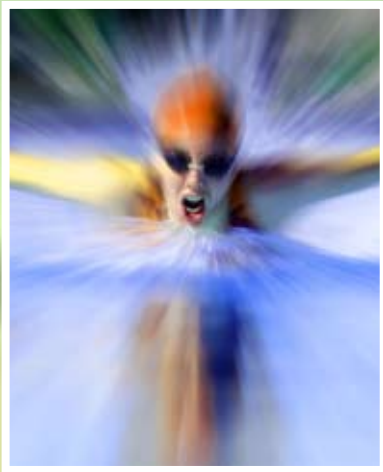




Serving You

Sport and Recreation Strategy 2009 - 2016



2009 sees the start of a new era for sport and active leisure in Medway

The start of a journey to increase and widen the base of participation in sport and recreation across Medway

Rationale For The Sport And Recreation Strategy

The rationale for developing the Sport and Recreation Strategy derives from a number of key strategic factors. Sport and leisure is a means of tackling local issues of poor health, community development and deprivation. A clear strategic direction is therefore needed for the provision of facilities and services, to ensure the appropriate allocation of resources. Critically, access to provision of services and facilities is also a key priority for Medway.

The Department Of Health estimate that the cost of physical inactivity for Medway PCT is £2.7m per year.

Medway Council is focused on improving the overall delivery of services to local people, as defined by its corporate priorities which link to the Community Plan. Medway has also stated, through the Medway Core Strategy Development Plan Policy CS14 2012 London Olympics:

'The Council will develop a strategy to maximise the potential local benefits of the London Olympics in 2012. This will consider opportunities for enhancing training facilities, increased participation in sport, a major pre-Games training camp and hotel and other accommodation needs for visitors to the games. It will also consider the long-term legacy from the Games and how this can be best used to meet local needs.'

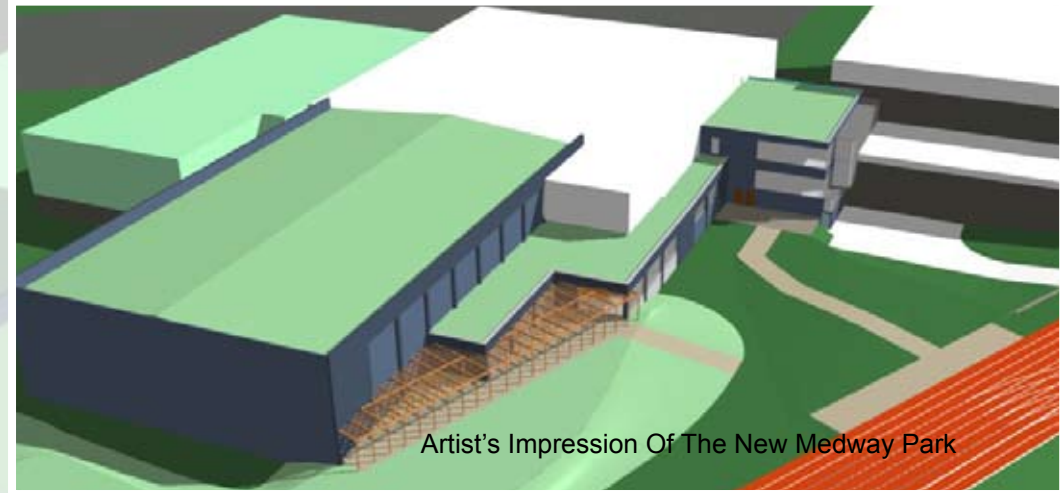
The Medway Sport and Recreation Strategy ensures that the national agenda for sport and leisure provision is reflected and that local issues and opportunities can be addressed. A Diversity Impact Assessment (DIA) has also been completed, the findings of which have been covered within this strategy.

This Medway Sport and Recreation Strategy 2009 – 2016 should be read in conjunction with the Medway 2012 Strategy and compliments the existing Medway Sports Development Strategy 2005 – 2010.

