

Committees	Date
Policy and Resources Committee (for decision)	04/07/2019
Public Relations and Economic Development Sub-Committee (for information)	11/06/2019
Hampstead Heath Committee (for information)	05/06/2019
Education Board (for information)	23/05/2019
Epping Forrest and Commons Committee (for information)	20/05/2019
Community and Children's Services Committee (for information)	08/05/2019
Hampstead Heath Consultative Committee (for information)	29/04/2019
Health and Wellbeing Board (for information)	26/04/2019
Subject The City of London Corporation's Sport and Physical Activity Strategy for 2019-23.	Public
Report of Kate Smith – Head of Corporate Strategy and Performance	
Report Author Sufina Ahmad – Corporate Strategy Manager	For decision

Summary

This paper presents at Appendix One the proposed final version of the City of London Corporation's (City Corporation) Sport and Physical Activity Strategy for 2019-2023. The vision is that: *London and the UK are world-class sport and physical activity destinations, supporting the economy, communities and individuals.* The key outcomes and activities include the City Corporation working with others to deliver successful major sporting events for London and the UK, sport engagement activities that strengthen community cohesion, and work that ensures people have access to and participate in sport and physical activity.

The Corporate Strategy and Performance Team (CSPT) developed this strategy following a decision in December 2018 at Policy and Resources Committee to invest in sport engagement work. It is based on research and discussions with internal officers in the following departments, who will also support its delivery: Town Clerk's, Community and Children's Services, Remembrancer's, Built Environment and Open Spaces. External colleagues from Sport England and London Sport also offered their input. The strategy aligns to our Corporate Plan for 2018-23, specifically outcomes 2, 3, 4, 7 and 10. Policy and resources Committee is asked to approve the strategy and Public Resources and Economic Development Sub Committee is asked to endorse it.

Recommendations

Public Relations and Economic Development Sub-Committee/Hampstead Heath Committee/Education Board/Epping Forest and Commons Committee/Community

and Children's Services Committee/Hampstead Heath Consultative Committee/Health and Wellbeing Board is asked to:

- i. Note and endorse the proposed final version of the Sport and Physical Activity Strategy – subject to any changes discussed in the meeting being incorporated.

Policy and Resources Committee is asked to:

- ii. Approve the proposed final version of the Sport and Physical Activity Strategy – subject to any changes discussed in the meeting being incorporated.

Main Report

Background

1. In December 2018, Policy and Resources Committee approved a paper setting out a strategic approach to sport engagement activities by the City Corporation, which included the decision to invest in a Sports Engagement Manager, based in the Corporate Affairs Team. Consequently, it was felt that the City Corporation would benefit from a strategy document on sport and physical activity. The CSPT was asked to develop this strategy, which it did through desk-based research and meetings with the following internal and external colleagues:
 - a) Sam Hutchings – Town Clerk's
 - b) Eugenie de Naurois – Town Clerk's
 - c) Nick Bodger – Town Clerk's
 - d) Daniel McGrady – Community and Children's Services
 - e) Andrea Laurice – Built Environment
 - f) Gerry Kiefer – Open Spaces
 - g) Xenia Koumi – Community and Children's Services
 - h) Sam Bedford – Community and Children's Services
 - i) Simon Cribbens – Community and Children's Services
 - j) Greg Knight – Community and Children's Services
 - k) Steve Garrett – Sport England
 - l) Emily Neilan – London Sport.

Current Position

2. The strategy, in terms of its vision, outcomes, activities and success measures are summarised on the second page of Appendix One. The content has been inspired by the City Corporation's existing work supporting major sporting events, major mass participation sporting events, campaigns and commissioned work to encourage people from all backgrounds to participate meaningfully in sport and physical activity. It also draws from the strategic sport and physical activity work that is being carried out by the Department for Digital, Media, Culture and Sports, Sport England, London Sport, Public Health England, the Greater London Authority and the World Health Organisation.
3. For the purpose of this strategy, the City Corporation has defined sport and physical activity as follows:

Sport relates to any and all individual or team sports and physical activity is any bodily movement that requires the expenditure of low, moderate or high levels of energy, this can include activities such as walking, dancing, playing and other recreational pursuits. Exercise is a sub-category of physical activity, and it is defined as something that is planned, structured and repetitive, and aims to improve or maintain one or more components of physical fitness.

