

**ACTIVE MIDDLESBROUGH  
2008 - 2020**

**The Sport and Physical  
Activity Strategy for  
Middlesbrough**

**Commissioned by  
Middlesbrough Council and the  
Active Middlesbrough Forum  
partners**

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# **SECTION I - INTRODUCTION AND BACKGROUND**

## **Introduction**

- 1.1 It is recognised that participation in sport and physical activity is important in bringing communities together, keeping them healthy and encouraging aspiration, which are important to the vision of the Middlesbrough of the future. To underpin the vision Middlesbrough Council and the Community Sport Network partners identified the need to develop a Sport and Physical Activity Strategy for Middlesbrough. A detailed leisure needs assessment was undertaken in the summer of 2007 to provide a clear, strategic direction for the future provision of facilities and opportunities for sport and physical activity in Middlesbrough. The strategy complies with the requirements of the Local Development Framework and has used Sport England Guidance in its development.
- 1.2 Partners in commissioning and adopting the strategy are Middlesbrough Council, Middlesbrough LSP, Middlesbrough PCT, Teesside University, Middlesbrough Community Sport Network, Tees Valley County Sport Partnership and Sport England.
- 1.3 The strategy includes recommendations relating to provision of sports facilities based on information gathered from the leisure needs analysis and demand modelling exercises using Active Places Power (APP), Active Places Power Plus (APP+) and the Sports Facility Calculator (SFC the Sport England facility planning tool)
- 1.4 The strategy provides a framework of recommendations for future provision based on identified local need and prioritised demand for the short term 2008 to 2013 and longer term to 2020.

## **Scope of the Sports and Physical Activity Strategy**

- 1.5 The Sports and Physical Activity Strategy covers provision for active sport and physical activity in the public, private, education and voluntary sectors in Middlesbrough. It relates to provision for, and the development of, indoor sports and physical activity facilities and services. The provision and development of outdoor sport and physical activity is dealt with by the Middlesbrough Playing Pitch Strategy (PPS) and the Green Space and Open Space strategies. The Sport and Physical Activity Strategy refers to the key priorities identified through the PPS, and in fact mirrors the need for a hierarchy of provision, investment in good quality, fit for purpose facilities and the need to develop facilities on education sites for community access.

## **Rationale for the Sports Facility and Physical Activity Strategy**

- 1.6 The rationale for developing the Sport and Physical Activity Strategy derives from a number of key strategic factors. Sport and leisure is important in its own right i.e. 'sports for sports sake', but also as a means of tackling local issues of poor health, community development and deprivation. A clear strategic direction is therefore needed for the provision of facilities and services, to ensure the appropriate allocation of resources. Critically, access to provision of services and facilities is also a key priority for Middlesbrough.
- 1.7 The partners involved in the preparation of this strategy for Middlesbrough are committed to improving the overall delivery of services to local people, as defined by the corporate priorities of the Council which link to the Community Plan prepared under the auspices of the Local Strategic Partnership.
- 1.8 The priorities are:
  - The delivery of quality sports and leisure services guided by a strategy, which reflects corporate, and Community Plan priorities, and demonstrates the contribution that sport and leisure can make to these priorities at local level. Local delivery also needs to reflect national priorities and guidance, and respond to, for example, the role of the leisure sector in the Comprehensive Performance Assessment (CPA), for Middlesbrough Council.

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- The Strategy ensures that the national agenda for sport and leisure provision is reflected and that local issues and opportunities can be addressed. The Strategy contributes to the overall cultural offer in Middlesbrough; the close links between culture and sport can benefit local communities.

1.9 The key drivers for the strategy are:

- In recognising the value that participation in sport and physical activity has for individuals and communities, to significantly increase the levels of sport and physical activity in Middlesbrough, from its current very low base, particularly among disadvantaged groups, the young and old
- To produce a robust Sport and Physical Activity Strategy, including evidence of long term planning for future facilities and provision for sport and physical activity, as part of the Local Development Framework (LDF)
- Capitalise on the step change in provision offered by Building Schools for the Future (BSF)
- The need to examine and consider the quantity and quality of existing Middlesbrough Council sport and physical activity facilities in the form of a PPG 17 audit and assessment of built sports facilities to plan strategically to ensure sustainability of future provision as part of the LDF.
- The need to inform future Asset management plans for facilities- location, age and future maintenance liabilities and suitability for changing demands
- A robust sport and physical activity strategy is required to provide evidence for future capital funding and developer contributions.
- To examine and develop the impact the Sport and Leisure Service can have in Middlesbrough, particularly on health and antisocial behaviour,
- through the Council's sports development work given the capacity that sport and physical activity has to raise self esteem, develop a sense of pride in individuals and communities, contribute to educational attainment and skill development, all very important in Middlesbrough,
- The impact high quality 21<sup>st</sup> century leisure provision could have on Middlesbrough, located at the heart of the Tees Valley, aspiring to be "The Place To Live"

### **Vision for the Future Provision of Sport and Leisure in Middlesbrough**

1.10 The vision for the future provision of sport and leisure in Middlesbrough set out in the previous Active Middlesbrough strategy 2003 - 2008 and now supported by the Middlesbrough PCT and other Community Sport Network partners is to:

***"Make More People More Active".***

1.11 Through:

- **Provision of a range of quality and accessible facilities, services and opportunities**
- **Engaging with and maximising the strengths of the voluntary sector,**
- **Meeting the sport and physical activity needs of local communities,**
- **Contributing to an overall improvement in health and quality of life in Middlesbrough**

1.12 This vision is underpinned by two key aims:

***'To promote active lifestyles to improve health and enhance quality of life for all Middlesbrough residents through the development of a sustainable network of quality***

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***sport and physical activity opportunity and facilities offering a wide range of activities’.***

***‘To ensure a complementary sporting and physical activity development programme to ensure everyone has the opportunity to participate and achieve their sporting potential’***

1.13 The Vision and aims are underpinned by six principles which inform the development and implementation of the strategy:

- To improve the health of the population in Middlesbrough by raising public awareness of the positives of participating in physical activity and sport, in partnership with other agencies and organisations and establishing and maintaining physical activity in the service plans of all partner agencies and organisations.
- To promote the role that sport and physical activity can have in urban regeneration of Middlesbrough and the capacity that physical activity has to raise self esteem, develop a sense of pride, promote social inclusion and address crime and anti social behaviour.
- To ensure the opportunity to participate in physical education, healthy schools and school sport is central to the education and lifelong learning process in Middlesbrough
- To provide opportunities and target sections of the community across Middlesbrough with low participation in sport and physical activity providing particularly for adults, and older people.
- To assist in the development of Middlesbrough clubs, coaches and volunteers
- To ensure elite performers are identified and supported to develop their full potential within Middlesbrough and in the Region.

1.14 Based on developing, implementing and delivering the Vision, Aims and principles there are six objectives on which to focus:

- **Objective 1** To increase the awareness of the value of physical activity and sport and the availability to participate across Middlesbrough
- **Objective 2** To address and remove the key barriers which prevent Middlesbrough people from participating in physical activity and sport
- **Objective 3** To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Middlesbrough
- **Objective 4** To improve the quality and quantity of available human resources across Middlesbrough to further develop physical activity and sporting opportunities
- **Objective 5** To promote the value and benefits of physical activity and sport across Middlesbrough also emphasising the sporting pathways of performance and excellence through partnership working with the Local Authority, Health agencies, Voluntary and Commercial Sectors.
- **Objective 6** To improve and further develop effective monitoring and evaluation to inform decision-making processes and assist in the setting and measuring of key targets contained within the strategy

### **Approach to Developing the Sports Facility and Physical Activity Strategy**

1.15 In order to undertake a Leisure Needs Assessment and subsequently produce a Sport and Physical Activity Strategy the following tasks have been undertaken:

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- Review of all relevant background and strategic information
- Extensive study consultation including local and regional stakeholders
- Facility audit of provision across the public, private, education and voluntary sectors
- Site visits and quality assessments of all Middlesbrough Council Sport and Leisure facilities
- GIS mapping of existing facility provision, and catchment areas
- Assessment of existing geographical distribution in relation to Comprehensive Performance Assessment (CPA) parameters
- Demand Modelling Exercises using Active Places Power (APP), Active Places Power Plus (APP+) and the Sports Facility Calculator (SFC)
- Analysis of Supply and Demand
- Identification of key issues and options
- Development of an Interim Report, Draft Strategy and Final Strategy

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### **Context for the Sports Facility and Physical Activity Strategy**

#### **National Context**

- 2.1 A summary of the National, Regional and Local Strategic Context can be found in Appendix 1 to this report. There is currently an emerging national agenda based on the Government's "Game Plan" strategy, and studies relating to the health of the nation; all of which demonstrate the need to raise participation in physical activity levels to improve health.
- 2.2 There are a number of key policies and influences on the delivery of sport and physical activity; these include:
- Gameplan** – In 2002 this major government review of sport in England concluded that 'sport is underachieving' and there is a significant lack of participation from disadvantaged groups. The resulting objectives were:
- To increase by 1% per year until 70% of the population is undertaking 30 minutes of physical activity 5 times a week by 2020.
  - British and English teams and individuals to sustain rankings within the top five, particularly in the more popular sports
- 2.3 **PESSCL: Physical Education, School Sport and Club Links Strategy (Oct 2002)** This initiative aims to enhance the take-up of sporting opportunities by 5 to 16 year olds. The aim is that the percentage of school children in England, who spend a minimum of 2 hours each week on high quality PE and school sport (within and beyond the curriculum,) increases from 25% to 85% by 2008. This to increase further to at least 75% by 2006 in each School Sport Partnership. By 2010 the aim is to offer all children 5 hours of sport every week. This comprises of at least 2 hours high quality PE and sport at school and the opportunity for at least a further 3 hours beyond the school day (delivered by a range of school, community and club providers).

#### **National Trends in Participation**

##### **Taking Part: The National Survey of Culture, Leisure and Sport (DCMS)**

- 2.4 The aim of the report (Child Survey October 2007) is to set out the key headline findings in order to baseline levels of engagement amongst 11 to 15 year olds.
- 2.5 The data shows that 95% of children had participated in an active sport during the last four weeks. Of those 93% had participated in an active sport out of school lessons (this equates to 89% of all children).
- 2.6 The most common type of active sport participated in was football (58%), followed by swimming or diving (38%) and basketball (31%). Football was also the most common type of sport for those who participated out of school lessons (46%) followed by swimming or diving (33%) and cycling or bike riding (20%).
- 2.7 The national Annual Report of the 2005- 2006 Taking Part Survey for Adults showed that 69% of all adults had participated in an active sport. Of all adults, the most common type of active sport participated in during the last 12 months was swimming or diving (indoors), followed by health and fitness, gym or conditioning activities (31% and 20% respectively). Cycling 16.4%, swimming or diving outdoors 14.2%, snooker, pool, billiards (excluding bar billiards) 14.2%, Ten pin bowling 12%, keep fit, aerobics, dance exercise 10.9%, golf pitch and putt, putting 10.5%, Football (including 5 and 6 aside (outdoors) 10.3% and jogging, cross country, road running 8.6%.

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2.8 Participation fell by age group and males had significantly higher rates of participation than females. Those from lower socio economic groups had lower participation and higher socio economic groups had higher participation. Those living in rural areas had higher rates of participation.

### **Health and Fitness**

2.9 In relation to health and fitness, almost 12% of the UK population (12%, FIA, 2007) are members of health and fitness clubs which is up from 10.3% in 2005.

2.10 In general terms participation in the more traditional team sports has declined whilst participation in individual activities e.g. health and fitness has increased; exceptions are swimming where participation has also declined recently, and outdoor activities such as, for example, countryside, hill walking, mountain biking sailing etc. which have shown marked increases in regular participation.

### **Active People**

2.11 The Active People Survey 2006 identified that the top seven participatory sports for over 16 year olds in Middlesbrough are:

- Recreational walking 13.4% of all respondents
- Swimming/Diving Indoors 11.6% of all respondents
- Gym 10.9% of all respondents
- Football (includes 5 and 6 a-side) (outdoors) 6.5% of all respondents
- Recreational cycling (moderate intensity 30+ minutes) 5.6% of all respondents
- Football (includes 5 and 6 a-side) (Indoors) 4.3% of all respondents
- Golf/ Pitch and Putt/Putting 3.1% of all respondents.

### **London 2012 Olympic and Paralympic Games**

2.12 One of the key objectives of the London 2012 Olympic Games and Paralympic Games for the government nationally is to increase sports participation rates across the population. There is also a great interest in securing a tangible legacy from the Games to open the potential to build an argument for the public sector to release funding to support the new build of sports facilities. This will then provide for increased sports participation rates and to create a physical legacy from the Games that all members of the public can utilise and enjoy beyond 2012. Creation of a new fund with these objectives would have a positive potential.

2.13 Delivering the greatest maximum benefits of the London 2012 Olympic Games and Paralympic Games requires a number of key actions associated with facility provision:

- Prioritise development of sports facilities that will contribute to the provision for both elite athletes and increased community participation in Middlesbrough.
- Use the inspirational elements of the London 2012 Olympic Games and Paralympic Games to unlock additional funding sources to finance the building of sports facilities that will support increased sports participation rates across Middlesbrough

### **Carter Review (2006)**

2.14 It is widely acknowledged that there are significant concerns with public sector sports provision. The Carter Review of Sport picked up on this point, stating that a more innovative approach to sports provision is needed because:

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- Facilities are outdated: the average age of local authority owned or managed facilities in England is 25 years - which is also the end of their useful economic lives
- Subsidies are high: annual subsidies are, on average, £262,000 per facility per year, and increasing as facilities get older
- Investment in sport is a low priority: sports facilities are prioritised 134th out of 155 services on offer by local authorities.

2.15 But against this backdrop we all know the vital role of sport as a force for social change. Furthermore, with London hosting the Olympic and Paralympic Games in five years time, there is increasing interest in sport and an increasing expectation of a national Olympic legacy. The Sport Village concept is one way of tackling the social and sporting challenges and contributing towards an Olympic legacy across the country.

2.16 Further current national and regional strategies can be found in Appendix 2.

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### **Regional Context**

- 2.17 Within the Tees Valley sub-region, situated at the heart of Teesside on the banks of the River Tees, Middlesbrough is a major retail, commercial and university town. Traditional roots lie in heavy engineering and chemicals although new businesses have opened in media, design and e-commerce. Middlesbrough is one of the five local authority areas making up the Tees Valley. The others being Hartlepool, Redcar and Cleveland, Stockton and Darlington.
- 2.18 Middlesbrough is at the heart of the Tees Valley and has set itself to be the “place to live” and every body “must aim high”.
- 2.19 The Tees Valley City Region – An Economic Profile and Analysis 2006 identified that it would make sense to develop new city scale leisure and cultural facilities at Middlehaven and the town centre. The report also identified that Middlesbrough has the most extensive leisure catchment in the North East after Newcastle
- 2.20 The Tees Valley City Region Business Case was presented in the autumn 2006 and aims to reduce the output gap between the North and the rest of the UK by accelerating economic growth through working on nine investment priorities:
- Bringing more people into work
  - Strengthening the knowledge base to support innovation
  - Building a more entrepreneurial culture
  - Capturing a larger share of global trade
  - Meeting the skills needs of employers
  - Developing airports and ports
  - Improving the integration of public transport within and between regions
  - Creating truly sustainable communities
  - Marketing the north to the world
- 2.21 The forward strategy is based upon two fundamental principles:
- Building on the economic assets of the city region
  - Improving the urban competitiveness and liveability of the Tees Valley through upgrading the business environment, skill base **and physical and social and cultural infrastructures**
- 2.22 A Tees Valley Metropolitan Economic Partnership, known as Tees Valley Unlimited, will deliver these.
- 2.23 Another important partnership is the Stockton/Middlesbrough initiative (SMI). This partnership venture between Middlesbrough and Stockton Councils, which focuses on the regeneration of the urban core of the Tees Valley, based around Middlesbrough and Stockton town centres and the river corridor connecting them. The SMI is a key element of the Tees Valley Vision.

### **Local Context**

- 2.24 The Local Context is referred to in Appendix 2; a summary of the local context is provided below.
- 2.25 Middlesbrough is clear about its aims for the future and what it needs to make happen to achieve these.
- 2.26 The key elements of Middlesbrough’s vision are:

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- To build a strong, dynamic and vibrant and prosperous economy
- To be a place that embraces and celebrates diversity, where all its citizens are motivated by pride in their heritage and optimism for their future
- To be a healthy safe, attractive place to live, work and visit that is accessible, cosmopolitan and inclusive
- To be a town where children, young people and their families learn, enjoy and achieve, where all citizens enjoy a good quality of life, and a place where future generations will aspire to be.

### **Middlesbrough Community Strategy**

2.27 Middlesbrough Community Strategy 2005 has as its aims:

- Supporting children and learning
- Promoting healthier communities for all and effective social care for adults
- Creating safer and stronger communities
- Transforming our local environment
- Meeting local transport needs more effectively
- Promoting the economic vitality of Middlesbrough

### **Strategic Plan 2006/07 - 2008/09 Raising Hope**

2.28 The vision for the future of Middlesbrough "Raising Hope" is built on four pillars:

- A clean, safe environment in which people can go about their business without fear of crime and anti-social behaviour.
- Physical regeneration of the towns run-down sites and buildings
- A business friendly enterprise culture which welcomes would be investors
- A transport network which can meet the needs of a town on its way up

### **Regeneration, Environment and Community Safety**

2.29 Physical Activity and Sport can also make a positive contribution to the regeneration of areas and communities, and the environment. Sports facilities and locally focussed activity programmes can make an important contribution to communities by providing a social focus for a community and positively affecting residents' perceptions of their neighbourhood. A local strategy is important in ensuring that this potential contribution is realised.

2.30 National Research (Realising the Potential of Cultural Services - the Case for Sport) identifies that there are strong theoretical arguments for the potentially positive contribution which sport can make to reduce the propensity to commit crime.

2.31 The promotion of sport and physical activity can have a positive contribution on the community development agenda. For example, volunteering in sport offers possibilities for the development of a sense of self-esteem and social purpose.

### **Safer and Stronger Communities Fund - Neighbourhood Element**

2.32 The Neighbourhood Element of the Safer and Stronger Communities Fund (SSCF -NE) is being delivered in East Middlesbrough. Programme delivery commenced in July 2006, under the project name STEM - Stronger Together in East Middlesbrough.

2.33 The key objectives of the Neighbourhood Element are to:

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- **Improve liveability**, encompassing crime and fear of crime, antisocial behaviour, physical environment, housing management and leisure provision
- **Tackle poor public services** to reduce educational underachievement, worklessness, poor health, teenage conceptions and offending
- **Transform neighbourhoods** through reconnecting them with housing and jobs markets
- **Empower local people** to enable them to influence local decisions and foster community cohesion

2.34 The aim of STEM is to achieve long-term improvements across a range of issues by applying a neighbourhood management approach for better focused and co-ordinated service delivery allied to targeted projects, all informed by effective community engagement.

2.35 An example of this approach has been the partnership approach between the Steward, stewardess and management committee of the Middlebeck Club who have been working with STEM to turn unused garage space into a community gym.

2.36 STEM have paid for new flooring and mirrors while Middlesbrough Council's Leisure Service have donated equipment from their X4 Gyms. Pallister and Town Farm has some of the worst health statistics in Middlesbrough and this unique project will enable residents whatever their age, gender or level of fitness to take exercise on a regular basis. For a variety of reasons many residents do not access traditional leisure facilities and it is hoped that this project will go some way towards addressing this.

2.37 Middlesbrough Primary Care Trust has provided weight management and exercise classes at the gym and the Steward and Stewardess are training to become fully qualified gym instructors and exercise to music instructors therefore ensuring the sustainability of the project.

### **Economy**

2.38 There is an opportunity for Sport and Physical Activity to have a positive impact on Middlesbrough's economy, through the development of training opportunities to develop skilled employees; better qualified individuals will have better jobs, earning more, which will help to address the issue of finance as a barrier to participation. Sport can play its part by developing the skills of sports volunteers and promoting a team working approach between sports clubs.

### **Education and Schools**

2.39 Increasing levels of physical activity and sports participation can have a positive impact on educational attainment. DfES research from 2002 demonstrated that Specialist Sports Colleges improve GCSE results by greater than 5% more than other schools. In 2000 OFSTED reported a reduction in truancy rates in schools with a PE and Sport focus. Middlesbrough has a Local Area Agreement indicator which is the Percentage of 15 - 16 year olds in school sports partnerships engaged in 2 hours a week minimum on high quality PE and school sport within and beyond the curriculum. The target for 2007/2008 is 80%, 2008/09 81% and 2009/10 82%.

### **Delivering the Strategy in Partnership**

2.40 Middlesbrough Council Sport and Leisure Service has been working in partnership to deliver the current Active Middlesbrough Strategy. This spirit of partnership working must continue and be further developed to deliver the key recommendations within this "Active Middlesbrough" Strategy 2008 - 2013.

2.41 The "Active Middlesbrough" Strategy aims to change the way physical activity is perceived and delivered in the Borough. It challenges current practice, ensuring that partners work together to make

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physical activity more accessible to everyone in the community. The new strategy will build on the good work undertaken in the previous strategy 2002 – 2008. With access to information that was not available at the time of the previous strategy, e.g the national Active People and Active Places databases will identify gaps in activities and key issues. The Strategy will set the vision for how Middlesbrough can get ‘ more people more active ‘

2.42 In particular the Strategy will aim to develop initiatives to encourage people who often face barriers in becoming more active. It is important to acknowledge that there are many factors that affect whether an individual is physically active. Although this strategy will make a number of key recommendations aimed at improving participation rates, there are a number of “external” factors that will affect the success of these in increasing participation.

