



Hugh White, Director of Sport & Culture Nottingham City Council



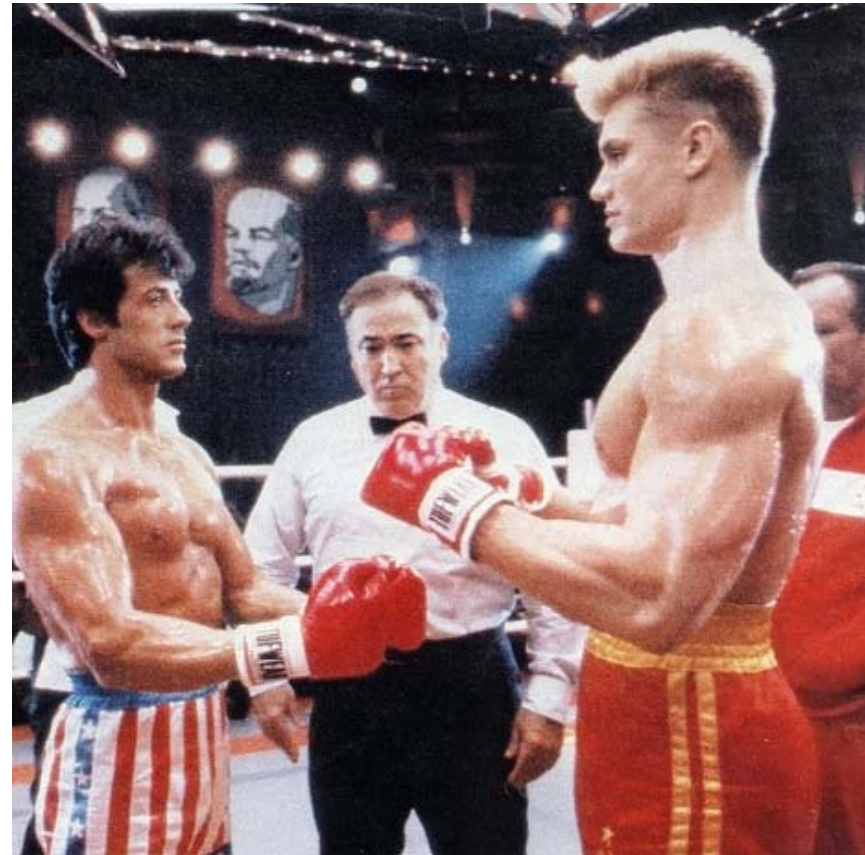
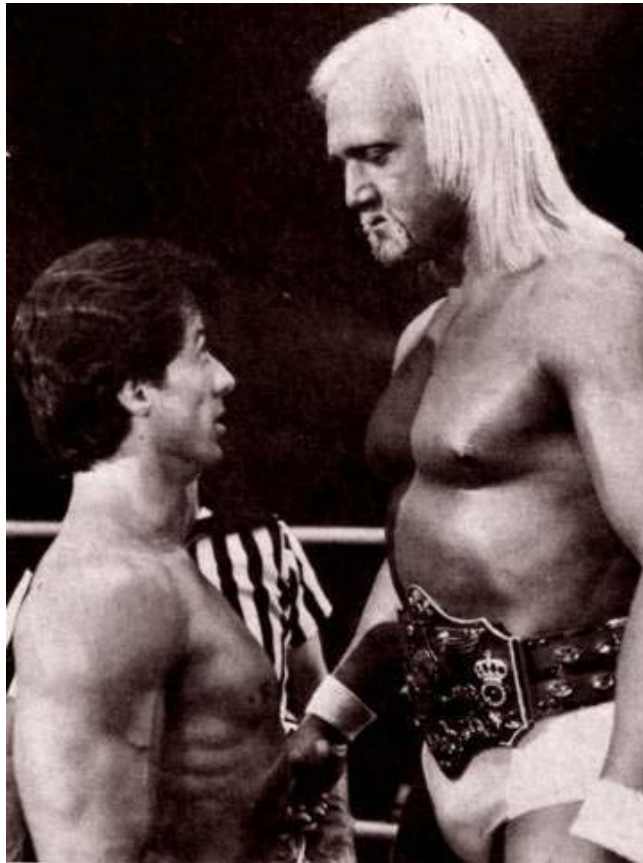
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Welcome to Nottingham

- The City**
- The Landscape**
- A Reflective Journey**
- The Approach**
- The Challenge**

