

**Sport and Leisure Update**

**REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES**

**Strategic Priority : Healthy City, Learning City**

**Corporate Improvement Objectives: CIO1: Delivering Customer Focused Services, CIO3: Efficient and Effective Council**

**1. Why has this report come to the Committee?**

- 1.1 The purpose of this report is to provide an overview for Members regarding the work of the Sport and Leisure service. The report will highlight both revenue and capital projects that have recently been completed or are in the planning and delivery process.
- 1.2 Sunderland's Sport and Physical Activity Strategy 2005-2010 sets out how Sunderland's Local Strategic Partnership would contribute to the achievement of this vision, through the development of sport and physical activity opportunities across the city. Promoting sport and physical activity in advance of the 2012 Olympic Games, and beyond, will support increasing participation in sport and physical activity by 1% annually, further reducing the city's health inequalities.
- 1.3 The Corporate Improvement Plan 2007-2008 articulates a commitment to residents stating that "in Sunderland everyone will have access to quality sport and physical activity opportunities to improve their health and well-being at first class community based facilities." This is supported by the development of an Olympic standard swimming pool, as well as more localised sport and leisure facility developments.
- 1.4 At its meeting on 16 September 2008 the Committee agreed to receive an annual report on the provision of the sport and leisure service. The aim of the annual report is to provide a complete overview of the service and in so doing, illustrate the outcomes from the scrutiny work of the Review Committee. The annual report will also provide Members with the information requested on the annual review of the pricing policy framework relating to Wellness Centres as agreed at the Cabinet meeting held on 9 July 2008.

**2. Background**

- 2.1 The Department for Communities and Local Government in April 2008 published the New National Performance Framework for Local Government (see below) that replaces all other sets of sport performance measurement. Whilst only a very small number of performance indicators exist which focus directly on sport and physical activity, as a city we continue to support and add value to a wide range of areas and indicators such as positive activities for young people, volunteering, regeneration, education, health and community safety targets.

NI 8 Adult participation in sport and active recreation

NI 57 Children and young people's participation in high quality PE and sport

NI199 Children and young people satisfaction with parks and play areas

- 2.2 The national review of sport and physical activity by Sport England has culminated in the need to ensure we have one joined up 'Single Delivery System' for sport in order to plan, deliver and evaluate improvements in participation from grassroots through to excellence. Within the Single Delivery System, the County Sports Partnership is the strategic lead for regional sport in Tyne and Wear, and supports local authorities' work with its partners in a range of areas to increase participation levels. Sunderland currently hosts the Partnership.
- 2.3 At a local level, the Single Delivery System requires a mechanism to plan, prioritise funding and ensure a vibrant network of delivery exists. To achieve this, it is a requirement by Sport England that each local authority establishes a Community Sport Network. Sunderland has responded to this challenge by establishing the ActiveSunderland Board (in 2008), which will drive forward participation in sport and physical activity at a local level.
- 2.4 The council's Sport and Leisure service are working towards the delivery of a universal 'core offer' to all residents. All residents will have the opportunity to participate in four core areas of physical activity. This core offer comprises of:
- Sport
  - Wellness
  - Aquatics
  - Play

Whilst our core offer, might be viewed as having four components, a number of connecting schemes and projects operate at a local level. Within the citywide context of providing an update on the sport 'core offer', area updates can be also viewed in **Appendix 1**.

- 2.5 In addition to this 'core offer', a range of shorter term targeted services are provided in partnership to reach a specific age group or target audience, predominantly to inspire adults and young people to participate in physical activity with a view to improving their overall health and wellbeing.
- 2.6 A range of specialist services are also delivered on behalf of, and fully commissioned by other partners, such as the Sunderland Teaching Primary Care Trust, the Department for Children, Schools and Families and the Home Office.
- 2.7 The Council has embarked on a significant investment and modernisation programme of its facilities to support continuous improvement in the manner in which services are delivered to reach the previously mentioned targets.

### **3.0 Sport and Leisure Update**

- 3.1 Sunderland City Council takes the health and well being of all who live, work and study in the city very seriously. The Council want people to live an active, independent life to the full. An important part of achieving this is to take part in regular physical activity in Sunderland the choices available will continue to improve.
- 3.2 As detailed above, the 'core offer' is considered to consist of **Sport, Wellness, Aquatics and Play**. In addition, there are a number of city programmes and projects which are cross cutting in nature and draw opportunities together to ensure provision is 'connected' at a local level. Many of these programmes are increasingly offered with local partners on an area basis. Progress in the delivery of leisure activity within the city is detailed below:

## **Sport**

### **ActiveSunderland Board**

In order to promote Sunderland's Community Sport Network as a mechanism to engage with the community and to inform policy decisions, the ActiveSunderland Board has been established. The Community Sport Network website will provide the vehicle for disseminating information that arises from the work of the Board and provide a means for consulting with local athletes, partners and clubs.

The objectives of the ActiveSunderland Board are:

- Lead development of a citywide strategy for increasing participation in physical activity
- Coordinate and exploit the sport and physical activity facilities in the city
- Increase the number and improve the quality and skills of the paid and unpaid sport and physical activity workforce
- Capitalise on major events including the Olympics and Paralympics to raise the profile of physical activity in the city
- Use research and evaluation to understand the physical activity sector particularly with regard to the triggers and barriers to participation and communicate findings to relevant organisations in the city.
- Identify and maximise potential funding to support and extend the provision of physical activity.
- Prepare a collective, citywide response to national sport or physical activity initiatives.
- Act as an advocate for physical activity in the city.
- Monitor and evaluate achievement against outcomes.

The Sport and Physical Activity Strategy completed in 2005, remains the over-riding document to guide the work of the new Board, accepting that in order to achieve the steady increase in participation, many other sub-targets and actions need to be achieved across a range of partners.

The ActiveSunderland Board is chaired by the Portfolio Holder for Culture and Leisure, with the support of senior Sport and Leisure Managers.

The Board is represented by the following partners.

- Tyne and Wear County Sports Partnership
- Local Authority Sport and Leisure
- Adult Services
- Community Safety
- Sunderland AFC Foundation
- Sunderland Sports Council
- Specialist Sports Colleges
- Sunderland University
- Local Strategic Partnership
- Teaching Primary Care Trust
- Children's Services
- Gentoo
- Sunderland CVS
- Sunderland College

Following its inaugural meeting in June 2008, the Board have agreed 'terms of reference', aims and objectives for its future direction. The Board have also established sub-groups that support the work of the Board.

