

Committees	Date
Public Relations and Economic Development Sub-Committee (for information)	5 November 2019
Planning and Transportation Committee (for information)	5 November 2019
Culture Heritage and Libraries Committee (for information)	11 November 2019
Hampstead Heath, Highgate Wood and Queens Park Committee (for information)	13 November 2019
Education Board (for information)	14 November 2019
Epping Forrest and Commons Committee (for information)	18 November 2019
Health and Wellbeing Board (for information)	22 November 2019
Streets and Walkways Sub (Planning and Transportation) Committee (for information)	3 December 2019
Open Spaces and City Gardens Committee (for information)	9 December 2019
Community and Children's Services Committee (for information)	13 December 2019
Hampstead Heath Consultative Committee (for information)	27 January 2020
Subject The City of London Corporation's DRAFT Sport and Physical Activity Strategy for 2020-25	
Report of Kate Smith – Head of Corporate Strategy and Performance	Public
Report Author Sufina Ahmad – Corporate Strategy Manager	For information

Summary

The Corporate Strategy and Performance Team (CSPT) was asked to develop a Sport and Physical Activity Strategy for the City of London Corporation following a decision in December 2018 at Policy and Resources Committee to invest in sport engagement work. Elected Members reviewed a previous version of the Sport and Physical Activity strategy for 2019-23 at nine Committees and a Members' Breakfast Briefing held between April 2019 and July 2019. Members provided extensive comments, including raising a motion at Court (included at Appendix One), and asked that a new draft be shared at Committees and at a Members' Breakfast for their feedback, and hopefully, endorsement. The new draft, which incorporates all the comments raised, can be found at Appendix Two.

The vision for the strategy is: *To champion and maximise the social, economic and health benefits of sport and physical activity to individuals, communities, businesses and public bodies we work with across the Square Mile, London and beyond.* 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 strategy aligns to our Corporate Plan for 2018-23, specifically outcomes 2, 3, 4, 7 and 10. Once the strategy has been shared with all of the Committees listed on page one for their feedback and comments, these will be incorporated in to a proposed final version, which will be presented to Policy and Resources Committee in February 2020 for their approval.

Recommendations

This Committee is asked to:

- i. Review the draft version of the Sport and Physical Activity Strategy – and provide their feedback on it which officers will then incorporate as directed.
- ii. Consider whether or not they will endorse the strategy, subject to the changes requested being made.
- iii. Consider and advise if a budget should be set aside and a brief agreed for an expert to review the commercial prospects of existing assets and how best to promote participation and access.

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) Paul Double – Remembrancer's
 - e) Daniel McGrady – Community and Children's Services
 - f) Andrea Laurice – Built Environment
 - g) Gerry Kiefer – Open Spaces
 - h) Xenia Koumi – Community and Children's Services
 - i) Sam Bedford – Community and Children's Services
 - j) Simon Cribbens – Community and Children's Services
 - k) Greg Knight – Community and Children's Services
 - l) Steve Garrett – Sport England
 - m) Emily Neilan – London Sport.

Current Position

2. The strategy was shared with elected Members at the following Committees for comment:
 - Health and Wellbeing Board (HWB), April 2019
 - Hampstead Heath Consultative Committee (HHCC), April 2019

- Community and Children's Services (CCS) Committee, May 2019
- Epping Forest and Commons Committee (EF&C), May 2019
- Education Board (EB), May 2019
- Planning and Transportation Committee (P&T) (via email to chairman and deputy chairman), May 2019
- Streets and Walkways (Planning and Transportation) Sub-Committee (S&WSC), May 2019
- Hampstead Heath, Highgate Wood and Queen's Park (HHHWQP) Committee, June 2019
- Public Relations and Economic Development (PRED) Sub-Committee, to take place on 2 July 2019.

Two additional informal opportunities to comment were requested and arranged:

- A meeting with Richard Sumray, a co-opted Member of HHCC and chair of the Sports Advisory Group, the chairman of HHCC and of HHHWQP and the chairman of EF&C, June 2019; and
- Informal Members' Breakfast Briefing, on 28 June 2019, for which this pack has been produced so that comments to date and officers' resultant proposals can be viewed in the round for further comment.

