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By 2018, Bristol will be a successful city of sport and active recreation where people are healthy and motivated to participate for life.

GET  
ACTIVE  
STAY  
ACTIVE

**BRISTOL: SPORT4LIFE**  
A SPORT AND ACTIVE RECREATION  
STRATEGY 2013-2018



# VISION AND PRIORITIES

*This strategy sets out our vision to ‘make Bristol a successful city of sport and active recreation where people are healthy and motivated to participate for life’.*

To achieve this we will work across our 6 priorities for sport and active recreation:

- A Successful City
- An Active City
- A City of Opportunity
- A Healthy and Equal City
- A Strong, Skilled City
- An Attractive City

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make Bristol a successful city of sport and active recreation where people are healthy and motivated to participate for life.

# 1| INTRODUCTION

***Bristol is a unique and vibrant city with a radical edge. The city is fuelled by the creativity, diversity and energy of our communities. People are proud to live in Bristol and passionate about its potential to become one of the very best cities in Europe. Partners are working together to make Bristol a better city for all.***

Sport and active recreation have long been at the heart of Bristol life. Across the city there is an abundance of community sports clubs, a range of high profile professional clubs, an impressive sporting events calendar, numerous high quality participation initiatives and fun family activities. Bristol also proudly boasts an excellent and expanding network of built and natural facilities and spaces for sport and active recreation. Our overall participation rates in sport and active recreation are amongst the highest of all major cities in England and compare well against national averages. However, participation levels vary widely across our communities. Some groups are much less active than others and a large proportion of our population remains inactive.

We want to build on the positives, do more to ensure that Bristolians fully grasp the opportunities available to them and build sport and active recreation into their daily lives. This strategy sets out a city wide aspiration to achieve this. It has been developed for stakeholders and organisations across the city with a keen interest in sport and active recreation and articulates our united vision to ***‘make Bristol a successful city of sport and active recreation where people are healthy and motivated to participate for life’.***

This strategy is designed to be used as a framework and reference point from which partners can work together or independently to develop their own strategies, work programmes,

action plans, projects and interventions to help achieve the step change required to deliver the vision. It provides guidance on how organisations can get involved and examples of ways of working that can contribute to each of the priorities.

As this is a strategy for Bristol, its success will be measured against the progress made within the geographical boundaries of the city. However, we cannot deliver the strategy and achieve our vision alone. This strategy is designed to complement the plans of Bristol’s neighbouring authorities, sub-regional and regional partners. It offers the opportunity for us to work in partnership across borders to share resources and facilities where possible.

Bristol’s people and places combine to play a vital part in supporting grass-roots activity through to elite level sport. More than this, they support city life and play a central role in helping us to make Bristol a better city for all, having a positive impact on the health, wellbeing, education, skills, personal development, achievement, enjoyment, safety and life chances of all our communities. By working together to deliver the vision we will encourage more individuals, families and communities in Bristol to participate in sport and active recreation for life. We will do this in our own Bristol way, through genuine partnership working, boldness and the promotion of fun, innovation and fairness. Join in and get involved...



# 2 | SPORT AND ACTIVE RECREATION

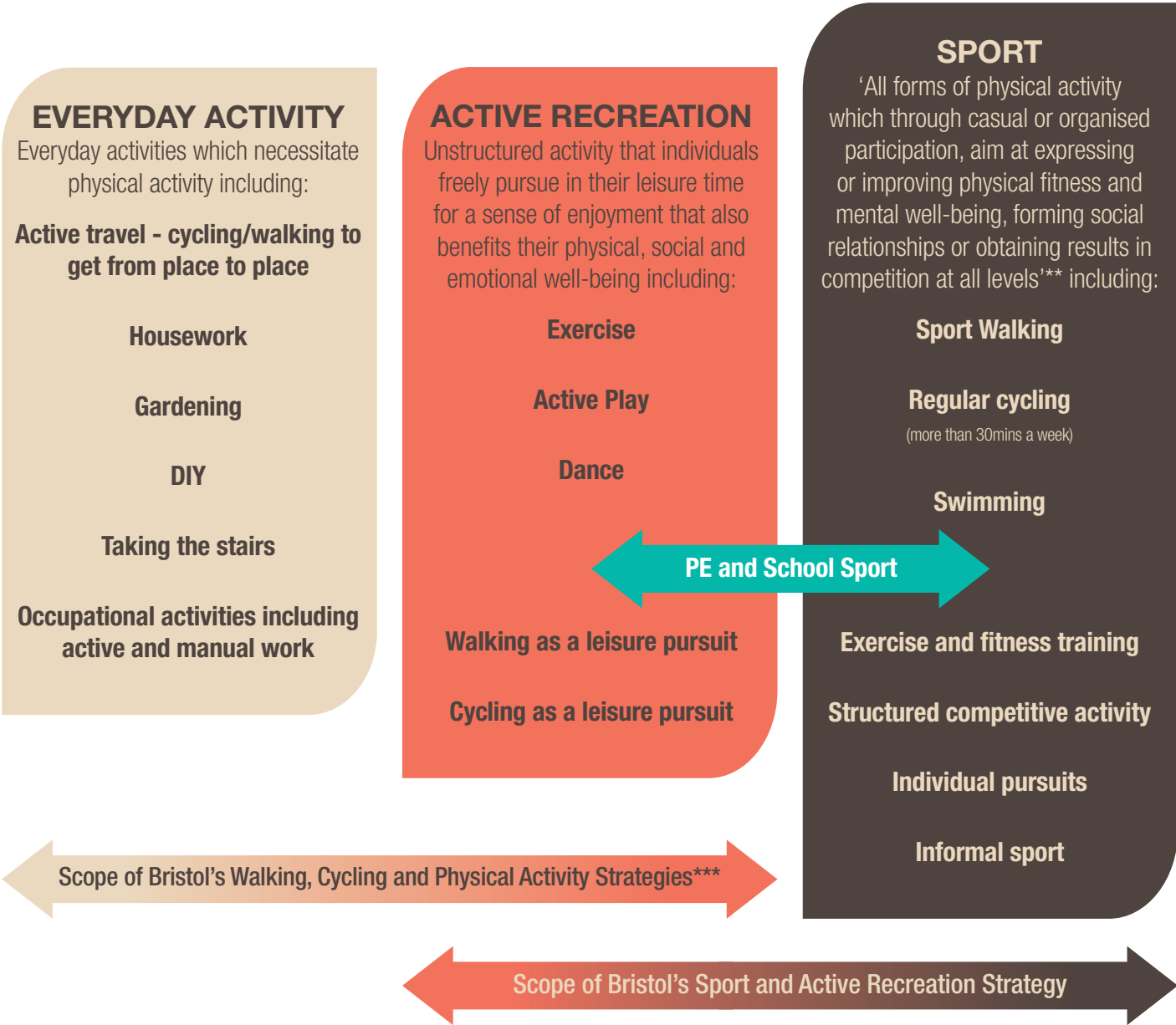
*Physical activity, sport and active recreation are broad and commonly used terms. They encompass anything from everyday activities such as housework and gardening through to cycling to work and competitive swimming.*

