

Sport and Active Lifestyle Strategy



SPORT AND ACTIVE LIFESTYLES STRATEGY (SALS) 2016 – 2026

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Foreword

Promoting healthy lifestyles through sport and physical activity is essential to the Council's stated priorities, particularly in creating a healthy and active community.

For children and young people physical activity is essential for their health, creates opportunities, encourages aspirations around individual performance as well as developing team working.

Our investment in sport and leisure facilities and programmes, along with those of our partners is an investment in these opportunities and the future.

With Stoke-on-Trent being the European City of Sport 2016, the profile of sport in the area and opportunities for participation and involvement have never been greater.

The strategy sets out what the Council and its partners will seek to deliver to support more people being more active more often, to help address inequalities in health and wellbeing by targeting specific groups or specific areas to become more active.

We wish to thank all those involved.

Cabinet Portfolio Holder
Leisure, Culture and Localism

Cabinet Portfolio Holder for
Planning and Assets

Overview

This strategy aims to build on existing strengths of the sports sector in Newcastle-under-Lyme and North Staffordshire to help more people participate in sport and physical activity.

In February 2015, Newcastle-under-Lyme Borough Council approved its Playing Pitch Strategy (PPS) for the borough which, along with this Sport and Active Lifestyles Strategy, provides an up to date evidence base to support the delivery of sport and physical activity across the borough and North Staffordshire over the next ten years and ensure compliance with new national planning policy.

The purpose of this strategy therefore is to identify current strategic influences and priorities for the borough including a local analysis of current and future demand. The strategy will identify the current facility stock as well as the delivery of sport related initiatives across the borough. It will also set out the future strategic approach to sport and active lifestyles provision and a clear action plan of how the vision will be achieved.

The Sport and Active Lifestyles Strategy will provide a strategic direction to all partners who have a role the delivery of sport and active lifestyles within the borough. The strategy will support a clear legacy around an improved infrastructure to allow more people to become more active, more often, and it will ascertain how and where our limited resources should be targeted.

A planned consultation process with residents and partners will be undertaken, with comments being reported to Cabinet for consideration at a future meeting before approving the final strategy.

Key influencing partners include: Newcastle-under-Lyme Borough Council; Castle Sport; Sport Across Staffordshire and Stoke-on-Trent; Staffordshire County Council; Education establishments; Sports clubs; Sport England; Town and Parish Councils; Community groups; Neighbouring Local Authorities; National Governing Bodies (NGBs); North Staffordshire Clinical Commissioning Group; and others.

Methodology

The overall purpose of this strategy is to set out a vision and strategic action plan. This will allow the Council and its partners to ensure the benefits of sport and physical activity are realised, protected and enhanced wherever opportunities arise.

This strategy identifies key partners and looks at key influencing trends locally and nationally. It assesses where the borough is now in regards to the demographic, sporting and health profiles, as well as looking at future predictions. Furthermore, the strategy examines the current sports facilities within its remit, irrespective of ownership.

The needs assessment work has been produced in line with the National Planning Policy Guidance (NPPF), which requires that (Paragraph 73, page 18):

‘.....planning policies are based upon robust and up-to-date assessments of needs for open space, sport and recreation facilities and opportunities for new provision.

This assessment and strategies have therefore been produced in line with guidance by Sport England (Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities; January 2014)

The first task; to tailor the approach to reflect the geographical and sporting nature of the local area was undertaken through building on local knowledge and gaining a clear understanding of the patterns of sports participation in the borough. The analysis is developed to consider the strategic context and sports participation profile across the borough and North Staffordshire, looks at the supply and demand of facilities in terms of quantity, quality, access and availability, builds in consultation and utilises Sport England planning tools to develop the needs and evidence base and subsequent strategy recommendations.

The approach and methodology builds on the earlier work of the Playing Pitch Strategy which was developed using Sport England’s guidance – An Approach to Delivering a Playing Pitch Strategy. The key tasks undertaken were to deliver the assessment for football, cricket, rugby, hockey, tennis and bowls as well as demand for artificial grass pitches and are set out in the relevant sections of the PPS report.

Strategic Context

Sport and Active Lifestyles provision in the borough is influenced by a number of factors at a national and local level. These all recognise that increasing participation in sport and physical activity can reduce health inequalities and boost economic growth.

The Sport England Economic Value of Sport Model, which is designed to demonstrate the estimated value of sport to the local economy, calculates for Newcastle-under-Lyme Borough:

| | | | | | |
|--|-------------------------------|--|------|---|--|
| £27.3m | £21.9m | £5.3m | 774 | £22.2m | £47.4m |
| In Gross Value Added (wages and operating profits) | People participating in sport | Non participation interests (Manufacture, retail of sports equipment and clothes not for sports use. Ticketing for spectators, TV income or sponsorship value added of gambling) | Jobs | The value that volunteering brings to the local economy | Is the economic value of improved quality of and length of life plus healthcare costs avoided. |

To maximise these benefits further it is necessary for sport locally to connect to appropriate national and local strategies:

National Strategic Influences

There are several national policies that impact upon the preparation of the Sport and Active Lifestyles Strategy:

The National Planning Policy Framework (NPPF) clearly establishes the requirement that local plans ensure that there is proper provision of community and cultural facilities to meet local needs. The NPPF's expectations for the development of local planning policy for sport and physical activity/recreation, is set out in paragraphs 73 and 74 which require there to be a sound (i.e. up-to-date and verifiable) evidence base underpinning policy and its application.