The Sports Development Strategy has a Vision for sports development in Medway; it is to be a place:

- where all young people get a good start in sport and recreation
- where people of all ages have high quality, enjoyable opportunities to stay involved in sport and recreation throughout their lives
- in which all sports participant's have opportunities to improve and achieve their own personal sports goals
- where people are encouraged to adopt a healthy lifestyle through active living and enable the socially disadvantaged to feel socially included
- The Medway Sporting Academy gives every primary school child in Medway the opportunity to fulfil his or her full sporting potential.

"Medway Council is focused on improving the overall delivery of services to local people"



Artist's Impression Of The New Medway Park

This Sport and Recreation Strategy also contributes to the overall cultural offer in Medway; the key decisions relating to the future planning and development of indoor sports facilities in Medway must reflect:

- Sports Development (social inclusion, reduction of anti social behaviour, voluntary sector development, young people and health)
- Facility Development (based on strategic planning and partnership)
- The opportunity provided by the 2012 London Olympics and Paralympics to develop sports programmes and facilities throughout the Borough.

The role and remit for sports development will continue to be key to increasing and sustaining participation across Medway in the future. The development and implementation of partnerships for provision will also be a critical area of work to ensure Medway fulfils an enabling and facilitating role, where appropriate, and direct delivery in other areas.

The New Medway Park

Medway Council is developing Medway Park the area's new flagship multi sport facility and has been approved as an Olympic pre games training camp. The creation of Medway's regional centre of sporting excellence is an £11million project, including £5million from the Thames Gateway, £1million from Sport England and £3million from the University of Kent at Medway.

The plans are designed to deliver benefits both for 2012 and beyond. They will benefit the sporting elite and the community at large and meet the needs of the burgeoning Universities at Medway campus and the new Mid-Kent College development.

The first phase in this ambitious scheme centres on the site of the existing Black Lion Leisure Centre, where work is already well underway. By 2010, Medway Park will offer:

- a new purpose-built 12-court sports hall suitable for national competitions;
- a new gymnastics centre alongside the existing Jumpers Rebound Centre, so that Medway can offer world-class training and facilities in all gymnastic sports;
- a new eight-lane athletics track;
- a dedicated martial arts centre;
- weights, strength and conditioning facilities;
- 100-station health and fitness facility;
- a new sports science and sports therapy suite.

"Medway Council are developing Medway Park the area's new flagship multi sport facility"

In addition to the Medway Park development Medway Council are planning a new Indoor Tennis Centre development, the first in Medway, on land at Beechings Cross focusing on young people, widening Medway's sporting offer the centre will act as the hub of tennis in Medway.

Another key factor to be considered is the current economic downturn. It is therefore important for the Council to carry out a review of its fees and charges and concessionary charges for its own sport and recreation facilities, enabling a swift response to changing market circumstances.

Active Medway Framework

National Drivers

The National Drivers represent the key trends within society that can impact on our ability to participate.

