



# Executive Summary Sport and Physical Activity Strategy

Feb 2006



# Introduction

It gives me great pleasure to be introducing this summary of the Haringey Sport and Physical Activity Strategy.

Taking part regularly in activity such as walking, cycling, going to the playground, jogging, swimming, football or looking after an allotment, can contribute greatly to providing fun and enjoyment in our lives, as well as making us healthier. Being a member of a local sports club, particularly when this involves acting as a volunteer to provide coaching or assist in the administration of the club, also helps to strengthen our local communities and encourage active citizenship.

The Council and external partners have invested over £10 million in the last 12 months to improve the quality of facilities available in our leisure centres, parks and open spaces, play facilities and on our allotments in order to make these facilities more attractive to local people and encourage you to make the greatest possible use of them.

We have also invested heavily to provide new facilities in our local schools and through our new Children's Centres to give young people in the Borough the best

possible chance to learn and enjoy sport and physical activity and hopefully, to continue to participate in adult life.

Last year, London was awarded the Olympic Games in 2012 which over the forthcoming years in the build up to the Games should act as an inspiration to us all to develop more active lifestyles. It will also benefit Haringey by providing investment in a number of our local facilities which will be used as training venues for visiting Olympic teams.

In taking forward our Strategy, we recognise that partnership will be crucial in persuading more local people to enjoy an active lifestyle. We will therefore seek to work with a range of partners from Health, Education, local employers and the voluntary sector, to increase opportunities for you to participate in sport and physical activity.

Have fun. 'Get Active', and 'Stay Active'.

Councillor Peter Hillman, Executive Member for Environment.

# There is more to Sport than...Sport

Sport England adopted the definition of sport established in the Council of Europe Sports Charter in 1993. It focuses on a breadth of benefits.

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

The range of activity referred to is all embracing, including dancing and gardening, road cycling and cycling to work, walking in the park as well as organised games played at a fun standard or more competitively.

This definition provides the basis for the development of the strategy in Haringey. Haringey understands the benefits and impact of sport and of physical activity in meeting the key objectives of the Community Plan of the Haringey Strategic Partnership.

- To improve services – providing better quality services for everyone, particularly in health and social care.
- To narrow the gap – improving the most deprived neighbourhoods.
- To establish safer communities – creating safer and confident communities with less fear of crime and the ability to prevent crime and resist committing crime.

- To achieve a better environment – creating a cleaner, greener environment with better transport and leisure opportunities.
- To improve education – raising achievement in education, partly by changing attitudes to the process, and creating opportunities for lifelong success.

The debate on the benefits of sport and physical activity in its broadest sense has been the subject of many green papers, action plans and strategy documents, published by central and regional government, key agencies and charity organisations with a special remit, some debating the benefit of activity, others the organisation of its provision.

These have been studied by the Council in the analysis of the benefit; all have important observations to make about the benefits in achieving worthwhile outcomes, such as improvement in personal health, educational development, development of confidence and skills for employment, elimination of crime and deprivation, cohesion of communities in neighbourhoods of many cultures, and, of course fun and games and improvement in sporting skills.

In particular, reference should be made to the contribution of:

- A boost for School Sport – The National Strategy for PE, School Sport and Club Links.
- Every Child Matters – a green paper.





- Youth Matters – green paper.
- The London Plan for Sport and Physical Activity 2004-2008 (Sport England).
- London Plan: Spatial Development Strategy for Greater London (Greater London Authority, February 2004).
- Sport Achieving Equality (London Sports Forum for Disabled People – Strategic Plan 2004-2008).
- Sub Regional Sport and Physical Activity Partnerships, created by Sport England.
- The role and potential for re-engaging young people with education and training (Learning and Skills Council 2004).

