

**STOKE SPORT AND PHYSICAL ACTIVITY STRATEGY****Where we are going**

We will improve the lives of people living in Stoke on Trent by helping everyone become more active. At the moment people in Stoke are amongst the least active in England. Our objective is to:

- 30% of people being active for at least 30 minutes, 5 times a week by 2012 (all activity)<sup>1</sup>
- 22% of people taking part in sport and active recreation for at least 30 minutes, 3 times a week by 2012

We are also committed to improving the City in relation to its sports and leisure facilities and its green spaces.

Sport is a 'good thing' in its own right, providing enjoyment and exercise to many people. However at least as important are the contributions that sport and active recreation make to the wider agenda facing Stoke:

- the need to improve health
- the need to reduce crime
- the need to improve education standards
- the need to improve the environment
- the need to generate more jobs and encourage inward investment.

This Strategy is for the whole of the Stoke community, and is not simply a strategy for the City Council. It looks at the role that sport and active recreation can play in the wider agenda, and the priorities for the future, both in relation to places and people for the next 10 years. The scope of 'active recreation' includes walking and cycling as well as the more 'traditional' sports such as swimming and football. It doesn't include gardening, dancing (e.g. ballet or at nightclubs), or travel to work/school, although these all contribute towards a more active lifestyle.

The objectives of the Strategy are linked to the formal commitments of the City and its partners, as set down in the current Local Area Agreements, and as assessed by Government's performance indicators. More important though is the fact that reaching the committed targets is crucial to the success of the City and its future. They contribute towards the objectives of an attractive, successful place, where people choose to live and work. They contribute towards strengthening community confidence and pride in the City.

The targets are challenging but should be achievable if all of the partners work together. Some difficult decisions will need to be made on investment priorities, and funding opportunities will need to be maximised.

A key mechanism underpinning the Strategy is the planning of the facility requirements, both for the built facilities (indoor and outdoor) and the green spaces. The planning process can both protect important sites, and provide opportunities for new sites. It prioritises the strategic and local facility needs, and helps to unlock external investment, including from developers. This report incorporates the requirements of the North Staffordshire Core Spatial Strategy, providing direction and justification for key policies.

### **Where are we now?**

#### A simple summary

Stoke has one of the least active populations in the country.

Overall the City has a ‘reasonable’ quantity of facilities and spaces for sport and active recreation including green spaces, but these are too often of poor quality and may not be in the ‘right’ locations.

The population is generally set to age, and ill-health will become an increasing issue across much of the community.

#### The population – aging?

Stoke’s population is currently around 235, 700<sup>2</sup> and had been forecast to fall to around 230,000 by 2016, and to 228,000 by 2026. It had also been expected to age over the period, as demonstrated by Appendix xx.

The population forecasts are currently being revised by SoTCC because of the impact of the new migration from Eastern Europe. There is limited information yet available on actual numbers, but initial evidence suggests that the population decline may have halted, and that the aging population trend has also been reversed.

The implications for sport and active recreation are important, as people’s expectations and requirements change as they age. Some sports such as competitive athletics are dominated by young people, others are mainly attractive to older people, such as bowls. The demands for swimming and for sports halls are also effected by the age factor.

In relation to facilities, there is therefore a need to look to the future. If there are sufficient facilities now for the population and there is likely to be less demand in the future, then provision of additional facilities would not be appropriate. Conversely, new facilities may be needed to cater for older people, with a particular focus on local provision.

#### The population – ethnicity

The BME proportion of the City is now estimated to be around 9% of the population<sup>3</sup>, mainly concentrated in the most deprived neighbourhoods of the City. This is

important as the take up of sport and active recreation can reflect cultural strengths, and barriers to participation. For example cricket is usually strong within the Asian male community, whilst swimming has a relatively lower uptake by Asian women.

The impact of the new European migration on individual sports is not yet known, but initial research from elsewhere suggests that participation patterns tend to follow those of the established white community. However, very low car ownership may mean that the migrants have fewer opportunities to travel to sports facilities than some of the long established communities.

### Deprivation

Stoke on Trent remains one of the most deprived areas in the country<sup>4</sup>. It is known that deprivation has a significant impact on participation rates<sup>5</sup>, and partly as a consequence, Stoke on Trent has amongst the lowest rates in participation in the West Midlands.