Nottingham

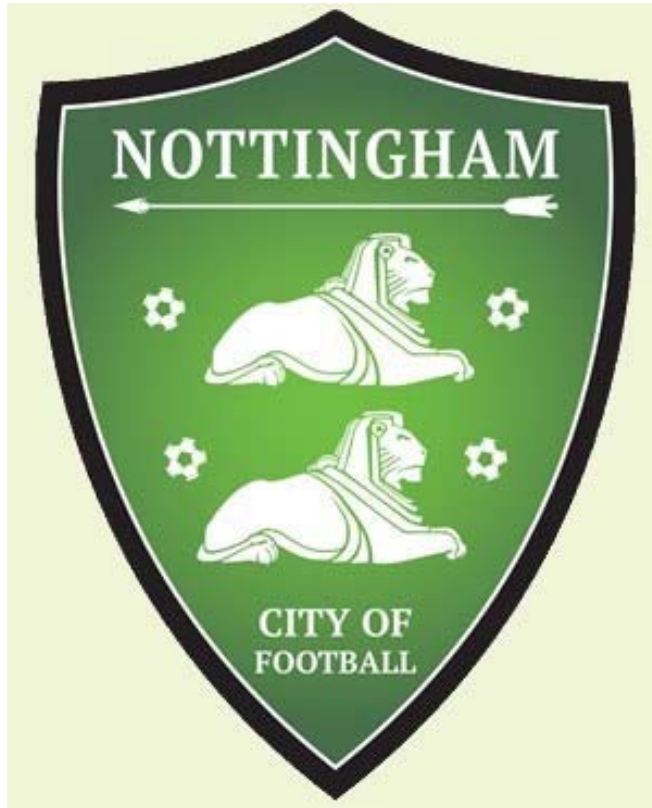
....a city that punches above its weight?



Nottingham



Nottingham



ONE DAY IN NOTTS IS NEVER ENOUGH

NOTTINGHAM IS THE #HOME OF SPORT 2015

WE WON!

IMAGE COURTESY OF GETTY IMAGES


177 YEARS OF TEST CRICKET. 153 YEARS OF PROFESSIONAL FOOTBALL. 2 EUROPEAN CUPS. 1 HOME OF SPORT
IN NOTTS WE LOVE YOU FOR VOTING US ENGLAND'S HOME OF SPORT!

The advertisement features a man in a white shirt with his hands clasped in front of his face, looking surprised. The background is a blurred stadium. The text is in various colors and fonts, including a red ribbon graphic with the hashtag #HOME OF SPORT 2015.

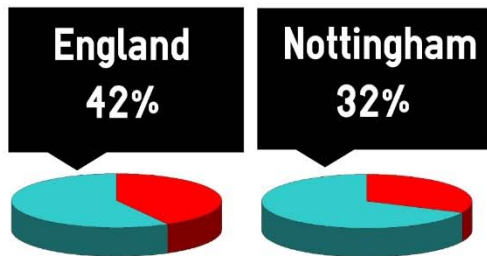
NOTTINGHAM CITY OF LITERATURE

The advertisement shows a collage of images related to literature. On the left, a group of people are sitting on the ground in a public square, reading books. In the center, there is a circular logo with a blue background and a white book icon. On the right, there is a photograph of a library interior with tall bookshelves and a painting on the wall. Below the library photo, a group of people is standing in front of a poster for a poetry event.


Nottingham's Population




1 in 8 of our population
 are students¹



Population aged **45**
years and above

50%
 of our population
 is under **30**
 years old
 


Source of data: Census 2011 unless otherwise indicated
 1. 15% full time students aged 18 and over