The Government's new sports strategy – Sporting Futures (2016) has redefined sporting success, with a new focus on five key outcomes. In future funding decisions will be made on the basis of the outcomes that sport and physical activity can deliver. The Government also expects all relevant departments to work together to create a more physically active nation. The five outcomes are:

- Physical wellbeing
- Mental wellbeing
- Individual development

- Social and community development
- Economic Development

Sport England Strategy – Towards an Active Nation 2016-2021:

Key features of the new strategy are:

- Dedicated funding to get children and young people active from the age of five, including a new fund for family based activities and offering training to at least two teachers in every secondary school in England to help them better meet the needs of all children, irrespective of their level of sporting ability
- Working with the sport sector to put customers at the heart of everything they do, and using the principles of behavior change to inform their work
- Piloting new ways of working locally by investing in up to 10 places in England – a mix of urban and rural areas
- Investing up to £30m in a new volunteering strategy, enabling more people to get the benefits of volunteering and attracting a new, more diverse range of volunteers
- Helping sport keep pace with the digital expectations of customers – making it as easy to book a badminton court as a hotel room
- Working closely with governing bodies of sport and others who support people who already play regularly, to help them become more efficient, sustainable and diversify their sources of funding.

National Governing Body Facility Strategies: 46 National Governing Bodies have received Sport England funding for the period 2013-17 through their Whole Sport Plans. A number also have produced National Facilities Strategies which have been considered in the preparation of this strategy document. The key priorities of these documents are set out in the sport specific sections.

Health Matters, Getting Every Adult Active Every Day published by Public Health England in July 2016 is a resource for health professionals and local authorities focussing on the benefits of making more people physically active.

There are a number of common themes and outcomes within current national strategic literature:

- Increasing participation in sport and physical activity
- Improving health and well-being outcomes through physical activity and sport
- Identifying the social return on investment
- Recognising the value of volunteering
- Tackling inactivity
- National Governing Body offers
- Improving and protecting existing facilities, and open spaces, to ensure that there are no gaps in provision
- Planning for the future in terms changing demographic profiles particularly in relation to growing and ageing populations

Local Strategic Influences

The borough's Sport and Active Lifestyles provision is influenced by many partners who will be further consulted to help shape this document.

This strategy has a number of key references; the objectives contained within the Councils Corporate Plan; the Council's approach to the Joint Local Plan; and the Health and Wellbeing Strategy of both the Borough and County Councils. Additionally it also supports the findings and direction of the Staffordshire County Council (Public Health) Joint Strategic Needs Assessment and the Facilities framework for Staffordshire undertaken by SASSOT.

SASSOT Sports Facilities across Staffordshire: A Facilities Framework (December 2014). The document is a framework to develop more detailed strategies within each of the Staffordshire local authorities. It projects future demand up to 2023 for sports halls swimming pools and artificial grass pitches.

Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (CSS) 2008 – 2026. The core strategy was adopted in 2008. This summary focuses on the policies which relate to the SALS and PPS studies. The strategic vision for the CSS is Newcastle and Stoke will be a vibrant, prosperous, environmentally responsible and successful area of choice for business, visitors and residents in the period up to 2026.

Joint Newcastle-under-Lyme and Stoke-on-Trent Local Plan. The Joint Local Plan is currently in production and to date public consultation has taken place on the strategic issues and challenges that the Joint Local Plan will seek to address. The Draft Joint local Plan is programmed for 2017 and adoption is anticipated in late 2018.

Demographic Profile

The borough is divided into 24 wards. The latest 2015 population figure is 127,000 and is predicted to rise in 2026 to 132,500, which is an increase of 5,500 or approximately 4 per cent.

At this stage in the Local Plan process it is not possible to say how the population will be affected by the construction of new homes, it is only possible to use ONS data on the number of new households.

Work has commenced to prepare a new Joint Local Plan, which will determine the need for additional housing. This could mean the population rises even higher. Future updates to this study will take account of the latest population projections available at that time.

With higher density populations in the north of the borough and rural communities in the south of the borough the Council must aim to ensure that sufficient sporting provision is provided to serve both the existing and future population. It is therefore important to make sure that the Local Plan policies are supported by an up to date Sports and Active Lifestyle Strategy based on robust evidence, so that sport and recreation facilities are considered alongside proposals for new homes.

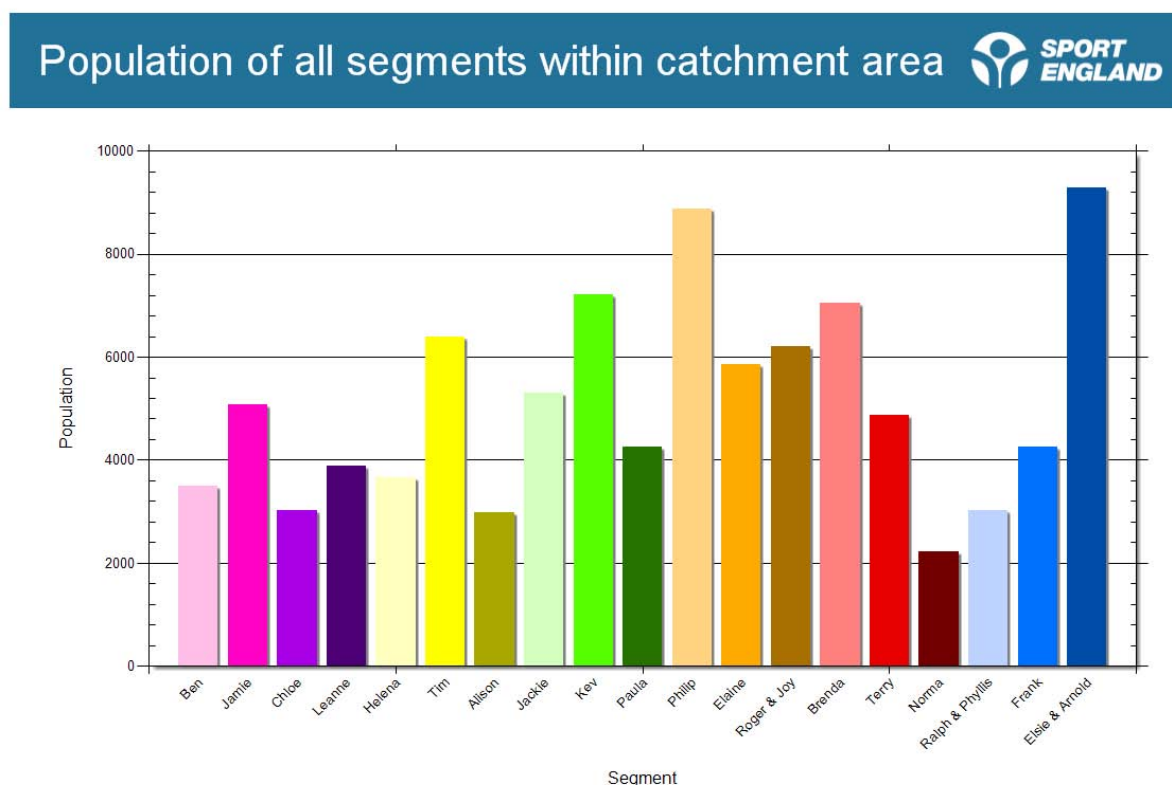
The Council must aim to optimise opportunities brought about by new developments to ensure new and enhanced sporting provision is provided. The current population is ageing, particularly in the 65+ age group. Given the prevalence of older people in the borough, it will be important to ensure that low impact activities, for example walking, cycling, swimming and fitness facilities are easily accessible; encouraging participation to address health challenges into old age.