This strategy benefits from close links with a number of other strategies across the city. Unlike other strategies, Bristol: Sport4Life focuses on the entire spectrum of activities defined as active recreation and sport.



## PHYSICAL ACTIVITY

‘Any body movement that works muscles and uses more energy than when resting’\*



**Sources:** \*Definition of Physical Activity is taken from Active Bristol - Physical Activity Strategy 2011-16; \*\*Definition of sport from Council of Europe's European Sports Charter, 1993; Examples of everyday activity, active recreation and sport taken from Be Active, Be Healthy: HM Government, Department of Health 2009. \*\*\*The scope of the cycling strategy is currently being defined.



# 3| HOW ACTIVE SHOULD WE BE?

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Whatever our age, there is good scientific evidence that being physically active can help us lead healthier and even happier lives.  
(Source: Start Active, Stay Active: A report on physical activity for health from the four home countries’ Chief Medical Officers, 2011)



The guidance on how much activity we should do varies by age:

## UNDER 5s

who are capable of walking unaided should be physically active daily for at least **180 minutes** (3 hours), spread throughout the day.

Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.



## 5-18 YEAR OLDS

should engage in moderate to vigorous intensity physical activity for at least **60 minutes** and up to several hours every day.

Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least 3 days a week.



## 19-64 YEAR OLDS

should aim to be active daily. Activity should total **150 minutes** (2.5 hours) of moderate intensity activity per week or **75 minutes** vigorous intensity activity or a combination of both.

Adults should also undertake physical activity to improve muscle strength on at least 2 days a week.



## 65+ YEAR OLDS

should aim to be active daily. Activity should total at least **150 minutes** (2.5 hours) of moderate activity per week. Active older people could achieve comparable benefits from **75 minutes** of vigorous intensity activity per week or a combination of both.

Older adults should also undertake physical activity to improve muscle strength on at least 2 days a week.

Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least 2 days a week.



It is important that people of all ages minimise the amount of time spent being sedentary for extended periods.



# 4| HOW ACTIVE IS BRISTOL?

*The following statistics offer a snapshot of the current participation rates in sport and active recreation across Bristol. We will use these statistics as the baseline against which we measure our success.*



**22% of adults participate in 30 minutes of sport and/or active recreation 3 or more times a week.**

This is 0.3% below the national average and the 3rd highest sport and active recreation participation rate of the 8 Core Cities.



**33% of adults exercise at least 5 times a week.**

This is 0.9% below the previous year's exercise level.

Figures are taken from Bristol's Quality of Life Survey. No comparable national data exists.



**39.6% of adults participate in at least 30 minutes of moderate intensity sport per week.**

This is 3.6% above the national average and the joint highest sports participation rate of the 8 Core Cities.



**43.8% of Bristol's adults are inactive\*.**

Bristol has the lowest inactivity rate of the 8 Core Cities. Our inactivity rate is also 4.3% lower than the national average, meaning our population is more active.

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**This strategy aims to get more people of all ages participating in:**

- A minimum of 30 minutes of sport at least once a week.
- A minimum of 30 minutes of sport or active recreation at least three times a week.

It should be noted that baseline data for participation by children and young people does not currently exist at the national or local level. \*Sport England's definition of 'inactive' includes people who have not taken part in moderate intensity sport or active recreation for at least 30 minutes during the last four weeks.





# 5| BRISTOL: A UNIQUE CITY

*Bristol is a great and unique city. Like every city, we have some distinctive features and face a number of key challenges that must be addressed. This section sets out some of these challenges and identifies how we aspire to use sport and active recreation to make Bristol a better city for all.*



### Bristol's Key Features and Challenges

- Our population is increasing more quickly than the national average - it is expected to grow from 428,000 in 2011 to 460,000 in 2018. By 2035 our population is set to reach 500,000 for the first time.
- Bristol has a young population with high numbers of children.
- Bristol is densely populated, particularly in inner-city areas.

### Our Aspirations

- Provision is planned to ensure there are sufficient activities and services to cope with increased levels of demand.
- The demographics of local areas are understood so that the needs of all local people can be met.
- Children and young people have the opportunities to develop a sporting habit for life.
- More facilities in urban and residential areas are accessible for community use.
- Bristolians are satisfied with the city's sport and active recreation offer.

## Bristol's Key Features and Challenges

- Bristol is home to 2 universities and a large, expanding student population.
- The number of full time students aged 18 and over living in the city during term time has increased by 39% since 2001 to 35,638.
- Students make up 8.3% of the population, which exceeds the national and regional averages.

## Our Aspirations

- Increasing demand from students for high quality sport and active recreation opportunities is met.
- More students lead active lifestyles and regularly participate in sport and active recreation.
- More students volunteer to support sport in their local communities.
- The student experience in Bristol continues to improve and students continue to choose Bristol as a place to study.

## Bristol's Key Features and Challenges

- Bristol is becoming increasingly ethnically diverse – Black, Asian and Minority Ethnic (BAME) groups now account for 16% of the population and 26% of school children.
- 14.7% of Bristol's residents were born outside of the UK.
- Bristol has the 4th largest Somali-born community of all local authorities in the UK.

## Our Aspirations

- Lower levels of participation and high levels of inactivity amongst BAME groups are addressed.
- The motivations and barriers facing Bristol's increasingly diverse population are widely understood by those planning and delivering activities.







