

Active Middlesbrough 2008 –2020

The Sport and Physical Activity Strategy for Middlesbrough

October 2008



Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

Table of Contents

1	Introduction and Background	01
	<ul style="list-style-type: none">• Scope of the Sport and Physical Activity Strategy• Rationale for a Sport and Physical Activity Strategy• Current Participation Levels in Middlesbrough• Approach to Developing the Sport and Physical Activity Strategy	
2	Summary of Conclusions of the Leisure Needs Analysis	04
3	Active Middlesbrough Strategy Objectives and Recommendations	11

Section 1

Introduction

1 Executive Summary

Introduction

- 1.1 It is recognised that participation in sport and physical activity is important in bringing communities together, keeping them healthy and encouraging aspiration; all of which are important to the vision of the Middlesbrough of the future. The vision 'Making more people more active' encapsulates the previous strategy (to 2008) and remains the goal of this new strategy. To underpin the vision and to satisfy the requirements of the Local Development Framework, Middlesbrough Council and partners identified the need to develop a Sports Facility and Physical Activity Strategy under Sport England guidance. This is based on a detailed assessment of leisure needs, providing a clear, strategic direction for the future provision of sport and physical activity and associated services.
- 1.2 Partners in commissioning and adopting the strategy are Middlesbrough Council, Middlesbrough LSP, Middlesbrough PCT, Teesside University, Middlesbrough Community Sport Network, Tees Valley County Sport Partnership and Sport England.
- 1.3 The Sports Facility and Physical Activity Strategy provides a framework for future provision based on identified local need and prioritised demand for the short term to 2013 and longer term to 2020.

Scope of the Strategy

- 1.4 The Strategy covers provision in the public, private, education and voluntary sectors in Middlesbrough. It relates to provision for, and the development of, indoor sports and physical activity facilities and services and outdoor sport and physical activity provision and development not within the scope of the Middlesbrough Playing Pitch Strategy and the Green Space and Open Space strategies. It references the key priorities identified through the Playing Pitch Strategy, and in particular reflects the need for a hierarchy of provision, investment in good quality changing provision, and the need to make facilities on education sites available for community access.

Rationale for the Strategy

- 1.5 Sport and leisure is important in its own right i.e. 'sport for sports' sake', but also as 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 Middlesbrough.
- 1.6 Middlesbrough is committed to improving the overall delivery of services to local people, as defined by its corporate priorities, which link to the Community Plan. In relation to sport and leisure these are:
 - The delivery of quality sports and leisure services guided by a strategy, which reflects corporate, and Community Plan priorities, and demonstrates the contribution that sport and leisure can make to these priorities at local level. Local delivery also needs to reflect national priorities and guidance, and respond to, for example, the role of the leisure sector in the Comprehensive Performance Assessment (CPA), for Middlesbrough.
- 1.7 The strategy ensures that the national agenda for sport and leisure provision is reflected and that local issues and opportunities can be addressed. The strategy contributes to the overall cultural offer in Middlesbrough. It recognises that sport and physical activity is the domain of many different providers and if adopted by all the strategy will encourage shared working and minimise duplication.