4. The City Corporation's vision is that '*London and the UK are world-class destinations for sport and physical activity, supporting the economy, communities and individuals*'. The City Corporation will work with relevant local, regional and central governments, infrastructure bodies including Sport England and London and Partners, national governing bodies for sport, businesses, civil society organisations and individuals and communities directly to deliver the work outlined in the strategy.
5. The three key outcomes the City Corporation aims to achieve are:
 - a) London and the UK are world-class global destinations for major sporting events.
 - b) Community cohesion is strengthened through sport and physical activity.
 - c) People have access to and participate in sport and physical activity.
6. The City Corporation will achieve these outcomes by building on our existing work and supporting the development and delivery of bids for major sporting events that benefit communities and the economy in London and the UK, alongside events, campaigns and activities that encourage individuals and communities to access and participate in sport and physical activities, including those activities that bring communities together positively.

Recommendation

7. This Committee is asked to review, discuss and approve/endorse the Sport and Physical Activity Strategy today. If there are any changes required following today's discussions, then these will be incorporated before the strategy is shared externally with stakeholders.
8. It is also recommended that in the future, the direction of travel outlined in this strategy would be integrated into the wider City Corporation Health and Wellbeing Strategy, rather than continuing to require a separate strategy.

Implementation

9. If this strategy is approved, it is proposed that the Sports Engagement Manager, currently being recruited to, would lead on ensuring that it is delivered, by working in partnership with colleagues from Town Clerk's (Corporate Affairs, Cultural and Visitor Development, Events and Economic Development teams), Community and Children's Services (Commissioning, Public Health and Community Engagement teams), Remembrancer's (Events team), Mansion House, Built Environment (Strategic Transportation team) and Open Spaces (Central Management team) to:

- a) Look at the effectiveness and impact of existing and planned activities.
- b) Ensure that all activities relating to the strategy align to at least one of the three identified outcome areas and therefore the Corporate Plan.
- c) Determine the effectiveness of all activities against the to be agreed qualitative and quantitative success measures for each activity.
- d) Recommend if the activities should be continued as they are, repurposed, or stopped.
- e) Deliver activities within the resources available – monitoring impact and spend to inform corporate planning.
- f) Design and implement the action plan for the strategy.

Corporate and Strategic Implications

10. Corporate and Strategic Implications:

This strategy will support the following outcomes and associated high-level activities within the City Corporation's Corporate Plan for 2018-23:

Outcome 2: People enjoy good health and wellbeing

Outcome 3: People have equal opportunities to enrich their lives and reach their full potential.

Outcome 4: Communities are cohesive and have the facilities they need.

Outcome 7: We are a global hub for innovation in financial and professional services, commerce and culture.

Outcome 10: We inspire enterprise, excellence, creativity and collaboration.

This strategy also supports the work outlined in the following corporate strategies: Joint Health and Wellbeing, Social Wellbeing, Mental Health, Education, Visitor Destination, Corporate Volunteering and Transport.

- 11. **Security Implications:** The City Corporation will ensure that security needs are met when delivering major sporting events, involving Health and Safety, Security and City of London Police colleagues as needed.
- 12. **Financial and Resourcing Implications:** Existing budgets and the Hospitality Working Group budget will be used to deliver the activities outlined in this strategy. The work will be coordinated by the Sports Engagement Manager – which is a new permanent resource – alongside existing officer resource.
- 13. **Equalities Implications:** All activities will need to comply with the priorities set out in the City Corporation's Equalities and Inclusion Action Plan, ensuring that the diverse needs of individuals and communities this work is aimed at are met.
- 14. **Legal Implications:** Any legal agreements or partnerships that the City Corporation considers or enters in to, particularly as part of major sporting events, will need to be signed off by the Comptroller and City Solicitor's department – ensuring that early steer and sign off is sought wherever possible.

Conclusion

15. This Committee is asked to approve/endorse the proposed final version of the Sport and Physical Activity Strategy for 2019-23, which utilises the City Corporation's role across different sectors and geographical areas in pursuit of a vision that *'London and the UK are world-class destinations for sport and physical activity, supporting the economy, communities and individuals.'* If approved, its delivery will be led on by the Sports Engagement Manager with a range of colleagues from different internal departments.

Background Papers

Enhancing Sport Engagement – Policy and Resources Committee, 13/12/2018

Appendices

Appendix 1 – Proposed Final Version of Sport and Physical Activity Strategy, 2019-23.

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