

Appendix B

Summary of all consultation work carried out for the Sport and Physical activity strategy

Background

The new draft Sport and Physical Activity Strategy for the city has been developed with consultants SLC and key stakeholders in Bristol. As part of this initial draft a consultation was carried out with all key partners in the city and the respective National Governing Bodies (NGBs) of sport. This included workshops to discuss the vision, theme's and actions for the strategy.

Bristol City Council, supported by Sport England, commissioned the Sport, Leisure and Culture consultancy company in July 2019. It was asked to engage with key players in the city and produce an updated strategy document to reflect the current position, new local and national agendas and the contemporary views of key partners.

This strategy has been produced based upon the work carried out by SLC and input from key stakeholders. Its focus is to provide clear direction to all partners in Bristol and its surrounding areas so that together they can maximise the use of existing facilities and plan and deliver the range of sport, health provision and leisure facilities that Bristol requires. The Strategy work builds upon data from the Physical Activity Needs assessment.

Physical Activity Needs assessment

To inform the strategy a physical activity needs assessment was undertaken between April and July 2019. The needs assessment was compiled by encompassing:

- The international, national and local policy.
- Quantitative data from sources such as the local quality of life survey, the active lives survey, joint strategic needs assessment data profile and CMO guidelines for physical activity levels.
- Data was gathered through existing feedback and research as well as gathering qualitative data from local people through focus groups and a survey using Bristol City Council's Citizens Panel.
- This intelligence was combined and analysed to offer an overview of physical activity in Bristol and recommendations for improvements.

The physical Activity needs assessment highlighted ten recommendations including:

1. ACTIVE TRANSPORT

Partner with internal council transport colleagues as well as external transport and active travel organisations to strengthen links between physical activity, sport, health and transport to ensure

cohesive systems across these. Work together to achieve common aims such as active travel plans for schools, workplaces and sporting events ensuring engagement of local target populations.

2. CAMPAIGNS AND RESOURCES

Link in with national level campaigns and advertise and promote trusted sources of information on physical activity ensuring these are accessible to and reach local target population.

3. CHILDREN

Through the Healthy Schools work and other interventions, target children and young people, especially women and girls of secondary school age within relevant local target populations.

4. COMMUNITY EMPOWERMENT

Use community empowerment approaches and co-production of solutions in line with Asset Based Community Development ABCD to agree projects and improvements to physical activity access with local target populations.

5. DATA

Continue with regular population surveillance of physical activity and sedentary behaviour. Strengthen data collection and evaluation of uptake of physical activity offers by target populations. Consider facilities and locations which may be used for physical activity and investigate possibilities to monitor uptake of use of parks, pavements, cycle routes and all green, grey and blue outdoor areas as well as leisure centres and sports pitches.

6. LEADERSHIP

Identify a senior level physical activity champion who is responsible for developing and implementing local strategies, policies and plans.

7. POLICY and STRATEGY

Use this needs assessment and recommendations as a foundation for a physical activity strategy for Bristol which links in with other appropriate strategies such as transport, cycling and walking strategies.

8. PROFESSIONAL PARTNERSHIPS

Work across disciplines and organisation including healthcare, Public Health, Sport and Leisure, transport, planning, academic, education and business sectors to share information, best practice and resources.

9. RESEARCH AND GUIDANCE

With support from academic partners, monitor the latest research and guidance on physical activity from trusted sources such as Public Health England, Sport England and NICE and revise approaches as new evidence emerges.

10. TECHNOLOGY

Explore the use of and engage with developments in digital technologies to aid behaviour change and data collection for the local population.

Public consultation- October 2019 to November 2019

A full public consultation was undertaken following the completion of the draft strategy document, supporting evidence base and action plans. An equality impact assessment (EqIA) has been ongoing throughout the strategy development and this was used to inform the design and distribution of the public consultation. The aim was to try to ensure we received feedback from all parts of the Bristol population and relevant user groups. The public consultation had the following features:

- Online survey designed so people could comment on the objectives most relevant to them, without having to complete pages of information.
- Online survey publicised extensively through council and partner communication channels.
- Six week consultation period designed to ensure maximum opportunity for third sector organisations and individual members of the public to respond.