These are considered to be:

- **Awareness.** An awareness and knowledge of the benefits and importance of being physically active as well as an awareness of the opportunities available
- **Perceptions of crime** and the impact of actual or perceived low levels of community safety on an individual’s choice to access local facilities (formal and informal)
- **Affordability.** An individual’s economic situation, particularly their income and earnings levels which can affect the ability to access services and choices on spending priorities. Linked to this is the **type of employment** that an individual undertakes. Employers differ in their attitudes to physical activity. Income levels also affect the ability to access formal opportunities for sport.
- **Time.** What is the work/life balance? A common reason for non-participation cited is that of time, i.e. I do not have enough time to participate.
- An individual’s **cultural background** - for example, for many Asian Women their cultural beliefs can make it difficult to participate in traditional activities. For many, physical activity is pursued in women-only activities within their own communities. ‘One of the main barriers is lack of cultural and religious understanding. Many activities are organised when children/young people are attending mosque.’
- **Life stage** - for example, a young family, full time work or full time caring can affect an individual’s ability to participate. There is often a reliance on parents to transport children and young people to activities and the impact of longer working hours on this. Many people commute significant distances to work and do not return home in time to transport children to sports activities
- **Health** - individual health status or disability can affect participation through access to transport, suitability of available activities etc
- **Interest** - some people are not interested in being an active participant. This can be due to a number of factors, including those mentioned above.

### How do People Engage in Physical Activity and Sport?

It is important to consider how an individual might engage in physical activity in order to ensure recommendations for future action to increase participation levels are successful.

There are a number of ways and “settings” in which the Middlesbrough population currently participates in physical activity and sport. These include:

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- A visit to a formal **sports facility** (public or private) to access a fitness class or a provided facility
- Through an **organised activity programme** such as a Holiday Activity Scheme
- **Accessing local facilities informally**, such as a walk in a park along the river, or cycling
- As a member of a **local sports club or community organisation** that promotes, organises and runs physical activities
- For children and young people, physical activity and sports participation is often within a **school setting** and through **physical education**
- **Home based activities** such as heavy housework, gardening
- Through **daily activity, a lifestyle choice or for completing a function** – such as cycling to work, walking to the shops, allotments

2.43 Traditionally the Council is a key provider of services, for example, sports facilities, sports development, and coach development through the sport and leisure service and also via Education. Increasingly, sport and leisure is being used to address a range of social inclusion, community development and cohesion objectives. The promotion of physical activity as preventative health care is an increasingly important objective of the Primary Care Trust's and Health Promotion Service. In some cases Primary Care Trusts are increasingly involved on a delivery level. Other public sector agencies are involved at different levels.

2.44 The voluntary sector is also critical, particularly through local sports clubs and other sporting programmes and other physical active initiatives run by local organisations. Local community support groups can perform a key role, in partnership, in promoting the benefits of physical activity and sport. The private sector also have a key role to play as direct facility providers, and through key clubs such as Middlesbrough FC which can help "sell product" and engage a community's interest in sport. Indirectly the public, private and voluntary sector also have a role to play through the provision of other services which impact peoples' ability to be physically active and participate in sporting activity, for example, transport providers.

2.45 New or improved facilities, additional sports developmental resources, or inter-agency partnerships are important pieces of the physical activity "jigsaw" but will not increase participation on their own. This will only be achieved through changes to other elements of the jigsaw, such as economic growth delivering increased incomes, addressing local transport issues e.g. improved public transport, safe walking and cycling routes, and reducing crime as part of the overall integrated vision for physical activity. This means sympathetic planning for example street lighting provide for walking and cycling routes and retention and diversity of use of open space.

### Demographics

2.46 The total population of Middlesbrough 2007 is 135,900 (Revised 2004 Based Sub-national Projections); this is the figure on which all supply and demand estimates have been undertaken.

2.47 Approximately 35,600 of Middlesbrough's population are aged 19 and under, this represents over a quarter of the total population for the borough. The overall number of children and young people is declining significantly and this trend is expected to continue and will closely mirror the national average over the coming years.

2.48 Middlesbrough has fewer males and more females than the North East Region. There is also a higher 0 - 15 years and lower 65 years plus population in Middlesbrough compared to the North East Region.

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Middlesbrough also has a higher level of ethnicity than the North East Region and has less people in employment and higher levels of 16 -74 year olds who have never worked or are long term unemployed.

- 2.49 The 2001 census identified that there was 40.7% of households without a car or van compared to 35.94% for the North East and 26.84% for England.
- 2.50 The current population of 135,900 (2007) is expected to decrease to 132,300 in 2012 and a further decrease to 128,400 by 2020. There will be a decrease in young people under 19 from 35,600 to 33,000 in 2012 and 30,900 in 2020; there is an increase in older people (60 +) from 27,400 in 2007 to 28,600 in 2012 and to 31,500 in 2020.
- 2.51 It is important to state that whilst the ONS projections show a trend based population decline, the Council is seeking to stabilise and reverse the projected decline.
- 2.52 6,800 net additional dwellings will be provided in Middlesbrough by 2021; This does not include replacement of demolitions.
- The Greater Middlehaven, north point (waterfront development), has a high design ethic, it is a regional flagship development. There is an apartment focus in the first phase but the overall development is expected to include a mix of dwelling types (2,800 dwellings), 15 yr+ timescale, retail, and Middlesbrough College relocation. Sports hall provision can be supplied by Middlesbrough College to meet these new housing needs.
  - Greater Hemlington, south point, (approx 10 yr process, 2016/17) will provide for 800 houses (family housing focus), employment use, tree planting and areas of open space.
  - Gresham is a housing market renewal area; 1400 houses are proposed for demolition and there may be opportunities for development of open space, alongside the development of 750 replacement homes on site.
  - At Grove Hill approximately 400 dwellings are proposed for demolition and refurbishment, diversify tenure. The regeneration of Central Whinney Banks (CWB) is West Middlesbrough Neighbourhood Trust's largest project. It will see 26 hectares of land comprehensively redeveloped to create 450 new homes, a new park complete with nature reserve and sports pitches together with new health and community facilities to serve West Middlesbrough. The new health and community facilities should be designed to deliver physical activity at a local level.
  - The Green Lung (GL) is a central area; it is the biggest area of green space in town but is under utilized at present. The Council is awaiting results from the Sports Facility and Physical Activity Strategy & Playing Pitch Strategy prior to making any firm decisions about the Green Lung area. There is a strong view that access needs to be increased to this area and a Sports Village approach through outdoor sport is an obvious approach.
  - Stewart Park is not part of the Green Lung but will take into consideration Green Lung proposals.
  - Cleveland Police are looking to relocate their HQ on Ladgate lane; there is potential to develop 180 houses on this site.
  - Stockton Middlesbrough Initiative (Green/Blue Heart) – This is a large area of vacant, previously developed land by the riverside; there is potential for the park land to link Stockton to Middlesbrough with opportunities for investment (not just open space), and new sport and recreation opportunities. The approach of bringing two town centres closer together should be seen as complementary rather than competitive. New initiatives here should include further discussions on a new swimming pool 25m or 50m, velodrome, and golf facilities.
  - Prissick Base –there are aspirations to develop this as a sports hub; 275 houses will be built once Middlesbrough College relocates. The area currently has pitches, pitch + putt (possibly relocate to municipal site), skate plaza, Tennis World (offer indoor and outdoor tennis, (there have been previous applications looking at additional indoor tennis).

## SECTION II - STRATEGIC CONTEXT

### Deprivation

2.53 The IMD2004 are measures of deprivation for every SOA (Super Output Area) (lower layer) and local authority area in England. An Output Area (OA) is the smallest unit of geography, developed by the Office for National Statistics (ONS), to output census data. They were developed for the first time to output 2001 Census data and the boundaries have not been changed since. OAs can be used individually or combined as building blocks to present information for settlements which are smaller than a ward, or bespoke areas. To allow data to be released for areas smaller than a ward, the ONS have developed Super Output Area (SOAs). SOAs are aggregations of OAs. In time, SOAs will replace the electoral ward as a unit of statistical output. There are three layers of SOAs:

- Lower Super Output Areas (LSOAs) - *smallest areas*
- Middle Super Output Areas (MSOAs)
- Upper Super Output Areas (USOAs) - *largest area*

2.54 Separate Indices at SOA level are provided for each of the seven domains of deprivation: (Income, Employment, Health deprivation and Disability, Education Skills and Training, Barriers to Housing and Services, Crime the Living Environment). This allows all 32,482 SOAs to be ranked according to how deprived they are relative to each other. This information is then brought together into one overall Index of Multiple Deprivation 2004 (IMD2004).

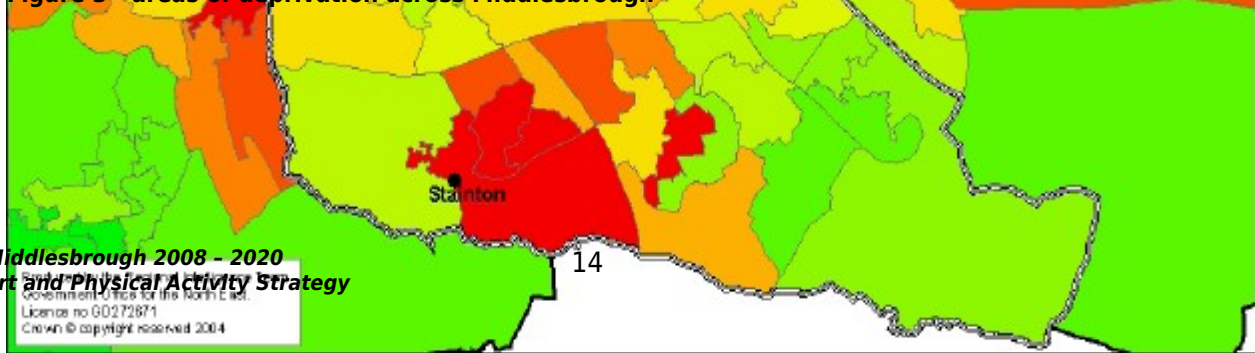
2.55 In the Indices of Deprivation 2004 Middlesbrough was ranked 10<sup>th</sup> most deprived area out of 354 local authorities in England. There are 88 Lower Super Output Areas (LSOAs) in Middlesbrough. Details of those ranked within the top 1%, 5%, 10% and 20% nationally these are detailed in Table 3 below. More than half of the LSOAs in Middlesbrough are in the top 20% overall.

**Table 3 - Middlesbrough Rank of LSOAs Nationally**

Rank of LSOAs nationally	No of LSOAs	Location of LSOAs (i.e. which wards they are located in)
Top 1%	10	Ayresome, Beechwood, Clairville, Gresham, Hemlington, Middlehaven x2, Pallister, Thorntree x2.
Top 5%	23	Ayresome, Beckfield x2, Beechwood x2, Clairville, Gresham x2, Hemlington, Ladgate, North Ormesby & Brambles Farm x3, Middlehaven, Pallister x2, Park End x3, Thorntree x2, University x2.
Top 10%	11	Ayresome, Clairville, Coulby Newham, Gresham x2, Ladgate, North Ormesby & Brambles Farm, Pallister, Park End, Stainton & Thornton, University.
Top 20%	7	Beckfield, Beechwood, Coulby Newham, Gresham, Hemlington, Park x2.

2.56 The map overleaf below the areas of deprivation across Middlesbrough.

**Figure 3 - areas of deprivation across Middlesbrough**



## **SECTION II - STRATEGIC CONTEXT**

### **Analysis of Market Segmentation**

#### **Market Segmentation - Outline of Project**

- 2.57 Sport England commissioned research in 2006 to look in more detail at the factors relating to participation in sport and physical activity. Using data from Taking Part and Active People, and linking this with a wide variety of socio-demographic data the English population (18+) was segmented into 19 distinct segments. Each segment is defined by its socio—demographics and sporting behaviour and attitudes. A modelling technique has been used to attribute behaviours and attitudes to each segment beyond the information available in the Taking Part and Active People survey. This information includes information on health, other recreational activities, holidays, media consumption, social capital, economic outlook and deprivation.
- 2.58 The 19 segments are divided into four super groups, the 18-30 year olds, 30-45, 46-65, and 65+. Within each super group it is possible to calculate the likelihood of someone taking part in particular sports, what they like about sport, what would make them do more. The segment descriptions also give an indication of what kind of messages and mediums would most likely reach particular segments.
- 2.59 For each postcode in England it will be possible to calculate the proportion in any one segment, making it possible to build a sporting segment profile based on any geography; a CSP area, PCT or a school catchment area.
- 2.60 Using this information will be important in the future to being successful in increasing levels of participation in sport and physical activity. Detailed information is available on the Sport England website.

## **SECTION II - STRATEGIC CONTEXT**

### **Sport and the Wider Agenda at Local Level**

- 2.61 There is now national evidence concerning the benefits of participation in sport and physical activity on health and anti social behaviour, community cohesion and individual skill development.
- 2.62 It will be important to evidence the role of sport and leisure provision at local level in relation to community strategy and corporate plan objectives. The service should embrace the opportunities the London 2012 Olympic and Paralympic Games present in terms of legacy. Local facilities and outreach sport and leisure provision in Middlesbrough should link in terms of developing facilities and, increasing participation, and encouraging local volunteers in the voluntary sector.

### **County Sport Partnerships (CSP)**

- 2.63 Tees Valley Sport is the Sports Partnership at the heart of the national delivery system for community sport and connects national policy makers (DCMS and Sport England) and the North East Regional Sports Board to local deliverers (Local Authorities, clubs, coaches and volunteers) and guides investment. Tees Valley Sport works closely with the emerging Community Sport Networks to unite the partners with an interest in sport and physical activity at a local level. The Tees Valley Partnership Board consists of representatives of various key partners including those from the five local authorities in the Tees Valley. Sport England is undergoing review as the strategy goes to press.

### **Community Sport Networks (CSN)**

- 2.64 Community Sport Networks (CSNs) are a key component of the Delivery System for sport and in many areas networks are already in existence. In Middlesbrough the CSN is called the **Active Middlesbrough Forum**.
- 2.65 The core functions of the locally coordinated networks are:
- Increasing participation in sport and physical activity
  - Widening access to opportunities
  - To bring together and align partners existing priorities and targets within one joined up local vision and relevant action plans based on the needs of local communities.
- 2.66 The key characteristics of Community Sports Networks are:
- Generally co-terminus with a Local Authority boundary
  - Linked to Local Strategic Partnership
  - Membership of key local stakeholders
  - Finding a balance between strategy and delivery
  - Identifying a clear vision with tangible outcomes
  - Embrace all the activity providers from public, private and voluntary sectors
  - Reducing waste and duplication through sharing resource and knowledge
- 2.67 The roles and responsibilities of Community Sport Networks are:
- Act as the local voice for sport and physical activity
  - Support and assist in the creation and development of sporting pathways
  - Successfully coordinate opportunities for sport and recreational physical activity in the local population by providing effective leadership
  - Increase the infrastructure capacity of the local professional and voluntary sector, both paid and unpaid

## SECTION II - STRATEGIC CONTEXT

2.68 With regard to investment into interventions and actions there is an expectation that Community Sport Networks will make better use of existing resources which partners bring to the table and will aim to identify new resources from other sources. CSN partners will need to ensure new and existing resources are used for activities which support the overall aims and objectives of the CSN, minimising duplication and maximising cost effectiveness

2.69 The “Active Middlesbrough Forum ” will champion and drive the role that physical activity plays in meeting the key objectives of the Community Strategy. The Active Middlesbrough Strategy will link the work delivered in Middlesbrough to the plans in the North East Strategy for Sport for increasing participation

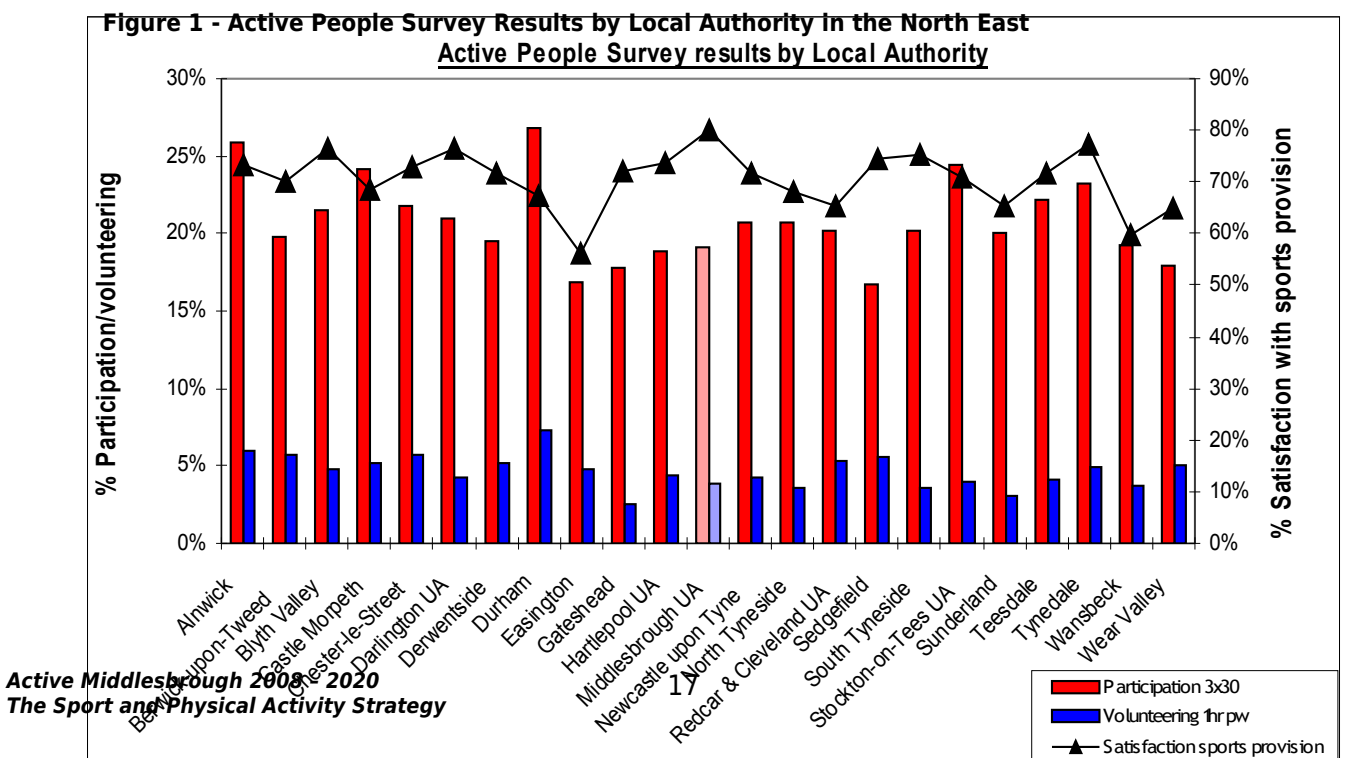
### Local Area Agreement

2.70 The Middlesbrough target to increase participation 1% per year is linked to Middlesbrough’s Local Area Agreement (LAAs). Local Area Agreements set out the priorities for a local area agreed between central government and a local area (the local authority and Local Strategic Partnership) and other key partners at the local level. Middlesbrough LAAs set out the following:

- **Strategic Priority** - Be Healthy. Ensure good physical, mental, emotional and sexual health of children and young people by increasing the percentage of 5-16 year olds in school sports partnerships engaged in two hours a week minimum on high-quality PE and school sport within and beyond the curriculum
- **Strategic Priority** - Increase life expectancy, improve health and reduce health inequalities by increasing the percentage of adults participating in at least 30 minutes of moderate intensity sport and active recreation on three or more days a week

### Current Participation Levels in Middlesbrough

2.71 The following table shows the North East results of the Active People survey (those aged 16+) carried out by Sport England 2006. The table shows percentage of the adult population taking part in regular participation (3 days a week of 30mins moderate intensity), as well as volunteering and satisfaction with sports provision.



## **SECTION II - STRATEGIC CONTEXT**

- 2.72 The graph shows that the percentage of adults in Middlesbrough participating in 3 or more sessions of moderately intense physical activity per week is 19.04%. This is in the lowest quartile nationally. The North East region has some of the lowest percentages nationally and Middlesbrough has one of the lowest rates in the North East.
- 2.73 The graph identifies that satisfaction with sports provision in Middlesbrough is quite high (80.12%).
- 2.74 Similarly the figure for Middlesbrough's adult population engaged in volunteering in sport (3.78%) is low again putting Middlesbrough in the lowest quartile nationally.
- 2.75 There is an accepted target nationally and regionally to increase participation year on year by 1% to achieve the government's Game Plan target by 2020. It is recognised nationally that this is a difficult task and in Middlesbrough from a very low base it is even more so however the increase in participation can be met through formal sport and physical activities and by informal physical activity, for example, walking and cycling both of which have figured highly in Middlesbrough's Active People results as popular activities in the town.
- 2.76 Middlesbrough Council has set an annual target to increase annual recreation / swim visit figure achieved by the Sport and Leisure service, by 1% per year.
- 2.77 This target is also represented in Middlesbrough's Local Area Agreement (LAAs). Local Area Agreements set out the priorities for a local area agreed between central government and a local area (the local authority and Local Strategic Partnership) and other key partners at the local level. Middlesbrough LAAs set out the following with respect to Sport and Physical activity:
- **Strategic Priority** - Be Healthy. Ensure good physical, mental, emotional and sexual health of children and young people by increasing the percentage of 5-16 year olds in school sports partnerships engaged in two hours a week minimum on high-quality PE and school sport within and beyond the curriculum
  - **Strategic Priority** - Increase life expectancy, improve health and reduce health inequalities by increasing the percentage of adults participating in at least 30 minutes of moderate intensity sport and active recreation on three or more days a week

### **Impact upon Health and Anti Social behaviour**

- 2.78 The map on the next page breaks down Middlesbrough's average participation figure further to represent key areas of the town. There appears to be a correlation between deprivation and participation in Middlesbrough, which must become a focus of the work for the future for all partners.
- 2.79 There has been further analysis of the Active People survey, which has produced an analysis of market segmentation for the North East with further breakdown to LA area. Using data from Taking Part and Active People, and linking this with a wide variety of socio-demographic data the English population (18+) was segmented into 19 distinct segments. Each segment is defined by its socio—demographics and sporting behaviour and attitudes. This information is key in Middlesbrough to focussing on areas of most need and in delivering against the recommendations and action plan.

# SECTION II - STRATEGIC CONTEXT

2.80 The future provision of sports and leisure facilities and services must focus on reducing local health inequalities, through increased and sustained participation. This is the major contribution sport and leisure can make to improved quality of life for communities and individuals.

