

# **Sport Playing its Part**

## **A Sport & Active Leisure Strategy for Stockton-on-Tees 2009 - 2014**

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## **1.0 Foreword**

2009 sees the launch of the 'Sport Playing its Part', A Sport & Active Leisure Strategy for Stockton on Tees. Our borough has a lot to celebrate in terms of sport & leisure provision and I am personally delighted that this strategy seeks to develop cohesion and coordination between all providers of sports activities, facilities and events. By providing direction and leadership in the development of policy and practice, Stockton Council and its partners intend to use sport and active leisure to improve lives by supporting the social, economic and health regeneration of our borough.

We are committed to ensuring that everyone, despite their age, ability or ethnicity is provided with the opportunities to achieve their personal sporting goals, whatever they may be and that they can do this supported by a range of well organised agencies, fit for purpose accessible facilities and high quality information. Only by working together can we deliver the services and outcomes that our communities want and deserve.

**Councillor Kenneth Lupton, Leader of Stockton Borough Council**

## **2.0 Introduction**

Sport and active leisure has a unique capacity to bring together people of different generations, cultures and backgrounds. It improves health, is a source of new friendships, can be used to tackle exclusion and isolation, can engage those who otherwise may become involved in anti-social behaviour and is a key component in urban regeneration. Through sport and active leisure we learn about co-operation and teamwork, self-discipline and resourcefulness, and the life skills, which are essential to each of us if we are to play our part in today's society.

Sport and active leisure matters to a lot of people. Not just to those teams and individual participants who aspire to reach the highest levels of performance and competition, but also to the wider community who take part in a wide range of activities for fun and exercise.

This Sport & Active Leisure Strategy has been produced in order to provide a commonly agreed direction for sport within the Borough for the next five years. It is a Strategy not only for Stockton Council but one for our partners in the public, private and voluntary sectors. It builds upon many related policies and existing partnerships, and aims to provide quality opportunities for participation in sport and active leisure in order to meet the needs and aspirations of the entire community.

**Councillor Mary Womphrey, Cabinet Member for Leisure & Culture**

### **3. Purpose - *What the strategy will do***

3.1 Stockton's Strategy for Sport & Active Leisure seeks to ensure the effective planning and co-ordination of an integrated range of opportunities for participation, to meet the needs and aspirations of the Borough's residents, and to support of the objectives of the Council and its strategic partners.

3.2 To harness the efforts and resources of the wide range of institutions, groups and individuals critical to existing and future sport and active leisure opportunities, the Strategy must provide a framework, illustrating links and making connections between the separate parts of the leisure sector, and between leisure and other sectors.

3.3 People taking part in sport don't need to know about the structures and institutions involved, but they should enjoy a seamless transition from one achievement level to another or from one age range to another. They should also be able to enjoy support and guidance, and access to equipment and facilities in ways, which make it as easy as possible for them to take part. So, the structures and institutions need to be designed to reflect the needs and aspirations of the people whom they ultimately serve, in a joined-up way. In doing so, the strategy will also define the priorities for investment and, over time address inequalities of opportunities and provision.

3.4 For sport and active leisure to contribute fully to the wider social and economic objectives of the Council and its partners, including education & lifelong learning, community safety & cohesion, economic regeneration, and health, this strategy must also highlight how and where it might be relevant to those sectors.

3.5 To contribute fully to health and well-being for example, we must illustrate how and under what circumstances sport contributes to particular health targets, and suggest how these contributions could be maximized. To do this it will be necessary to represent sport and leisure programmes in categories, or using definitions, which are borrowed from the health, and well being strategies to which they are being shown to contribute. This representation, or interpretation, can sometimes be read as a distraction from the core purpose for the majority of participants. For example, we might describe a running club as a means by which cardio vascular fitness can be improved, whilst for the participants it is actually a means by which they enjoy a social, group activity in the fresh air. But the cardio vascular benefits rather than the social interaction might justify the resources that sustain the group. If it is effective, this strategy will be referred to in other, non-sports strategies. And these connections must be shown over a period of several years to achieve substantial and sustainable improvements.

3.6 Whether sport is being used as a tool for health or social outcomes, or whether it is the end in itself, we believe it is important and should be promoted and celebrated. By showing what is achieved and how, and by connecting the groups and bodies that make it possible,

it will be easier to tell the story of sport and leisure, through the media and social networks, raising the profile of sport locally and helping to improve perceptions of the area.