Local Area Agreement

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

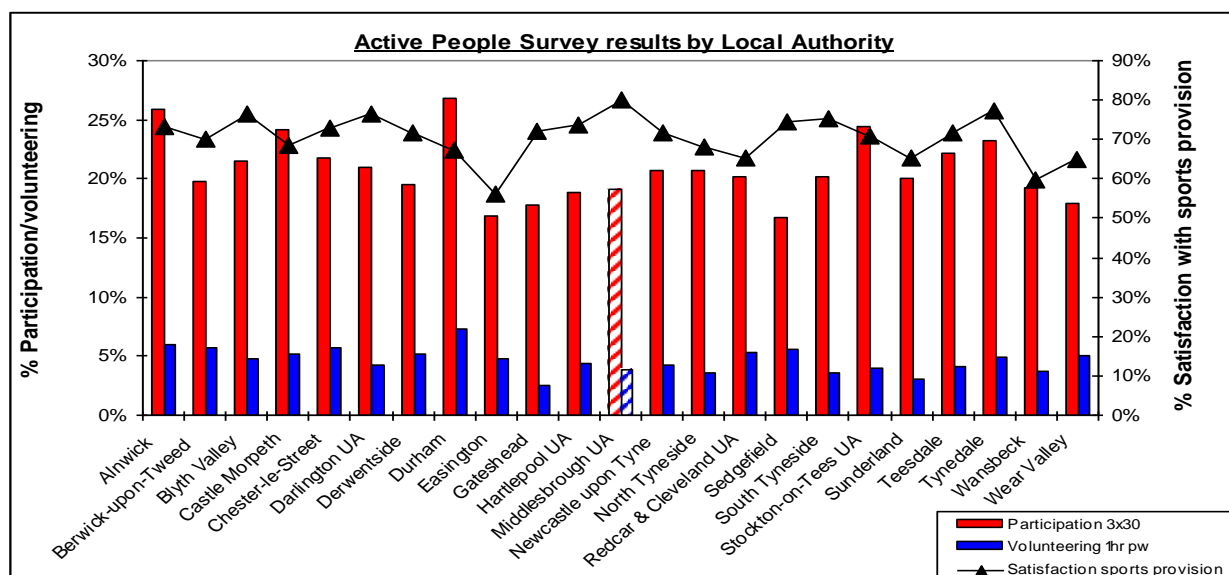
1.8 The Middlesbrough target to increase participation by 1% per year is linked to Middlesbrough’s Local Area Agreement (LAA). This sets out the priorities for a local area agreed between central government and a local area (the local authority and Local Strategic Partnership) and other key partners at the local level. Middlesbrough LAA sets out the following:

- **Strategic Priority – Be Healthy.** Ensure good physical, mental, emotional and sexual health of children and young people by increasing the percentage of 5-16 year olds in school sports partnerships engaged in two hours a week minimum on high-quality PE and school sport within and beyond the curriculum
- **Strategic Priority – Increase life expectancy, improve health and reduce health inequalities** by increasing the percentage of adults participating in at least 30 minutes of moderate intensity sport and active recreation on three or more days a week

Current Participation Levels in Middlesbrough

1.9 The following table shows the North East results of the Active People survey (those aged 16+) carried out by Sport England in 2006. The table shows percentage of the adult population taking part in regular participation (3 days a week of 30mins moderate intensity), as well as volunteering and satisfaction with sports provision.

Figure 1 - Active People Survey Results by Local Authority in the North East



1.10 The percentage of adults in Middlesbrough participating in 3 or more sessions of moderately intense physical activity per week is 19.04%. This is in the lowest quartile nationally. The North East region has some of the lowest percentages nationally and Middlesbrough has one of the lowest rates in the North East.

1.11 The graph identifies that satisfaction with sports provision in Middlesbrough is quite high (80.12%).

1.12 Similarly the figure for Middlesbrough’s adult population engaged in volunteering in sport (3.78%) is low again putting Middlesbrough in the lowest quartile nationally.

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- 1.13 There is a target to increase participation year on year by 1% to achieve the government's Game Plan target by 2020. It is recognised nationally that this is a difficult task and in Middlesbrough it is even more so, given current levels of participation. It is acknowledged that the increase in participation can be met through formal sport and physical activities and by informal physical activity, for example, walking and cycling. Both of these have figured highly in Middlesbrough's Active People results as popular activities.
- 1.14 Middlesbrough Council has set a target to increase visits to its own leisure facilities by 1% per year.
- 1.15 The Active People Survey 2006 identified that the top seven participatory sports for over 16 year olds in Middlesbrough are:
- Recreational walking 13.4% of all respondents
 - Swimming/Diving Indoors 11.6% of all respondents
 - Gym 10.9% of all respondents
 - Football (includes 5 and 6 a-side) (outdoors) 6.5% of all respondents
 - Recreational cycling (moderate intensity 30+ minutes 5.6% of all respondents
 - Football (includes 5 and 6 a-side) (Indoors) 4.3% of all respondents
 - Golf/ Pitch and Putt/Putt 3.1% of all respondents.