The ActiveSunderland Board will provide a platform for Sport and Leisure to take its rightful place high on the city agenda, contributing to the Sunderland Partnership framework. The Board will also provide the opportunity to place Sport and Leisure at the top of other partners' agendas. A key function of the Board will be to help guide local investment anticipated by Sport England. The original menu of support options for groups and clubs will continue to be offered and improvements to the website will improve the Network and make it more efficient.

### **2012 Olympic Preparations**

In September 2008, Members received a detailed update of the preparations being made for the 2012 Olympic Games.

At a sub-regional level, **Tyne and Wear Sport** and its partner local authorities have discussed and agreed **five key areas for focus** in the build up to the 2012 Games.

- i. Increase levels of participation in Sport and Physical Activity, for
  - a. Adults over the age of 16
  - b. Young People, with a particular emphasis on the UK School Games in 2010
- ii. Promoting regional facilities as Pre-Games Training Camps
- iii. Promoting regional representation in the 2012 Olympics. This will include engaging potential local Olympians and athletes to inspire others into sport and physical activity.
- iv. Promoting attendance at and watching the Olympics' in 2012
- v. Promoting volunteering

The next four years will provide a focus for residents to become more involved in participation, coaching, volunteering and community initiatives. It is vital that we use the Olympics as a platform to inspire local people. The five key areas for focus as identified above will underpin our Olympic preparations.

### **Pre Games Training Camp**

A registration of interest by Sunderland to OneNorth East has been accepted for the Sunderland Aquatic Centre to be included in the London 2012 Pre Games Training Camp Guide. The Sunderland Aquatic Centre is identified as a regional location that may be suitable for international teams to train prior to the Olympic Games and Paralympic Games. By working in partnership with Sunderland University and other partners, a range of facilities would be available in the local area for international teams to use. Attracting international teams to train in Sunderland prior to the Games would help to engage schools and community organisations in sporting opportunities. The City Council has established an early partnership with key agencies and is a member of the Regional Facilities and Training Camp Board.

## **Sports Centres and Facilities**

Within the context of presenting this report it should be remembered that whilst there are many projects and programmes being developed across the city, the day to day activities of the city's sports centres should be fully recognised. These facilities play an important role in localities by providing a wide choice of sports activities and programmes and provided in excess of 2.3 million attendances in 2007/2008. The sport facilities include:

- Washington Leisure Centre
- Northumbria Centre
- Silksworth Sports Complex
- Sunderland Tennis Centre
- Houghton Sports Centre
- Crowtree Leisure Centre
- Seaburn Centre
- Community North Sports Complex
- Sunderland Aquatic Centre
- Bunnyhill Wellness Centre
- Elemore Golf Course
- and overseeing the Council's interest in the Raich Carter Sports Centre.

## **Facility Developments**

Facility developments in relation to existing and new provisions are detailed within the Area Profiles in **Appendix 1**.

## **Two new 25m Swimming Pools**

There are two developments current taking place of significance. Members will recall that at the start of the 2007/08 municipal year, the Committee agreed "to review the development of swimming within the city and make recommendations for its further development." The 'Not Treading Water' review concluded that whilst nationally there is concern about swimming pools closing, the development of swimming facilities in Sunderland is unprecedented. Regionally, no other local authority has planned and initiated three swimming pools within the same year. As Members will be aware, the City Council is looking to develop two new swimming pools in Hetton and Silksworth.

## **Tennis Development**

The Sunderland Tennis Academy continues to offer opportunities to residents of all ages. The Lawn Tennis Association "performance academy" caters for the areas top junior tennis players and this summer saw some excellent results for Sunderland juniors. The Sunderland Tennis Centre promotes tennis activities for all age groups starting with 'Kindergarten Tennis' for 3 to 5 year olds. There are junior club nights every Saturday, 50 plus tennis afternoons, social tennis evenings, adult coaching mornings and courses for every standard of player, from beginner to advanced level. Since April 2008, 36 local primary schools have received coaching from the Schools Tennis Development Scheme, resulting in over 1000 children experiencing tennis for the first time. During this period the Sunderland Tennis Centre twice hosted the Tony Blair Tennis Challenge Trophy with Tony Blair himself being present both times to present trophies and speak about his Sporting Foundation.

## **Wellness**

The aim of the Wellness Service within the city is to improve individual's health and well-being through the provision of physical activity opportunities, lifestyle advice and education. Working with Sunderland Teaching Primary Care Trust (STPCT), the local Voluntary and Community Sector and the Wellness Service is developing a citywide network of Wellness Centre 'hub' sites, 'spoke' sites and Community Wellness venues to provide opportunities for all.

Through the development of programmes and interventions the Wellness Service is targeting those individuals who are not yet engaged in physical activity, ensuring there are a range of preventative services, targeted interventions and specialist support services at a local level. Underlying the Wellness Service is the robust monitoring and evaluation framework that ensures evidence can be supplied to demonstrate the positive impact that the Wellness Service is having on the health of the city.

## **Wellness Centres**

Wellness Centre's are located at the following venues

- Sunderland Tennis Centre
- Houghton Sports Centre
- Washington Leisure Centre
- Bunnyhill Centre
- Sunderland Aquatic Centre
- Seaburn Centre

Services delivered from the Wellness Centres include:

- Physical activity opportunities
- Healthy eating advice
- Smoking cessation support
- Weight management advice
- Stress management advice
- General well-being and lifestyle advice
- Information on support services

In the first six months the year (April – September 2008) there have been over 149,000 visits to the Wellness Centres and over 37,000 attendees at the Wellness Classes.

There are also spoke Wellness sites that operate under the Wellness Service umbrella by offering the same joined up service. Our spokes sites are located at

- Raich Carter Sports Centre
- Hetton School
- Biddick School
- Millennium Centre

## **Exercise Referral Programme**

From November 2008, a new city-wide exercise referral and weight management programme will be operational providing greater choice of activities for patients. The Exercise Referral Programme (formerly known as the HELP programme) is a physical activity referral system which enables health professionals to recommend a

course of exercise for patients with a variety of medical problems. The programme ensures that people at risk are identified sooner and referred to the appropriate health, diet and physical activity advice that will make a difference to their long term well-being. The Wellness Service now has the capacity to support 3,000 adults at any one time, with 580 referrals made to the programme in November / December 2008.