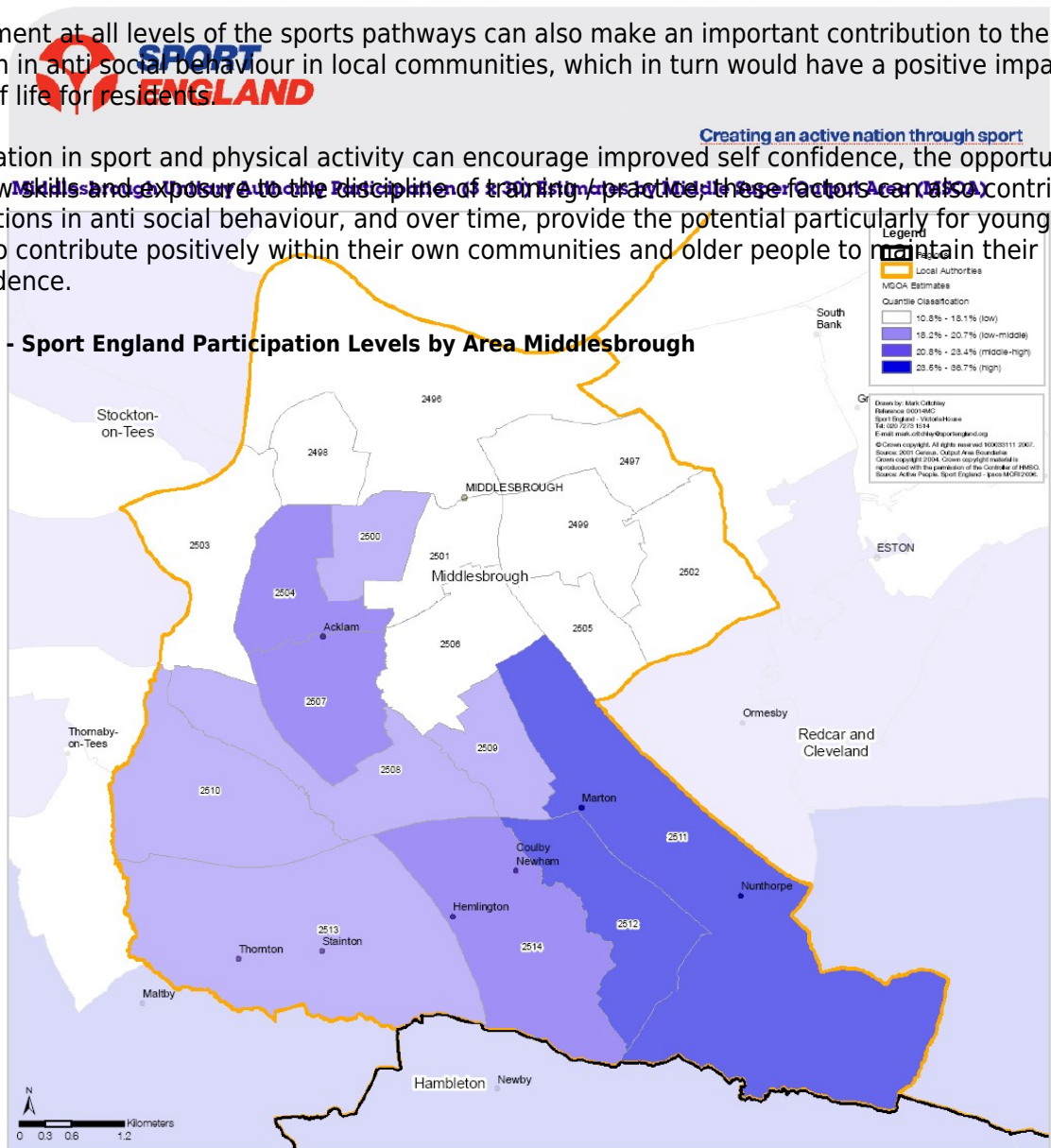
2.81 Sports development resources will play a key role in establishing locally based initiatives and opportunities to encourage people to become more active, more regularly. The hierarchy of sports facilities is also key in providing places for people to be more active within their own communities, particularly in those areas where participation is very low.

2.82 Ensuring the active participation of younger and older people in physical activity and sport, through schools, clubs, events and courses is important for the future health of Middlesbrough communities.

2.83 Involvement at all levels of the sports pathways can also make an important contribution to the reduction in anti social behaviour in local communities, which in turn would have a positive impact on quality of life for residents.

2.84 Participation in sport and physical activity can encourage improved self confidence, the opportunity to learn new skills and exposure to the discipline of training practice, these factors can also contribute to reductions in anti social behaviour, and over time, provide the potential particularly for young people to contribute positively within their own communities and older people to maintain their independence.

2.85 **Figure 2 - Sport England Participation Levels by Area Middlesbrough**



MDCOA Code	Estimate	Lower**OL	Upper**OCL
E02002496	16.82%	13.04%	21.76%
E02002497	15.49%	11.97%	20.11%
E02002498	17.75%	13.81%	22.69%
E02002499	14.66%	11.07%	19.16%
E02002500	19.87%	16.44%	25.45%
E02002501	17.32%	13.38%	22.24%
E02002502	14.73%	11.41%	19.05%
E02002503	16.28%	12.46%	21.29%
E02002504	22.28%	17.65%	28.08%
E02002505	14.93%	11.40%	19.37%
E02002506	16.06%	12.40%	20.93%
E02002507	21.82%	17.07%	27.83%
E02002508	20.39%	16.91%	26.98%
E02002509	13.43%	10.24%	19.81%
E02002510	20.27%	16.81%	26.09%
E02002511	24.74%	19.64%	30.82%
E02002512	25.22%	19.78%	31.89%
E02002513	13.33%	10.24%	19.39%
E02002514	21.08%	16.63%	26.82%

\*\*OL E0200 to MDCOA map label to reference correct code in table.  
\*\* Confidence Level

Participation is defined as the percent of the adult population participating in at least 30 minutes of sport and active recreation (including recreational walking and cycling) of at least moderate intensity on at least 3 days a week.

**SECTION II - STRATEGIC CONTEXT**

## **SECTION III - LEISURE NEEDS ANALYSIS**

### **Leisure Needs Analysis**

- 3.1 The Leisure Needs analysis was undertaken over a three-month period in the summer of 2007. Further data collection and analysis, using various methodologies described in Section 1, continued until December 2007. This section describes the information brought forward and draws conclusions that begin to form the challenges and recommendations for the strategy.
- 3.2 The Sport England Facility Calculator holds data on provision for a range of sport and leisure facilities in relation to population levels. Some of these sports are provided for currently in Middlesbrough but not all were raised during the leisure needs analysis. This report focuses on relevant information for those facilities both currently provided for and used by a significant number of the population, and those facility types identified as requiring consideration by the leisure needs analysis.
- 3.3 Further detailed information is in Appendix 5 (Sport England Active Places Power Technical Report). The information shows which facilities are currently in existence, and the level of provision of swimming pools and sports halls that is theoretically required for a population the size of Middlesbrough. Also included in the appendix are existing plans / aspirations / wish lists for new sport specific facilities for the future in Middlesbrough. It must be recognised that partnership, commercial sector funding and land allocation will be issues to be considered in providing any new leisure facilities in Middlesbrough in the future.

### **Current Sports Facility Provision in Middlesbrough including Quality Audits**

#### **Local Authority Sports Facility Provision**

- 3.4 Middlesbrough Council manages the following sport and leisure venues which are fully accessible with no registered membership required:
- 3.5 These Leisure centres manage over 1.3 million customer visits per year and provide for the majority of open access leisure use in Middlesbrough.
  - The **Rainbow Leisure Centre** opened in Coulby Newham in 1986, this facility provides a six court multi -purpose sports hall and ancillary hall and fitness suite. A 6-lane deck level swimming pool and small learner pool was added in 1998.
  - The **Neptune** was opened in 1998 replacing the old Berwick Hills Swimming Baths and is very much an integral part of the Berwick Hills Centre which includes Joe Walton's Community and Youth Centre, Morrisons Supermarket, Crossfell Doctors Surgery, Berwick Hills Library and housing office. The Neptune is a community swimming facility and a regional venue for competitive swimming. Middlesbrough Amateur Swimming Club is based at the venue.
  - **Clairville Stadium** opened in July 1963 is a sub regional multi purpose athletics facility consisting of a floodlit 400 metre 7 lane synthetic track resurfaced in 2006 along with extra long jump pits added and the throwing cage re-sighted, there is a hard surface throwing area suitable for special needs athletes with facilities for field events situated in the centre of the track. In addition Clairville has a health suite, fitness facilities and small multi purpose hall.
  - **Southlands Leisure Centre** is a redeveloped school site originally funded through the Government's Urban Programme to benefit local communities. There is a four-court sports hall, fitness facilities, ancillary halls and full size outdoor artificial pitch.
  - **Acklam Sports Centre** is a dual use facility, located on a site shared by Kings Manor and Hall Garth Schools. Community use is managed by the Council which provides a 6-court hall and climbing wall, small activity gym, tennis courts, sports pitches and full size artificial turf pitch.

## SECTION III -LEISURE NEEDS ANALYSIS

There is currently a 20m four-lane swimming pool that will be closed when the school is rebuilt as part of the BSF programme.

- **Ormesby Sports Complex** was opened in May 2001 as Middlesbrough Councils newest purpose built leisure centre. A dual use facility on the site of Ormesby Comprehensive school, The facility provides a four court sports hall, fitness suite, climbing wall and multi use games area. A bid is with the Football foundation to develop a full size Artificial turf pitch on the site.
- **Middlesbrough Municipal Golf Centre** opened in 1977 as one of the first of its kind in the North of England. The venue provides an 18 hole parkland course, driving range and clubhouse.
- **Prissick Pitch and Putt** - On the Prissick Base site in Marton the pitch and putt is a 9-hole facility at the rear of the site open between April and September.

### Local Authority Sports Facility Quality Audits

- 3.6 Indoor site audits were carried out using the Strategic Leisure Limited non-technical proforma. The sites assessed are Middlesbrough Council main sports facilities only. These have been measured for quality on the basis that these facilities provide the main throughput of participation across the Council area and the Council has responsibility for the quality of these facilities. The Neptune and Clairville Stadium have recently had investment and this is one of the reasons for their higher scores. The outcome of the qualitative assessment is shown in Table 1:

**Table 1- Indoor Facility Quality Scores**

Site Name	Quality Score	Quality Rating
The Neptune	71%	Good
Clairville Stadium	69%	Good
Ormesby Sports Centre	68%	Good
Rainbow Leisure Centre	64%	Good
Southlands Leisure Centre	62%	Good

### CPA Choice and Opportunity Indicator

- 3.7 The CPA Choice & Opportunity Indicator which is the % of population within 20 minute drive in rural areas or 20 minute walk in urban areas, of 3 out of 6 different facility types (out of Pools, Halls, Health & Fitness, Grass Pitches, Synthetic Turf Pitches, Golf Courses) one of which has a quality assurance standard (Quest, Green Flag, ISO 9001:2000, Charter Mark
- 3.8 The LA venues in Middlesbrough are holders of the Charter Mark and so Middlesbrough has achieved 70.04% of Middlesbrough population meeting the indicator. (Source Sport England December 2006).
- 3.9 The CPA - Lower threshold equates to 30%, and the upper threshold is 50%. This is included in the CPA framework for 2005-2008 for single tier and county councils only. This puts Middlesbrough above the upper threshold for the CPA Choice and Opportunity Indicator.

### Middlesbrough Council Sports Development Service

- 3.10 The Sports Development Service is a well established team working in Middlesbrough delivering against the Active Middlesbrough Strategy 2002-08 to 'make more people more active' The service works with a number of key agencies and delivers in schools, leisure centres and community venues to a wide range of residents. It has established excellent links with the Middlesbrough PCT, the School Sport co-ordinators and all Middlesbrough Primary Schools.

## **SECTION III -LEISURE NEEDS ANALYSIS**

- 3.11 The service has been instrumental in establishing the Community Sport Network, a partnership between the key agencies who recognize and contribute to the impact of sport and physical activity in Middlesbrough.
- 3.12 It delivers a number of key sessions to vulnerable adult groups and manages the co-ordination, administration and support of the Get Active on Prescription Scheme and to adults with health issues and the delivery of the Active for Life programme.
- 3.13 It engages with hard to reach groups offering physical activity opportunities to young and old, people from the BME community, and people with disabilities.
- 3.14 It delivers several sessions per week in schools as part of the school curriculum.
- 3.15 The Sports development service has moved away from purely sports development in recent years to take on the mantle of sport for health sake. It remains the Council's link with sports governing bodies, the County Sport Partnership and Sport England to develop sport specific issues in Middlesbrough providing development support for clubs including assistance in seeking funding and achieving Clubmark.
- 3.16 It is tasked with a 1% year on year increase in the number of people participating in the activities it offers.
- 3.17 The service has a budgeted annual income target, which is not the norm for Sports Development services expected to work with key target groups. This has determined in the past the amount of work in schools which attracts the funding to achieve the income target. This has meant that the focus of the team is skewed to working in schools with under 16s.

### **Local Authority Community Centres in Middlesbrough**

- 3.18 In addition to the formal sports and leisure facilities in Middlesbrough, there are a number of additional facilities that are used for more informal recreation. These facilities are considered important provision as, whilst they may not be 'purpose built' sports facilities they are often the only place in which people can take part in sport and physical activity in their local area. However, these are considered alongside the more formal provision but not included in the modelling assessment of formal sports halls, water space or health and fitness provision.
- 3.19 It is recognised that indoor community provision including facilities such as Community Centres and other venues such as Church Halls, Scout Huts and Civic Halls can all provide valuable indoor space for a range of sport and recreation activities, particularly of an informal nature.
- 3.20 The table below identifies 9 purpose-built community centres that responded to the Community Centre Questionnaire and provide some form of facilities that cater for sport and physical activity in Middlesbrough. The Centres are used for many community activities including Educational Courses, Parties, Meetings, Dancing, Youth Groups, Senior Citizen Groups and many more. Each centre is also available for commercial hire, as detailed;

<b>Community Centre</b>	<b>Neighbourhood Served</b>	<b>Activities</b>
Park End Community Centre	Park End plus parts of Berwick Hills	Hall has low ceiling but ball games using soft balls can be played. Centre has own table tennis and pool table and there are carpet bowls, kickboxing equip etc, Multi

## SECTION III -LEISURE NEEDS ANALYSIS

Community Centre	Neighbourhood Served	Activities
	and Priestfields. Users attend from Middlesbrough and beyond	purpose games court and open access skate park/BMX track adjacent to centre. Centre has large grassed area to rear with set of football posts.  Activities include: Carpet bowls, kick boxing, junior youth club, youth sessions, parent and child sessions, art & craft group, sewing classes, bingo etc
The Neighbourhood Centre - St Paul's Road	Anywhere in Middlesbrough but predominately Gresham ward	Five a side football training, carpet bowls, dancing, karate, boxing, curling, in door cricket. Youth club, community group, Local Base for fitness training, DJ sessions, Disco's quiz, gymnastics, adult education
Charlbury Road Community Centre	Pallister Park and Town Farm	Dance classes, junior club including physical activity games
Joe Walton Community and Youth Club	East Middlesbrough	5 a side football training, carpet bowls, dancing, karate, boxing, curling, in door cricket. Youth club, community group, Local Base for fitness training, DJ sessions, Disco's quiz, gymnastics, adult education
Kader Youth and Community Centre	Acklam, Brookfield and Kader	Gymnastics, dancing, karate, table tennis, keep fit, Play Park for 0-5 years and a garden for the elderly Jazz band, 50/50 dancing, Thursday club, hire for weddings, day care, sewing etc
Linthorpe Community Centre	Linthorpe	Mothers and toddlers, exel, art group, blood donors, Pilates, tea dance, line dancing, keep fit for over 50's, yoga, sewing group, scrabble group etc
Grove Hill Youth and Community Centre	Grove Hill	Generic youth sessions, junior club, outdoor summer programme, play scheme, employment assistance also used for indoor sports, basketball nets, football, badminton
Netherfields Community Centre	Netherfields, Beckfield ward	Badminton, keep fit, dance, bowls, bingo, youth club, coffee bar, parent and toddlers, hairdressers etc

## SECTION III -LEISURE NEEDS ANALYSIS

### Local Authority Community Centre Quality Audits

Community Centre	Quality of meeting room	Quality of main hall	Quality of kitchen	Quality of outdoor facility(s)	Quality of toilets	Quality of bar/social area	Quality of car park
<b>Park End Community Centre</b>	N/A	Average	Average	Average	Average	Average	Poor
<b>The Neighbourhood Centre</b>	N/A	Very Good	Good	Good	N/A	N/A	Very Poor
<b>Charlbury Road Community Centre</b>	N/A	Good	Very good	Good	N/A	N/A	N/A
<b>Joe Walton Community and Youth Club</b>	Very Good	Very Good	Very good	N/A	Very Good	N/A	Very Good
<b>Kader Youth &amp; Community Centre</b>	Good	Good	Good	Good	Very Good	N/A	N/A
<b>Linthorpe Community Centre</b>	No comment	No comment	No comment	No comment	No comment	No comment	No comment
<b>Grove Hill Youth and Community Centre</b>	Average	Average	Average	Average	Average	Average	N/A
<b>Netherfields Community Centre</b>	N/A	Average	Average	Good	N/A	Average	N/A
<b>Whale Hill Community Centre</b>	Good	Average	Good	N/A	Average	Average	N/A

The table above details the self assessed quality of the Community Centres identified in this strategy.

### Leisure Venues on Education Sites

- 3.21 In addition there are sports halls at Newport Settlement Youth and Community Centre (4 court provides for pay and play), St David's Roman Catholic Technology College (4 court sports hall not totally accessible for public use), The Acorn Centre (4 court states offers pay and play access) , The Kings Academy, Unity City Academy (4 court sports hall not totally accessible for pay and play use), University of Teeside (3 court and a 6 court sports hall not totally accessible for pay and play

## **SECTION III -LEISURE NEEDS ANALYSIS**

use) and MTLC – Ormesby Table Tennis Club (4 court sports hall not totally accessible for pay and play use).

3.22 The University site provides the major central Middlesbrough dry sports facility, but these courts are not available all the time for pay and play use, given that they are sited on the University campus.

3.23 In addition the following schools provide other sports facilities

- King’s Manor School Outdoor tennis courts – built as part of Sports College development home to Acklam Tennis Club.
- Priory Woods School – Trampoline Room
- Ormesby School and Macmillan School – Climbing Walls

### **Quality Audits Leisure Venues on Education Sites**

3.24 The quality of the University and Kings Academy provision is good quality as these are newer facilities; the remaining school sites are of poorer quality.

### **Building Schools for the Future Programme**

3.25 The Building Schools for the Future (BSF) programme will consist of the rebuilds or refurbishments detailed below. As part of the refurbishment playing fields will be receiving improved drainage where required in agreement with Sport England, and indoor facilities will consist of 4 court sports hall as a minimum on each site.

- Acklam Grange – new build with the existing sports hall being retained and the new school designed and built around it
- Ormesby Comprehensive School – Rebuild
- St David's and Newlands Schools – amalgamating on the existing St David’s site with a new Synthetic Turf Pitches (STP) for school and community use on the Acklam base site.
- Kings Manor and Hall Garth – amalgamating on the Acklam Base site to provide a new school – 6 courts sports hall, fitness suite, replacement of Hustler Trust STP to 3rd generation standard for school and community use and location of St David’s new 3<sup>rd</sup> generation STP to be compatible with hockey provision..

### **Private Sector Leisure Provision**

3.26 There are a number of private facilities in Middlesbrough these are either managed by the commercial sector or voluntary sector. These include Health and Fitness Facilities as follows: Bannatynes Fitness (Coulby Newham), Fitness Zone (Middlesbrough), Hemlington Lake and Recreation Centre, JJB Sports and Health Club, Omega Health Club, Otium Leisure Centre, Steel City Gymnasium and Sporting Lodge

3.27 Four of the above health and fitness centres also provide swimming facilities. These are Bannatynes Fitness, JJB Sports and Health Club, Sporting Lodges and the Otium Leisure Club.

3.28 In addition there is a range of other facilities provided by the commercial and voluntary sector these are:

- **Middlesbrough Tennis World (Marton Road) Courts:** 3 x floodlit artificial grass, 4 x temporary indoor clay, 3 x floodlit macadam, 4 x indoor textile. A bubble over the clay

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provides the first in the North East, which have been part funded by the LTA as a County Clay Court Centre. The plan is to remove the bubble for the summer period.

- **Ormesby Table Tennis Club.** Previous School Sports Hall adjacent to Middlesbrough Teaching and Learning Centre, taken over and developed by Ormesby TT Club.
- **Middlesbrough Bowls Club,** Cornfield Road Middlesbrough CO-OP Club Green Lane.
- **Middlesbrough Gymnastics Gym World** soon to relocate with Middlesbrough College to Middlehaven. Gym World is currently based on Acklam Road and provides gymnastics opportunities for the very young through to elite performers.
- **Private golf facility Middlesbrough Golf Club,** Brass Castle Lane 18 hole.

### Private Sector Quality Audits

- 3.29 Private sector quality audits have not been undertaken as the commercial sector is apprehensive and generally not very positive about participating in such an audit. However, it can be seen from visual inspection that these facilities are of a very good quality and are well maintained.

### Informal Sports - Recreational Cycling and Walking

- 3.30 There are a number of strategies and plans available in Middlesbrough referring to consultation and findings about walking and cycling. All recommendations and findings of those related plans and strategies are not repeated here but they are considered as key documents and are referenced here to be used in supporting the case and guiding the recommendations and action planning for recreational cycling and walking.

### Walking in Middlesbrough

- 3.31 There are **Health Walks** at Coulby Newham, Fairy Dell, Hemlington and North Ormesby. There are also other active health walk groups including ones based in Middlesbrough Town centre, South Grange Surgery, Glens Surgery, West Middlesbrough and Brookfield and Keilder.
- 3.32 The **Timberland Trail** is a five mile linear walk between Albert Park and the countryside south of Middlesbrough, linking town with country along the longest beck corridor. The trail passes through a range of habitats including mixed broad leaf woodland, wildflower meadows, ponds, lakes and the beck itself.
- 3.33 The **Tees Link** is a 17km trail which connects the Cleveland Way at Highcliff Nab to the Teesdale Way at Middlesbrough dock. The Tees Link leaflet illustrates a longer walk, spanning the Tees Valley from Saltburn to Yarm, enabling anyone to enjoy a walk between town and country. The Tees Link accommodates long distance walkers as part of the E2 European route from Harwich to Stranraer.
- 3.34 There are four advertised walks around **Berwick Hills** local nature reserve and area. All the walks are circular and can be completed within an hour.

