

Sport England Strategy



- Vision ...** Making England an active and successful sporting nation
- Missions ...** Working with others to create opportunities for people to get involved in sport, to stay in sport, and to excel and succeed in sport at every level.
- Objectives ...**
- 1. Opportunities to play sport**
Increase participation in sport in order to improve the health of the nation
 - 2. Opportunities to stay in sport**
Retain people in sport and active recreation through an effective network of clubs, sports facilities, coaches, volunteers and competitive opportunities
 - 3. Opportunities to achieve success in sport**
Making sporting success happen at the highest level

Sport England in the North West October 2003 Update CONTENTS

KEY NEWS

- TOWARDS A NEW ERA FOR SPORT IN THE NORTH WEST

SPORTS DEVELOPMENT

Sport in schools

- PE, SCHOOL SPORT AND CLUB LINKS
- ACTIVEMARK WORKSHOPS
- THE COMMONWEALTH CURRICULUM PACK
- SWIMMING SURVEY
- JOINED UP CHILDREN & FAMILY SERVICES FOR LOCAL COMMUNITIES
- ACTION FOR TRANSPORT TO SCHOOL
- NATIONAL COACHING CERTIFICATE (NCC)
- COMMUNITY SPORTS COACH SCHEME
- TAX OPTIONS FOR COMMUNITY AMATEUR SPORTS CLUBS
- GREATER MANCHESTER SPORTS AWARDS
- CUMBRIA SPORTS AWARD 2003
- INTEREST IN RUGBY UNION ON THE DECLINE
- SPORTSAID: WEB SERVICE FOR CLUBS

Sport & the community

- BLACK AND ETHNIC MINORITY (BEM) SPORT NORTH WEST
- SPORT & COMMUNITY SAFETY CONFERENCE
- INCLUSIVE FITNESS INITIATIVE
- Health & physical activity
- INVESTMENT FOR HEALTH – A PLAN FOR NORTH WEST ENGLAND 2003
- WIGAN'S 'LEAP' SCHEME
- TOWARDS 2020 - NORTH WEST HEALTH & PHYSICAL ACTIVITY CONFERENCE
- HEALTH DEVELOPMENT AGENCY (HDA) DELIVERY PLAN 2003-06

- HDA – OBESITY REPORTS
- IMPROVING THE HEALTH AND WELL BEING OF PEOPLE IN MIDLIFE AND BEYOND
- BHFNC CONFERENCE ON YOUNG PEOPLE AND PHYSICAL ACTIVITY
- DIABETES HEALTHY ACTIVE LIFESTYLE PROJECT
- FITBODS! PROMOTING PHYSICAL ACTIVITY

INFORMATION UPDATE

- SPORT ENGLAND HQ OFFICE MOVE
- RTU INDUCTION FOR SDOs
- REGIONAL INTELLIGENCE UNIT UPDATE
- DELIVERING SUSTAINABLE COMMUNITIES MAGAZINE
- EVERY CHILD MATTERS
- PARK LIFE-LESS? RESEARCH SHOWS ONE IN THREE DON'T USE PARKS
- REPORT ON COMMUNITY COHESION INITIATIVES IN OLDHAM PRIMARY SCHOOLS
- SPORTS SPONSORSHIP ADVISORY SERVICE
- RUNNING WEBSITE FOR KIDS
- NEW LOTTERY DISTRIBUTION BODY LOOKS TO FILL KEY POSTS
- LOTTERY DISTRIBUTORS CELEBRATE THE EUROPEAN YEAR OF DISABLED PEOPLE
- DEPARTMENT FOR TRANSPORT ACTION PLAN TO INVOLVE CHILDREN AND YOUNG PEOPLE
- ENGLISH NATURE RESPOND TO 'ON THE MOVE BY FOOT'