Active Middlesbrough Mission

"Make More People More Active"

Through:

- Provision of a range of quality and accessible facilities, services and opportunities
- Engaging with and maximising the strengths of the voluntary sector,
- Meeting the sport and physical activity needs of local communities,
- Contributing to an overall improvement in health and quality of life in Middlesbrough

Active Middlesbrough Strategy Aims

'To promote active lifestyles to improve health and enhance quality of life for all Middlesbrough residents through the development of a sustainable network of quality sport and physical activity opportunity and facilities offering a wide range of activities'.

'To ensure a complementary sporting and physical activity development programme to ensure everyone has the opportunity to participate and achieve their sporting potential':

Section 2

Summary of the Conclusions Middlesbrough Leisure Needs Analysis

2 Summary of the Conclusions of the Middlesbrough Leisure Needs Analysis

- 2.1 Wide ranging consultation has been undertaken with stakeholders and the Sport England Active Places Power Plus (APP+) supply and demand analysis tool has been applied in respect of Middlesbrough's existing facilities to assess current demand for swimming pools and sports halls.
- 2.2 Scenario testing has been undertaken to assess demand and therefore supply requirements in 2012 and 2020 for Swimming Pools, Sports Halls and Health and Fitness stations, Detailed information is available at Appendix 5. The following is a summary of the key issues. Sections 4 and 5 of the strategy will address these key issues in the form of an Active Middlesbrough Framework, Key Objectives and Recommendations.
- 2.3 In delivering against all of the challenges, funding will be a significant issue. It is a key recommendation of this strategy that it is the responsibility of all CSN partners work together to consider funding arrangements to improve the provision for sport and physical activity in the future.

Profile of Physical Activity and Sport and its positive impact on the whole community

- 2.4 By working in partnership resources can be maximised and benefits better targeted and communicated effectively. The goal is to create a 'self-help' sustainable approach and avoid a 'nanny state' approach. A consistent straightforward message about physical activity is needed to improve profile and collective understanding.
- 2.5 There is a need for a high level strategic lead to drive the sport and physical activity agenda across education, health, community and voluntary sectors.

Awareness of opportunities to take part in Sport and Physical Activity

- 2.6 The marketing, promotion and information that is deemed to be available is disjointed and could be improved by a more co-ordinated approach across partners.
- 2.7 A change is needed in the way in which people perceive physical activity in Middlesbrough. This can be achieved by changing the way in which it is presented and defined for public consumption. Joint promotion of the benefits and enjoyment of sport and physical activity by all partners involved particularly the Council and the PCT is important.
- 2.8 There is a plethora of sports halls and community centres and other sport facilities where there is a significant amount of good work happening, but they are not all working together to maximise the impact they have on physical activity. To use a sporting analogy, they are individuals not yet a team. This should change.

Access to Sport and Physical Activity

- 2.9 Stakeholders have raised Issues relating to access but provision for sports halls and fitness provision and opens spaces is assessed as more than adequate.
- 2.10 Wherever possible, facilities should offer complementary rather than duplicate programming, and programmes should provide for both younger and older people. Middlesbrough should consider differential pricing for residents and non-residents.
- 2.11 Facilities should in the future be built around 20 minute catchment walk times and should be accessible by public transport.

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- 2.12 Where possible facilities should be located with other services i.e. health, schools, retail facilities, library provision etc.
- 2.13 Middlesbrough should adopt and promote a hierarchy of sports facility provision to encourage pathways for informal and formal participation in sport and physical activity.
- 2.14 DDA issues should be considered and addressed.

Facilities for Sport and Physical Activity

- 2.15 Planning for the built environment for sport and physical activity is important to the future health and wellbeing of all residents . This work should be complete to inform the work of the next review of the LDF Environment DPD, the first stage of which is due to be consulted on in Oct 08.
- 2.16 Given the very low base of participation in Middlesbrough it is very important that the quality of key existing facilities is maintained and improved to encourage and support increases in participation..
- 2.17 The Council should use a hierarchy of facilities to plan for rationalisation of Council facilities in the future, which could contribute to funding for new facilities. The Council should also consider whether provision could be managed in a different more effective way.
- 2.18 Physical activity is not only dependent upon a visit to a sports centre or other facility. Many people considered that there was not a need for more built facilities but rather a need to make better use of existing facilities in schools, community centres, children's centres and private health and fitness facilities.
- 2.19 Although they have their place, traditional sports facilities are not always the first choice of venue for everyone in local communities who might want to start to become more active. Facilities need to be more multi-functional. Facilities need to offer choice within their programming to cater for as wide a range of potential user as possible. Offering choice does have resource implications but is necessary to increase participation (particularly for hard to reach groups). The cost of offering choice is justifiable against the future cost of inactivity.
- 2.20 The New Opportunities Fund (NOF) PE and Sport funding, Spaces for Sport and the Arts, Extended Schools Scheme and the development of Specialist Sports Colleges in Middlesbrough all aim to create greater use of school facilities by the community. This must be continued through the BSF programme.