### Participation and its characteristics

Participation in sport and active recreation, as measured by the Sport England Active People Survey in 2006 was at 15.8% of adults (16 years and over) 3 x 30 minutes a week. This compares with a national figure of 21%, and a WM average of 19%. These rates of participation are also lower than those that would be expected to be the case, based on the City's<sup>6</sup> age structure and levels of deprivation. For example, Tameside is the closest comparison authority to Stoke on Trent and its participation rate is 17.5%, with other similar authorities being Wigan (21.2%), Sunderland (20%) and Barnsley (19%).

The involvement of individuals with clubs, competitive sport, and volunteering is also notably low for Stoke compared to the national averages, again as measured by the Active People Survey<sup>5</sup>. This reflects the relatively low number of sports clubs in Stoke on Trent, and possibly the low priority that has been given to clubs generally over the past few years.<sup>6</sup> This is an issue which has also been identified in the 2007 survey of clubs.<sup>11</sup>

Research shows that those people who are least active may be encouraged to become more so by providing facilities and targeted activities within walking distance from home. This Strategy therefore places greater emphasis than previous Strategies on local facilities and on sport development and associated 'outreach' work. Local facilities include neighbourhood and district parks, and built facilities such as community centres.

The increased emphasis on local facilities and spaces still need to be balanced however by a network of facilities for those wishing to improve in their sport up to performance and excellence levels. Having high quality facilities for high quality events and training provides the impetus, particularly for young people, to stay involved in sport. The hosting of events also supports Stoke's profile as regional City, contributing to economic regeneration. Good examples are the NOVA 10K run and the Cycle Tour of Britain.

The sports development/outreach elements of the Strategy build upon successful projects across Stoke by a range of providers. These have included the project "Closing the Gap" which has been supported by Sport England. This project is aimed at children and young people, particularly those who are looked after. After one year's support the levels of activity amongst young people increased, particularly amongst boys and young men.

Other projects have included:

- Go5 Exercise Referral Programme
- Port Vale Health Initiative - FCS via Coal Fields Trust
- Beth Johnston Foundation - Peer Mentoring Programme
- BME Community Gym Scheme
- Good Health Good Business Award
- Active Travel - via Travel Planning Initiative
- Family Orientated Cycle Tours
- Fitter Families
- Go7
- MEND

### **Why is sport and active recreation important?**

#### Health

Increasing age, and increasing obesity will probably lead to increasing health problems facing the community, unless action is taken to encourage people to lead healthier lives. Stoke has a poor health record with some of the headlines being:

- The area's socio-demographic characteristics suggest that residents have unhealthy lifestyles, and that almost 1 in 4 adults is obese.
- Rates of recorded and self-reported ill health are higher than the regional and England averages.
- Female life expectancy has barely increased over the last decade and for both sexes the gap with England has widened. There is a difference of 6 years in male life expectancy between the least deprived fifth and most deprived fifth of neighbourhoods.<sup>xx</sup>

The health of the community is significantly affected by their rates of participation in sport and active recreation, and this has been demonstrated by a number of independent research projects. The information was drawn together in the Government report "At least 5 time a week".<sup>7</sup>

Of particular concern are those not taking any exercise at all over a week. There is no definitive research figure for this, but it is known that over 60% of the population of Stoke on Trent do not take part in any sport or active recreation (as defined by Sport England). Those least active of all are those with a limiting disability, or those who are over 55 years. Of these groups, more than 80% take "no exercise" during a week.

The figure does not take account however of people who build activity into their every-day life, such as walking or cycling to work, or gardening.

The Government's target of 5 x 30 minutes a week of total activity is based on:

3 x 30 minutes of sport and active recreation

+

2 x 30 minutes of other 'active lifestyle' activities, including walking and cycling.

The adopted Stoke on Trent target of 30% of people active (5 x 30 minutes a week) by 2012 will begin to make a significant impact on the health of the community overall.

### Education

Stoke has a relatively low level of educational achievement but research has demonstrated that sport and active recreation within the curriculum and as part of the extended schools programme impacts upon results.<sup>8</sup> Government has therefore increased the demands on schools to provide for sport both during school time and after school, from primary level through to the age of 16. There are also new initiatives for the further and higher education sector to encourage them to extend sporting opportunities to all young people.