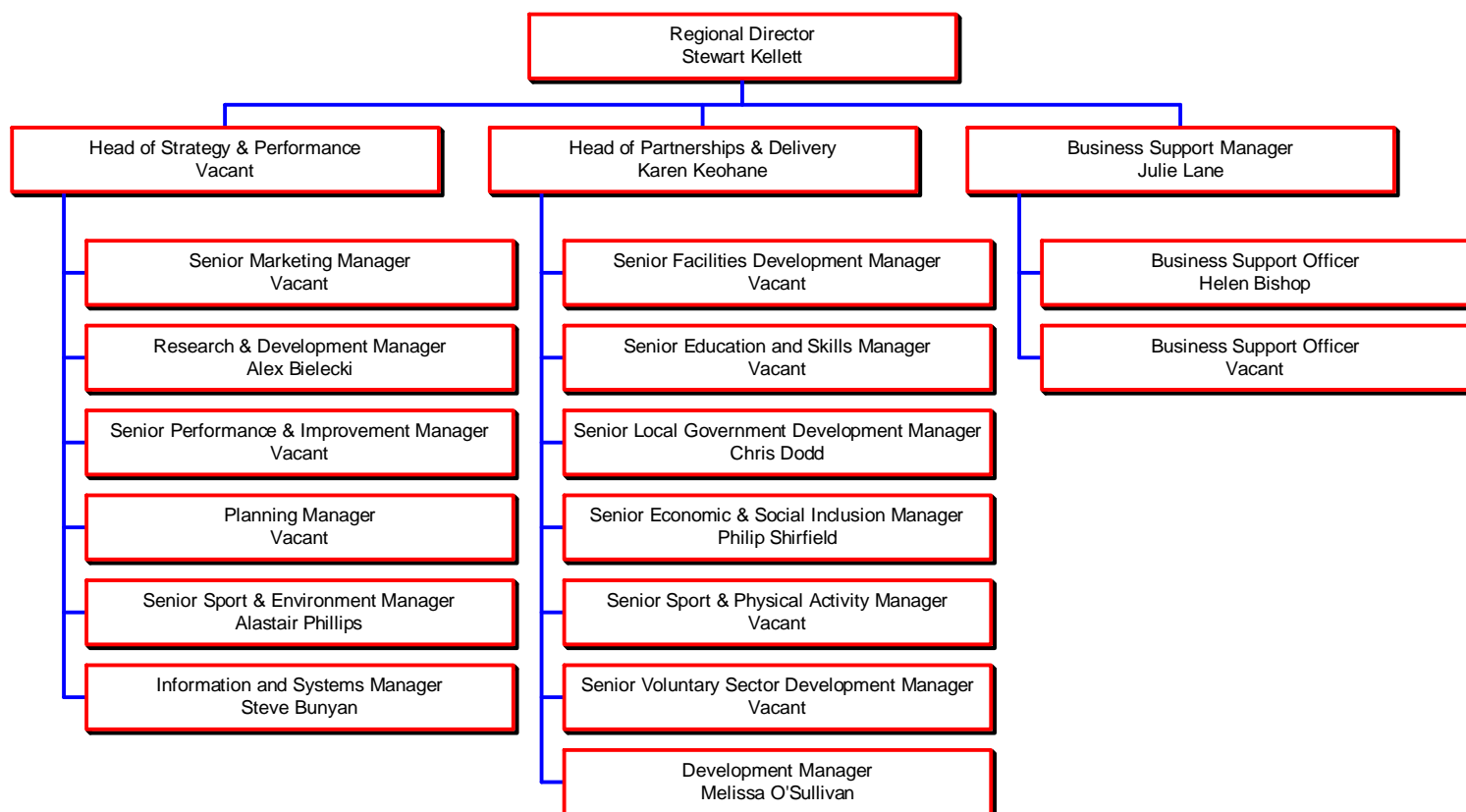
EVENTS

- KEY NEWS -**TOWARDS A NEW ERA FOR SPORT IN THE NORTH WEST**

Here at Sport England in the North West we are part way through our radical restructure to address our modernisation agenda and to be well equipped to deliver effectively with regional stakeholders. We are focusing on facilitating considerable growth in the sports industry, building capacity and delivery mechanisms for such growth, and entering new markets in response to the 2020 aspirational targets in the Government's strategy for sport, 'Game Plan'.

Interviews for nine new appointments are to be held shortly, and it is anticipated that recruitment for the Regional Sports Board will be complete by the end of November. We will then begin to mobilise the Board, and formulate the new Regional Delivery Plan for Sport in consultation with partners.

Sport England in the North West
Staffing Structure October '03



In addition to the staff above, we also have two New Opportunities Fund colleagues working on the New Opportunities for PE and Sport Programme: Kate Egford, Senior Development Manager, and Stewart Lord, Senior Facilities Development Manager.

Stakeholder Seminar

In consultation with the Henley Centre for Forecasting, Sport England has identified seven key drivers that affect participation and has begun to examine these to see how they effect different markets in various settings e.g. in the community, workplace, in schools and in higher and further education.

The seven key drivers:

- Variation in access
- Utilising education
- Volunteers & professionals
- Public investment
- Well being vs obesity
- Time pressure
- Ageing population



Sport England North West recently engaged with 100 stakeholders in the region to test the early thinking on this concept. The style of the engagement was different - no key note speakers or power points, and use of 'dialogue mats' to engage small groups on the drivers and to encourage thinking about creating solutions to increase participation, however radical or innovative!

We have some excellent feedback which will genuinely contribute to the preparations for a Regional Delivery Plan for Sport and the national framework for community sport. We will be sharing the feedback with partners and stakeholders on completion of the analysis.

The dialogue mats are available (electronically) on request from our office on 0161 834 0338.

We have a follow up seminar in January 2004, where the previous audience will be re-invited. We aim to strengthen the input from a range of sectors to ensure a comprehensive stakeholder input. This intelligence will then feed into the national thinking and Regional Sports Board in the New Year.

