



Raising Attainment & Employment Through Leisure and Culture

Introduction

The Enfield Strategic Partnership is investing Neighbourhood Renewal Funding to help address the issues of concern to Enfield residents living in the most deprived wards of the Borough through developing leisure and cultural activities.

This fact sheet summarises the potential impact of leisure and culture on improving the quality of life for people in Enfield. It is one of six facts sheets including: improving Enfield; improving health; reducing crime and antisocial behaviour, developing a better Enfield; and investing in leisure and cultural activities.

Raising Attainment and Accelerating Learning

Three key sources provide evidence of the benefits of physical activity, sport and leisure:

- Game Plan – Implementing the Government's Strategy for Sport: DCMS/DfES 2002
- Choosing Health? Choosing Activity: A consultation on how to increase physical activity: DOH/DCMS 2004
- The learning zone of the University of the First Age's web site (www.ufa.org.uk)

There is growing evidence of investment in this area:

- Nationally
 - PE and School Club Links Strategy with £459m to transform school sport
- Within Enfield
 - Dance and school sports co-ordinators
 - Daily activity campaign
 - Walking school bus routes
 - Roll on reading
 - Arts Start

Generating Employment and Enterprise

There is a growing bank of research on this area including:

National and regional research

- Economic value of Sport (2003)
- Volunteering in England (2003)

Sub regional research

- Understanding London's Sub Regional Economies (2003)
- Research and Development Project into the Creative and Cultural Industries (2003– on-going)
- The Regeneration Potential of Sport and Leisure in the Upper Lea Valley (2004)
- Capitalising on the Olympic Potential (2003)

"By 2012, Enfield will be a place where people learn for life. High quality provision, higher achievement, and even higher expectations will mark Enfield as a learning community. We aspire to educational achievement for all of our children of the highest possible standard. Our schools, Middlesex University, and our further education colleges will attract the best staff and bring out the best in all their students. School and college facilities will be widely used for community activities. There will be a strong local economy that improves the skills and makes the best use of Enfield's people, offering good wages and excellent training and development opportunities. People will be able to learn new skills and gain new knowledge throughout their life, and will be best placed to take advantage of the innovative new industries and services that will be drawn to Enfield. Improving basic skills in language, literacy and numeracy will enable everyone in Enfield to be a lifelong learner and access employment opportunities. Personal well-being and fulfilment through learning will be encouraged."

Enfield's Future, The Community Strategy 2003/2006

Learning Zone

University of the First Age

Music and learning

for energising and relaxing, linking the right and left brain hemispheres and encouraging abstract thinking and reasoning tasks (Smith 1998 & Jensen 1998)

Movement and learning

some of the most exciting recent findings in brain research highlight the positive effects that physical exercise can have on mental functioning by increasing its capacity through increasing the blood, oxygen and nutrients to the brain and increasing the neuro transmitters that help mood regulation and control for and culture are part of everyone's lives.

Best Start in Life through Leisure

Physical	Learning	Social/Emotional
Recommended 60 minutes of activity everyday including activities to develop: <ul style="list-style-type: none"> • Heart • Bone strength • Muscle stress • Flexibility 	8 different styles for accelerated learning: <i>"Drama, dance, movement, words, images and music – all stimulate the brain to learn"</i> <i>University of the First Age</i>	Experiencing winning & losing Working as part of a team Emotional release through music Discipline and self control through drama and sport

**Funding Secured Through Neighbourhood Renewal
Leisure and Cultural & Education, Employment and
Enterprise Partnership Groups**

- Arts Start – practical arts and creative learning
- Roll on reading – intervention programme with schools
- Enfield Children and Young People Service – integrated service support for

The Creative Industries

Sub regional research commissioned reveals the creative industries and media are the fastest growing sector. It explores the four different London sub regions identifying both their strengths and their issues.

Local primary research being undertaken by the Three Greens Group across Barnet, Enfield, Haringey and Waltham Forest has identified over 2,500 creative industries businesses. It also reveals the impact of industrial sector clusters and concludes that Enfield is 'lagging' behind the other Boroughs. The research study proposes:

Development Directions

- Improve the quality of the arts, the arts industry and arts activities
- Develop the arts as a medium for regenerations
- Develop cultural industries in North London & links with London's creative industries sector
- Raise the profile of the arts in North London

Priorities

- Cluster development
- Business support and employment growth
- Development of quality
- Arts access and audience development
- Regeneration of the area
- Networks and sector infrastructure

The Sports Industry

Research undertaken by the sports industry highlights the regeneration potential of sport within the Upper Lee Valley. London's 2012 Olympic Bid is raising the profile of sport across the capital and the opportunity for development locally. Enfield could potentially benefit from a successful bid with support for training facilities at Middlesex University's Trent Campus and with the proposed upgrading of the rail network to Stanstead.

Active Citizens/Building Capacity

Leisure and culture generates significant volunteers – more so than any other sectors. Supporting the recruitment, development and retention of the volunteers across the sector is a priority for the Leisure and Cultural Services Thematic Group and a potential area for joint working with other thematic groups.

Further Information

Visit our websites for further information, contact details, copies of the presentation on each of the thematic areas and references to the research studies and reports:
www.enfieldsp.gov.uk or www.vagaassociates.com

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Understanding London's Sub Regional Economies

Growth Industry

- Creative industries and media sector the largest and faster growing cluster

Issues for the North Sub Region

- High unemployment
- Weak local innovation
- Housing deprivation
- High reported crime
- Lack of leisure and cultural facilities

Source: LDA/PACEC 2003

The Economic Value of Sport (London Region) Annually

54,600 employed (1.75% less than national average)
£4.7bn generated income (1.24% less than national average)
£957m of household income spent on sports (same as national average)
£1.4m attract people from high profile events
£65m income from high profile events

Source: Sport England 2003

Regeneration Potential of Sport

Higher levels of activity than expected
£192m to the local
2.4% of total consumer expenditure
£184m added value (1.5% of total GVA)
5,250 jobs (1.7% total employment)

Source: LDA and ULV 2003

National Research Volunteering In Sport

5.8m people involved (15% of population)
26% of all volunteers
1.2b hours
14b value in time
720,000 jobs (fte)

Source: Sport England 2003