Swimming

- 2.21 Swimming is a key contributor to increasing participation. The Sport England Facilities Calculator Identifies the theoretical need now for more fully accessible swimming pool water space in Middlesbrough (the calculator does not take into account private sector provision which in Middlesbrough is considerable) and in the future if participation increases.
- 2.22 Even taking into account the private sector provision, if participation levels increase in line with targets, there will be pressure to provide more water space in the future. Therefore the quality and quantity of existing swimming facilities in Middlesbrough should be maintained in the short term and improved in the long term in anticipation of increased use.
- 2.23 Consultation showed that access to existing swimming facilities by all residents using public transport is not satisfactory and not conducive to encouraging increased participation by those in the more deprived areas of Middlesbrough. It is important therefore that in planning any new leisure facility that it is readily accessible by public transport. Given the town's transport infrastructure this indicates a town centre (which includes Middlehaven) site.

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- 2.24 The Council should begin early to identify joint development opportunities with relevant partners including the University and Middlesbrough College. Incorporation of non-swimming activity should be included in plans if practicable.
- 2.25 The University campus provides the major dry sports facility in the central area but access for community use is limited. Currently University students use the Neptune Pool in East Middlesbrough for swimming. The University state they would be interested in a town centre pool and would be willing to discuss this proposition further.
- 2.26 There is an import of swimmers from neighbouring authorities of swimming pool and sports hall users, which Middlesbrough should be mindful of and may want to find a solution to Access for all to existing private sector provision is an issue and so work should be undertaken with the private sector to improve access for an increased proportion of Middlesbrough residents.

Sports Halls

- 2.27 There is sufficient current provision of sports halls in Middlesbrough and the emphasis should be on improving the quality and accessibility of those existing facilities.
- 2.28 There is a need to ensure that sports halls on school sites are open for community use and that community use agreements exist on dual use sites. This should be negotiated as part of Building Schools for the Future programme (BSF).
- 2.29 Access for all is an issue in Middlesbrough and so all sports hall providers should adopt the hierarchy of sports facilities within this strategy and set achievable targets to increase participation in physical activity in line with the Game Plan target

Health and Fitness

- 2.30 There is more than adequate high quality health and fitness provision in Middlesbrough.
- 2.31 The pay and play provision provided by the Local Authority through the 'X4' Health and Fitness brand should be maintained at the current very high standard.
- 2.32 The majority of provision is in the private sector and so partners should work to make this provision more accessible to all residents of Middlesbrough.
- 2.33 In areas of high deprivation, small health and fitness developments such as the STEM project gym development will assist in increasing participation in physical activity and ensure accessible facilities for the local community. The practice of Middlesbrough Council distributing older equipment to set up very local fitness suites should be encouraged to create a hierarchy of provision within the health and fitness market.

Athletics

- 2.34 Middlesbrough is reasonably well provided for in terms athletics provision with the recently refurbished Clairville Stadium. It is important however that this venue is maintained at its current quality.
- 2.35 There is an opportunity to capitalize on the 2012 Olympics and Paralympics and create a sub regional centre of excellence for Athletics in Middlesbrough. This would have regeneration and economic benefits for the town.
- 2.36 Discussions should be held with the National Governing Body for Athletics, Sport England, Middlesbrough Council to discuss how the provision of an indoor athletics facility can be taken forward.

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- 2.37 There is opportunity within the BSF programme to ensure adequate school facilities for athletics development.