<http://www.sportengland.org>

- SPORTS DEVELOPMENT -**Sport in schools****PE, SCHOOL SPORT AND CLUB LINKS**

Detailed information on the PE, School Sport and Club Links (PESSCL) strategy has been added to the DfES PE and School Sport website. The Prime Minister launched the PE, School Sport and Club Links (PESSCL) strategy on 2 October 2002. It is being delivered by the Department for Education and Skills (DfES) and the Department for Culture, Media and Sport (DCMS) through eight programmes:

- Specialist Sports Colleges
- School Sport Coordinators
- Professional Development
- Step Into Sport
- School Club Links
- Gifted and Talented
- Swimming
- QCA PE and School Sport Investigation

Over the next three years, from April 2003, the Government is investing £459 million to transform PE and school sport. This funding is on top of £686 million being invested to improve school sport facilities across England. Together, this means that over £1 billion is being made available for PE and school sport, and all schools in England will benefit in some way.

The overall objective, a joint DfES and DCMS Public Service Agreement target, is to enhance the take up of sporting opportunities by 5-16 year olds. The aim is to increase the percentage of school children in England who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum to 75% by 2006.

For further details select 'National Strategy' from the DfES PE & School Sport website:
<http://www.dfes.gov.uk/pess/>

ACTIVEMARK WORKSHOPS

The Regional Training Unit is still taking bookings for the following Activemark (AM) workshops:

WORKSHOP	DATE	TIME	VENUE
AM - New and re- applicants	22.01.04	9.15am-1.00 pm	St. Bede's Specialist Sports College, Blackburn
AM - new and re- applicants	06.02.04	9.15am-1.00 pm	Professional Development Centre, Wirral
AM - New and re- applicants	09.03.04	9.15am-1.00 pm	Lowton High School, Warrington

To book a place on any of the workshops (which are all funded by Sport England, so are 'free of charge') please contact the Karen Allen for a booking form.

Karen Allen, Regional Training Unit Co-ordinator (allenk@edgehill.ac.uk) or tel: 01695 584 744

THE COMMONWEALTH CURRICULUM PACK ACTIVE LEARNING CENTRE

To mark the first anniversary of the 2002 Commonwealth Games the Commonwealth Curriculum Pack website will be officially re-launched on the 7th November at the City of Manchester Stadium.

All schools in the North West will receive a CD ROM copy of the site plus a specially commissioned digital video—Pushing The Limits—featuring the paragon of health and fitness Johnny Vegas. The video is essentially a celebration of the Games and has motivational and thought-provoking content relevant to a range of KS 3 and 4 subjects including PE, Citizenship, History and Geography.

All the activities can be accessed at <http://www.ccp2002.com/>

SWIMMING SURVEY

A survey by the Times Educational Supplement supported by CCPR shows that one in six pupils leave primary school unable to swim 25m, an average of three in ten (more than 100,000) primary pupils do not master basic personal safety and survival techniques, fewer than one in ten primary schools help all pupils achieve the expected level at age 11 and more than two in five schools charge for lessons.

For further information see <http://www.ccpr.org.uk/nlstory.cfm?ID=4100>

JOINED UP CHILDREN & FAMILY SERVICES FOR LOCAL COMMUNITIES

Margaret Hodge, Children, Young People and Families Minister, recently announced the names of 61 extended schools that will be funded to provide a full range of community services. By 2006, at least one school in every local education authority will receive this funding.

The Minister also named 29 further examples of joined up early year's services, which have joined a growing network of Sure Start Children's Centres, providing care, education and family support services for the under-fives.

The services that will be provided by the extended schools include childcare, health and social care, life long learning, family learning, study support, sports, art and access to information and communications technology. The children centres will all provide integrated early education, childcare, health services, family support and help into employment.

The 13 extended schools in the North West are:

- Darwen Vale High School, Darwen, Blackburn
- Montgomery High School, Blackpool
- Hayward Community School, Bolton
- Chestnut Lodge Special School, Walton
- Halewood Community Comprehensive School, Knowsley
- Parklands High School, Liverpool
- Cedar Mount High School, Manchester
- South Chadderton Secondary School, Oldham
- Heywood Community School, Rochdale
- Sutton Manor Community Primary School, St Helens

- The Albion High School, Salford
- Hatton Hill Primary School, Sefton
- Wallasey School, Wirral

Recent research on the programme has found that extended schools are able to generate positive outcomes for pupils, families and communities in a range of ways including:

- contributing to regeneration of communities by providing more accessible services, such as lifelong learning opportunities, health services and employment opportunities;
- encouraging healthy living.

http://www.dfes.gov.uk/pns/DisplayPN.cgi?pn_id=2003_0188
<http://www.dfes.gov.uk/research/>

ACTION FOR TRANSPORT TO SCHOOL

Charles Clarke and Transport Secretary Alistair Darling have announced new plans to increase walking, cycling and bus travel to school to tackle congestion around the school run and to improve fitness levels of pupils. The action plan asks schools and local authorities to work together to put in place school travel plans, develop road safety skills, promote positive behaviour by pupils on their journey to school. They also want schools to explore the current school day and how transport can support extra curricular activities.