In the Borough there are a number of initiatives in place concerned with improving the availability of facilities and with encouraging participation, driven by educational and by health interests. Such as:

- The Schools Sports Co-ordinators (SSCOs) (2001) initiative setting up School Sports Partnerships to provide a co-ordinated structure linking together primary and secondary schools.
- The Haringey Primary Care Trust's Get up and Walk Programme (Jan 2004), involving training volunteer walk leaders in their local communities.

## How we consulted to develop the Strategy

Haringey Council carried out an extensive programme of audit, field research, and consultation.

- Audit of outdoor and indoor facilities in the Borough owned by the council and by other organisations,
- A series of focus groups and workshops with young people in schools,
- A workshop with older people,
- An extensive programme of depth interviews with 30 stakeholders, providing or supporting sport provision.

## Key messages from the audit of facilities

- There is an imbalance in the geographical distribution of playing pitches and of sports clubs in the Borough, with a strong bias towards the west of the Borough.
- The quality of pitches and supporting facilities is generally inadequate on Council owned playing fields. Nearly one quarter of pitches do not have changing facilities. Nearly two thirds do not have social facilities.
- Approximately one third of the Borough is not within walking distance of any managed sports pitches.
- There is the need for seven more football pitches, one each for rugby, cricket and gaelic football, to meet future expected demand.
- Tennis courts are of a poor quality and mainly concentrated in the west of the Borough.

- The track at Finsbury Park needs improvement to bring it up to minimum UK athletics standard.
- White Hart Lane Community Sports Centre has the potential to become a sub regional sports development hub, with further investment in the fabric of the centre.
- An additional 25m swimming pool will be required during the next 10 years.

### Key messages from young people

- Young people wanted activities to be offered through organised events, programmes and courses.
- Good quality facilities are essential to attract and hold the interests of young people.
- Facilities close to home would re-assure parents to allow their children to take part in games, training and other physical activities away from school or home.

### Key messages from older people

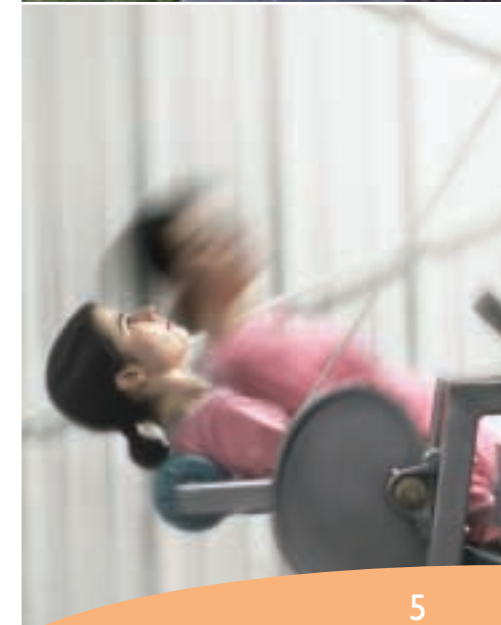
- Prime purpose is to stay healthy, met by walking and exercise classes.
- Secondary purpose is for general enjoyment and social contact.
- Strong preference for facilities close to home.

### Key messages from stakeholders

- The provision of sport and physical activity in the Borough is strong but fragmented.
- The voluntary sector does not have management time

and resources to effectively fund raise to support further provision.

- A significant role of the Council should be as an enabler and capacity builder to develop sporting partnerships, targeting resources to groups who work with local communities.
- Increased participation among ethnic communities will be best achieved by support directed specifically to local interest groups.
- The need to co-ordinate work among schools, voluntary sector providers and the council.
- Investment in the actual sports buildings, courts and pitches is critical to sustain the interest of those new to an activity responding to development programmes.
- The need for more multi-purpose sports areas providing the opportunity for choice of activity.
- Absence of centres of excellence for sports such as cricket, netball and football.
- The need for community based sports facilities to encourage residents in local communities to try out a sport or activity for the first time.
- The need to co-ordinate sport provision between schools and leisure centres.
- Desirability of school facilities to be made available for community sports and physical activity programmes.
- The current level of involvement of young people is low.
- The need to develop positive attitudes to exercise, sport and all types of physical exercise at an early age.
- Sustained increased in levels of participation depends upon local provision.