3. Members made substantial comments and have asked that it be presented to all Committees again. A motion was also raised at the Court of Common Council in September 2019. This can be found at Appendix One.
4. The new version incorporates all of the changes and additions suggested and is presented in this paper at Appendix Two, as well as incorporating feedback shared at a Members' Breakfast Briefing held on 18 October 2019. The main changes to the draft relate to the vision and outcomes and the period of the strategy (2020-25). Information on the sport and physical activity related assets owned and operated by the City Corporation has also been included in the draft, as well as adding in information on the oversight and responsibility for the strategy.
5. 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.
6. The City Corporation's vision for the strategy is: *To champion and maximise the social, economic and health benefits of sport and physical activity to individuals, communities, businesses and public bodies we work with across the Square Mile, London and beyond.* 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, including charities, and individuals and communities directly to deliver the work outlined in the strategy.

7. The three key outcomes the City Corporation aims to achieve are:
 - a) People enjoy good health and wellbeing through participating in accessible and high-quality sport and physical activity.
 - b) High profile and inclusive mass participation events strengthen community bonds and encourage more sport and physical activity.
 - c) London and the UK's economy and attractiveness as a place to live, work and visit is boosted through major sporting events.
8. 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.

Governance and implementation

9. Members have asked that a Sport and Physical Activity Working Party made up of elected Members is set up to oversee the successful implementation of this strategy. The Working Party would be supplied with information on progress against the strategy from relevant officers within the organisation. It is suggested that elected Members from the following Committees are represented on the Working Party:
 - Community and Children's Services Committee
 - Culture, Heritage and Libraries Committee
 - Epping Forest and Commons Committee
 - Education Board
 - Hampstead Heath Consultative Committee
 - Hampstead Heath, Highgate Wood and Queen's Park Committee
 - Health and Wellbeing Board
 - Hospitality Working Party of the Policy and Resources Committee
 - Planning and Transportation Committee
 - Policy and Resources Committee
 - Public Relations and Economic Development Sub-Committee
 - Streets and Walkways (Planning and Transportation) Sub-Committee.
10. The discussions of the Working Party could include, but not be limited to: approving the action plan for the strategy; ensuring that the strategy is reflected within the relevant departmental business plans and management plans; reviewing the effectiveness and impact of existing and planned activities and linking these to qualitative and quantitative success measures for each activity; investigating the best possible activities and use of assets and resources in pursuit of the outcomes in this strategy; and ensuring activities are delivered within the resources available – monitoring impact and spend to inform resource allocation.

11. This strategy will be delivered through the following departments:
- **Town Clerk's Department** – Corporate Affairs, Media, Committee and Member Services, Cultural Services and Events teams.
 - **Department of Community and Children's Services** – Strategic Education, Skills and Cultural Learning Unit, Commissioning, Public Health and Community Engagement teams.
 - **Remembrancer's Department** – Events Team.
 - **Department of Built Environment** – Strategic Transportation team.
 - **Open Spaces Department** – Central Management and site-specific teams.

Corporate and Strategic Implications

12. 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.

13. 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.
14. Financial and Resourcing Implications: Existing officer resource and budgets, including the Hospitality Working Group budget, will be used to deliver the activities outlined in this strategy, including the maintenance of our facilities and the level to which the organisation expects to maintain this. However, decisions need to be made on how funding and resourcing will be prioritised, including if an existing or a new budget should be set aside and a brief agreed for an expert to review the commercial prospects of existing assets and how best to promote participation and access
15. 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.
16. 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

17. This Committee is asked to review the Sport and Physical Activity Strategy for 2020-25 and provide their comments and feedback. It is also hoped that this committee will endorse the strategy, subject to the specified changes being made. Please note that once the draft strategy has been reviewed by all of the committees listed on page one, and the relevant changes incorporated, a new proposed final version of the strategy will be shared with Policy and Resources Committee in February 2020 for their approval.

Appendices

Appendix One – Motion raised at the Court of Common Council

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

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