The health of people in the borough is generally worse than the West Midlands and England averages. There are also health inequalities within the borough, with life expectancy lower for both men and women who live in the most deprived areas. The borough also experiences high levels of teenage pregnancy and mothers smoking during pregnancy in comparison to the national average. According to the 2008/09 Physical Education and Sport Survey, the level of physical activity in schools is 6 per cent below the national average. Whilst rates of early deaths from heart disease, stroke and cancer are now similar to the national averages and rates of death from all causes are continuing to fall, life expectancy remains slightly below the national level. Priorities are to help people quit smoking, to support dependant drinkers to take control and to further reduce the early death rate (from heart disease, stroke and cancer).

The areas experiencing high levels of deprivation in the borough are in the north-east of the borough where it borders Stoke-on-Trent and central areas of the borough. There is a correlation between deprivation and health problems. The area of relatively high population density and deprivation on

the border with Stoke-on-Trent experiences health inequalities which can be addressed in part through appropriate targeted investment in sport.

Sport England's market segmentation tool produces 19 market segments with distinct sporting behaviours and attitudes (these are detailed in the appendix). This data identifies that the dominant participation segments in the borough are groups relating to older people and middle-aged females and males. Figure 4 provides a chart showing the breakdown of certain market segments.



Philip (late 40s, who participates very regularly), is the second most dominant group and is predominantly based in the south-west of the borough, followed by Kev (pub team-mates keen on football and darts), Brenda (older working women) Tim (mid-30s, an active type). These segments are likely to compartmentalise activity around the working day so improved facilities with longer and better opening hours, workplace activities and active transport are key.

Roger and Joy (couples nearing retirement), and Elsie and Arnold (retired couples) are common groups, predominantly based around Audley, support evidence of an ageing population. A priority here is to provide facilities so people can sustain activities in later life.

Sports Participation

Sport England's Active People Survey 10 (2015/2016) identifies key participation statistics for adults (age 16+) at a local authority level. These measures are only based on a relatively small consultation of 500 people per year, but to come in line with their new strategy for 2017-2021 the survey has been available online from November 2015. Key trends in participation are considered below:

There has been a slight drop in once-a-week participation. 30.0 per cent of adults are participating at least once a week, a reduction from 30.7 per cent in the previous year. This compares to a West Midlands average of 34.7 per cent and is very similar to Stoke-on-Trent's participation rate (31.2 per cent). Although in Newcastle-under-Lyme there has been a slight increase in people participating on three occasions a week, up to 23.1 per cent from 22.3 per cent, which is 3 per cent higher than Stoke-on-Trent, the once a week participation has shown a steady decline from 37.1 per cent in 2012/13.

Increasing participation in sport is a big challenge for both Stoke-on-Trent and Newcastle-under-Lyme. Given similar levels of participation there is scope for joint working to tackle this common issue and the Joint Local Plan provides the special dimension for this work.

The Public Health Outcomes Framework (2014) shows that 51.8 per cent of adults are active in the borough. This is below the West Midlands (55.5 per cent) and England (57.0 per cent) averages. 30.0 per cent of adults in the borough are inactive, which is higher than the West Midlands (29.1 per cent) and England (27.7 per cent).

Public Health England estimate that a 100 per cent increase in the levels of physical activity amongst 40 – 79 year olds could reduce the number of preventable deaths by 104 a year, and that the cost of physical inactivity in the borough is £2.6m

Males tend to participate slightly more than females but the gender gap is fairly small at 3 per cent. This is considerably smaller than other areas and is in part due to good utilisation locally of national programmes, such as the recent 'This Girl Can' marketing campaign.

There has been a sharp rise in club membership, but at 17.4 per cent we are still behind West Midlands (19.5 per cent) and England (21.6 per cent) figures. Progress is in part due to both the improvements to local sports club facilities that have been carried out and the 33 local sports clubs that have achieved Clubmark. This approach needs to continue.

Approximately 60 per cent of residents are very or fairly satisfied with local sports provision. This is in line with regional and national figures and reflects investment made over recent years.

Gym sessions (10.9 per cent of population), swimming (9.8 per cent) and cycling (6.5 per cent) are the borough's most popular sports. The borough participation in swimming is higher than the regional and national averages. It is important, therefore, to maintain the current level of swimming pool provision.

