

Taking the lead

**A summary of the strategy for
sport and active recreation
in Leeds 2006 to 2012**

Sport Leeds



Why is sport and active recreation important?

The importance of this strategy cannot be overestimated. There is an increasing wealth of data which confirms that sport and active recreation provides significant social and economic benefits, and is a fundamentally important contributor to the health, wellbeing and self-esteem of individuals, to fun and enjoyment, to community development, civic pride and the cultural life of the city of Leeds.

David Heddon

David Heddon, Chair, Sport Leeds

This is a strategy for the whole of the Leeds community, and has been produced following wide consultation with interested agencies and partners, through questionnaires, presentations, a half-day seminar and at final draft stage. Consideration has been given to the many other strategies at national, regional and local levels which are relevant to the formulation of policies and priorities for sport and active recreation in Leeds.

The strategy sets out a clear vision and identifies a number of themes, issues and targets. We seek your cooperation, expertise and enthusiasm in rising to these challenges and in achieving these targets.

We have intentionally selected a six-year time frame for the strategy so that effective planning can take place which makes the most of all the potential opportunities presented by London hosting the 2012 Olympic Games. Sport Leeds will play a leading role in the work of the Task Group set up by the Leeds Cultural Partnership in order to ensure that the maximum benefit for Leeds is obtained from this once-in-a-lifetime opportunity.



“The Yorkshire Committee for the 2012 Games welcomes the development of this strategy and broadly supports its aims and ambitions. The Games are a fantastic opportunity and if we are to capitalise on its full sporting, economic and social legacy, it is imperative that strategies such as this are put in place in the run up to the Games.”

Martin Havenhand, Executive Chair, Yorkshire Committee for the 2012 Games

“Sport provides people with some of the most inspiring and enjoyable moments throughout their lives as participants, parents, coaches, volunteers or spectators. It provides people with friendships and personal development but above all with fun and enjoyment. Leeds City Council is delighted to endorse and support the implementation of the sport and active recreation strategy.”

Cllr John Procter, Executive member for Leisure, Leeds City Council/ Chair - Leeds Cultural Partnership

Where have we come from?

The first sport and active recreation strategy for Leeds “Active Leeds: Sporting City” was launched in 2002. This strategy highlighted the importance of sport and active recreation and identified the need for a citywide strategic sport partnership involving all the key stakeholders. Sport Leeds was formed to coordinate and lead the implementation of the strategy’s aims

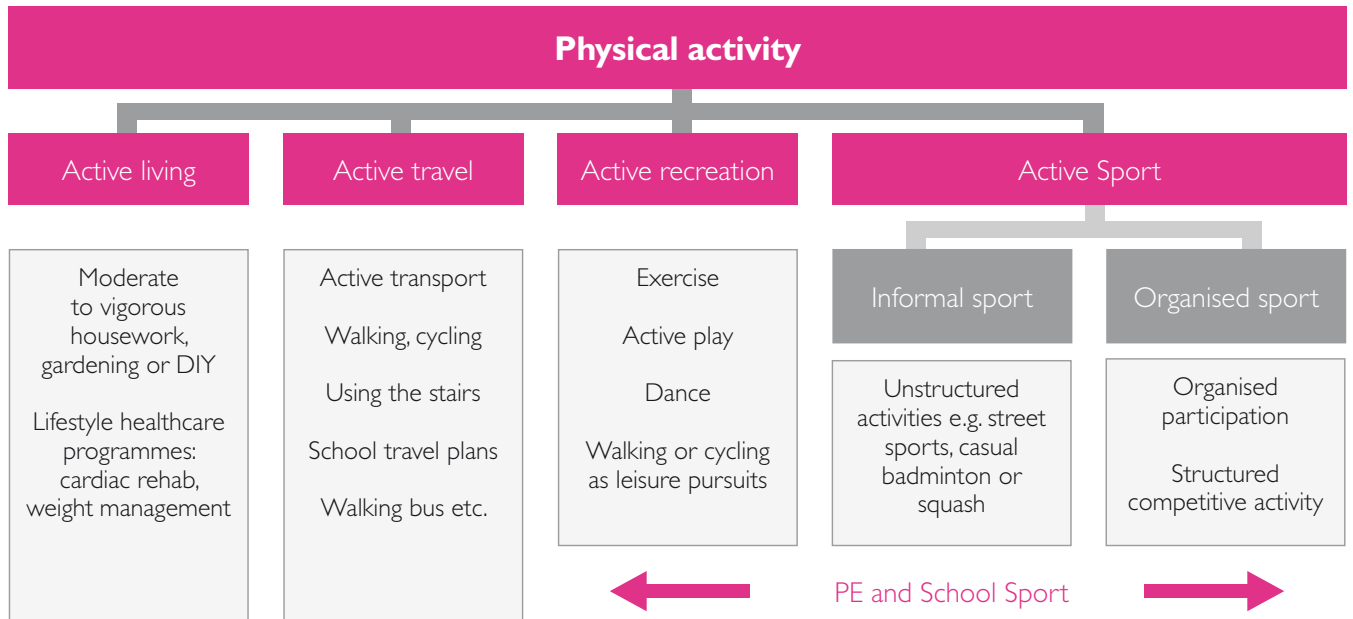
and objectives. Much progress has been made in achieving many of the headline targets set out in 2002. “Taking the Lead” aims to build on those successes, maintaining the momentum which has been generated in order to drive up participation rates, widen access and improve levels of performance.

