

**Feedback from the consultation on the  
draft Sport and Physical Activity Framework for Swale (SPAFS) 2012 – 2015**

<b>You Said</b>	<b>We did</b>
<b>The Vision</b>	
Support for the Vision and that it is what we should be aspiring to.	The Vision remains unchanged as a consequence of consultation.
What is not clear is the means by which the Vision will be realised. The 'how do we get to where we want to be' isn't clear.	This is a framework to guide partners to develop their own strategies for action, not an action plan in itself. As such it is envisaged that individual strategies will detail the 'how' we achieve the Vision. As an example, the Council sets out how it will work towards achieving the Vision through its service plans for sports development and leisure services.
<b>The Priorities</b>	
Support for the Priorities and that they are the right ones.	The Priorities remain unchanged as a consequence of consultation.
The priorities will make a huge difference to peoples motivation to participate.	The Priorities remain unchanged as a consequence of consultation.
Give examples were you mention provide ways to make people feel less intimidated with using the facilities e.g. staff/ club staff being friendly to newcomers, relaxing dress codes, providing initial equipment etc	Examples have been added.

<p>More visible support to VCS organisations eg funding advice, better profile for clubs on SBC websites such as Active Swale would be useful in pointing potential members to the right club for them.</p>	<p>The website will continue to be improved to ensure better promotion for clubs through the Active Swale webpage. Opportunities and signposting to funding, training etc are promoted through the council's club database and the Swale Empowerment Network (SCEN). Support is also given by the Kent Community Sports Partnership through their Coach Development scheme and other agencies, such as Sport England and sported. Swale Borough Council's Sport Development team also currently provides and will continue to provide support, such as through funding application guidance and assist where possible to attract new members to the clubs.</p>
<p>Voluntary organisations are key to providing a broad range of sports opportunities but do not seem to get much mention. Would like to see the Council actively encourage Leisure Centre and Sports Facility Managers to work in partnership with the VCS which use their facilities.</p>	<p>Agree that voluntary organisations play a pivotal role and this is recognised in the SPAFS in the current state of play section. Working with the VCS is also one of the priorities.</p> <p>A key principle of the framework will be close partnership working, such as for example the Leisure Centres working with the VCS to ensure delivery of its outcomes. Nevertheless it is important to remember that the Leisure Centres are commercial entities.</p> <p>The leisure centre providers are signed up to the SPAFS and so will be adopting its priorities in the future. This will improve the partnership working with the VCS organisations that use/ hire the facilities. SBC will encourage the centre managers to hold 121 meetings with VCS organisations that would like to improve their</p>

	<p>partnership arrangements.</p> <p>Inside Swale and local papers will be used by Swale Community Leisure Ltd (SCLL) to promote good news stories happening at their local leisure centres, such as stories of people changing their lives through exercise.</p>
<p>Swale applies cost to access facilities for certain groups and not others eg charging for sailing, kayaking on Bartons Point yet general use to the site is free?</p>	<p>The Sports Development Team has a fees and charges policy that sets out what is charged for and why. In the main there is no charge for activities but where there is a charge these are subsidised to encourage underrepresented groups to participate.</p> <p>The Council encourages providers of services through contracts to ensure pricing does not exclude target groups. However it is for provider to set charges based on market rates and to ensure that the business is viable.</p> <p>With regard to Bartons Point a meeting has taken place in June with the organisation that raised this issue to discuss. Please note that the use of the lake carries some extra responsibilities for safety. The overall pricing policy for the site will be reviewed now the concession for the site for the next ten years has been let.</p>
<p>Swale should work with the Environment Agency to remove licensing costs (which have just been introduced) for access to local rivers</p>	<p>The Environment Agency promotes access on any land that it owns or manages, as long as Health and Safety or issues of National Security do not restrict people from being there.</p>

	<p>There are charges for work within the Byelaw margins (crudely: 8m in non-tidal waters and 15m in tidal waters in Southern) but these are for consenting work and have been reviewed recently: The Environment Agency feels that these are reasonable amounts.</p>
<p>Why are schools in the same priority as the VCS? Where is physical education?</p>	<p>The VCS and education sector are part of the same priority as the focus is on partners working and supporting both sectors to increase participation in SPA and encourage school – club/VCS links.</p> <p>A key improvement required is the opening up of schools for community use – a priority for Sport England (and funding available) and a strong view coming from the information gathering exercise. The challenge will be to work with schools to encourage this to happen. This is an action within the Councils service plan and a focus for Active Swale.</p> <p>Physical education is regarded as within the scope of SPA. This is now reflected in Figure One in the SPAFS.</p>
<p><b>Target Places, Activities, Groups</b></p>	
<p>How have target activities been chosen? They seem to be the sports the Council are already involved in and are already bigger and stronger sports but not necessarily those that inactive people would choose.</p>	<p>The target activities were chosen by assessing national priorities of Sport England but also local data from our Local Sports Profile 2010/11 and local information gathering that took place in February 2012 and consultation on the draft SPAFS.</p>