**Bristol's Key Features and Challenges**

- Health outcomes vary widely between different sections of the population and different areas across the city.
- Life expectancy is lower than the national average and is considerably lower in deprived areas.
- There is a correlation between areas with high levels of health deprivation and low levels of participation in sport and active recreation.
- In 2009/10 the estimated cost of treating diseases linked to physical inactivity in Bristol was £7.5 million.
- 8.1% of Bristol's population have a long-term health problem or disability which limits their day-to-day activities a lot.

**Our Aspirations**

- Use sport and active recreation to help reduce health inequalities.
- Reduce the gap in life expectancy between the average and people living in Bristol's deprived areas (the gap is currently 9.4 years for men and 5.8 years for women).
- Those in most need have opportunities to be active and benefit from healthy lifestyles.
- The number of people regularly participating in sport and active recreation is increased in order to reduce the cost of treating diseases linked to inactivity.
- People with a disability or life long limiting illness have more opportunities to participate and are supported and encouraged to participate more often.

**Bristol's Key Features and Challenges**

- Bristol is a relatively affluent city but wealth is unequally distributed.
- Around 60,000 people live in areas ranked in the 10% most deprived nationally. Areas within Lawrence Hill, Whitchurch Park, Filwood, Ashley, Southmead and Henbury are amongst the most deprived 5% in England.
- 27% of Bristol's children live in poverty, notably higher levels than the national average.
- A relatively high proportion of working age residents have never worked or are long-term unemployed.
- People living in deprived areas have lower levels of participation in sport and active recreation and have higher levels of inactivity.

**Our Aspirations**

- Inactivity in deprived areas is addressed, positively impacting on health outcomes.
- Cost does not prevent regular participation in sport and active recreation.
- Sport and active recreation are widely used to give children and young people a healthy start in life.
- The sport and active recreation sector helps more people access quality paid and voluntary employment opportunities.
- People from deprived communities and low income families enjoy the same life experiences as more affluent people.

**Bristol's Key Features and Challenges**

- Educational performance is improving in Bristol but significant variations in levels of education, training and skills remain across the city.
- 52% of pupils achieve 5 or more GCSEs at grade A\* - C (including Maths and English), which is 6% less than the national average.
- 20.2% of people in Bristol aged 16+ have no qualifications, which is 2.3% below the regional and national averages.

**Our Aspirations**

- Educational performance continues to improve.
- Inequalities in educational performance are reduced.
- Sport and physical activity become key drivers to help improve educational attainment and encourage more people back into education.
- The sector is recognised for its contribution to educational improvement and attainment.



# 6 | STRATEGIC CONTEXT

## ALIGNMENT

*The social, political and economic context in which the sport and active recreation sector operates continues to evolve. Our sector is dynamic and versatile and can have a positive impact on a wide range of priority agendas.*



We welcome recognition of this and are committed to improving the ways in which we plan and measure the outcomes of our work to ensure it has maximum impact.

In developing this document we have reviewed the leading strategies and action plans of a wide range of partners at the national through to local level, including:



## MEETING WIDER PRIORITIES

The commonly identified strategic priorities and outcomes which sport and active recreation can positively contribute towards include:

- Making Bristol a better city.
- Health and wellbeing.
- Stronger and safer communities.
- Improving opportunities for children and young people.
- Raising aspiration and achievement.
- A strong and prosperous economy.
- Tackling inequalities and the effects of deprivation.
- Getting and keeping people active.

These have been reflected in the strategy's vision, priorities and aims to ensure that the sport and active recreation sector is well positioned to impact on leading policy areas. We will continue to review new and emerging strategies as they arise and work to ensure continued alignment between this strategy and others.





# 7| INSIGHT – WE LISTENED TO YOU

*The vision and priorities set out in this strategy have been heavily influenced by the views of people living and working in Bristol. These views were gathered through a comprehensive consultation exercise which included:*

- In depth interviews and a visioning day with over 50 leading policy and decision makers and providers of sport and active recreation.
  - Online surveys completed by 328 representatives of sports clubs, education providers, national governing bodies of sport, community organisations and members of the general public.
- The insight gained through this consultation has also been used to inform the action plans that will accompany this strategy. A summary of the key consultation findings are presented in the diagrams set out in this section. Please note that the larger the font size, the more important the issue for Bristol.

## Barriers to Participation



## Motivations and Preferred Places to Participate



## Most Popular Activities



## Priorities for Inclusion in the Strategy





# 8| THE VISION AND PRIORITIES

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Our vision is that by 2018, Bristol will be a successful city of sport and active recreation where people are healthy and motivated to participate for life.



*To achieve this vision, we will work collaboratively across 6 priorities in order to make Bristol:*

**1. A Successful City:**

A city that values and promotes sport and active recreation and is recognised for its successful partnership working, coordinated approach and proud sporting heritage.

**2. An Active City:**

A vibrant, active city where it is easy for everybody to regularly participate in and engage with sport and active recreation through a diverse and appealing range of opportunities.

**3. A City of Opportunity:**

A city where children and young people take up a sporting habit for life, everyone has the opportunity to achieve their full potential and talent is nurtured and celebrated.

**4. A Healthy and Equal City:**

A city that works pro-actively to ensure that those who are most in need have the opportunity to participate in and benefit from sport and active recreation.

**5. A Strong, Skilled City:**

A city where excellent, skilled organisations and individuals from various sectors provide the highest quality sport and active recreation opportunities and experiences for the benefit of all.

**6. An Attractive City:**

A city with a high-quality and strategically-planned facilities infrastructure for sport and active recreation, where places and spaces encourage activity and are accessible and attractive to all.

The section that follows sets out our priorities in more detail. It explains the aims we will be working towards and the specific outcomes we want to achieve.



# A SUCCESSFUL CITY:

*A city that values and promotes sport and active recreation and is recognised for its successful partnership working, coordinated approach and proud sporting heritage.*

We want Bristol to be among the very best cities in Europe. To achieve this we must continue to improve our performance across a range of indicators. Sport and active recreation have important roles to play. We will work collaboratively to ensure that the sector maximises its contribution towards economic growth, improved health and wellbeing, personal empowerment, enhanced skills and attainment, safer and stronger communities and social inclusion. We will engage a wide range of partners and decision makers to ensure that the positive impact of sport and active recreation is universally understood, championed across Bristol and embedded in local strategies and policies.

