

Response to Scrutiny Working Group Report on Young people's participation in sports leading up to the Olympics

Recommendation	Response / Comments	Date	Update: Oct 2009
<p>R1. That a review is undertaken of the current pricing policy of leisure and physical activities and venues with a view to:</p> <ol style="list-style-type: none"> 1. Reducing costs for parents on low income; 2. Reducing the price of provisions for young people; 3. Formulating a policy for hiring and pricing of community access sports facilities and publishing this; 4. Giving free access to leisure centres for young people who are looked after; 	<ol style="list-style-type: none"> 1. There is already a concessionary pricing policy for people on low incomes and their dependants, reducing pricing further will require additional resources. The pricing policy is in the 30,000 Leisure centre guide booklets published annually and distributed through out the borough. 2. The pricing review group will consider this at the next meeting in December 2008 3. There is a schedule of charges for leisure centres which is approved and published annually. We will review the programmes and usage of Leisure Facilities in order to ensure maximum accessibility for children and adults within budgetary provision. 4. Discussions will be held with Children's Services to determine a programme of free 	<ol style="list-style-type: none"> 1. Completed 2. Jan 2009 3. April 2009 4. October 2008 	<p>Free swim Friday introduced for all Tower Hamlets Residents.</p> <p>Charges reviewed but no scope for reducing costs without additional funding</p> <p>COOL card project delivered by GLL and Children's Services. (Ended July 09). 687 young people accessed leisure centres through membership incentive scheme.</p> <p>GLL and GLL Sport Foundation enabled young talented LBTH sports stars free access to GLL leisure centres</p> <p>Pilot scheme for</p>

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	<p>access to leisure centres for young people who are looked after.</p> <p>5. Free swimming for young people aged 16 and under (funded by Government grant) will be implemented from 1 April 2009 and run for two years</p>	5. Completed	<p>access to centres for Looked After Children implemented in partnership with GLL & Children, Schools & Family Directorate</p> <p>Free swimming for Under 16's implemented April 2009</p>
<p>R2. That the results of the Young People and the Olympics Survey is used to inform the development of strategies for young people and sports, in particular that the Building Schools for the Future programme considers the views of young people in providing a variety of sports, coaching and training based on the expressions of interest, barriers and experience of young people in sports.</p>	<p>The results of the Olympic Scrutiny Review have already informed initial designs at St Paul's Way school and will inform BSF programme and within the borough as a whole.</p>	From 2008 and ongoing to 2013	<p>This will continue to be used for future developments.</p>
<p>R3. That incentives are introduced (activities and costs) to encourage bringing along and introducing a friend to an activity or to leisure centre facilities.</p>	<p>Options will be developed and costed in conjunction with the borough's leisure management contractor.</p>	On-going	<p>GLL provide number of incentive campaigns throughout year. Including: Providing new members with free guest passes for friends / family (Implemented March 09 / May 09 & August 09)</p>

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			<p>British Gas Free Swimming Programme (Sept 09)</p> <p>Pupil Referral Unit access to leisure centres via voucher projects</p>
<p>R4. That the service develop innovative ways of engaging young girls in sports, working with community organisations, including faith organisations, schools and parents, taking in to consideration the expressions of interest in the Young People and the Olympics Survey.</p>	<ol style="list-style-type: none"> 1. Develop a new programme of women and girls swimming sessions funded from the successful Healthy Community Challenge Fund bid. 2. Work with Tower Hamlets Partnership to consult with community organisations to develop new ways of engaging young girls in sport. 	<ol style="list-style-type: none"> 1. Completed 2. Completed 	<p>Women & Girls Free Swimming Programme implemented April 2009</p> <p>Working with the Muslim Women's Collective to Develop Community football Coaches to accredited standards and promoting recruitment of Women life guards.</p>
<p>R5. That the service look at ways the leisure centres can be enhanced to actively engage and increase young disabled people with sports and physical activities leading up to 2012 including increasing the availability of disability specialist staff to support and actively engage young disabled people into sports, working with them to address transport barriers.</p>	<ol style="list-style-type: none"> 1. Negotiations to be undertaken with GLL regarding potential to train staff in disability sports qualifications, and other identified options to be delivered by March 2010. 	<p>1. March 2010</p>	<p>GLL signed up to Inclusive and Active Strategy. GLL committed to undertake further disability training for staff. GLL building partnership with Raiders Wheelchair</p>

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	<p>2. Disabled sports and physical activity day to be organised in conjunction with Children's Services for September 2008 to coincide with the launch of the Paralympics in Beijing.</p> <p>3. On-going programme of disability sports sessions taking place at Mile End Leisure Centre on a weekly basis.</p> <p>4. Specific publicity to be produced to publicise opportunities for young people with disabilities to take part in sports.</p>	<p>2. Completed</p> <p>3. on-going</p> <p>4. Completed.</p>	<p>Basketball Club, to gain knowledge, and ideas for improving inclusivity.</p> <p>Term-time multi-sport, swimming, wheelchair athletics, learning disability athletics taking place at Mile End Park Leisure Centre</p> <p>Inter-borough Disability Swimming Gala taking place</p> <p>Disability Sport in Tower Hamlets Brochure Produced</p>