### Draft Rights of Way Improvement Plan 2007 / Public Rights of Way

- 3.35 There are approximately 70 recorded public rights of way in Middlesbrough which cover some 38km. Middlesbrough Council's rights of way officer has produced a Draft Rights of Way Improvement Plan 2007. The plan includes 28 consultation findings which are considered as important to the recommendations and action planning in this strategy given the health and well being benefits associated with recreational walking and cycling.

### The Tees Forest Plan (2000)

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- 3.36 Access to the Tees Forest will include a network of 'Greenways' and 'Forest Gateways' and there will be links direct from urban areas. Forests are long-term projects and could take up to 30 years to establish.
- 3.37 There are plans for good access links along the beck valleys and other routes into the Middlesbrough urban area will be fostered and these will intersect and join with a major proposed east-west gateway. There is also encouragement for a new primary gateway site at Lingfield Farm with suitably designed access links.

### **Cycling in Middlesbrough**

#### **The Tees Valley Cycle Strategy (1998)**

- 3.38 The strategy encourages more cycling, as part of an integrated land use and transport strategy to:
- Improve mobility for people, not movement of vehicles
  - Improve road safety
  - Improve the environment
  - Improve the health of the community
- 3.39 Middlesbrough has more than 250 miles of recommended cycle routes to encourage journeys by bicycle. A selection of recommended rides in Middlesbrough and the rest of the Tees Valley are provided on the [Do it by cycle](#) website. There are route descriptions as well as downloadable maps and a variety of other cycling related information. There are a number of National Cycle routes running through Middlesbrough. The Middlesbrough section of the Eight Bridges cycle way between Middlesbrough and Stockton, part funded by Sport England is complete.
- 3.40 These routes are of National and Regional significance and form part of the local strategic cycle network. Route 1 - runs east to west through Middlesbrough town centre linking with national cycle route 14 at the Tees Barrage. Route 65 - meets Route 1 at Middlesbrough town centre and runs south to Hull, via York.
- 3.41 The local cycle network is evolving and there are a number of local strategic routes which link residential areas towards the south of the Borough with key services and employment sites such as James Cook University Hospital and the town centre towards the North. These routes are a mixture of on road and traffic free routes that run adjacent to carriageways, and on shared use paths.
- 3.42 Accredited training in cycling skills is available to people over 16 through the Open College Network. For the younger rider, Middlesbrough Council provides free cycle training for school children in years five to seven, organised through the term-time curriculum.
- 3.43 Middlesbrough Cycle Centre is a Middlesbrough Environment City project supported by the Northern Rock Foundation, Sport England and Middlesbrough Council. The Cycle Centre is based at 71 Gilkes Street and is only a five-minute walk from the town centre. The Middlesbrough Cycle Centre is the only secure cycle parking facility in the Tees Valley and is committed to promoting cycling in Middlesbrough by providing free, secure, indoor cycle parking along with showers, changing facilities, lockers and an information centre. Members, now totalling over 450 can leave their cycles safe and secure while they go to work or go shopping. The Centre delivers guided rides, cycle maintenance sessions and accredited road safety training. The information centre provides route and touring maps, cycle guides and other information to enable riders to access routes to work and for leisure activities throughout the Tees Valley.
- 3.44 There is a perceived requirement to improve cycling routes in the town centre.

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- 3.45 The British Cycling Federation (BCF) still sees Middlesbrough as the most appropriate site for the development of a 'velodpark' facility in the North East given the geographical location in relation to other cycling facilities and the existing club infrastructure. The closure of the outdoor cycle track at Clairville Stadium meant the loss of an important facility for the elite cyclist.

### **Middlesbrough Local Transport Plan (2006 -2011)**

- 3.46 The Middlesbrough Local Transport Plan talks about extended walking routes, new cycling routes and new pedestrian crossings as key interventions.

### **Safe Routes to School**

- 3.47 There are several safe routes to school initiatives and walking busses. Safe routes to school initiatives can provide a potential source of funding for access improvement.

### **Supply and Demand Analysis**

- 3.48 A number of key tasks have been undertaken to ascertain levels of demand for major sports facilities. These principally consisted of:
- Demand Modelling using the Sport England Sports Facility Calculator (SFC) and Active Places Power analysis to assess likely demand for Sports Hall and Swimming Pool facilities. Active Places Supply and Demand looks at Capacity of facilities, with capacity being based on visits per week during the peak period. The system uses the actual capacities of each facility, based on number (e.g. lanes), hours available in the peak period and duration of visit. What this analysis will show, is those areas where demand either outstrips current capacity e.g. there are not enough supply to meet current demand, or demand is less than current capacity e.g. there is a potential oversupply.
  - Demand Modelling using known market penetration rates for Health and Fitness facilities - 12% (Fitness Industry Association, 2007)
  - Additional internet research in addition to data supplied by Middlesbrough Council
  - Quality Assessment of existing Local Authority Sport and Leisure service managed facility provision
- 3.49 The Sport England Sports Facility Calculator uses the parameters that have been developed for the Sport England Planning Tool for major community facilities such as swimming pools, sports halls.
- 3.50 The usage parameters (derived from a number of sources including national user surveys, National Facility Benchmarking Service returns, and General Household Survey and Time Use data) provide a representation of the use of sports facilities, based on observed behaviour.

### **Swimming**

- 3.51 The Active People Survey 2005 identified swimming as the most popular activity undertaken most regularly by the greatest proportion of the population nationally. This proved to be the case in Middlesbrough also. It is considered therefore to be one of the most important activities in shifting the inactive to becoming more active. As a result the emphasis on swimming provision is important in Middlesbrough given the very low levels of activity recorded for Middlesbrough.

### **Sport England Facility Calculator Data - Swimming Pools**

## SECTION III -LEISURE NEEDS ANALYSIS

- 3.52 The Sports Facility Calculator identifies a current demand for **1,414.75 sqm** of water space within Middlesbrough. That is equivalent to **6.66 (or 7)** swimming pools. This is based on a square meter of water space per head of population. The Local Authority and the private sector provide swimming pools in Middlesbrough.
- 3.53 The only school pool is at Acklam Sports Centre (160 sqm water space) and this is due to close as part of the Building Schools for the Future programme it has therefore not been included in this strategy in terms of planning for future swimming provision.
- 3.54 Table 4 summarises the results from the Sport England Active Places audit (excluding the Acklam Pool) that shows a current total supply of **1,563.25 sqm**, of which 275.75 sqm is provided via three small pools at Otium Leisure Club, Rainbow Leisure Centre and the Neptune Centre which, with the exception of the Neptune small pool, are perhaps considered too small to be suitable for recreational swimming for adults.
- 3.55 The table does not show the water space provided by Total Fitness because although close to the centre of Middlesbrough it is actually in Stockton on Tees. Middlesbrough residents and those who work in the town centre use this facility. It is a private sector pool with registered membership use only.

Table 4

<b>Total Swimming Pool Provision</b>		
<b>Site Name</b>	<b>Access</b>	<b>Area of pool (Sq. m)</b>
<b>Bannatynes Fitness</b>	Registered Membership Use	175
<b>JJB Sports Health Club</b>	Registered Membership Use	200
<b>Neptune Centre</b>	Pay and Play	450
<b>Rainbow Leisure Centre</b>	Pay and Play	312.5
<b>Sporting Lodge</b>	Registered Membership Use	150
	Sub Total	1,287.5
<b>Otium Leisure Club</b>	Registered Membership Use	46.75
<b>Rainbow Leisure Centre</b>	Pay and Play	49
<b>Neptune Centre</b>	Pay and Play	180
	Sub Total	275.75
	<b>Total supply</b>	<b>1,563.25</b>
	<b>Full lane supply</b>	<b>1,287.50</b>
	<b>Demand 2007</b>	<b>1,414.75</b>
	<b>Predicted Demand 2012</b>	<b>1,446.14</b>
	<b>Predicted Demand 2020</b>	<b>1,537.17</b>

- 3.56 The table shows that the Sport England Facility calculator considers Middlesbrough currently has a surplus of total water space provision. However it should be noted that;
- The Sport England demand modelling exercise does not make allowance for accessibility that relates to the amount of pay and play community use.
  - Four sites require registered membership and are provided via the private sector (Bannatynes Fitness, JJB ports, Sporting Lodge and Otium Leisure Club).

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- Private sector facilities are deemed to be much less accessible to a proportion of the population due to the nature of these facilities targeting the higher income groups on the whole.
- Official labour market statistics for Middlesbrough indicate that 16.5% of the working population falls within the categories of managers, senior officials and professional occupations, who are considered to be those most likely to use private sector facilities. Theoretically therefore 83.5% of the Middlesbrough population will not access the private sector swimming facilities.
- Three of the pools have 'no lanes' and are small enough to be considered to be inadequate for a quality of adult recreational swimming to improve health

3.57 If this information is considered and the private facilities are removed from the calculation, the table below shows a total of 991.5 sqm of accessible water space (2007) in Middlesbrough. This is below the Sport Facility Calculator current demand figure by 423.25 sq m. This approximately equates to a 6 lane 25m swimming pool.

Table 5

<b>Fully accessible Swimming Pool Provision</b>		
<b>Site Name</b>	<b>Access</b>	<b>Area of pool (Sq. m)</b>
<b>Neptune Centre</b>	Pay and Play	450
<b>Rainbow Leisure Centre</b>	Pay and Play	312.5
	Sub Total	762.5
<b>Rainbow Leisure Centre (No lanes)</b>	Pay and Play	49
<b>Neptune Centre (No Lanes)</b>	Pay and Play	180
	Sub Total	229.0
	<b>Total supply</b>	<b>991.5</b>
	<b>Full lane supply</b>	<b>762.5</b>
	<b>Demand 2007</b>	<b>1,414.75</b>
	<b>Predicted Demand 2012</b>	<b>1,446.14</b>
	<b>Predicted Demand 2020</b>	<b>1,537.17</b>

### Water space supply and demand 2012

3.58 When taking into consideration the projected Middlesbrough population for 2012 and a proposed 5% increase in participation in swimming by that year the Facility Calculator shows a requirement for 1446.14 sqm of water space. This is still within the current (2007) total supply including private sector facilities and small pools but excluding Acklam Pool.(1563.25sqm)

3.59 If the private sector provision and Acklam pool are removed when considering the required water space in 2012 there is a deficit of water space totalling 454.14 sq m that equates approximately to 2.2 4 lane x 25m pools.

### Water space supply and demand 2020

3.60 When considering the population projections to 2020 and a 1% increase in swimming participation to 2020 the Sport England Facility Calculator shows demand in Middlesbrough in 2020 for 1537.17 sq m of water space. When considering the total water space including private sector the demand continues to be within the current supply. This scenario must consider however that by 2020 the current swimming facilities will be 13 years older.

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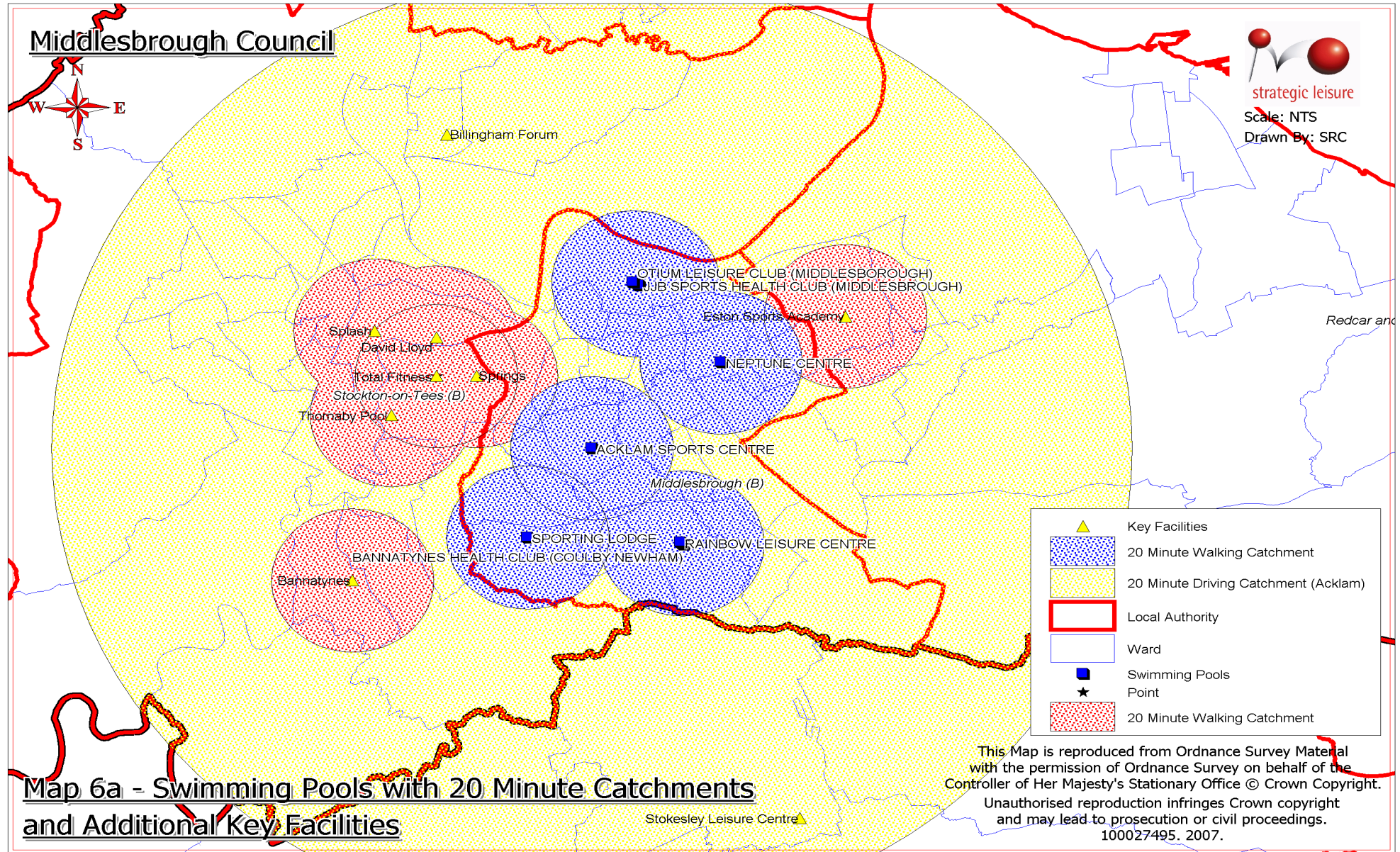
- 3.61 However if the private sector pools are removed from the calculation the accessible water space in Middlesbrough in 2020 will show a deficit of 545.67 sq m of water space.
- 3.62 It seems clear that the private sector water space is important in providing for recreational swimming in Middlesbrough and that this will be considered within the recommendations and action planning.
- 3.63 Active Places Power allows a local authority to compare its level of sports facility provision with its nearest neighbour.

<b>Local Authority</b>	<b>Population</b>	<b>Number of Swimming Pool Sites</b>	<b>Number of Swimming Pools</b>
<b>Middlesbrough</b>	<b>134844</b>	<b>6</b>	<b>8</b>
<b>Local Authorities Considered by ONS to be Similar</b>			
<b>Hartlepool</b>	<b>88652</b>	<b>11</b>	<b>11</b>
<b>Stockton-on-Tees</b>	<b>178353</b>	<b>10</b>	<b>10</b>
<b>Redcar and Cleveland</b>	<b>139083</b>	<b>4</b>	<b>4</b>

**Source: Sport England Active Places Power**

- 3.64 The Hartlepool pools are predominantly school pools and are due to be affected by the BSF programme in Hartlepool. There are plans in the future for a town centre swimming facility.
- 3.65 The Stockton on Tees figure includes Billingham and Thornaby pools (both ageing stock) and a number of school pools with limited public access.
- 3.66 The Redcar and Cleveland figure is borough wide including Saltburn, Guisborough and Loftus. There is no swimming pool in Redcar although there are plans for one in the future, in order to address identified local deficiencies.

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**Map 6a - Swimming Pools with 20 Minute Catchments and Additional Key Facilities**

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- 3.67 Map 6a shows the distribution of swimming facilities within Middlesbrough with approximate 20 minute walking catchments. (1 Mile) It can be clearly seen from this map that the majority of the population are within 20 minutes walk or 1 mile of a Swimming Pool.
- 3.68 The yellow catchment shows a 20-minute driving catchment (6.66 Miles) around Acklam Pool, which covers the whole of the area comfortably.
- 3.69 Sport England's Active Places Power identifies as part of its Planning Tools travel times to nearest swimming pools by car, walking and public transport for each of the Middlesbrough Output areas. The following table identifies the average travel times for Middlesbrough residents to a main swimming pool:

<b>Travel Mode</b>	<b>Average Travel Time in Minutes</b>
<b>Car</b>	<b>6.37 minutes</b>
<b>Walking</b>	<b>20 minutes</b>
<b>Public Transport</b>	<b>13 minutes</b>

**Source: Sport England Active Places Power**

- 3.70 The above table shows that the average time for Middlesbrough residents to access a swimming pool by car is 6.37 minutes by walking within 20 minutes and by public transport 13 minutes. However there are specific areas within Middlesbrough where it takes longer than 20 minutes to walk to a swimming pool i.e. Nunthorpe. There are parts of other wards as can be seen from the 6a map that are not within the 20 minute walking distance these are: Ayresome, Beckfield, Beechwood, Brookfield, Clairville, Gresham, Hemlington, Ladgate, Kader, Linthorpe, Marton, Marton West, Park End, Park Wood and Stainton and Thornton.
- 3.71 When Acklam Swimming Pool closes then the majority of Acklam ward can be added to this list. If the private sector facilities are removed from the map there are large parts of Middlesbrough that would not be within a 20 minute walking distance of pools this would include the majority of Middlehaven, Stainton and Thornton and Brookfield Ward.
- 3.72 When Acklam pool is closed there will be a gap between Sporting Lodge, Rainbow Leisure Centre and Neptune Centre 20 minute walk catchment areas. This clearly has implications for public transport and cycling plans in the future.
- 3.73 The Active Places Power + calculation was applied nationally by Sport England in early 2007 and can be drilled down to Local Authority areas. Although a theoretical tool, this has identified that Middlesbrough's swimming pools satisfy 87.7% of demand for swimming in Middlesbrough. This figure is below the national average of 91.9%. This should be considered in relation to the fact that Middlesbrough imports 22.8% of custom from elsewhere - Redcar for example exports 17.3% of its swimming demand to Middlesbrough.
- 3.74 Compared to the national average Middlesbrough has lower levels of access to a car and higher reliance on buses and walking as means of transport. The distance that people are prepared to walk or use public transport to access swimming pools or sports halls is lower than those that have access to a car therefore satisfied demand in Middlesbrough is more sensitive to the distribution and location of facilities.
- 3.75 Swimming is the highest participation sport nationally and this also applies in Middlesbrough. If accessibility to pools is improved through public transport improvements this will raise the satisfied demand for swimming pools in Middlesbrough.
- 3.76 New swimming pool facilities should be built in the town centre or in an area jointly between Stockton and Middlesbrough good public transport links are a must. Ideal locations would be South Riverside.

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- 3.77 The Amateur Swimming Association has suggested competitive swimming would benefit from a 50m pool in the Tees Valley region although it appreciates that this would need to involve a number of partners. The achievements of clubs in the region could justify a further 50m training facility, not necessarily an additional competition pool given there is a 50m competition pool being built in Sunderland. As a priority the ASA would opt for an additional training site rather than a competition pool. For a Tees Valley 50m pool to become a reality it is recognised by the ASA that it would mean extensive partnership working between neighbouring local authorities, Teesside University, Middlesbrough College, the ASA and Sport England.
- 3.78 The Middlesbrough Amateur Swimming Club (MASC) has an aspiration to see a 50m pool in Middlesbrough. They see it is important in order to achieve the aspiration to have top class swimmers perhaps Olympic medallists. The club have stated the standard of swimming at the club is now at an international level. To sustain that and continue to promote swimming at grass roots the club require more water time. This could be serviced by provision of another pool (50m) - The club rates Neptune as an excellent facility.

### Sports Halls

#### Sport England Facility Calculator Data - Sports Halls

- 3.79 Based on the Sports Facility Calculator there is an identified total demand in Middlesbrough for 39.15 courts, equivalent to 9.79 sports halls.
- 3.80 The analysis of supply and demand is based on 3 badminton court halls being the minimum acceptable 'unit' of provision. The facility audit identified a total of 55 courts supplied within Middlesbrough via the public, private and education sectors as shown below:
- 3.81 There are varying degrees of pay and play access which if considered does reduce the surplus. If the facilities without full pay and play provision are removed (25 courts, 45% of provision) from the modelling, fully accessible provision will equate to 30 courts (55% pay and play access) in facilities with 3 courts or more, which suggests a slight current deficit against the aforementioned demand.
- 3.82 It should also be noted that a number of courts are located on education sites; given the varying degrees of community use (i.e. availability and access) to school facilities, this also has an impact on the current provision levels.
- 3.83 There are other venues in Middlesbrough providing indoor halls for full community use that are not included in the parameters required of the Sport Facility Calculator e.g. Hemlington Lake and Recreation Centre, Clairville Stadium.