	<p>There is a need to have a balance of activities that have a strong infrastructure with activities that are perhaps less formal but that people have suggested they would like to try.</p> <p>To that end a paragraph has been included in the SPAF to say sports and physical activities which have a strong presence and infrastructure in Swale such as hockey, rugby and sailing that are keen to increase sustainable participation and opportunities for all have an important role to play. However the target activities will be based on the feedback we had from residents about the activities they would prefer to participate in and so will now be boxing, bowls, cricket, cycling, dance, football, health and fitness, running, swimming and walking.</p>
<p>Rural areas and villages should be included. There are accessibility issues to activities due to poor transport links. Also limited local suitable groups eg for females aged 26 – 54</p>	<p>Rural villages have been included now in the SPAFS. The target area of deprivation and inequality has been amended to read areas of deprivation, inequality and inaccessibility.</p> <p>There are a wide range of rural sports groups that Active Swale currently works with including cricket, bowls and football clubs that are based in the rural areas of the borough. In addition many village halls have a programme of physical activity. A future ambition is to encourage rural sports clubs to utilise the space of their club houses for aerobics and other types of physical activity; and therefore, widen access to the community.</p>

<p>A lot of people don't like organised sport but enjoy walking. Swale has excellent countryside and should be capitalised on and strengthened in final strategy as should water sports and fishing.</p>	<p>Agree that Swales countryside and rural hinterland is exceptional. It is a target place. This will be capitalised on (whilst ensuring its quality is sustained and not damaged) when planning activities.</p> <p>It has been decided that whilst water sports and fishing are positive activities, these will not be priorities given that they did not feature as most important in the consultation.</p>
<p>The target activities seem to be quite traditional. No mention of boxing as an example of an activity that could assist both mental health and community safety agendas and as activities of interest to target groups mentioned.</p>	<p>The target activities were chosen by assessing national priorities of Sport England but also local data from our Local Sports Profile 2010/11 and local information gathering that took place in February 2012 and consultation on the draft SPAFS.</p> <p>There is a need to have a balance of activities that have a strong infrastructure with activities that are perhaps less formal but that people have suggested they would like to try.</p> <p>To that end a paragraph has been included in the SPAFS to say sports and physical activities which have a strong presence and infrastructure in Swale such as hockey, rugby and sailing that are keen to increase sustainable participation and opportunities for all have an important role to play. However the target activities will be based on the feedback we had from residents about the activities they would prefer to participate in and so will now be boxing, bowls, cricket, cycling, dance,</p>

	football, health and fitness, running, swimming and walking.
The under 14 age group is not included and this is disappointing. This is a very important group to be included as the habit of regular sport or exercise needs to be instilled at a young age to set good habits for their lifetime.	Agreed the under 14 age group is a crucial age in terms of setting habits. We have followed the target age group that Sport England has set (14 – 25) as there is greater likelihood that activities can be delivered and funded. That is not to say that partners will not be delivering activities for families and children. We will be targeting activities that encourage all the family to take part so will include the under 14 year olds.
Having a broad range of age for young people is not helpful when targeting work.	The target age range is that which Sport England has set (14 – 25).
Why is there no mention of hockey as a target sport despite the two biggest clubs in the area being hockey clubs with good facilities and training opportunities for young people, social facilities and good adult role models.	<p>The target activities were chosen by assessing national priorities of Sport England but also local data from our Local Sports Profile 2010/11 and local information gathering that took place in February 2012 and consultation on the draft SPAFS.</p> <p>There is a need to have a balance of activities that have a strong infrastructure with activities that are perhaps less formal but that people have suggested they would like to try.</p> <p>To that end a paragraph has been included in the SPAF to say sports and physical activities which have a strong presence and infrastructure in Swale such as hockey,</p>