The Travelling to School action plan and a good practice guide can be found on the teachernet website www.teachernet.gov.uk/sdtravel

- Clubs & governing bodies-

NATIONAL COACHING CERTIFICATE (NCC)

A new national qualification for coaching is to be established, which will give coaches a nationally recognised and transferable professional qualification for the first time.

31 sports have endorsed the new national qualification for coaches, entitled the National Coaching Certificate (NCC). From parents wanting to help improve their children's skills to elite trainers, the certificate will recognise their abilities and achievements.

The certificate is being designed by sports coach UK (formerly the National Coaching Foundation), working with governing bodies, UK Sport and the Home Country Sports Councils.

20 of the 31 sports will be funded to implement the NCC by the end of 2006. The other 11 will receive non- financial support to enable them to lead the second wave of implementation shortly thereafter.

The 31 sports are: Angling; Archery; Athletics; Badminton; Basketball; Bowls; Canoeing; Cricket; Cycling; Equestrian; Football; Golf; Gymnastics; Hockey; Judo; Karate; Mountaineering; Movement/Dance; Netball; Orienteering; Rounders; Rowing; Rugby League; Rugby Union; Sailing; Squash; Swimming; Table tennis; Tennis; Triathlon; Volleyball.

For more information on the NCC, see <http://www.sportscoachuk.org/taskforce/ncc/index.htm>

COMMUNITY SPORTS COACH SCHEME

The headline objective for the Community Sports Coach scheme is to establish 3,000 paid, qualified Community Sports Coaches working at local level to increase the number and range of coaching opportunities according to strategic and local need by 2006. It is intended that the scheme will result in:

- a step change in developing a career structure for coaching;
- an increase in the number of qualified coaches employed at a local level;
- quality standards for the recruitment, employment, management and development of coaches;
- managed, quality continuous professional development support for employed coaches; and
- high-quality coaching with a focus on young people.

The pool of Community Sports Coaches will be employed in a geographical area and will work as a team across a range of clubs, schools and local authorities, based on identified need and deployed in such a way to ensure that the maximum number of young people benefit. The funding available through the scheme should be considered as one element of an overall strategic approach to the development of the coaching workforce at a local level, including attracting new people into coaching and support for existing coaches working in a voluntary capacity.

The scheme will eventually be available across England, with 12 County Sports Partnerships across the country identified for phase one of the Community Sports Coach scheme in 2003/04.

In the North West, Lancashire and Merseyside have been selected. The remaining County Sports Partnerships will be able to access the scheme from 2004/05.

For a more detailed overview of the scheme, see the briefing note on the DCMS website <http://www.culture.gov.uk/sport/default.htm>

For further information, contact Anne Green, Senior Development Manager, Sport England, 3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE. Email: anne.green@sportengland

TAX OPTIONS FOR COMMUNITY AMATEUR SPORTS CLUBS

Under new Government proposals, Amateur Sports Clubs will become eligible for a discount on their rates.

The proposal is an amendment to the Local Government Bill currently going through Parliament. Community Amateur Sports Clubs (CASCs) will be able to receive mandatory rate relief of 80% of their bills - which could be increased to 100% at the discretion of local authorities.

Currently, Amateur Sports Clubs are able to receive mandatory rate relief if they register as charities with the Charity Commission. The new Government proposals will provide sports clubs with a much simpler method of obtaining mandatory rate relief by registering as CASC.

Sports clubs that do not meet the requirements for mandatory rate relief will still remain eligible for discretionary rate relief from their local authorities.

Clubs now have three choices in how they are classified for tax purposes:

1. Register as a Community Amateur Sports Clubs (CASC) with the Inland Revenue
<http://www.inlandrevenue.gov.uk/casc/index.htm>
2. Register as a Charity with the Charity Commission
<http://www.charity-commission.gov.uk/registration/default.asp>
3. Remain as they are

For a comparative guide of the options available to sports clubs please refer to the following publications:

- Deloitte & Touche: Community Amateur Sports Clubs – The Tax Options.
mailto: sportsteamuk@deloitte.co.uk
- Bates, Wells & Braithwaite: A brief outline of the laws relating to CASC's and charitable sports clubs. Tel: 020 7551 7777

More: http://www.sportengland.org/press_releases/grassroots-boost.htm

GREATER MANCHESTER SPORTS AWARDS



The Greater Manchester Sports Awards are designed to celebrate and highlight the many examples of sports achievement taking place in Greater Manchester. The awards take place in each of the Greater Manchester Boroughs and will be presented before March 2004.