The Active People Survey reports that 61.2 per cent of the borough's adult population want to do more sport. Again, this is higher than regional (56.6 per cent) and national (57.4 per cent) figures, and points to a latent demand that can be satisfied by providing the right quality sports facilities in the right place.

However, when this is set against the current declining rate of participation linked to the small decline in the total active population and the small expected rise in population (1.4 per cent), it means that there is unlikely to be a projected increase in future demand for the indoor sports facilities which the population participates in most, namely sports halls, swimming pools, fitness classes and gyms. The level of participation is at the recreational level and for fitness, social and family based activity for swimming. The challenge, therefore, is to find investment to replace or refurbish ageing facilities and keep newer ones well-maintained.

Swimming Pools

Introduction

This section sets out the assessment of need for swimming pools and provides the baseline needs and evidence. It sets out the findings from the Sport England facility planning model (fpm) analysis undertaken in 2015. It provides the baseline analysis – what does the supply and demand for swimming pools look like in 2015 and how does this change up to 2025, based on the projected changes in population. The 2012 ONS sub-national population figures were used in the modelling.

The sequence of reporting is to describe some features of the assessment, and then set out the main findings for each facility type for 2015 and 2025. For the 2015 findings these are summarised at the end of each of the four *Assessing Needs and Opportunities: A companion guide to Planning Policy Guidance 17 (ANOG)* sections. For the 2025 findings there is an overall summary of key findings at the end. The detailed analysis is set out in the Appendix.

Features of the assessment

Within the fpm, supply is defined by the location and capacity of sports facilities. Capacity is a function of the number and size of facilities at a particular site, and the available hours for public use within the peak period.

The model assumes an average 'at one time' capacity for each swimming pool. This is multiplied by the number of hours the pool is available within the weekly peak period, which provides an estimated number of visits per week in the peak period that can be accommodated at each site. In the case of a 25m, four-lane swimming pool, available for public and/or club use for all of the weekly peak period, this figure is about 1,700 visits.

Demand is estimated by applying to each of 12 age/gender groups within the resident population of each enumeration district a 'rate of participation', the proportion of a given population that is likely to express a demand to use a particular type of sports facility, and a 'frequency rate' (the number of times likely users of a particular type of sports facility will visit each week). This produces a total for the likely number of visits in a typical week from the population and so demand can thus be compared directly with supply. The model takes no account of demand from non-residents, in other words tourists/visitors, nor does it take account of educational requirements within the school curriculum.

Catchment Area. There is a limit to which regular users of sports facilities are prepared to travel, defined in the model in terms of time rather than distance. Three modes of travel are taken into account in the analysis - by car, by public transport and on foot.

The model uses a catchment area for each facility of 30 minutes for each mode of travel. However, within this there is a 'distance decay' function,

based on the concept that the willingness to travel declines with distance. Travel times used in the model are derived from the survey data, and suggest that about 60 per cent of all users of swimming pools travel up to 10 minutes, and about 87 per cent travel up to 20 minutes. Only about 8 per cent of visitors travel between 20 and 30 minutes, with the remaining 5 per cent travelling more than 30 minutes.

The study area is defined because users of sports facilities do not respect local authority boundaries and catchment areas are across local authority boundaries. So it is important to create a study area which includes the neighbouring authorities and allows for assessment of need based on the catchment area of all facilities. For this study all the neighbouring authorities who share a boundary with Stoke-on-Trent and Newcastle-under-Lyme have been included in the assessment. A map of the study area is below.

The population applied in the assessment is based on the Office for National Statistics 2012 population projected to 2014.

Reporting of findings

The findings are reported under the Assessing Needs and Opportunities methodology (ANOG) headings of: quantity, (supply and demand); quality; accessibility and availability for each facility type, starting with swimming pools. There is a summary of key findings at the end.

The two runs reported on are:

RUN 1: Existing position in 2015- based on the current supply of swimming facilities and the demand for them in 2015

RUN 2: Based on the current supply and projected demand for each facility type based on the projected population in 2025. In this strategic assessment the supply of facilities is assumed to be unchanged.

Key points and overall summary from Run 1 and Run 2

Total demand for swimming exceeds the total swimming pool supply in both 2013 and 2024. In terms of the amount of water space available for public use and in terms of the capacity of pools in visits and total demand in visits.

The good news is the projected population increase between 2013 and 2024 has a very limited effect in increasing demand for swimming. So it is more important to assess the findings from 2013 in detail because they change little up to 2024, other than the pools becoming 11 years older.

The population in Newcastle-under-Lyme in 2013 generates demand for some 1,314m² of water space. Population growth by 2024 increases demand to 1,356m² of water space. So the population growth creates an increase in demand for 42m² of water, which is a 3.1 per cent increase.

The seven pools across five sites in Newcastle-under-Lyme are estimated to be very full. The used capacity of the pools is estimated to be 89 per cent of total capacity in 2013 and increases to 92 per cent by 2024. This means that at peak times the pools are very busy and over-utilised, such that in reality not as many residents will go swimming as predicted and activities such as club

sessions/swimming lessons etc. will not be able to get sufficient pool time to deliver programmes.

Also, utilised capacity varies at individual pools and in each of the two years three pools are estimated to be at 100 per cent of capacity used, these are: Chesterton Community Sports College, Jubilee 2 and Newcastle-under-Lyme School.

The only pool with 'spare capacity' is NCHS Science College in 2013 at 60 per cent of used capacity but by 2024 this is estimated to be over the pools full comfort level of 70 per cent and is at 72 per cent of capacity used level.