The curriculum time target set by Government is: 85% of children by 2008 should experience a minimum of two hours high quality PE and school sport within and beyond the curriculum each week.

The Government's vision for Extended Schools identifies the types of Extended Services that all parents and children should be able to access through their school. By 2010 'all children should have access to a variety of activities beyond the school day' and that these will give them 'the opportunity to keep fit and healthy, to acquire new skills, to build on what they learn during the school day or simply to have fun and relax'. This has now been further developed into a '5 hour offer' of sport and active recreation that schools should provide, within and outside the curriculum. Schools are also expected to be closer to their communities, providing facilities and services.

The Extended Schools programme brings both opportunities and concerns in relation to developing community use on school sites. However, the balance should be positive, and the schools reorganization programme will provide opportunities to provide for the community as well as schools.

Of the existing schools in Stoke on Trent, Berry Hill High and Holden Lane High are specialist sports colleges, and as such have a unique role within the community and the feeder primary schools. Schools are also supported by School Sports Co-ordinator posts and Partnership Development Managers.

Several of the secondary schools and some of the primary schools have existing dual-use programmes, and facilities which were funded by lottery or other external grant aid on the back of community use commitments. The current secondary school reorganisation proposals could have a major impact on the facilities available, both to

the schools and to the community. There are opportunities under the reorganisation programme, but also a serious potential loss of facilities. The build programme for all of the secondary schools is expected to be completed by 2013/2014.

Where schools are redeveloped and community access for sport is desired, there is a significant issue to face. The money available via the schools reorganisation programme/Building Schools for the Future is usually insufficient to provide facilities suitable for community use. Additional capital investment will therefore be needed on all school sites which are proposed to have dual use.

There is also a long-term issue associated with revenue funding of dual-use facilities, as it is rare for these to be entirely self-funding from income. Most will require long term revenue support, and this will be an issue for the City Council and its partners.

### Crime and community safety

The Local Area Agreement has a number of specific targets relating to crime and the fear of crime generally. These are also concerns regularly expressed by the community, and are a major barrier to use of facilities and green spaces.<sup>9</sup> This has been confirmed by community consultation work carried out in respect of both the Green Spaces Strategy and the Sport and Active Recreation Strategy.

Again, sport and active recreation are seen as a key element in crime prevention. It provides positive diversionary activities for young people, and supports community integration and cohesion. Sport England's series, Sport Playing Its Part<sup>8</sup>, draws together some of the evidence.

Fears of individuals about using parks and green spaces reduce the more that other people use them, so increasing use leads to decreasing fear, leading to further increased use – a positive cycle.

### Economic regeneration

Sport and active recreation contribute to economic regeneration through; providing jobs directly (e.g. facilities staff, outreach workers, coaches), indirectly (grounds maintenance, retail clothes and equipment sales), brown-field site improvements (pitches and green spaces), events (e.g. Fenton Manor), and tourism (e.g. Waterworld). There has been a recent estimation of the positive economic impact of sport by Sport England West Midlands<sup>10</sup>. A good example of sport and active recreation contributing to area restoration is Trentham Fields – previously derelict land providing now providing for; the Britannia Stadium, Longton RUFC, Stoke Football Academy, and Power League football. These brought in external funding and new life to the area, contributing significantly to the overall regeneration.

The regeneration initiatives planned via the Core Strategy, and the RENEW housing proposals will directly help to alleviate the economic and housing deprivation in Stoke. However, the opportunities to maximise the wider benefits to the community should also be continued to be explored. This will include the master-planning of sufficient high quality green space and sports facilities, and well designed routes for walking and cycling to support sustainable travel. Developers' contributions should

be sought both for capital schemes (on and off site) and for revenue schemes to support outreach work within the community.

### The environment

High quality sport and active recreation opportunities contribute in a major way to the overall environment of a city, and its attractiveness. The development of Central Forest Park has been a success in many ways and the City has achieved national recognition for the outcomes. Like-wise the sports provision at Fenton Manor which has allowed Stoke to host high level events. Conversely there are many green spaces, sports sites, and local centres which are unloved and under-used. They detract from the City and act negatively on participation. The improvement of these must be a crucial element in regeneration.