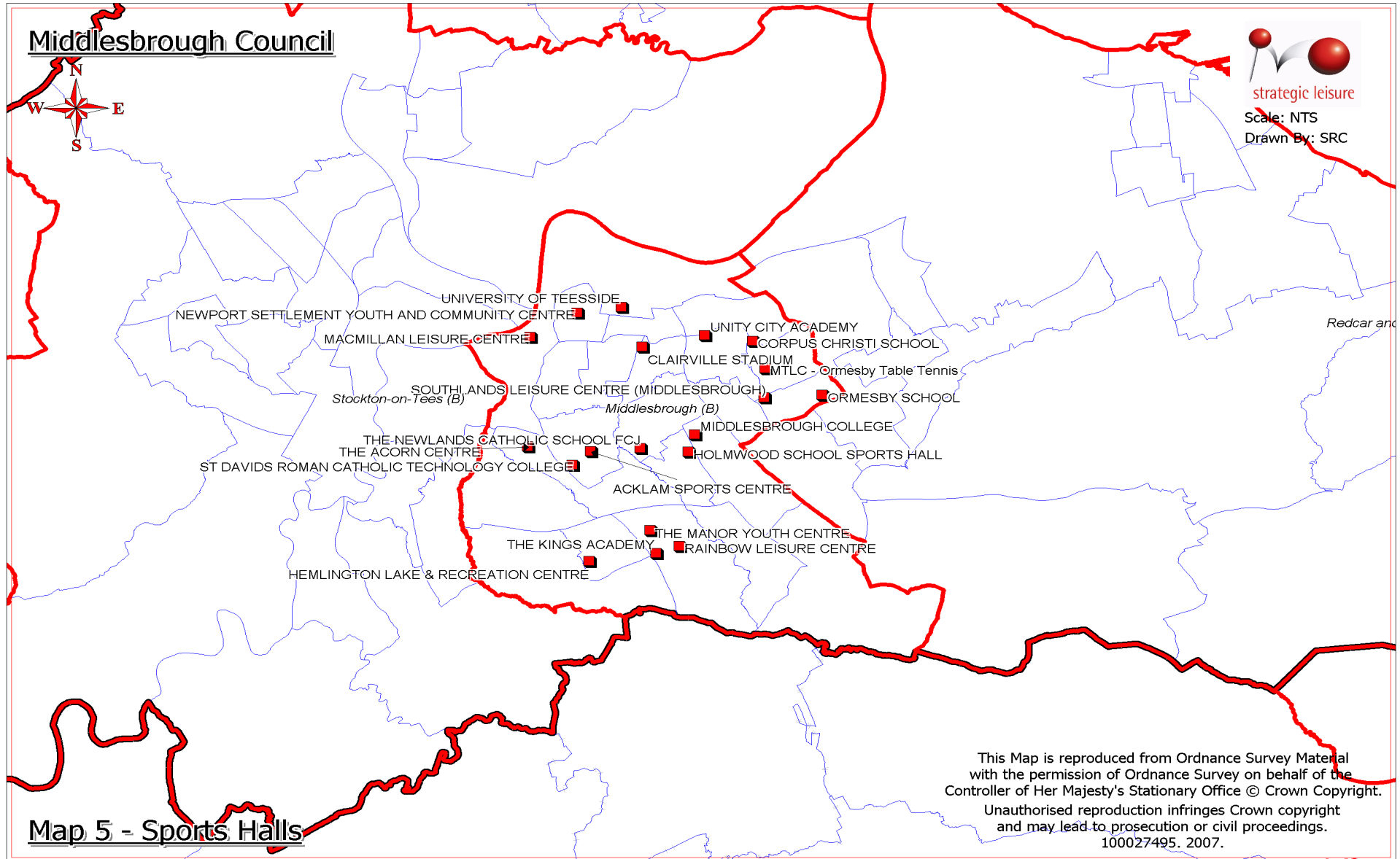
<b>Sports Halls (minimum of 3 courts and above included)</b>		
<b>Site Name</b>	<b>Access</b>	<b>Number of Badminton Courts</b>
<b>Acklam Sports Centre</b>	Pay and Play	4
<b>Macmillan Leisure Centre</b>	Pay and Play	4
<b>Newport Settlement Youth and Community Centre</b>	Pay and Play	4
<b>Ormesby School</b>	Sports Club/Community Association	4
<b>Rainbow Leisure Centre</b>	Pay and Play	6
<b>Southlands Leisure Centre</b>	Pay and Play	4
<b>St Davids Roman Catholic</b>	Sports Club/Community	4

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<b>Sports Halls (minimum of 3 courts and above included)</b>		
<b>Site Name</b>	<b>Access</b>	<b>Number of Badminton Courts</b>
<b>Technology College</b>	Association	
<b>The Acorn Centre</b>	Pay and Play	4
<b>The Kings Academy</b>	Pay and Play	4
<b>Unity City Academy</b>	Sports Club/Community Association	4
<b>University of Teesside</b>	Sports Club/Community Association	3
<b>University of Teesside</b>	Sports Club/Community Association	6
<b>MTLC - Ormesby Table Tennis</b>	Sports Club/Community Association	4
	<b>Total supply</b>	<b>55 courts</b>
	<b>Total fully accessible supply</b>	<b>30 courts</b>
	<b>Total identified demand 2007</b>	<b>39.15 courts</b>
	<b>Predicted demand 2012</b>	<b>40.02</b>
	<b>Predicted demand 2020</b>	<b>42.54</b>
<b>Middlesbrough College Middlehaven (Proposed)</b>		<b>+ 6</b>
<b>Acklam Sports Centre(BSF Proposal)</b>		<b>+2</b>
<b>Tollesby School (BSF Proposal)</b>		<b>+3</b>

- 3.84 The new sports hall facility to be provided at Middlesbrough College will increase the current supply to 61 courts. This facility will meet the requirements of the new housing in Middlehaven.
- 3.85 The new sports hall facility at Acklam Sports Centre provided through BSF will be a 6 court hall.
- 3.86 The new sports hall facility at Tollesby School, provided through BSF, will be brought into community use providing 3 additional courts for pay and play use.
- 3.87 The requirement with a population of 132,300 and a 5% increase in participation in 2012 will be 40.02 courts.
- 3.88 The requirement with a population of 128,400 and a 1% increase in participation per year until 2020 will be 42.54 courts.

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- 3.89 Map 5 above shows the distribution of Sports Halls across Middlesbrough, including those with less than 3 courts. It shows a good distribution of facilities throughout the area. The Sport England Travel by Time Band report on Active Places Power only identifies small parts of Marton Ward, Marton West Ward and Nunthorpe Ward as areas that have a higher walk time to sports halls than 20 minutes.
- 3.90 Sport England's Active Places Power identifies as part of its Planning Tools travel times to nearest sports halls by car, walking and public transport for each of the Middlesbrough Output Areas. The following table identifies the average travel times for Middlesbrough residents to sports halls with main halls.

Travel Mode	Average Travel Time in Minutes
Car	5 minutes
Walking	11 minutes
Public Transport	10 minutes

Source: Sport England Active Places Power

### Health & Fitness

- 3.91 Demand modelling for health and fitness facilities has been undertaken utilising the Fitness Industry Association Health & Fitness Penetration rate for 2007 (12%), based on 2007 sub national projected population data for Middlesbrough. It should be noted that the 12% penetration rate is a national average figure and does not account for peaks and troughs in demand.
- 3.92 The demand modelling for Middlesbrough indicates that there is a demand for 380 fitness stations (single piece of equipment) within the area. The actual supply of fitness stations is 782 stations (as illustrated in the table below.) This would indicate Middlesbrough has a significant surplus (402 stations.)

Table 6 - Health and Fitness Supply

Health and Fitness		
Site Name	Access	Number of Stations
Bannatynes Fitness (Coulby Newham)	Pay and Play	115
Clairville Stadium	Pay and Play	26
Fitness Zone (Middlesbrough)	Registered Membership Use	66
Hemlington Lake & Recreation Centre	Pay and Play	14
JJB Sports Health Club	Registered Membership Use	200
Macmillan Leisure Centre	Pay and Play	20
Middlesbrough College	Registered Membership Use	28
Neptune Centre	Pay and Play	33
Omega Health Club	Registered Membership Use	28
Ormesby School	Pay and Play	25
Otium Leisure Centre	Registered Membership Use	19
Rainbow Leisure Centre	Pay and Play	37
Southlands Leisure Centre	Pay and Play	28

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<b>Health and Fitness</b>		
<b>Site Name</b>	<b>Access</b>	<b>Number of Stations</b>
<b>Steel City Gymnasium</b>	Pay and Play	50
<b>The Acorn Centre</b>	Pay and Play	20
<b>The Kings Academy</b>	Registered Membership Use	10
<b>University of Teesside</b>	Registered Membership Use	30
<b>Sporting Lodge</b>	Registered Membership Use	33
<b>Total supply</b>		<b>782</b>
<b>Total fully accessible supply</b>		<b>244</b>
<b>Demand 2007</b>		<b>380</b>
<b>Demand 2012</b>		<b>528</b>
<b>Demand 2020</b>		<b>754</b>

3.93 As with swimming and sports hall provision, the levels of community pay and play accessibility for health and fitness provision varies according to the provider. When only pay and play facilities are considered, there is a current supply of 244 stations. (31%) This highlights a deficiency against the demand of 380 stations.

3.94 The majority of fitness stations in Middlesbrough (69%) are currently provided via the private sector.

### **Health and Fitness demand 2012**

3.95 By utilising the sub-national population projections for 2012 and taking the population over the age of 14 (108,400) this decrease from 2007 (110,400) and increasing participation by 1% per year until 2012 there is a requirement for 528 fitness stations.

### **Health and Fitness demand 2020**

3.96 By utilising the sub national population projections for 2020 and taking the population over the age of 14 (105,200) this decreases from 2007 (110,400) and increasing participation by 1% per year until 2020 there is a requirement for 754 fitness stations.

3.97 Sport England's Active Places Power identifies as part of its Planning Tools travel times to nearest health and fitness facilities by car, walking and public transport for each of the Middlesbrough Output Areas. The following table identifies the average travel times for Middlesbrough residents to health and fitness facilities:

<b>Travel Mode</b>	<b>Average Travel Time in Minutes</b>
<b>Car</b>	<b>5 minutes</b>
<b>Walking</b>	<b>12 minutes</b>
<b>Public Transport</b>	<b>10 minutes</b>

3.98 The current and future demand will be within the current total supply. It is required to ensure the quality and number of stations remains up to 2020.

### **Athletics**

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3.99 The UK Athletics Planning and Delivery Plan 2007 - 2012 states the requirement for a hierarchy of provision for competition and training purposes for both outdoor and indoor facilities.

3.100 The firm, but not strict, criteria for the provision of these facilities is:

- One outdoor synthetic track 6 or 8 lanes per 250,000 of population within 20 minutes drive (45 minutes in rural areas)
- One indoor training centre per 500,000 people living within 30 minutes drive (45 minutes in rural areas)

3.101 The Tees Valley has been specifically identified within the UK Athletics facility strategy to provide for a further regional indoor facility. The recent refurbishment at Clairville Stadium and the presence of the covered stand for athletes and spectators would make it UK athletics preferred venue.

3.102 Although not referred to as part of the UK Athletics delivery plan the desire of the clubs based at the venue, now that the cycle track has been decommissioned, would be to add an eighth lane to the current 7 lane track.

3.103 Active Places Power identifies the number of athletic track lanes per 1000 population:

**England Ratio : 0.05**

**North East Region**

**Ratio: 0.09**

**Middlesbrough**

**Ratio: 0.05**

**Source: Sport England Active Places Power**

3.104 The table above identifies that there are fewer lanes per 1000 of population in Middlesbrough compared to the North East Region but Middlesbrough provides the same number as England.

3.105 Sport England's Active Places identifies as part of its Planning Tools travel times to nearest athletics facilities by car, walking and public transport for each of the Middlesbrough Output Areas. The following table identifies the average travel times for Middlesbrough residents to athletics facilities.

Travel Mode	Average Travel Time in Minutes
Car	9 minutes
Walking	40 minutes
Public Transport	19 minutes

3.106 The above table shows that the average time for Middlesbrough residents to access an athletics track by car is 12 minutes by walking 73 minutes and by public transport 25 minutes

3.107 The table below shows that the nearest neighbours to Middlesbrough have the same number of athletic tracks apart from Hartlepool which does not have one.

Local Authority	Population	Number of Athletics Track Sites	Number of Athletics Tracks
Middlesbrough	134844	1	1
<b>Local Authorities Considered by ONS to be Similar:</b>			
Stockton-on-Tees	178353	1	1
Darlington		1	1

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<b>Redcar and Cleveland</b>	<b>139083</b>	<b>1</b>	<b>1</b>
<b>Hartlepool</b>		<b>0</b>	<b>0</b>

Source: Sport England Active Places Power

### Indoor Tennis

3.108 Tennis World, the commercial indoor tennis facility at Prissick has identified the aspiration for 3 more indoor tennis courts.

3.109 Sport England Active Places Power identifies the ration of indoor courts per 1000 population;

**England Ratio :** 0.02

**North East Region**

**Ratio:** 0.02

**Middlesbrough Ratio:** 0.06

Source: Sport England Active Places Power

3.110 The table above identifies that Middlesbrough has a higher ratio of indoor tennis courts per 1000 population than the North East Region and England.

3.111 Sport England's Active Places Power identifies as part of its Planning Tools travel times to nearest indoor tennis facilities by car, walking and public transport for each of the Middlesbrough Output Areas. The following table identifies the average travel times for Middlesbrough residents to indoor tennis facilities.

<b>Travel Mode</b>	<b>Average Travel Time in Minutes</b>
<b>Car</b>	<b>9 minutes</b>
<b>Walking</b>	<b>40 minutes</b>
<b>Public Transport</b>	<b>19 minutes</b>

### Indoor Golf Driving Range and Outdoor Standard Golf Facilities

3.112 There are two courses in Middlesbrough. Middlesbrough Municipal Golf Centre with Driving Range. An 18 Hole parkland course and clubhouse managed by the Local Authority and driving range leased to a private Golf Professional and Middlesbrough Golf Club, Brass Castle Lane - A private club offering an 18 hole course and clubhouse.

3.113 Sport England Active Places Power identifies the number of golf holes and driving bays per 1000 of population:

#### Driving Bays

**England Ratio :** 0.24

**North East Region Ratio:** 0.11

**Middlesbrough Ratio:** 0.15

#### Golf Holes

**England Ratio :** 0.67

**North East Region**

**Ratio:** 0.66

**Middlesbrough Ratio:** 0.27

Source: Sport England Active Places Power

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- 3.114 The table above shows that Middlesbrough has a higher number of driving bays per 1000 of population than the North East Region but lower than England and a lower number of holes per population than either the North East or England figures.
- 3.115 Sport England's Active Places identifies as part of its Planning Tools travel times to nearest golf driving range by car, walking and public transport for each of the Middlesbrough Output Areas. The following table identifies the average travel times for Middlesbrough residents to a golf driving range and golf course facilities.

<b>Driving Range</b>	<b>Driving Range</b>
<b>Travel Mode</b>	<b>Average Travel Time in Minutes</b>
<b>Car</b>	<b>9 minutes</b>
<b>Walking</b>	<b>41 minutes</b>
<b>Public Transport</b>	<b>18 minutes</b>
<b>Golf Course</b>	<b>Golf Course</b>
<b>Travel Mode</b>	<b>Average Travel Time in Minutes</b>
<b>Car</b>	<b>8 minutes</b>
<b>Walking</b>	<b>37 minutes</b>
<b>Public Transport</b>	<b>15 minutes</b>

Source: Sport England Active Places Power

### Outdoor Pitch Sports

- 3.116 The Middlesbrough Playing Pitch Strategy 2008 - 2013 considers provision for pitch sports such as cricket, football, hockey and rugby. The PPS recommendations are included in this strategy to ensure joined up thinking with regard to planning for sporting hub sites across the town. There is some detail below on synthetic turf pitches which are included in the Active Places Power database.
- 3.117 There are opportunities in Middlesbrough for joined up thinking to provide for sporting hubs, or Sports Villages on green space e.g. Saltersgill - Rugby, Beechwood Junior FC, Marton Junior FC and schools involved with Building Schools for the Future.
- 3.118 There are plans and a bid to the Football Foundation to resurface with a 3rd generation surface, the artificial turf pitch at Southlands as part of a football development hub site in partnership with Unity City Academy and North Ormesby Junior FC.
- 3.119 Building School for the Future will bring a new artificial turf pitch for the amalgamated St David's and Newlands Schools on the Acklam Base site. This will be in addition to a new pitch on that site for the amalgamated Kings Manor/Hallgarth Schools which will form the basis for a Football / Hockey development hub site.
- 3.120 There is planning permission for a 3rd Generation Synthetic Turf pitch at Ormesby School with a bid currently being prepared to the Football Foundation. This pitch will be available for community use as part of the Ormesby Sports Complex provision.
- 3.121 As part of BSF consultation Acklam Grange school expressed a preference for a full size ATP to complete its outdoor facilities on their site rather than the MUGA to be provided as part of the BSF programme. The Acorn Centre is the community use facility on that site and would benefit also from the provision of the full size STP although it is in very close proximity to the West Middlesbrough Neighbourhood trust STP at Whinney banks and the new Acklam Base site pitches when they come on line.

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3.122 Sport England Active Places Power provides the following report of number of synthetic turf pitches per 1000 population:

**England Ratio :** 0.03  
**North East Region Ratio:** 0.03  
**Middlesbrough Ratio:** 0.03  
**Source: Sport England Active Places Power**

3.123 Sport England's Active Places identifies as part of its Planning Tools travel times to nearest synthetic turf pitch facilities by car, walking and public transport for each of the Middlesbrough Output Areas. The following table identifies the average travel times for Middlesbrough residents to access a synthetic turf pitch.

<b>Travel Mode</b>	<b>Average Travel Time in Minutes</b>
<b>Car</b>	<b>6 minutes</b>
<b>Walking</b>	<b>19 minutes</b>
<b>Public Transport</b>	<b>13 minutes</b>

**Source: Sport England Active Places Power**

### **Badminton**

3.124 Tees Valley Badminton Coaches Association has expressed an interest in creating a Tees Valley Badminton Centre of Excellence in the future. They are seeking a site with at least 600 sq metres available for 8 courts.

3.125 Presently the Association/members are using a variety of facilities and centres across the Tees Valley. This situation is not ideal. They are having to book courts a week in advance, and are virtually training and playing on a nomadic basis, with no base or focal point. Thus the development of individuals, and the sport itself, is very difficult.

### **Other Sports represented in Middlesbrough**

#### **Climbing**

3.126 Climbing walls are provided at Ormesby Sports Complex, Acklam Sports Centre and Macmillan School. Further provision may be considered by Teesside University and there is private sector interest in this sport providing for this sport in Middlesbrough.

#### **Gymnastics**

3.127 Gym World is currently based on Acklam Road and is soon to relocate with Middlesbrough College to Middlehaven. Gym World provides gymnastic opportunities for the young beginner through to elite performers. It also provides for gymnasts with special needs.

3.128 Acklam Sports Centre is the home to Acklam gym club and Southlands and the Rainbow Leisure Centres offer gymnastics classes for beginners.

### **Multi Use Games Areas and Ball Courts**

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3.129 The following facilities are currently provided across Middlesbrough. They are an important factor of sport and leisure provision providing informal outdoor space to play which is free at the point of access. The Playing Pitch Strategy will make further recommendations on future provision of Multi Use Games Areas:

- Hemlington Lake and Recreation Centre – Ball Court built 2004
- Ayresome Gardens – Ball Court built 2004
- Kader/Brookfield – Ball Court built 2004
- Park End / Sandringham Road – Ball court and Skate Facility
- Thorntree Park – Ball court built 2006
- Easterside Play Area – Ball Court built 2005
- Manor Youth and Community Centre – Ball Court built 2005
- Laycock Gardens – Ball court built 2005
- Southlands Leisure Centre – Multi use Games Area
- Priory Woods / Ormesby Sports Complex 2005
- Tollesby / Beverly School

### **Skateboarding and BMX**

3.130 Prissick Skate Plaza is a skating and BMX facility (opened in November 2005) that incorporates a typical street scene. As well as practicing on a traditional skating bowl, skaters and riders can practice on specially designed stairs, tables and ledges, recreating features found in any town centre. Prissick was chosen as the location because of its proximity to existing sports and recreational facilities as well as its accessibility.

### **Table Tennis**

3.131 Ormesby Table Tennis Club occupies a refurbished school sports hall adjacent to Middlesbrough Teaching and Learning Centre in East Middlesbrough, which now provides purpose built facilities for table tennis.

### **Trampoline**

3.132 Trampolining is provided at Ormesby Sports Complex, the Rainbow and Southlands Leisure Centres with open access. There is also a trampoline room at Priory Woods School but access is limited.

### **River Tees and Barrage**

3.133 The Tees Barrage has provided a major new water feature and has helped to focus activity on the River Tees and its leisure and amenity potential. It is proposed to link leisure features and open space along the riverside.

### **Awareness of opportunities to take part in Sport and Physical activity**

3.134 A common thread running through the consultation was a need to improve Marketing, Promotion and Information about sport and physical activity.

3.135 The marketing, promotion and information that is deemed to be available and awareness of opportunities was widely perceived to be a major barrier to participation in physical activity and sport across the Borough.

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- 3.136 There is a common feeling that a fundamental change is needed in the way in which people perceive physical activity. This can be achieved by changing the way in which it is presented and defined for public consumption.
- 3.137 Communication and information systems are increasingly becoming important however it was also stressed that the main hook to increase and retain participation in physical activity is enjoyment.

### **KEY ISSUES FOR SPORT AND LEISURE PROVISION IN MIDDLESBROUGH**

#### **Access to opportunities for Sport and Physical Activity**

- 3.138 Physical Access - i.e. Location, transport (public and private), facility design (DDA compliant) and Individual Access - i.e. is it affordable? (Cost) Is it relevant? (Type of facility, activity programme, activity times, range of activities) location, transport and price were all identified as issues.
- 3.139 Overcoming cultural barriers is increasingly highlighted as an important issue in addition to focusing efforts on priorities around older people, girls, the workplace and ethnic minority groups. Many consultees highlighted the importance of targeting parents as a key group in influencing other members of the family.
- 3.140 The importance of sign posting or referring people has been raised, by which people could access existing Physical Activity projects and programmes.
- 3.141 A consistent theme through the consultation to date is the challenge in changing the culture, attitudes and ethos of many agencies, organisations and communities in understanding the true benefits that a small level of investment in physical activity can bring to various organisations, whether public, private or voluntary.

