

<b>5 February 2013</b>		<b>ITEM: 4</b>
<b>Cleaner, Greener, Safer Overview &amp; Scrutiny Committee</b>		
<b>Sports Strategy</b>		
<b>Report of:</b> Grant Greatrex, Sports & Leisure Policy & Development Manager		
<b>Wards and communities affected:</b> All	<b>Key Decision:</b> Non key	
<b>Accountable Head of Service:</b>		
<b>Accountable Director:</b> Lucy Magill, Acting Director of Environment		
<b>This report is Public</b>		
<b>Purpose of Report:</b> To provide a progress report on the Sports and Leisure Strategy and note the themes for the development of a new Strategic Action Plan.		

## EXECUTIVE SUMMARY

This report provides an update on recent sport and leisure progress within Thurrock and sets out the need to update the sports and active recreation strategy strategic action plan.

The report also highlights the themes for future partnership working in the development of a new sports and active recreation strategic action plan in relation to Thurrock's Community Plan.

### 1. RECOMMENDATIONS:

**1.1 To note the progress made in relation to sports and leisure in Thurrock.**

**1.2 To note future strategy development.**

### 2. INTRODUCTION AND BACKGROUND:

2.1 The rationale and prioritisation for the strategic development of Thurrock's sports and leisure is contained within two key documents: Thurrock Sports and Active Recreation Strategy 2007; and Thurrock Outdoor Sports Strategy 2010. These Strategies, in turn influence the Local Development Framework.

2.2 These studies utilise a range of planning tools supported by Sport England to assess local need and demand and are still considered to still be relevant. Therefore the costs of updating these would not currently be good value for money.

2.3 Thurrock does however need to develop a new Sports and Active Recreation Strategy Action Plan in line with Thurrock's Community Plan, the changing sporting landscape and the resources available to meet the current challenges and opportunities.

2.4 To maximise resources and effort, the new strategic action plan will capture the work of all partners contributing to this agenda within the framework of Thurrock Community Plan priorities.

2.5 This report therefore has two purposes: one, to highlight some of the progress that has been made through the life of these strategies and; two, to highlight some of the key themes that will be used to update the strategic action plan.

### **3. SPORTING CONTEXT:**

3.1 Thurrock has a long and proud history of passionate sports clubs and sports people. For example, the four popular sports alone of football, rugby, cricket and netball have almost five hundred teams between them.

3.2 Thurrock was the home of two of the countries most distinguished athletes: Olympic medallist and world javelin record holder Fatima Whitbread MBE and multi Paralympic medal winner and world 800 m record holder, Danny Crates.

3.3 The London 2012 Olympic and Paralympic Games were a National success and the Olympic values of: respect; excellence; and friendship were highlighted on many occasions and captured the imagination of the nation. Despite this however Sport England sporting profile for Thurrock shows-

- High levels of both adult and child obesity compared to the East of England and England
- Low participation rates for sport and active recreation
- Low satisfaction rates with local provision
- Lowest number of facilities compared to nearest neighbours
- Top Thurrock sports (above national average) being swimming, cycling, gym and athletics

3.4 The recently refreshed Joint Strategic Needs Assessment demonstrates the connectivity between Sports and Leisure Services and the council's news role in Public Health. Officers from both teams are therefore working together to integrate this within the Health and Well Being Plan and Health and Well Being Board.

### **4. THE VALUE OF SPORT:**

4.1 Sport has the ability to make a significant contribution to Thurrock Community priorities. For example-

- Sport creates a great platform to learn transferable skills such as: respect for officials; working within rules; leadership and team work. Sport also provides opportunities to broaden horizons and gain life experiences. All of which help with employment and career progression.
- The London 2012 Olympic and Paralympic Games demonstrated that sport has the power to bring people together from all walks of life and help create community spirit and pride. Positive role models and activities for young people can help create respect within communities and reduce antisocial behaviour.
- The links between sport, good physical health and well being are widely known and publicised. Sport can therefore play a vital role in improving health, particularly in areas which are very relevant to Thurrock such as cardio vascular disease, obesity and health inequalities.
- Good quality and well managed sports and leisure facilities add significant value to the quality of life within a community. They add to the choice of where to live and work and provide opportunities to appreciate the parks and open spaces.