The model also estimates how much demand cannot be absorbed because pools are full and the estimate is that Jubilee 2 cannot absorb 3,951 visits or demand in the peak period that would like to access it. Over a 50-week year this is an incredibly high 197,000 visits. Undoubtedly this is because the pool is still very new and it is attracting increased demand because of that.

This finding is underlined by the age of the other four pool sites in Newcastle-under-Lyme. The other pool sites were opened in: Newcastle-under-Lyme School 1938 (modernised in 2009); NCHS Science College 1965; Kidsgrove Sports Centre 1976; Chesterton Community Sports College 1978; then no pool openings until Jubilee 2 in 2011. So the other existing pool stock is very old and none of the three 1960s – 1970s sites have undergone major refurbishment. All these factors will increase demand and usage of the Jubilee 2 centre, creating the high amount of demand that would like to access it but cannot based on the model's findings.

The biggest issue emerging from the assessment for both years is the need to reduce used capacity of the existing pools, to a level of around 65 per cent of pool capacity used capacity. There is, however, limited scope to "move and manage the demand around" as all the pools are very heavily used.

The other option is to increase swimming pool provision. However, given the total costs of developing and operating a new pool this is unlikely to be a realistic option. The mapping of the unmet demand does not identify any key locations where unmet demand is particularly high either in absolute numbers or in one location having particularly high unmet demand. So any choice of pool locations does not need to be determined by hot spots of unmet demand. Modernisation/expansion/replacement of existing sites is very sensible because there is very good access to these locations by residents based on car travel.

Sports Halls

Introduction

This section sets out the assessment of need for sports halls and provides the baseline needs and evidence. It sets out the findings from the Sport England facility planning model (fpm) analysis undertaken in 2015. It provides the baseline analysis – what does the supply and demand for sports halls look like in 2015 and how does this change up to 2025, based on the projected changes in population. The 2012 ONS sub-national population figures were used in the modelling.

The sequence of reporting is to describe some features of the assessment: and then set out the main findings for each facility type for 2015 and 2025. For the 2015 findings these are summarised at the end of each of the four ANOG sections. For the 2025 findings there is an over summary of key findings at the end. The detailed analysis is set out in the Appendix.

Reporting of findings

The findings are reported under the Assessing Needs and Opportunities methodology (ANOG) headings of: quantity, (supply and demand); quality; accessibility and availability for each facility type, starting with swimming pools. There is a summary of key findings at the end. The two runs reported on are:

RUN 1: Existing position in 2015- based on the current supply of sports halls and the demand for them in 2015

RUN 2: based on the current supply and projected demand for each facility type based on the projected population in 2025. In this strategic assessment the supply of facilities is assumed to be unchanged.

Key points and overall summary from Run 1 and Run 2

Newcastle-under-Lyme's supply of sports halls is relatively good at a total supply of 20 sports halls on 12 sites (some sites having a sports hall and ancillary hall), providing a total of 67.5 badminton courts.

However, when the sports hall supply is assessed based on the number of courts available for public use in the weekly peak period, this reduces to 51 courts. So there are 16 courts, or 23.8 per cent of the total supply of badminton courts in Newcastle-under-Lyme which are not available at peak times for public use.

Newcastle-under-Lyme has 5.3 courts per 10,000 population in 2013. This based on population growth reduces to 5.1 courts in 2024. This is higher than the county and regional average in both years.

In terms of age, eight of the total 12 sports hall sites were built centre prior to 1990 and, of these, four have been refurbished. The remaining four sites were opened between 1995–2010. Overall, it is quite an old stock and there will be an increasing need for modernisation of the stock over the period up to 2024 and beyond.

In terms of size of sports halls, there are 10 main halls which are four badminton court size and four ancillary halls which are three badminton court size. There are no sports halls which are six to eight badminton courts and provide for dual sports activity at the same time.

The balance of provision is very much towards community recreational sports halls which can provide for the full range of community sports participation but with only one activity at a time.

In terms of demand, the total Newcastle-under-Lyme demand is for 34 courts when assessed on the same basis of supply as demand in the weekly peak period. So in 2013 total supply exceeds total demand by 16 courts (rounded down). By 2024 with the population growth and supply assumed to be unchanged between the two years, except the sports halls are 11 years older, the supply and demand balance surplus is reduced by 1 court to a total of 15 courts (rounded down).

The key finding from the assessment is how full the Newcastle-under-Lyme sports halls are in both years. The estimate is that on average Newcastle-under-Lyme's sports halls are operating at 45.6 per cent used capacity in 2014 and virtually unchanged in 2024 at 45.8 per cent. So both estimates of used capacity are well within the halls full comfort level of 80 per cent of capacity used.

This, however, is a borough-wide average and the figures for each sports hall (full table of findings for all sports halls is within the used capacity heading) shows there is some variation between halls. Chesterton Vision Centre has estimated used capacity at 100 per cent in both years and Kidsgrove Sports Centre 87 per cent used capacity in 2013 and 88 per cent in 2024.

Increased demand from population growth means utilisation increases to a limited extent at most centres up to 2014. However the centres which appear to be over used remain. At Michelin Sports Centre estimated used capacity does decrease from 25 per cent in 2013 to 12 per cent in 2024.

Given the estimate is that across the borough there is sufficient sports hall capacity to meet demand now and up to 2024, the key issue which emerges is the intervention to manage usage more effectively across the venues, doing this so as to make better/more use of those that are underutilised and take the pressure off those which appear over utilised. It is acknowledged this is more challenging to achieve because five of the sites are either school or college sites (excluding University of Keele) and each school/college determines their own rationale for and extent of community use.

Other Sports and Community Provision

Facilities provide the infrastructure to deliver sporting opportunities. Delivering the right facilities, in the right place for the right people is dependent upon the right partnerships and policy. This strategy identifies the current facility stock, any current gaps and looks at how all facilities can best be used, and developed, to increase participation, improve health, support clubs and nurture sporting talent.

