

Item 6

REPORT TO CABINET

8 DECEMBER 2005

REPORT OF DIRECTOR OF LEISURE SERVICES

Portfolio: Culture & Recreation

Sports Development – Leisure Centre Programming

1 SUMMARY

- 1.1 The central theme included in national, regional and the Borough's own sports planning documents is to increase participation and ensure pathways are available for talented athletes to maximise their potential.
- 1.2 The tools that are necessary to achieve these outcomes include first class facilities, the availability of highly skilled coaches and strong sports clubs.
- 1.3 This report proposes changes to leisure centre facility programming which will release appropriate time during the week to allow the development of sport to take place.

2 RECOMMENDATION

- 2.1 That working within existing budgets, Cabinet agree that by March 2007, the proposed sports development programme outlined in the report is implemented.

3 DETAIL

- 3.1 The Government's document entitled "Game Plan" which was published in 2002 included over-arching objectives.
 - A major increase in participation in sport and physical activity
 - A sustainable improvement performance at international competitions
- 3.2 To achieve these objectives the targets are set at:
 - (a) 70% of the population to be reasonably active by 2020
 - (b) For British and English teams and individuals to sustain rankings within the top 5 in international competition.
- 3.3 In order for Sedgefield residents to achieve the participation target, there is a requirement for a 1% increase in the number of people participating and a sustained increase in their participation rates, year on year for the next 15 years.

- 3.4 A range of partnerships and alliances, some of which exist now and others are yet to be fully established, will be required to collaborate together to provide opportunities to participate and pathways to develop sporting talent.
- 3.5 One example of collaborative work has been the development of the Sedgefield Sporting Hub which brings together representatives from the local authority, town councils, school sports co-ordinators, Local Education Authority, the Primary Care Trust, Positive Futures, Durham Sport and voluntary sports clubs in an effort to plan, co-ordinate and implement sporting programmes across the Borough.
- 3.6 The Sedgefield Sporting Hub in particular has been cited as an example of best practice across the county and is a model for the development of sport advocated by Sport England and the Minister for Sport.
- 3.7 Members of Cabinet are aware of the first class sporting facilities provided within its four leisure centres. Further evidence of its continued investment and commitment to sport will be seen in December when the new regional gymnastics centre opens in Spennymoor.
- 3.8 There is however a particular blockage hindering the step change necessary for the development of sport, which is simply sports hall programming.
- 3.9 For many years, programming of the Borough's sports halls has been led by the demand for 5-a-side football. Indeed, an analysis of bookings over the course of the week shows that up to 50% of all available sports hall time is taken up by football.
- 3.10 The availability of young people after the school day and ensuring that coaching is completed at times which are not too late in the evening, make the optimum time for the development of sporting opportunities for young people during weekdays between 3.30pm and 7.30pm. Appendix 1 shows the existing programming of leisure centre sports halls and identifies an indicative programme for the development of sport should room be made to allow this to happen.

4 FINANCIAL CONSIDERATIONS

- 4.1 The existing sports hall programmes across the four leisure centres during the week, between 3.30pm and 7.30pm generates income after subtracting relevant direct coaching costs of £1,100.
- 4.2 Should all four sports halls each week day for the four hours identified above be re-programmed for the development of sport, the income after subtracting an increased amount of money for coaching costs, would be in the region of £1,000 a week.

- 4.3 The revised sports development programme could result in an overall reduction in income across all four leisure centres amounting to £4,300 per annum. However, it is anticipated that the revised programme when fully implemented will see an additional 900 people per week attending the leisure centres.
- 4.4 Accepting however that there would need to be a requirement to plan for a cost neutral programme, some adjustments to the proposed programme may need to be made which could reduce the number of days that the sports development programme would be available or reduce the timing of the sports development programme or indeed reduce the number of leisure centres where the programme would be available. However, every effort would be made to maximise the programme in accordance with the detail contained in the report.

5 CONSULTATION

- 5.1 Consultation carried out by Investing In Children has highlighted access to leisure centres being a major concern. One of the primary reasons cited in the research was a focus on existing programming which primarily provides for adult 5-a-side football.
- 5.2 The issue of junior access to sports halls was also recognised in the Sedgefield Borough Councils Services for Children and Young Peoples Self Assessment (July 2004).
- 5.3 The Regional Plan for Sport and the National Framework for Sport in England, recognise that the delivery mechanism to increase participation and address talent identification and development requires quality coaching time at fit for purpose venues.
- 5.4 A change in programme does not necessarily result in the loss of playing opportunities for existing adult 5-a-side players.
- 5.5 Discussions with facility providers in Newton Aycliffe, Ferryhill and Spennymoor have identified spare capacity within school sports halls which could be available for community use and/or to assist the implementation of the sports development programme. What is essential is to ensure appropriate venues are used for appropriate sporting activities.
- 5.6 In relation to Shildon, the provision of the floodlit multi-use games area on site provides a suitable alternative to indoor 5-a-side football which would be available at the proposed times.

6 OTHER MATERIAL CONSIDERATIONS

- 6.1 Should Cabinet agree to these sports development proposals, a measured approach will be taken to minimise disruption to existing

users. It is envisaged that the whole sports development programme would take until March 2007 to fully implement.

- 6.2 Only when demand for the individual elements of the proposed programme has been established will sports hall time be allocated which should give adequate time to find suitable alternative accommodation for adult footballers.

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Key Decision Validation

Background Papers

Game Plan: A strategy for delivering Governments sport and physical activity objectives (2002)

North East Regional Plan for Physical Activity and Sport: Sport England (2004-2008)

Sedgefield Borough Council Services for Children and Young People Self Assessment (July 2004)

Sedgefield Borough Council Services for Young People: Audit Commission Inspection Report (November 2004)

Examination by Statutory Officers

	Yes	Not Applicable
1. The report has been examined by the Councils Head of the Paid Service or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. The content has been examined by the Councils S.151 Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. The content has been examined by the Council's Monitoring Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. The report has been approved by Management Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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