The Exercise Referral and Weight Management programme is delivered by three partners: Sunderland City Council, NHS Teaching Primary Care Trust and City Hospitals Dietetics Dept. The programme lasts for 15 weeks (10 weeks for weight management) and patients are supported through an individually designed exercise programme by a team of fully qualified exercise referral consultants.

Further developments of the programme include opportunities for referred clients to include walking and swimming on referral in 2009.

### **Community Wellness Programme**

The Community Wellness Programme was primarily designed to increase the provision of the Wellness service, enabling residents of Sunderland to access Wellness facilities and equipment at a local level. Community Wellness venues are currently located at:

- Easington Lane Community Access Point
- YMCA Herrington Burn
- Ryhope Community Association
- Hudson Road Primary School
- Fulwell Day Centre
- Wearmouth Community Development Trust
- Downhill Centre
- Pennywell Community Centre
- St Mary's and St Peter's Community Project.

The success of the programme is shown below in its outputs:

- 13,978 attendances since programme was launched in 2007
- 84 community staff and volunteers trained to deliver physical activity
- 51 weekly fitness classes

The functionality of the Community Wellness Programme allows other initiatives to 'bolt on' to the main theme. There have been two recent additions which compliment the Community Wellness sessions. The first new programme offers seated and low intensity exercise for older adults and the second, is the expansion of the exercise referral scheme into community venues, thus providing greater choice for the referred client and increased capacity for the programme.

### **Classes for over 50's**

Exercise classes for people over 50 started in September 2008. Classes are tailored to the needs of individuals and include both seated and standing exercise. The classes improve mobility, balance and co-ordination which decrease the likelihood of falls and increase ability to continue to live independently into old age. As people become fitter, participants can progress from this programme to

other community activities and Wellness Centre programmes, ensuring they continue to exercise and improve their general health and fitness.

### **The Lifestyle, Activity and Food (LAF) Programme**

The Lifestyle, Activity & Food (LAF) Programme works with identified overweight and obese children and their families. Historically such programmes were delivered by the City Hospitals Dietetic Department, however as numbers requiring the service increased, discussions began with a number of agencies to support a wider programme, which now includes:

- Children being referred to the programme by consultants, GPs and school nurses
- Increasing activity levels, reducing sedentary behaviour, improving understanding about good health and weight maintenance.
- Children and families participating each week in fun interactive education sessions, including physical activity
- 91 children and their families have taken part in LAF
- Data collected indicates on average a child's weight loss is 1-3kgs and -1.3 on the BMI chart
- 85% of graduating participants report increased physical activity levels and reductions in sedentary behaviour

***“I always eat breakfast now, my dinner and lunch includes fruit and vegetables. I am a lot more confident and I don't feel as people are looking at me all of the time. Never used to like PE but I do now”***

Robert – aged 11 LAF graduate

Lost 19.05kg and 9cm from his waist circumference over a 10 month period

***“Since joining LAF Roberts confidence has shot through the roof he used to miss out on a lot of activities now he doesn't miss a thing. As a whole family our diet has improved I have lost 12lbs myself”***

Roberts's parent

In 2008, we continued to demonstrate innovation and focus by hosting a conference demonstrating how the City Council and its partners are 'Meeting the Obesity Challenge'. This event attracted health care professionals from all corners of the country, with many learning from our best practice and experience.

***“This was an excellent conference with inspirational speakers. Very good learning opportunity”***

Assistant Director of Public Health, Halton & St Helens PCT

***“Sunderland has an excellent and innovative approach to reducing health inequalities that is underpinned by passion and commitment.”***

Beacon Panel - Improvement and Development Agency (2008)

### **Wellness Pricing Framework**

As Members will be aware the Council has reviewed the ways subsidy is targeted and a new pricing framework was agreed at Cabinet in January 2008, based on an



individual's "ability to pay". Where a resident is on a low income and can least afford to pay, sport and leisure activities can be accessed at a cheaper rate, particularly where price may previously have been a perceived barrier. This is driven by the Council's aim to ensure that we encourage more people to take part in sport and physical activity and to minimise barriers to participation amongst those individuals on low incomes.

Members may recall, at a joint meeting of the Policy and Coordination Review and the Culture and Leisure Review Committees in June 2008, receiving a report on the Wellness Pricing Framework, as well as receiving a pricing comparison report in November 2008.

The Choosing Health White Paper (2004) and its subsequent action plan Choosing Activity (2005) identified the key priorities to which physical activity should be contributing and these include, heart diseases, improving health and mental health and providing children and young people with more opportunities to be active beyond school hours.

The aim of the Wellness pricing framework is to increase the accessibility of services, by making them more affordable to those people on low incomes, with the focus is "ability to pay". Sunderland City Council's policy remains as it always has, to target subsidies at those who need them most. By adopting this approach towards Wellness pricing, Sunderland will make a positive contribution towards participation levels in physical activity and residents' health.

There are a number of factors which have emphasised the need to establish a more accessible pricing policy. One of which was a commitment in the Sport and Physical Activity Strategy 2005, to produce a Pricing Framework, linked to the Audit Commission's "Price is Right" guidance. This approach promotes access and thus supports the Government target of raising participation in physical activity by 1% annually up to 2020.

The Audit Commission recommended that Councils' consider who benefits from the services they offer and ask why certain services were being subsidised and what the Council was looking to achieve by this. They considered a thoughtful review of the level of charges could underpin the continuous improvement of services. The income that charges generate could be used to improve services and facilities.

Investment in sport in the city is enabling improvements to be seen in facilities such as Wellness Centres, play and urban games facilities and swimming pools. These investments are complimenting existing facilities, which most other local authorities are not able to provide such as a tennis centre, ski slope, 50m swimming pool, in addition to a citywide spread of leisure centres.