- Women and children are particularly worried about crime when thinking about using facilities in parks and away from their neighbourhoods.
- People showing a serious interest in developing their sporting skills would benefit from facilities linked to club infrastructures and from access to quality coaching and training.

## The barriers to be overcome

The field research and consultation identified barriers which have to be overcome to improve participation in sport and physical activity in the Borough.

## As seen by residents

- Fear of crime, especially by women and girls in the evening and nights away from their local neighbourhood.
- Need to use transport to reach sports locations remote from people's home, perceived to be infrequent, insecure and impractical to use in the evenings.
- Cost of using sports facilities for many residents in the Borough.
- Limited publicity for sports facilities and especially for initiatives and opportunities for residents to try out a sport or activity.
- Poor quality of many sports areas, changing facilities and social facilities, perceived or experienced, discouraging residents to try a sport or go a second time.
- Imbalance of provision and facilities across the Borough leaving some neighbourhoods without infrastructure or

provision which are essential for developing the habit of taking part.

## As seen by stakeholders

- Schools offer a very limited choice of sports and physical activity.
- Participation of girls in sport is low because of the lack of interest in the sports available and of interest in sport and physical activity at all.
- Weakness of provision of sports facilities and provision for indoor and outdoor sports and activity in the east of the Borough.
- Opportunities in the east of the Borough for young people to try out a sport and to develop an interest are limited.
- Majority of sports clubs are located in the west of the Borough, with a significant proportion of membership taken up by out-of-Borough residents.
- Levels of participation are sensitive to the quality of pitches and of changing and social facilities.
- In the majority of cases there are no structures or formal mechanisms for co-ordinating the provision of sport and physical activity across the Borough.
- Current initiatives operating out of schools and leisure centres and in health programmes are managed in isolation of each other.
- Provision of sports and other physical activities are delivered by a number of agencies and voluntary organisations obtaining funds from various sources.
- The long term provision and development of sport for



the community has been hampered by the absence of a coherent strategy to co-ordinate the activities of providers.

## What has to be done

- Need for all providers of sports and physical activities to work in partnership, to ensure that structures, systems and provision are developed to eliminate duplication and to reinforce synergy and sustainability in provision.
- Need for the Council to provide strong leadership, to advocate and drive policy and to support service providers, especially in the voluntary sector.
- Need to measure and evaluate the progress from specific investment and provision to achieving a sustainable increase in sports participation and in active lifestyles.
- Need to organise the provision of sport with structures to reach out to young people, to introduce them to active and healthy lifestyles, to provide all with active enjoyment, laying the foundation for continued participation throughout their lives.
- Need to provide a spread of facilities and provision, ranging from local facilities for those at grass roots level requiring relaxed or energetic exercise for sociability or fun, to high quality sports facilities for those wishing to work hard at their sport to develop their skills.
- Need to ensure that there are no barriers to inhibit the progression from social and fun exercise to serious development of skills for those who 'get the bug'.
- Develop among young people experience that sport is

about the pursuit of excellence, competition, developing confidence and self discipline, leading to personal development to sustain career and lifelong interest.

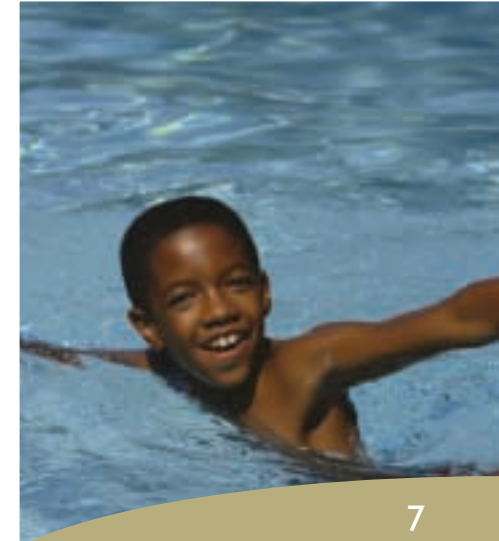
- Develop among all, experience that sport and exercise is about enjoyment, fun and developing friendships within the community.
- Build up provision in the east of the Borough to rectify the current bias to the west in the availability of council facilities and sports clubs.