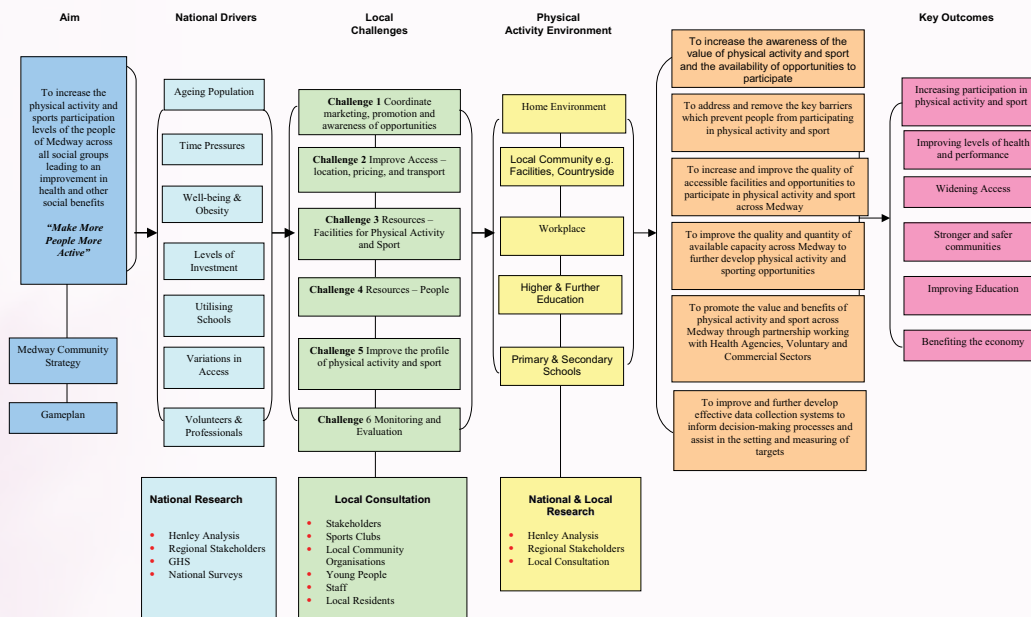
These are summarised below:

- Ageing Population** - The population nationally is ageing - almost half of the adults in UK will be over 50 in 2020. Given that participation trends show that participation declines with age an ageing population can adversely affect overall physical activity and sports participation. ONS figures show a rise to 36% of over 50s by 2020 in Medway.
- Time Pressure** – The UK has the longest working hours in Europe. Trends suggest that this will continue to be a factor in affecting our ability to participate.
- Health and Obesity** - As reported earlier, obesity levels have tripled in the past 20 years. A key driver to decrease obesity levels is to increase levels of physical activity and sports participation. The Medway Obesity Strategy suggests that up to 50% or more of the adult population of Medway may be overweight and 15% obese.
- Levels of Investment** – The nation has an ageing facility stock. Public funding for facilities, particularly through the Lottery has, and is falling in real terms, and investment by local authorities is reported to have fallen behind the rate of inflation since 1998.
- Utilising Schools – Schools have a** key role to play in driving up physical activity levels, in particular via the national target that 85% of pupils in school will receive 2 hours of quality PE per week. Schools can play a vital role in facility provision to the local community and via links with local sports clubs.
- Variations in Access** – Nationally there is growing disparity between the richest and poorest sections of society. This characteristic applies to Medway. Access is also an issue for certain sections of the population, most notably for those with a disability.
- Volunteers and Professionals** – Sport is reliant upon volunteers who are needed to help run sports clubs etc. Volunteering, and human resources dedicated to promoting physical activity and sport was identified as a key challenge locally.

“The UK has the longest working hours in Europe”

The Medway Sport And Recreation Framework To Increase Levels Of Physical Activity And Sports Participation In Medway

The framework below represents how the Medway Sport and Recreation Strategy has been developed.



Realising Our Vision

The vision for the future provision of sport and recreation in Medway is to:

'Provide opportunity to increase participation and improve performance in sport and physical activity through:

- Provision of a range of quality and accessible facilities, services and opportunities
- Engaging with the Higher, Further Education and voluntary sector,
- Meeting the sport and physical activity needs of local communities,
- Contributing to an overall improvement in health and quality of life in Medway.'

Medway's vision will only be realised by:

- Changing the culture and community view of sport and activity
- Addressing key inactivity trends and barriers to participation
- Bringing together sport, health, education, community safety, youth justice and many others to use sport and activity to improve the quality of people's lives
- Partners working together in a co-ordinated way to create and sustain opportunities for people to start, stay and succeed in sport and active leisure activities.

“Provide opportunity to increase participation and improve performance in sport and physical activity”



Achieving Our Vision

This vision will be achieved through focusing on 6 key strategic areas developed from the National Framework for Sport, the Regional Plan for Sport and the key drivers emerging from the Medway Sport and Recreation Strategy.