	<p>rugby and sailing that are keen to increase sustainable participation and opportunities for all have an important role to play. However the target activities will be based on the feedback we had from residents about the activities they would prefer to participate in and so will now be boxing, bowls, cricket, cycling, dance, football, health and fitness, running, swimming and walking.</p>
<p>Hockey should be a case study and there should be a picture of hockey</p>	<p>Case studies have been used as examples only. It is not possible to include all the great examples that we have in Swale. However if there are other examples that clubs wish to promote this can be looked at as part of the development of the website to help promote clubs and what is on offer. We are happy to receive any case studies which can be included. Please send information to James Thatcher, Recreation Officer.</p>
<p>Utilise the natural environment more without spoiling it.</p>	<p>Agree this is a target place. This will be capitalised on (whilst ensuring its quality is sustained and not damaged) when planning activities.</p>
<p>Greater access to school playing fields for football, hockey, cricket, play areas for children. No public access to public open space in the eastern end of Minster for field games.</p>	<p>The SPAFS seeks to encourage greater access to school sites by working and supporting schools to extend community use. A key improvement required is the opening up of schools for community use – a priority for Sport England (and funding available) and a strong view coming from the information gathering exercise. The challenge will be to work with schools to encourage this to happen. This is an action within the Councils Sport</p>

	<p>Development service plan (in terms of engaging schools) and a focus for Active Swale. There will also be an opportunity for the Council to review access to school facilities as part of its revised playing pitch strategy. However the final decision will rest with the schools.</p> <p>A key area for development will also be the development of the Council's relationship with Primary Schools so that they are enabled to open their facilities to the local community, particularly in areas that suffer from a low level of suitable facilities.</p>
<p><b>Unintended negative consequences or focusing on these priorities and target places, activities and groups</b></p>	
<p>Possibly. Focusing on the target groups suggested ignores a large majority who do want to exercise and make the effort and could disengage them. It may be better to focus on those that want to exercise and this will make others feel they are missing out and so they then may make their own decision to join in instead of feeling forced to take part.</p>	<p>The purpose of targeting certain groups is to ensure that those with protected characteristics (under the Equalities Act 2010) are not adversely impacted upon. The focus is on the groups proposed as they are those that the data shows are less active and less healthy. The vision is to increase activity and health.</p> <p>This will not mean that those already active are excluded as it is agreed that these act as positive role models that can encourage others. Where partners can identify such 'champions' eg through Active Swale Sports awards, sports leaders programme or Swale Youth Development Fund they will be supported to develop and progress and encourage others.</p>

<p>Schools may object to opening up access on the grounds of lack of supervision/ possible damage. This can surely be addressed. Many schools have extensive playing fields that are not in use for a large percentage of time throughout the year.</p>	<p>The SPAFS seeks to encourage greater access to school sites by working and supporting schools to extend community use. A key improvement required is the opening up of schools for community use – a priority for Sport England (and funding available) and a strong view coming from the information gathering exercise. The challenge will be to work with schools to encourage this to happen. This is an action within the Councils Sports Development service plan (in terms of engaging schools) and a focus for Active Swale. However the decision rests with the schools.</p>
<p><b>Joint Working</b></p>	
<p>The SPAF should link with other Council Policies eg Open Space Policy and green walks.</p>	<p>The SPAF sets out in Figure Two the strategic fit with other polices and plans. A key link is made to the Open Spaces Strategy.</p>
<p>The priorities will fit well with Sport England’s Youth &amp; Communities Strategy 2012-17 and there are likely to be opportunities for further joint working as the details of the various programmes within our new Strategy e.g. Doorstep Clubs, Get on Track, Community Sport Activation Fund, Health Pilots, School Satellite Clubs &amp; Access to Education Facilities are developed.</p>	<p>Noted. The Council and partners will continue to have a positive relationship with Sport England officers and explore opportunities for funding.</p>
<p><b>Organisations playing a part</b></p>	
<p>Gore Court (Hockey, Cricket and Rugby Clubs) can help achieve your goals for all age groups, particularly using children to encourage parents back into health activity. There is a</p>	<p>Noted. A meeting has been arranged in July to explore opportunities to work in partnership</p>