## **5. SPORT FACILITY DEVELOPMENTS:**

5.1 The following facilities have been developed in partnership and through a wide range of funding streams including: the Council; various external funding bodies; National Governing Bodies of Sport; partners; and section 106 funding.

### **5.2 Completed Projects**

- Blackshots Leisure Centre - Redevelopment of entrance, disabled access, and new studio.
- Corringham Leisure Centre - New swimming pool roof, upgrading of the teaching pool and new heating and ventilation systems.
- William Edwards School - New Regional Badminton Centre incorporating twelve specialist badminton courts, changing facilities, spectator area and fitness area.
- Thurrock Athletics Stadium - New clubhouse and relaying of track surface.
- Tennis Courts - Refurbishment at: Orsett; Corringham; South Ockendon; Grays, West Thurrock. New courts at Aveley
- Addizones - New facilities at Corringham and Grays
- Outdoor Gyms - New gyms at West Thurrock, Aveley, Purfleet.
- South Ockendon Sports Pavilion - New multi club sports pavilion and clubhouse

- New automatic watering systems for all Thurrock based Bowls clubs.
- Street Games – Snooker west Thurrock, Pool East Tilbury

### **5.3 Projects in progress**

- Belhus Sports Hub - Remodelling and refurbishment of existing leisure centre. New football academy and ground. Additional sports pitches and changing accommodation. Improvements to infrastructure. New skatepark.
- Ormiston Park Academy - New sports hall, tennis courts and sports pitches
- Thames Rugby Club - Refurbishment of clubhouse and facilities
- Blackshots Sports Hub - Options being explored. Tennis court refurbishment.
- Lakeside Football Club - One of the Country's first 9v9 synthetic turf pitches for youth football and sports. New changing rooms
- Orsett Heath - Reinstate old pitches and refurbish changing rooms
- Elm Road - New tennis courts
- Hardie Park - New Skate Park

## **6. SUPPORTING INFRASTRUCTURE:**

6.1 In addition to facility improvements, other areas of activity have been developing which support and develop sport in the borough. Some examples of these are below.

- Enabling Policy - In order to assist sports clubs with a self management approach, a leases and licences policy has been approved by Cabinet. This gives the Council a process to grant rents at less than full market rent where it is of mutual benefit to both the council and the sports club.
- Thurrock Sports Council – Thurrock Sports Council are made up of sports clubs within Thurrock and representatives form the Executive. The council give a grant of £9,500 to the Sports Council who in turn grant aid clubs and sportspeople of the borough and promote sports.
- Impulse Leisure - The partnership between Impulse Leisure and the Council has really provided a platform to provide some first rate facilities for all sections of the community. In addition there are a whole range of activities being delivered to help with well-being, education and those with health conditions.

- Thurrock Sports & Physical Activity Partnership - The Thurrock Sports and Physical Activity partnership has been established to provide the co-ordination for the delivery and development of sport and physical activity within Thurrock. It provides opportunities for joined up working and sharing of best practice. The partnership links into the County Sports Partnership and is therefore well positioned to bid for any initiative funding from Sport England.
- How to get Active in Thurrock – The council has recently redeveloped the Sports and Leisure website <http://www.thurrock.gov.uk/sports/> and which now include quick links under the headings of
  - Where can I get active in Thurrock
  - Find a Local Sports Club
  - Find a Local Leisure centre
  - Disability Sports and Fitness
  - School Sports and Fitness
  - Volunteering or starting up your own club

## **7. FUTURE DEVELOPMENT**

7.1 The Sports and Leisure role of Thurrock Council is to provide strategic leadership to achieve a balanced and sustainable sporting infrastructure that meets the needs of the community.