3.7 If the strategy is to shape what we do and influence others it must also include feedback mechanisms, it must be informed by the views of many and it must be able to evolve to respond to changing circumstances. It must also provide a means by which we measure the impact we have, in meaningful and relevant ways.

3.8 The Strategy needs to be complimentary to the other many related Council and partner strategies and plans, which relate to this subject area. This document is the overarching Strategy for Sport & Active Leisure and will be supported by a three more detailed plans, which will be provided for consultation in August/ September 2009.

#### 4.0 Context - *What we've got to start with*

4.1 It is important to note that within Stockton we are not starting from the scratch, or from a position of weakness. Through strong partnership working, sport and active leisure within Stockton has lead and is leading to a great many successes including:

- 91% of children 5-16 years participating in 2 hours high quality PE/ School sport per week.
- 22.6% participation rates for adults (3 x 30 minutes moderate intensity physical activity per week), which is above the national and regional averages
- Significant committed investment in an improving public sector leisure facility stock, alongside a strong private sector offer.
- High quality parks, countryside sites and green spaces to support participation in sport & active leisure
- A commitment to maximising the opportunities for both schools and communities through the Building Schools for the Future initiative
- A vibrant voluntary sector capable of providing cradle to grave opportunities
- An ongoing commitment to promoting high level performance and support to individuals for the achievement of personal goals, demonstrated through investment in the River Tees White Water Course
- Use of sport to engage the unemployed and most disadvantaged, promoting the development of skills for employment
- Enhancing opportunities for the most hard reach groups through initiatives such as the Stockton Sportsability Club
- We are well served by the quantity and quality of leisure facilities within the borough as a whole although there are local variations

## 5.0 Vision - *What we'd like to see happen*

To use the adaptability of sport & active leisure to positively impact upon the key strategic priorities of Stockton Council and its partners through the development of high quality facilities and activities that are strong on innovation, highly accessible and promote the achievement of personal goals.

5.2 We will deliver the vision by concentrating on the following aims:

- Extending opportunities for people of all ages and backgrounds to participate in high quality physical education, sport & active leisure
- Raising aspirations, supporting our elite performers to reach their potential, and exploiting all opportunities to support the delivery of performance level sport
- Supporting the development of a well structured, organised and sustainable workforce and voluntary sector
- Ensuring the built and natural environment meets the sporting & active leisure needs and aspirations of local communities
- Raising the profile of sport & active leisure as a key element of a healthy and happy life

5.3 Many projects or programmes will touch on more than one of the above aims. Within the Strategic Plan (section 8) to simplify presentation we have grouped the actions under three headings, which it is felt embrace the longer list of aims. The headings bring together opportunities for all to participate and excel, robust infrastructure, and profile and communications.

5.4 In order to deliver outcomes of the Strategy we will be developing the following action plans, which will further detail and animate the Strategic Plan. These plans will take into account current and anticipated trends in participation along with the development of activities and facilities that meet the future needs and aspirations of our communities. The plans are as follows:

- The Sports & Active Leisure Facilities Plan (FP) (Indoor/ Outdoor) - bringing clarity, coordination to Stockton's sport & leisure facilities estate
- The Sports & Active Leisure Activities Plan (AP) (Children/ Young People/ Adults/ Older People) (AP) - Bringing clarity, coordination and ongoing improvement to the sport & leisure activities delivered within the borough
- The Sport & Active Leisure Events, Information & Communications Plan (EICP)

## 6.0 Challenges - *Why it won't be easy*

6.1 Along with the significant opportunities, a diverse borough like Stockton also faces its fair share of challenges. In relation to sport & active leisure participation/ engagement the following have been identified:

### 6.2 Socio Economic

- 30% of households within the borough do not own a car and statistically those without a car are less likely to report an interest in sport/ active leisure
- 16% of the population are in receipt of key benefits and one of the biggest barriers to participation in sport/ active leisure is cost
- 7.6% of households are occupied by lone parents who identify childcare as one of the key barriers preventing participation
- Stockton has a higher percentage of people in poor health than both the regional and national average
- Measuring deprivation against the Government's Index of Multiple Deprivation (2004), 40 of our Super Output Areas (SOAs) are amongst the worst 20% nationally, 20 within the most deprived 10% in England
- The global economic downturn which is having a negative financial impact on both organisations and individuals

### 6.3 Geographical

- As the borough is 80 square miles it is essential to have leisure facilities, namely leisure centres in centralised locations on the basis of accessibility for all and affordability. However this can and does have negative effects on outlying communities
- 30% of households in the borough do not own a car and meaning a reliance on public transport to access leisure facilities
- There are local area variations in levels of facility provision, particularly within the South of the borough

### 6.4 Awareness

- Despite being well served for leisure facilities as a borough, there is a lack of coordination/ cooperation between providers which may be compromising the leisure offer to our communities



## Challenges continued

- The health risks of not being physically active are well documented, yet approximately three quarters of the adult population are not active enough to benefit health.

