

CABINET	AGENDA ITEM No. 4
23 MARCH 2019	PUBLIC REPORT

Report of:	Adrian Chapman: Service Director, Communities and Safety	
Cabinet Member(s) responsible:	Councillor Steven Allen, Cabinet Advisor to the Leader of the Council	
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ACTIVE LIFESTYLES AND SPORTS STRATEGY

RECOMMENDATIONS	
FROM: Growth, Environment and Resources Scrutiny Committee	Deadline date: N/A
<p>It is recommended that Cabinet:</p> <ol style="list-style-type: none"> 1. Note the proposed themes and priorities in the new draft strategy 2. Approve and adopt the Active Lifestyles and Sports Strategy 	

1. ORIGIN OF REPORT

- 1.1 This report is presented to Cabinet following a recommendation made at the Growth, Environment and Resources Scrutiny Committee in November 2017.

2. PURPOSE AND REASON FOR REPORT

- 2.1 Cabinet are asked to review and approve the draft Active Lifestyles and Sports Strategy.
- 2.2 This report is for Cabinet to consider under its Terms of Reference No. 3.2.4, 'To promote the Council's corporate and key strategies and Peterborough's Community Strategy and approve strategies and cross-cutting programmes not included within the Council's major policy and budget framework'.

3. TIMESCALES

Is this a Major Policy Item/Statutory Plan?	NO	If yes, date for Cabinet meeting	N/A
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4. BACKGROUND AND KEY ISSUES

- 4.1 The Council has identified the need to refresh the current Sports Strategy, in order to ensure the city's needs are met and to develop a strategy that will assist in guiding the future provision of active lifestyles to improve health and wellbeing. The need for a clear framework for future investment is particularly critical given the projected population growth within Peterborough and the surrounding area.
- 4.2 The delivery of this strategy will provide the opportunity to assess the condition of existing

provision, establish whether it is appropriate to meet local needs and demand, and ensure that potential provision helps address any current quantitative or qualitative deficiencies. In addition, there is a need to facilitate increased participation and improve the health and wellbeing of residents of Peterborough. The partnership (outlined in 6.2) has undertaken an evidence and methodology programme (required from Sport England) to inform the emerging strategy. The evidence and methodology outlines the current provision baseline, the current usage baseline, the health and viability of current facilities and gives recommendations for future development.

4.3 The social and physical benefits of participation in sport and physical activity are recognised by national, regional and local government as leading to:

- Improvement in health and well-being
- Promotion of economic development and the environment
- Contribution to the regeneration of communities and improved transportation
- Tackling issues such as anti-social behaviour, crime and problems relating to social inclusion as well as helping develop stronger and safer communities
- Provision of opportunities to gain skills and competencies to enhance peoples' lives
- Recognising the valuable contribution of those who take part, volunteer, officiate, coach or spectate
- Provision of patient choice and encouraging them to be responsible for their own health and well-being
- Assistance with budgetary control

4.4 This new strategy will ensure the promotion and development of physical activity and sport in our City and will result in all of Peterborough's communities experiencing the wide range of benefits that greater involvement and participation can bring about.

4.5 The document sits within a core group of three strategies detailed below which link with, and have impact on, local strategies and national priorities.



4.6 The final document will demonstrate the important role of sport in the social, economic, and cultural life of the city and the positive impact on personal and community wellbeing, identity, sense of belonging, recognising that Peterborough is a multicultural city with diverse needs. This will help to meet the challenges and deliver against the objectives for the sector as set out by the Department of Culture, Media and Sport (DCMS). It is being produced jointly with Sport England.

4.7 The new strategy will be about finding new ways to get more people more active more often at all levels across Peterborough. We want to see as many people as possible participating in

quality activities and experiencing healthier lifestyles.

4.8 The strategy will be about targeted developments and interventions. It is both about making the very best use of the wealth of existing resources and partly about ensuring there is a long-term return on all of existing investments in sport.

4.9 **Strategy Development - One Strategy For The City - Partnership Working**

4.9.1 Peterborough City Council is well placed to lead the development of the strategy and to oversee its delivery. However, the diverse nature and scope of the sector is such that a range of other organisations will be central to ensuring that there is full engagement in the process. This is particularly the case in Peterborough where the City Council already has a commissioning role and operates via a network of funded delivery partners both in leisure and health.