The Wellness Pricing Comparison report presented to Culture and Leisure Review Committee on 11 November 2008, concluded the following points:

**a) Sunderland had generally higher non-concession prices in comparison to other regional local authorities.**

The average monthly membership for the equivalent of our non-concession package three (swim, wellness centre and wellness exercise classes) was £30.45 compared to our £39.00 per month, these figures were taken on average from eight local authority facilities situated in the North East, with the most expensive

(excluding Sunderland) being priced at £37.45 (Tynedale) and the least expensive at just over £24.00 (Chester-Le-Street).

**b) Young people, pensioners, students and those residents in receipt of benefits, generally all pay less for their fitness service in Sunderland in comparison to other local authorities.**

The average monthly membership for the equivalent of Sunderland adult concession package three (swim, wellness centre and wellness exercise classes) was £23.88 compared to £17.55 per month in Sunderland. These figures were taken on average from eight local authority facilities situated in the North East, with the most expensive being priced at £31.25 (South Tyneside) and the least expensive £17.55 (Sunderland).

### **Wellness Prices**

Following a review of current Wellness prices in the context of the current economic environment, it is considered that a market 'ceiling' may have been reached. Therefore it is proposed that all Wellness prices will remain at their current level until 2010. This position will help sustain income during the 2009/2010 financial year, by helping to increase the retention of our current users and encourage new customers.

### **Beacon Status**

Members will be aware that the Council is nationally acclaimed for its commitment to tackle health inequalities and target "hard to reach" groups. This has been recognised by Central Government through the award of Beacon Status in 'Culture and Sport for Hard to Reach Groups' 2006 and 'Reducing Health Inequalities' 2008.

Sunderland is also leading on national research and in 2007 was awarded £200,000 from the Communities and Local Government Department to work in partnership with other Beacons. It was identified that Culture and Sport still lacks detailed and consistently collected 'impact' evidence, to illustrate the 'true value' of culture and sport in crime reduction to help maintain or mainstream resources or indeed justify further resources. In response to this ongoing challenge, the Beacon authorities submitted a bid to Beacon Peer Support Fund legacy funds to develop further research.

### **Aquatics**

#### **Sunderland Aquatic Centre**

As Members will be aware, 2008 was a significant years for the development of aquatics in the city. The Sunderland Aquatic Centre is the city's newest and most ambitious regeneration project, which opened to the public on 18 April 2008.

The Centre promotes a full programme of fun family sessions, 'learn to swim', aquafit classes, diving courses, parent and toddler sessions, and many others. The Centre has been developed by the City Council with support from partners and features the regions' first 10 lane x 50m pool, a diving pool, 2 wellness exercise studios, a split-level Wellness Centre, cardio-cycle zone, kinesis zone and free-weights zone. The Centre is available for everyone to use, from beginners to young athletes and those who simply want to splash about in a big pool.

The Centre is also host to Sunderland Swimming Club and the regional Amateur Swimming Association (ASA) Beacon squad. A close working relationship with the ASA is already established to help support talented swimmers both locally and in the region.

As detailed above, the facility is accompanied by an extensive Wellness Centre, and therefore opportunities exist to ensure aquatics supports Wellness pathways, such as the GP Referral Programme.

As well as offering community access, the Centre is establishing itself as a regional venue, not only in terms of club and ASA swimming galas, but also attracting such events as BBC Children in Need (November 2008) and the North East Sports Awards (December 2008). The city was also privileged to host the official opening of the Sunderland Aquatic Centre by The Princess Royal (Princess Anne) on 22 January 2009.

### **Free Swimming – Two Year Funded Programme**

In June 2008, the Secretary of State for Health and the Secretary of State for Culture, Media and Sport, announced a free swimming scheme to be delivered in partnership with local government. In November 2008, Cabinet endorsed acceptance of the Government's two year funding grant offer to enable the delivery of a two year pilot programme of free swimming to the target group of 60 years and over and 16 years and under. Free swimming supports the Council's objectives in relation to increasing participation, improving health, tackling obesity and addressing anti-social behaviour through providing accessible positive activities. The Government funding, made available over the next two years may have potential to move the Council towards achieving its aspirations in relation to increasing participation. The initiative will be implemented from April 2009 and programme information will be communicated shortly.

### **Culture and Leisure Review – 'Not Treading Water'**

Members will recall that at the start of the 2007/08 municipal year, the Committee agreed "to review the development of swimming within the city and make recommendations for its further development." In November 2008, Members received a full update on progress in relation to the 16 recommendations that were developed from the review.

Sunderland has worked hard to ensure that a clear strategic planning framework is in place for the provision of swimming facilities and access to water space is improved for all city residents.

The review outlined that the City Council has demonstrated a significant commitment to the development of swimming and aquatic sports. This includes the partnership funding received to see the city benefit from a regional Beacon Coach, Regional Diving Development Officer, a Community Swimming Coach and a Head Coach for the City of Sunderland Swimming Club. The City Council and partners have shown a willingness to change structures and processes necessary for Sunderland to offer a strong foundation and clear pathways. Such changes include the adoption of the National Teaching Plan which will improve the development of swimmers from the earliest stages up to competitive levels.

The review also concluded that new developments have been well thought out in terms of access and disability. The affordable pricing framework will also help to ensure that all residents of Sunderland are able to participate in the nation's

favourite sporting activity. Swimming Club fees are low compared with other areas of the country. Effort has also been made to link swimming with other sports and fitness activities so that an all-encompassing approach to health and well-being can be achieved.

### **Sport Participation**

**Sport Unlimited** is a nationwide £36 million investment to get younger people taking part in sport and physical activity that most interests them outside of school. This three year programme offers young people a 10 week block of taster sessions, which aims to get young people to continue with the activity once the weeks are completed. The programme is funded by Sport England in partnership with the Youth Sports Trust through the County Sports Partnership and is delivered locally by partners, from City Council facilities and the three School Sport Partnerships. The programme will make a significant contribution toward the Government's target of giving young people the opportunity to do 5 hours of PE and sport a week at school or in the community. The city has received £45,011 to run the initial first stage of the programme until April 2009. The programme is still in development stages, all secondary schools across the city, City of Sunderland College and the University have been offered access to the programme, in addition to the community / voluntary sector.

**Diversionsary Activities for Young People:** additional funding from the Working Neighbourhood Fund has been used to deliver the successful components of the original Targeted Youth Engagement (TYE) project and work towards a more sustainable model of provision. The programme was designed to support youth organisations and community groups to encourage young people to participate in physical activity and to provide pathways for sustained use of leisure centres, community clubs or programmes. This is also linked with the promotion of the city's Lifecard to ensure a more sustainable model for youth activity.