The table below summarises the range of sports facilities in the borough:

Table: Number of facilities by type

| Facilities | Newcastle-under-Lyme |
|---------------------------------|-----------------------------|
| Athletics Tracks | 1 |
| Golf | 4 |
| Grass Pitches | 136 |
| Health and Fitness Suite | 11 |
| Ice Rinks | 0 |
| Indoor Bowls | 0 |
| Indoor Tennis Centre | 0 |
| Ski Slopes | 1 |
| Sports Hall | 28 |
| Squash Courts | 10 |
| Studio | 10 |
| Swimming Pool | 9 |
| Artificial Grass Pitch | 9 |
| Tennis Courts | 19 |
| Total | 238 |

Source: Active Places Power. Measure: Number of sports facilities by facility type. Time period(s): 2016

Athletics Track

Ashfields Track is a cinder track built in 1965, managed by Newcastle Athletics Club under a lease granted by Staffordshire County Council.

Golf

There is one driving range at Keele and three golf courses at Onneley, Wolstanton and Newcastle-under-Lyme, operated by the respective clubs. There are no par three courses in the borough.

Grass Pitches

For further details see the Playing Pitch Strategy. The 136 pitches counted above are in Council, Education and private ownership and cover football, junior football, mini soccer, rugby union, cricket, lacrosse and rounders.

Health and Fitness Suites

There is a good mix of Council, Education and private operators. Jubilee2 and Kidsgrove Sports Centre, Chesterton High School, Newcastle Academy, Gordon Banks Sports Centre, Keele University from the public sector and Michelin Sports Club, Holiday Inn, Pure Gym and Exercise4Less in the private sector.

Ski Slope

Based in Kidsgrove and originally built in 1973, the ski slope has an artificial surface and is now leased from the Council and managed by North Staffs Ski Club, who extended their lease and added a second slope (snowpark) for snowboarding in 2014.

Sports Halls

There are 12 Activity Halls in Education and Community settings; Blackfriars School; Bradwell Lodge; Clayton High; Congleton Road Community Centre; Coppice School; Newcastle Academy; Newcastle-under-Lyme School; Sir Thomas Boughey School; Staffordshire Unitarian Meeting House; Keele University; and Wolstanton High,

There are 16 Main Halls primarily on Education and Council sites; Chesterton Vision; Clayton High; Kidsgrove Sports Centre; Madeley School; Michelin Sports Club (privately owned); Newcastle Academy; Newcastle-under-Lyme School; Sir Thomas Boughey School; Sir John Fisher School (2); Gordon Banks Sports Centre; University Academy Kidsgrove; Keele University (2); and Wolstanton High.

In addition the refurbished hall at Clayton Sports Centre and the new sports hall at Kings School need adding to the database.

Squash Courts

Michelin Sports Club has five courts, of which two are glass-backed. Keele University has two courts of which one is glass-backed.

Studios

There are nine studios, split evenly across the public, education and private sectors; Jubilee2 (two), Kidsgrove Sports Centre, St John Fisher School, Gordon Banks Sports Centre, Keele University, Michelin Sports Club, Pure Gym and Exercise4Less.

The studios at Chesterton High and Chesterton Vision need adding to the database.

Swimming Pools

The analysis in section 7 considers seven swimming pools comprising two training pools (Jubilee2 and Kidsgrove Sports Centre) and five main pools - Jubilee2, Kidsgrove Sports Centre, Chesterton High, Newcastle-under-Lyme School, and Holiday Inn. The Active Places Database also records the training pool at Blackfriars School and the main pool at Newcastle Academy that is temporarily closed.

Artificial Grass Pitches

The Playing Pitch Strategy gives a full analysis but included in the database are Keele University (two), Knutton, Kidsgrove Sports Centre, Newcastle-under-Lyme School, Clayton High, Gordon Banks Sports Centre, Chesterton High and University Academy Kidsgrove.

Tennis Courts

The Playing Pitch Strategy gives a full analysis but included in the database are Birchenwood, Bradwell Lodge, Chesterton Park, Madeley High, Silverdale Park, St John Fisher School, Keele University, Wolstanton High and Westlands.

Sports Development Framework

Our vision encompasses the twin aims of increasing the number of people being active and achieving personal success. The physical activity guidelines provide the framework for the themes for the strategy as they set out the requirements for a healthy lifestyle at the different ages. The pathways for personal success will be addressed in each age group theme, along with a separate theme addressing sporting excellence.

Underpinning all this is the need for high quality workforce, facilities and effective use of technology and communication.

This is set out in the diagram below:

| | | | | | |
|---|------------------------------------|--------------------|------------------------------|---------------------|---------|
| "A vibrant and healthy borough where physical activity and sport is part of everyday life and where sporting aspirations can be achieved" | | | | | |
| Early Years: 0-5 year olds | Young People: 5 to 18 year olds | Adults: 18 - 65 | Older Adults: 65 and over | Sporting Excellence | SUCCEED |
| | | | | | STAY |
| | | | | | START |
| Workforce Development | | | | | |
| Facilities | | | | | |
| Technology and Communications | | | | | |

Early Years – Under 5s

Physical Activity Guidelines: (Published by NHS Choices)

For infants not yet walking:

- 1 Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities in safe environments.
2. All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

For under 5s who are walking:

1. Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.
2. All under 5s should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping).

Aim: To give all children in the borough an active and healthy start to life through maintaining a healthy weight

Target: To maintain a year-on-year reduction in the amount of overweight and obese children in the district at Reception age.

Young People – Age 5 to 18 years

Physical Activity Guidelines:

1. All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
2. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
3. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

Aim: To give access to high quality sport and physical activity opportunities for children and young people for both social and sporting benefits.