4.9.2 The development of the strategy was overseen by the Active Lifestyles Strategy steering Group. This successful partnership approach and subsequent consultation on the strategy, suggests the need for a small executive group informed by and interconnected with a wider consultative forum. It is therefore proposed to establish a core delivery group – Active Peterborough – supported and informed by wider forums, such as the Health and Wellbeing Board and Peterborough’s sporting governing bodies. Together, this alliance of organisations and individuals will take ownership of the strategy and oversee its delivery.

4.9.3 Active Peterborough will be built around the leisure and recreation institutions in the City with Sport England. The group will be an open and relatively free-form group that has seamless links with the wider sector.

The proposed functions of Active Peterborough will include:

- Inform, own and oversee the delivery of this strategy
- Provide a voice for the sector
- Networking, lobbying and information-sharing
- Seek resources to deliver the strategy
- Make strategic connections with and contribute to the Cambridgeshire and Peterborough Business Board
- Advise on selected projects and programmes
- Encourage collaboration in the sector
- Monitor progress on the strategy and other key cultural projects

Key partners include:

- Sport England
- Living Sport
- National governing bodies of sport
- Vivacity: Culture and Leisure trust
- Nene Park Trust
- Community Groups
- Voluntary sector umbrella groups
- Education (including schools, further education and higher education)
- Friends of parks and green spaces
- NHS including the Clinical Commissioning Group
- Local Sports clubs including Peterborough United Football Club
- The business community

The City Council will play a central role in the Active Peterborough group and will support the development of the Forum. The specific priorities for the Council will include:

- Advocating the importance of Active lifestyles
- Supporting partnership working
- Delivering selected programmes
- Commissioning key programmes

- Linking Active Lifestyles to other key city priorities
- Liaising with national and regional governing bodies on behalf of the city

4.10 **Delivering the strategy**

4.10.1 **The budget challenge**

The leisure and recreation sector is not immune from the financial challenges the public sector is facing, nationally and locally, and work is already underway between the council and the sector to identify responses to the challenges ahead. In summary, the overarching approach will include:

- Greater collaboration and synergy between organisations, programmes and projects. For example, changes in school and NHS structures provide an opportunity for agencies to come together to deliver a single, coordinated package of activity
- Seeking to drive down costs through shared services, smarter procurement, review of delivery structures, and where possible engagement of volunteers
- New income streams – by differentiated products and pricing, capturing income that is currently benefiting out of city organisations, and continuing success in attracting grant income, making sure Peterborough gets its fair share

4.11 **Action Planning**

4.11.1 Progress on delivering the strategy will be made in three ways:

- An officer will be deployed to work across the council and with our partners to make sure that priority areas within this strategy are considered and actioned
- An agreed set of indicators will be monitored, which measure strategic progress (e.g. participation levels) and also measure progress of key programmes and projects. There will be an annual review of progress involving the sector and wider public
- There will be an annual action plan setting out what needs to be done, by whom and by when

4.12 **Facility development**

The direct financial implications of the strategy will need to be carefully considered. It is important to note that at this stage no provision for any investment in our facilities has been made in the capital programme. We need to find different ways to fund investment in our infrastructure wherever possible, including for example linking this investment to growth areas. However, Peterborough has an aspiration, and need, to consider its facilities planning particularly in the context of an ageing stock of leisure facilities, future growth needs, and the changing economic and demographic profile of the area. The areas of development are outlined below:

4.12.1 **Swimming pools**

Swimming is popular in Peterborough; all the accessible swimming pools are well used by both the public and a strong and successful aquatic club. Peterborough has a relatively poor supply of water space in comparison to the national average. The overall quality of pools in the area is a concern, especially with a view to provision in the longer term. The age of three of the community accessible pools is over 25 years and the Regional Pool is over 40 years old.

Less than one third of Peterborough's population resides within one mile of an accessible swimming pool. Of the people resident in the city's most deprived communities, 42.8% live within one mile of a community accessible pool. They are also uncomfortably full, which has the potential to negatively impact on the quality of the experience of its users, clubs usage and growth and the further development of swimming programmes.