7.8% of households
 

 have no members who speak
 English as a main language



12.7%
 of our city
 population
 moved to the UK
 since 2001

18% have a
 long-term activity
 limiting illness or disability
 

35%
 of our population are
 from Black and Minority
 Ethnic Groups
 

2. Source ONS Mid Year Estimates 2014

314,300 people²

Over **2 in 5**
 households
 do not have
 

 access to a car

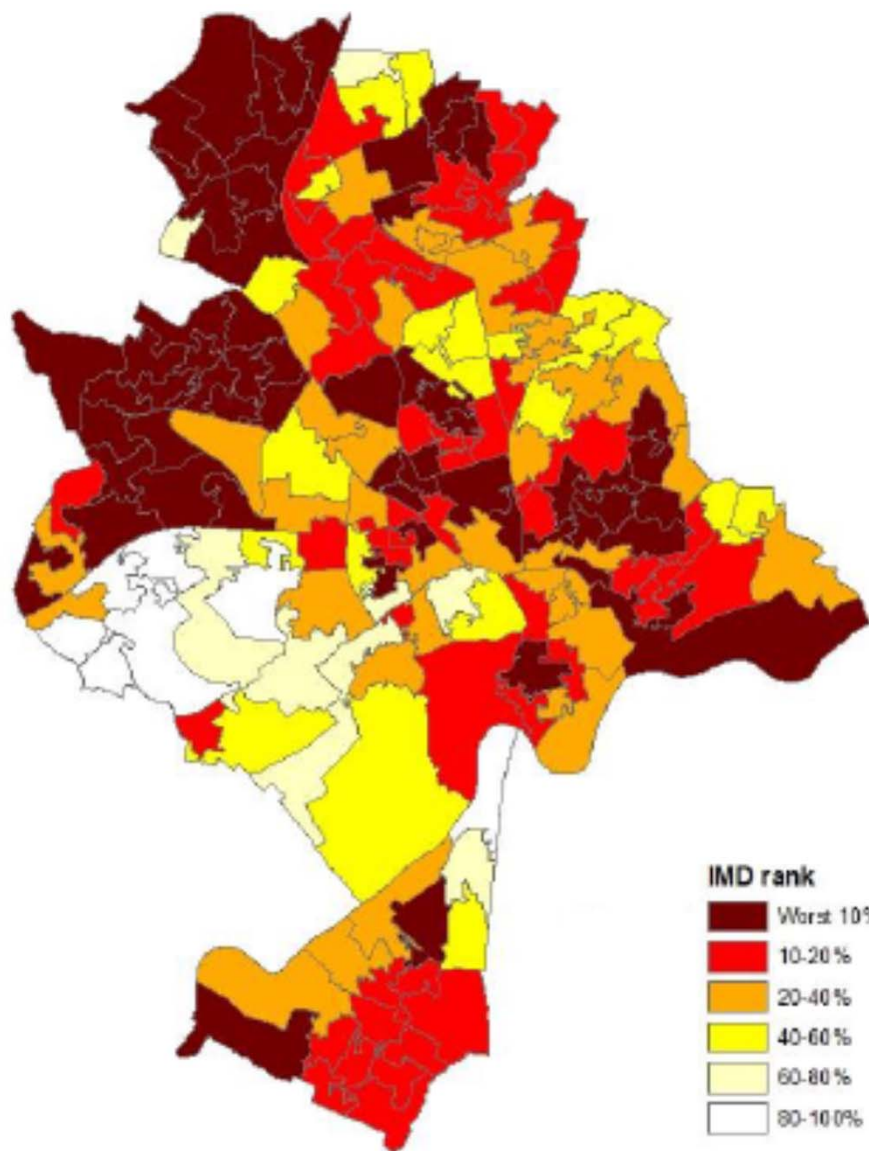


 Highest level of bus
 use per head
 outside of London

13th
 highest
 unemployment rate
 in the country³


3. Source Department of Work and Pensions 2015

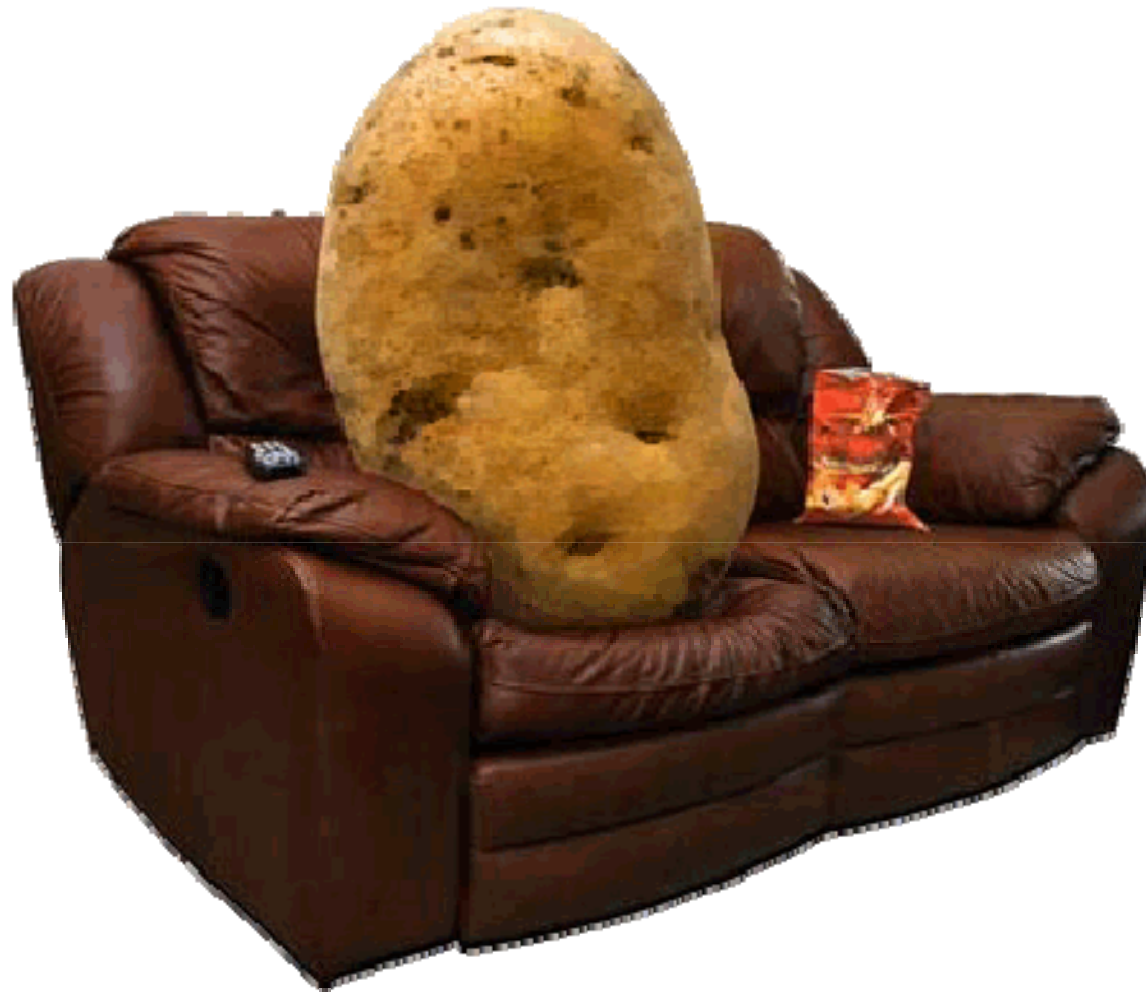
Nottingham's Indices of Deprivation



- Nottingham ranks 8th out of 326 districts
- 61 of the 182 super output areas fall amongst the 10th most deprived in the country