## How we will make it happen

Haringey Council has developed the Sport and Physical Activity Strategy, under the leadership of Recreation Services. Implementation is already underway. The individual tasks and time frames are outlined in the five year Action Plan.

## The policy objectives of the Sport and Physical Activity Strategy are:

- To develop a range of quality and accessible recreational opportunities and sporting facilities available to all.
- To increase participation in sport and physical activity and to encourage an active lifestyle across the Borough, in particular by those community groups who traditionally use sports and leisure facilities less than others.
- To promote community ownership, participation and involvement in the development and delivery of facilities and programmes for sport and physical activity.





- To use the attraction of participation in sport and physical activity as a vehicle for young people to fulfil their potential and to divert those at risk from offending away from crime.
- To improve access to local provision so that participants can enjoy activities that are of a high quality and in a safe and secure environment.
- To assist each member of the community, particularly young people, to maximise their educational attainment and opportunity for life long learning through participation in sport and physical activity.

## Sport and Physical Activity Strategy – The Framework

The framework for delivering the strategy consists of:

- New Partnership Structures
- The Area-Based Offer
- Refurbishment of Hub Facilities
- Formal Measurement of Progress



## New Partnership Structures – the Sport and Physical Activity Board

**Mission: to bring together the expertise, experience and energy of all agencies and providers in partnership for the common good.**

Haringey Council is setting up a new structure, The Sport and Physical Activity Board, to develop further the Sport and Physical Activity Strategy.

The Sport and Physical Activity Board (SPAB) will be made up of representatives of key agencies with an interest in the success of the strategy.

- Haringey Recreation Services
- Haringey Children's Services
- The Primary Care Trust
- CONEL – the College of North East London
- Havco – association of voluntary sector providers
- Chamber of Commerce in Haringey
- Sport England

The Sport and Physical Activity Board will work alongside Council Services in the delivery of the strategy, with much of the implementation being managed by Council Services as lead agencies, co-ordinating the involvement of other agencies and voluntary providers.

- SPAB will be the forum for drawing on the experience, evidence and energy of agencies and providers to develop a shared strategic overview on the most

effective direction for the strategy to develop.

- SPAB will draw on the resources of Council Services and other agencies and providers to further its objectives. The Council Services most relevant for initiatives will be Recreation Services, Children's Services, Social Services and Neighbourhood Management.
- SPAB will commission voluntary groups and providers to undertake work in partnership with other agencies implementing the Sport and Physical Activity Strategy.
- SPAB will be well placed to examine local needs, commissioning proposals from local agencies who will know their communities, based on neighbourhood or ethnicity, well.
- SPAB in its attention to local and ethnic needs will be well placed to bid for grants from external agencies.
- SPAB will administer a grant scheme funding organisations which can deliver provision against key targets for participation. The potential recipients would include schools, voluntary organisations, sports clubs, and private sector providers. This is a key part of developing the strategy at local level.

## The Area-Based Offer

**Mission: local needs can best be met by local solutions, based on local knowledge.**

The existing provision for sports and physical activity in Haringey is based on a borough wide approach leading to the concentration of investment into a few major sites. This meets the needs of residents who already have a well

established interest in their sport or physical activity.

The objectives of the Sport and Physical Activity Strategy are much broader than bringing sports provision to the 'converted'. It is to bring to all residents the benefits of sport and physical activity to establish a healthy lifestyle.

The Area-based Offer recognises that for each local community there may well be barriers to involvement, particular to that community and not replicated elsewhere, ranging from availability of resources or facilities to cultural considerations.