Target: 3,000 children and young people becoming more physically active
1,000 more children and young people being physically active 5 hours per week

Adults – 19 to 65 years

Physical Activity Guidelines:

1. Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least five days a week.
2. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
3. Adults should also undertake physical activity to improve muscle strength on at least two days a week.
4. All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

Aim: An increase in the number of adults across the borough who are physically active and an increase in the number of adults playing sport

Targets: 2,500 more adults becoming active (at least one 30 minute session per week)
1,200 more adults to participate in sport at least once per week

Older Adults – 65 years and above

Physical Activity Guidelines:

1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least five days a week.
3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.

Aim: An increase in the number of older adults who are physically active and an increase in the number of adults playing sport

Targets: 1,000 more older adults becoming active (at least one 30 minute session per week)
300 more older adults to participate in sport at least once per week

Sporting Excellence

National Governing Bodies (NGBs) have each set out the pathways in their sport via their “Whole Sport Plans”, however, they are not consistently communicated to parents, teachers and participants.

Gifted and Talented programmes in schools have included high-level athletes who are not directly linked to NGB programmes.

There is no single system for identifying talented athletes across the district.

Sports clubs remain at the heart of sporting pathways. The borough has a good spectrum of clubs from professional clubs to grass roots clubs.

The number of young people competing in schools is on the increase through the Schools Games Organisers. There is a wide range of adult leagues and competitions in different sports although not all ages or abilities are covered.

There are high performance centres in several sports, such as football, swimming, rugby union, badminton and cricket that fit within NGB pathways.

The borough has a successful sports grants scheme

Aim: To put in place sporting pathways that will enable people to achieve their full potential in sport.

Target: A recognised sporting pathway system in place.

Technology and Communication

The strategy is ambitious in its aim of encouraging more people to become more active and / or play sport. To be successful this will entail behavioural change for individuals and, in some cases, significantly so. It is vital that people within the borough know the opportunities that are available to them so effective communication and promotion by all agencies will be crucial to the success of the strategy.

Workforce Development

Sport and physical activity is planned, organised and delivered by people. These can be paid, but more often than not, unpaid roles for those working in the sector. This strategy will look to increase the number of those working in sport along with offering further support by sign posting training and education.

Facility Development

In this Strategy the term 'facilities' includes indoor and outdoor sites, purpose-built sports centres with 'borough-wide' significance, locally significant facilities, outdoor space and sports fields and facilities provided by both the education, public, private and voluntary sectors. Facilities are crucial to the infrastructure of sport and physical activity to enable participation, rehabilitation, development or improvement.

Strategic Recommendations

The value of sport and physical activity is well-evidenced nationally. The positive benefits of an active, healthy lifestyle contribute dramatically to individual and community health, life expectancy, quality of life, emotional and mental well-being, weight control and much more. The challenge is to communicate these benefits to encourage and facilitate more people to participate in physical activity on a regular basis.

The strategic vision for the future, in relation to Sport and Active Lifestyles in the borough is for:

“A vibrant and healthy borough where physical activity and sport is part of everyday life and where sporting aspirations can be achieved”

The Council values the benefits of sport in the widest sense, not solely impacting on improving the physical health of the borough, but also in bringing communities together, building confidence in all ages and abilities, and supporting skills, training and businesses’.

Five strategic aims have been identified to help achieve the vision;

- To increase and sustain regular participation in sport and physical activity.
- To put in place sporting pathways that will enable people to achieve their full potential in sport.
- To develop effective communication channels around available local opportunities for sport and active lifestyles.
- To support and increase the numbers of people working or volunteering in sport.
- To develop and maintain facilities crucial to the infrastructure for sport and active lifestyles.

| To increase and sustain regular participation in sport and physical activity. | Early Years | Young People | Adults | Older People |
|--|---|--|---|---|
| | To include simple physical activity messages in all communications to parents from services | Advocate the importance of PE and School Sport through the development of a borough-wide development plan. Identify a lead for the work along with a specific working group to develop and implement the plan. | Strengthen school and community links by implementing the government’s strategy of placing community sports clubs on school sites | Use intelligence from the local JSNA and other information sources to identify local need and current provision to better inform decision making. |

| | | | | |
|--|--|---|---|---|
| | Promote the consideration of Early Years needs in future facility development | Put in place a systematic approach to linking school to community provision | In conjunction with National Governing Bodies develop a range of “back to sport” programmes aimed at those in their 30s and 40s | Produce a brief physical activity education programme that can be delivered to people who regularly come into contact with older adults to encourage safe and effective physical activity |
| | Implement the Early Years Aquatic Pathway to provide consistent quality across public swimming pools | Work with National Governing Bodies to ensure a high level of support is available for voluntary sports clubs | Put in place a range of workplace physical activity and sport schemes through improved links with the business sector | Develop and implement a range of outreach community based exercise groups that are sustainable for older adults |
| | To increase partnership working with the voluntary sector to improve the range and delivery of physical activity to Early Years To improve communication regarding the benefits of physical activity between Early Years providers and community groups | Support voluntary sports clubs to attain Clubmark status | Work with local leagues and clubs to increase the number of competitive opportunities available for adults | Work with the Health and Well Being board and the Clinical Commissioning groups to advocate physical activity care pathways for older people |
| | To establish a physical activity in Early Years multi-agency group | Continue to advocate the wider social benefits of physical activity and sport amongst non-sporting organisations. In particular continue to develop bespoke sports programmes aimed at reducing anti-social behaviour | Further develop and promote walking and cycling schemes | Encourage the use of council sports facilities by older people |