### **Active Sunderland Project**

#### **(Sport England funding of £326,425 for three years)**

The Active Sunderland Bus Project scheduled to start early 2009 is about targeting non-participating adults on an area basis with a combination of:

- Lifestyle 'check and testing' services using SAFC Foundation bus
- A range of beginner's activities which offer extra 'handholding' and support
- Partnership working to develop new volunteers.
- Training and support for new volunteers
- Smart monitoring of increased participation.

The area based approach will be a partnership, harnessing the skills and energy of local agencies, where suitable, from community centres to sports clubs. The funding enables each area to be allocated a part time Activator who will help to lead some activities, network and support the programme development across the locality.

### **Playing Pitch Strategy**

Participation in football within the city remains popular, despite significant challenges with the current quality of provision. It is identified in the 2003/2004 Playing Pitch Strategy, that the quality of some of the pitches and ancillary facilities is an issue and need improvement. The city has benefited from the recent improvement works from a City Council £200,000 Strategic Investment allocation, with five pavilions undergoing decorative works. This funding was to address immediate and essential works only on sites which would benefit from small

allocations. Work is underway to complete a city investment strategy which will identify priorities for resource, meet Football Association requirements and potentially attract some investment from the Football Foundation.

## **Play**

### **Play and Urban Games Strategy**

In 2007, the Play and Urban Games Strategy (adopted in 2004) was revised to meet emerging government guidelines - 'Moving Forward 2007-2012', following a detailed review by the Culture and Leisure Review Committee. The strategy was based upon citywide consultation on the needs and wishes of young people; these are captured on a young people's friendly DVD version interviews.

The new strategy, based upon clear GIS mapping, sets out clear aspirations to improve access to high quality play and urban games facilities 1km from the doorstep. Just 15% Children and Young People had access to high quality provision citywide at the point the strategy was adopted. This has already improved to 19%. MORI satisfaction rates have progressively improved from the original strategy in 2004 from 37% to 43%.

### **Play Pathfinder**

The recent Play Pathfinder award of £2.1million (combined with a further £2million citywide from developer contributions and city funds), recognises the citywide progress and qualitative consultation led by children and young people will accelerate the delivery still further. The funding is however conditioned by extremely challenging deadlines which require a pragmatic approach towards engagement and delivery. Failure to deliver the first year's sites on schedule by March 2009 and the second year programme by 2010, has potential to result in funds being clawed back.

Pathfinder will also enable some educational projects to be delivered. Building upon feedback from young people, current discussions are underway around connecting the eco-rangers work with some of the current play provisions to use a high profile campaign against 'anti-social' litter in play areas, such as dog fouling, graffiti and needles.

The strategy has identified 28 sites citywide for development and improvement by 2010. Work will start shortly to determine the process for prioritising sites beyond 2010 and the Committee will receive a further report on this issue in due course. taken into consideration.

### **City Adventure Centre**

Sunderland's City Adventure Centre which is part of the Play Pathfinder programme will be developed at the Sunderland Tennis Centre, but is not due to be completed until year two (2010), however consultation on its design and operation is currently underway. The City Council has a broad vision for the new Adventure Centre which builds upon ideas and principles within the strategy and indeed within Government guidance.

These principles are:

- Fun is the focus of the development
- The Adventure Centre will be based at Silksworth, adjacent to the current Tennis Centre and developing new swimming pool
- It will have indoor and outdoor elements to it

- It will be very inclusive – including specialist sensory provision for children and young people with complex needs. An indoor softplay area is being considered, a multi-purpose room and an extensive outdoor environment
- The outdoor area will maximise natural play and the green environment
- The outdoor area will be free to access for everyone
- The project has a confirmed budget of £800,000 capital and a small revenue start-up sum.

In addition to the above, and without compromising the above principles, early consultation with some partners has suggested there could be added value to the project by enabling the Adventure Centre to be:

- A focus for volunteering in play activities.
- A focus for training in play work
- A gateway to other services which the health partners and educational partners may wish to deliver to families in a fun based environment
- A base for some inter-generational projects

Work is underway to seek any key partners or organisations who would like to express an interest in the site development, or simply want to use the centre when it opens, or offer capital / revenue funding to the overall development.

### **Play and Urban Games beyond Pathfinder**

As Play Pathfinder moves to completion in 2010, planning for development beyond the 28 new / upgraded facilities will commence in 2009. Area Committees in November 2008 and January 2009 received update reports in respect of play and asked that Members consider locations that would benefit from future investment in play provision.

It is proposed that as part of the next phase of consultation, all Ward Members will receive correspondence asking for suggestions in order to identify gaps in provision. In addition, consultation will also be undertaken with other stakeholders including the Police, Gentoo and Play England. All suggestions will be assessed against planning statute, land ownership, proximity to housing, geology and national play standards.

Recommendations will then be brought forward and it is proposed that developments will be prioritised by the potential for impact on the number of young people reached. These proposals will then be presented to LMAP's for community safety feedback and assessed through Section 17 criteria. The Review Committee will be kept advised of progress, before final recommendations are presented. Consultation with young people and residents will be concluded before progressing developments.

## **4. Recommendation**

4.1 Members of the Review Committee are requested to note the content of this report.

## **5. Background Papers**

5.1 The following background papers were relied upon to compile this report

- Sport England meeting notes
  - Presentation by OneNorth East 7 August 2008
  - Area Committee reports November 2008 and January 2009.
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## Appendix 1 – North Area

