport and physical activity development related information to appropriate agencies and organisations		Appropriate information to be distributed electronically  Number of people/organisations registered on weekly e-bulletin  Number of other papers and newsletters used to publicise sport and physical activity opportunities	On a regular basis  Increase by 50 per year  3
3.5 - Support sports clubs to become more inclusive and assist them to provide high quality sports opportunities for disabled people	<b>Barrow Borough Sports Council</b>	Number of clubs supported	1 per year

#### **Priority Aim 4** **Improve partnership working**

<b>Objectives</b>	<b>Partners</b> (lead in bold)	<b>Key Performance Indicators</b>	<b>Target/ Timescale</b>
4.1 - Work with partners to use sport as a tool to help address crime, social exclusion and anti social behaviour	<b>Barrow Borough Sports Council</b>	Number of partnership initiatives delivered	1 new one per year
4.2 - Sport to be recognised more at a strategic level	<b>Barrow Borough Sports Council</b> Barrow Borough Council	Sport represented on the Local Strategic Partnership  Sport represented on Healthy Communities and Older People  Consultee on the Local Development Framework  Sports Development Officer to represent the Borough on appropriate countywide groups and forums	By Dec. 2011  By Dec. 2011  By Dec. 2011  Attend 4 meetings per year

4.3 - Improve links with Youth Work	<b>Barrow Borough Sports Council</b> Cumbria Youth Support Services	Number of partnership initiatives delivered with Youth Workers/organisations	1 per year
4.4 - Support NGB's to implement their Whole Sport Plans	<b>National Governing Bodies</b> Barrow Borough Sports Council	Number of Whole Sport Plans supported	1 per year
4.5 - Improve links with dance organisations and opportunities	<b>Barrow Borough Sports Council</b>	Number of partnership initiatives delivered with dance organisations	1 per year
4.6 - Support the continuation of the Furness School Sports Partnership	<b>Furness School Sports Partnership</b> Barrow Borough Sports Council	Furness School Sports Partnership sustained and continued	By Sept. 2011
4.7 - To develop the Barrow Sports Development Team	<b>Barrow Sports Development Team</b>	Report implementation of Sport and Physical Activity Strategy to BBSC  Monitor implementation of BBSC decisions and agree agenda's  Information sharing and joint working  Support the continuation of Sports Development posts	6-monthly  On Going  On Going  On Going

## Priority Aim 5

### Develop the workforce infrastructure

<b>Objectives</b>	<b>Partners</b> (lead in bold)	<b>Key Performance Indicators</b>	<b>Target/ Timescale</b>
5.1 - Identify, support and retain volunteers through the development of effective volunteering opportunities	<b>Barrow Borough Sports Council</b>	Number of volunteering programmes supported  Number of volunteers supported	1 per year  50 per year

5.2 - Develop more opportunities for people to gain coaching and officiating and other sports qualifications	<b>Barrow Borough Sports Council</b>	Number of NGB coaching courses delivered	4 per year
		Number of a coaches supported to Level 1 standard	40 per year
		Number of coaches supported to Level 2 and above	10 per year
		Number of coaching courses/workshops delivered	3 per year
		Number of officiating courses delivered	1 per year
		Number of officials supported	10 per year
5.3 - Improve communication regarding coach education events and courses	<b>Barrow Borough Sports Council</b>	Appropriate information to be distributed electronically	Weekly

### **Priority Aim 6**

#### **Improve ability, performance and achievements**

<b>Objectives</b>	<b>Partners (lead in bold)</b>	<b>Key Performance Indicators</b>	<b>Target/ Timescale</b>
6.1 - To recognise and applaud the achievements and performances of teams and athletes residing in the Borough	<b>Barrow Borough Sports Council</b>	Sports awards evening held  Performance of the month award	Annually  12 per year
6.2 - Assist in the development of sport specific player pathways	<b>Barrow Borough Sports Council</b>	Number of player pathway programmes assisted	1 new one per year
6.3 - Support Barrow Raiders to gain access into the Super league	<b>Barrow Raiders</b> Barrow Borough Sports Council	Barrow Raiders gain entry to Super League	By March 2016

6.4 - Support Barrow AFC to gain access into the Football League	<b>Barrow AFC</b> Barrow Borough Sports Council	Barrow AFC gain entry to Football League	By March 2016
6.5 - To support elite and performance projects	<b>Barrow Borough Sports Council</b>	Number of projects supported	1 per year
6.6 - To support Gifted and Talented programmes	<b>Barrow Borough Sports Council</b>	Number Gifted and Talented Programmes supported	1 per year
6.7 - To assist teams and performers to aspire to their full potential	<b>Barrow Borough Sports Council</b>	Number of teams/performers representing themselves on a national stage	10 per year
6.8 - To assist coaches and officials to reach their full potential	<b>Barrow Borough Sports Council</b>	Number of coaches and officials operating at County level or above	2 per year
6.9 - To encourage and support regional or above sports events hosted within the Borough, recognised by the NGB	<b>Barrow Borough Sports Council</b>	Number of regional or above sports events hosted	1 per year

## 5.1 Monitoring and Evaluation

In partnership with Barrow Borough Sports Council, Barrow Council's Sports Development Officer will monitor, review and evaluate the progress made on the plan regularly. The six-monthly reporting process will outline how the action plan has worked and how it might be modified.