- The Sport and Physical Activity Board will develop for each local area a delivery model which identifies a 'lead agency' such as secondary school and outdoor centre for pitch sports, around which local provision can be developed.
- In the immediate future SPAB will develop activity to fit the facilities available. In the longer term it will set out to obtain the release of facilities and resources in the local area for community use.
- SPAB, drawn from a spread of interests will be well placed to reinforce the experience and vision of Council Service providers with the understanding of locally based organisations.
- In the development of initiatives SPAB will draw on Haringey's Area Assemblies as a ready made forum for consultation with local residents. The Haringey Area Assemblies will provide the route for feedback on progress.





It is the vision of the Area-Based Offer that all residents in the Borough wherever they live will have access to a range of sporting opportunities and activities, starting with reasonably casual and low skill participation in the local park, school or community, progressing to serious, dedicated and skilled participation in specialist sports centres which can justify major investment in facilities. The strategy recognises that the more serious a participant in his/her selected sport the further he/she is willing to travel to a centre of excellence.

## The model for the Area-based Offer

- **Neighbourhood/local activity**  
Informal recreation/primary schools/local parks and open spaces, Community centres/kick about area/MUGAs.
- **Area Assembly based facilities/activities**  
Local sports centres (dual use), secondary schools, Area/district parks, Children's Centres, Voluntary sector clubs.
- **Borough wide facilities**  
Specialist sport centres, leisure centres (Tottenham Green, Park Road Pools), Secondary schools with specialist status (White Hart Lane, St Thomas Moore, Park View Academy), Voluntary Sector managed sites/multi sports clubs.



## Refurbishment of Hub Facilities

**Mission: broadest choice for all and specialist provision for serious sportsmen and women**

The Council is managing a £5 million investment programme for improvements to existing leisure facilities. These will provide hub facilities for activities which appeal to specific needs, particularly for more dedicated and serious sport and fitness participants and which need specialist equipment, facilities, supervision and coaching.

At the Park Road Pools

- comprehensive refurbishment programme to improve buildings and services,
- redesign and improvement of reception areas,
- new health and fitness suite with gym and exercise studio.

At Tottenham Green Leisure Centre

- comprehensive refurbishment programme to improve buildings and services,
- redesign and improvement of reception areas,
- new health and fitness suite with gym and exercise studio,
- bespoke youth fitness facility.

At White Hart Lane Sports Centre

- refurbishment and upgrading of floodlit artificial sports pitches, to reflect its status as a hub within the Football Association's London Facilities Development Plan,
- refurbishment and floodlighting of tennis courts.

At Lordship Recreation Ground

- New Multi use games area
- Skateboard/BMX park
- Adventurous play facility

At Haringey Sixth Form Centre in White Hart Lane

- 4-court sports hall,
- fitness facilities for sports studies,
- industry standard theatre for performing arts and theatre productions.

In addition to facilities provided by Haringey Council investment and Active England grants, there will be future refurbishment and new construction with Olympic Games funds at White Hart Lane Sports Centre, Finsbury Park and Northumberland Park School.

It is planned that the management of these major sports centres will in the future, be transferred to a specialist leisure Trust.

## Formal Measurement of Progress

**Mission:** to go that extra mile to reach targets.

The government has set demanding new targets for improvement in the proportion of residents taking part in physical activity.

Each year the progress of the Sport and Physical Activity Strategy will be measured against a range of criteria.