We want Bristol to be recognised as a successful City of Sport for years to come. We are committed to working together to develop a sport and active recreation infrastructure that rivals the leading sporting cities across the UK. We will do this by ensuring strong strategic leadership and a partnership approach from the grass roots through to professional level. We will actively seek out new partnerships and investment to help grow sport and active recreation across the city.

Bristol is proud to be home to a number of professional sports clubs and major sporting events. We will encourage and support our clubs to be the very best they can be and to use their profile to positively engage and inspire young people. We will also work to secure a wider range of major events that put Bristol firmly on the map as a sporting city and a prime destination to live, work, study, visit and invest.



## Aims

- Establish a strategic group that acts as a driving force for sport and active recreation, guides partners towards the achievement of shared goals and acts as an advocate for the sector.
- Enable effective partnership working across the sector to maximise impact, save resources, prevent duplication and attract investment.
- Support and encourage successful professional sports clubs.
- Attract, host and support major events which raise the profile of sport and active recreation whilst boosting the economy.
- Take steps to ensure the benefits and wider value of sport and active recreation are widely acknowledged, promoted and measured.

## Priority Outcomes

- An increase in the number of sport and active recreation events attracted to and hosted in Bristol.
- An increase in the number of people attending sport and active recreation events and fixtures in Bristol.
- An increase in the annual amount of funding being invested in sport and active recreation in Bristol.
- Sport and active recreation have representation within major strategies and plans and on The Bristol Partnership.





# HOW YOU CAN HELP TO MAKE BRISTOL A SUCCESSFUL CITY:

*Stakeholders wanting to contribute to this priority could:*

- Sign up to being part of the Bristol-wide sub-groups that help to plan and implement coordinated actions across the city under the priorities that your work most closely aligns with.
- Attend the annual networking days held by the Bristol Sports Partnership to share your ideas and experiences.
- Ensure that the Bristol-wide priorities for sport and active recreation are reflected in your strategies, work plans, programmes and projects.
- Develop working links with the city's professional sports clubs and promote their fixtures and development activities.
- Actively support bids for, and the hosting of, sporting events in Bristol.
- Promote sport and active recreation events that are being hosted in Bristol.
- Work in partnership with other organisations across the sector to develop funding applications for sport and active recreation projects and facilities that contribute towards the vision and priorities for Bristol.
- Work in partnership with other organisations to bid for commissions that use sport and active recreation to achieve wider priorities for the city.
- Ensure that the wider impact of sport and active recreation is emphasised within your strategies, plans, internal and external documents.
- Measure the impact that your work has on the wider priorities for the city. You could do this by collecting data from participants, developing outcomes frameworks and preparing case studies to illustrate the impact you are having on economic growth, health and wellbeing, personal empowerment, skills and attainment, safer and stronger communities and/or social inclusion.
- Use local 'champions' to promote the benefits of sport and active recreation. For example, identify local elite performers, talented young sports people and community organisers who can act as role models to encourage and inspire others.





# AN ACTIVE CITY:

*A vibrant, active city where it is easy for everybody to regularly participate in and engage with sport and active recreation through a diverse and appealing offer.*

Sport and active recreation have a positive impact on people’s quality of life. Everybody should be able to participate in sport and active recreation in some form and enjoy the numerous benefits that being active brings. Whether it’s improved health, sporting success, bringing people together, allowing friendships to blossom or increasing people’s pride in their local area, regular participation can have a lasting positive impact on the lives of people and communities in Bristol.

We want sport and active recreation to be key elements of everyday Bristol life and a central part of what makes the city a great place to live, work, study and visit. We know that our participation rates are relatively high in comparison with other similar cities: at 39.6% the proportion of adults participating in 30 minutes of sport at least once

a week is equal highest amongst the Core Cities. However, 43.8% of adults in Bristol are currently inactive and 60.3% indicated they would like to do more. We will therefore focus on ensuring there are a range of affordable, accessible and engaging participation opportunities that respond to local needs in order to drive up and sustain participation rates.

We recognise that there is also work to be done to make more people aware of the wide range of participation opportunities available across Bristol. We must work collaboratively and pro-actively to promote Bristol’s sport and active recreation offer in a consistent and accessible way that focuses on understanding motivations and selling the various benefits of participation to Bristolians.



## Aims

- Increase regular and sustained participation in sport and active recreation across all demographic groups.
- Provide a range of varied and high quality opportunities to participate in sport and active recreation which are equally available to and accessible by all.
- Make it easier for people to build sport and active recreation into their daily lives, continue to participate across key life stages and transitions, and maintain a sporting habit for life.
- Increase awareness of the wide range of participation opportunities on offer across the city.
- Encourage the private and not-for-profit sectors to strengthen the city’s sport and active recreation offer.

## Priority Outcomes

- An increase in the % of adults participating in sport at least once a week and participating in sport or active recreation at least 3 times a week.
- A decrease in the % of adults classified as inactive by Sport England (those with 0 days participation in 30 minutes of moderate intensity sport and active recreation).
- An increase in the % of children and young people participating regularly in sport and active recreation.
- An increase in throughput numbers at sport and leisure facilities in Bristol.
- An increase in the number of National Governing Bodies of Sport (NGBs) prioritising Bristol as an area in which to develop their sport and actively working to do so.





# HOW YOU CAN HELP TO MAKE BRISTOL AN ACTIVE CITY:

*Stakeholders wanting to contribute to this priority could:*

- Consult with your target audience to develop a better understanding of their barriers to participation and find out what would motivate them to participate/participate more often. Consider revising your programmes, activities, opening hours, pricing policies and marketing techniques accordingly.
- Encourage people who are currently inactive to try sport and active recreation.
- Help participants/customers/members track how often they are active and set realistic goals to help them increase their activity levels.
- Promote positive messages early in life so that regular participation in sport and active recreation becomes a normal and lifelong habit for people in Bristol.
- Offer opportunities for families to take part in formal and informal activities together.
- Offer taster sessions and open days to encourage new people to try activities.
- Offer concessions and subsidised activities where possible.
- Create new working relationships with non-traditional partners who have access to your target audience.
- Undertake outreach work to provide activities in less formal/traditional places and spaces.
- Measure the throughput at your facility/activity sessions and set targets to increase this year on year.
- Ensure marketing messages are simple, targeted, accessible and available via appropriate channels.
- Ensure your activities and facilities are listed on local and national websites that promote sport and active recreation across the city.
- Signpost people to suitable sport and active recreation participation opportunities across the city.
- Work with the City Council and Wesport to prepare formal plans for your NGB to further develop your sport in Bristol.