Strategic context – physical activity/sport and active recreation

In parallel with this strategy a Physical Activity Strategy for Leeds is being developed. Views vary on the relationship between physical activity and sport and active recreation, but the position in Leeds is quite clear, as represented in the diagram on page 4.

Raising levels of physical activity is fundamentally important to improving health and wellbeing, particularly for those who are defined as ‘inactive’ – that is, people who participate in less than one hour of physical activity per week. Sport and active recreation may contribute to the physical activity agenda, but physical activity will incorporate a whole range of activities not classed as sport and consequently not considered in this strategy. Nevertheless it is important that the sport and active recreation community works closely with those concerned with physical activity and health, where mutual benefits can be achieved.





Physical Activity Strategy

Sport and Active Recreation Strategy

Primary Care Trust Contribution

The Vision

“By 2012, Leeds will be a leading city for sport and active recreation, recognised for the opportunities it provides from participation to excellence.

“Leeds will be a city where more people want to play sport, more people can play sport, and more people do play sport.”



“We face some significant challenges with our young people if we are to ensure they are happy, healthy, safe, successful and free from the effects of poverty. We know that 85% of the skills we need as adults we can learn through sport...Sport and active recreation have a critical part to play if we are to achieve our goals.”

Chris Edwards, Chief Executive, Education Leeds

Theme 1. Increasing participation

Aim: to increase participation levels across all sections of the community.

Headline targets:

- A 1 % year-on-year increase to 2012 in the number of adults participating in moderately intensive sport and active recreation for 30 minutes, three times a week.
- At least 90% of 5 to 16 year olds to take part in at least 4 hours of sport every week, comprising of 2 hours of quality PE plus a further 2 to 3 hours beyond the school day by 2012.



“This strategy shows the power of sport and active recreation to delivering the Vision for Leeds. Sport helps to engage people, tackle social exclusion, involves and inspires young people and keeps people healthy. We need good community sport to contribute to elite sport – this strategy will help build on Leeds’ good track record.”

Kathy Kudelnitzky, Director, Leeds Initiative

Theme 2. Widening access

Aim: to ensure equality of opportunity and to narrow the participation gap in sport and active recreation between different sectors and groups within the community.

Headline targets:

- Five local infrastructure groups will be set up by 2008.
- At least 75% of adult Leeds residents will be aware of the health benefits of taking part in sport and active recreation by 2012.
- Participation by the identified target groups (i.e. women and girls/ BME groups/ disabled people/ over 60's/ those from disadvantaged areas) will have increased in local authority leisure centres year-on-year to 2012.



“Sport and active recreation are central to improving the lifestyle, health and confidence of our nation. As a participant, sport teaches how to cooperate with team mates and respect the opposition. It provides the thrill of personal achievement, and with it, greater self-confidence and how to cope with the pain of defeat and disappointment...”

Gary Hetherington, Chief Executive, Leeds Rugby

Theme 3. Fulfilling potential

Aim: to ensure effective talent identification and development structures are in place to enable people to achieve their full potential.

Headline targets:

- An increase in the number of kite marked clubs in Leeds to 150 by 2012.
- A 6% increase in young people who are members of sport clubs at Year 9 by 2011.
- An increase in the number of students in higher and further education on the Talented Athlete Scholarship Scheme (TASS).
- Increasing the numbers of young people in county or regional squads at various age group levels.



“We have an unprecedented and unique opportunity over the next six years to motivate, inspire and offer opportunities for people of all ages to participate in and enjoy sport. The task is simply defined; we need to encourage more people to take part and ensure pathways are in place for talented athletes to rise to the top. It is great to see a strategy that sets out how sporting and other organisations from across Leeds will work together to meet these challenges.”