<b>Sport</b>	
<b>Stadium Park Phase 2</b>	Following the successful completion and launch of the Sunderland Aquatic Centre, work is now underway to investigate the feasibility of developing the rest of the land adjacent to the Aquatic Centre. Any further development should be complimentary to the existing facilities and be based on identified need, partner aspirations, the requirements of the draft development framework for Stadium Village. Initial indicators point toward the development of an integrated health, recreation and education facility.
<b>Community North Sports Complex</b>	The Community North Sports Complex lies on the north west city boundary and is part of the programme of work undertaken by the former Sunderland City Challenge in the 1990s. The Complex is viewed as having good facilities, but suffers from anti-social behaviour and vandalism problems. The quality of the changing facility is of a high standard and some of the outdoor grass pitches have benefited from improvements. The demand for the facilities beyond weekend football is limited. On weekends however, the site does 'come into its own' with hundreds of children participating in mini soccer. Work is currently underway to investigate methods of improved service delivery at the site, to include partnership working with the community / voluntary sector.
<b>Positive Futures</b>	Positive Futures is funded primarily by Home Office via Catch 22 and has been externally funded and well received for over 7 years. The programme offers a sports activity programme focusing primarily on 10 -19 year olds, who show signs of disengagement. The programme is unique to the Southwick area of the city and is currently operated from Southwick sports hall. Positive Futures primarily receives referrals from the police and a range of agencies, to use sport to support young people who often have challenging backgrounds. The scheme has supported over 900 young people and a range of positive outcomes are measured. The funding allocation is reviewed annually, which can restrict development.
<b>Wellness</b>	

	<p>In the first six months of this year (April – September 2008) there have been the following attendances at the Wellness facilities</p> <ul style="list-style-type: none"> <li>• Seaburn Centre – over 17,000 visits to the Wellness Centre and over 2,500 attendees at the Wellness Classes</li> <li>• Bunny Hill - nearly 20,000 visits to the Wellness Centre and 3,000 attendees at the Wellness Classes.</li> <li>• Sunderland Aquatic Centre - there has been over 44,000 visits to the Wellness Centre and 10,000 attendees at the Wellness Classes.</li> </ul> <p>Community Wellness venues are currently located at Fulwell Day Centre, Wearmouth Community Development Trust and the Downhill Centre. The scheme currently has over 140 residents attending Wellness education and training courses.</p>
<b>Aquatics</b>	
	See main report Section 3.5 for an update on the Sunderland Aquatic Centre
<b>Play</b>	
	<p>Since 2004 the following play developments have been undertaken in Sunderland North, Carley Hill, Cricklewood, Fulwell Wheeled Sports Park and through the Big Lottery Fund Thompson Park. Over the next two years the Play Pathfinder programme will see four new developments and refurbishments, which are prioritised by the Play and Urban Games Strategy. These are Roker Park, Southwick Extended School, Rothley Court, Community North Sports Complex.</p> <p>Completion of the Pathfinder programme will see an estimated 6,438 additional children and young people having access to high quality equipped sites in Sunderland North. The Play Pathfinder programme will realise an additional investment of over £403,000 into Play and Urban Games facilities in the North.</p>



## Appendix 1 – South Area

<b>Sport</b>	
<b>Silksworth Sports Complex</b>	Over the last twelve months, work has been underway to consider the best approach to improving the quality of the artificial pitch at Silksworth Sports Complex. The artificial pitch at Silksworth has been 'in situ' for over twenty years and whilst it is maintained to a high standard, it is nearing the end of its lifespan. There continues to remain interest from private sector operators regarding opportunities to develop football provision in Sunderland. The most appropriate solution for Silksworth to improve its artificial pitch, is to explore a commercial partnership arrangement, whilst also ensuring contributions to the city's social objectives. This will be a priority for progress in 2009.
<b>Wellness</b>	

	<p>In the first six months of this year (April – September 2008) there have been over 26,500 visits to the Tennis Centre Wellness Centre and over 9,300 attendees at the Wellness Classes.</p> <p>The Lifestyle Activity and Food programme is currently delivered jointly by City Hospitals Dietetic Department and the Wellness Service. The programme is for identified overweight and obese children and their families. The 8-10 week programme consists of both healthy eating education and advice and physical activity for both the child and their family. Programmes have been delivered from the Sunderland Tennis Centre.</p> <p>Case Study: Robert aged 11 "I always eat breakfast now, and my dinner and lunch includes fruit and vegetables. I am a lot more confident and a lot fitter now and I don't feel as people are looking at me all the time. I never used to like sports activities but I do now"</p> <p>Robert lost 19.05kg and 9cm from his waist circumference over a 10 month period</p>
<b>Aquatics</b>	
<b>Silksworth Pool</b>	<p>The City Council is looking to develop two new swimming pools in Silksworth and Hetton. Designs for the two new 25m swimming pools were examined by Cabinet in April 2008, following detailed consultations with partners, local schools, clubs and community groups regarding each of the designs submitted. The contract for design and build for both pools was awarded to Pellikaan. The contractor started initial work on the two swimming pools in late 2008, following the design development stage. It is anticipated that the pools will be open towards the end of 2009 / beginning of 2010. Consultation to inform programming of the new facilities has commenced and will continue in 2009.</p> <p>The Silksworth pool will feature</p> <ul style="list-style-type: none"> <li>• lane single depth 25m pool</li> <li>• Changing village</li> <li>• Spectator area</li> <li>• Integrated entrance and reception with existing tennis centre</li> </ul>

<b>Play</b>	
	<p>Since 2004 the following play developments have been undertaken in Sunderland South, SK8 Wheeled Sports Park at Silksworth, Multi Use Games Area (MUGA) adjacent to Box Youth Club, and through the Big Lottery Fund, Herrington Park play area. Over the next two years the Play Pathfinder programme will see four new developments and refurbishments, which are prioritised by the Play and Urban Games Strategy. These are St Matthews Field, additional play provision in Farringdon, Silksworth Recreation Park play area and the Silksworth Recreation Park MUGA.</p> <p>Completion of the Pathfinder programme will see an estimated 6,493 additional children and young people having access to high quality equipped sites in Sunderland South. The Play Pathfinder programme will realise an additional investment of over £477,000 (plus £800,000 for the Adventure Centre as below) into Play and Urban Games facilities in the South.</p>