1. To increase the awareness of the value of physical activity and sport and the availability of opportunities to participate
2. To address and remove the key barriers which prevent people from participating in physical activity and sport
3. To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Medway
4. To improve the quality and quantity of capacity / volunteering across Medway to further develop physical activity and sporting opportunities
5. To promote the value and benefits of physical activity and sport across Medway through partnership working with, Health agencies, Voluntary and Commercial Sectors
6. To improve and further develop effective data collection systems to inform decision-making processes and assist in the setting and measuring of key targets contained within the strategy.

Objective 1

To Increase The Awareness Of The Value Of Physical Activity And Sport And The Availability Of Opportunities To Participate.

Schools play a critical role in raising and extending awareness of the importance of physical activity as part of a healthy life. A partnership approach will best ensure the desired outcome of increased levels of physical activity in Medway. The key partners in this partnership to deliver integrated, valuable and appropriate action are the local schools, the Community Sports Network Partnership, NHS Medway, voluntary sports clubs and the commercial sector (health and fitness clubs). In addition there is a need to provide:

- More information about the benefits of physical activity and sports participation and the opportunities available for participation
- Targeted advice to inform and support specific groups / interests of non-users
- A consistent message as to how individuals can increase their levels of physical activity; sport provides one option.

The Following Recommendations Are Made In Respect Of This Objective:

Recommendation 1A

Produce and resource a Marketing Plan (involving key stakeholders and the Community Sports Network) to raise awareness, specifically targeting sections of Medway where participation levels are known to be low and the greatest impact can be achieved.

Recommendation 1B

To develop and resource – A getting Medway Active campaign ensuring that the value of participation is an integral message to the promotion of activities and opportunities linked to the 2012 Olympics and beyond.

Recommendation 1C

To develop marketing campaigns used by Health Agencies, which promote the benefit of physical activity and sport in addressing health improvement.

Recommendation 1D

To develop marketing campaigns used by educational establishments, which promote the benefits of participating in physical activity and sport.

Recommendation 1E

To develop a website that provides information on how to get involved in physical activity and sport, ensuring it is accurate, comprehensive and kept up to date.



Objective 2

To Address And Remove The Key Barriers Which Prevent People From Participating In Physical Activity And Sport

Access to opportunities is affected by a variety of factors across Medway, including price of formal opportunities, awareness of what opportunities and facilities exist, and a complementary infrastructure (e.g. transport) to enable access to take place. Access also covers physical access to built facilities, access to help and access facilitated through others such as coaches and volunteers. Improving access to physical activity and sporting opportunities presents a significant challenge, which cannot be addressed by one agency in isolation. The following considerations underpin this objective:

- Accessibility, and related issues are different for each individual
- In order to address “accessibility” in a sustained manner, a long term approach is fundamental
- Priorities for action need to be identified at a strategic level, and then addressed by all partners. Priorities need to be enshrined in policy across partner agencies; only this approach will facilitate a “joined-up” approach which has the real potential to address, and make a difference to the issues of access.



The Following Recommendations Are Made In Respect Of This Objective:

Recommendation 2A

To review and implement Medway Council's (Sports and Leisure) Pricing Strategy and to increase the availability and affordability of opportunities to participate. This is to include a review, and marketing of the current concessionary access scheme.

Recommendation 2B

To develop a programme of interventions which target those least likely to participate in physical activity and sport; particularly disabled people, girls and women, those on low incomes and people from ethnic minority communities. This recommendation needs to include a review of current facility programming.

Recommendation 2C

Produce a planned and resourced programme of work to achieve Disability Discrimination Act (DDA) compliance in all facilities, and continue to prioritise investment priorities in existing facilities.

Recommendation 2D

Seek to develop partnerships with transport providers to work towards more co-ordination between facility programming and public transport.

Recommendation 2E

To develop and formalise a support network for local clubs and activity providers to access external funding and co-ordinate funding applications.