Nottingham's Health



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Nottingham's Health



21.7% (70,000) adults are obese

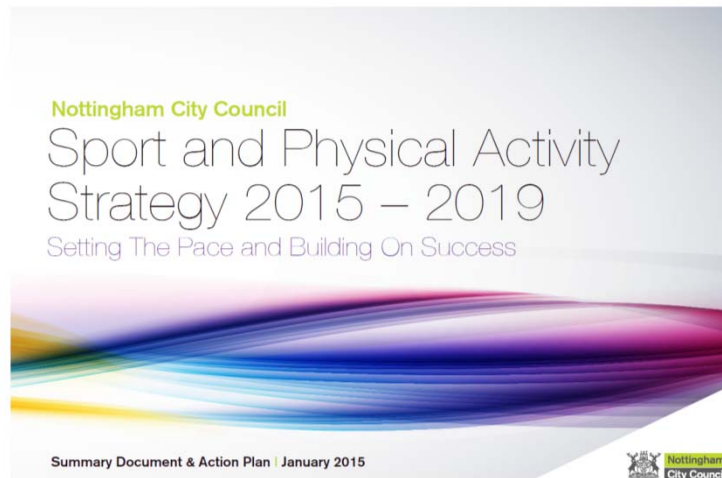
18.2% (55,000) people have a long standing or limiting disability or illness

Nottingham has higher than average health problems for every age group except 16-24 years.

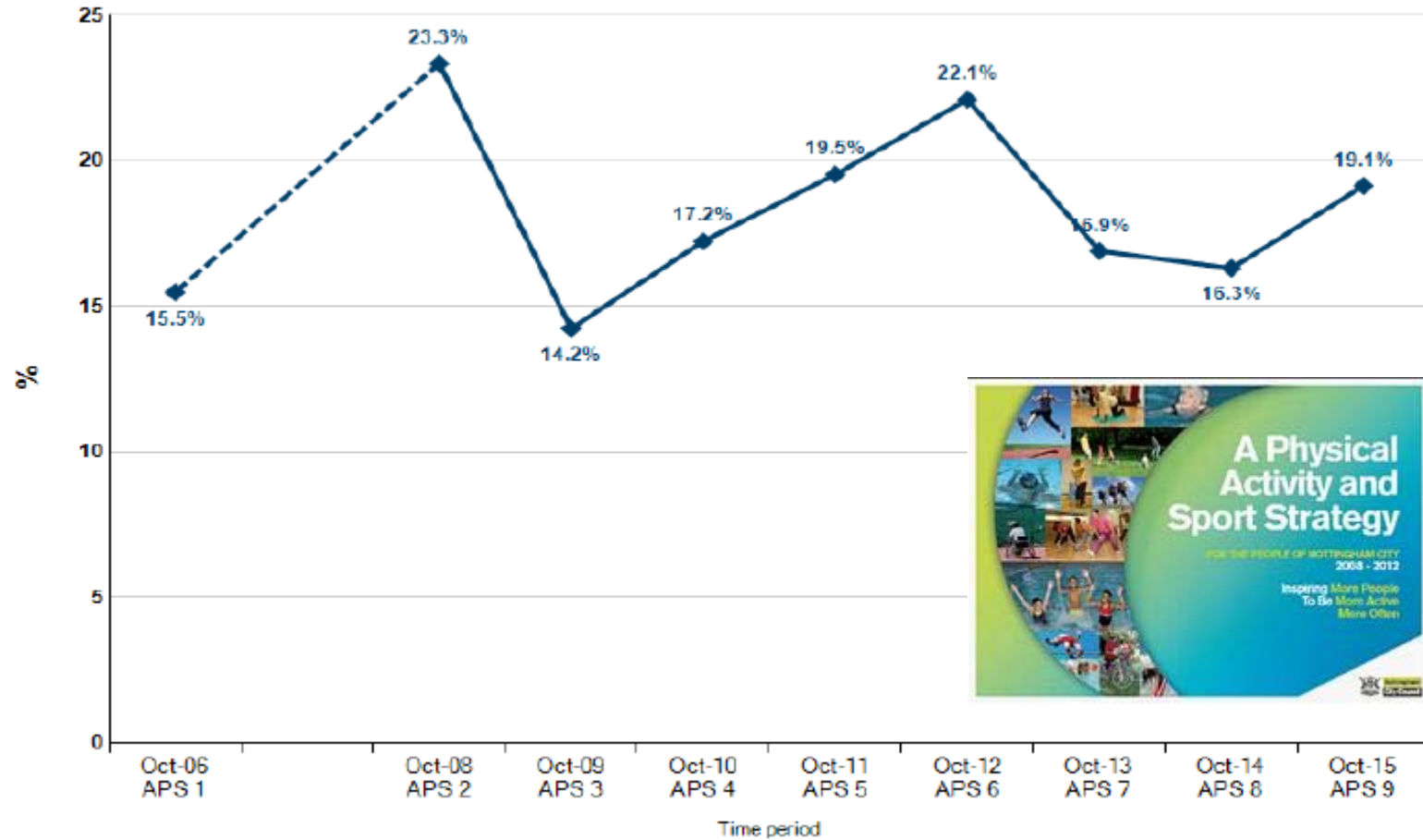
84% of children are not meeting the 1 hour of physical activity per day.