Public consultation summary of findings

A total of 84 completed responses were received with varying levels of comment attached to each objective.

A table to show the responses to the agreement with the strategy vision

Total responses	84
Strongly agree	56
Agree	18
Neither agree nor disagree	3
Disagree	3
Strongly disagree	2
Not answered	2

Out of a total of 84 respondents, 74 either strongly agreed or agreed with the vision for the strategy.

For each key theme, respondents were asked to select which of the identified objectives was the highest priority, the table below highlights the top objective selected.

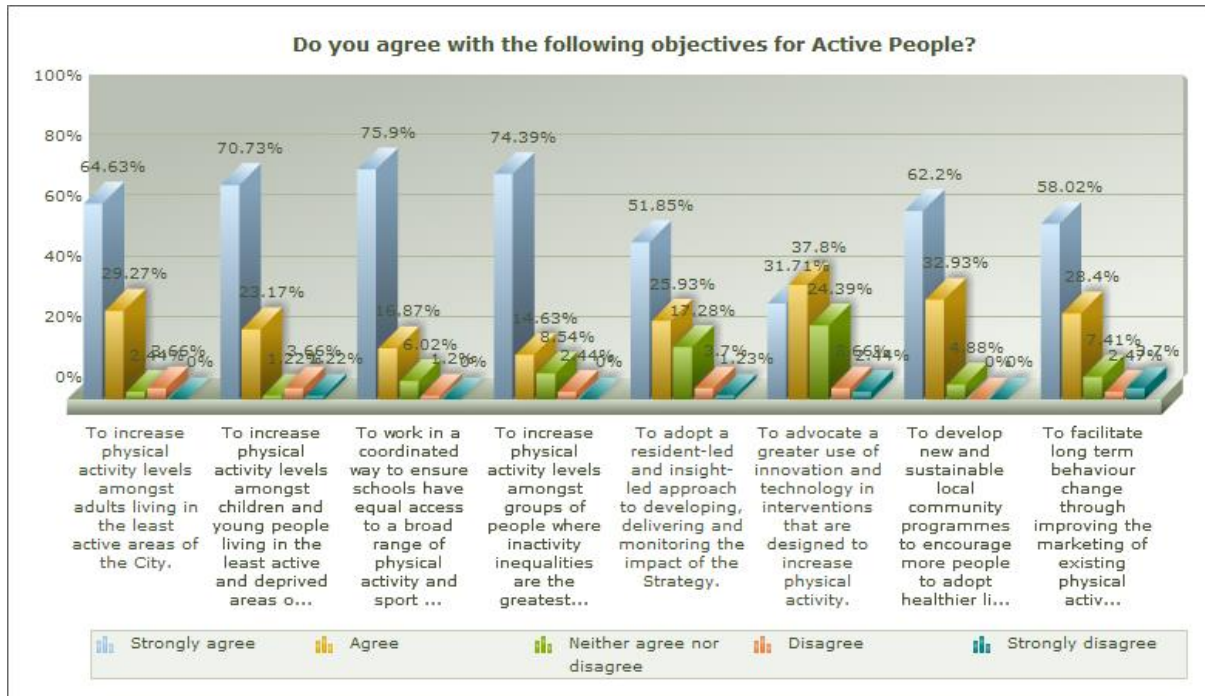
A table to show responses on the priority objectives for each theme

Strategy theme	Priority Objective
Active Partnerships	To work in a coordinated way to ensure schools have equal access to a broad range of physical activity and sport opportunities for their students
Active People	To increase physical activity levels amongst children and young people living in the least active and deprived areas of