### **Places and people**

The following paragraphs draw together an overview of the key findings in relation to the sports facilities and opportunities in Stoke on Trent. These findings are from a number of sources, such as the CPA assessment, Active Places, Active People, and local consultation.

They will be further explored in the later phases of the Strategy work, which will also take into account research on local facilities such as community centres and outdoor bowls, and additional consultation results with the community and stakeholders.

### **Places**

#### Overall

- The satisfaction with sports facilities and with green spaces is close to the national average.
- There is a general feeling that there are about 'sufficient' sports facilities in terms of number, but there is some additional demand for specific sports.
- The quality of both sports facilities and greens spaces is too often unsatisfactory. For example, Fenton Manor which looks to good to users, but needs significant renewal/refurbishment.
- There needs to be a better distribution of some facilities across the City.
- There is generally more money available for capital than revenue, which makes long-term sustainability difficult.
- More use needs to be made of local facilities e.g. community centres and green spaces, with activities reflecting the local needs of the surrounding community.
- The public facilities require more co-ordination in their planning and management, to provide the greatest opportunities to all of the community, and to reduce competition between them.

#### Sports facilities

##### Pools

There is a need to revisit the swimming pool network, to provide an improved network of higher quality pools whilst retaining approximately the same amount of waterspace overall. Some of the pools are on school sites, and the future of these is potentially under threat due to the schools reorganisation.

Most waterspace is however provided by SoTCC, either in leisure centres or at schools. However, the commercial sector members clubs, and Waterworld together provide a significant amount of provision in the authority area.

It is likely that SoTCC will continue to be the major provider of this type of facility, and mechanisms therefore need to be found to maximise the community benefits whilst reducing costs as far as possible.

#### Sports Halls

The majority of the larger sports halls in Stoke on Trent are on school sites, and many have community use – giving the network of facilities across the City.

There may in some areas be a need to provide for additional hall space/available time for the community.

It is essential to maximise the secondary school reorganisation programme, providing community use on site (as dual use), or on adjacent shared sites. Most secondary schools provide/wish to provide at least one sports hall of standard size (4 courts).

#### Grass pitches

There is probably sufficient community use football pitch space overall, but there needs to be better distribution. The sites however require improved management and quality ancillary facilities (such as changing rooms). Single pitch sites are of limited value, but multi-pitch sites are close to/exceeding capacity. There appears to be a trend amongst adults towards the use of synthetic pitches for the small-sided game, and away from the 11-a-side game on grass. Anecdotal evidence suggests that the number of teams playing mini and junior football on grass may have increased, but further research is awaited to confirm this.

The majority of community grass pitches are owned/managed by SoTCC. Grass pitches on school sites are generally not available to the community, and this situation is unlikely to change, even after the schools reorganisation.

There is a wish by Port Vale FC to extend its Football in the Community scheme and its training/Academy opportunities, and they are seeking a site of approximately 10ha to provide 6 pitches in the north of Stoke. Ideally the site would have no or limited public access.

There is also demand for additional pitch space for rugby (particularly for Stoke RUFC), who ideally would like an approximately 9 ha site to provide for 4 pitches plus ancillary facilities. The site should have ideally no or limited public access.

There may be additional demand for cricket pitches as the Asian population of Stoke grows. These would need to be located as closely as possible to the areas with the highest BME population.

#### Synthetic turf pitches

The growth in the small-sided football game suggests that there will be significant additional demand for synthetic turf pitches, but the level of new provision likely to be required is uncertain at this time. It is likely that secondary schools will continue to seek STPs as part of their available sports facilities, but the number and distribution of new facilities requires further consideration.

There are three main types of synthetic turf pitch:

- Sand-based - the most multi-purpose, good for hockey and the main surface on school sites
- Water-based - specialist hockey surface
- 3G - specialist football and rugby surfaces.

The pitches may be full-size, training size (2/3 full size pitch) or smaller, designed for the small-sided football game. At the moment, all of the pitches available to the community are sand-based, although Stoke Football Club has a 3G pitch for their Academy. As STPs can be commercially viable, the full-size pitches in Stoke are complemented by small-sided pitches, provided by the commercial sector.

#### Health and fitness

Stoke appears to have fewer health and fitness gyms than other areas, and as with other authorities, several of the existing sites are commercial. Commercial fitness gyms are not generally available to those least able to pay, therefore some form of public ownership/management is essential if this type of facility is to be made more widely available. Opportunities exist to link new provision with improvements to community centres and school reorganisation.