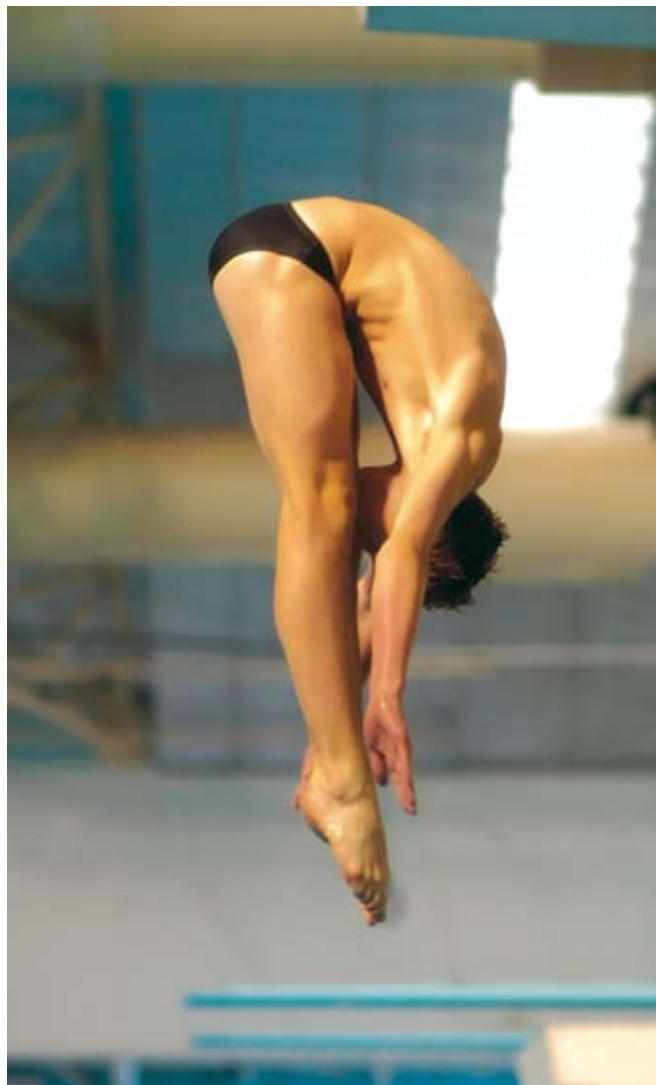
Nigel Harrison, Director, West Yorkshire Sport

Theme 4. Achieving excellence

Aim: to improve levels of performance and achieve and celebrate success in national and international competition.

Headline targets:

- An increase in the number of Leeds residents who are members of a national squad in any of the 32 Sport England sports.
- An increase in the number of Leeds residents who are part of the World, Olympic, European, Commonwealth Games or championship teams.
- Both Leeds' universities to achieve a top ten BUSA (British Universities Sport Association) ranking by 2012.
- An increase in the number of Leeds clubs competing at national or regional level.



“Sport is enjoyed and played by many people across Yorkshire, and is a vital tool that Government has to achieve a wide range of its social objectives. This strategy builds on the excellent work already being undertaken to get more people playing sport in Leeds and making Yorkshire England’s most active and successful county.”

David Gent, Regional Director, Sport England, Yorkshire

Theme 5. Raising Awareness

Aim: to ensure increased awareness of the opportunities and benefits in sport and active recreation through improved marketing and communication.

Headline targets:

- A communications plan will be in place by the end of 2007.
- An increase in the number of Leeds residents aware of the benefits of participation in sport and active recreation by 2011, as measured in future Citizens Panel Surveys.



“ In a society which is becoming increasingly concerned about the effects of obesity on the life expectancy of our children, coupled with the amount of time spent in front of television and computers, it is absolutely crucial that the stakeholders involved in the Sport Leeds Strategy work together to ensure greater participation in sport across all sectors of the community...”

Stewart Regan, Chief Executive, Yorkshire County Cricket Club

Theme 6. Linking to health

Aim: to ensure the health benefits of sport and active recreation are recognised and developed.