# A CITY OF OPPORTUNITY:

*A city where children and young people take up a sporting habit for life, everyone has the opportunity to achieve their full potential and talent is nurtured and celebrated.*

Participation in sport and active recreation in childhood is the foundation for an active and healthy lifestyle. We want to get more young people in Bristol participating regularly in sport and active recreation. To do this we must improve the quality of Physical Education (PE) and school sport delivery, make the transition from school to community sport easier, continue to improve Bristol’s thriving college and university sports scene and support talented athletes to achieve their full potential. From first experiences through to elite performance, we want Bristolians to aspire to be the best that they can be through sport and active recreation.

The quality of sport and active recreation opportunities at schools varies widely and pathways from school into community sport are not what they could be. We will work

collaboratively to address this by encouraging the delivery of consistent, best-practice PE and school sport, a better range of extra-curricular activities and events, and stronger links with Bristol’s flourishing sports clubs and activity providers.

Bristol has a large and expanding student population. Whilst there is already a thriving student sports scene in Bristol, we must ensure access to a wider range of participation opportunities that engage and encourage more students to lead active lifestyles and regularly participate in sport and active recreation.

We will work pro-actively across the city to ensure our talented athletes can reach their full sporting potential. We are committed to working together to put the pathways and structures in place to make sure that talent is recognised and nurtured from an early age.



## Aims

- Offer children and young people positive experiences in sport and active recreation and a healthy start in life through access to top quality coaching, PE and school sport, and a thriving college and university sports scene.
- Establish strong links between clubs, activity providers, schools, colleges and universities to enable smooth transitions during and post education.
- Develop seamless pathways between community and professional/elite sport allowing people to participate at their chosen level and reach their full potential.
- Identify, nurture, celebrate and showcase talent to enhance Bristol’s reputation as a successful City of Sport and inspire future generations.

## Priority Outcomes

- An increase in the % of children and young people participating regularly in sport and active recreation.
- An increase in levels of participation in extra-curricular sport and active recreation at educational sites in Bristol.
- An increase in the number of primary and secondary schools with a formal link to a community sports club in place.
- An increase in the number of young people in Bristol who take part in organised sport and active recreation within a community setting.
- An increase in the number of children and young people from Bristol on NGB talent pathways.





# HOW YOU CAN HELP TO MAKE BRISTOL A CITY OF OPPORTUNITY:

*Stakeholders wanting to contribute to this priority could:*

- Put in place mechanisms to measure participation in sport and active recreation by children and young people inside and outside of the education system.
- Encourage formal and informal participation in sport and active recreation as early in life as possible.
- Develop and formalise links between your school, college or university and accredited local sports clubs, coaches and facility operators to maximise the opportunities available to your students.
- Establish links with schools, colleges and universities in Bristol and offer viable on-site and off-site exit routes for pupils and students into your clubs and activity programmes.
- Approach schools, colleges and universities in Bristol to offer access to your facilities, qualified DBS checked sports coaches and other appropriate services.
- Develop a programme of inter and intra school/college/university sports activities and events.
- Put in place mechanisms to formally identify and support talented athletes from an early age and signpost them into appropriate local development pathways.

- Signpost students to sport and active recreation participation opportunities across the city which best suit their interests, motivations and abilities.
- Offer free or subsidised access to your sports facilities for talented athletes.
- Develop bursaries/grants to help support talented athletes.
- Hold events to showcase and celebrate the achievements of talented sports people in Bristol.





# A HEALTHY AND EQUAL CITY:

*A city that works pro-actively to ensure that those who are most in need have the opportunity to participate in and benefit from sport and active recreation.*

Bristol is a large, vibrant and increasingly diverse city with a relatively prosperous, active and healthy population. However, this global view masks the problems associated with severe deprivation and health inequalities that affect particular communities in specific geographical areas across the city.

A quarter of Bristolians live in the top 20% most deprived areas of England. Residents living in deprived areas do not have the same opportunities and life chances as those in more affluent areas of the city. They are also more likely to be inactive and experience poor health. We want to change this. We will do this by ensuring that disadvantaged people have access to appropriate local participation opportunities. These will be delivered in the right place, at the right time and in the right style to meet the particular needs of disadvantaged Bristolians.

We know that regular participation in sport and active recreation is good for people’s general health and wellbeing. Increasing life expectancy and reducing incidence of cancer, cardio-vascular disease, diabetes, respiratory problems, mental health problems, dementia and obesity are all recognised city-wide health priorities in Bristol that can be positively impacted upon by regular participation in sport and active recreation. However, almost half of Bristol’s adults are inactive. Women, people aged 55+, residents from Black, Asian and Minority Ethnic Groups, people with a life long limiting illness/disability and people from lower socio-economic groups are more likely to be inactive and the most in need of positive intervention. We consider these to be priority groups.

We must work collaboratively and through intensive and targeted interventions with those in most need to achieve a healthy, equal city.



## Aims

- Understand the motivations of priority groups and deliver programmes that build on these to overcome the barriers to participation.
- Achieve a reduction in the level of inactivity by increasing participation and retention rates amongst priority groups.
- Embed sport and active recreation as central components of health promotion, management and rehabilitation programmes/interventions to tackle priority health concerns.
- Use sport and active recreation programmes to empower people living in Bristol’s disadvantaged communities to positively change their lives and achieve wider social outcomes.
- Ensure disability sport is thriving and high profile.

## Priority Outcomes

- An annual increase in leisure centre throughput/ membership by priority groups and under 5’s.
- An annual decrease in the % of inactive people from priority groups.
- An annual increase in the % of people from priority groups participating in 1 x 30 minutes (sport) and 3 x 30 minutes (sport and active recreation) per week.
- An annual increase in the number of people engaged in programmes using sport and active recreation to specifically improve health and social outcomes.
- An annual increase in the number of quality-assured clubs and activities that support disability sport.