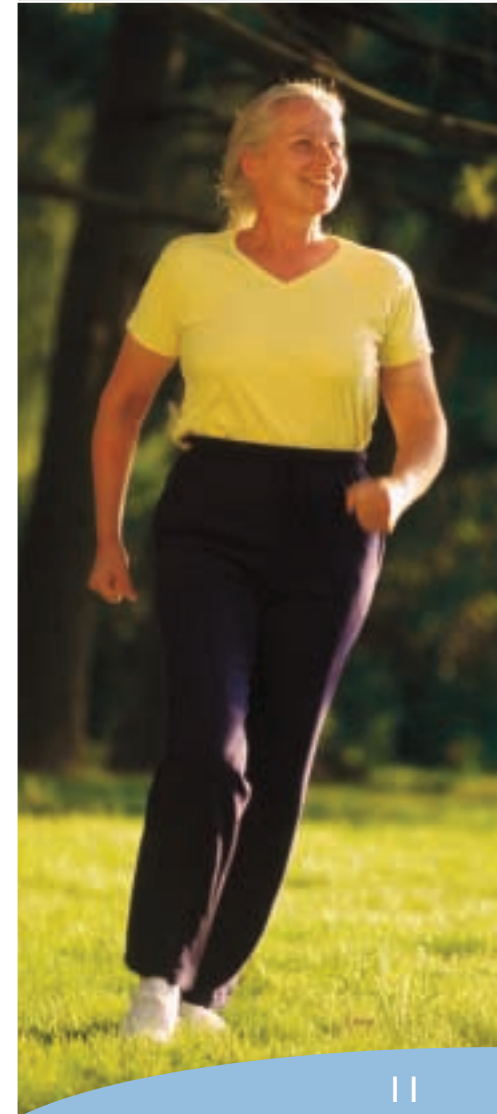
These include:

- The percentage of residents participating regularly in physical activity,
- The number of residents volunteering in some way in the provision of sport and physical activity to other residents in the Borough,
- Attendance levels at leisure centres,
- Local residents satisfaction with Council Leisure Centres,
- The effectiveness of partnership working.

The annual assessment of achievement against targets will provide the opportunity for the Sport and Physical Activity Board to review the effectiveness of the strategy and to readjust the focus of individual programmes.

The data for submission will be collected by agencies within the Sport and Physical Activity Board.

The SPAB brings together significant stakeholders for the delivery of the strategy such as Recreation Services, Schools, Health, Sports clubs, voluntary sector organisations and employers who will be working in partnership to improve these indicators.



For a copy of this booklet summarising our strategy for Sports and Physical Activity across all our communities, in your own language, please tick the box, complete and return to the Freepost address below:

Albanian

Për një kopje në gjuhën tuaj të kësaj broshure që përmbledh strategjinë tonë për Sporte dhe Aktivitete Fizike përgjatë tërë komuniteteve tona, ju lutem shënjonit  kutinë, plotësoni dhe kthejeni tek adresa e mëposhtme me Postim Falas.

Kurdish

Heke hun kopîyeke vê dest-pirtûka ku stratejîya me ya Spor û Çalakîya Fîzîkî di nav hemû civakên me de bi kurtî dide bi zimanê xwe dixwazin, ji kerema xwe qutîkê îşaret bikin, tije bikin û ji navnîşana jêrîn a posta bêpere re bişînin:

Bengali

আমাদের সমস্ত জনসম্প্রদায়ের জন্য খেলাধুলা এবং শরীরচর্চা-সংক্রান্ত নানা সক্রিয়তার কর্মকৌশলের সারসংক্ষেপ এই পুস্তিকায় দেওয়া আছে, এবং আপনি যদি আপনার নিজের ভাষায় এটার কপি পেতে চান তাহলে বাক্সে টিক্ চিহ্ন দিন, এবং ফর্ম পূরণ করে নিচের ফ্রীপোস্ট বা বিনা ডাকখরচের ঠিকানায় ফেরত পাঠান :

Somali

**Hadaad rabto in luuqadaada lagugu tarjumo Buugyarahan koobaaya istiraatijiyadeena Cayaaraha iyo xirfado Jir wax ka qabasho (Sports and Physical Activity ) sax mari sanduukha, ku qor magacaaga iyo ciwaanka kuna soo dir ciwaanka hoose ee boosta diristu bilaash tahay:**

French

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