Nottingham Landscape

- **Strong Political Leadership and Buy in**
- **Mapped out Strategic direction**
 - ✓ Sport & Physical Activity Strategy
 - ✓ Playing Pitch Strategy
 - ✓ Breathing Space Strategy



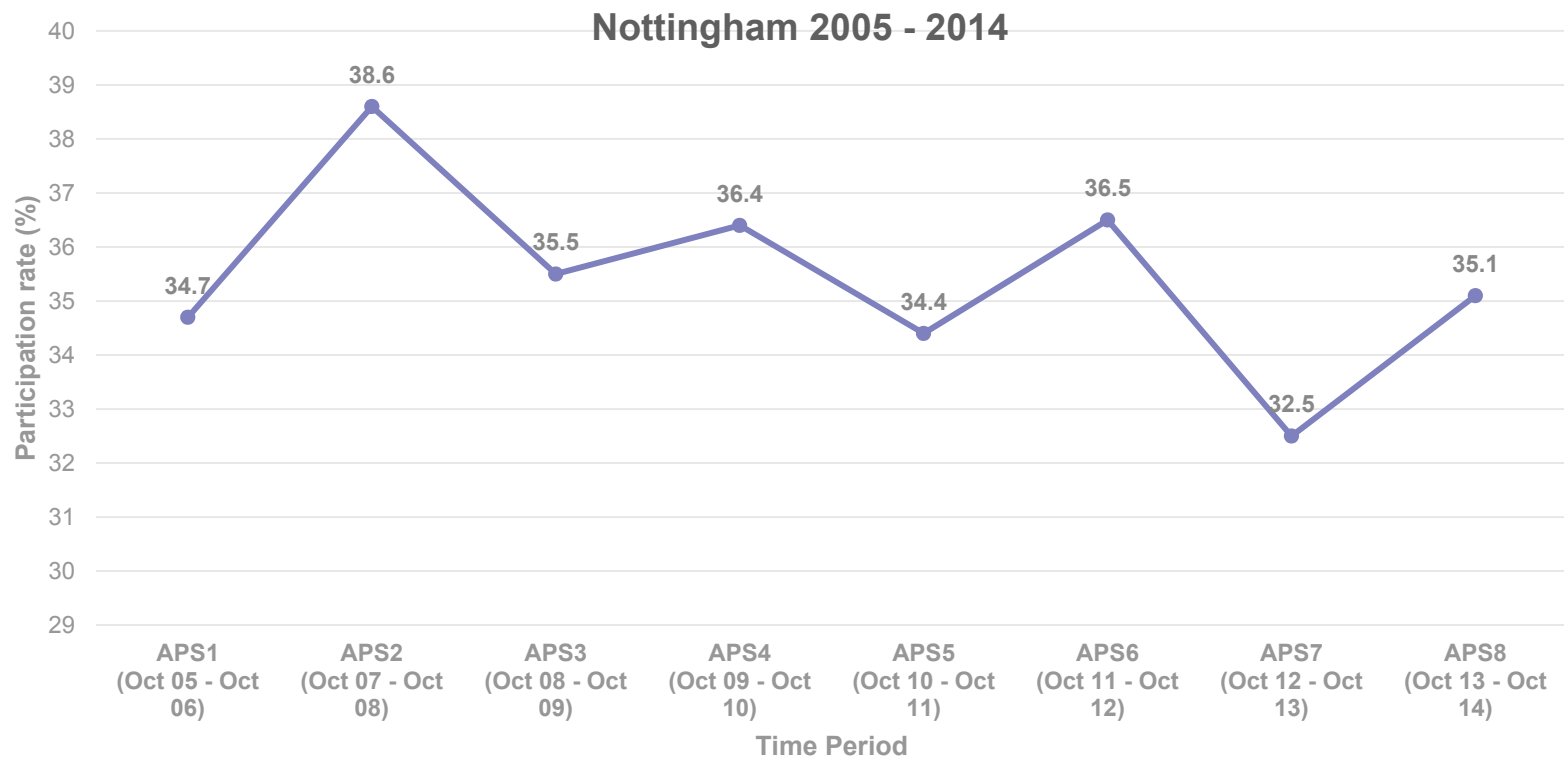
Nottingham Activity Levels 3 x 30 mins



- 19.1% are active 3 x 30 mins per week



Nottingham Activity Levels 1 x 30 mins



- **36% are active 1 x 30 mins per week**
- **32% are inactive or sedentary**

The Nottingham Way

Sport

Parks

Culture

Events

Health

- Tried to work differently and influence some exciting and different opportunities for change.
- We are starting on that journey with health and must remain confident to see improvements through challenging times ahead.