| | | | | |
|--|--|--|--|--|
| | | Further develop and implement opportunities for disabled children and young people to participate in physical activity and sport | Encourage and support charitable mass participation events | Build knowledge and skills amongst the sport and physical activity workforce of the needs of older adults and possible conditions they may have |
| | | Further develop and implement opportunities for girls to participate in physical activity and sport | Develop and implement a specific action plan aimed at increasing opportunities for women to participate in physical activity and sport | Strengthen links with National Governing Bodies and build upon the provision of "Masters" style programmes and competitions |
| | | | | Develop early intervention, positive behaviour change programmes that include physical activity to support the prevention of long term health conditions |

| | To put in place sporting pathways that will enable people to achieve their full potential in sport. | To develop effective marketing communications around available local opportunities for sport and active lifestyles. | To support and increase the numbers of people working or volunteering in sport. | To develop and maintain facilities crucial to the infrastructure for sport and active lifestyles. |
|--|--|---|--|---|
| | Review the priority sports that are appropriate to the borough. For each priority sport a specific development plan will be put in place | Systematically use Sport England and local data to gain a deeper understanding of consumer needs and wants in relation to physical activity and sport. In particular provide clarity on specific market segments within the borough | Develop an audit of skills shortages and gaps related to the physical activity and sport workforce In conjunction with Newcastle-under-Lyme College provide a range of learning opportunities, based on identified need, for those working in physical activity and sport | Subject to funding, complete and implement the local authority built facility plan, particularly in relation to Kidsgrove Implement and monitor the Playing Pitch Strategy |

| | | | | |
|--|--|---|---|--|
| | | | | |
| | Map and communicate the sports pathways for the priority sports utilising a variety of media | Implement a promotional campaign aiming to encourage increased participation in physical activity and sport | Implement the SASSOT coaching development plan in the borough | Advocate the inclusion of the needs of physical activity and sport within land planning strategies |
| | Develop a more systematic approach to identifying, supporting and celebrating talented young people from the borough | Promote physical activity and sport to be at the forefront of innovations in communication technology including effective use of social media | Support volunteers working in physical activity and sport | Support local sport clubs to develop facilities in line with strategic need |
| | Continue to develop a range of competitive opportunities for young people and adults; including recreational / informal outlets | Develop and promote a portal website that offers a single source for all opportunities to participate in physical activity and sport | Increase the number of volunteer opportunities to support individuals and communities to change to an active healthy lifestyle. | Work with schools to maximise the use of their sports facilities |
| | Develop a system for giving support to local sports clubs across the district including programmes relating to volunteering, funding and quality standards | To use this strategy to advocate the value of physical activity and sport amongst decision makers | | Review and update the Facility Planning Model Assessment for sports facilities in the borough |
| | Support the creation of key centres for specific sports across the North Staffordshire that will include sports science support | Develop and support Physical Activity and Sports events related to the European City of Sport | | |
| | | | | |

| | | | | |
|--|---|--|--|--|
| | Support existing performance centres, where appropriate, in their aspirations. Encourage sports clubs across the district, particularly those with built | | | |
| | facilities, to register as Community Amateur Sports Clubs | | | |
| | Continue to develop the pathways for disabled athletes to succeed | | | |

Delivery and Implementation

Delivery

The Sport and Active Lifestyles Strategy seeks to provide guidance for maintenance/management decisions and investment made across Newcastle-under-Lyme in the ten years up to 2026. By addressing the issues identified in the Assessment Reports and using the strategic framework presented in this Strategy, the current and future sporting and physical activity needs of the borough can be satisfied. The Strategy identifies where there is a deficiency in provision and identifies how best to resolve this in the future.

It is important that this document is used in a practical manner, is engaged with partners and encourages partnerships to be developed, to ensure that built facilities are regarded as a vital aspect of community life and which contribute to the achievement of Council priorities.

Monitoring and updating

It is important that there is regular monitoring and review against the actions identified in the Strategy. This monitoring should be led by the Council and supported by partners. Understanding and learning lessons from how the Strategy has been applied should also form a key component of monitoring its delivery.

Investment opportunities

In order to deliver much of the Action Plan it is recognised that external partner funding will need to be sought. Although seeking developer contributions in applicable situations and other local funding/community schemes could go some way towards meeting deficiencies and/or improving provision, other potential/match sources of funding should be investigated.

Funders' requirements

Below is a list of funding requirements that can typically be expected to be provided as part of a funding bid.

- Identify need (in other words, why the Project is needed) and how the Project will address it
- Articulate what difference the Project will make
- Identify benefits, value for money and/or added value
- Provide baseline information (in other words, the current situation)
- Articulate how the Project is consistent with local, regional and national policy
- Financial need and project cost.

- Funding profile (that is, who's providing what? Unit and overall costs)
- Technical information and requirements (such as planning permission)
- Targets, outputs and/or outcomes (in other words the situation after the Project/what the Project will achieve)
- Evidence of support from partners and stakeholders
- Background/essential documentation (for example community use agreement)
- Assessment of risk.

Indicative costs

The indicative costs of implementing key elements of the Action Plan can be found on the Sport England website:

<http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/cost-guidance/>

These costs are broken down into two areas:

- Facility capital costs
- Lifecycle costs

Facility capital costs

Facility capital costs are calculated using estimates of what it typically costs to build modern sports facilities, including fees and external works. Naturally, varying conditions, inflation and regional adjustments.

Costs are updated regularly in conjunction with information provided by the BCIS (Building Cost Information Service) and other quantity surveyors.

The document is often referred to as the Planning Kitbag costs as the figures are often used by planners and developers when reviewing potential planning contributions to site developments.

Facility life cycle costs

Life cycle costs are how much it costs to keep a facility open and fit-for-purpose during its lifetime. It includes costs for major replacement and planned preventative maintenance (day-to-day repairs).

The costs are expressed as a percentage of the capital cost. You should not underestimate the importance of regular maintenance and the expense in maintaining a facility throughout its life.