#### **Transport**

- 3.142 Compared to the national average Middlesbrough has lower levels of access to a car and higher reliance on buses and walking as means of transport. The distances that people are prepared to walk or use public transport to access sports and leisure facilities is lower than those that have access to a car.
- 3.143 Satisfied demand in Middlesbrough is very sensitive to the distribution and location of facilities and opportunities.
- 3.144 consultation has highlighted that generally there is a lack of accessible public transport to leisure facilities and this is an issue for local residents

#### **Resources - Coaches, Volunteers, Sports Development and Physical Activity Workers**

- 3.145 People are crucial to the development of physical activity across Middlesbrough. For example, Sports Development Officers are required to develop sports participation and to plan and put in place effective pathways for progression from informal participation to competitive opportunities. Volunteers are crucial to the delivery of physical activity and sporting opportunities on a local level. Issues related to human resources include training, expertise and funding for additional posts.
- 3.146 Many of the initiatives aimed at increasing levels of physical activity are constrained by human and financial resources. Sport on a local level is hugely dependent upon volunteers. However,

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there is growing evidence that current 18-30 year olds may be more reluctant to contribute their time than previous generations. Research identifies that shortages in volunteers are amongst the biggest challenges faced by Governing Bodies of sport and sports clubs. This trend is reflected locally through the Active Peoples Survey 2006, which identified a very low percentage of people involved in volunteering in sport nationally with Middlesbrough showing only 4% of the its population.

- 3.147 Lack of coaches and volunteers is a key barrier to offering more opportunities. Issues commonly raised by sports clubs and stakeholders in Middlesbrough related to the extra responsibilities that are now faced by volunteers, particularly in relation to child protection and coaching qualifications. Although these measures are critical to improving opportunities for young people they can also be deterrents to potential volunteers.
- 3.148 The local organisation questionnaire survey also revealed that service providers felt that the lack of trained or experienced volunteers was a barrier.
- 3.149 As well as sports clubs, a number of local community centres/ organisations do not provide opportunities for participation in physical activity and sport due to “no-one trained to take sessions”
- 3.150 Further comment:
- “more and more instructors and coaches to work with youth and women”
  - “Full time coaches who can coach all age-groups...”
  - “More qualified coaches, first aiders, referees...”
  - “... Our excellent junior teams have only 1 qualified coach who also provides almost all the administration...we need to recruit young, active and knowledgeable volunteers...”
  - “We would love to recruit more members but we are unable to accommodate them because of a lack of volunteer coaches”
  - “Need for more trained people with confidence and experience of delivering activities for young people with disabilities”
  - “Training of young people is key to ongoing delivery”

### **Profile of physical activity and sport and its positive impact on the whole Community**

- 3.151 It is important that the potential impact of physical activity and sport, and the role it can play in the wider (non-sporting) objectives of the Council and other key agencies is realised. An increase in participation in sport and physical activity can have significant impact on increasing health, social inclusion, community safety and lifelong learning and as a result there should be further opportunities for partnership working to realise the benefits.
- 3.152 Consultation raised a number of barriers to the delivery of key objectives in Middlesbrough, amongst them were:
- financial constraints, the lack of resources (especially people)
  - lack of shared targets
  - Insufficient effective partnership working.

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- Not enough community involvement in planning/delivery
- Insufficient understanding of / or acceptance of the impact participation
- in sport and physical activity can have on individuals and communities

3.153 By working in partnership resources can be maximised and benefits better targeted and communicated effectively. Need to create self-help / sustainable approach. Acting in a nanny state fashion will not necessarily improve the profile and importance of physical activity on a local level. A consistent message about physical activity is needed to improve profile and collective understanding. Simple, understandable messages are needed.

### **Multi Agency and Community Joint Working**

3.154 Consultation with numerous stakeholders involved in the development and delivery of opportunities for participation in physical activity and sport raised the issue of lack of co-ordination between agencies and departments. The use of multi-agency planning, sharing of knowledge and best practice is not perceived to be maximised, missing out on opportunities such as engagement with hard to reach groups in which some agencies are specialists. Partnership opportunities create greater funding bid opportunities.

3.155 Consultation with key stakeholders identified a desire for greater partnership working opportunities between agencies and departments and although some examples of good practice were identified at delivery level, a number of key stakeholders were resolute in the need for a role with greater influence for physical activity.

3.156 Many organisations, clubs and stakeholders have identified the need to ensure that there is “joined up” thinking, particularly between key Council departments and between the key statutory agencies. It is important to ensure that the actions of one partner do not hinder the delivery of others objectives.

3.157 Learn from good practice elsewhere – this is a problem facing the whole country, not just Middlesbrough. How are other areas looking to improve the profile of physical activity?

3.158 More community involvement in planning/delivery could help improve the profile. Need to create self-help / sustainable approach. Acting in a nanny state fashion will not necessarily improve the profile and importance of physical activity on a local level.

3.159 Must take one step at a time. It took 50 years to half the prevalence of smoking and “change” the profile from that of a socially acceptable habit

3.160 Examples of comments made by local stakeholders include:

- **The need for “improved communication between agencies”**
- **“Council departments should work in partnership with local sports club to assist with school club links”**
- **“Sport has to be linked to wider community strategies and objectives e.g. youth work, schools, community development, anti-crime work, health initiatives...”**
- **“Sport and Physical Activity have a major role to play in meeting other agendas - particularly reducing crime”**

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- **“Physical activity is a useful ‘tool’ in motivating people to become involved. There is potential (and a need) to promote this more as a useful regeneration tool”**

### **Monitoring and Evaluation - Data Collection**

- 3.161 There is limited baseline data about current participation in physical activity and sport on a local level, and data to identify the impact on wider agendas. This can impact negatively on the ability to monitor and evaluate the impact of intervention or initiatives developed to increase participation. Baseline information is fundamental to making the case for the impact of the benefits of sport and physical activity, which could assist in attracting further funding.
- 3.162 Examples of issues relating to baseline data raised during the consultation include:
- Consultation and market research currently undertaken is not currently systematic, regular or geared towards producing baseline data and monitoring change and impact.
  - Lack of co-ordinated information about Middlesbrough based sports clubs and physical activity /sporting activities and opportunities
  - Linked with this, detailed information should be available on the number of clubs, types of activities provided, expertise of coaches and volunteers or membership policies in Middlesbrough
  - Measurable outcomes are often hard to define in terms of how sport/ physical activity has made an impact and there is a danger of such activities being a lower priority. Many of the benefits and outcomes of physical activity and sport are not tangibly measured.
  - Monitoring and evaluation of the impact of Specialist Sports Colleges, the School Sports Co-ordinator Scheme and NOF funding for Out of Hours are all gathered by schools for the DfES through the Youth Sport Trust. There is an opportunity for expansion of this data collection for use by other departments.
- 3.163 Comments from stakeholders relating to this area include:
- The need to *“Consider a register of existing facilities – public authority, private (commercial) and local e.g. community and church halls, centres...”*
  - There is a need for *“a comprehensive directory of all centres, clubs and organisations in particular localities....”*
  - *“The Government often want hard targets and evidence of the impact of initiatives and resources on reducing crime. Sport/Physical Activity initiatives can often be sidelined due to the difficulty of measuring the immediate tangible benefits”.*

### **CONCLUSIONS OF THE MIDDLESBROUGH LEISURE NEEDS ANALYSIS**

- 3.164 Wide ranging consultation has been undertaken with stakeholders (See Appendix 1) and the Sport England Active Places Power Plus (APP+) supply and demand analysis tool has been applied in respect of Middlesbrough’s existing facilities to assess current demand for swimming pools and sports halls.
- 3.165 Scenario testing has been undertaken to assess demand and therefore supply requirements in 2012 and 2020 for Swimming Pools, Sports Halls and Health and Fitness stations. Detailed information is available at Appendix 5. The following are the key issues. Sections 4 and 5 of the strategy will address these key issues in the form of an Active Middlesbrough Framework, Key Objectives and Recommendations.

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- 3.166 In delivering against all of the challenges funding will certainly be an issue. It is a key recommendation of this strategy that it is the responsibility of all CSN partners work together to consider funding methods to improve the provision for sport and physical activity in the future

### **Profile of physical activity and sport and its positive impact on the whole Community**

- 3.167 It is important in Middlesbrough that the potential impact of physical activity and sport, and the role it can play in the wider (non-sporting) objectives of the Council and other key agencies is realised. An increase in participation in sport and physical activity can have significant impact on increasing health, social inclusion, community safety and lifelong learning and as a result there should be further opportunities for partnership working to realise these benefits.
- 3.168 By working in partnership resources can be maximised and benefits better targeted and communicated effectively. Need to create self-help / sustainable approach. Acting in a nanny state fashion will not necessarily improve the profile and importance of physical activity on a local level. A consistent message about physical activity is needed to improve profile and collective understanding. Simple, understandable messages are needed.
- 3.169 It was expressed that there was a need for a high level strategic lead to drive the sport and physical activity agenda across education, health, community and voluntary sectors.

### **Awareness of opportunities to take part in Sport and Physical activity in Middlesbrough**

- 3.170 The marketing, promotion and information that is deemed to be available is disjointed and could be improved By a more co-ordinated approach across partners.
- 3.171 A change is needed in the way in which people perceive physical activity in Middlesbrough. This can be achieved by changing the way in which it is presented and defined for public consumption. Joint promotion of the benefits and enjoyment of sport and physical activity by all partners involved particularly the Council and the PCT is important.
- 3.172 There is a plethora of sports halls and community centres and other sport facilities where there is a significant amount of good work happening however they are not all working together to maximise the impact they have on physical activity in Middlesbrough. To use a sporting analogy, they are individuals not yet a team. This should change

### **Access to Sport and Physical activity**

- 3.173 Stakeholders raised Issues relating to access have emerged from the analysis but at the same time provision for sports halls and fitness provision and opens spaces more than adequate
- 3.174 Wherever possible, facilities should offer complementary rather than duplicate programming, and programmes should provide for both younger and older people. Middlesbrough should consider differential pricing for residents and non-residents.
- 3.175 Facilities should in the future be built around 20 minute catchment walk times and should be accessible by public transport
- 3.176 Where possible facilities should be located with other services i.e. health, schools, retail facilities, library provision etc
- 3.177 Middlesbrough should adopt and promote a hierarchy of sports facility provision to encourage pathways for informal and formal participation in sport and physical activity.
- 3.178 DDA issues should be considered and addressed

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### **Facilities for Sport and Physical Activity**

- 3.179 Physical activity is not only dependent upon a visit to a sports centre or other facility. Many people considered that there was not a need for more built facilities but rather a need to make better use of existing facilities in schools, community centres, children's centres and private health and fitness facilities.
- 3.180 Although they have their place, traditional sports facilities are not always the first choice of venue for everyone in local communities who might want to start to become more active. Facilities need to be more multi-functional. Facilities need to offer choice within their programming to cater for as wide a range of potential user as possible. Offering choice does have resource implications but is necessary to increase participation (particularly for hard to reach groups). The cost of offering choice is justifiable against the future cost of inactivity.
- 3.181 The New Opportunities Fund (NOF) PE and Sport funding, Spaces for Sport and the Arts, Extended Schools Scheme and the development of Specialist Sports Colleges in Middlesbrough all aim to create greater use of school facilities by the community. This must be continued with the new schools being built as part of the BSF Programme.

### **Middlesbrough Council Leisure Venues**

- 3.182 As indicated by the Quality Audit results the existing Council Leisure facilities are currently rated good. The Active People Survey shows that satisfaction with existing facilities amongst local residents is high, however a robust and resourced maintenance plan is essential and consideration of planning for the end of the life of each building is crucial.
- 3.183 Middlesbrough Council leisure facilities will continue to age and so an economic life assessment as part of the Council's Asset Management Plan should be undertaken to consider how to manage the remaining life cycle and how to deal with replacement and future lifecycle costs of new facilities.

### **Middlesbrough Council Community Centre Provision**

- 3.184 The Youth and Community Centres are ageing with maintenance and heating issues but recognized as important to the life of very local communities for various activities including sport and physical activity. An economic life assessment as part of the Councils Asset Management Plan should be undertaken to consider how to manage the remaining life cycle and how to deal with replacement and future lifecycle costs of new facilities.
- 3.185 Each community centre should have its own target for contributing to the Middlesbrough figure for participation in physical activity
- 3.186 Disability access and car parking are also issues at town centre sites.
- 3.187 Consultation with community centre managers has identified two things that would help community centres to change:  
More proactive, better engaged management committees (training of volunteers within the centres and making committees more aware of responsibilities)
- 3.188 Medium term aim - residents to have more autonomy.
- 3.189 In planning for new sports facilities in the future the Council must begin now to consider the most appropriate locations which will inform the spatial planning for sport and physical activity.
- 3.190 Such decisions clearly have major cost implications/land requirements etc, but there is scope to consider sports villages/hubs on Prissick Base, a number of the BSF schools and City Academies and the area encompassed by the Stockton Middlesbrough Initiative.
- 3.191 This work should be complete to inform the work of the next review of the LDF Environment DPD, the first stage of which is due to be consulted on in Oct 08.
- 3.192 Given the very low base of participation in Middlesbrough it is very important that the quality of key existing facilities is maintained and improved to encourage and support increases in the short term whilst working as a priority on a rationalisation strategy to fund the creation of new sports villages/sporting hubs.

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- 3.193 The Council should use the hierarchy of facilities to plan for rationalisation of Council facilities in the future, which could contribute to funding for new facilities. The Council should also consider whether provision could be managed in a different more effective way.
- 3.194 A town centre site for new / replacement provision would be ideal for access via public transport. Identify opportunities through partnership with the University and Middlesbrough College provision of a town centre swimming pool for the future 2012 and beyond. This should also include other facilities

### **Middlesbrough Council Sports Development Service**

The Council's sports development team is a key deliverer of sport and physical activity with important links with Health, Education, Youth Service and Sport. As part of the Leisure Needs assessment the future role of Sports Development was also considered.

- 3.195 Sports Development must concentrate on developing sport and physical activity participation for the 16+ age groups. It needs to organise itself to be able to become more community focussed and locally based taking the lead role to encourage and promote the positive side of sport and physical activity and encourage non participants to participate in sport and physical activity.
- 3.196 There is excellent variety of activity offered by the Sport and Leisure service both at venues and through the sporting events such as the Tees Pride 10K and Fun.
- 3.197 The sports developments service should be released from much of its work in schools in order to refocus on the community and those who currently do not participate in sport and physical activity. This would allow the team to expand its links with youth service, connexions and the extended schools agenda and build more community based relationships.
- 3.198 Support for schools must continue but rather through closer partnership working with the School Sport Partnership and School Sport Coordinator scheme rather than actual curriculum delivery.
- 3.199 There is a need to develop the sports development's role in developing individuals as coaches and to work with communities to increase the number of volunteers involved in supporting local sports clubs.
- 3.200 The Leisure Needs Analysis has identified a need to further develop support for sports clubs including assistance in seeking funding, Clubmark, recognising success and promoting their work. The sports development team should be able to be more involved in this work to promote pathways for performance and excellence
- 3.201 Further develop partnerships with PCT and Health Service, links to healthy schools, obesity strategy, walking and cycling strategies and school walking buses.
- 3.202 Work with transport engineers planning officers to identify physical activity actions through travel plans etc.
- 3.203 A review of the GAP scheme is required. Currently the Council funds this scheme totally with no committed funding from the PCT. In many other regions the local PCTs are financially involved in the management of these programmes. Middlesbrough PCT has allocated funding support for the training of key staff and until recently appoint a Lifestyles Co-ordinator post which was hosted by Sports Development. This post has now been suspended.
- 3.204 Middlesbrough PCT itself has very recently undergone significant changes and is in the first year of re establishing its priorities.

### **Education and BSF Programme**

- 3.205 It is important that the strategy reinforces the role of primary and secondary schools and the school sport co-ordinators in laying the foundations for a healthy lifestyle through participation in sport and physical activity both in the curriculum delivery and extended schools offer.
- 3.206 The BSF programme will bring significant investment into new sports facilities in Middlesbrough. It is crucial that community use of these facilities for sport and physical activity is made

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available to all residents in the borough. The BSF schools will be a key part of the hierarchy of sports facilities. Several of the schools sites are identified as hub sites for sport e.g. Acklam Base, Ormesby Comprehensive and Acklam Grange, Kings Academy and Unity City Academy

- 3.207 The provision for sport and physical activity will be improved as part of the BSF programme but at present the management of community access to those facilities is fragmented. There is an urgent need for all Middlesbrough schools, including the three Academies, to adopt the Active Middlesbrough strategy and to put in place a Borough wide approach to developing and managing community access on all school sites. It is vital as part of this process to secure robust community use agreements with all schools and academies.

### **Walking and Cycling**

- 3.208 Walking and recreational cycling are significant in their capacity to easily increase participation in sport and physical activity and improve the health of communities.
- 3.209 There is a perceived requirement to improve cycling routes in the town centre and routes along the river should be further developed for walking, running and cycling. Signposts showing distance to the next sign and at what speed you need to walk, cycle or run to get there in a certain time.
- 3.210 This Strategy must support the Draft Rights of Way Improvement Plan for walking and cycling and work with planners to ensure provision for walking and cycling is built into the Middlesbrough of the future.

### **Swimming**

- 3.211 Swimming is a key contributor to increasing participation. The Sport England Facilities Calculator Identifies the theoretical need now for more fully accessible swimming pool water space in Middlesbrough (not considering the private sector provision) and in the future if participation increases. It is currently the one area where Middlesbrough must in the future consider additional facility provision particularly if the target to increase participation is achieved. Consultation is showing a possible future need for a fully accessible town centre leisure facility if participation levels increase in line with targets.
- The University site provides the major central Middlesbrough dry sports facility but access is limited for community use. Currently students use the Neptune Pool in East Middlesbrough for swimming. The University state they would be interested in a central pool and would be willing to discuss this proposition further. Further swimming provision will be required should Middlesbrough achieve its aim of increasing participation year on year towards 2020 and beyond. Middlesbrough should consider partnering across LA boundaries and working with the private sector to deliver additional provision in the future. The Stockton Middlesbrough Initiative may be an ideal vehicle to consider a development.
- There is opportunity to include the ASA as a partner in plans for future swimming provision in Middlesbrough.
- 3.212 Access to existing swimming facilities by residents using public transport is not satisfactory and not conducive to encouraging increased participation by those in the more deprived areas of Middlesbrough
- 3.213 The quality and quantity of existing swimming facilities in Middlesbrough should be maintained in the short term and improved in the long term in anticipation of increased use.
- 3.214 There is an import of swimmers from neighbouring authorities of swimming pool and sports hall users, which Middlesbrough should be mindful of and may want to find a solution to.
- 3.215 Access for all to existing private sector provision is an issue in Middlesbrough and so work should be undertaken with the private sector to improve access for an increased proportion of Middlesbrough residents.

## **SECTION III -LEISURE NEEDS ANALYSIS**

### **Sports Halls**

- 3.216 There should be no reduction in the current provision of sports halls in Middlesbrough and the emphasis should be on improving the quality and accessibility of the existing facilities.
- 3.217 There is a need to ensure that sports halls on school sites are open for community use and that community use agreements exist on dual use sites. This should be negotiated as part of Building Schools for the Future programme (BSF)
- 3.218 Access for all is an issue in Middlesbrough and so all sports hall providers should adopt the hierarchy of sports facilities within this strategy and set achievable targets to increase participation in physical activity in line with the Game Plan target

### **Health and Fitness**

- 3.219 There is more than adequate high quality health and fitness provision in Middlesbrough
- 3.220 The pay and play provision provided by the Local Authority should be maintained at the current very high standard
- 3.221 The majority of provision is in the private sector and so partners should work to make this provision more accessible to all residents of Middlesbrough
- 3.222 In local areas of high deprivation small health and fitness developments such as the STEM project gym development will assist in increasing participation in physical activity and ensure accessible facilities for the local community. The practice of Middlesbrough Council distributing older equipment to set up very local fitness suites should be encouraged to create a hierarchy of provision within the health and fitness market.

### **Athletics provision**

- 3.223 Middlesbrough is reasonably well provided for in terms athletics provision with the recently refurbished Clairville Stadium. It is important however that this venue is maintained at its current quality.
- 3.224 There is an opportunity to capitalize on the 2012 Olympics and Paralympics and create a sub regional centre of excellence for Athletics in Middlesbrough. This would have regeneration and economic benefits for the town. Discussions should be held with the National Governing Body for Athletics, Sport England, Middlesbrough Council to discuss how the provision of an indoor athletics facility can be taken forward.
- 3.225 There is opportunity within the BSF programme to ensure adequate school facilities for athletics development

### **Badminton**

- 3.226 The Tees Valley Badminton Coaches Association expressed their desire to co-ordinate their provision in one Centre of Excellence in the Tees Valley and Middlesbrough is their preferred location. It is possible to consider the BSF programme to provide an 8 court hall on one of the new sites but Badminton England recognise this is not a priority for the BSF programme and would require additional external funding.

### **Tennis**

- 3.227 It is not considered that Middlesbrough should concentrate on the further provision of indoor tennis courts. This is a commercial decision for the private sector to make in the future.

### **Golf**

## **SECTION III -LEISURE NEEDS ANALYSIS**

- 3.228 Current provision in Middlesbrough is by the local authority and one other private club. The local authority provision is heavily subsidised and it is not clear that the subsidy is directed to those in most need.

The existing LA golf facilities should be maintained and are in need of improvement, particularly the driving range.

Options could be considered with regard to the future management of the golf centre and still retain public access

The provision of additional golf facilities could be justified using the figures provided here however the tight Middlesbrough boundary means it is likely to be provided by neighbouring authorities or as part of a private/ commercial sector development with negotiated access for the resident population.

### **Synthetic Turf Pitches**

- 3.229 A number of the STPs in Middlesbrough are on school sites and this will increase with the BSF programme. It is important that the access for the community to these pitches is secured via robust community use agreements between the Council on behalf of all residents and the schools.
- 3.230 There is a need in Middlesbrough to provide for competition hockey as well as football. There are currently 3 publicly accessible pitches: Acklam Sports Centre (1), Southlands Leisure Centre (1 plus 1 MUGA), and the West Middlesbrough Neighbourhood pitch at Whinneybanks. (1). None of these pitches are suitable for competition hockey.
- 3.231 Pitches at Kings Academy and University of Teesside are not available for community use. (4). There is one new ATP to be developed at Hall Drive, and a planning application for one at Ormesby School. One of these facilities needs to be at least a sand filled facility for hockey.

### **Other Sports represented in Middlesbrough**

- 3.232 The Leisure Needs Analysis did not identify any aspirations for improvement or additions to the portfolio of sports provision. There is a need to consider accessibility to and encourage more use of the Tees Barrage by Middlesbrough residents.

