

SOUTH AREA COMMITTEE

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

5 JANUARY 2009

SPORT AND LEISURE IN SUNDERLAND SOUTH

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to provide the South Area Committee with information relating to provision of sport and leisure services

2.0 NATIONAL CONTEXT

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.

3.0 SUNDERLAND CONTEXT

3.1 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 recently establishing the ActiveSunderland Board, which will drive forward participation in sport and physical activity at a local level. The aims of the Board will be to drive forward the implementation of local priorities, including the prioritisation of funding and the increase in physical activity participation levels.

3.2 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

3.3 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.

- 3.4 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.
- 3.5 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. Given this changing context nationally and indeed locally, it is important the service has a structure which is fit to perform and work in partnership.
- 3.6 The Sport and Physical Activity Strategy adopted by the Sunderland Strategic Partnership in September 2005, defines the development of sport and physical activity into three main processes:
- Increasing Participation in Sport and Physical Activity
 - Improving Facilities in Sport and Wellness
 - Developing New Facilities
- 3.7 As Members will be aware the Council has reviewed the ways subsidy is targeted and a new pricing framework was introduced on 1 April 2008, based on an individual's "ability to pay". Where a resident is on a low income and can least afford to pay, sports 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. The pricing framework is linked to a new membership card called 'Life', which is available for adults, children and young people. All 'Life' card holders receive discounts and special promotions, and all children and young people aged between 3 and up to their 18th birthday can receive their card FREE.

4.0 AREA WORKING AND PROVISION IN SOUTH SUNDERLAND

- 4.1 As detailed above, the 'core offer' is viewed 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 South Sunderland is detailed below:

4.2 Sport

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 the initial development stages, all secondary schools across the city, City of Sunderland College and the University have been offered access to the programme. It is estimated that 100 young people in South Sunderland will take part in the programme in the first two terms of the delivery programme.

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.

In Sunderland South, the project worked closely with The Box Youth Project, the area's commissioned youth work providers. The initiative utilised the skills of the youth workers to encourage young people to participate in activities with at the Tennis Centre and Raich Carter Sport Centre. The young people were offered activities mainly in the Wellness Centres and were supported by the both the centre staff and the youth workers.

The project enabled The Box Youth Project to upskill 7 youth workers who now are able to deliver activities, sports and fitness elements of the Asdan award.

The Box Youth Project were the main driver of the project, developing links with StreetGames, a national charity dedicated to developing sport in disadvantaged areas. Through consultation with a group of girls, an interest was expressed Streetcheer. Initially, the young people participated in the activity at Raich Carter Sports Centre, but through additional funding opportunities the sessions are now held weekly at the local youth centre, making the activity more accessible for local young people. Through this initiative, the project enabled the Sunderland Voluntary Sector Youth Forum to attain 'streetmark' (a quality mark awarded by StreetGames), which has enabled voluntary youth groups in the area the opportunity to receive additional advice, guidance on funding and coaching qualifications at a reduced cost up until September 2008.

Active Sunderland Bus Project (awaiting a Sport England decision on funding of £347,000 for three years)

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

- Lifestyle 'check and testing' services using a newly fitted 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. It is anticipated that in South Sunderland, the three year funded programme would offer an estimated ten additional hours of activity each week targeting 20 new participants every 15 weeks.

Football in Sunderland South

Participation in football within Sunderland South remains popular, despite significant challenges with the current quality of provision.

It is identified in the 2003/2004 Playing Pitch Strategy, that Sunderland South has a slight shortfall in the number of football pitches to meet demand. In addition, it is recognised that the quality of some of the pitches and ancillary facilities is an issue and need improvement. Football sites in the South include Silksworth Sports Complex and Silksworth Park.

Sunderland South has benefited from the recent improvement works from a City Council £200,000 Strategic Investment allocation and the Silksworth Park pavilion has seen a refurbishment and decoration. 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 investment, meet FA requirements and hopefully attract investment from the Football Foundation.

Sport in Schools

Sport in Schools is a mentoring programme to up skill primary school teachers in sports coaching. Qualified sports coaches provide high quality sports and physical activity experiences for the young people, whilst sharing good practice with the teaching staff. Sunderland South has received 35 hours of subsidised sports tuition during the summer term. Schools involved in the project included Portland School.

Silksworth Sports Complex

Silksworth Sports Complex or the "Ski Slope" has three slopes, the 165 metre main slope is serviced by two tows and offers year round recreational skiing and snowboarding, as well as tuition courses for all age groups and abilities. There are two nursery slopes available for skiing and snowboarding tuition. The centre also recently introduced snow tubing as a new activity which is available for individual casual bookings and birthday parties, which has proven to be extremely popular with both children and adults. There have been almost 700 people enrolled on the snow tubing course.

Recreational Sessions on the ski slope have proved to be very popular already this year with attendances for all recreational slope activities reaching 8,473 in the first six months of the year.

There are a number of ski clubs using the slope every week with the numbers attending continuing to grow. The Monday night Freestyle Club for skiers and snowboarders has seen an increase of 123 members attending in comparison to the same period last year. There has also been an increase in the Skiing Racing Club membership by 53.

The Complex also has an outdoor athletics track (400m running track & field area), two full size artificial sports pitches, outdoor play area, City Skatepark and fishing and water sports lakes.

Initiatives to engage young people in positive activities proved to be very successful in curtailing antisocial behaviour both on site and in neighbouring estates. This involved the Youth Engagement Section and A690 Project having access to the artificial surface every Thursday and Friday evening to oversee 5-a-side football

sessions. In addition, youth workers and the local police visit the site on a regular basis to engage with the young people, including those using the skate park.