A Reflective Journey

- **2004 Leisure Transformation Programme**
- **Best Value Review – “ Fewer Better Quality”**
- **Done ‘hard yards’ in funding large scale facility improvements despite challenging climate**

- **Have taken 49% out of the Sport & Leisure, 30% from Parks, 51% from Culture budgets over last 5 years**
- **Senior Management resource has halved**
- **We were ‘fat’, now more efficient**

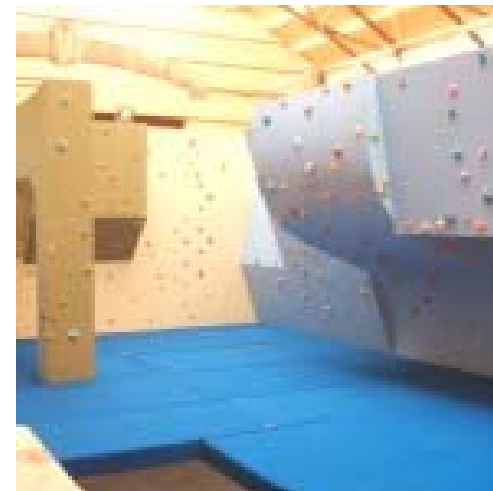
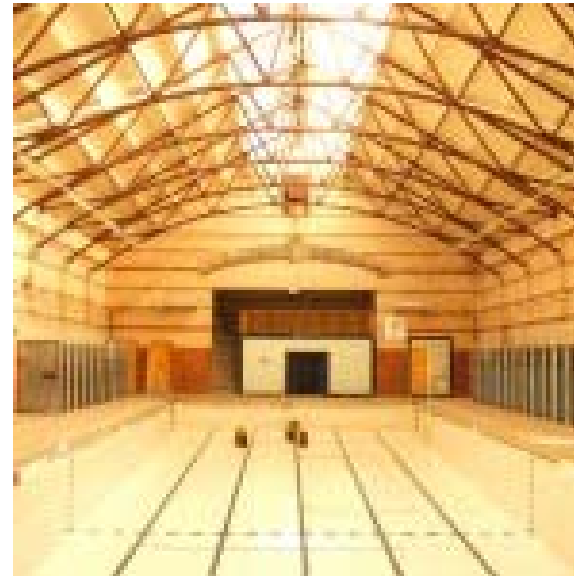
A Reflective Journey

- 2006/8 combined sports development and leisure centre operation, and parks and open spaces – interesting dynamics.
- 2012 brought voluntary sector sustainability into the service; 46 community buildings.
- 2013 integrated Sport & Culture
- 2014/15 Commercialisation agenda adopted
- 2016 Remains in-house services
- *By 2020 Councils will only have funds for statutory services*

Old Facilities / Sale and CAT



Alternative Use



Leisure Transformation



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Leisure Transformation



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Parks and Open Space

- **22% of the space within the city boundary is accessible green and open space**
- **Unsafe, unattractive and uninspiring parks and playgrounds**



Parks and Open Space

- **£28.7 million, through bids, commercial activities and partnerships.**
- **Expenditure reduction: £8 million to £6.3 million over last 5 years**
- **22 Green Flag Awards**
- **93% Customer satisfaction**