### **Governing Bodies of Sport**

- 3.233 The key sports identifying issues during the Leisure Needs Analysis were Athletics, Swimming and Cycling. Considering the Sports Village or Sporting Hub concept could satisfy planning for these in the future. Funding remains the issue if these issues are to be addressed.

### **Sports Villages**

- 3.234 Consider where possible the development of a Sports Village or Sports Hub. The Sport Village concept has been led strategically by the Football Association and builds on from Sport England's work on multi sports facilities.
- 3.235 The essential difference with the Sport Village concept is the co-location with a range of other community services as determined by a local audit of need. These community services can include schools, colleges, and health centres, dental surgeries, youth centres, drop in centres, business start-up premises and so on.
- 3.236 By co-locating, central facilities and infrastructure costs are shared and driven down. Users of one service find it easier to access another. There is cross-fertilisation between different services. Footfall increases. But of course, co-location is not enough. The next challenge is to ensure that new opportunities for joined-up working are exploited. Partnerships need to be developed. Service providers need to co-operate and devise new programmes, which utilise all facilities on site. This

## **SECTION III -LEISURE NEEDS ANALYSIS**

is the other face of the Sport Village - the local partnership working towards improved service delivery.

- 3.237 Overall, Sport Villages have the potential to deliver a sustainable legacy for local communities and offer social benefits such as improvements in health, education training, social inclusion and civic pride while potentially reducing crime and anti social behaviour. Case Studies of Sports Villages are included in Appendix 4.
- 3.238 A comprehensive hierarchy of sports facilities will address issues such as whether a sports village/ sports hub is to be proposed and which facilities would be rationalised to create new. This strategy sets out a template for a hierarchy of facilities and has considered the quality of Council owned and private sector facilities in the town. This information can be used to inform this sensitive decision making process. Adopting the hierarchy of facilities could bind these facilities together with a single aim. This will improve performance for all.

### **Monitoring and Evaluation**

- 3.239 There should be regular monitoring and evaluation of participation in the key activities i.e. swimming participation must be closely monitored to ensure that the authority is aware of when additional water space will be required. This should be reviewed in 2012. Daytime swimming capacity is largely taken up by school swimming and there is an import of swimmers from other authorities into Middlesbrough. This puts pressure on capacity in Middlesbrough.

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

- 4.1 The issues arising from the Leisure Needs Analysis are wide ranging and complex, as expected given the range of stakeholders consulted. However, a number of common challenges have emerged and these are summarised here and form the basis of the framework for the recommendations for the Active Middlesbrough Strategy.

### **CHALLENGE 1**

#### **Co ordinate the marketing and promotion of opportunities for sport and physical activity in Middlesbrough**

- 4.2 A town wide holistic approach is required with key partners working together through the CSN to introduce common branding of Active Middlesbrough.
- 4.3 Work together to ensure efficiencies and economies of scale
- 4.4 Focus on the positive benefits in all campaigns.
- 4.5 Personalise the positive impact around health, pride, feeling safer more in control.
- 4.6 Make it fun!

### **CHALLENGE 2**

#### **Improve access for all to opportunities for sport and physical activity in Middlesbrough**

- 4.7 The consultation shows it is important to take a holistic approach. This will requires lateral thinking by the agencies directly or indirectly involved in Physical Activity. It is evident from the existing Physical Activity projects that there is capacity to extend the programme into new areas; however, this is dependent on support and understanding from agencies that may not, at this moment in time, be involved in Physical Activity work.
- 4.8 The issue of leadership has been identified as a key area in developing a holistic approach. Leadership is required at both a strategic level, ensuring that doors to new opportunities are being opened with key organisations at that level and within the community making the connections, identifying new ways of working, being prepared to explore new horizons in expanding existing programmes whilst joining up with other health orientated programmes.
- 4.9 The main factor preventing sign posting or referral pathways is lack of information. Many agencies do not have the information required to confidently make a referral. This is important when vulnerable people are involved if responsibility for an individual is to be passed over to another agency to benefit their health.
- 4.10 The provision of learning needs relating to the benefits of Physical Activity to health must be considered at various different levels. E.g. mentoring programmes involving local community representatives to help support community activity or more formal learning within the Primary Health Trust, for example to ensure that community health workers are trained to promote physical activity.

### **CHALLENGE 3**

#### **Improve existing and develop future facilities for sport and physical activity in Middlesbrough**

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

### **Hierarchy of Provision**

- 4.11 Planning strategically for sport and physical activity across Middlesbrough and considering the impact of regeneration developments as a whole will mean that facilities are located where they are easily accessible for the catchment area.
- 4.12 It also means that the facilities will deliver co-ordinated activity programmes, reflecting local needs for existing and new residents to the borough, which are both affordable and accessible in terms of time, level and type. The proposed future provision of indoor facilities in the borough will reflect this principle, which acknowledges the local issues about demand and supply and accessibility.
- 4.13 Using the hierarchy of sports facilities and the quality standards reflected in this strategy is essential to preparing a plan to rationalise what is currently provided with a view to attracting funding to plan for new in the future.
- 4.14 Most appropriate sites to consider for future development given the information from the Leisure Needs Analysis would be Prissick Base, Acklam School Base, Ormesby School base, Acklam Grange school base, West Middlesbrough and a town centre location
- 4.15 Meeting local need will mean that there is differentiation at each facility in terms of programme, activities and perhaps opening times, but that facility quality, customer service and opportunities for participation will be consistent across the borough. Programmes must reflect the needs of those that are deprived and affluent and the growing minority ethnic and youth populations.
- 4.16 Better quality facilities will encourage increased use of the available facilities and mean they are available to wider section of the community, for example meeting the requirements of the Disability Discrimination Act (DDA) will open up opportunities for greater use by disabled people. Improved facilities that can be used at times exclusively for women will open up wider opportunities for greater use amongst minority ethnic groups.
- 4.17 Affordable access will ensure that the local community is able to participate in activities and, by the use of a differing pricing policy, that financially disadvantaged people are not excluded. This means that those who are able to will pay a more commercial rate and this will help to cover the cost of provision.
- 4.18 Affordability applies to the revenue costs of operating facilities and the capital costs of providing them. There is no point in investing in new or existing facilities in the borough if the user demand is not there to sustain the facilities.
- 4.19 Partnership is key to the future facility provision if the vision is to be realised for strategically located facilities across the borough. This is because Middlesbrough Council is only one of several providers of indoor sports facilities for community use in Middlesbrough. Middlesbrough has an important strategic role to play and should adopt an enabling role and facilitate access to provision on education sites and potentially those provided by the private, commercial, professional and voluntary sectors. Adopting this approach will enable Middlesbrough Council to focus on the development and retention of a number of quality facilities at local level but at the same time concentrate on increasing participation in sport and physical activity. Other sectors will then contribute to the overall range and level of facilities in the borough through complimentary provision, for the benefit of existing residents, new residents and visitors to Middlesbrough.
- 4.20 It is therefore proposed that Middlesbrough adopt a hierarchy of provision; this is to include facilities that provide for:

Type	Facilities
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## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

Borough Wide/ Regional/ Specific	Neptune Centre, Clairville Stadium, Rainbow Centre, Ormesby Table Tennis Centre, the future Middlesbrough College Sports Hall
Local Use	Community centres, school sports facilities, Southlands Centre
Neighbourhood Use	School halls, village halls, church halls, walking and cycling routes

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

### **Development of Indoor Provision Standards: Supply and Demand Modelling**

#### **Planning Policy Guidance**

- 4.21 In accordance with the Government Guidance, Planning Policy Guidance 17 (PPG17), local authorities are encouraged to set locally determined provision standards. Paragraph 7 of PPG17, states that local standards should include:
- A quantitative component (how much provision may be needed)
  - A qualitative component (against which to measure the need for enhancement of existing facilities)
  - An accessibility component (including distance thresholds and consideration of the cost of using a facility)
- 4.22 The Companion Guide to PPG17 – Accessing Needs and Opportunities – advises that a quantity standard should be a combination of a unit of provision and a population, e.g. yha/1000 population. In this instance Middlesbrough can use the m2 of badminton court space required per 1000 population and the m2 of water space per 1000 population.

#### **Developing and Applying Standards: Indoor Sports Facilities**

- 4.23 When developing standards it must be understood that there are currently no National or Regional Standards in place, but rather a suite of guidance from National Governing Bodies of Sport, Sport England and Local Authorities. These have been developed to reflect the move away from national standards ie NPFA 6 Acre Standard, to Local Standards which need to be developed for each area, based on an assessment of quality, quantity and accessibility.
- 4.24 The pending Sport England North East Regional Facility Strategy may produce new Regional Standards, which could further inform local provision needs. This study has considered the CPA Choice % & Opportunity Indicator which is the % of population within 20 minute drive in rural areas or 20 minute walk in urban areas, of 3 out of 6 different facility types (Swimming Pools, Sports Halls, Health and Fitness facilities, Synthetic Turf Pitches, Golf Courses) one of which has a quality assurance standard (Quest, ISO 9001:2000, Charter Mark)
- 4.25 Planning Policy Guidance 17 (PPG17) clearly states the need for Local Standards. The Local Standards that have been provided below have been developed based on the supply and demand modelling, and specifically the future need for facility provision, based on a detailed assessment of quality, quantity and accessibility

#### **Recommended Provision Standards**

##### **QUANTITY**

**The recommended minimum standards for provision in Middlesbrough are:**

- **0.29 badminton courts per 1000 population**
- **10.6m sq. of swimming pool water space per 1000 population**
- **5.75 health and fitness stations per 1000 population**
- **0.05 synthetic athletic track lanes per 1000 population**
- **0.26 golf holes per 1000 population**
- **0.0073 golf driving ranges per 1000 population**
- **0.05 synthetic turf pitches per 1000 population**

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

### **Recommended Provision Standards**

#### **Sports Halls**

There is currently(2008) sufficient indoor sports hall facility provision in Middlesbrough, which could be available for community use.

#### **Health and Fitness Facilities**

There is currently(2008) an over-supply of health and fitness stations across the Borough

#### **Swimming**

There is insufficient fully accessible water space in the public sector for the current and future population. When including private sector provision there is oversupply.

The issue for future provision of indoor sports hall facilities is more about location and access than quantity. It will be critical to ensure that access issues are addressed at local level, to facilitate use of facilities, and increase participation, particularly amongst younger people. It is considered that there are sufficient indoor tennis facilities and that ice skating is provided on a regional basis

#### **QUALITY**

The quality of the existing Middlesbrough Council Leisure facilities will need to be maintained, and in the case of School facilities these need to be improved through Building Schools for the Future Programme.

The recommended future quality standard of provision for new facilities in Middlesbrough should be:

- The sports facilities are to be designed to a minimum playing standard of 'fit for purpose' depending on the terminology of the various national governing sporting bodies and Sport England Guidance.
- External elevations to utilise high quality, low maintenance finishes, and be sympathetic to the surrounding environment.
- Finishes being robust and suitable for location and use.
- Building fabric and services to be cost effective and low maintenance.
- First major maintenance to structure to be 50 years. Life expectancy of materials used to external elevations to be 25 years minimum (excluding routine maintenance).
- Sustainable, being responsible to environmental issues in terms of the use of energy and non-sustainable resources and the control of pollution. Use of environmentally friendly and sustainable building services and building materials to be maximised. Materials to be recyclable where possible.
- Services to be essentially economic and environmentally friendly, which allow cost in use to be minimised. The use of natural ventilation to be maximised. Full life cycle cost analysis will be required when considering the building fabric and services

#### **ACCESS**

**Any** new residential development should ensure access to a good quality Indoor Sports Facility within 20 minutes walking time for residents living in the development. This is based on the fact that walking is more sustainable than driving.

A quality indoor sports facility is defined as a swimming pool, sports hall or health and fitness centre which meets Sport England design criteria relating to build and access and will achieve a recognised quality standard e.g. QUEST, Charter Mark)

It will be important to work towards this standard with partners and developers, given the current

## SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION

### Recommended Provision Standards

and future importance of sport and physical activity to the health of individuals and communities as referred to in Local Area Agreements and National Indicator 8 relating to Sport and Physical activity.

#### Applying the Standard:

The table below shows that the majority of sport and leisure provision on average is within a 20-minute walk time for Middlesbrough residents. For swimming this will change and the average walk time for some residents will be higher than 20 minutes when Acklam Swimming Pool closes. The under provision for athletics lanes can be considered through the BSF programme There are theoretical deficiencies for indoor bowls although the leisure needs analysis did not identify demand for additional provision.

Facility	Travel Time (Car) Minutes	Travel Time (Walking) Minutes	Travel Time (Public) Transport (Minutes)
Swimming Pool	6.37 (6.67 miles)	20 (1 mile)	13
Sports Hall	5 (3.67miles)	11 (0.55 miles)	10
Health and Fitness	2 (4 miles)	12 (0.60 miles)	10
Indoor Bowls	12(24.33 miles)	73 (3.65 miles)	25
Golf Course	8 (12.33 miles)	37 (1.85 miles)	15
Synthetic Turf Pitches	2 (6.3 miles)	19 (0.95 miles)	13
Athletics Tracks	9 (13.33 miles)	40 (2 miles)	19

### Funding Options

- 4.26 Whilst different models of delivery to provide leisure facilities in the future will be appropriate at different levels, what will be common throughout will be the need for joint working between different agencies and organisations and new approaches between partners, which challenge traditional ways of working.
- 4.27 The housing growth area agenda across Middlesbrough provides an opportunity for the local authority and agencies to work together to deliver the future needs for increasing participation in sport and physical activity in Middlesbrough. The benefits of this joined up approach will help to ensure delivery solutions are:
- Deliverable
  - Sustainable and
  - Affordable.
- 4.28 At a community level Middlesbrough Council must :
- Strategically review and rationalise leisure facilities where required
  - Work in partnership to address cross-boundary impacts and a structured commitment to work together and provide local co-ordination to deliver local needs.

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

- 4.29 Given the financial constraints identified by all partners across Middlesbrough in terms of both capital and revenue, a partnership approach can help to deliver the needs identified in a co-ordinated way.
- 4.30 All partners will need to consider, prioritise and commit to the delivery vehicles set out. Continued exploration of how Section 106 funding, planning gain supplement and a tariff system can be used to deliver the major sports facility infrastructure requirements should be undertaken.
- 4.31 Funding models will be different to deliver ambitions across Middlesbrough. Different approaches will also be relevant to develop the infrastructure within growth areas. It is evident that limited grant funding will be available to fund developments.

## SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION

4.32 The following options are not mutually exclusive to each delivery level however they provide an indication of the key vehicles and the lead partners. It is evident that to deliver the identified needs will require a mixed approach of funding and delivery sources.

**Table 11 - Analysis of Funding Options**

Potential Funding Source	Comment
<b>Middlesbrough Council Capital Receipt (from sale of land)</b>	<p>Middlesbrough may decide to allocate additional capital funding towards the development of new sports facility development; this decision is likely to be determined on the basis of the political priority given to the development.</p> <p>Prudential borrowing may be considered. Middlesbrough has the option, if sites in their ownership are sold, to ring fence the capital receipt generated towards the development of a new sports facility development.</p>
<b>External Capital (Grant Aid)</b>	<p>There are significantly fewer opportunities now to secure external grant aid funding for sport and leisure facility developments; this is a result of the impact of 2012, and reduced levels of capital being allocated to the Sports Lottery and the Big Lottery Fund.</p>
<b>Sport England and Governing Bodies of Sport</b>	<p>Whilst being supportive of the development of new facilities, neither National Governing Bodies nor Sport England have access to significant capital funding.</p>
<b>Commercial Partner/ Private Public Partnership (enabling development and/or operational management)</b>	<p>Middlesbrough may decide to establish a commercial partnership to develop new sports facilities in the future as participation rises. This could be achieved in parallel with a design, build and operate contract or separate design and build and operate contracts.</p> <p>In the former case, Middlesbrough could involve the end operator in the design and development of the sports facilities development; in this case the partnership would be based on a capital contribution towards the facility which the contractor will operate.</p> <p>Successful examples of this approach include <b>Kirkby Leisure Centre</b> in Knowsley, the 50m Swimming Pool in <b>Leeds</b> and Braintree <b>Swimming</b>. These followed a traditional route and were completed more or less on schedule and within budget. They are good quality leisure facilities that will provide lasting benefits to the Councils.</p> <p>To illustrate the different management approaches that can be applied in these circumstances, the Kirkby facility will be managed in-house, the Leeds facility by a newly established leisure trust and the Braintree facility by a commercial management contractor.</p>

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

<b>Potential Funding Source</b>	<b>Comment</b>
<b>Learning Skills Council In Partnership with Further Education Establishments</b>	The Government and the Learning and Skills Council (LSC) have announced that between now and 2010/11; they are fully committed to transforming the Further Education estate nationally. Between now and 2010/11, government expenditure on capital projects in Further Education colleges and school sixth forms, channeled through the LSC, will increase from £500m in 2006/07 to £750m annually. If the development of the sports facilities can be linked to the objectives of the Learning and Skills Council on the basis of further education provision then an LSC capital grant may be obtained towards the sports facilities.
<b>Developer Contributions and Section 106</b>	These contributions need to be considered as a means of developing sports facilities in the future.
<b>Building Schools For The Future (BSF)</b>	<p>The Building Schools for the Future (BSF) programme is a Government initiative that aims to replace or rebuild all secondary schools across the country by 2020. The investment will be over £2bn per year over 15 years and it will mean the end of outdated and dilapidated school buildings.</p> <p>The programme will transform secondary education by changing radically what young people learn and how they learn it. Community Use of those facilities for Sport and Physical Activity is crucial and should involve robust Community Use Agreements preferably required as part of the planning conditions.</p>
<b>Football Foundation</b>	<p>The Foundation is the UK's largest sports charity. The Foundation aims to improve grass roots football facilities but will also invest in multi-sport facilities as a way to improve peoples' fitness and well being by giving them the opportunity to play a number of different sports.</p> <p>The Foundation has:</p> <ul style="list-style-type: none"> <li>• Seven award schemes from small awards to professional stadia improvements</li> <li>• Considers applications for changing rooms, floodlights, pitch improvements, community projects and football kit</li> <li>• Will consider funding the football element of multi sport projects</li> <li>•</li> </ul>

### **CHALLENGE 4**

**To put in place a well trained sport and physical activity workforce and volunteer network in Middlesbrough to support the increases in participation**

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

- Further develop the role of the Active Middlesbrough Forum (CSN) as the multi agency team leading the effective development of physical activity across Middlesbrough
- Create Physical Activity Champions in Middlesbrough. Champions who can raise the profile of Physical Activity and Sport and work to develop and promote Physical Activity and Sport.
- Work closely with Education and Adult Education to develop physical activity through the curriculum and adult training.
- Train people with confidence and experience in delivering activities for people with disabilities.

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

- Recognise that sports clubs have to have the tools to work with and value volunteers once they are available.
- Ensure appropriate skill base for delivery, by matching staff and equipment resources.
- Develop more training and leadership programmes in sport to develop a greater self sustaining capacity in local communities.
- Alongside sports specific training there is also a training requirement to equip local people to become walk leaders, sport net workers and healthy eating advisors with knowledge of diet.

### **CHALLENGE 5**

#### **Improve the profile of physical activity and sport and its impact on the whole Community**

- Increasing Physical Activity belongs on everybody's agenda - The challenge is to encourage through the Community Sport Network and LSP collective responsibility for the targets around increasing participation - to ensure the profile of the benefits of Physical Activity is increased across all partners agendas.
- Education is a key setting for improving profile, both through existing initiatives, such as the Healthy Schools initiative and through closer working with Head teachers. The benefits of regular physical activity on academic performance should be reinforced and success shared.
- Funding is crucial to improving the profile
- Facilities & infrastructure - need to be in place. There is little point improving the profile in order to increase activity levels if the infrastructure is not in place to accommodate an increase.
- Improve the profile of the benefits of sport and physical activity on training programmes for key professionals e.g health professionals, all teachers, connexions staff, youth workers, social workers who could act as "sign posts"
- Encourage community involvement in planning/delivery to help improve the benefits of sport and physical activity. Create self-help / sustainable approach to improve the profile and importance of physical activity on a local level
- Include increased participation message with other health messages i.e. smoking cessation, diet and nutritional advice. Physical Activity not to be delivered in isolation.
- Challenge to develop physical activity as a part of daily life. Important that other service providers, particularly planners and transport providers adopt this view.
- Learn from mistakes. Traditional approaches may not work as evidenced by falling participation. There is a need to be innovative
- Engage with the wider or peripheral service providers. Promote the positive impact on community safety, social inclusion, economic benefits as well as health
- Need data/ evidence to show importance and increase profile by creating a better understanding of the value to all, not just health.
- The benefits of provision of Physical Activity and Sport for Older People should continue to be emphasised.
- Transport has been raised as an issue affecting access to opportunities, particularly formal provision. There is also a need to ensure that transport providers understand the importance of physical activity. Many stakeholders did not feel that public transport is co-ordinated enough to encourage healthy habits such as part walk, part public transport within a journey to work.
- Rights of Way, Traffic Engineering, Road Safety, Parks and Planning departments need to work closely with Primary Care Trusts, Education, Sports Development and other organisations involved in the provision and promotion of Physical Activity.
- The constraints of short term funding have been raised. Short term funding usually results in short term delivery of opportunities and temporary partnership delivery. Increasing sustainable participation in physical activity needs to be a change in lifestyle and habits and the

## **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

development of sustainable groups for the promotion and delivery of physical activity, all of which need a long-term commitment.

- Middlesbrough attracts a significant amount of external funding. It is important to ensure that services are not merely provided in reaction to funding streams available, but that they are provided to address known needs, within a strategic framework.

### **CHALLENGE 6**

#### **Monitoring and Evaluation**

- Ensure all partners are able to measure increases in participation and the impact of those increase on individuals and the community. Making use of the Active People survey results to set realistic targets and monitor progress
- Develop relevant baseline data relating to current participation in physical activity and sport in Middlesbrough and plan for this to be regularly updated.
- Ensure sport and physical activity data is included in performance management frameworks for all partners
- Ensure there is no duplication but extensive sharing of information relating to participation in sport and physical activity.
- All of the above are challenges, which are important in attracting funding for future development, making plans with respect to future provision and assessing the success of work to date.