<p>Clubhouse facility. Also encourage transition from junior to adult teams. Offer Saturday morning hockey sessions with sticks supplied for £1 to make the sport more accessible to young people to come and try. National level hockey coaching and school club links.</p>	
<p>The Westlands School has an all-weather pitch run by Gore Court Westlands Ltd (Swale All – Weather Pitch). SBC can appoint a Director to the Board as part of the funding agreement if it wishes and also access to the pitch for 150 hours of free use per annum where hockey and even coaches could be accessed.</p>	<p>Noted. A meeting has been arranged in July to explore opportunities to work in partnership</p>
<p>Currently no mention of scouting or other uniformed groups or Duke of Edinburgh. Fitness is one of the founders aims and is at the core of the programme, built into the natural part of what the movement does. Eg hikes, cycling. The local scout movement (Sittingbounre, Milton and District Scouts) has a fantastic facility for members and other youth groups. The Scout Association can play a full part in delivering this through its exciting agenda and 919 members</p>	<p>Uniformed groups are now mentioned in the description under the work with the VCS priority.  Comments noted and a meeting was held in June which explored opportunities to work in partnership.</p>
<p>Sport England can play a part in helping to deliver against the SPAFS, both directly and through the CSP, by raising awareness of opportunities within our new Strategy and opportunities to access our funding including Places People Play. Tools such as Market Segmentation can help to be more effective in delivering against your Strategy and can be found in our Community Sport In it for the Long Run toolkit: <a href="http://www.sportengland.org/support_advice/local_government/in_it_for_the_long_run.aspx">http://www.sportengland.org/support_advice/local_government/in_it_for_the_long_run.aspx</a> We can also help you to monitor progress against your strategy.</p>	<p>The Council and partners will continue to have a positive relationship with Sport England officers and explore opportunities for funding.  The tools mentioned have been used to develop the SPAFS and are contained within the Technical Appendix.</p>
<p><b>General Comments</b></p>	

<p>This is an excellent project. Tackling health and social interaction, particularly within the more deprived areas of Swale will benefit the wider community greatly.</p>	<p>Noted.</p>
<p>Subsidised activities are crucial to encourage people to participate.</p>	<p>Agree and the SPAFS sets out that partners are to be encouraged to offer concessions.</p>
<p>Are the 'so what' questions addressed in this document?</p>	<p>Examples of how the priorities can be delivered in the priorities section eg how can people be encouraged to be active, how can clubs increase membership, how can schools be encouraged to provide access to residents to their facilities. The 'so what' questions will be addressed through the success measures.</p>
<p>Not sure that the Case Studies help and perhaps the final version should describe in more detail the steps of delivery?</p>	<p>The case studies help to provide examples of delivery. It is for individual partners to use this framework as a guide to deliver the steps to delivery as part of their own action plans.</p>
<p>Success measures Could perhaps include increasing the number of coaches as a measure The target for physically active children in years 1 – 13 has been deleted so can no longer measure this. There are also concerns about its accuracy. Suggest that other more meaningful measures are used eg number of schools involved in school games as a possibility or the national targets regarding use of school sites for community use. Could look at adding a measure on number of clubs/ facilities improved? Eg through Inspired Facilities funding bids</p>	<p>Success measures have been reviewed to take account of the fact that some will be difficult to attribute solely to the SPAFS.  Partners are encouraged to measure the targets but baseline and data needs to be available which is not always the case. Definitely improvement required and the Council will work with partners to make improvements through the life of the SPAFS.</p>

<p>Quality Accreditations are mentioned but not sure for what? The measures under the last priority of raising the profile of SPA are hard to measure and are high level outcomes not solely the responsibility of the SPAF</p>	
<p>It is good to have the Principles. Perhaps one other should be added on safeguarding i.e activities will be organised safely and with a view to safeguarding children and vulnerable adults.</p>	<p>Agreed and added as a principle.</p>
<p>There is outdoor gym equipment provided across the borough that should be mentioned in the SPAF as an opportunity</p>	<p>Case studies have been used as example opportunities only. It is not possible to include all the great examples that we have in Swale. However we can promote facilities and activities as part of the development of the website and the activities list the Council is developing for the Healthy Club.</p>
<p>Good examples of school clubs links could be included eg the Sittingbourne and Sheppey School Sport Partnership provided 15 schools with a gymnastics coach to enable pupils to participate and also secured funding to form Sittingbourne Trampoline and Gymnastics Club as SWIFTS has a waiting list. STAG is now a sustainable clubmark club.</p>	<p>Case studies have been used as examples only. It is not possible to include all the great examples that we have in Swale. However if there are other examples that clubs wish to promote this can be looked at as part of the development of the website to help promote clubs and what is on offer.</p>
<p>Better publicity needed about walking groups</p>	<p>The council will promote activities as part of the development of the website and what is on offer. Walking groups will also form part of an activity list which partners are developing as part of the Healthy Club that is being launched in July. Details will be on the Councils website and promotion of the Club widely distributed.</p>