Headline targets:

- 95% of Leeds' schools to be involved with the Healthy Schools process by 2009.
- At least 95% of students aged 5 to 16 years to receive at least 4 hours of sport per week comprising at least 2 hours of quality PE per week, plus a further 2 to 3 hours beyond the school day by 2012.
- An increase in the number of people undertaking some form of sport or active recreation at least once a week by 2012.
- A 1% year-on-year increase to 2012 in the number of adults participating in moderate-intensity sport and active recreation for 30 minutes three times a week.
- An increase in the number of adults in Leeds achieving five times 30 minutes a week of moderate-intensity physical activity (DoH indicator).





Theme 7. Developing the infrastructure for sport

Aim a) Places: to ensure that:

- **there is a network of appropriately located quality facilities, including built facilities, playing pitches and open spaces which are accessible to the community; and**
- **facilities are of appropriate specification to meet the training and development needs of high-performance athletes in selected sports.**

Headline targets:

- A facilities spatial strategy to be in place by December 2008.
- An increase in the percentage of Leeds' residents living within 20 minutes travel time of a range of facilities, one of which has a quality assured standard.

- A target of at least £20m investment into sport and active recreation from public and private sources outside Leeds by 2012.
- The number of new or existing school or community based sport and active recreation facilities to have each secured investment of £100,000 or more.
- The percentage of Leeds residents satisfied with local authority sport and leisure facilities to be at least 70% by 2007.

“Every day, thousands of people in Leeds take part in sport or active recreation for the simple reason they enjoy it. Over a thousand voluntary sport clubs in Leeds are proud to provide for them to take part , and with the help of this strategy will be able to strive to increase both the demand and supply of sporting opportunities.”

Keith Mitchell, O.B.E, President of Leeds Sport Federation

Aim b) People: to ensure that:

- **there is an effective network of voluntary sport clubs, organisations and volunteers which meets the needs of all sectors of the community; and**
- **there are sufficient appropriately qualified coaches and officials to meet the needs of sport in Leeds.**

Headline targets:

- A Volunteer Development Strategy will be in place by the end of 2007.
- A 10% increase in the number of students gaining leadership and coaching qualifications and using those skills in community volunteering.
- An increase of 10% in the number of adult residents contributing to sport as a volunteer within the 12 wards in Leeds ranked in the 20% most disadvantaged nationally.





How will the strategy be delivered?

Sport Leeds will continue to provide leadership, direction and set the strategic framework and context for the development of sport and active recreation in Leeds.

Sport Leeds, through its partners, will:

- continue to foster and enhance the ethos of partnership working and champion the case for sport and active recreation at all levels.
- continue to provide the strategic context for sport and active recreation on a citywide basis.
- encourage collaboration with and between other sectors to ensure coordinated strategic planning and the sharing of good practice.
- explore the development of the Sport Leeds infrastructure by establishing five local sport alliances.
- produce an annual action plan.
- promote an annual seminar for the wider sport and active recreation network in Leeds.
- monitor the impact and success of the strategy against the headline targets.
- play a lead role in maximising the benefits to Leeds and to the region as a result of the 2012 Olympics in London; and
- cooperate with agencies and other authorities at sub-regional, regional and national levels in measuring progress against shared performance indicators, undertaking research and developing robust data and evidence.

Each of the partner agencies in Sport Leeds will be encouraged to identify the actions they will take to implement the strategy and to feed this into the Sport Leeds Action Plan at least once a year.

Sport Leeds includes the following (as at January 2007)

- Black and ethnic-minority group representative
- British Cycling, as a representative of National Governing Bodies of Sport
- David Lloyd Leisure Club, representing the private sector fitness industry
- Disability sport representatives
- Education Leeds
- Leeds City Council
- Leeds Metropolitan University
- Leeds Primary Care Trust
- Leeds Rugby
- Leeds Sport Federation
- Leeds United FC
- Park Lane College, representing the Further Education Sector
- Priesthorpe School, representing school sport
- Sport England
- University of Leeds
- West Yorkshire Sport
- Women's Sport Foundation
- Yorkshire County Cricket Club
- 5 members of the wider Leeds sport network

The full version of the strategy - "Taking the Lead - A strategy for sport and active recreation in Leeds 2006 to 2012" is available at www.sportleeds.com

This document is also available in alternative formats including: large print, on tape and on computer disc, please contact Ruth Hartley Tel: 0113 224 3329 or email ruth.hartley@leeds.gov.uk for copies.

Sport Leeds

c/o Business and Service Development
8th Floor West, Merrion House,
110 Merrion Centre, Leeds, LS2 8DR
Phone: 0113 224 3166
Fax: 0113 247 8414
E-mail: info@sportsleeds.com
Website: www.sportsleeds.com

the Leeds Initiative

Local partnerships making things happen