Badminton

- 2.38 The Tees Valley Badminton Coaches Association expressed their desire to co-ordinate their provision in one Centre of Excellence in the Tees Valley and Middlesbrough is their preferred location. It is possible to consider the BSF programme to provide an 8 court hall on one of the new sites but Badminton England recognise this is not a priority for the BSF programme and would require additional external funding.

Golf

- 2.39 Current provision in Middlesbrough is by the local authority and one other private club. The local authority provision is heavily subsidised and it is not clear that the subsidy is directed to those in most need.
- 2.40 The existing LA golf facilities are in need of improvement, particularly the driving range.
- 2.41 Options could be considered with regard to the future management/ownership of the golf centre
- 2.42 The provision of additional golf facilities could be justified using the figures provided here but the tight Middlesbrough boundary means it is likely to be provided by neighbouring authorities or as part of a private/ commercial sector development with negotiated access for the resident population.

Synthetic Turf Pitches

- 2.43 There is a need in Middlesbrough to provide for competition hockey as well as football. There are currently 3 publicly accessible pitches: Acklam Sports Centre (1), Southlands Leisure Centre (1 plus 1 MUGA), and the West Middlesbrough Neighbourhood pitch at Whinneybanks. (1). None of these pitches are suitable for competition hockey.
- 2.44 Pitches at Kings Academy and University of Teesside are not available for community use. There is one new ATP to be developed at Hall Drive, and a planning application for one at Ormesby School. One of these facilities needs to be for hockey.

Middlesbrough Council Leisure Venues

- 2.45 As indicated by the Quality Audit results the existing Council facilities are currently rated as 'good'. The Active People Survey shows that satisfaction with existing facilities amongst local residents is high.
- 2.46 Middlesbrough Council leisure facilities will continue to age and so an economic life assessment as part of the Council's Asset Management Plan should be undertaken to consider how to manage the remaining life cycle and how to deal with replacement and future lifecycle costs of new facilities.

Middlesbrough Council Community Centre Provision

- 2.47 The Youth and Community Centres are ageing, but are recognised as important to local communities for various activities including sport and physical activity. An economic life assessment as part of the Councils Asset Management Plan should be undertaken to consider how to manage the remaining life cycle and how to deal with replacement and future lifecycle costs of new facilities.

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- 2.48 Each community centre should have its own target for contributing to the Middlesbrough figure for participation in physical activity.
- 2.49 Consultation with community centre managers has identified a need for more proactive management committees (training of volunteers within the centres and making committees more aware of responsibilities), with the medium term aim of residents having greater autonomy.

Middlesbrough Council Sports Development Service

- 2.50 The Council's sports development team is a key deliverer of sport and physical activity with important links with Health, Education, Youth Service and Sport. As part of the Leisure Needs assessment the future role of Sports Development was also considered.
- 2.51 Sports Development must concentrate on developing sport and physical activity participation for the 16+ age groups. It needs to organise itself to be able to become more community focussed and locally based taking the lead role to encourage and promote the positive side of sport and physical activity and encourage non participants to participate in sport and physical activity.
- 2.52 There is excellent variety of activity offered by the Sport and Leisure service both at venues and through the sporting events such as the Tees Pride 10K.
- 2.53 The sports developments service should be released from much of its work in schools in order to refocus on the community and those who currently do not participate in sport and physical activity. This would allow the team to expand its links with youth service, connexions and the extended schools agenda and build more community based relationships.
- 2.54 Support for schools must continue through closer partnership working with the School Sport Partnership and School Sport Coordinator scheme rather than actual curriculum delivery.
- 2.55 There is a need to develop the sports development's role in developing individuals as coaches and to work with communities to increase the number of volunteers involved in supporting local sports clubs.
- 2.56 The Leisure Needs Analysis has identified a need to further develop support for sports clubs including assistance in seeking funding. The sports development team should be able to be more involved in this work to promote pathways for performance and excellence.
- 2.57 A review of the GAP scheme is required. Currently the Council funds this scheme totally with no committed funding from the PCT. In many other regions the local PCTs are financially involved in the management of these programmes.

