

Title of action plan being assessed	Increasing Adult Participation in Sport and Active Recreation
Number of Action plan being assessed (e.g COL 3)	LOPGS1
LAA indicator	NI 8
Name and role of officer completing this assessment	Emma Russell, sportessex Head of Investment
Contact Telephone Number	01245 702410
Date Assessment Completed	8 October 2008
Which Partners are involved?	Essex activealliance 12 district and borough councils in Essex National Governing Bodies of Sport Primary Care Trusts Creating Excellence FE/HE institutions Local sports clubs

1. What are the aims and objectives of this action plan, in addition to achieving LAA indicator target? i.e. What do you want to achieve?

The main objectives of the Action Plan are:

- To increase adult participation in sport and active recreation in Essex, contributing to the 1% target per annum as identified in the Essex LAA
- To increase adult participation in sport and active recreation by 1.5% in the five target areas identified in the Essex LAA as requiring extra focus and resources – Basildon, Castle Point, Harlow, Rochford and Tendring
- To develop and implement a range of interventions and innovative projects using intelligence from market segmentation and Active People Survey data for Essex and the five target areas
- To build on previous success and provide additional activities using products that have already proven to be effective
- To pilot innovative and new projects giving people the opportunity to try a different sport whilst making the most of the natural resources Essex has to offer
- To engage with a variety of partners to create and deliver targeted action plans
- To increase the number of quality opportunities for participation in sport and active recreation in Essex
- To provide an effective method of impact measurement and to use information collected to measure achievement against the targets and to promote the success of sport in Essex

The plans are underpinned by robust evidence of need, including specialist market segmentation data, to ensure that they will target specific groups within the local population of Essex and offer the best opportunity to increase participation. Some interventions are targeting those groups who do not traditionally participate in sport and active recreation, others are aiming to engage with those who need very little encouragement to do more. The plans include both new projects and enhanced or additional activities that have already proven to be effective. They also focus on a combination of County-wide interventions and projects specific to a particular area.

2. What are the processes used to deliver the action plan?

The Action Plan includes a wide range of interventions that will be delivered using a variety of processes including:

- Recruitment of dedicated project officers
- Delivery through partners including the Essex activealliance, local authorities, National Governing Bodies of Sport, Primary Care Trusts and the private sector
- Working with specialist organisations, e.g. for the delivery of events
- Delivery by sportessex staff

The plans will measure progress against the key performance indicator and target for increasing adult participation in sport and physical activity over three years. They clearly identify the new opportunities that will be created for people in Essex to participate in sport and active recreation and have been developed using market segmentation data to address potential barriers and motivations. The plans present creative solutions to increase and sustain participation and retention.

The plans focus on targeting interventions for increasing and sustaining participation with a number of priority target groups. For example, Back to Netball will target females who have not recently played netball and encourage them to take up the sport through offering relaxed and informal coaching session with a local club. Active+ is an existing action that focuses on those aged 50 and above, providing them with the opportunity to attend taster sessions and try out a new sport or activity whilst learning more about healthy lifestyles.

sportessex has achieved the 'Equality Standard: A Framework for Sport' Foundation Level and is working towards achieving Intermediate status. sportessex will strive to ensure that sports and physical activity opportunities are available to all irrespective of gender, ethnic origin, age, sexual orientation, religion, socio-economic status or ability. Therefore, sportessex will ensure that this standard is maintained across all activity. All members of staff receive regular Equality training and it is a key part of the induction process for new staff.

3.a. Think about each of the equality groups in turn. Could your action plan have an adverse or positive effect on people in the group? Put a tick against any group that could be positively affected, and a cross against any group that could be negatively affected. Some groups may have a tick and a cross.

√	Race and Culture	√	Disability
√	Age	√	Gender
	Sexual orientation		Religion and Belief
	Rurality		Economic deprivation

3.b. Set out the issues that you think are relevant under each equality strand, and what changes you will make to the action plan as a result.

a. Race and Culture

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sportessex are working with a number of partner organisations that are currently running large Equality campaigns. An example of this is the Football Association's "Kick It Out" Racism campaign. This is now embedded and evident across all their activities and projects. Cricket and the English Cricket Board are also running a number of highly effective schemes to engage players from varying cultures. All local authorities have Equality Standards and procedures in place and by working in partnership with them and National Governing Bodies, equality can be assured.

The sportessex website, sportessex.com, is the 'one stop shop' for sport in the County and it has been designed to be fully accessible and in a format that will suit many different needs. As the homepage demonstrates, the size of the text can be either increased or decreased to suit the needs of the customer. The website has also been designed using a number of different types of media, such as video's to demonstrate the different sports, which is more appealing and easier to understand than a large body of text. The text which is used has been written in a simple and explanatory way to communicate clear messages without confusion, so it can be understood by all.

b. Age

A number of projects are targeted at specific age groups, such as the Active+ programme which is aimed at those aged 50 and above. These will positively discriminate in order to target those age groups who are known to have lower participation rate in sport and physical activity. For example, in Basildon, only 8.1% of those aged 55 and above participate in sport and physical activity for 3 x 30 minutes per week, compared to 25.6% of those aged 16 to 25.