#### Specialist sports facilities

The following have been identified as potential facility priorities in the WM Regional Sports Facilities Framework of October 2007. The site opportunities need to be confirmed as the Core Strategy moves forwards, and feasibility studies will be required before development is committed.

##### Athletics

An indoor training site and replacement track for Northwood, as part of the University Quarter proposals. If the University Quarter is not progressed, upgrading of the ancillary facilities at Northwood.

##### Badminton

A high-performance centre, based on a 4-court sports hall. Could be provided as part of a dual use school facility.

##### Indoor climbing wall

There appears to be demand for at least one climbing wall, which could potentially be linked either to a school site or to other leisure facilities.

#### Cycling

A closed-road circuit, with draft proposals in the Longton/Florence area.

#### Golf

Additional driving ranges.

Development of new golf courses as opportunities allow.

#### Gymnastics centre

Potential new, or alternatively a replacement of the existing Burslem centre. Possibly as part of the University Quarter.

#### Indoor Bowls

At least one indoor bowls centre (possibly one in North and one in South of City).

#### Squash

A performance centre.

#### Indoor Tennis

One Indoor Tennis Centre. Possibly as part of the University Quarter proposals, as a later phase to development.

### **Green Spaces**

There is sufficient green space overall, with some areas having too little, and other areas having 'surplus'. A significant proportion of the green spaces are not attractive, are perceived as being of low quality and unsafe to visit.

The draft Green Spaces Strategy recognises four categories of 'parks'; sub-regional, district, neighbourhood and local, which provide different experiences and different facilities. The sub-regional parks draw visitors from outside the city, whilst the district parks each provide for residents within 1.2 km of their boundary. The neighbourhood parks and local parks provide for a much more local catchment.

Many of the smaller parks and local green spaces have been developed on 'brown field' sites, and have limited management and relatively little use.

There is a need to provide more NEAPs and MUGAs, but very local provision of LEAPs is probably unrealistic.

### **Supporting people**

#### Clubs

The network of clubs across the City is patchy. Football appears to have a good network of teams, but many other sports are limited or weak in their club structure. This is not an unusual situation for deprived areas.

Clubs are however a vital component to the ability of any area to deliver sport and active recreation, and are a cost-effective way of providing new opportunities to new people, and in helping to reduce the drop-out after school age by teenagers. Burselem Gymnastics club is a good example, and has is now outgrowing its base in Burslem.

To be effective, most clubs will need to be able to provide, or link with complimentary clubs which can support individuals in both recreational level sport, or more serious competition. There must therefore be a 'pathway' to performance, clearly available to all individuals with the ability and wish to improve. The proposal from Government to support multi-sport clubs in primary schools provides an important starting point, and the good practice multi-sport community clubs for all ages needs to be built upon.

The resources to assist clubs are necessarily finite and will need to be prioritised. As well as seeking to support club development in the most deprived areas, SoTCC and its partners will seek to encourage self-development by sports and active recreation clubs, and an active partnership with clubs on projects and schemes.

### Participation projects

Due to the high levels of deprivation in Stoke, the City has benefited from a funding for a wide range of sport and active recreation participation projects. These have been funded from a number of sources – reflecting the cross-cutting nature of sport and active recreation. Funding has been provided by statutory organisations and Government, including the PCT, and Sport England, and the Children's Fund. Other sources have included the lottery and independent organisations (e.g. Beth Johnson Foundation). The initiatives have included amongst many others; Health Action Zone, Active Communities project, SureStart, and Closing the Gap.

Sport Across Staffordshire is currently mapping the location and scope of the various participation and health initiatives across Stoke. An early finding from the consultation with stakeholders is that there are a number of projects working independently from each other, sometimes leaving 'gaps' in the coverage, and sometimes almost duplicating the efforts. Lessons are not always being learnt from the work, and are not being shared with the other key organisations. There is also a major issue in relation to the sustainability of projects beyond the funding periods.

There is an urgent need to better co-ordinate the stakeholders in the delivery of programmes, and this process has started with the Stoke Sports Summit (July 2007), and the follow-up workshops led by the PCT and Stoke Across Staffordshire.