4.12.2 **Health and fitness**

There is a good spread of health and fitness facilities across the city with the majority of venues rated as above average or good and six facilities rated as below average. Drive time assessments indicate that the whole Peterborough population lives within a 20 minute drive of a community use health and fitness facility with a minimum of 20 stations.

There is no modelled shortfall; current provision should meet future demand. Additional future provision should not be discounted however as fitness facilities often support the financial operation of a wider sports offer and there appears to be a trend for increasing demand for more health and fitness facilities.

4.12.3 **Sports halls**

There is a reasonable spread of sports halls with three identified as good, seven above average and three below average, with one rated as poor. City centre residents are served by below average and poor sports halls. The age of the various sports hall facilities varies significantly. The majority will require investment in the short to medium term to ensure that they remain fit for purpose.

More than three quarters of the city's population resides within a 20 minute walk of an indoor sports hall with 41.4% of the population which reside in areas of higher deprivation living within a one mile walking catchment of one. Half of the sports halls in Peterborough are significantly above recommended capacity levels and some are 100% full. They have little or no capability to meet additional demand generated by increases in participation (or population growth). Halls on school sites offer restricted availability, especially during the day and exam periods. It is predicted that changes to the exam structures in schools (year-round assessments) will, in future, have a greater impact on the provision available for community use.

Growth in both basketball and handball, in particular, appears to be hindered by the cost and availability of facilities. There is potential demand for a 'combined venue' serving futsal, handball, basketball and an indoor roller hockey.

4.12.4 The recommendations for facilities include:

- Identifying ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities. As the key funder of maintenance and refurbishment programmes, via its contract with Vivacity, it is important that the council continues to invest with a view to maintaining good quality facilities and bringing those which are not presently of high quality up to standard
- Increasing the overall number and improve the quality of sport and physical activity facilities, including swimming pools and sports halls, to meet both current need and future demand in line with the identified housing and population growth and reflecting the increased scale of the 'grey market' in the area
- Considering whether and how other complementary services (e.g. library, health facilities, etc.) can and should be hosted within any new build venues

5. **CONSULTATION**

5.1 A consultation event was held in November 2017 regarding the direction and requirements of residents in relation to physical activity, sports, clubs and infrastructure.

The event was chaired by Simon Fairhall, CEO of Living Sport (county sports partnership), who also chairs the Physical Activity and Sports Strategy steering groups which meet quarterly. The feedback was that a new strategy was required as the existing one expired in 2014. The key themes coming from groups, clubs and individuals was that many facilities were dated and in some cases up to capacity for the activities in demand (swimming, sports hall based activities, 3G public use facilities), communication and marketing of sports and activities within Peterborough was poor, and green open spaces needed more attention.

6. ANTICIPATED OUTCOMES OR IMPACT

- 6.1
- Improvement in health and well-being
 - Promoting economic development and the environment
 - Contributing to the regeneration of communities and improved transportation
 - Tackling issues such as anti-social behaviour, crime and problems relating to social inclusion as well as helping develop stronger and safer communities
 - Providing opportunities to gain skills and competencies to enhance people's lives
 - Recognising the valuable contribution of those who take part, volunteer, officiate, coach or spectate
 - Providing patient choice and encouraging them to be responsible for their own health and well-being
 - Assistance with budgetary control

7. REASON FOR THE RECOMMENDATION

- 7.1 The Council has identified the need to refresh the current Sports Strategy. Now is the optimum time to have a fresh look at the city's needs and to develop a strategy that will assist in guiding the future provision of health, sport and facilities in the city, alongside the new Local Plan and new capital programme. The need for a clear framework for future investment is particularly critical given the projected population growth within Peterborough and the surrounding area.

8. ALTERNATIVE OPTIONS CONSIDERED

- 8.1 As the council requires a new strategy no alternative option has been considered.

9. IMPLICATIONS

Financial Implications

- 9.1 The strategy document does not outline financial implications.

Legal Implications

- 9.2 There are no legal implications.

Equalities Implications

- 9.3 Equalities implications are addressed within the strategy document attached at appendix A.

10. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

11. APPENDICES

- 11.1
- Appendix A - Active lifestyles and sports strategy