## SECTION 6

### References

- Active People Survey*, (2005/06, 2007/08, 2008/09 and 2009/10) **Sport England**
- At least five a week; evidence on the impact of physical activity and its relationship to health*, **Department of Health** (2004)
- A Physical Activity Strategy for Cumbria*, (2010) **Active Cumbria**
- A Sustainable Community Strategy for Barrow and Furness*, (2009) **Furness Partnership**
- Barrow Borough Playing Fields Strategy*, (2003) **Leisure and the Environment**
- Barrow Borough Sport and Physical Activity Strategy*, (2006 – 2011) **Barrow Borough Sports Council**
- Barrow Community Health Profile*, (2010) **Department of Health**
- Barrow-in-Furness Borough Local Plan Review 1996-2006*, (2001) **Barrow Borough Council**
- Barrow-in-Furness Local Development Framework*, **Barrow Borough Council**
- Barrow Port Area Action Plan*, (2010) **Barrow Borough Council**
- Baseline Health Assessment for Barrow-in-Furness*, (2009) **NHS Cumbria**
- Be Active, Be Healthy*, (2009) **HM Government**
- Be active, be healthy: a plan for getting the nation moving*, (2009) **Department of Health**
- Before, during and after: making the most of the London 2012 Games*, (2008) **Department for Culture, Media and Sport**
- Census*, (2001) **Office of National Statistics**
- Cumbria Healthy Weight Strategy*, (2008) **NHS Cumbria**
- Health Improvement and Health Inequalities Strategy*, (2009) **NHS Cumbria**
- Health Survey for England*, (2008) **Department of Health (DoH)**
- Healthy Lives, Healthy People – Government White Paper*, (2010) **Department of Health**
- Improving Access to Participatory Sport in Barrow*, (2005) **PMP Consultants**
- Local Development Framework Annual Monitoring Report 2009/10*, (December 2010) **Barrow Borough Council**
- PE and Sport Survey*, (2009) **Department for Children, Schools and Families**
- Plans for the Legacy from the 2012 Olympic and Paralympic Games*, (2010) **Department of Culture, Media and Sport**

**Appendix 1 - Key achievements against the aims of the Borough's Strategy for Sport and Physical Activity 2006 – 2011.**

<b>Aim</b>	<b>Achievements</b>
<p>To increase levels of participation in sport and physical activity within the Borough, especially amongst young people</p>	<ul style="list-style-type: none"> <li>▪ Youth Sports Worker employed</li> <li>▪ 95% of pupils in Furness participated in at least 2 hours of high quality PE within the curriculum</li> <li>▪ Over 40 holiday sports weeks delivered</li> <li>▪ Over 7,900 attendances and over 2,800 attendees on the Holiday Sports Programme</li> <li>▪ Over 20 sports clubs/organisations supported in providing appropriate junior sections/opportunities</li> <li>▪ To increase opportunities for young people, Barrow Borough Sports Council worked in partnership with the Furness School Sports Partnership, the Leadership Academy, Furness Academy Summer School, Furness Player Performance Centre, Street Soccer and Kick It Out</li> </ul>
<p>To widen access and reduce inequality in participation amongst priority groups</p>	<ul style="list-style-type: none"> <li>▪ Sports Equity Officer employed</li> <li>▪ Development of the Barrow Borough Disability Sport and Leisure Forum</li> <li>▪ Worked in partnership with over 20 organisations to increase opportunities for low participant groups</li> <li>▪ Creation of a new soft play and sensory centre in the Park Leisure Centre</li> <li>▪ Local Kick Racism Out of Sport programme established</li> <li>▪ Production of an Access Guide</li> <li>▪ Established an annual Women and Girls Sport and Physical Activity Day</li> </ul>
<p>To work in partnership to increase opportunities for people to take part in sport and physical activity as part of a healthy lifestyle, particularly targeting groups and areas in most need</p>	<ul style="list-style-type: none"> <li>▪ Health Improvement Officer employed</li> <li>▪ 5ive and 5ive programme established</li> <li>▪ Barrow Sports Council website updated</li> <li>▪ Physical Activity directory produced</li> <li>▪ Exercise on referral steering group established</li> <li>▪ Healthy Living Centre established, now known as the Community Gym</li> <li>▪ 'Quit and Win' smoking cessation project established</li> <li>▪ Lunchtime walks established</li> <li>▪ Nearly 2,000 walks delivered by Walking for Health</li> <li>▪ Over 600 walkers engaged on Walking for Health led walks</li> </ul>

