



Subject:	Belfast Physical Activity & Sports Development Strategy
Date:	11 October 2022
Reporting Officer:	David Sales Director of Neighbourhood Services
Contact Officer:	Catherine Taggart Neighbourhood Services Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To provide members with an update on development of a Belfast City Council Sports Development and Physical Activity Strategy (The Strategy). To provide a revised timeline for development and completion of the Strategy.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">Note progress to date and to agree to the new proposed timetable for the development of the Strategy.
3.0	Main report
3.1	Key Issues It was agreed by the Strategic Policy and Resources Committee at its meeting on 5th January 2018 that a Belfast City Council Sports Development Strategy and associated work

plan would be developed. This Strategy was to provide a framework for future decision making. At that time the committee agreed this would, among other things, steer future decisions on directly supporting National Governing Bodies of Sport to deliver programmes in Belfast which enhance sporting opportunities for Belfast's sporting organisations and individuals.

3.2 People and Communities Committee of 5th June 2018 agreed a proposed Terms of Reference and proposed timeline. Since that date the Departmental Change Programme has prompted consideration of wider opportunities to clarify and align the links between sports development and Council's strategic funding and programming decisions in the areas of asset development, health improvement and community development.

3.3 At the People and Communities meeting of 10 November 2020, it was further agreed that the Terms of Reference be extended to include the following:

- In line with the Belfast Agenda the outcomes are extended to 2035
- Physical activity programming is considered as part of the pathway into organised sport
- Considered and aligned with our Leisure Transformation Programme.
- Identification of alternative sources of financing/partner opportunities.
- Facility/asset utilisation and management is maximised through collaborative partnership approaches
- Facility/asset planning and development is considered taking account of local, citywide and regional need.
- Sport's contribution to improvement of whole health is considered in the context of partnership working through the work of the Belfast Community Planning Partnership and associated Boards – particularly the Living Here Board
- Sport's contribution to community development is considered in the context of City & Neighbourhood's Departmental approach to area working and neighbourhood regeneration
- The strategy 'working title' to be "Belfast Physical Activity and Sports Development Strategy

3.4 The aim of the Strategy is to review Council's current physical activity and sports development systems and operations, and subsequently develop a Strategy that identifies, nurtures and develops opportunities for improving health through participation in physical activity and sport.

3.5 The purpose of the development of the strategy is to provide a clear statement of the Council's Physical Activity and Sports Development aims, objectives and priorities for the future. It will demonstrate how Council plans to enable and deliver a range of physical activity and sports development activities to specific groups, to meet the overall objectives outlined in the Belfast Agenda.

3.6 The Strategy will have two primary themes plus two associated themes and will support two existing themes.

THEME	POTENTIAL INCLUSIONS
Sport Development Primary 1	Traditional SD continuum
	Sustainability and support exit strategy
	Priority sports?
	Programme support grant funding
	Athlete support grant funding
	Support programme delivery (Capacity development).
Physical Activity Primary 2	Health related activity promotion
	Community programme support (non-financial)
	Community programme grant funding
	Coach/leader provision
	PARS including HealthWise, Cardiac, Cancer, etc.
	Pathways to citywide programmes, clubs and NGBs.
	Sustainability and support exit strategy
	Linking to broader utilisation (pathways) to maximise the impact of existing leisure centre and community centre programmes
Facility/Asset Planning Associated 1	Mapping existing facility provision
	Future sports facility development planning
	Footprint and facility mix
	Location and community coverage
	Citywide analysis to avoid duplication (Area Planning)
	Demand analysis, business case and sustainability
	Ownership and management
	Cross agency collaboration
Facility/Asset Access and Utilisation Associated 2	Cross agency collaboration
	Programming priorities and booking systems
	BCC/GLL facility programming allocations and funding

		Community asset transfers and associated possibilities
		Citywide analysis to avoid duplication (Area Planning)
		Facilities Management Agreements
		Partner Agreements and other contracts which are in existence and which could be implemented to support the direction of the strategy eg. leases
	Health Promotion (Supported existing theme rather than included in strategic document)	Physical activity promotions
		Obesity and nutritional health
		Alcohol and substance abuse interventions
		PHA and BHDU programme support
		Mental health intervention support
		Sustainability and support exit strategy
		Access to expert advisory group support
	Community Engagement and Neighbourhood Development (Supported existing theme rather than included in strategic document)	Developing capacity
		Developing local ownership and autonomy
		Sport and physical activity programme support
		Theme/pathway alignment
		Programme grant funding
		Capital grant funding
		Citywide programme and capital development analysis to avoid duplication
		Sustainability and support exit strategies
3.7	As part of the process, it is anticipated that a mapping exercise will be carried out across the Council area. This exercise will be identifying current provision, instances of duplication and opportunities for partnership investment and partnership delivery in physical activity and sport.	
3.8	Due to Covid the development of this strategy was delayed. However, in July 2022, following a quotation exercise, Strategic Leisure Limited was appointed to support council in the production of the Strategy.	
3.9	Since the appointment of Strategic Leisure Council officers have been working directly with them providing relevant background and stakeholder mapping. On the 27 September 2022 a delivery board meeting was held followed by a series of meetings involving a range of specialist Council Officers, key delivery partners and stakeholders.	

Proposed Draft Timeline Subject to committee’s approval

3.10 While ambitious, officers are working to the following timeline for presentation of the draft strategy to committee. Consultation will be a key element of the development of the Strategy including consultation and engagement with elected members.

Background review of documentation policies and strategies	September 2022 - (Completed)
Establish Board and structures for developing strategy	September 2022 - October 2022
Initial face to face consultation with key stakeholders and schools	September 2022 - October 2022
Review and Mapping	September 2022 - October 2022
Focus groups established and face to face meetings to take place	October 2022 - December 2022
Wider public consultation to take place online using “Your Say Belfast”	October 2022 - December 2022
Analysis of key issues identified with a focus on internal consultation and external feedback	November 2022 - December 2022
Draft Strategy produced and presented to elected members	December 2022 - January 2023
Review of draft strategy with focus groups and through both internal and external consultation	January 2023 - March 2023
Final Document to be completed and presented to elected members	April 2023 - May 2023
Strategy Launch	June 2023

Financial Implications

3.11 Cost associated with the development of the new strategy and engagement of external partners will be met within existing departmental resources. Members are advised that no capital finance is in place to support the sports development strategy at this stage. This will need to be considered as the strategy is developed and related needs become clearer.

Equality or Good Relations Implications/Rural Needs Assessment

3.12 The draft strategy will be equality screened in line with the Council’s agreed process.

4.0	Appendices – Documents Attached
	None