

CANNOCK CHASE COUNCIL

CULTURE AND SPORT SELECT COMMITTEE

5 SEPTEMBER 2006

REPORT OF HEAD OF CULTURE AND MAJOR PROJECTS

STAFFORDSHIRE SPORTS DEVELOPMENT FORUM – YEAR SIX SURVEY

1. Purpose of Report

- 1.1 To inform the Culture and Sport Select Committee of the findings of the Year Six Survey, commissioned by the Staffordshire Sports Development Forum (SSDF), which Cannock Chase Council is an active member.

2. Recommendation

- 2.1 That the Culture and Sport Select Committee note the findings of the Year Six Survey and use the baseline data to inform decision making in planning service delivery and priorities for Sports Development at a local level.

3. Key Issues

- 3.1 It should be noted that overall the Survey presents a positive picture of young peoples levels of participation in curriculum, extra curriculum, community based sports and lifestyle choices.
- 3.2 Encouragingly the Survey provides some positive findings on the lifestyle and leisure habits of the District's young people.
- Although 96% of young people have access to a car, some 49% either walk or cycle to school.
 - Nearly 90% of young people are able to swim 25 metres.
 - 98% of young people undertook some form of physical activity over the last week. Out of these, some 50% took part in at least 1 hour activity on 1-3 days per week.
 - Sports and exercise was seen by all as the most important spare time activity, with the most time spent on.
 - Emphasis for young people on taking part was on fun and enjoyment and getting fit and healthy.
 - The majority of the District's young people 63% see their fitness levels as above average.
- 3.3 Cannock Chase has the highest proportion of young people (60.6%) and girls (55.8%) who are members of Sports Clubs in whole of Staffordshire. Work programmes undertaken by the

Council's Sports Development Team in conjunction with the School Sports Partnership, have provided clear pathways of progression into local Sports Clubs.

- 3.4 The results of the Survey indicate there is a need to re-evaluate and priorities the Council's current nine focus sports. Initial findings based on favourite spare time activity, sports played and what sport they would like to play more of, indicate that resources should be directed towards the following sports:-
- Football
 - Swimming
 - Athletics
 - Cricket
 - Netball
- 3.5 Only 27% of young people in the Cannock Chase District undertake the recommended 2 hours a week of P.E. in curricular and extra curricular activities in schools.
- 3.6 The best time to take part in sport was seen as straight after school or at weekends. This may indicate we need to carryout a review of the early evening weekday Sports Clubs that are delivered at Rugeley Leisure Centre.
- 3.7 Overall sport and exercise was seen as the most important spare time activity. Interestingly girls deemed seeing friends/relatives as slightly more important.
- 3.8 The main reasons for not taking part in sport were given as:-
- Do not know where to go.
 - Too expensive.
 - No encouragement.
- 3.9 Fruit and vegetable consumption per child was slightly above the national average of 3 portions at 3.7, but below the recommended 5 portions per day.
- 3.10 Cannock Chase has a small ethnic minority of 0.02% of the District's population. The two main reasons stated for not taking part in sport were lack of encouragement and do not know where to go. In comparison to white children who have the same reason, the percentage levels were significantly higher.

Reasons for not taking part in sport

Reasons	Ethnic Minorities	White
No encouragement	34.8%	15.7%
Do not know where to go	30.4%	17.8%

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Section 1**Background**

In September 2005 the Sport Industry Research Centre (SIRC) of Sheffield Hallam University was commissioned by the SSDF, of which this Authority is a member, to conduct research into young people (year 6) and their sports participation.

This research was directed at 6,326 year six pupils (10-11 year olds) at schools within eight District Authorities (Cannock Chase, East Staffordshire, South Staffordshire, Lichfield, Tamworth, Staffordshire Moorlands, Newcastle-Under-Lyme and Stafford Borough Council) and one Unitary Authority (Stoke-on-Trent City Council).