<p>Continued work on creating safe cycle paths</p>	<p>There is currently ongoing work between the Council and partners on the Cross Sheppey Greenway project which intends to create shared use routes on the island. Delivery of the project will be subject to securing external funding. Although the project is currently focused on the Isle of Sheppey, if successful, and with additional funding, there is potential for expansion across the borough.</p>
<p>Cookery courses with Community Chef are a good idea but need to be well publicised.</p>	<p>At the moment the community chef works with Swale's children centres (and is now in his fourth year). The courses and programmes operated are promoted by the centres to parents and children. In addition, chef now has some new work with eight of Swale's primary schools. These are effectively 'closed shops' and not open to the public other than if children/parents.</p> <p>The good news is that chef has now found some funding to invest in a food truck, which he will use to take his message to various parts of Swale from sometime in September 2012. This will bring him into direct contact with the Swale public, providing healthy, competitively priced food and recipes to the local community.</p> <p>The Chef also provides classes for the Sheppey Matters holiday programme for young people on Sheppey (this is advertised around the local schools and on facebook) plus short sessions in the community learning programme, and can be found at many local festivals and events providing tasty meals and recipes for all to</p>

	<p>try.</p> <p>For further information, chef has a website which is in the throes of being established - <a href="http://www.communitychef.org">www.communitychef.org</a>.</p>
<p>Good leisure facilities are not just about better health but also better community behaviour as stops young people becoming bored.</p>	<p>Agreed and the SPAFS acknowledges this point.</p>
<p>The wide range of clubs available at Sheppey Leisure Centre on school holidays is an excellent idea and needs more publicity and promotion.</p>	<p>Promotion of activities will be promoted as part of the development of the Council website and also that of SCLL/Serco. They will also form part of an activity list which partners are developing as part of the Healthy Club that is being launched in July. Details will be on the Councils website and promotion of the Club widely distributed.</p> <p>In previous years promotion by SCLL has included an Open Day preceding the Summer holidays, adverts and banners in and around the site/ town before and during school holidays and updates to the leisure centre website. The Sheerness Times Guardian is used to promote school holiday activities via a paper advert (and more recently 'Your Swale'). Schools are also issued leaflets to promote events to pupils. Previous attendee's of the play scheme are also written to with an offer to return.</p>
<p>There is mention of cycle routes but more needs to be said about off road safe cycle routes.</p>	<p>There is currently ongoing work on off-road cycle routes as part of the Cross Sheppey Greenway project which</p>

	<p>aims to create shared use routes for the Isle of Sheppey. Delivery of the project will be through the Council and its partners but will be subject to the securing of external funding. Although the project is currently focused on the Isle of Sheppey, if successful and with additional funding, there is potential for expansion across the borough.</p>
<p>There is no mention of building exercise into the town plan such as encouraging cycle use or changes to road layouts. Making local journeys by car more difficult but easy by bike or foot. Work should be done with rail and bus companies to make transporting cycles the norm.</p>	<p>Will champion for sport and leisure provision as part of Section 106 and Community Infrastructure Levy.</p> <p>Will promote cycling and walking as part of safe journey to work initiatives and liaise with Kent County Council highways department.</p>
<p>Young people need to be involved in the planning of activities. This document is very corporate –young people won't read this so how then can they own the fitness agenda for the future? Where are the young people leading this work? The Scouting Exec has young people on it – does this initiative?</p>	<p>Young people were consulted on the SPAFS through Swales Youth Forum who provided feedback on what the priorities should be. The Council can engage more with the Swale Youth Forum in the future in relation to service planning.</p> <p>This is a corporate document as it is intended for partners to use as a guide rather than a document for the general public.</p> <p>It is for partners to engage with young people as part of their service planning and design of activities to ensure they have a role in shaping the activities so they are relevant and young people have buy in.</p>
<p>How does the Olympic legacy link in over the timespan?</p>	<p>The aim is to use the legacy of Olympic Games and</p>

	<p>Torch Relay to encourage those that volunteered and got involved eg event marshals, local leaders to continue to play a positive part in civic life over the life of the SPAFS. Community sports events will be held before and after the Games to encourage participation and maximising the feel good factor that the Games will install.</p>
<p>No details of the financial aspects of the proposals contained in the report.</p>	<p>This is deliberate as this is a framework only and a guide as opposed to a business/service plan. The financial aspects will be contained in partners' action plans.</p>