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	<p>5. Develop a calendar of competitive opportunities for disabled young people (6 competitions in 12 months).</p> <p>6. Examine the establishment of a transport scheme for disabled Young People to access facilities.</p> <p>7. Address this recommendation within the Leisure Centre and Playing Pitch Strategies</p>	<p>5. Completed</p> <p>6. March 2009</p> <p>7. Underway</p>	<p>Review conducted but due to insufficient funding unable to implement transport scheme</p> <p>GLL working with CLC to increase the number of staff employed with disabilities.</p>
<p>R6. That budget provisions be made to mainstream Sports Search in the work that the Council does, exploring the potential to roll out Sports Search to special schools in the borough with a view to capturing data for disabled young people.</p>	<p>This (national) programme is not designed for young people with disabilities. NRF funding for Sports Search ended March 2008 and the service ended in July 2008.</p>	<p>N/A</p>	<p>N/A</p>
<p>R7. That the Sports and Physical Activities Service seek to increase ways in which budget allocations can be increased to further mainstream sports activities.</p>	<p>Review of contract to take place to explore opportunities for efficiencies and reallocation of resources. The review will include evaluation of all externally funded initiatives for children to determine the suitability for mainstream funding.</p>	<p>March 2009 - 2012</p>	<p>Contract renegotiations in 2009, resulting in securing an additional profit share which is being used to deliver additional sporting initiatives for the community.</p>

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<p>R8. That annual borough-wide major community events are organised in which young people participate in Olympic and Paralympic sports, building champions to participate in the events through schools and sports programmes;</p>	<ol style="list-style-type: none"> 1. Current programme of events will be developed to link to Olympic themes. 2. 2 x Paralympic sports days will be held annually until 2012. 3. That an Olympic sports presence be provided at the borough's existing large scale community events in order to engage young people in the Olympics and Paralympics. 	<p>Annual programme starting March 2009</p>	<p>Completed. Paralympic days held at Mile End Park & Newham Leisure Centres</p>
<p>R9. That the Council explore the possibility of negotiating free tickets or subsidised rate of entry to the Olympics and Paralympics for young people, particularly for disabled young people to experience the Paralympic Games.</p>	<ol style="list-style-type: none"> 1. The London Organising Committee of the Olympic Games (LOCOG) has confirmed its position that there will be no free tickets. The ticketing policy for the 2012 Games will be published in 2011. There may be the opportunity for the Borough to block buy tickets to make available at discounted / free rates for local people. This has budgetary implications and will be considered. Local resident participation in test events will also be considered. 2. The marathon and walking events in Victoria Park will be free access and as part of the Games Experience strand of the Tower Hamlets 2012 Strategy access for all sections of the community will be considered. This will include liaison with the Olympic Security Directorate, ODA and LOCOG. 	<p>1. August 2011</p> <p>2. August 2011</p>	<p>LOCOG confirmed no free ticket policy and they will review the possibility of enabling partner organisations to block book tickets</p>
<p>R10. That an extensive publicity campaign is put in place to promote positive images of young disabled people taking part in sports as part of the publicity strategy to promote Olympics and Paralympics in Tower Hamlets.</p>	<p>A dedicated 2012 Communications and Community Engagement Manager is being recruited into the 2012 Unit with a remit to develop a 2012 Communications Plan for the Borough which will develop our approach for promoting positive images of disabled people.</p>	<p>December 2008</p>	

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<p>R11. That the service find ways in which the relationship with the private sector can be further developed to enhance the funding available to support young people's engagement in sports and physical activities, exploring in particular ways in which the Table Tennis for Kids (TTK) model can be adopted to engage the private sector to fund a range of sports;</p>	<ol style="list-style-type: none"> 1. Exploratory discussions to determine the feasibility of developing links to more sports. 2. Officers will secure funding from Adidas to develop an activity zone in Mile End Park. 	<p>1. March 2009</p> <p>2. October 2008</p>	<p>Completed Aug 2008</p>
<p>R12. That formalised agreements as part of housing stock transfer are strengthened to secure the provision of sports facilities based on a study of the local youth population, including disabled young people, existing facilities and projected needs.</p>	<p>This will be considered in relation to any future stock transfers, although the agreements are normally limited to matters directly related to the provision of housing. Registered Social Landlords have limited ability to provide community facilities.</p>	<p>N/A</p>	<p>Tower Hamlets Homes the Arms Length Management Organisation is now live and stock transfer is no longer active</p>
<p>R13. That work is developed with Wood Wharf with a view to securing opportunities for water sports in the borough.</p>	<p>This will be considered in the discussions on the community benefits that can be secured from the proposed Wood Wharf development.</p>	<p>December 2008</p>	<p>The Wood Wharf Planning Permission, approved 15 May 2009, secured through a S106 agreement a total financial contribution towards off-site leisure provision of £4,552,859. The agreement does not identify particular proposals for the contributions and this contribution could be used towards provision for water sports within</p>