### Appendix 1 – East Area

<b>Sport</b>	
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<b>Raich Carter Sports Centre</b>	The Centre has adopted best practice from America to become the only provider in the region to offer 'KidzPower' fitness equipment. This equipment is specially designed to allow children to easily use fitness machines that are often designed for adults. The Centre also offers 'TeenSpirit' fitness sessions for young people between the ages of 13-16 year olds. The Centre is in partnership with the City Council to introduced 'Zig Zag's XerDance' mats which is the most advanced multi-player dance mat system available. The system provides dance mats for children to perform and work out. Dance steps are projected onto a blank wall or displayed on plasma screens alongside a leadership board with instant feedback for each platform. These dance platforms have been a huge success with children in the community. The programme has reached young people who would not normally visit the Centre, as it is a different and "funky way" of exercising. In order to promote the city's wellness agenda at a neighbourhood level, the Centre in partnership with a local greengrocer, run a 'Grab a Bag of Goodness Club'. Local people order and receive low-cost fresh fruit and vegetables at the Centre.
<b>Belford House</b>	Currently working with Southmoor School to encourage usage of the former Belford House Social Club football pitches
<b>Wellness</b>	
	<p>In the first six months of this year (April – September) there have been over 31,000 visits to the Wellness Centre and over 4,500 attendees at the children's gym classes. The Sunderland Exercise Referral and Weight Management programme (formally known as HELP) delivered in partnership with STPCT, has had 300 local referrals in less than two years, including 10 from the local BME community.</p> <p>There are currently two Community Wellness venues in East Sunderland at Ryhope Community Association and Hudson Road Primary School. The 'Sit and Be Fit' Classes take place at Ryhope CA (Mondays and Wednesdays 10-11am) and are part of the Community Wellness Programme.</p>
<b>Aquatics</b>	
	The Raich Carter Sports Centre is the primary site for public swimming within the area and is a Local Authority Controlled Company (within the meaning of the Local Government and Housing Act 1989) overseen by a Board of Directors. The programme and usage of the pool between the months of April-September includes:

	<ul style="list-style-type: none"> <li>Casual swimming attracting 40,000 attendances between April-September 2008 (an increase of over 3,500 on the previous year)</li> <li>The Learn to Swim programme attracted 10,200 attendances between April-September 2008 (an increase of over 1,500 on the previous year)</li> <li>Aqua Fit sessions, with over 2,400 visits</li> <li>Sessions for children and young people, with over 6,500 visits</li> <li>Support for Key Stage 2 curriculum swimming. Raich Carter currently has 10 schools using its pool</li> <li>Over 2,300 visits from Age Concern members and 2,000 Fab 50's visits per annum</li> </ul>
<b>Play</b>	
	<p>Since 2004 the following play developments have been undertaken in the East Area, Barnes Park, Backhouse Park, Black Road kick about, Ryhope Recreation Park Play Area, Beechbrook Play Area, and through the Big Lottery Fund, Hudson Road Play Area. Over the next two years the Play Pathfinder programme will see five new developments, prioritised by the Play and Urban Games Strategy. These are Mowbray Park, Ryhope Recreation Park, Grangetown Primary School and Millfield Park. Detailed consultation with children and residents identified the new Hudson Road site as the preferred location for an extensive equipped play facility. The location on the edge of a school site was chosen by the children for 'ease of access' and 'safety'. The facility would be supported by improved access to the high quality multi use games area at Hendon Young People's Project.</p> <p>Completion of the Pathfinder programme will see an estimated 5,600 additional children and young people having access to high quality equipped sites in East Sunderland. The Play Pathfinder programme will realise an additional investment of over £437,000 into Play and Urban Games facilities in East Sunderland.</p>

### Appendix 1 – West Area

<b>Sport</b>	
<b>Ford Quarry</b>	The £1.2 million Ford Quarry development was completed in 2007 and facilities include two adult pitches and mini soccer pitches. The site currently hosts 3 adult, 6 junior and 40 mini soccer teams who participate in the Russell Foster Youth League. This development has contributed significantly to the shortfall in junior and mini soccer provision.
<b>Diversionsary Activities</b>	In West Sunderland, funding supported work with the A690 project to extend football provision linking to their previously successful Friday Night Football scheme (282 young people participated)
<b>Sport Unlimited</b>	Lambton Street Fellowship Centre are working in partnership with Sport and Leisure developing a section of this programme, designed to deliver on the Government 5 hour offer to young people.
<b>Wellness</b>	
	<p>The Community Wellness Programme was primarily designed to increase the provision of the Wellness service, enabling residents of Sunderland to access Wellness facilities at a local level. A Community Wellness venue is currently located at Pennywell Community Centre and St Mary and St Peters Community Project. The scheme currently has over 50 residents attending Wellness education and training courses.</p> <p>The 'Sit and Be Fit' classes take place at the St Mary's &amp; St Peter's Community Project. (Monday's 2-3pm and Friday's 11-12noon) and are part of the Community Wellness Programme.</p>
<b>Aquatics</b>	

	Aquatics provision in the West is delivered at the Sandhill Centre, by the PFI providers Jarvis. The Sandhill Centre have indoor facilities including a 25 metre swimming pool and a comprehensive community programme including a Learn to Swim scheme. The swimming pool is complimented by a gymnasium, health and fitness club, sports hall and outdoor facilities including, floodlit artificial grass pitch, floodlit 200 metre warm-up and running track, tennis courts, multi-use grass area, grass pitches for 11 a-side, mini soccer or rugby. All of these facilities are available for public use at evenings, weekends and during school holidays.
<b>Play</b>	
	Since 2004 the following play developments have been undertaken, Barnes Park, Sandhill Play Area, Hylton Road Playing Fields, King George V Park Wheeled Sports provision and through the BLF the Blackie Play Area. Over the next two years the Play Pathfinder programme will see five new developments, prioritised by the Play and Urban Games Strategy. These are Thorndale Road, South Hylton Playing Field, King George and Barnes Park 1 and 2. Completion of the Pathfinder programme will see an estimated 15,440 additional children and young people having access to high quality equipped sites in West Sunderland. The Play Pathfinder programme will realise an additional investment of over £773,000 into Play and Urban Games facilities in West Sunderland.