### 6.5 Ageing Facilities

- Stockton as many other local authorities has an ageing stock of leisure facilities (with the exception of Splash), which are in the main unattractive and as a consequence, underused

### 6.6 Cultural

- According to research members of the BME community participate less in sport/ physical activity and are less likely to be a member of sports club

### 6.7 Accessibility

- Inclusive sporting opportunities particularly around disability have moved on significantly in the last decade however there are still significant discrepancies in participation rates with disabled people much less likely to participate in sport/ active leisure and than non disabled people
- Climate change has started to impact upon sports provision and this is likely to increase in the future, particularly around the provision of grass playing pitches

### 6.8 Funding

- As a result of falling lottery ticket sales and a prioritisation of funding for the 2012 Olympic Games, there will be a significant reduction in the available funding to develop sports activities and facilities at a local level

### 6.9 Volunteering

- At 3.99% Stockton has a lower rate than both regionally and nationally of people who volunteer in sport for at least 1 hour per week. Clearly volunteers are the life-blood of community sports participation

### 6.10 Resident Satisfaction

- According to the Active People survey only 70% of the adult population have expressed satisfaction with sports provision within the borough

**7.0 Relevant National, Regional and Local Policies - *Where this strategy sits***

7.1 This strategy and associated plans is complimentary to those identified in table below.

National Strategies
Playing to Win: A New Era for Sport (DCMS)
Grow, Sustain & Excel: Sport England Strategy 2008-11 (Sport England)
Funding Sport in the Community - Sport England's Funding Strategy
The Olympic Legacy Action Plan (DCMS)
Be Active, Be Healthy: - A Plan for Getting the Nation Moving (D of H)
PE & Sport Strategy for Young People (DCSF)
Every Child Matters (DCSF)
Regional Strategies
The Regional Facilities Strategy (Sport England)
Better Health, Fairer Health (D of H)
Regional Economic Strategy (ONE)
Regional Festivals & Events Strategy (ONE)
Local Strategies
Stockton Sustainable Communities Strategy
Sub Regional Facilities Strategy
The Stockton-on-Tees Green Infrastructure Strategy
The Strategy for Change (Building Schools for the Future)
Stockton Children & Young Peoples Plan 2009-12
Planning for Open Space, Sport & Recreation in Stockton (PPG17 Planning Guidance)

## 8.0 Strategic Plan - *Outline objectives*

Strategic Aim	Objectives	Plan Objective to be delivered through
<b>1. Opportunities for all to participate and excel</b>	1A. Develop opportunities for young children of pre school age to be physically active, developing good habits in early development	Activity Plan (AP)
	1B. Develop coordination between the Play and Sports agenda to ensure opportunities and progressions from play into sport are established and maximised	AP
	1C. Provide progressive PE and School Sports provision within the borough	AP
	1D. Maximise the opportunities for talented young people through programmes such as the Gifted and Talented programme	AP
	1E. Develop sport/ active recreation for young people and families based around ‘fun participation.’	AP
	1F. Develop sustainable pathways and progressive sporting opportunities out of school hours (OOSH) and in the community	AP
	1G. Promote and develop sustainable physical activity/ leisure opportunities for adults and older people, targeting primarily the identified 40% non participants who could be tempted in sport	AP
	1H. Develop opportunities for participation amongst under-represented groups	AP
	1I. Maximise sport/ active recreation participation through the	AP