# HOW YOU CAN HELP TO MAKE BRISTOL A HEALTHY AND EQUAL CITY:

*Stakeholders wanting to contribute to this priority could:*

- Consult with the target group(s) you want to work with to develop a better understanding of their barriers to participation and what would motivate them to participate/participate more often. You should ensure that your service and activity offer, programme, dress code, pricing policy and the approach of your staff responds to these barriers and motivations.
- Be aware of, and signpost people to, the wide range of activities/facilities across the city.
- Where gaps in provision exist, offer formal and informal outreach activities and taster sessions in popular venues at the heart of local communities such as community centres, youth clubs, parks, places of worship, day centres etc.
- Offer concessions and subsidised activities where cost is known to be a barrier to participation.
- Capture appropriate membership/usage data to help you record participation/throughput by priority groups and set targets to pro-actively increase them year on year.
- Work with partners from health, social care, youth services and/or other relevant sectors/services to provide a joined up offer for target groups which includes sport and active recreation.
- Ensure you have Child Protection Policies, Vulnerable Adults Policies and Equalities Policies in place.
- Ensure your workforce is appropriately trained to meet the needs of target groups.
- Ensure your organisation, facilities, activities and workforce are as inclusive as possible and pro-actively seek to engage with disabled people and other priority groups.
- Measure the impact of your project(s) on the health of participants, for example by helping them to track their weight / BMI, blood pressure, resting heart rate, balance, strength, sense of well-being, use of medication etc over a set period and record their progress.
- Develop ways of measuring the impact of your projects on wider social outcomes.
- Use appropriate images, messages and different types of media to promote your work to maximise its appeal to your target audience.





# A STRONG, SKILLED CITY:

*A city where excellent, skilled organisations and individuals from various sectors provide the highest quality sport and active recreation opportunities and experiences for the benefit of all.*



Making sport and active recreation happen at the city wide and local level requires the input of a strong network of skilled people and organisations. For our vision to become reality we must not only ensure that the right mix of activities are being provided but that they are being provided by the right people, with the right skills, in the right way to meet the needs of Bristol's diverse communities.

The sport and active recreation industry includes a large network of organisations across the public, private and not-for-profit sectors. The industry's workforce plays an essential role in supporting participation opportunities, events and talent development across the city. It can also help to inspire others to improve their own attainment, skills and employability through a variety of training opportunities and exciting and rewarding roles.

Bristol is home to hundreds of voluntary sports clubs and teams who provide a vital range of recreational and competitive opportunities across the city. Many of our clubs are age and/or ability specific and relatively few have achieved accreditations to prove their high quality standards. Clubs themselves have identified a desire to boost their membership bases, increase volunteer numbers and improve the skills of their workforces. We will work closely with clubs across Bristol to drive up standards and increase their capacity to deliver the highest quality participation and competitive opportunities.

Increasing the number of sports volunteers and apprentices in Bristol, strengthening our sports clubs and ensuring the sector is equipped and supported to meet the needs of our diverse communities are central to our vision of becoming a strong and skilled city.

## Aims

- Ensure the sector's paid and volunteer workforce is motivated, trained and skilled at meeting local needs, and its contribution is recognised and celebrated.
- Put in place a network of high quality clubs and hubs that provide opportunities for people of all ages and abilities.
- Ensure that clubs, voluntary and community groups have a strong, supported volunteer workforce and thriving membership bases.
- Use the pull of sport and active recreation to drive educational attainment, skills acquisition and employment across the city.
- Encourage talented coaches and officials to excel and reach their full potential.

## Priority Outcomes

- An annual increase in the % of people volunteering to support sport and active recreation.
- An increase in the number of clubs who have achieved quality accreditations.
- An increase in the number of clubs that cater for people of all ages and abilities.
- An increase in the number of people completing qualifications and training in sport and active recreation.
- Mechanisms are in place to support and recognise the achievement of the sector's workforce.
- The sector's contribution to the city's economy is known and recognised.





# HOW YOU CAN HELP TO MAKE BRISTOL A STRONG, SKILLED CITY...

*Stakeholders wanting to contribute to this priority could:*

- Work across your organisation to prepare and implement a development plan that establishes your aspirations over the next 3/5 years, what you need to do to achieve them and who will be responsible for ensuring they happen.
- Establish links with schools, colleges and universities in Bristol and offer on-site (e.g. satellite club) and off-site club activities designed to recruit new members.
- Offer and promote formal volunteering and apprenticeship opportunities through sport and active recreation.
- Work with partners to develop and implement projects/schemes that are designed to use sport and active recreation as a hook to support the achievement of educational goals.
- Use sport and active recreation to provide informal learning opportunities that support the development of social skills and increase employability.
- Encourage individuals to enhance their skills and qualifications through sector based training courses such as sports leadership, coaching and officiating awards.
- Put in place formal processes/ mechanisms to ensure volunteers are supported, for example by assigning all volunteers a mentor to offer support and guidance where necessary.
- Expand the reach of your club to offer teams across all age and ability groups where the need exists. You could consider merging with other clubs to help you achieve this.
- Achieve quality accreditations for your organisation (for example Clubmark) and use these as a promotional tool to help you attract more members by celebrating the quality of your club's offer.
- Celebrate the achievements of your coaches, officials and volunteers through awards evenings/presentations/ newsletters etc.
- Ensure your club/organisation is listed on local websites that promote sport and active recreation across the city.
- Measure the economic impact of your volunteers, facilities and events.





# AN ATTRACTIVE CITY:

*A city with a high-quality and strategically-planned facilities infrastructure for sport and active recreation, where places and spaces encourage activity and are accessible and attractive to all.*

Bristol's status as an active and successful sporting city depends on the existence of a network of high quality places and spaces that make it easy for people to be active and attract visitors to the city for sporting events. To achieve this we will focus on creating a world class infrastructure for sport and active recreation by maximising our natural landscape and existing built resources, encouraging the development of new facilities (where required) and improving the participant experience.

Bristol already boasts some excellent sports facilities that meet the needs of people at a range of different levels, such as Hengrove Park Leisure Centre, The County Ground and Coombe Dingle Sports Complex. We know that 60% of Bristolians are happy with local leisure facilities / services. We will work hard at the local level to continue

to drive up satisfaction with and improve access to the essential facilities that support grass roots sport and active recreation. We know that there are a number of high quality sports facilities at educational sites across Bristol that are currently inaccessible to the community. We will work with local partners to unlock these valuable resources for the benefit of all.

With the aspiration to deliver a major events arena for the city and planned developments at Bristol City Football Club and Bristol Rovers Football Club, the future looks bright. We will harness the opportunities and enthusiasm generated by these major developments to secure long term benefits for our communities.