Objective 3

To Increase And Improve The Quality Of Accessible Facilities And Opportunities To Participate In Physical Activity And Sport Across Medway

Although facility based physical activity and sport is not the only choice on offer to local residents, many people still prefer to access sporting opportunities via formal provision. It is important to ensure that facilities available are fit for purpose, located in the most accessible locations and are well utilised, in order to ensure that:

- there is a co-ordinated approach to physical activity and sport throughout Medway which will have a positive impact on the health and well being of the population
- all partners who promote and, or provide opportunities for physical activity and sport share best practice
- there is a co-ordinated approach to securing external funding
- The planning standards for sports and leisure facilities are adopted across Medway
- A property assessment is undertaken of all Council leisure centre, youth and community and school site facilities with a resourced planned and routine maintenance programme to maintain quality and therefore use and income over time
- All new facilities to operate a sink fund/lifecycle fund
- A facility plan for the end of life of current facilities needs to be put into place and an appropriate investment plan put in place when that time is approaching.

The Following Recommendations Are Made In Respect Of This Objective:

Recommendation 3A

All future facility developments should reflect identified strategic priorities for the development of sport (Sports Development Need, Sport England Active Places Power Plus Planning Tool and Sports National Governing Body Whole Sports Plans).

Recommendation 3B

Wherever possible, facilities should offer complementary rather than duplicate programming, and programmes should provide for both younger and older people.

Recommendation 3C

Facility location should be accessible by public transport (which itself needs to be improved) and where possible, should be located with other services i.e. Health, schools, Medway services, retail facilities, library provision etc. This approach reflects the overall approach to improving access to services in Medway.



Objective 3 (Continued)

To Increase And Improve The Quality Of Accessible Facilities And Opportunities To Participate In Physical Activity And Sport Across Medway

Recommendation 3D

It is recommended that Medway adopt the quality and accessibility standards of Sport England.

Recommendation 3E

It is suggested that the identified Medway wide standards for the future provision of indoor swimming pool water space and badminton courts be reviewed against Planning Standards:

- Swimming pool water space – 49.52 sq m per 1000 of population
- Badminton court space – 10.56 sq m per 1000 of population.

Recommendation 3F

The maintenance and development of sports facilities at school sites, specifically swimming pool, sports-hall and artificial playing surface provision should be supported, and where appropriate, a revenue contribution made to facilities, which provide community access (where required), commitment to sports development and equity, and quality service standards can be guaranteed. Planning should ensure community use of school facilities through the planning process in the future.

Recommendation 3G

The development of specific sports facilities should be supported where there is a clear link to Medway's Core Values and objectives, and where development can be achieved through partnerships with local clubs, schools e.g. Extended Schools' agenda, Building Schools for the Future (BSF), other community groups, and other community agencies.

Recommendation 3H

The development of a new pool to replace the Hundred of Hoo Swimming Pool which is accessible to the Hoo Peninsula should be considered.

Recommendation 3I

The current development of Medway Park will raise the sporting infrastructure in Medway to provide for community, club and performance sport. Objectives have been set for this project to increase physical activity in the community and increase participation as well as its use as an Olympic and Paralympics pre games camp, therefore leaving a lasting sports legacy for Medway.

Recommendation 3J

Consideration should be given to the current Deangate Ridge Athletics facility once the new athletics facility is constructed and open as part of Medway Park.

Recommendation 3K

Ensure ongoing investment in the remaining Council facilities. Consideration must be given to ensure the financial sustainability of other new facilities in the growth areas by ensuring the development of multi purpose facilities, providing increased opportunity for participation in a range of activities that are more operationally effective, and therefore financially sustainable. These facilities should be paid for by developer contributions and as important is the securing of an appropriate commuted sum to contribute to the annual maintenance of a facility over a realistic period of time.