	<p>development of cross cutting cultural programmes</p> <p>1J. Develop a ‘research bank’ to inform the development of initiatives (capital &amp; revenue) on a borough and neighbourhood level</p>	<p>Events, Information &amp; Communications Plan (EICP)</p>
<p><b>2. Robust infrastructure</b></p>	<p>2A. Develop a Framework for community based provision ensuring that a wide variety of activities are provided which are accessible to all</p> <p>2B. Raise the profile of the role sport and active leisure can play in the social and economic development of Stockton through the development of the Stockton Strategic Sports Network.</p> <p>2C. Ensure the physical activity agenda is identified as ‘everyone’s business’, utilising sport and active leisure as a vehicle, e.g. Transport</p> <p>2D. Ensure strategic coordination and clarity (including with neighbouring authorities) in responding to external/ internal funding opportunities, e.g. Sport England/ 106 agreements</p> <p>2E. Maximise sport &amp; active leisure opportunities presented by our biggest natural asset, the River Tees</p> <p>2F. Where strategically identified develop fit for purpose, quality accredited leisure facilities that meet the needs and aspirations of the community</p> <p>2G. Ensure ongoing community participation in the development of policy and priorities in relation to sport/ active leisure through the creation of 4 community sports networks</p>	<p>AP/ FP/ EICP</p> <p>AP/ FP/ EICP</p> <p>AP/ FP/ EICP</p> <p>AP/ FP/ EICP</p> <p>AP/ FP/ EICP</p> <p>Facilities Plan (FP)</p> <p>AP/ FP/ EICP</p>

	2H. Ensure community participation (adults & young people) in the design, development and implementation of capital/ revenue sport and leisure projects	AP/ FP/ EICP
	2I. Maximise opportunities for schools and the community through Building Schools for the Future & the Primary Schools Capital Programme	AP/ FP/ EICP
	2J. Develop policy to ensure leisure and educational facilities are accessible to the community	AP/ FP/ EICP
	2K. Exploit the value of Stockton's Green infrastructure in developing and promoting active leisure pursuits	AP/ FP/ EICP
	2L. Ensure that Stockton has a stock of fit for purpose sports playing pitches that are managed, maintained and developed in a coordinated way	FP
	2M. Proactively support an increase in the capacity and capability of the voluntary sector, including voluntary sector sports clubs/ community organisations	AP
	2N. Support the voluntary sector to provide effectively for aspiring elite performers	AP/ FP
	2O. Work with partners in the development of strategically identified facilities/ programmes that support and promote excellence	FP
	2P. Maximise available funding to support talented sports performers	AP
	2Q. Increase support for high achievers amongst under-represented groups	AP

	<p>2R. To develop pathways from training into employment through sport/ active leisure</p> <p>2S. Investigate the possibilities for private and or public/ private investment in leisure facilities where there is a strategic justification</p> <p>2T. Where possible coordinate green, blue and built infrastructure facilitating active lifestyles and sustainable travel</p> <p>2U. Work with transport providers to facilitate greater access to leisure facilities (both built and natural)</p> <p>2V. Consider the effects of climate change in the future development of facilities, e.g. Grass pitches</p> <p>2W. Promote the region as an attractive venue for ‘countryside’ sports such as walking, cycling, and golf</p> <p>2X. Ensure new facility developments are attractive to both local people and tourists</p> <p>2Y. Work with Further Education &amp; Higher Education institutes in the borough to develop complimentary facilities (where possible) to maximise the sport/ active leisure offer</p>	<p>AP</p> <p>FP</p> <p>FP</p> <p>AP/ FP/ EICP</p> <p>AP/ FP/ EICP</p> <p>AP/ EICP</p> <p>FP</p> <p>FP</p>
<b>3.Profile and Communications</b>	<p>3A. Maximise the social and economic benefits the 2012 Olympic Games can bring to the borough</p> <p>3B. Proactively exploit opportunities to host sporting events of national/ international significance within the borough</p>	<p>EICP</p> <p>EICP</p>

	3C. Harness the talents of the public, voluntary and private sector to develop events that support the aims of 'Playing its Part'.	EICP
	3D. Through targeted campaigning continually promote the participation in sport & physical activity message of 3 x 30 (adults) and 1 hour per day (children and young people)	EICP
	3E. To identify community sports champions and utilise their profile to inspire peoples of all generations	EICP
	3F. To proactively promote the work of the Council and partners through coordinated marketing & promotions to improve access to available services	EICP
	3G. To raise the profile of Stockton as a visitor destination to take part in sport and active leisure	EICP

**Note:**

The responsibility for the delivery of the identified objectives will largely although not exclusively be the responsibility of the following organisations:

- Stockton Council
- NHS Stockton
- The School Sports Partnerships/ Schools
- Tees Active Ltd
- FE/ HE Institutions
- Voluntary Sector Sports organisations
- Private Sector Sports/ Fitness organisations
- The Strategic Sports Network and Community Sports Networks
- Building Schools for the Future PE & Sport Stakeholder Group
- The National Governing Bodies of Sport

- British Waterways

## 9.0 Monitoring - *how we will measure progress*

9.1 The high level performance measures identified within this Strategy will be supported via targets/ outputs within the supplementary action plans (AP/ FP & EICP). These targets and outcomes will be reviewed quarterly and will contribute to delivering improvements in the Performance Measures of this Strategy. The Performance Measures of the Strategy will be measured annually either via Active People Survey/ Viewpoint of IPSOS Mori Survey.

The Strategy will be adopted by Stockton Renaissance and be monitored by the Culture and Leisure Partnership. The performance of the Strategy and supplementary plans will be reported through the Council's Corporate Performance Team.

## 9.2 Performance Measures

Performance Measure	Current Score	Target Score
% Of adults participating in 3 x 30 min's per week	24.37% (49 <sup>th</sup> nationally)	TBC
% Of young people participating in 5 hours of PE and sport	To be measured in 2009/10	TBC
% Of people volunteering in sport for at least 1 hour per week	3.99% (287 <sup>th</sup> nationally)	TBC
% Residents satisfied with leisure provision	70.99% (161 <sup>st</sup> nationally)	TBC
% Residents participating in local authority leisure provision	To be measured in 2009/10	TBC
% Of population living with 10 min's drive time of a quality accredited facility	12.09%	TBC
% Of people from hard to reach groups	To be measured in 2009/10	TBC



participating in sport/ active leisure: <ul style="list-style-type: none"> <li>• Children looked after</li> <li>• BME community</li> <li>• People with disabilities</li> <li>• Carers</li> <li>• In receipt of benefits</li> </ul>		
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### 9.3 Strategic Outcomes that the Strategy will support

The delivery of this Strategy has the capability to support the achievement of a wide range of strategic outcomes due to the cross cutting nature and values of sport & active recreation.

Strategic Outcome	Origin of Outcome
1. Increases in the % of 5-16 year olds participating in 5 hours of PE/ within the curriculum and OOSH	The PE & Sport Strategy for Young People
2. Increase % of adults participating in at least 30 min's of moderate intensity sport and physical activity on at least 3 or more days per week (CPA/ NI8)	CPA Culture Block NI8
3. Increased resident satisfaction with sports & leisure services within the borough	CPA Culture Block
4. Increase in the number of people volunteering in sport (CPA Culture Block/ LAA)	CPA Culture Block NI6
5. Increase in the % of residents living with 20 min's of a quality accredited leisure facility	CPA Culture Block
6.	

7. An increase in the % of people participating in local authority sport/ recreation provision	CPA Culture Block
8. Increase in positive activities for young people	Sustainable Communities Strategy Stockton LAA NI110
9. Halting the year on year rise in obesity amongst children under 11 years	Sustainable Community Strategy Stockton LAA NI 56
10. Increased opportunities for young children/ young people in care (SCS)	Sustainable Community Strategy
11. Reductions in anti-social behaviour/ criminal damage	Sustainable Communities Strategy
12. Increases in residents accessing employment and training	Sustainable Communities Strategy
13. Improved access and quality of green spaces	Sustainable Communities Strategy
14. Increases in independent living for older people and adults with special needs	Sustainable Communities Strategy
15. Increased journeys to school and work by walking and cycling	Sustainable Communities Strategy
16. Increased use of public transport	Sustainable Communities Strategy
17. Improved personal well being of older people	Sustainable Communities Strategy
18. Real choice, control and equal access to facilities and services for older people	Sustainable Communities Strategy
19. Greater Equality of Opportunity	Sustainable Communities Strategy
20. Reduce health inequalities	Sustainable Communities Strategy

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## 10. Appendices

The following documents accompany the Strategy and include the operational plans and information on how specific actions will be implemented (These documents will be available for consultation in August/ September 09):

**Appendix 1** - The Sports & Active Leisure Facilities Plan (FP) (Indoor/ Outdoor)

**Appendix 2** - The Sports & Active Leisure Activities Plan (AP) (Children/ Young People/ Adults/ Older People) (AP)

**Appendix 3** - The Sport & Active Leisure Events, Information & Communications Plan (EICP)