## Aims

- Provide a good range of strategically planned, high quality, welcoming and accessible places and spaces, making it easy for people to participate in sport and active recreation.
- Ensure land use for sport and active recreation is encouraged, protected and sustainable, recognised in planning policies and benefits from development contributions.
- Actively encourage investment in the sport and active recreation infrastructure from the private and not-for-profit sectors.
- Ensure a comprehensive facilities infrastructure is in place to cater for the needs of athletes and enable the hosting of major sporting events and competitions.
- Provide a network of safe walking and cycling routes which encourage people to incorporate active travel and active recreation into their everyday lives.

## Priority Outcomes

- The new Built Sports Facilities and Playing Pitch Strategies for Bristol are successfully delivered.
- An increase in the % of people who are satisfied with leisure facilities / services.
- An increase in the number of quality accredited facilities for sport and active recreation in Bristol.
- Increased funding for sport and active recreation facilities in Bristol through the Community Infrastructure Levy and other planning gains.
- An annual increase in investment in sport and active recreation facilities in Bristol.
- The walking and cycling strategies for Bristol are successfully implemented.





# HOW YOU CAN HELP TO MAKE BRISTOL AN ATTRACTIVE CITY...

*Stakeholders wanting to contribute to this priority could:*

- Ensure that your plans to improve and develop new/existing sport and active recreation facilities are aligned with the priorities set out in the Sports Facilities Strategy, the Playing Pitch Strategy and the priorities set out in this strategy.
- Work in partnership with the Bristol City Council Planning Team to ensure that any new/improved sport and active recreation facilities are aligned with the policies set out in The Bristol Local Plan.
- Ensure that plans to get people walking and cycling across the city are aligned with the Walking Strategy and Cycling Strategy for Bristol.
- Make secure cycle storage and shower facilities available at your facilities.
- Put in place mechanisms by which you regularly consult with your existing users, target non-users and put in place actions to improve customer satisfaction and usage of your facilities.
- Achieve nationally recognised quality accreditations for your facilities for example by obtaining Quest or IFI accreditation.
- Open up your sports facilities for wider community use, for example through use by clubs, leagues, teams, educational organisations, community groups and/or members of the general public.
- Put in place Community Use Agreements with partner organisations wishing to use your facilities.
- Work in partnership to widen access to community facilities for sport and active recreation.
- Ensure your facility details are recorded correctly on national databases and local/regional websites that promote sport and active recreation.
- Register your organisation's interest in and ability to support/host major sporting events and competitions, including use of your sporting and ancillary facilities/ services to Bristol City Council.
- Invest in sport and active recreation facilities in Bristol to help meet strategic and local needs and drive sport/leisure related tourism.
- Enable facility development through planning development agreements.
- Put in place plans to minimise your facility's negative impact on the local environment.





## 9. IMPLEMENTING THE STRATEGY

***We are committed to achieving our shared vision for sport and active recreation in Bristol. To successfully implement Bristol: Sport4Life it is essential that this document is owned by partners across the city. We will achieve this through the following mechanisms...***

### The Sports Commission

The Mayor of Bristol is establishing a time-limited Sports Commission for the city which will be advised by a panel of experts from across the sport and active recreation sector. The Commission will oversee the transition to the delivery of this strategy by putting the necessary governance arrangements in place to develop a city-wide action plan for sport and active recreation. Once this work is done the Commission will be replaced by the Bristol Sports Partnership.

### A Strategic Group for Sport and Active Recreation – Bristol Sports Partnership

The Bristol Sports Partnership will be independently chaired, formally established through terms of reference and will meet regularly. The Sports Partnership will be responsible for guiding all work associated with the implementation of this strategy and its associated action plans as well as linking into other partnerships and decision making groups across the city.

### Priority Sub-Groups

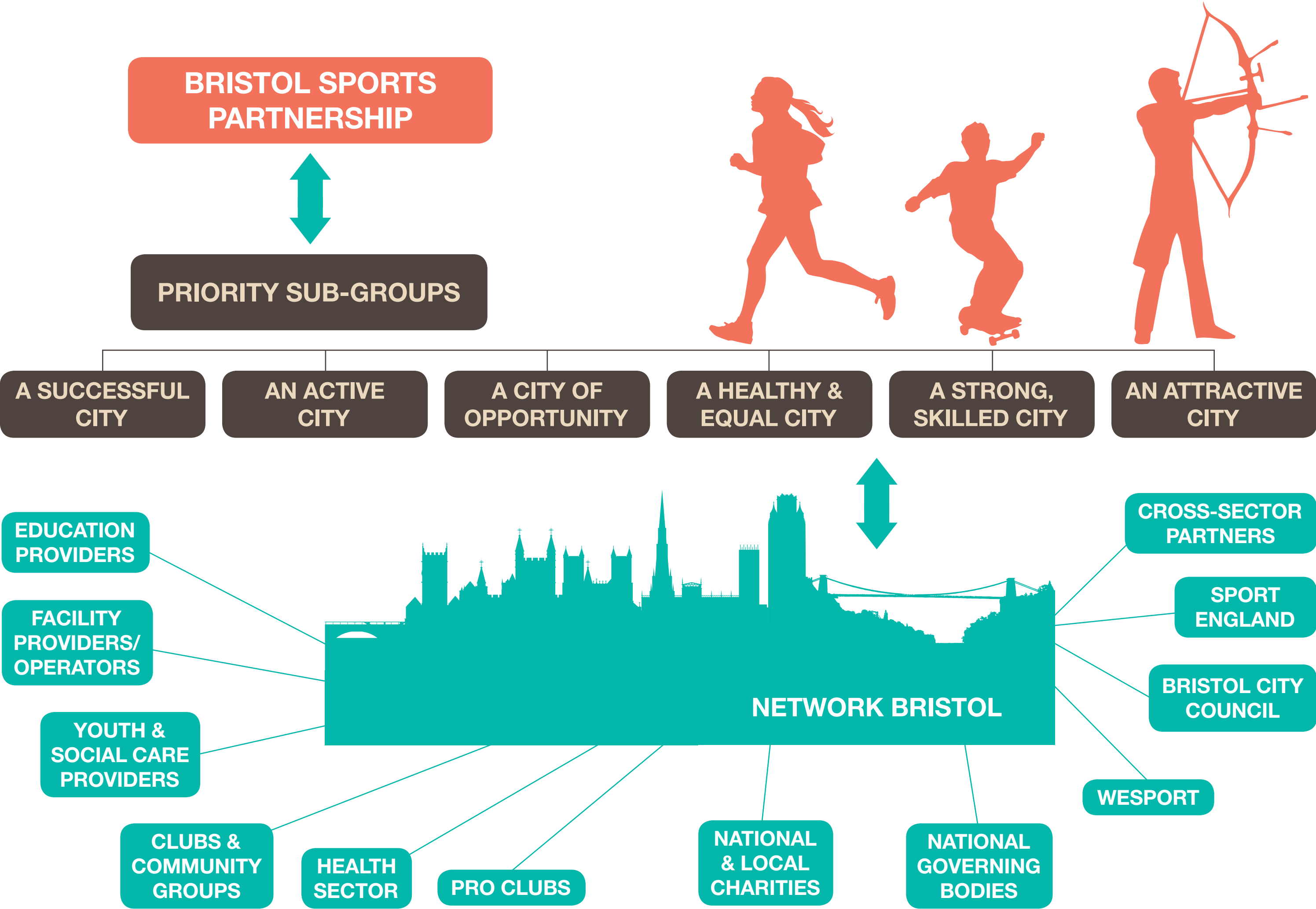
Delivery against our 6 strategic priorities will be led by a range of sub-groups. Sub-groups will be chaired by a member of the Bristol Sports Partnership and will be made up of key individuals with a keen interest in the priority in question. Each group will prepare and be responsible for implementing its own section of the annual action plan. They will report back to the Bristol Sports Partnership on a bi-annual basis to allow us to closely monitor progress made against each strategic priority.