### **Headline options for the future**

#### The targets

Stoke has committed itself to a challenging new Floor Target Action Plan (FTAP) for physical activity - a target for participation of 30% of people doing 5 x 30 minutes a

week activity by 2012.

"By 2012, Stoke on Trent will have an adult physical activity participation rate of at least 30%. Participation will be measured by assessing how many adults (16+) participate in Health Enhancing Physical Activity (HEPA) and are achieving the Chief Medical Officers Guidelines of at least 30 minutes a day of at least moderate intensity physical activity on 5 or more days of the week"

It is expected that individuals should do at least 3 x 30 minutes a week sport or active recreation within this target, with a percentage increase of 1% per year across all adults achieving this.

Stoke's Core Strategy offers a unique opportunity to set the planning framework for sports and active recreation facilities and green spaces, and needs to have strong policies to support and develop these, including active travel. The Area Action Plans will address the issues at local level, and must be a mechanism for leveraging external funding, for regeneration and via developers' contributions.

### **The opportunities**

The following points indicate the main thrusts of the Sport and Active Recreation Strategy for the period up to 2016/17. The priorities for the period 2008-2012 will be further developed as in Phase 1 of the Strategy.

#### People

- Strengthen the emerging cross-sector partnership of agencies to provide a co-ordinated prioritised programme of outreach work across the City, including sports development initiatives. It is anticipated that the health sector will be leading on at least part of this work.
- Strengthen the outreach programmes in local/community centres to encourage more participation amongst those least active.
- Strengthen the outreach programmes e.g. walking for health and community motivators associated with the parks, with a particular focus on those currently least active.
- Support increased use of parks and green spaces through introduction of a ranger service or similar to improve the feeling of safety, particularly in the district parks.
- Strengthen the sports and activities clubs across the City, with particular emphasis on the more deprived areas.
- Improve the 'marketing' message to individuals about the need to be active, and maximise the opportunities presented by the Olympics and other major events.

- Utilise tools such as 'market segmentation' to improve the targeting of initiatives in particular areas/amongst particular communities.

### Places

Develop a hierarchy of facility provision for sports facilities for the community:

- City-Region – attracting people from the sub-region
- Citywide – providing high quality performance venue for specialist sport
- Hub – usually a multi-sport site/cluster with a range of sporting opportunities, often involving a range of providers. May also apply to leading club sites and multi-pitch sites for outdoor sports.
- Satellite – Sites primarily developed for schools or similar, which also provide important local opportunities through dual use.
- Local – community centres or playing fields, MUGAs etc

For each of the levels; hub, satellite and local, set formal standards of provision through the planning process.

Achieve co-ordinated planning and management of the public sports facilities to maximise opportunities for sports development, and to reduce costs.

Maximise community use through the schools reorganisation programme and BSF.

Identify sports with particular attraction to those least active, and seek to develop/improve the facilities at a local level.

Seek to develop a range of sports specific facilities in association with BSF and the HE and FE sector.

Where facilities are to be retained, ensure that their quality is high, both inside and within their environs.

Adopt principles of the hierarchy of parks and green corridors proposed in the Green Spaces Strategy:

- Sub-regional
- District
- Neighbourhood
- Local

Seek to maximise the use of the District and Neighbourhood parks by improving their sports facilities and other recreation opportunities. Develop a limited number of new MUGAs in priority sites.

Build into the Area Action Plans specific proposals for delivering the principles and levels of provision recommended by Phase 2 of the strategy.

Strengthen the policies within the Core Strategy and its related documents to underpin the policies and priorities.

### **The priorities to 2012**

#### The justification:

The target which has been set for increasing activity by 2012 is challenging. It will not be met by building a few new major facilities, nor through the potential offered through the schools reorganisation programme. It is unlikely that many major new facilities will be opened in the period unless their planning is already underway.

The focus must therefore be on encouraging more use of very local facilities – both community centres and green spaces. However the increased use is unlikely to happen quickly without support. A priority for the period up to 2012 is therefore outreach work – in many different types of place, with different groups, and in different locations.

This is a change of focus for the City, which has not given outreach work high priority in recent years.

On the other hand, the schools reorganisation and regeneration opportunities offer huge potential investment in new facilities, and time and resources must be committed to maximising the potential benefits.