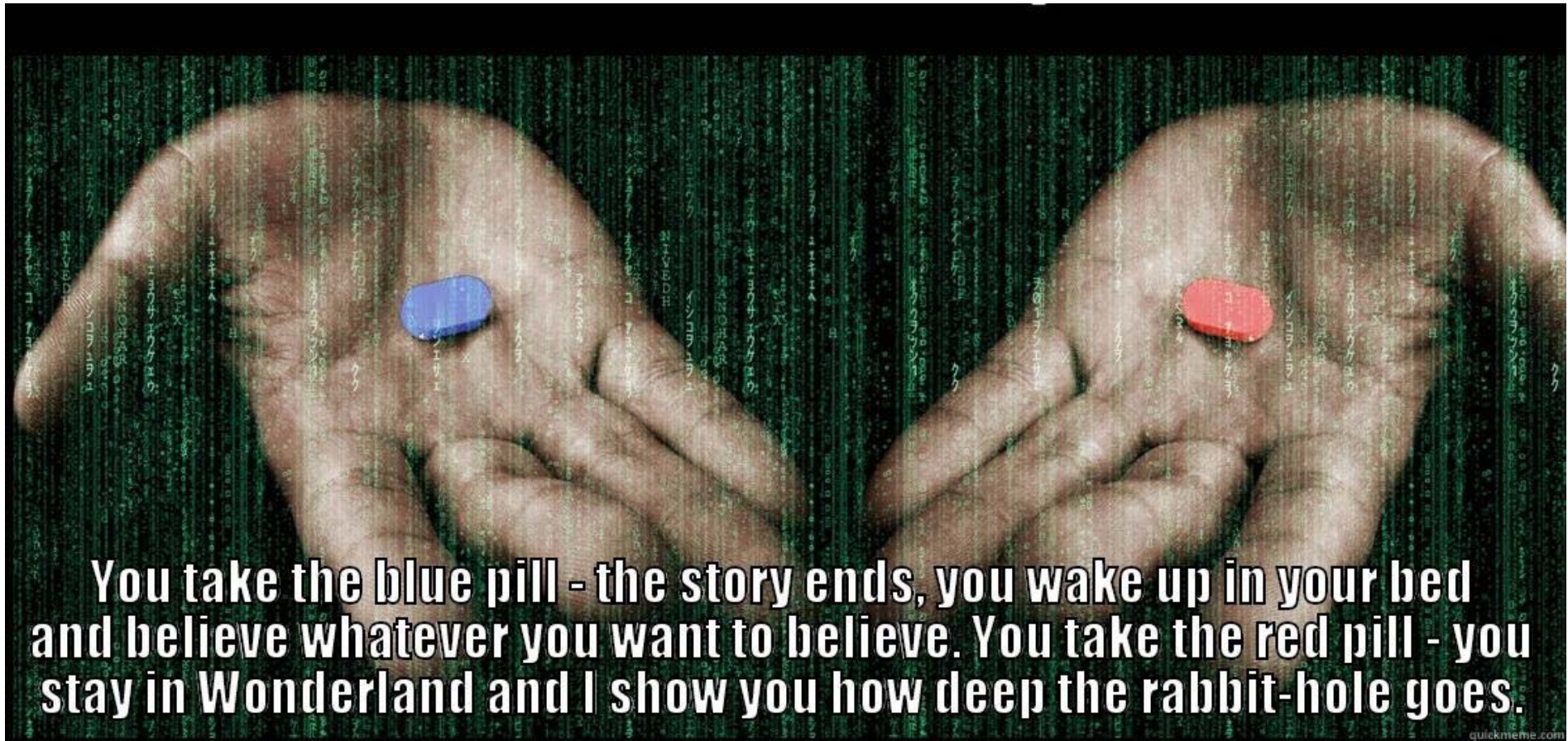


Parks and Open Space

- Park Ranger service providing an on-site presence and activity provision
- 2,300 Community Volunteers; 200 sessions
- 2015 Coca-Cola Parklives Programme; 15,000 attendances across x19 parks, x450 activity sessions



The Nottingham Approach



Traditional versus Risky

Traditional versus Risky

- **Nottingham has decided that doing the traditional was not making the step change**
- **Risk Taking - we were allowed**
- **Crash Test Dummy**
- **Creative, Innovative, Collaborative**
- **Others taking risks with our support?**



Collaborating

Working with people of organisations for a special purpose, unite, combine, 'team up'.

Cooperating

Working together for a particular purpose, involves commitment.

Coordinating

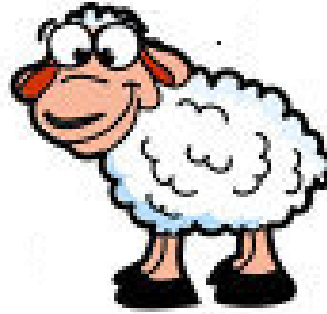
Making different things work together effectively; involves time, effort, resources.

Networking

People interacting, exchanging info, professional social contacts.



Cows, Sheep and Cats!



- What motivates people to move?
- Study and understand the animal itself!
- Valuable clues in the behaviour; makes collaboration much easier process.
- Need different strategies for moving people.
- Leading, Herding, read the signals!

Nottingham Case Studies

(Risky, Collaboration)

Field of Dreams



- **£432,000 in grant funding**
- **£350,000 generated through 60 business partners**
- **Professional services, goods, manpower and resources either free of charge or at below cost.**



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Sport Wednesdays – Ways of Working



- New ways of working with NGB's and partners
- Cross-sector collaborations
- Everyone on same page, one conversation
- Working not meeting environment
- Access capabilities, limitations, opportunities
- Quality of relationships defines the quality of the outcomes

Nottingham City of Football



- A 2 year title, a 10 year change programme
- £1.6 million to test new ways of getting people to find their football



