

BODY: Cabinet

DATE: 13th December 2016

SUBJECT: Active Eastbourne Strategy

REPORT OF: Director of Tourism and Enterprise

Ward(s): All

Purpose: To seek Members' approval for the proposed Active Eastbourne Strategy 2017 to 2022.

Contact: Philip Evans, Director of Tourism and Enterprise,
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Recommendations: Cabinet is recommended:

(i) to approve the draft Active Eastbourne Strategy to be published for consultation and

(ii) to delegate authority to the Director of Tourism and Enterprise in consultation with the Lead Member for Tourism and Enterprise to approve amendments to the Strategy, subject to final consultation.

1.0 Introduction

- 1.1 The government published 'Sporting Future: A New Strategy for an Active Nation' in 2015. This highlights the role local authorities have to play in encouraging participation in sport and physical activity.
- 1.2 The draft Active Eastbourne Strategy has been developed by Sport Eastbourne and its partners including East Sussex County Council and Active Sussex to set out the aims and priorities for activities in Eastbourne.

2.0 Draft Active Eastbourne Strategy

- 2.1 The draft Strategy builds on national research and evidence linking levels of activity with health and mental wellbeing. It gives an overview of current strategies and plans, including Sport England's 'Towards an Active Nation' 2016- 2021, Public Health England's 'Everybody Active, Every Day' and the East Sussex Health and Wellbeing Strategy 2013-2016.

- 2.2 The draft Strategy was developed in liaison with East Sussex County Council's Public Health team and Active Sussex. An initial consultation event was held at the end of May 2016 to discuss the strategy and key priorities. Representatives of leisure trusts, sports clubs and voluntary organisations discussed the priorities and potential areas for action.
- 2.3 The draft Strategy proposes four objectives
- to support inactive people to be more active
 - to encourage people to stay active
 - to promote volunteering, training and professional development
 - to improve local facilities and amenities
- 2.4 The draft Strategy is attached at Appendix A.

3.0 Purpose of the Active Eastbourne Strategy

- 3.1 It is proposed that an Active Eastbourne Partnership be established to take forward delivery of the Strategy. An Active Eastbourne network will also meet from time to time to share ideas, information and resources.
- 3.2 The current strategy has been drafted utilising feedback obtained through the consultation in May and subsequent meetings with partners.
- 3.3 Once the strategy has been finalised the strategy will be used as a working document and a fuller action plan will be developed to ensure the priorities are delivered.
- 3.4 The Active Eastbourne Strategy will be a conduit for applying for funds through various funding streams.

4.0 Consultation

- 4.1 The draft Strategy will be sent to those who attended the consultation event in May to seek their feedback.
- 4.2 Key stakeholders, including the University of Brighton, local sports clubs, leisure trusts and voluntary organisations will be contacted for their views.
- 4.3 The Draft Strategy will also be published on the Council's website for comment and feedback from the public.

5.0 Resource Implications

- 5.1 There are no new resources required to deliver this Strategy.

6.0 Implications for Equalities and Fairness

6.1 The Draft Strategy pays particular attention to those people who face specific barriers to engaging in sport and other activities. National evidence shows that some groups including disabled people, women, BME and older people are at particular risk and the strategy includes a focus on working to overcome any barriers they face. There is a particular focus on the needs of communities.

6.2 An Equality and Fairness assessment of the Strategy will be carried out during the consultation period.

7.0 Legal Implications

7.1 There are no legal implications arising from this report.

8.0 Other Implications

8.1 There are no Environmental, Staffing or other implications arising from this report.

9.0 Conclusion

9.1 Cabinet is asked

- to approve publication of the draft Active Eastbourne Strategy for consultation and
- to delegate authority to the Director of Tourism and Enterprise in consultation with the Lead Member for Tourism and Enterprise Services to approve amendments to the Strategy, subject to final consultation.

Philip Evans
Director of Tourism and Enterprise

Background Papers:

None.