Medway must ensure that future refurbishments and new developments are of a high quality, are sustainable and have the potential to impact positively on the quality of life of the local population. Facilities in the future need to be built to ensure:

- That high quality, low maintenance finishes are used, which are sympathetic to the surrounding environment
- Building finishes must be robust and suitable for location and use
- Building fabric and services must be cost effective and offer low maintenance
- All buildings must be sustainable and be responsive to environmental issues in terms of the use of energy and non-sustainable resources and the control of pollution. The use of environmentally friendly and sustainable building services and building materials must be maximised and materials must be recyclable where possible

- All services are to be essentially economic and environmentally friendly, which allow cost in use to be minimised. The use of natural ventilation should be maximised
- Full life cycle cost analysis must be undertaken when considering the building fabric and services.

Recommendation 3L

Agree policy approach of future capital and revenue development/partnerships with schools, and specifically the BSF programme for the Borough, to maximise available resources.

Recommendation 3M

Establish formal community use agreements with schools across the Borough.

Recommendation 3N

Use the agreed facilities standards and Supplementary Planning Document (3c) to achieve maximum investment into the Borough to ensure successful negotiations with developers for contributions to new facilities, linked to planned new residential growth e.g. S106 and developer contributions.

Recommendation 3O

To further develop the use of non-sporting community facilities and other informal settings for physical activity and sport.

Recommendation 3P

Encourage the extended use of schools and other education establishments to maximise opportunities available to local communities to participate in physical activity and sport.

Recommendation 3Q

To develop pathways for talented sports people to compete to their full potential, ensuring that facilities are appropriate and accessible. Take into consideration talented and gifted young people through the Medway Sports Academy and Medway Athlete Support.



Artist's Impression Of
The New Medway Park

Objective 4

To Improve The Quality And Quantity Of Capacity / Volunteering Across Medway To Further Develop Physical Activity And Sporting Opportunities

Creating the right environment for increasing physical activity and sports participation is reliant on a partnership approach, not least because the task is too great for any one agency. The skills, capacity and resources of the Council, NHS Medway and the voluntary sector all need to be harnessed to ensure:

- there is a co-ordinated approach to physical activity and sport throughout Medway which will have a positive impact on the health and well being of the population
- Link sports development programmes to the London 2012 Olympic and Paralympics Games through sporting events such as The Medway Games programme and events such as the annual Medway Mile also offer an opportunity to experience volunteering at a local sporting event. The Medway Park project to create a regional centre of sporting excellence at the existing Black Lion site in Gillingham means Medway will also be hosting major sporting events. These include the first ever world sporting event to come to Medway, the 2010 Modern Pentathlon World Cup
- that all partners who promote and, or provide opportunities for physical activity and sport share best practice
- that there is a co-ordinated approach to securing external funding.



The Following Recommendations Are Made In Respect Of This Objective:

Recommendation 4A

To develop programmes which build the capacity of communities to deliver physical activity and sports programmes. Concentrate on developing participation in formal and informal sports through the Sports Development Team.

Recommendation 4B

To develop programmes to build the capacity of clubs and other organisations to deliver sustainable activities.

Recommendation 4C

To develop the capacity of school based and other educational establishment staff to deliver physical activity and sporting opportunities.

Recommendation 4D

To work in partnership with key stakeholders to further develop and enhance existing programmes relating to Physical Activity Walking, green gyms and cycling.

Recommendation 4E

To underpin the above recommendations by further developing a co-ordinated coach education programme to improve the skill levels of volunteers, coaches and leaders to enable increased and extended participation.

“Link sports development programmes to the London 2012 Olympic and Paralympics Games”

Objective 5

To Promote The Value And Benefits Of Physical Activity And Sport Across Medway Through Working In Partnership With Health Agencies, The Voluntary And Commercial Sector

This will require a consistent and co-ordinated approach to the collation, provision and distribution of information. This will need to apply to both formal facilities and community led activity. The following considerations underpin this objective:

- High Level Strategic role to drive Physical Activity as a key objective / tool on other agencies and departments agendas
- A co-ordinated approach to overcoming the barriers preventing increased participation
- Information needs to be accurate and relevant and communicated in the most effective way possible to the identified target audience
- In Medway, the diversity of the community poses a specific challenge in terms of communication, in cultural, linguistic and presentational terms.