### Appendix 1 – Washington Area

<b>Sport</b>	
<b>Northumbria Centre</b>	Leisure Facilities Research in 2004 identified a number of well used, but increasingly deteriorating facilities including the Northumbria Centre. The research identified that feasibility into the future operation of Northumbria should be considered, particularly due to the relatively vibrant market of private sector providers in football. The City Council have completed a range of 'soft-market' testing and supply analysis in relation to the Northumbria Centre. Over the last twelve months, detailed work has been underway to consider the best approach to improving the quality of the provision. The most appropriate solution for the Northumbria Centre is to explore a commercial partnership arrangement, whilst also ensuring contributions to the city's social objectives. This will be a priority for progress in 2009.
<b>Washington Leisure Centre</b>	As Members may be aware, it was identified in the 2007/2008 Culture and Leisure Review report on swimming ('Not Treading Water'), that funding should be identified and attracted to support improvements in the Washington Leisure Centre. It is recognised that Washington Leisure Centre is an aging facility and in need of investment. Options for Centre improvements will require significant funds. Whilst this item is not scheduled for 2008, it clearly remains an emerging priority for such investment. Consideration of how improvements can take place will be part of the next phase of Sport and Leisure's facility planning. In the short term, some funds have been identified to carry out small scale improvements to the swimming pool changing facilities.
<b>Football</b>	Opening a single pitch football site in Usworth
<b>Wellness</b>	
	In the first six months of this year (April – September) there have been 28,000 visits to the Washington Wellness Centre and over 7,000 attendees at Wellness Classes.  Spoke sites are generally smaller venues that operate under the Wellness Service umbrella by offering the same joined up programme. Spoke sites are currently available at Washington Millennium Centre and Biddick School Sports College

<b>Aquatics</b>	
	<p>The Washington Leisure Centre is the main site for public swimming within the area. There are two swimming pools within the Centre, the main pool and learner pool. The maximum numbers who may use the pools jointly at any one time is 200. The learner pool is used for swimming lessons, mother and toddler classes in addition to general public use. Various times are also allocated to school usage. Aquamania is a 77 metre featured waterslide situated on the south wall of the main swimming pool. The programme of swimming pool activities includes:</p> <ul style="list-style-type: none"> <li>• Casual swimming attracted 50,533 attendances between April-September 2008 (an increase of over 5,000 on the previous year)</li> <li>• The Learn to Swim programme attracted 14,658 attendances between April-September 2008 (similar to the previous year)</li> <li>• Aqua Fit sessions</li> <li>• Sessions for children and young people</li> <li>• Support for Key Stage 2 curriculum swimming. Washington currently has 6 schools using its pool</li> <li>• The Centre has recently introduced a very successful Rookie Lifeguard Training Programme for young people.</li> </ul>
<b>Play</b>	
	<p>Since 2004 the following play developments have been undertaken in Washington, Rickleton, Duke of Albany and through the Big Lottery Fund, Barmston play area. Over the next two years the Play Pathfinder programme will see five new developments, which are prioritised by the Play and Urban Games Strategy. These are Albany Park, a new Wheeled Sports provision in the area, Glebe Park, Holly Park and Sulgrave.</p> <p>Completion of the Pathfinder programme will see an estimated 8,900 additional children and young people having access to high quality equipped sites in Washington. The Play Pathfinder programme will realise an additional investment of over £541,000 into Play and Urban Games facilities in Washington.</p>

### Appendix 1 – Coalfield Area

<b>Sport</b>	
<b>Houghton Sports Centre</b>	<p>Houghton Sports is the local hub for sports within the Coalfield and incorporates a sports hall, indoor bowls pavilion with six rinks, a recently added soft play room, welfare hall which supports functions and events, outdoor skate park and a state of the art Wellness Centre. The Centre has various local groups which use the facilities, including the Houghton Rock and Roll Club, who hold fortnightly functions within the welfare hall, martial arts clubs including karate, aikido, taekwondo, kickboxing and Tea and Sequence Afternoon Dancing Club. The Houghton Indoor Bowling Club is a popular group, who run coaching sessions for all levels and participate in national and regional leagues from April – September each year. Sports hall activities include sports such as gymnastics, various martial arts, basketball, 5 a side football, table tennis and can also accommodate birthday parties with a bouncy castle. Over the last six months the Centre has held special events including an Open Day, Houghton Feast, Horticultural Show and skatepark displays.</p>
<b>Wellness</b>	
	<p>In the first six months of this year (April - September) there have been over 14,000 visits to the Houghton Wellness Centre and 5,800 attendees at the 15 weekly Wellness Classes.</p> <p>Spoke sites are generally smaller venues that operate under the Wellness Service umbrella by offering the same joined up programme. Spoke sites are currently available at Hetton School.</p> <p>Community Wellness venues are currently located at Easington Lane Community Access Point and YMCA Herrington Burn. The scheme currently has over 130 residents attending Wellness education and training courses. The 'Sit and Be Fit' classes take place at Easington Lane Community Access Point on Monday's and Friday's 2-3pm and YMCA Herrington Burn on Tuesday's and Thursday's 7-8pm. These sessions are part of the Community Wellness Programme.</p>
<b>Aquatics</b>	

<b>Hetton Pool</b>	<p>The City Council is looking to develop two new swimming pools in Hetton and Silksworth. Designs for the two new 25m swimming pools were examined by Cabinet in April 2008, following detailed consultations with partners, local schools, clubs and community groups regarding each of the designs submitted. The contract for design and build for both pools was awarded to Pellikaan. The contractor started initial work on the two swimming pools in late 2008, following the design development stage. It is anticipated that the pools will be open towards the end of 2009 / beginning of 2010. Consultation to inform programming of the new facilities has commenced and will continue into 2009.</p> <p>The Hetton facility will feature the following:</p> <ul style="list-style-type: none"> <li>• 5-lane 25m pool with a separate teaching pool</li> <li>• Changing village</li> <li>• Sauna and Steam Room</li> <li>• Viewing area with vending provision</li> <li>• 45 station Wellness Centre and Studio</li> </ul>
<b>Play</b>	<p>Since 2004 the following play developments have been undertaken in the Coalfield, Peat Carr, Low Moorsley, Hetton Lyons, Herrington Country Park play area and wheeled sports provision, Hetton Lyons BMX, Houghton wheeled sports park, Hetton Park, Trinity Park and through the Big Lottery Fund, Newbottle play area. Over the next two years the Play Pathfinder programme will see five new developments and refurbishments, which are prioritised by the Play and Urban Games Strategy. These are Barnwell, Grangewood, The Flatts, Rectory Park and Kier Hardy.</p> <p>Completion of the Pathfinder programme will see an estimated 6,400 additional children and young people having access to high quality equipped sites in the Coalfield. The Play Pathfinder programme will realise an additional investment of over £433,000 into Play and Urban Games facilities in the Coalfield.</p>