Education and BSF Programme

- 2.58 It is important that the strategy reinforces the role of primary and secondary schools and the school sport co-ordinators in laying the foundations for a healthy lifestyle through participation in sport and physical activity both in the curriculum delivery and extended schools offer.
- 2.59 The BSF programme will bring significant investment into new sports facilities in Middlesbrough. It is crucial that community use of these facilities for sport and physical activity is made available to all residents in the borough. The BSF schools will be a key part of the hierarchy of sports facilities. Several of the schools sites are identified as hub sites for sport e.g. Acklam Base, Ormesby Comprehensive and Acklam Grange, Kings Academy and Unity City Academy.
- 2.60 The provision for sport and physical activity will be improved by the BSF programme but at present the management of community access to those facilities is fragmented. There is an urgent need for all Middlesbrough schools, including the three Academies, to adopt the Active Middlesbrough strategy and

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

to put in place a Borough wide approach to developing and managing community access on all school sites. It is vital as part of this process to secure robust community use agreements with all schools and academies.

Walking and Cycling

- 2.61 Walking and recreational cycling are significant in their capacity to easily increase participation in sport and physical activity and improve the health of communities.
- 2.62 There is a perceived requirement to improve cycling routes in the town centre and routes along the river should be further developed for walking, running and cycling. Signposts are suggested showing how far to the next sign and at what speed you need to walk, cycle or run to get there in a certain time.
- 2.63 This Strategy must support the Draft Rights of Way Improvement Plan for walking and cycling and work with planners to ensure provision for walking and cycling is built into the Middlesbrough of the future.

Sports Villages

- 2.64 The development of a Sports Village or Sports Hub should be considered. The Sport Village concept has been led strategically by the Football Association and builds on Sport England's work on multi sports facilities.
- 2.65 The essential ingredient of the Sport Village concept is the co-location with a range of other community services as determined by a local audit of need. These community services can include schools, colleges, and health centres, dental surgeries, youth centres, drop in centres, business start-up premises and so on.
- 2.66 By co-locating, central facilities and infrastructure costs are shared and driven down. Users of one service find it easier to access another. There is cross-fertilisation between different services and footfall increases. The next challenge is to ensure that new opportunities for joined-up working are exploited. Service providers need to co-operate and devise new programmes, which utilise all facilities on site. This is the other face of the Sport Village – the local partnership working towards improved service delivery.
- 2.67 Overall, Sport Villages have the potential to deliver a sustainable legacy for local communities and offer social benefits such as improvements in health, education training, social inclusion and civic pride while potentially reducing crime and anti social behaviour. Case studies of Sports Villages are included in Appendix 4 of the full Strategy.
- 2.68 A comprehensive hierarchy of sports facilities will address issues such as whether a sports village/sports hub is to be proposed and which facilities would be rationalised to create new provision. The strategy sets out a template for a hierarchy of facilities and has considered the quality of Council owned and private sector facilities in the town. This information can be used to inform this sensitive decision making process. Adopting the hierarchy of facilities could bind these facilities together with a single aim. This will improve performance for all.
- 2.69 The key sports identifying issues during the Leisure Needs Analysis were Athletics, Swimming and Cycling. Considering the Sports Village or Sporting Hub concept could satisfy planning for these in the future. Funding remains the issue if these issues are to be addressed.
- 2.70 Such decisions clearly have major cost implications/land requirements etc, but there is scope to consider sports villages/hubs on Prissick Base, a number of the BSF schools and City Academies and the area encompassed by the Stockton Middlesbrough Initiative.

Monitoring and Evaluation

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- 2.71 There should be regular monitoring and evaluation of participation in the key activities i.e. swimming participation must be closely monitored to ensure that the authority is aware of when additional water space will be required. This should be reviewed in 2012. Daytime swimming capacity is largely taken up by school swimming. Overall there is a net import of swimmers from other authorities into Middlesbrough. This puts pressure on capacity in Middlesbrough.

Section 3

Active Middlesbrough Strategy Objectives and Recommendations

3 Strategic Objectives and Recommendations

Objective 1

- 3.1 **To increase the awareness of the value of physical activity and sport and the availability of opportunities to participate:**

Recommendation 1A

Produce, resource and implement a joint Marketing Strategy with all stakeholders to raise awareness of the opportunities for and the benefits of sport and physical activity, specifically targeting sections of Middlesbrough where participation levels are known to be low and the greatest impact can be achieved

Recommendation 1B

Develop and resource an Active Middlesbrough Campaign to “Make More People More Active” ensuring that the message comes from all stakeholders to promote the benefit of physical activity and sport in addressing health improvement, educational attainment, anti social behaviour.