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Nottingham Major Events



**CPISRA
WORLD GAMES**
Nottingham 2015

- **Comprehensive Partnership - City Major Event Programme**

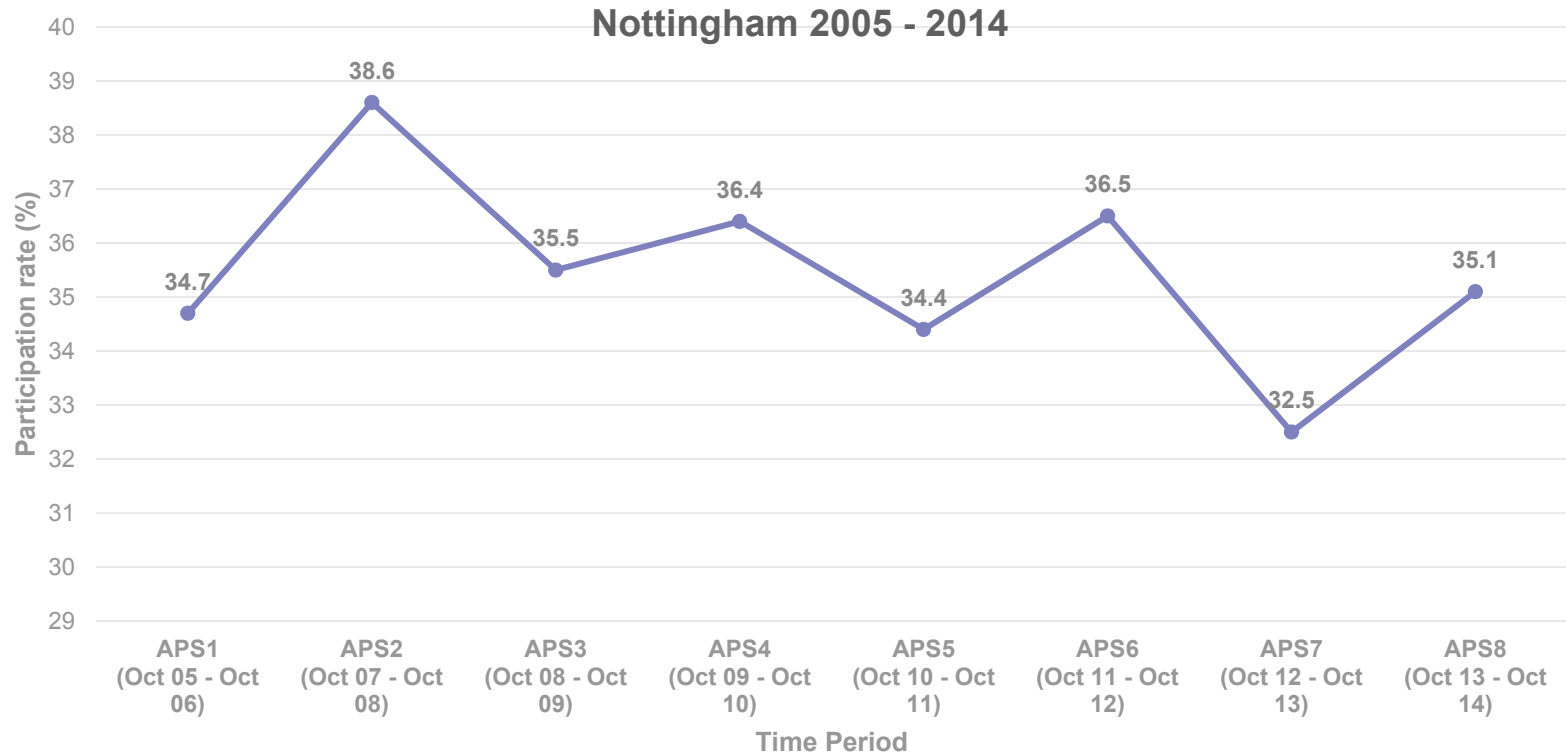


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Be Fit Slide



The Challenge Remains 1 x30 mins



- **36% are active 1 x 30 mins per week**
- **32% are inactive or sedentary**

The Challenge

- How do we get people to move in Nottingham and be more active?
- 32% Sedentary
- 50.9% of the city's inactive adults want to take part in sport and physical activity.





The Challenge

- **Nottingham is on a journey of change**
- **Health and Physical activity seen as a strategic partner**
- **Physical activity seen as our greatest defence against ill health and disease**
- **A focus and priority as we learn to tackle inactivity**

Steps so far 2015/16

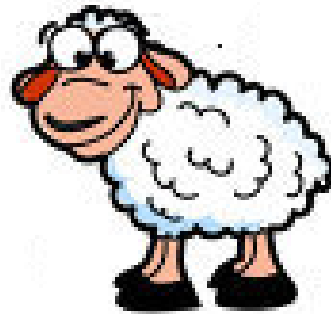
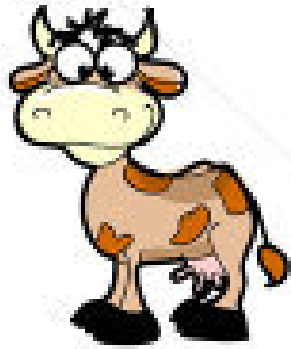
- July 2015 - Birmingham Visit
- Chief Cultural and Leisure Officers' Association CLOA
- Self Appraisals
- Establish Baseline
- **Feb 2016 – Leader's Health Summit**
- Pledges
- New Health and Well Being Strategy out for consultation

Steps so far 2015/16

- March 2016 - New Health and Well Being Strategy out for consultation



The Challenge



**What makes Nottingham
people move?**

The People

- **Our business is people driven so we need to understand people better**
- **Understanding inactive people, changing the offers**
- **Improved Learning and Insight**
- **What works to change behaviours?**
- **Reframing Messages – Sport or Physical Activity by another name**



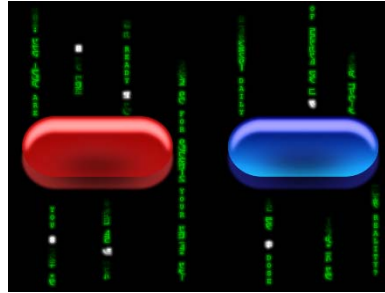
Summary



- Nottingham is in the first round
- No passes as yet

Summary

- Lead on
- Directly Deliver
- Broker and Support
- Influence



**Nottingham will continue to
choose the red pill**