Greater Manchester Awards

The winners in each category from the ten Boroughs will be put forward to the Greater Manchester Awards 2003 and invited to be guests at the Sports Award Dinner at Stockport County Football club on 12th March 2004.

There are six categories in which to nominate individuals or clubs:

- Coach of the Year
- Club of the year
- Young volunteer in Sport of the Year
- Special Recognition in Sport Award
- Sports Performer of the Year
- Young Disabled Sports Achiever of the Year

Nomination forms are available on the GreaterSport website: <http://www.greatersport.co.uk>

Greater Manchester Club & Coach Conference 2003

The third GreaterSport Club and Coach Conference takes place at Bolton Arena on Friday 28th November 2003. Coaches and volunteers will be given the opportunity to gain an insight into latest coaching methods and ideas and club volunteers will be able to discuss club development ideas with Sports Development Officers.

To find out more information or to obtain a brochure and booking form visit the website or contact GreaterSport on 0161 223 1002 or email office@greatersport.co.uk

CUMBRIA SPORTS AWARD 2003

Nominations are now open for this year's Cumbria Sports Awards. If you would like to nominate someone for an award for this years presentation visit the Cumbria Sport website to download a nomination form.



The categories are as follows:

- Cumbria Junior Sports Award - (18 yrs and under) Finest achievement throughout the year by an individual
- Cumbria Rising Star Awards - (18 yrs and under) Awarded to Juniors who demonstrate high potential
- Cumbria Sports Team (Junior) Award - Best team achievement throughout the year
- Cumbria Sports Team (Senior) Award - Best team achievement throughout the year
- Performance Award - People with Disability - Best single performance by an individual or team during the year (from a recognised disability)
- Cumbria Sports Performance Award - Best single performance by an individual or team during the year
- Cumbria Service to Sport Award - Recognition of dedicated service to a sport(s) in Cumbria (regardless of length of time)
- Cumbria Sports Personality Award

Entry forms should be returned by Monday 10 November 2003. Awards will be made at the the Presentation Event on Friday, 5 December 2003 at the Low Wood Hotel, Windermere
<http://www.cumbriasport.com/>

INTEREST IN RUGBY UNION ON THE DECLINE

A major research project by MORI has shown that despite a 12% increase in season ticket sales for Zurich Premiership clubs, less than a fifth of the total population is interested in rugby union - down from a quarter in 1996. Participation levels at schools have also fallen, particularly in secondary schools - down from 39% in 1994 to 28% now. In response to the findings, the RFU has developed an 'IMPACT' strategy focusing on club development and club/schools links; competitions; coaching and officiating; and community involvement and partnerships.

More information available on the RFU website:

http://www.rfu.com/index.cfm/fuseaction/RFUHome.News_Detail/storyID/4297

SPORTSAID: WEB SERVICE FOR CLUBS

SportsAid, the charity for sport, has developed a partnership with a web site design and hosting company who are offering their services to non-profit sporting organisations. For a fee of £250, a sports club can have a website designed and hosted for two years of which £150 will go direct to SportsAid. The package includes domain registration, 50mb of storage space and 5 email addresses. The offer runs until the middle of December.

Full details of the package are available on the Sites For Sport website:

<http://www.sitesforsport.co.uk>

- Sport & the community -

BLACK AND ETHNIC MINORITY (BEM) SPORT NORTH WEST

A new network has recently been established to ensure that equity will be at the heart of the development of sport in the North West.

Funded by Sport England in the North West, 'BEM Sport NW' will seek to develop networking, and opportunities for training and capacity building for Black and Ethnic Minority (BEM) community sport in the North West. The recent Race Relations [Amendment] Act places new obligations on all Local Authorities and other public bodies to place active inclusion strategies at the heart of their services, and to have active integration programmes. 'BEM Sport NW' will seek to ensure these obligations are met.

The initial task for the programme, which held its inaugural meeting at the City of Manchester Stadium on October 7th, will be to establish a BEM Regional Network / Forum in order to build a structured resource and capacity for BEM communities in the region. The programme will consult with, provide leadership, act as mentor and play an active role in supporting wider BEM Communities.

Partnership, joined up working and communication will be key to the success of BEM Sport NW. The network has a huge potential to support BEM communities in the region. If you would like to become involved in the programme, or would just like further information, contact:

Marlene Amoo, BEM Regional Development and Training Manager [NW] on (01995) 642235 or email mamoo@myerscough.ac.uk

SPORT & COMMUNITY SAFETY CONFERENCE

Sport and community safety are to be brought together in a conference which will investigate effective and innovative ways to include young people, in particular, and improve their contribution to society. In collaboration with Bolton Institute, and supported by Sport England in the North West, the conference is to be held at Bolton Arena on 4 November.

The conference will bring the sport & community safety agenda up to date with presentations from leading practitioners and academics within the UK and the USA.