The aim of the Survey was to:-

- To establish baseline data on young people and sport to enable local benchmarking and comparisons and to inform local decision making in development planning.

The key research objectives were:-

- To establish the frequency and duration of young peoples (year 6) participation in (moderate) physical activity.
- To estimate the proportion of young people meeting national physical activity guidelines and assess their awareness of such guidelines based on self perception of health and fitness.
- Put in place baseline data about the proportion of young people achieving the recommended 2 hours of PE/week and swimming ability at key stage two.
- The level of participation in extra curricular and community based sport.
- The nature of young peoples participation in extra curricular and community based sport.
- To establish young peoples attitudes and beliefs surrounding extra curricular and community based sport and the motivations, influences and barriers affecting their participation.
- To establish the attractiveness of extra curricular and community based sport to other leisure activities.

In the Cannock Chase District there were 508 respondents, categorised as follows:-

Respondents	CCDC
Boys	47.4%
Girls	52.6%
Ethnic	4.5%
Disabled	2%

Section 2

Details of Matters to be Considered

- To maintain and develop the District's School Based Sport Festivals and after-school Sports Clubs, working in partnership with Hagley Park Sports College. Ensuring clear pathways of progression into local Sports Clubs.
- To reassess and direct resources to cover five focus sports.
 - Football
 - Swimming
 - Athletics
 - Cricket
 - Netball
- To target specific user groups and re-launch the early evening Sports Clubs at Rugeley Leisure Centre.
- To work with key partners to raise awareness amongst young people of physical activities within the District. Highlighting opportunities for financial support for those with access issues.
- To work in partnership with the Primary Care Trust to reinforce a healthy lifestyle message on all activity programmes i.e. diet, exercise, etc.
- To put in place a Statement of Intent that actively tackles issues preventing the District's ethnic minorities taking part in physical activities.
- A key factor in attracting more girls into physical activity could be developing links with family and friends.
- To submit a further bid to secure additional funding to extend the Community Sports Coach to a full time post. Targeting those schools in the District that are failing to hit the recommended 2 hours of PE per week.

Section 3

Contribution to CHASE

Data collected through the year six survey will help us to target resources at tackling those issues raised through the CHASE objectives.

This will help too.

- Raise participation in a range of sports.
- Develop healthy lifestyle choices.
- Provide for a more socially inclusive range of activities.

Section 4

Section 17 Implications

The development and extension of a more inclusive sports development programme provides alternative life style choices to the districts young people who are at risk of offending.

Section 5

Human Rights Act Implications

There are no identified implications in respect of the Human Rights Act 1998 arising from this report.

Section 6

Data Protection Act Implications

There are no identified implications in respect of the Data Protection Act arising from this report.

Section 7

Risk Management Implications

Sufficient core funding is not made available to sustain existing activities and develop new opportunities, identified by the key findings of the year Six Survey.

Section 8

Legal Implications

The consideration and approval of any sports development programme must be fair and proportionate having regard to the information and issues identified by the Study.

The Council must ensure it does not discriminate on any basis as this could lead to challenge or criticism of the Council and the Development Programme.

Section 9

Financial Implications

These financial implications are draft and have not been cleared by the S.151 Officer

The submission of a bid for further funding for the Community Sports Coach hours covering a three year period is awaited. This would allow an extension of the current Community Sports Coach hours. There would be no additional cost to the Council.

Section 10

Human Resource Implications

In order to support the development of our five focus sports, we will need to seek out external funding sources to support the recruitment of additional staff.

Section 11

Conclusions

The year six survey has generated a significant amount of data and findings on sport, physical activities and life style choices within the Cannock Chase District.

The findings themselves provide baseline data against which decisions can be made about future service delivery and priorities.

By taking into account young peoples attitudes, beliefs, motivations, influences and barriers affecting their participation. We provide ourselves with the best possible chance of putting in place a responsive and sustainable range of leisure based activities.

Section 12

Background Papers

Annexes