The Following Recommendations Are Made In Respect Of This Objective:

Recommendation 5A

To develop the Community Sports Network that will be the multi-agency borough-wide “Physical Activity and Sports partnership/forum” with links to the Local Strategic Partnership to monitor and ensure the delivery of the sport and recreation strategy.

Recommendation 5B

To ensure that key Council and borough wide strategies and plans have demonstrable links to the Sport and Recreation Strategy.

Recommendation 5C

To further develop the use of physical activity and sports in regenerating local communities (engaging, accredited training, employment opportunities and community facilities).

Recommendation 5D

To further develop the use of physical activity and sport in achieving the following equality of access, positive relationships between communities, and building stronger communities.

Recommendation 5E

To further develop the use of physical education and sport to raise attainment across the whole curriculum for 5-16 year olds.

Objective 6

To Develop Effective Data Collection Systems To Inform Decision Making Processes And Assist In The Setting And Measuring Of Key Targets

There is scope for improvement in the information available, which demonstrates the value of physical activity and sports participation in health improvement and wider objectives. The need for tangible measures relating to current participation and the impact of participation underpins other objectives. There is a need to:

- Ensure accurate data is available to improve the awareness of the impact and potential role of physical activity and sport in delivering wider objectives – Utilise Sport England's Active People Survey
- Establish baseline data so that changes in participation rates can be tracked
- Establish systems in Sports facilities so that information on membership and usage can be tracked
- Establish common objectives and monitoring/evaluation processes for standard information.

The Following Recommendations Are Made In Respect Of This Objective:

Recommendation 6A

To implement, in conjunction with appropriate stakeholders and the Health Sector, an effective and accurate measure of the physical activity/participation rates of all age-groups across the Borough on an ongoing basis.

Recommendation 6B

To research, establish, and update regularly an electronic 'Active' Directory, to record existing facilities, clubs activities and opportunities for sport and physical activity. This directory should also contain details of coaches, instructors and activity leaders.

Recommendation 6C

To develop methods of evaluating the impact of increased participation and activity rates on health improvement and other known benefits. Provide information technology at Council Sports facilities so membership and usage data can be analysed and used to provide appropriate programmes for use of the facilities. Ensure that all programmes / initiatives are monitored appropriately.

Recommendation 6D

To develop, maintain and review a regular programme of consultation with residents across the Borough to ensure the collection and collation of trend data.

Recommendation 6E

To review the strategy regularly to ensure the approach to implementation reflects local needs, and will be capable of assessing the impact of increased participation. All key stakeholders and partners should undertake regular review and monitoring of all aspects of the strategy. This should be monitored by the Community Sports Network and performance against targets reported regularly to the Local Strategic Partnership.

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Appendix 2	Regional and Local Context
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Appendix 2b	Medway Map of Participation – Active People
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Appendix 3	Medway Facility Audit
Appendix 3a	Medway Sports Hall and Swimming Pool Supply and Demand to 2016
Appendix 3b	Medway Other Sports Supply and Demand to 2016

Maps:

1	Activity Halls	8a	Ice Rink with Catchments
1a	Activity Halls with Catchments	9	Indoor Bowls
2	Artificial Ski Slope	9a	Indoor Bowls with Catchments
2a	Artificial Ski Slope with Catchments	10	Learner pools
3	Athletics Track	10a	Learner Pools with Catchments
3a	Athletics Track with Catchments	11	Lido
4	Driving Ranges	11a	Lido with Catchments
4a	Driving Ranges with Catchments	12	Outdoor Natural Artificial Ski Slope
5	Golf Par 3	12a	Outdoor Natural Artificial Ski Slope with Catchments
5a	Golf Par 3 with Catchments	13	Sports Halls
6	Golf	13a	Sports Halls with Catchments
6a	Golf Par 3 with Catchments	14	STP's
7	Health and Fitness	14	STP's with Catchments
7a	Health and Fitness with Catchments	15	Swimming Pools
8	Ice Rink	15a	Swimming Pools with Catchments