7.2 Therefore the council will, utilising the supporting infrastructure as outlined in section 6 above, lead its partners on the development of a strategic action plan to further develop sports and active recreation.

7.3 The Strategic Action Plan will be designed to be a working and flexible document for implemented from April 2013 to March 2016

7.3 The themes below have been developed so far through dialogue with key stakeholders such as the Thurrock Sports Council and will be further revised as the Strategic Action Plan develops with these partners.

7.2 Community Priorities and Strategic Action Plan Themes

### **Create a great place for learning and opportunity**

- Develop capacity and support the development of sports officials, coaches and athletes and volunteers.

### **Encourage and promote job creation and economic prosperity**

- Develop new and improved facilities to meet the needs of the growing population.
- Link national priorities and funding to local circumstances and inward investment opportunities.

### **Build pride, responsibility and respect to create safer communities**

- Enable and support sports clubs to self manage and develop their sports.

### **Improve health and well-being**

- Coordinate and lead the development of sports and active recreation activities and opportunities with partners within the public, private, charitable and voluntary sectors.
- Develop targeted programmes to increase physical activities in areas of particularly low participation.
- Pro actively promote sports, active leisure and health related activity.

### **Protect and promote our clean and green environment**

- Commission and provide good quality and accessible leisure facilities and sports grounds.
- Develop longer term strategy and influence other broader related strategies.

## **8. CONSULTATION (including Overview and Scrutiny, if applicable)**

- 8.1 No consultation has taken place on this report. However, the Strategic Action Plan referred to will be developed in consultation with key stakeholders

## **9. IMPACT ON CORPORATE POLICIES, PRIORITIES, PERFORMANCE AND COMMUNITY IMPACT**

- 9.1 Impacts against Community Priorities are outlined within sections 4 and 7.

## **10. IMPLICATIONS**

### **10.1 Financial**

Implications verified by: **Michael Jones**  
Telephone and email: **01375 652772**  
**mxjones@thurrock.gov.uk**

The financial implications contained within this report will be dealt with within service budgets.

## 10.2 **Legal**

Implications verified by: **David Lawson**  
**01375 652087**  
**david.lawson@bdtlegal.org.uk**

There are no legal implications within this report.

## 10.3 **Diversity and Equality**

Implications verified by: **Samson DeAlyn**  
Telephone and email: **01375652472**  
**sdealyn@thurrock.gov.uk**

The strategic action plan, when developed will undergo an Equality Impact Analysis to determine positive or negative impact on groups in Thurrock.

## 10.4 **Other implications (where significant) – i.e. Section 17, Risk Assessment, Health Impact Assessment, Sustainability, IT, Environmental**

There are no other significant implications.

### **BACKGROUND PAPERS USED IN PREPARING THIS REPORT (include their location and identify whether any are exempt or protected by copyright):**

- Thurrock Sports and Active Recreation Strategy available from [http://www.thurrock.gov.uk/sports/pdf/strategy\\_sports\\_recreation\\_200710.pdf](http://www.thurrock.gov.uk/sports/pdf/strategy_sports_recreation_200710.pdf)
- Thurrock Outdoor Sports Strategy available from [http://www.thurrock.gov.uk/sports/pdf/outdoor\\_sports\\_strategy.pdf](http://www.thurrock.gov.uk/sports/pdf/outdoor_sports_strategy.pdf)
- Thurrock Sporting Profile available from Sports & Leisure Policy and Development Manager
- Community sports leases and licensing policy available from [http://www.thurrock.gov.uk/sports/pdf/leases\\_licences\\_policy.pdf](http://www.thurrock.gov.uk/sports/pdf/leases_licences_policy.pdf)

### **APPENDICES TO THIS REPORT:**

- none

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