<p>To develop and improve local facilities and ensure they are 'Fit for Purpose'</p>	<ul style="list-style-type: none"> <li>▪ 4 Multi Use Games Areas (MUGA's) created</li> <li>▪ Numerous sports clubs facilities have been improved with regard to their disabled access</li> <li>▪ Hawcoat Park Sports and Social Club sustained and elements have been refurbished</li> <li>▪ Park Leisure Centre refurbished and a Youth Gym created</li> <li>▪ Dowdales School sports hall created</li> <li>▪ Kite surfing facility created</li> </ul>
<p>To create pathways for excellence in performance</p>	<ul style="list-style-type: none"> <li>▪ Table Tennis Centre achieved Premier Club status</li> <li>▪ Hoops Basketball Centre chosen as a Olympic 2012 Pre-Games Training Camp</li> <li>▪ Annual Sports Awards are now held at Barrow Town Hall</li> <li>▪ Over 50 performers have been supported to represent themselves on a National stage</li> <li>▪ 60 Performance of the Month winners</li> <li>▪ Playground to Podium initiative delivered</li> <li>▪ Over 50 young people engaged on the Multi Skills Academy</li> <li>▪ Walney played host to the North West heat of the National Kite Surfing Championships</li> <li>▪ Barrow Docks played host to a heat for the British Powerboat Championships</li> <li>▪ Furness Golf Club played host to the English Golf Union Northern Boys Championships</li> <li>▪ North West Junior ABA's were held at Hoops Basketball Centre</li> </ul>
<p>To contribute to the wider social cohesion and regeneration agenda</p>	<ul style="list-style-type: none"> <li>▪ Street Soccer established to contribute to the reduction in crime and anti-social behaviour</li> <li>▪ Over 20 jobs created within the physical activity and sports development sector</li> <li>▪ Sport embraced by Barrow Regeneration</li> </ul>
<p>To improve education, skills and life long learning</p>	<ul style="list-style-type: none"> <li>▪ Furness College Sports Hub Administrator employed</li> <li>▪ Over 250 young people engaged on the Step Into Sport leadership and volunteering programme</li> <li>▪ 33 coaching workshops delivered</li> <li>▪ 26 NGB coaching courses delivered</li> <li>▪ 336 coaches qualified to NGB Level 1 across numerous sports</li> <li>▪ 68 coaches qualified to NGB Level 2 or above, across numerous sports</li> <li>▪ Over 400 volunteers supported</li> <li>▪ Over 50 people engaged onto the Recruit Into Coaching programme(s)</li> <li>▪ Over 350 students enrolled on sports courses at the local FE Colleges</li> </ul>

<p>To support and develop local sports clubs and leagues</p>	<ul style="list-style-type: none"> <li>▪ 17 clubs achieved Clubmark accreditation</li> <li>▪ 21 clubs Working Towards Clubmark accreditation</li> <li>▪ Over 50 clubs and leagues supported</li> <li>▪ Over 1,100 people registered to receive the week e-bulletin</li> </ul>
<p>To enhance the sporting infrastructure</p>	<ul style="list-style-type: none"> <li>▪ Barrow Sports Development Team established</li> <li>▪ Sport and Physical Activity Alliance (SPAA) established, which brought in over £1m of funding</li> <li>▪ Continued support for Cumbria Sport Partnership</li> </ul>

## Appendix 2 - Key findings from community consultation

The headline findings from the community consultation undertaken to support this draft strategy are:

- Local high quality facilities and opportunities to be active are essential, including parks, green spaces, community centres, sports halls and local schools. The highest priority is therefore to ensure facilities are 'fit for purpose' and accessible.
- Increase the number of opportunities for specific target groups, including women and girls, young people, people with a disability, 50+ and the black and minority ethnic community.
- Improve links with non traditional partners and ensure sport is recognised at a more strategic level.
- Develop sports providers and workforce, including clubs, volunteers, coaches and officials.
- Improve relationships between schools and clubs.
- Ensure player pathways are in place for gifted and talented athletes.

This strategy was developed and written by Barrow Borough Sports Council. Barrow Borough Sports Council members represent the following organisations:

Active Cumbria  
Age Concern  
Barrow AFC  
Barrow Borough Council  
Barrow Police  
Barrow Rugby Club  
Barrow Sixth Form College  
Children Services  
Connexions  
Crime and Disorder Reduction Partnership  
Cumbria County Council  
Disability Sports Forum  
Furness Academy  
Furness College  
Furness Multi-Cultural Forum  
Furness Schools Sports Partnership  
NHS Cumbria Public Health  
Representatives of local sports club and leagues  
Representatives of schools



[www.barrowsportscouncil.org.uk](http://www.barrowsportscouncil.org.uk)

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