Keynote Speakers

- Dr Crompton is an expert in this area and brings with him a wealth of experience and insight into the issues surrounding sport's role in making communities safer.
- Dr Tim Crabbe has focussed his research on the Positive Futures projects and in particular aligning them to the work within the community football field.

Presentations

- Youth Justice Board – the potential of sport to help individuals.
- 'Shooting for Success' – hitting the targets on delivery, monitoring and evaluation.
- Community Partnerships – integrating agendas and activities.
- Young people – what support do they need and how can sport help to provide it.

To register your interest, please contact Angela Entwistle (Conference Administrator) on 01204 903656 or email ae3@bolton.ac.uk

INCLUSIVE FITNESS INITIATIVE

EFDS has recently been awarded £5m from the Sport England Lottery Fund to provide inclusive fitness equipment. The provision of inclusive equipment, improved access and specific training courses for fitness centre staff will increase the opportunities for disabled people to improve general levels of health and fitness and access sports specific conditioning and training.

EFDS are running a number of IFI Roadshows which will be the main access route for all interested organisations to register to become part of the scheme.

If you would like to attend an IFI Roadshow visit the website for further information www.inclusivefitness.org. In the North West, there is a Roadshow in Manchester on 11th November.

- Health & physical activity -

INVESTMENT FOR HEALTH – A PLAN FOR NORTH WEST ENGLAND 2003

The “Investment for Health: A Plan for North West England” has been the result of partnership working over a number of years and provides a joint programme for action by regional agencies. Working to complement the recently published national strategy, “Tackling Health Inequalities: A Programme for Action”, it recognises that action across sectors is required to improve health.

The Investment for Health Plan is launched together with a Draft Action Plan and a consultation questionnaire. The Draft Action Plan identifies key activities for a range of regional priorities, and provides the basis for wider consultation.

The consultation process will involve a range of events and further discussion on the regional priorities and actions. The process will end at the end of October, after which the regional partners will produce an action plan, which will form the basis for inputs to wider regional strategies.

Further copies of the documents and the consultation form can be downloaded from www.go-nw.gov.uk through the link for health or www.nwpho.org.uk. Consultation responses can be emailed to mbinvestmentforhealthplan@doh.gsi.gov.uk.

WIGAN'S 'LEAP' SCHEME

Nine Primary Care Trusts (PCTs) in neighbourhood renewal areas across England have been selected to run Local Exercise Action Pilot (LEAP) schemes to encourage people to take up more physical activity to improve their health. The LEAP pilots will go live in October 2003 for two years with a wide range of activities reaching various target groups, from activity camps for children to community walking programmes for elderly people recovering from strokes.

Wigan's LEAP project 'Stepping Out' is a partnership initiative led by the Ashton Leigh and Wigan Primary Care Trust working closely with Wigan Leisure and Culture Trust, Age Concern, Wigan Council Social Services, the 'Over 50's Forum', Wrightington Wigan and Leigh NHS Trust and Salford University. Stepping Out aims to 'develop an integrated programme of physical activity opportunities addressing the needs of older people (50+ years), targeting deprived communities within the Borough of Wigan. This programme will build upon existing

good practice and service provision and pilot new initiatives that will improve the health and well being of older people and contribute towards a reduction in local health inequalities’.

The Stepping Out programme is to be launched in January 2004, coinciding with the other nine LEAP projects planned across the English health regions. For more information contact Nick Colledge, Physical Activity Strategy Co-ordinator - Tel: 01942 404961 or email n.colledge@wlct.org

For further information on the LEAP programme in general see <http://www.doh.gov.uk/leap/index.htm>

TOWARDS 2020 - NORTH WEST HEALTH & PHYSICAL ACTIVITY CONFERENCE

The implications of Game Plan for the region’s health and physical activity agenda are to be explored in a forthcoming conference. The North West Health & Physical Activity Forum (NWHPAF) Conference ‘Towards 2020: meeting the physical activity challenge’ will provide a strategic overview of Game Plan from a regional perspective. The programme includes speakers from a range of backgrounds:

- The challenges of Game Plan – Debbie Lye, Head of Sport, DCMS
- An overview of how physical activity is integrated within the regional planning process – Dominic Harrison, Regional Health Development Agency
- A new direction for sport & physical activity – Stewart Kellett, Regional Director Sport England
- Baseline data for Year 9 pupils’ survey – John Eady, Knight, Kavanagh & Page
- The Northwest’s experience of LEAP, Carl Bennett, past Chairperson NWHPAF
- The Wigan LEAP Pilot Project, Nick Colledge, Ashton, Leigh & Wigan PCT

To be held on 27 November 9am-3:15pm at the Wigan Investment Centre. Contact for a registration form: Alison Abbott, Health & Fitness Development, 3rd Floor, Blackburn Central Library, Town Hall St., Blackburn BB2 1AH or tel. 01254 694503 email Alison.abbott@blackburn.gov.uk