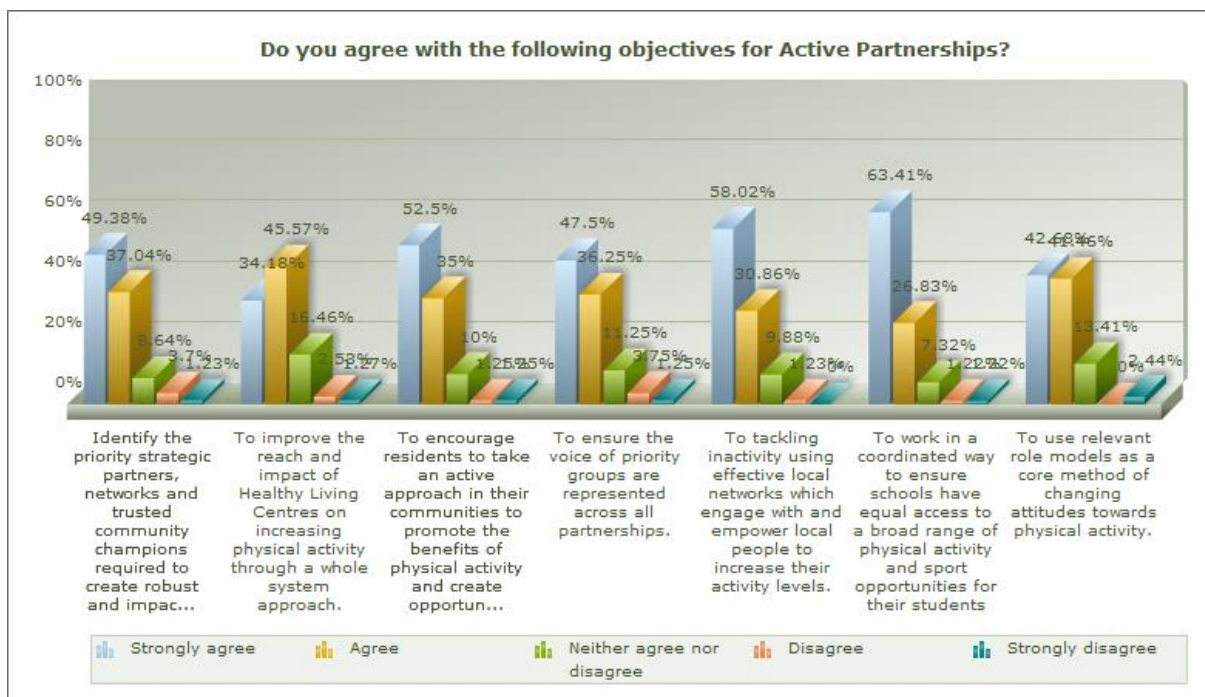
	the city
Active Environments	To increase physical activity in all parks and open spaces
Active Places	To ensure leisure facilities are sustainable, efficient and effective at increasing participation by inactive people in the least active areas of the city.

Agreement with the objectives is shown in the charts below:

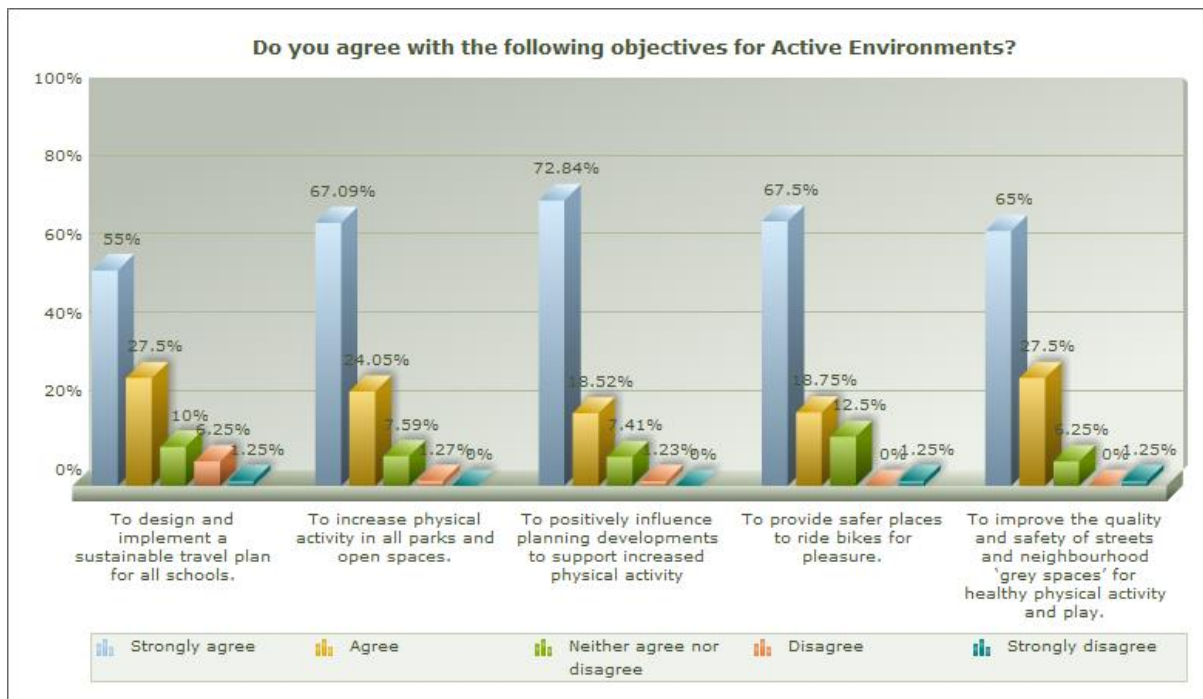
Active People:



