

WEST AREA COMMITTEE

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

27 NOVEMBER 2008

SPORT AND LEISURE IN WEST SUNDERLAND

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to provide the West 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 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

4.0 AREA WORKING AND PROVISION IN WEST 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 delivery within West 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 to have access to the programme. It is estimated that 100 young people in West Sunderland will take part in the programme in the first two terms of the delivery programme.

Diversionary 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 West Sunderland, the project worked with the A690 project to extend football provision linking to their previously successful Friday Night Football scheme. 282 young people participated in the project

The project enabled Pennywell Youth Project and Lambton Street Fellowship Centre to upskill 6 youth workers who now are able to deliver the activities, sports and fitness elements of the Asdan award.

Active Sunderland Bus Project (awaiting Sport England 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 West 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 West Sunderland

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

It is identified in the 2003/2004 Playing Pitch Strategy that West Sunderland has an adequate number of adult football pitches, but a shortfall in mini soccer pitches. However, it is recognised that the quality of some of the pitches and ancillary facilities are in need of improvement. The strategic sites for investment in football facilities are located at the large multi pitch sites of Hylton Road, King George V and Ford Quarry. The playing pitch stock is also supported by two playing pitches at South Hylton.

West Sunderland has benefited from the recent improvement works at Hylton Road Fields from a City Council £200,000 Strategic Investment allocation. This funding was to address immediate and essential works only on sites which would benefit from small allocations. In addition, work is underway to complete the city's investment strategy which will meet FA standards and hopefully attract investment from the Football Foundation.

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.

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. The West Area received 98 hours of tuition during the summer term. Schools involved in the project included Barnes Juniors, Sunningdale School, Grindon Infants and Broadway Juniors.

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

Many residents from West Sunderland use the nearby Sunderland Tennis Centre facilities.

Services delivered from the Wellness Centres includes:

- 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

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 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.

The functionality of the Community Wellness Programme allows other initiatives to 'bolt on' to the main theme with ease. There have been two recent additions which compliment the core offer of 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.

Case Study:

Audrey Young has been attending Community Wellness sessions at St Mary's & St Peter's Community Project since they began in June 2007.

"I began attending St Mary's & St Peter's to tone up, be more active and not to rely on using a walking stick to get about. Now, if and when I have my walking stick it is used as a "security blanket", not that fact I need it anymore. My stamina and fitness has improved to the point that I never have enough hours in the day to do all the things I want to do. I visit the centre at least three times per week and I have encouraged others to come along too".

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 following venues in the West, St Mary's and St Peter's Community Project and many residents also access facilities at the Sunderland Tennis Centre.

The Exercise Referral Programme (formally 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 include the launch of a new cycling on referral programme and plans have been identified to continue to increase the opportunities for referred clients to include walking and swimming on referral from 2009.

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.

The 'Sit and Be Fit' classes take place at the St Mary's & St Peter's Community Project. (Monday's 2-3pm and Friday's 11-12noon) and are part of the Community Wellness Programme. The sessions are reasonably well attended, averaging 15 people per session.

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.

4.4 Aquatics

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.

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, 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. These can be seen in **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 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.

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.

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

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 West Sunderland

Project	Number of Young People Accessing High Quality Play
<p>The redevelopment of the two Thorndale Road sites into one sub-area site.</p> <p>Consultation by Sport and Leisure. A high quality sub-area resources (estimated NPFA value 50+) Completion due March 2009</p>	3,122 within 1 km
<p>Development of a new provision on South Hylton Playing Field.</p> <p>Consultation by Sport and Leisure A high quality local-area resource at (estimated NPFA play value 50+) Completion due March 2010</p>	2,408 within 1km
<p>The redevelopment of local play facility at King George V</p> <p>Consultation by SNCB A high quality local play facility (estimated play value 35+) Completion due by 2010</p>	3,576 within 1km
<p>To work in partnership with the lead officers on the development of play site within the overall master plan for Barnes Park (1).</p> <p>A high quality city resource. (Estimated NPFA play value 50+) with specialist support for children and young people with disabilities.</p> <p>Consultation by Sport and Leisure.</p> <p>As part of a £3.5M park refurbishment including high but eligible to support play. However, landscaping will provide a creative amenity space which has a play value. High quality green space.</p>	3,167 within 1km
<p>To work in partnership with the lead officers on the development of play site within the overall master plan for Barnes Park (2).</p> <p>A high quality city resource. (estimated NPFA play value 50+) with Urban games facilities for young people to include MUGA, chillout zones etc</p>	3,167 within 1 km