HEALTH DEVELOPMENT AGENCY DELIVERY PLAN 2003-06

This plan sets out the contribution the Health Development Agency (HDA) aims to make over the next three years to the cross-government objective of improving public health and reducing health inequalities. It reflects clear guidance given to the HDA by the minister for public health following the HDA's 2002 accountability review.

http://www.hda-online.org.uk/documents/hda_delivery_plan_03.pdf

HEALTH DEVELOPMENT AGENCY – OBESITY REPORTS

The Health Development Agency has published a new evidence briefing which says that parents are the best weapons in the fight against childhood obesity. It finds that involving parents and children together in family-based programmes is proven to be effective in treating

overweight and obesity in children. The most successful programmes include physical activity, diet and a mix of other components such as lifestyle counselling. Schools are also found to have an important role in preventing obesity and overweight in children, particularly in girls. By using a combination of methods, typically including nutrition education, modifying school meals and tuck shops, teacher training and promoting physical activity, a reduction in obesity was observed. This whole school approach, where what is taught in the classroom on obesity is reflected elsewhere in the school environment, is most successful.

A summary (8 pages) of the briefing 'The management of obesity and overweight: An analysis of reviews of diet, physical activity and behavioural approaches' can be downloaded at http://www.hda-online.org.uk/downloads/pdfs/obesity_evidence_briefing_summary.pdf

The full document (59 pages) is available from http://www.hda-online.org.uk/downloads/pdfs/obesity_evidence_briefing.pdf

IMPROVING THE HEALTH AND WELL BEING OF PEOPLE IN MIDLIFE AND BEYOND

The Health Development Agency is working in partnership with others to develop a range of products and activities to support a strategic approach in improving the health of people in midlife and beyond. This first resource contains three separate briefing sheets:

- Making the case for the voluntary and community sector
- Making the case for local authorities
- Making the case for the National Health Service

<http://www.hda-online.org.uk>

BHFNC CONFERENCE ON YOUNG PEOPLE AND PHYSICAL ACTIVITY 'PUTTING CHILDREN FIRST - PROMOTING PHYSICAL ACTIVITY

The 3rd British Heart Foundation National Centre for Physical Activity and Health annual conference will be held on Thursday 6th November at Aston Villa Football Club.

The conference will focus on Young People and Physical Activity and will provide delegates with an opportunity to find out the latest physical activity news and plans from key government departments, to gain essential up to date information on young people, physical activity and health and to share new, innovative ideas on increasing participation in physical activity among young people.

If you would be interested in receiving further information or wish to request a conference pack and application form please contact Naomi Chant at Creating Excellence, Tel: 01245 328303 or by email: Naomi@creatingexcellence.co.uk or visit www.bhfactive.org.uk

DIABETES HEALTHY ACTIVE LIFESTYLE PROJECT

This site provides information on a project set up in Birmingham which offers exercise programmes and information to people who are at a high risk of developing Type 2 Diabetes. One of its aims is to increase the availability of exercise to people who would not traditionally participate in sport.

<http://www.doh.gov.uk/cmo/innovations/dhal.htm>

FITBODS! PROMOTING PHYSICAL ACTIVITY - PREVENTING CHILDHOOD OBESITY

This site provides information on a project that aims to increase physical activity levels amongst primary school aged children by implementing fun games and activities in the playground at lunchtimes.

<http://www.doh.gov.uk/cmo/innovations/fitbods.htm>

INFORMATION UPDATE

SPORT ENGLAND SUPPORT CENTRE OFFICE MOVE

Sport England moved its support centre to new premises in central London on Monday 13th October. Team members from the London regional office will join them on 10th November. A total of 185 staff will be based at the new building.

After 22 years at the Euston headquarters, the new streamlined organisation has moved to a purpose built open plan office to ensure better ways of working together. The full address is: Sport England, 3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE. The telephone number will remain as 020 7273 1500.

RTU INDUCTION FOR SDOs

The next Induction for sports development officers in the region is 15th & 16th January 2004 at Manchester Metropolitan University, Oxford Road Campus.

Please contact Karen Allen for further information and/or to reserve a place for a new team member.

Karen Allen, Regional Training Unit Co-ordinator (allenk@edgehill.ac.uk) or tel: 01695 584 744

REGIONAL INTELLIGENCE UNIT UPDATE

Would you like access to key intelligence with greater ease, improved efficiency and increased speed? Then get logged on to the 'new look' RIU extranet, there you'll find the RIU Grants Database full of easily accessible data on the availability and range of grant assistance in the Northwest.