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 a football in Sunderland. The most appropriate solution for Silksworth to improve its artificial pitch, is to explore a partnership arrangement, whilst also encouraging acceptable contributions to the city's social objectives. This will be a priority for progress in 2009.

Sunderland Tennis Centre

The Sunderland Tennis Centre is the nucleus for all tennis activities within the city. The range of facilities included within the Centre are 8 indoor plexi-cushion tennis courts, 6 outdoor artificial grass floodlit courts, children's soft play area, a Wellness Centre, as well as a café and bar facilities. Access for tennis players or Wellness Centre users with disabilities is provided for, together with specially adapted toilet and shower facilities.

The Sunderland Tennis Centre recently hosted the Lawn Tennis Association International Men's \$15,000 and Women's \$10,000 tennis events, attracting players from around the world to visit the centre. The winner of the ladies event was Laura Robson, the current Wimbledon Junior Champion and the men's winner was Colin Fleming also from Great Britain.

The Centre will play host to a number of events in the forthcoming months including the Lawn Tennis Association Winter County Cup (28th - 30th November 2008) and an International Wheelchair Tournament in March 2009.

From April to September 2008 (6 months) the Sunderland Tennis Centre attracted 14,000 members of the general public to play tennis, with 6,400 participating in tennis coaching courses.

Tennis Development

The Sunderland Tennis Academy continues to offer opportunities to residents of all ages. The LTA "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.

Between April - September 2008 (6 months) 36 local primary schools 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.

4.3 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

The Sunderland South Wellness Centre is located at the Sunderland Tennis 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 of this year (April – September) there have been over 26,500 visits to the Wellness Centre and over 9,300 attendees at the Wellness Classes.

Exercise Referral Programme

From 3 November 2008, a new city-wide exercise referral and weight management programme will be operational providing greater choice of activities for patients. Exercise referral activities currently take place at the Sunderland Tennis Centre.

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 Exercise Referral and Weight Management programme is delivered by three partners: Sunderland City Council (Sport & Leisure), 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 from 2009.

Cycling on Referral

A new cycling on referral programme commenced on 3 November 2008, providing referred clients an opportunity to take part in physical activity to compliment their Wellness or community based programme.

Lifestyle Activity and Food Programme

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.

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 lot fitter now and I don't feel as people are looking at me all of the time. I never used to like sports activities but I do now"

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

Robert's mum:

"Since joining LAF, Robert's confidence has shot through the roof as 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 and I have lost 12lbs myself. We also exercise regularly and we couldn't have done it without the LAF programme, thank you"

4.4 Aquatics

As Members are aware, 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.

Six contractors expressed interest in the project during tender, which were then short-listed to two for the final decision. The contract for design and build for both pools was ultimately awarded to Pellikaan.

The Silksworth pool will feature

- 4 lane single depth 25m pool
- Changing village
- Spectator area
- Integrated entrance and reception with existing tennis centre

The contractor (Pellikaan) started initial work on the two swimming pools in late 2008, following the design development stage. It is anticipated that the pools could be open for the end of 2009 or the beginning of 2010. Consultation to inform programming of the new facilities is due to commence December 2008 and continue over the next few months.

Members may be aware of the announcement in June 2008, by the Secretary of State for Health and the Secretary of State for Culture, Media and Sport, in relation to 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 experimental 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. It is anticipated that the new initiative will be implemented from April 2009.

4.5 Play and Urban Games

In 2007, the Play and Urban Games Strategy (adopted in 2004) was revised to meet emerging government guidelines - 'Moving Forward 2007-2012'. 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%.

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.

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 Farrington, Silksworth Recreation Park play area and the Silksworth Recreation Park MUGA. Further details on these projects are provided at **Appendix 1**.

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.

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.

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.

In the meantime, the Committee is requested to provide feedback on locations they consider would benefit from future investment in play provision.

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 which will consist of large scale provision based upon the needs and wishes of young people aged 0-19yrs.
- The outdoor area will maximise natural play and the green environment.
- The outdoor area will be free to access for everyone, enabling children and young people the chance to choose what they do and come and go as they please.
- 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.

5.0 RECOMMENDATION

5.1 The Area Committee are requested to note this report for information and provide Officers with feedback in relation to content and specifically in relation to the issue highlighted under section 4.5.

6.0 BACKGROUND PAPERS

6.1 The following background papers were relied upon to compile this report.

- Leisure Facilities Research 2004
- New National Performance Framework for Local Government 2008
- Active Sunderland Bus, from application to Sport England 2008
- Leisure Centre statistics from Centre records
- Play Pathfinder Terms and Conditions 2008

Appendix 1

Play Pathfinder Projects in Sunderland South

Project	Number of Young People Accessing High Quality Play
<p>Full development of St Matthews Field provision. (1)</p> <p>Consultation will be undertaken jointly by Box Youth Club, Tyne & Wear Play Association and Sport and Leisure.</p> <p>As part of the Doxford Park Master planning Developer (Gentoo) to be encouraged to address in partnership with city council safe routes and access to play provision.</p> <p>Completion due March 2010</p>	1011 within 1 km
<p>Consideration of a new additional local area for play within the Farrington area</p> <p>Site location to be identified</p> <p>Consultation to be undertaken by SNCBC – Carol Lewis please confirm.</p> <p>Completion due March 2010</p>	2,260 within 1 km
<p>Refurbishment of Silksworth Recreation Park(2) site to remedy condition and improve play value.</p> <p>Consultation to be undertaken by Groundwork East Durham</p> <p>Completion due March 2010</p>	1,611 within 1 km
<p>Refurbishment of Silksworth Recreation Park - MUGA (1)</p> <p>Consultation to be undertaken by Sport and Leisure.</p> <p>Completion due March 2009</p>	1,611 within 1 km