Sports Provision for Children and Young People

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Widening the agenda beyond sport to meet corporate targets

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Outline

- What is the corporate agenda?
- What is the national agenda?
- Making the links with PESSYP
- Targets
- Summary

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Corporate Agenda

	Env1	Comm Safety	Economic Dev	Business Improvement	Health & Well Being	Children & YP	Movement	Older People	Equalities	Community Engagement Cohesion
Bassetlaw	√	√	√	√						
Botts CC	√	√	√		√		√			
Brent	√	√	√	√		√				
Bracknell Forest	√	√	√	√	√					
Bexley	√	√		√						
Bolton	√	√	√		√	√				√
Bucks CC	√	√	√	√				√	√	√
	7	7	6	5	3	2	1	1	1	1

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What is the Corporate Agenda?

- Environment
- Community Safety
- Economic Development
- Business Improvement
- Health and Well Being
- Children and Young People

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What is the Corporate Agenda?

- Not obviously PE and child orientated
- No sense of uniqueness
- National agenda
- Driven by targets?

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What is the Corporate Agenda?

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What is the NATIONAL Agenda? (Sample)

	Getting on well NI 1	Adult Sport NI 8	Volunteer N I6	Children Obesity NI 56	Children PE NI 57	Children emotional well being NI 86	Children positive attitudes NI 110	Conception rate NI 112	Children school travel NI 198
Bexley	√	√	√			√	√		
Bucks	√	√		√					√
Bolton	√		√					√	
Bracknell Forest	√	√	√	√	√			√	√
Brent		√		√				√	
Notts	√	√	√					√	

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What is the NATIONAL Agenda? (sample)

Getting on well together	(5)
Adult sport	(5)
Conception rate	(4)
Volunteering	(4)
Children obesity	(3)

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What is the NATIONAL Agenda? (from 150 localities)

- NI112 Under 18 conception rate (106)
- NI56 Obesity (year 6) (99)
- NI123 16+ smoking rate prevalence (89)
- NI1 People get on well together (87)
- NI8 Adult participation in sport (80)
- NI110 Young people participating in positive activities (77)
- NI6 Participating in volunteering (43)
- NI55 Obesity (reception year) (26)
- NI57 Participate in high quality PE and sport (26)
- NI11 Engagement in the arts (24)
- NI50 Emotional health of children (21)
- NI199 Children and Young People's satisfaction with parks (0)

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NATIONAL Agenda
Top 6 Priorities

NI 117	16-18 NEET	(115/150)
NI 112	Under 18 Conception Rate	(106/150)
NI 154	Net additional Homes Provided	(104/150)
NI 155	Number of affordable homes	(102/150)
NI 186	Per capita reduction in CO_2 emissions	(100/150)
NI 56	Obesity among Year 6	(99/150)
NI 8	Adult Participation in Sport	(80/150)
NI 57	Children Participation in Sport	(26/150)

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Corporate Agenda

- PE and Sport NOT high on the agenda
- Priorities are what can be "easily" delivered?
  measured
  improved
  tick the box on

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What is not measured?

- Obesity rates of the population at large
- Smoking
- Inactivity
- Rate of offending
- Rate of anti-social behaviour
- …….but the PREVENTION agenda is gathering momentum

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Ticking Timebomb: Obesity

1980	8% women, 6% men obese
2004	24% men and women obese
	60% men/women overweight and obese
	30% boys obese

5 children under the care of SS

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Targets

- Have a role to play
- Must begin to focus on generic community issues – not solely on sub sets
- This is a growing national issue

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PESSYP Agenda

- Club links
- Coaching
- Competition
- CPD
- Disability
- Extended Activity
- Gifted and Talented
- Infrastructure
- Leadership and Volunteering
- Swimming
- Diet?

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PESSYP

- Healthy Active Lifestyles.
- Developing Leadership Skills.
- Increasing Positive Behaviour.
- Increased confidence and self esteem.
- Develop citizen qualities.

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PESSYP and the Children's Agenda

- Be healthy
- Enjoy and achieve
- Make a positive contribution

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PE SSYP and Corporate Agenda
Making the Links

Strand 1 School Club links – increase in participation

Links to	NI	6	(volunteering)
	NI	55 and 56	(obesity)
	NI	57	(PE)
	NI	110	(positive activities)

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PE SSYP and Corporate Agenda
Making the Links

Strand 2 Coaching

- Quality of, competition, new approach
- Recruit 8,000 adult volunteers
- Target 70 most deprived areas

Links to	NI	6	(volunteering)
	NI	8	(adults and sport)
	NI	57	(high quality PE)
	NI	110	(positive activities

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PE SSYP and Corporate Agenda
Making the Links

Volunteering (2007 Volunteering England statistics)

27% adults formally volunteering 1/month

(4.7% contribute at least 1 hour pw - SE)

21% adults of risk of social exclusion

Do 1 hour of formal volunteering per month

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PE SSYP and Corporate Agenda
Making the Links

People volunteer if

- Asked
- Do it with friends and family
- Someone will help them
- It helps their career
- Can do it from home

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PE SSYP and Corporate Agenda
Making the Links

28% White People and 22% Minority Ethnic Groups

Links	NI	1	(people get on well together)
	NI	6	(volunteering)
	NI	8	(adult and sport)
	NI	110	(positive activities)

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PE SSYP and Corporate Agenda
Making the Links

Strand 3	Competition		
	Encouraging competition		
	Create 225 competition management		
	Encourage NGBs to develop framework		
Links	NI	50	(emotional health)
	NI	57	(high quality PE)
	NI	110	(positive activities)

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PE SSYP and the Corporate Agenda

- Corporate agenda not obviously in alignment
- PESSYP CLEARLY in line with the real corporate agenda

So why the gap?

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Corporate Targets

Specific	(we can identify a clear problem)
Measurable	(we can detect a change quickly)
Achievable	(we can identify improvement for inspectors?)
Realistic	(don’t want to fail)
Timely	(measurable before the next inspection)

What gets measured gets done

Problem is the problem takes a long time to solve…..

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Targets – An issue for Culture?

PESSYP Proxy targets – positive and practical

Government

- Reluctant acceptance of exercise and health
- Generally don't accept proxy targets as basis for investment
- no clear cause and effect in

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Targets – An issue for Culture?

Local and Central Government – won't invest (adequately) in PREVENTION…..but the agenda is changing

e.g. Exercise – fewer heart attacks

Youth activities – fewer crimes

Team sport – emotional well being

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The Future – Difficult Choices

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The Future – Difficult Choices

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The Future – Difficult Choices

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The Future – Difficult Choices

- CHILDREN AS THE FOCUS……but how….
- Maintain/reduce investment child protection
- Increase investment in saving children's lives
- Invest in highways instead – 3,000 killed/seriously injured annually (3)
- Invest in fun for children of large through culture
- Role of Youth Services
- Parenting skills

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PESSYP

- Excellent investment in young people
- Has significant links to the real corporate agenda
- Targets are broadly appropriate and will have a long term impact
  - No focus on non sporty
  - N diet link
- Commitment and ongoing investment is required for long term success
- Should make an important contribution to the nation's future health

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PEYSSP – National perspective

- Need to remove barriers
  - What stops a contribution
- Focus on long term outcomes
- Prevention Agenda is emerging
  - Need to influence local agenda
- Focus moves to everyone…….not just targets

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