<http://www.nwriu.co>

DELIVERING SUSTAINABLE COMMUNITIES MAGAZINE

Issue one of the new 'Update: Delivering Sustainable Communities' magazine has recently been published. The magazine is intended as a communications tool for disseminating news and progress towards delivering sustainable communities. This edition includes information on the Sustainable Communities Delivery Unit, the affordable homes initiative and market renewal pathfinders.

http://www.odpm.gov.uk/stellent/groups/odpm_communities/documents/page/odpm_comm_023712.pdf

EVERY CHILD MATTERS

“Every Child Matters”, the new Government Green Paper, is a landmark in the reform of children’s services. The proposals are far reaching and challenging and have implications for a range of public, private and voluntary services, as well as for elected members, professionals and their associations. They demand nothing less than serious consideration, followed by the will and appropriate action to work together to promote better outcomes for the nation’s children.

Proposals include:

- Creation of a Minister For Children & Young People
- Creation Of A Young Persons Fund - £200 million
- Creation Of A Parents Fund - £25 million

More: <http://www.dfes.gov.uk/everychildmatters/pdfs/EveryChildMattersSummary.pdf>

PARK LIFE-LESS? RESEARCH SHOWS ONE IN THREE DON'T USE PARKS

Sport England has published a report into England’s parks and open space, “The Use of Public Parks in England 2003”. Carried out with the Countryside Agency and English Heritage it examines how people use parks, what they think of them, and how they could be improved. The research asked more than 3,300 adults what they felt about parks in their community and beyond, and the main finding was that more than a third of the population does not use public parks.

More: http://www.sportengland.org/press_releases/parl-life-less.htm

Full report: http://www.sportengland.org/press_releases/The-Use-of-Parks.pdf

SUMMARY REPORT ON COMMUNITY COHESION INITIATIVES IN OLDHAM PRIMARY SCHOOLS

This report focuses on issues raised by the Audit Commission’s recent findings during their inspection of Corporate Governance in Oldham Council. In the summary of the Audit Commission report it details improvements required: “The council must actively promote community cohesion through the way it delivers its key services.”

http://www.oldham.gov.uk/learning/cohesion/oldham_schools_cohesion_report.pdf

SPORTS SPONSORSHIP ADVISORY SERVICE

The Sports Sponsorship Advisory Service have relaunched their website with a new visual identity and new and revised content and resources. Includes online guides to sponsorship and funding, details of 'Business Sponsorship in Sport 2002' research, downloadable executive summaries of research and previous seminar details.

www.sponsorship-advice.org

RUNNING WEBSITE FOR KIDS

www.kidsrunning.com is a website designed for kids and dedicated to running. It provides resources, links, news, and advice about running and staying physically fit. In addition, it provides games and events that teachers can incorporate into core curriculum areas.

www.kidsrunning.com

NEW LOTTERY DISTRIBUTION BODY LOOKS TO FILL KEY POSTS

The Department for Culture, Media and Sport (DCMS) has announced recently that it is looking for people of exceptional talent to shape the work of a new Lottery Distributor with responsibility for half of all lottery grants to good causes.

The new lottery body, due to be up and running in 2005, will be formed by the merger of two current distributors the Community Fund and the New Opportunities Fund (NOF).

<http://www.culture.gov.uk>

LOTTERY DISTRIBUTORS CELEBRATE THE EUROPEAN YEAR OF DISABLED PEOPLE

As a contribution to the European Year of Disabled People in 2003, Lottery Distributors have jointly produced a booklet, which celebrates just a few of the ways in which Lottery funding for the arts, heritage, sports and community has helped benefit disabled people across the United Kingdom.

<http://www.culture.gov.uk>

DEPARTMENT FOR TRANSPORT ACTION PLAN TO INVOLVE CHILDREN AND YOUNG PEOPLE

The Department for Transport is anxious to better understand the diverse transport needs and requirements of children and young people from urban and rural environments. It has launched an action plan for 2003-4 to involve young people in shaping transport and influencing decisions for the future.

A PDF of the document can be downloaded via the link below. Visit:

www.dft.gov.uk/stellent/groups/dft_mobility/documents/page/dft_mobility_023332.pdf

ENGLISH NATURE RESPOND TO 'ON THE MOVE BY FOOT'

'On the Move by Foot' Discussion Paper: Summary of English Nature's response to Department for Transport's consultation on natural green space and the walking environment.

http://www.english-nature.org.uk/citation/citation_photo/03-04-138.pdf

- EVENTS -

04 Nov	Sport & Community Safety Conference Bolton Arena
06 Nov	The 3rd British Heart Foundation National Centre for Physical Activity and Health annual conference Aston Villa Football Club, Birmingham
07 Nov	Commonwealth Curriculum Pack Re-Launch City of Manchester Stadium
27 Nov	North West Health & Physical Activity Forum (NWHPAF) Conference 'Towards 2020: meeting the physical activity challenge' Wigan Investment Centre
28 Nov	Greater Manchester Club & Coach Conference 2003 Bolton Arena
05 Dec	Cumbria Sports Awards Evening Low Wood Hotel, Windermere
15/16 Jan	Induction For Sport Development Professionals Manchester Metropolitan University, Oxford Road Campus