#### Priorities

##### **People**

- Maximise opportunities presented by the Olympics to encourage people to be more active, and to take up sport.
- Maximise the local interest in foreign teams using Stoke as a training base for the Olympics.
- Step up outreach work in parks and green spaces, and in community centres.
- Co-ordinate outreach programmes and ensure strategic delivery across the range of providers, including the private and voluntary sectors, and other agencies.
- Establish the Community Sports Network to aid co-ordination, and this must involve both city-wide and neighbourhood levels.

- Support clubs to develop their memberships (via more coaches, facility availability etc)
- Support schemes such as "football in the community".
- Review the Recreation Key scheme to ensure that it is being effective in reaching target groups, and to ensure that cost is not a barrier to participation.
- Enable funding from developers' contributions to be channelled into revenue projects in addition to capital programmes.

**Place**

- Confirm revised network of swimming pools for the City, and investment programme. Begin implementation.
- Confirm revised network of sports halls for community use. Begin implementation via schools reorganisation programme and other investment.
- Deliver new dual-use sports facilities via the schools reorganisation/BSF programme, which will include; sports halls, pools, fitness gyms, multi-use space.
- Maximise the opportunities to co-locate facilities and services, such as health centre with fitness gyms.
- Determine the future management arrangements for the public leisure facilities, and begin to implement.
- Encourage the private and voluntary sectors to develop new facilities which meet identified community needs.
- Retain sport and active recreation sites unless detailed local research shows that they are no longer required for that, or any other sport or physical activity.
- Where sports sites are lost, the value of these should be reinvested in improving/providing new sports facilities.
- Confirm location and opportunities for new specialist sports facilities, which may be linked to schools, such as the badminton performance centre, or indoor climbing walls.
- Undertake feasibility studies and confirm potential locations for the following facilities that would probably need to be located on sites other than schools:
  - Athletics (linked to University Quarter)
  - 2 indoor bowls centres (one in North, one in South of city) with parking.

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- Training/Academy/football in the community site for Port Vale FC (consisting of minimum 10 ha) with ancillary facilities in the north of the City.
  - Indoor Tennis Centre (possibly University Quarter)
  - 1 rugby site - 9 ha pitch site, plus training area with floodlights and ancillary facilities
  - Climbing wall (indoor) - location and number to be determined.
  - Cricket pitches (1 or 2 sites) with ancillary facilities.
  - Cycling - closed road circuit in south of City (possibly Longton-Florence area)
  - Golf - driving range with parking and ancillary facilities
  - Additional golf courses (18 hole)
  - Gymnastics centre (possibly University Quarter)
  - Ski slope - site to be determined.
  - Ice rink - site to be determined.
- Plan sports facilities and green spaces into each of the Area Action Plans.
  - Develop a tariff for new development and improving the quality of existing facilities that enables funding for revenue programmes as well as capital, both on and off site.
  - Ensure continuation and strengthening of the quality assured network of sports facilities and green spaces, including achieving Green Flag for a number of the district parks.
  - Confirmation of the new district parks proposals for Meir and Stoke.
  - Confirmation of and implementation of the new University Quarter sports proposals.
  - Development of other area specific initiatives, including a sports hub/cluster around Burslem which will have co-ordinated programming and management of a range of sports and active recreation facilities, and involve a number of different providers/funders, including PCT, Port Vale FC, private membership clubs, schools and SoTCC facilities.
  - Retain and enhance the network of quality assured sites (QUEST, Green Flag etc), at minimum to meet the Performance Indicators set by Government. <sup>xx</sup>

### **Resources**

The current pressure on Stoke to: increase its rates of participation; determine the long term implications and opportunities of the schools reorganisation programme; and to drive economic regeneration and the planning process, are enormous. To achieve the LAA targets and new FTAP target, a cross-cutting approach is required.

As can be seen from the priorities for the next few months which are outlined above, it is clear that the City Council needs to take a strategic lead on the options available, and also to co-ordinate all of the providers to ensure that the resources (people and funds) are maximised. The focus of the work is shifting toward more community/participation priorities, however the opportunities to use the massive funds available via the schools reorganisation/BSF programme need to be targetted effectively.

The small central team delivering the current programme of work is already stretched, and but these major new demands raise the question about how the challenges can now be met.

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