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			<p>the borough. Furthermore, the application included a Water Space and Public Realm Strategy. Within this strategy the proposals included provision for a terraced small boat launch area for supervised boating activities such as canoeing and kayaking.</p>
<p>R14. That consideration be given to what other host boroughs have been involved in to increase sports participation with a view to adopting what works well in increasing participation, and that affordable access is negotiated for young people in Tower Hamlets to leisure facilities in other host boroughs, particularly as a legacy of the Olympics and to increase contact between young people in the different boroughs through events and competitions.</p>	<ol style="list-style-type: none"> 1. With the 5 borough sports lead group, develop a 5 borough sports plan to include increase in participation by young people. 2. Continue to lobby London Development Agency and Olympic Delivery Authority for access for local community to legacy facilities. 3. Review of the most successful initiatives will be undertaken and identification of funding sources. 	<ol style="list-style-type: none"> 1. March 2009 2. Ongoing 3. March 2010 	<ol style="list-style-type: none"> 1. Sports Officers group lead is in CLC 2. Full engagement in legacy master plan consultation process including future use of legacy venues – response to London Assembly review of venues in legacy 3. Future Action
<p>R15. That the PCT develop targeted work with those who are at health risk due to obesity, with primary focus on those who are particularly obese and may lack confidence to engage in sports and physical activities;</p>	<ol style="list-style-type: none"> 1. Healthy Lifestyles Team to deliver 10 x 10 week programmes per year until 2010 to reduce obesity in young people. (BEST and MEND) 	<ol style="list-style-type: none"> 1. Sept 2008 to March 2010 	<p>Completed</p> <p>Completed. Funding for MEND ceased (new</p>

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	<p>2. Healthy Lifestyles Team to deliver 1 x 10 week programme per year until 2010 to reduce obesity in young people with disabilities. (BEST and MEND)</p> <p>3. The PCT has commissioned and is developing a range of targeted work to encourage overweight and obese children and young people to engage in sports and physical activities. This includes:</p> <p>Established programmes:</p> <ul style="list-style-type: none"> - Weekly physical activity sessions for overweight and obese children and young people including 'Junior Activ8', 'Activ8' and 'MissActiv8', delivered by PCT Child Obesity Service - LBTH 'BEST' programme (part funded by PCT) includes range of physical activity sessions for overweight and obese children and young people <p>4. New programmes:</p> <ul style="list-style-type: none"> - After school physical activity schemes being commissioned jointly by PCT & LBTH) - Active play and sports programmes have been commissioned by PCT from Toy House Libraries, Play Association Tower Hamlets (PATH) and Elite Youth 	<p>2. Sept 2008 to March 2010</p> <p>3. Established programmes – ongoing</p> <p>4. Implementation of new programmes</p>	<p>funding recently secured from a commercial sponsor)</p> <p>Completed</p> <p>Ongoing</p> <p>We are in the process of evaluating both the BEST and Activ8 programmes, report due in January 2010</p>

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	5. The PCT will also commission a health promotion / social marketing campaign (see R16) that will specifically address the issue of encouraging overweight and obese young people, and other groups with lower participation, to engage in sports and physical activities	commencing September / October 2008 5. October 2008	5. The research phase of the social marketing project has been completing and final report with recommendations due by end of November.
R16. That the PCT in partnership with LBTH should deliver health promotion as part of the Olympics publicity to include messages on the damaging effects of drugs and smoking and that the publicity campaign be supported by celebrities to promote a 'cool' image of participating in sports at local venues.	<p>The PCT is currently drawing up a specification for a health promotion / social marketing campaign to use in the lead up to the Olympics and Paralympics to promote active and healthy lifestyles. This will use images and endorsements from sports celebrities to promote healthy lifestyles (including messages about smoking and substance misuse) and participation in local sports opportunities. The campaign will target the whole population but will include messages and images targeted at overweight and obese young people, disabled young people (linking to R10) and girls as groups identified in the scrutiny review as participating less in sports. We will tender for a communications / social marketing company to develop and deliver the campaign and establish a multi-agency steering group to ensure that the campaign links into other sports and health programmes and events.</p> <p>The Social Marketing campaign will be linked to the Borough's 2012 Communications Plan with</p>	<p>Convene steering group – September 08</p> <p>Finalise specification and advertise tender – September 08</p> <p>Award contract November 08</p> <p>Complete phase 1 (research and testing of messages) April 09</p> <p>Phase 2 – Implementatio</p>	<p>See above</p> <p>The social marketing project is now in its primary research phase</p> <p>The <i>Let's Make it Happen</i> brand together with an accompanying <i>Making it Happen</i> brand have been successfully trade marked and discussions about the use of the brands within the social marketing campaign are ongoing</p>

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	elements licensed to use the Boroughs Games Brand which is currently being Trade Marked.	n of campaign 2009-12 Trade Mark licensed October 2008	