# **SECTION IV - KEY CHALLENGES FOR FUTURE SPORTS FACILITY AND PHYSICAL ACTIVITY PROVISION**

## **The Way Forward Addressing the Challenges**

- 5.1 This section will turn the challenges that have emerged from the Leisure Needs Analysis, into 6 key objectives and within those a number of recommendations to plan for a more active Middlesbrough in the future. There are some Key Priorities for the future. The reference point for these priorities is the aim of strategy to increase participation, and increase opportunities for sport and physical activity in Middlesbrough. The representation of the Active Middlesbrough Framework recommended for achieving this aim is described below and shown overleaf in Figure 4.1. and described below,
- 5.2 The action plan contains a number of targets, which form the basis of monitoring and evaluation. It is recommended that the Strategy be monitored through the Community Sport Network Active Middlesbrough Forum. This strategy represents the framework for increasing levels of physical activity and sports participation. A partnership approach together with links to service plans of key partners needs to be established to ensure delivery of the strategy.
- 5.3 It is recommended that the Community Sport Network Active Middlesbrough Forum will separate into sub groups. These sub groups will have the responsibility of delivering one of the Objectives of the Physical Activity Strategy. In the first instance it is proposed that there will be 6 sub groups drawing on the strengths of different individuals, agencies and organisations.
- 5.4 The sub groups will report back to the Community Sport Network 'Active Middlesbrough Forum' and the Steering Groups. Progress of the strategy should be monitored on an annual basis and should include revisions to existing targets as more baseline data becomes available.

## **Active Middlesbrough Framework**

### **National Drivers**

- 5.5 The National Drivers represent the key trends within society that can impact on our ability to participate. These are summarised below:
- **Ageing Population** - The population nationally is ageing - almost half of the adults in UK will be over 50 in 2020. Given that participation trends show that participation declines with age an ageing population can adversely affect overall physical activity and sports participation.
  - **Time Pressure** - The UK has the longest working hours in Europe. Trends suggest that this will continue to be a factor in affecting our ability to participate.
  - **Health and Obesity** - As reported earlier, obesity levels have tripled in the past 20 years. A key driver to decrease obesity levels is to increase levels of physical activity and sports participation.
  - **Levels of Investment** - The nation has an ageing facility stock. Public funding for facilities, particularly through the Lottery has, and is falling in real terms, and investment by local authorities is reported to have fallen behind the rate of inflation since 1998.
  - **Utilising Education** - Education has a key role to play in driving up physical activity levels, in particular via the national target that 85% of pupils in school will receive 2 hours of quality PE per week. Schools can play a vital role in facility provision to the local community and via links with local sports clubs.
  - **Variations in Access** - Nationally there is growing disparity between the richest and poorest sections of society. This characteristic applies to Middlesbrough. Access is also an issue for

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certain sections of the population, most notably for those with a disability. There is poor public transport and access was identified as a key local issue identified through local consultation

- **Volunteers and Professionals** - Sport is reliant upon volunteers who are needed to help run sports clubs etc... As reported earlier within the report, there is evidence to show that the numbers of volunteers is falling. Volunteering, and human resources dedicated to promoting physical activity and sport was identified as a key challenge locally.

### **Local Challenges**

5.6 The local challenges particular to Middlesbrough have emerged from the Leisure Needs Analysis (Section 3) and are described in Section 4 and are a significant part of the framework of the strategy. These, together with consideration of the National Drivers should be considered in light of the Physical Activity Environment.

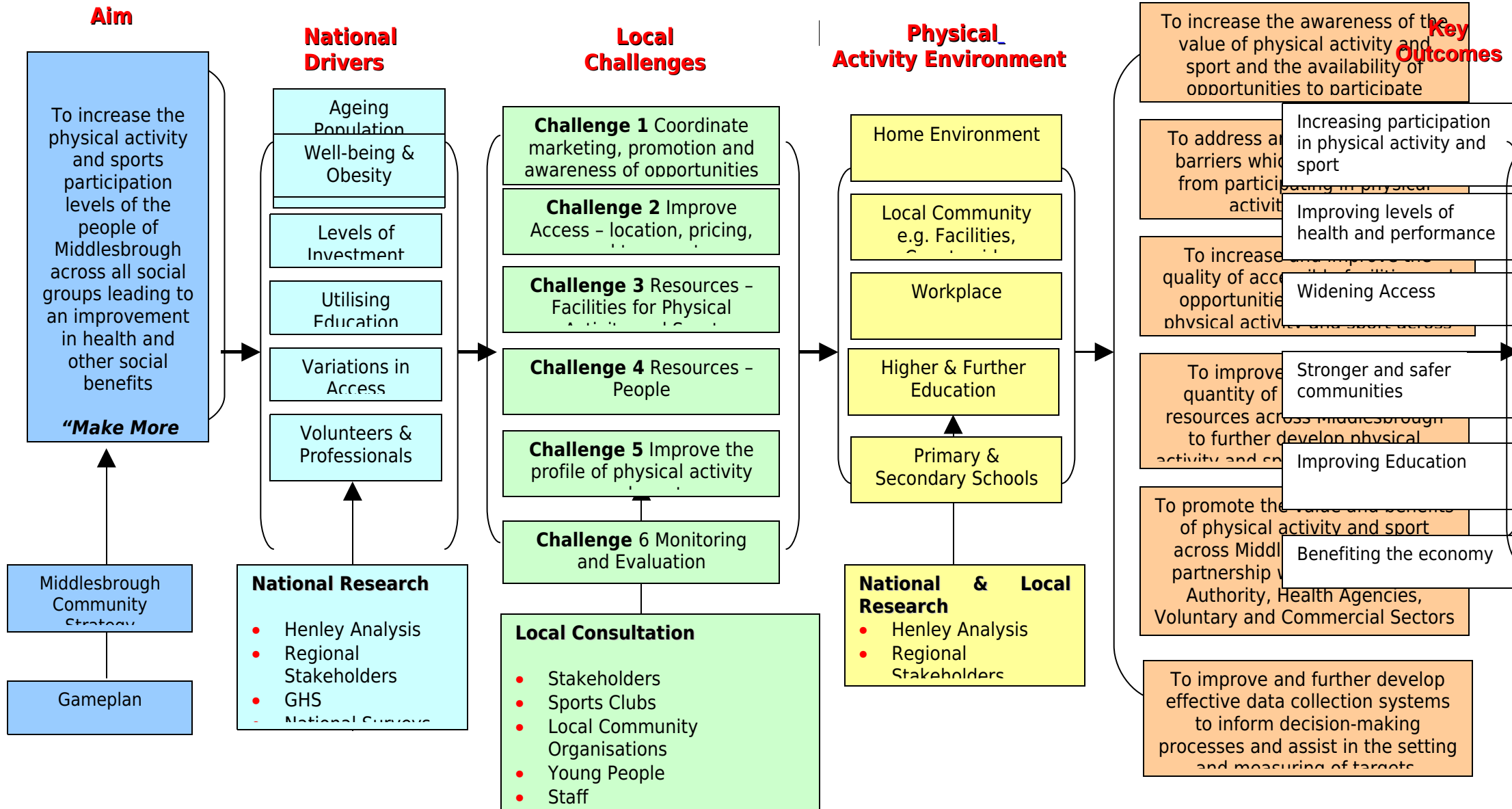
### **Physical Activity Environment**

5.7 The Physical Activity Environment in Middlesbrough has been described in Section 3 and is essential to where and how people in Middlesbrough can participate in physical activity and sport. These are the key settings for change. They need to be considered within the key priorities and recommendations for the strategy.

# SECTION V - STRATEGIC FRAMEWORK AND RECOMMENDATIONS

## The Active Middlesbrough Framework

To increase levels of physical activity and sports participation in Middlesbrough



## **SECTION V - STRATEGIC FRAMEWORK AND RECOMMENDATIONS**

### **Active Middlesbrough Strategy Objectives**

5.8 In meeting the aim of the Strategy, the following objectives have been identified:

#### **Objective 1**

**To increase the awareness of the value of physical activity and sport and the availability to participate**

#### **Objective 2**

**To address and remove the key barriers which prevent people from participating in physical activity and sport**

#### **Objective 3**

**To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Middlesbrough**

#### **Objective 4**

**To improve the quality and quantity of available human resources across Middlesbrough to further develop physical activity and sporting opportunities**

#### **Objective 5**

**To promote the value and benefits of physical activity and sport across Middlesbrough through partnership working with the Local Authority, Health agencies, Voluntary and Commercial Sectors**

#### **Objective 6**

**To improve and further develop effective data collection systems to inform decision-making processes and assist in the setting and measuring of key targets contained within the strategy**

### **OBJECTIVE 1**

**To increase the awareness of the value of physical activity and sport and the availability of opportunities to participate**

5.9 **To increase the awareness of the value of physical activity and sport and the availability of opportunities to participate** - Education will play a critical role in raising and extending awareness of the importance of physical activity as part of a healthy life. A partnership approach to this education process will best ensure the desired outcome of increased levels of physical activity in Middlesbrough. The key partners in this partnership to deliver integrated, valuable and appropriate action are the Community Sports Network Partnership, Middlesbrough Sport and Leisure, the Primary Care Trusts, local schools, voluntary sports clubs and the commercial sector (health and fitness clubs). In addition there is a need to provide:

- More information about the benefits of physical activity and sports participation and the opportunities available for participation
- Targeted advice to inform and support specific groups / interests of non-users
- A consistent message as to how individuals can increase their levels of physical activity; sport provides one option

### **Addressing the Challenges**

## **SECTION V - STRATEGIC FRAMEWORK AND RECOMMENDATIONS**

5.10 This objective seeks to address issues raised through the consultation process and summarised under Challenge 5, the need to improve the profile of physical activity and sport, under Section 3. Issues raised by consultees addressed through this objective and the following recommendations include:

- The need to promote the benefits of physical activity and sport amongst a range of service providers and to ensure that they feature in wider strategic plans
- The need to work in partnership to maximise a “joined up” approach to delivering and promoting services
- Perceived scope for more co-ordination of services and a shared vision

5.11 The following recommendations are made in respect of this objective:

### **Recommendation 1A**

Produce, resource and implement a joint Marketing Strategy with all stakeholders to raise awareness of the opportunities for and the benefits of sport and physical activity, specifically targeting sections of Middlesbrough where participation levels are known to be low and the greatest impact can be achieved

### **Recommendation 1B**

Develop and resource an Active Middlesbrough Campaign to “Make More People More Active” ensuring that the message comes from all stakeholders to promote the benefit of physical activity and sport in addressing health improvement, educational attainment, anti social behaviour.

## **OBJECTIVE 2**

### **To address and remove the key barriers which prevent people from participating in physical activity and sport**

5.12 **To address and remove barriers, which prevent people from participating in physical activity and sport** - Access to opportunities is affected by a variety of factors across Middlesbrough. These include price of formal opportunities, awareness of what opportunities and facilities exist and a complementary infrastructure (e.g. transport) to enable access to take place. Access also covers physical access to built facilities, access to help and access facilitated through human resources such as coaches and volunteers. Improving access to physical activity and sporting opportunities presents a significant challenge, which cannot be addressed by one agency in isolation. The following considerations underpin this objective:

- Accessibility”, and related issues are different for each individual
- In order to address “accessibility” in a sustained manner, a long term approach is fundamental
- Priorities for action need to be identified at a strategic level, and then addressed as such by all partners. Priorities need to be enshrined in policy across partner agencies; only this approach will facilitate a “joined-up” approach which has the real potential to address, and make a difference to the issues raised by the strategy consultees

### **Addressing the Challenges**

5.13 This objective seeks to address issues raised through the consultation process and summarised under Challenge 2 in Section 3. Issues raised by consultees addressed through this objective and the following recommendations include:

- Transport, particularly to and from facilities, was raised as an issue, particularly by older people and disability groups
- Young People cited “lack of money” and financial barriers to participation and no local facilities

5.14 The following recommendations are made in respect of this objective:

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### **Recommendation 2A**

Review existing Middlesbrough Council leisure pricing to ensure availability and affordability of opportunities to participate.

### **Recommendation 2B**

Further develop programmes of interventions which target those least likely to participate in physical activity and sport;

### **Recommendation 2C**

Produce a planned and resourced programme of work to achieve Disability Discrimination Act (DDA) compliance in all facilities, and prioritise investment in existing facilities.

### **Recommendation 2D**

Seek to develop partnerships with transport providers to work towards more co-ordination between facility programming and public transport.

### **Recommendation 2E**

Develop and formalise a support network for local clubs and activity providers to support their delivery.

## **OBJECTIVE 3**

### **To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Middlesbrough**

5.15 **To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Middlesbrough** - Although facility based physical activity and sport is not the only choice on offer to local residents; many people still prefer to access sporting opportunities via formal provision. It is important to ensure that facilities available are fit for purpose, located in the most accessible locations and are well utilised, in order to ensure that:

- there is a co-ordinated approach to physical activity and sport throughout Middlesbrough which will have a positive impact on the health and well being of the population
- all partners who promote and, or provide opportunities for physical activity and sport share best practice
- there is a co-ordinated approach to securing external funding
- A hierarchy of facilities is adopted across Middlesbrough
- The planning standards for sports and leisure facilities are adopted for Middlesbrough.
- A property assessment is undertaken of all Council leisure centre, youth and community and school site facilities with a resourced planned and routine maintenance programme to maintain quality and therefore use and income over time.
- All new facilities to operate a sink fund/lifecycle fund.
- A facility plan for the end of life of current facilities needs to be put into place and an appropriate investment plan put in place when that time is approaching.

### **Addressing the Challenges**

5.16 This objective seeks to address issues raised through the Leisure Needs Analysis and summarised under Challenge 3 in Section 3. Issues raised by consultees addressed through this objective and the following recommendations include:

- Perceptions amongst some consultees, particularly older people, about limited facility provision on a local community level.

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- Additional and improved facility provision was identified by sports clubs as the most important priority for the strategy
- The recommendations for investment and facility provision are that more and improved water space will be required by 2020 should participation increase and the town centre given issues around transport and the parochial nature of the town would be the best location and this should be provided in partnership with other Local Authorities and or agencies.
- Decisions should be taken as to if the Local Authority should be managing facilities. An options appraisal should be carried out on all facilities to identify if the Council should continue to manage all of its facilities.

5.17 The following recommendations are made in respect of this objective:

### **Recommendation 3A**

Adopt a hierarchy of facilities across Middlesbrough.

### **Recommendation 3B**

Recognise that with the predicted decrease in population in Middlesbrough that the main leisure provision required to be provided by the Council will be local facilities that will assist in the increase in participation in physical activity. Should participation figures rise as planned consider the location of new facilities as follows:

- Swimming Pool provision – Town Centre /Middlehaven
- ‘Velodrome’ – Prissick/Middlehaven
- Indoor Athletics Facility – Clairville Stadium
- J Track Athletic Facilities – Secondary Schools

### **Recommendation 3C**

Adopt the recommended facility standards for the provision of swimming pools and indoor sports hall facilities and produce Supplementary Planning Documents to obtain Section 106 funding from new developments.

### **Recommendation 3D**

Use the agreed facilities standards and Supplementary Planning Document (3c) to achieve maximum investment into the Borough to ensure successful negotiations with developers for contributions to new facilities, linked to planned new residential growth. (e.g. S106 and developer contributions).

### **Recommendation 3E**

Adopt and agree priorities for investment and develop opportunities with partner organisations in relation to new developments (e.g. BSF, University of Teesside, Middlesbrough College and surrounding authorities specifically Stockton Middlesbrough Initiative) to maximise opportunities for funding provision.

### **Recommendation 3F**

Work with relevant partners e.g. University of Teesside, Middlesbrough College, Sport England, Regional and National Governing Bodies of Sport and local clubs to consider the potential for the recommended facility development in the event of increases in participation.

### **Recommendation 3G**

Agree policy approach of future capital and revenue development/partnerships with education, and specifically the BSF programme for the Borough, to maximise available resources.

### **Recommendation 3H**

Establish formal community use agreements with education sites across the Borough.

### **Recommendation 3I**

Further develop the use of appropriate community facilities and other informal settings for physical activity and sport

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### **Recommendation 3J**

Encourage the “extended” use of schools and other education establishments to maximise opportunities available to local communities to participate in physical activity and sport

### **Recommendation 3K**

To develop pathways for talented sports people to compete to their full potential, ensuring that facilities are appropriate and accessible.

## **OBJECTIVE 4**

### **To improve the quality and quantity of available human resources across Middlesbrough to further develop physical activity and sporting opportunities**

5.18 Creating the right “environment” for increasing physical activity and sports participation is reliant on a partnership approach, not least because the task is too great for any one agency. The skills, capacity and resources of the Council, the PCT’s and the voluntary sector all need to be harnessed to ensure:

- there is a co-ordinated approach to physical activity and sport throughout Middlesbrough which will have a positive impact on the health and well being of the population
- that all partners who promote and, or provide opportunities for physical activity and sport share best practice
- that there is a co-ordinated approach to securing external funding

## **Addressing the Challenges**

5.19 This objective seeks to address issues raised through the consultation process and summarised under Challenge 4 in Section 3. Issues raised by consultees addressed through this objective and the following recommendations include:

- The need for more human resources to implement key Middlesbrough wide initiatives and programmes including exercise referral schemes, fitness programmes, holiday play schemes, healthy walking and cycling programmes.
- There is a need for a strong Community Sports Network to be able to improve the quality and quantity of available human resources.

5.20 The following recommendations are made in respect of this objective:

### **Recommendation 4A**

Develop programmes, which build the capacity of communities to deliver physical activity and sports programmes for themselves.

### **Recommendation 4B**

Develop programmes to build the capacity of clubs and other organisations to deliver sustainable activities.

### **Recommendation 4C**

Develop capacity in schools and other educational establishment to deliver physical activity and sporting opportunities

### **Recommendation 4D**

Work in partnership with key stakeholders to further develop and enhance existing programmes relating to Physical Activity Walking, green gyms and cycling

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### **Recommendation 4E**

Further develop the coach education programme to improve the skill levels of volunteers, coaches and leaders to enable increased and extended participation

### **OBJECTIVE 5**

#### **To promote the value and benefits of physical activity and sport across Middlesbrough through partnership working with Local Authority, Health agencies, Voluntary and Commercial Sectors**

5.21 **To promote the value and benefits of physical activity and sport across Middlesbrough through working in partnership with Local Authority, Health agencies, Voluntary and Commercial Sector** – this will require a consistent and co-ordinated approach to the collation, provision and distribution of information. This will need to apply to both formal facilities and community led activity. The following considerations underpin this objective:

- High Level Strategic role to drive Physical Activity as a key objective / tool on other agencies and departments agendas.
- A co-ordinated approach to overcoming the barriers preventing increased participation
- Information needs to be accurate and relevant and communicated in the most effective way possible to the identified target audience.
- In Middlesbrough, the diversity of the community poses a specific challenge in terms of communication, in cultural, linguistic and presentational terms.
- Each partner in the Active Middlesbrough Forum Community Sport Network has a responsibility to disseminate information to existing and potential participants and to partners

#### **Addressing the Challenges**

5.22 This objective seeks to address issues raised through the consultation process and summarised under Challenge 5 in Section 3. Issues raised by consultees addressed through this objective and the following recommendations include:

- The need to ensure that physical activity and sport is viewed as important by a range of service providers
- The need to maximise the benefits of physical activity and sport in meeting wider social objectives
- The need to raise the profile and importance of physical activity and sport

5.23 The following recommendations are made in respect of this objective:

### **Recommendation 5A**

Develop the Active Middlesbrough Forum as a Community Sports Network which will be the multi-agency borough-wide “Physical Activity and Sports partnership/forum” with links to the Local Strategic Partnership to monitor and ensure the delivery of the physical activity and sports strategy.

### **Recommendation 5B**

Ensure that key Council and borough wide strategies and plans have demonstrable links to the Physical Activity and Sports Strategy

### **Recommendation 5C**

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Further develop the use of physical activity and sports in regenerating local communities (engaging, accredited training, employment opportunities and community facilities)

### **Recommendation 5D**

To further develop the use of physical education and sport to support raising attainment across the curriculum for 5-16 year olds

## **OBJECTIVE 6**

**To improve and further develop effective data collection systems to inform decision-making processes and assist in the setting and measuring of key targets contained within the strategy**

5.24 **To develop effective data collection systems to inform decision-making processes and assist in the setting and measuring of key targets** - There is scope for improvement in the information available, which demonstrates the value of physical activity and sports participation in health improvement and wider objectives. The need for tangible measures relating to current participation and the impact of participation underpins other objectives. There is a need to:

- Ensure accurate data is available to improve the awareness of the impact and potential role of physical activity and sport in delivering wider objectives - Utilise Sport England's Active Peoples Survey.
- Establish baseline data so that changes in participation rates can be tracked
- Establish Information Technology in the Local Authority Sports facilities so that information on membership and usage can be tracked
- Establish common objectives and monitoring/evaluation process for standard information

## **Addressing the Challenges**

5.25 This objective seeks to address issues raised through the consultation process and summarised under Challenge 6 in Section 3. Issues raised by consultees addressed through this objective and the following recommendations include:

- Issues raised by service providers about a lack of data on participation rates and facility planning. A lack of information about capacity and what is "already out there" makes it difficult to target resources or set targets and monitor improvements
- Issues raised by consultees about information on local opportunities, including details on local clubs, organisations and facilities. This is a particular problem for those in a position to recommend and refer certain activities

5.26 The following recommendations are made in respect of this objective:

### **Recommendation 6A**

Implement, with appropriate stakeholders, an effective and accurate measure of the physical activity/participation rates of all age groups

### **Recommendation 6B**

Research, establish, and update regularly an electronic 'Active' Directory, to record existing facilities, clubs' activities and opportunities for sport and physical activity.

### **Recommendation 6C**

Develop methods of evaluating the impact of increased participation and activity rates on health improvement and other known benefits. Provide information technology at Council Sports facilities so

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membership and usage data can be analysed and used to provide appropriate programmes for use of the facilities

### **Recommendation 6D**

To develop, maintain and review a regular programme of consultation with residents to ensure the collection and collation of trend data.

### **Recommendation 6E**

To review the strategy regularly to ensure the approach to implementation reflects local needs, and will be capable of assessing the impact of increased participation. All key stakeholders and partners should undertake regular review and monitoring of all aspects of the strategy. The Active Middlesbrough Forum (CSN) should monitor this and performance against targets reported regularly to the Local Strategic Partnership.