Objective 2

- 3.2 **To address and remove barriers which prevent people from participating in physical activity and sport :**

Recommendation 2A

Review existing Middlesbrough Council leisure pricing to ensure availability and affordability of opportunities to participate.

Recommendation 2B

Further develop programmes of interventions which target those least likely to participate in physical activity and sport;

Recommendation 2C

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

Develop and formalise a support network for local clubs and activity providers to support their delivery.

Objective 3

- 3.3 **To increase and improve the quality of accessible facilities and opportunities to participate in physical activity and sport across Middlesbrough:**

Recommendation 3A

Adopt a hierarchy of facilities across Middlesbrough.

Recommendation 3B

Recognise that with the predicted decrease in population in Middlesbrough that the main leisure provision required to be provided by the Council will be local facilities that will assist in the increase in participation in physical activity. Should participation figures rise as planned consider the location of new facilities as follows:

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

- Swimming Pool provision – Town Centre /Middlehaven
- Velodrome’ – Prissick/Middlehaven
- Indoor Athletics Facility – Clairville Stadium
- J Track Athletic Facilities – Secondary Schools

Recommendation 3C

Adopt the recommended facility standards for the provision of swimming pools and indoor sports hall facilities and produce Supplementary Planning Documents to obtain Section 106 funding from new developments.

Recommendation 3D

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 3E

Adopt and agree priorities for investment and develop opportunities with partner organisations in relation to new developments (e.g. BSF, University of Teesside, Middlesbrough College and surrounding authorities specifically Stockton Middlesbrough Initiative) to maximise opportunities for funding provision.

Recommendation 3F

Work with relevant partners e.g. University of Teesside, Middlesbrough College, Sport England, Regional and National Governing Bodies of Sport and local clubs to consider the potential for the recommended facility development in the event of increases in participation.

Recommendation 3G

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

Recommendation 3H

Establish formal community use agreements with education sites across the Borough.

Recommendation 3I

Further develop the use of appropriate community facilities and other informal settings for physical activity and sport

Recommendation 3J

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 3K

To develop pathways for talented sports people to compete to their full potential, ensuring that facilities are appropriate and accessible.

Objective 4

- 3.4 **To improve the quality and quantity of people across Middlesbrough to further develop physical activity and sporting opportunities:**

Recommendation 4A

Develop programmes, which build the capacity of communities to deliver physical activity and sports programmes for themselves.

Recommendation 4B

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

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

Recommendation 4C

Develop capacity in schools and other educational establishments to deliver physical activity and sporting opportunities

Recommendation 4D

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

Recommendation 4E

Further develop the coach education programme to improve the skill levels of volunteers, coaches and leaders to enable increased and extended participation

Objective 5

To use partnership working across the Local Authority, Health agencies, Voluntary and Commercial Sector to raise the profile of sport and physical activity and use this as a tool to strengthen the impact it can have on health and wellbeing in Middlesbrough

Recommendation 5A

Develop the Active Middlesbrough Forum as a Community Sports Network which 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 physical activity and sports strategy.

Recommendation 5B

Ensure that key Council and borough wide strategies and plans have demonstrable links to the Physical Activity and Sports Strategy

Recommendation 5C

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 education and sport to support raising attainment across the curriculum for 5-16 year olds

Objective 6

3.5 **To develop effective data collection systems to inform decision-making processes and assist in the setting and measuring of key targets:**

Recommendation 6A

Implement, with appropriate stakeholders, an effective and accurate measure of the physical activity/participation rates of all age-groups

Recommendation 6B

Research, establish, and update regularly an electronic 'Active' Directory, to record existing facilities, clubs' activities and opportunities for sport and physical activity.

Recommendation 6C

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

Active Middlesbrough

Executive Summary Active Middlesbrough Strategy 2008-2020

Recommendation 6D

To develop, maintain and review a regular programme of consultation with residents 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 Active Middlesbrough Forum (CSN) and performance against targets reported regularly to the Local Strategic Partnership.