### Network Bristol – Annual Event

Bristol has an impressive array of organisations who are directly and indirectly concerned with sport and active recreation across the city. Every organisation in Bristol can play a part in helping us to achieve the vision and priorities of this strategy and we are keen to develop and maintain an effective dialogue with all those involved. To achieve this we will bring together this network through an annual event. The event will remind partners of the strategic vision and priorities, highlight progress made, celebrate key successes and identify areas for improvement. The event will also serve as a forum for key partners from across the sector in Bristol to keep in contact, discuss key issues and share ideas and best practice.









## 10| MEASURING OUR SUCCESS

*We are committed to measuring the success of the strategy on an ongoing basis.*

We will produce an annual action plan that sets out benchmarks, defines success measures and monitors the progress we make against each strategic priority and relevant outcomes. We will use national, regional and local data sets and other relevant research and consultation tools to help evidence our impact. We will encourage local partners to share their individual achievements against the strategy's priorities with us so that we can record and report back on these too.

The Bristol Sports Partnership will receive bi-annual progress reports from each of the priority sub-groups. It will use these reports to produce and publish an annual review of progress and will share the findings of this at the annual Network Bristol event.





# 11| GET INVOLVED!

*The success of this strategy relies on a joint, concerted and sustained effort to ensure Bristol is a successful city of sport and active recreation where people are healthy and motivated to participate for life.*

The strategy is designed for use by all key stakeholders with an interest in sport and active recreation in Bristol. It will be brought to life not only by the Bristol Sports Partnership and its sub-groups but by the actions of the numerous clubs, schools, colleges, universities, community groups, officials, facility operators, teachers, charities, volunteers and all other partner organisations across the city and beyond that make up Network Bristol.

Throughout this document we have identified the many ways that partners can help to deliver the vision and priorities of Bristol Sport4Life. These range from getting involved in the Bristol Sports Partnership and its sub-groups through to attendance at Network Bristol events and implementing some of the suggestions set out in the 'how you can help' areas in section 8. We encourage all partners to use this document as a reference point and a guiding framework from which to develop, refine and check and challenge their own work and build new partnerships.

**We invite you all to get involved in helping more Bristolians take up sport for life.**

We have strong foundations on which to build. Bristol already boasts some top class facilities, offers some excellent participation opportunities and benefits from the skills, expertise and hard work of a wide range of organisations and individuals. However, there is always room for improvement. Following the inspiration offered by the 2012 Olympic Games and Paralympic Games across the UK, there is no time like the present to build on our strengths, address our weaknesses and work together to make Bristol one of the leading cities for sport and active recreation.

When we are successful, Bristol will be renowned as a sporting city with a more active, healthy and happy population. Join with us and be part of the journey...

## Contact Us

If you would like to be involved in the implementation of **Bristol: Sport4Life**, receive further information about the strategy or have any questions about sport and active recreation in Bristol please contact [sport@bristol.gov.uk](mailto:sport@bristol.gov.uk)



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**We invite you all to get involved in helping more Bristolians take up sport for life.**



# ACKNOWLEDGEMENTS

*The partners and stakeholders who contributed to the development of this strategy include:*

- Access Sport
  - Active Bristol
  - ALM
  - Bath & North East Somerset Council
  - Bristol & South Gloucestershire Union of Disability Sports
  - Bristol City Community Trust
  - Bristol City Council
  - Bristol City Football Club
  - Bristol Rovers Football Club
  - Bristol Rovers Community Trust
  - Bristol Rugby Club
  - Bristol Rugby Community Foundation
  - Bristol Sport Ltd
  - Bristol Youth Links
  - City of Bristol College
  - Colleges
  - Community Sports Clubs and Organisations
  - Gloucestershire County Cricket Club
- South Gloucestershire & Stroud College
  - National Governing Bodies of Sport (NGBs) and representative County Organisations
  - NHS Bristol
  - North Somerset Council
  - Parkwood Leisure
  - Quartet Community Foundation
  - Schools and Academies
  - SLM Ltd
  - South Bristol Sports Trust
  - South Gloucestershire Council
  - Sport England
  - Sports Facility Providers
  - Street Games
  - University of Bristol
  - University of the West of England (UWE)
  - Wesport
  - 2nd Chance Project

# GLOSSARY

*CORE CITIES are the economically most important cities in England outside of London.*

## The 8 core cities are:

- Birmingham
- Bristol
- Leeds
- Liverpool
- Manchester
- Newcastle
- Nottingham
- Sheffield



This strategy was researched and prepared by **Continuum Sport and Leisure Ltd.**