The Cricket Project is specifically targeting participants that played Cricket at school, and the scheme is designed to retain them after this point as research shows that traditionally, young people drop out of sport when leaving school. Similarly, Get Back Into is designed for 18-25 year olds who have stopped participating in sport and encourages them to re-engage.

Marketing materials are designed with the target audience in mind and to therefore make the range of interventions attractive, appealing and understandable. As an example, the Active+ marketing uses images of older people, but uses both female and male images to ensure that it appeals to both genders. Through a Sport England Market Segmentation project that was undertaken in Southend, this marketing was highlighted as being appealing and would encourage the desired target group to attend the sessions.

c. Sexual Orientation

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d. Disability

Participation rates in ECC can be seen to be particularly low for those residents with a limiting long-standing illness, disability or infirmity, with only 8.3% of this group participating in any form of sport or physical activity. With the appointment of a dedicated Sports Pathway Coordinator, the inclusion of activities for people with a limiting disability will be present across a number of projects.

Where this is not possible, further projects and schemes will be delivered to cater for this shortfall. With the promotion and awareness of the opportunities to participate in disability sport increasing, this will directly affect

the numbers of people participating.

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Whilst it is impossible to produce and store all information in a variety of different formats, sportessex is aware of how and where alternative formats could be produced if required. The Essex Coalition of Disabled People have agreed to advise sportessex if we receive any requests to provide information in alternative formats. ECDP have suggested that the most likely requests for alternative formats are:

- Larger font
- Audio version of typed info
- Brail version of typed info

For all other format production sportessex has links in the Communications Team at Essex County Council who will be able to assist and advise on the reproduction of our information material.

d. Gender

Within the Action Plan, there are a number of projects which will look to positively discriminate in order to target those groups who have a lower participation rates. For example, in Basildon, only 13.8% of females participate in sport and physical activity compared to 18.5% nationally. For males, this figure is 21.7% compared to 23.7% nationally.

Back to Netball is a programme which will target females as their participation rates are lower than males and therefore this project should help to increase female participation rates.

The Get Back Into project may also be used as a tool to positively discriminate, as there will be certain sport projects delivered which will target a particular gender. However, clubs will also be encouraged where possible to ensure that these courses are targeted at both genders, as long as the club is able to sustain the participation of all involved after the initial course has finished.

f. Religion and Belief

All providers will need to be advised to plan to consider the times of year when projects are delivered. This will help to ensure that projects do not clash with key calendar dates, such as religious events. For example, activities may not take place over Easter as this could negatively impact on participation levels, as well as taking into account the beliefs of those participating.

g. Rurality

With the wide range of different types of projects and sporting events across the County, this will mean that both urban and rural districts are covered through the delivery of these objectives. The Sports Project Coordinator will have responsibility for ensuring that delivery throughout the County meets the targets set for participation rates through NI8, as well as ensuring that rural areas are included in delivery.

h. Economic Disadvantage

All projects have been designed to ensure that those who live in more economically deprived areas are able to take part. Any charges implemented will be minimal and cost effective. However, the charges implemented will align with normal costs in order to encourage sustained participation and to place a value on the activities that are being offered. Basildon, Harlow and Tendring all have LSOA areas which are in the 20% most deprived in the country according to the IMD. There are a number of projects that are taking place in these areas, such as the Ultimate Amphibian Coastal race in Tendring, the Basildon 'At Risk' Community Project, Harlow Get Into Boxing, Harlow Adventure Challenge and Harlow 'Get Active, Bring the Kids'.

4. What data or other evidence could you use to help you to support or dispute your initial conclusions? How will you collect this evidence and/or how you will check your presumptions by consulting with particular equality and diversity groups?

Complete the tables below. Identify the evidence you need and the questions that you need answer to. If you feel that particular organisations or community/ voluntary groups will be able to help you please list these too.

DATA PLAN

What evidence do you want?	Where are you going to look or who are you going to ask?	How will you use the evidence?
<p>The Active People Survey (commissioned by Sport England) is in its second year and is designed to measure adult participation (16+) in sport and physical activity levels. The survey, which is carried out by Ipsos MORI, measures adult participation by random digit dialing a set amount of people in each Local Authority in the country and questioning residents on their levels of physical activity. In the initial Active People Survey (2005-06) 1,000 in each Local Authority were questioned, in the most recent survey (2007-08) this has been adjusted to 500 people and this number will now continue over the remainder of the survey. This means that accurate statistics will be available for Local Authorities on a two year rolling basis, while due to the larger number an accurate result will be available to Essex County Council each year. The survey takes place from October and lasts a year, with interviews being spread across the four quarters to allow for seasonal discrepancies. Results are usually made available around December.</p>	<p>Local residents living with the Essex County Council boundaries will be surveyed.</p>	<p>The evidence will help to measure progress against the indicator for NI 8 and also to influence the development of new products designed to increase participation rates within the county.</p>

5. The Essex Partnership needs a copy of this Section of your EIA in order to co-ordinate any public engagement activities. You will be given feed back by the Essex partnership on the best way to manage the public engagement activity you have identified on the form. Please send this completed section of your EIA to the e-mail address below.

Please submit this form to the Essex Partnership team: info@essexpartnership.org