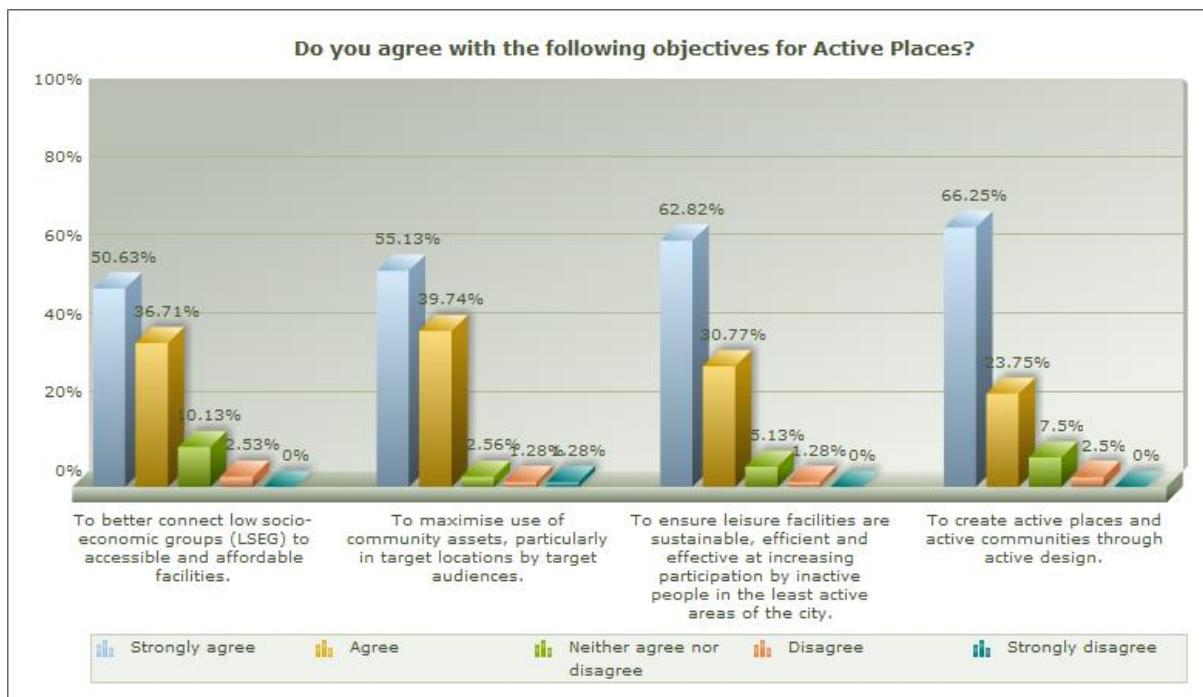
Active Partnerships



Active Environments



Active Places



Public consultation outcome

Responses from the public consultation do not significantly affect the proposals themes, objectives or actions identified in the draft strategy. The feedback raised as part of the consultation will be addressed, where necessary, through clearer reference in some instances and clarity around some of the language used.

The overall direction of the strategy remains unchanged. As a result of public consultation the narrative in some parts of the document has been amended to reflect feedback.

