

<b>11 July 2013</b>		<b>ITEM: 5</b>
<b>Cleaner, Greener, Safer Overview &amp; Scrutiny Committee</b>		
<b>Sports Strategy</b>		
Report of: 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, Director of Environment		
This report is Public		
<b>Date of notice given of exempt or confidential report:</b>		
<b>Purpose of Report:</b> To provide a progress report on Sports and Leisure.		

## EXECUTIVE SUMMARY

This report provides an update on the Sports Strategy Strategic Actions Plan.

### 1. RECOMMENDATIONS:

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

### 2. INTRODUCTION AND BACKGROUND:

- 2.1 A detailed report was presented to the Cleaner, Greener, Safer Overview and Scrutiny Panel in Feb 2013 and the Committee requested an update in the summer of the strategic action plan and the actions that had taken place.

### 3. SPORTS STRATEGIC ACTION PLAN:

- 3.1 The Strategic Action Plan has been designed to be a flexible and working document covering the period from April 2013 to March 2016. This has been developed utilising the supporting infrastructure provided by a wide range of partners including: Thurrock Sports Council; Impulse Leisure; Thurrock Sports & Physical Activity Partnership; and Thurrock School Sports Partnership. Therefore, the plan captures a broad range of actions and activities across these organisations.

- 3.2 The Council's role within this process is to provide strategic leadership to achieve a balanced and sustainable sporting infrastructure that meets the needs of the community. To help achieve this, a key function is the bringing together of the various sections of the council such as: Parks; Play; Public Health; and External funding with the key voluntary, professional and charitable organisations working on the sports agenda within Thurrock to share a joint and coordinated action plan.
- 3.3 The following key themes have therefore been developed through discussion and consultation with these key stakeholders as aligned to the Community Priorities-

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

- Develop capacity and support the development of sports officials, coaches, 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.
- Develop longer term strategy that has links to broader related strategies i.e. Thurrock's Healthy weight action plan
- Develop robust measurement and evaluations to demonstrate contribution to improving health.
- Develop multi agency physical activity pathways.
- Review opportunities for exercise on referral schemes.

## **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.

3.4 A copy of the Strategic Action Plan is attached in Appendix A

## **4. KEY ACTIONS**

4.1 Some of the Key actions since the Overview and Scrutiny report in February 2013 include:

4.1.2 A joint bid to Sport England’s “Get Healthy Get into Sport” programme by Thurrock and the London Borough of Barking and Dagenham has been successful in attracting £482,337. This is a joint approach by the two authorities to work collaboratively to deliver a referral programme ‘Active Sport 4 Life’ focused totally on inactive individuals 14+ with a BMI 28+ by developing a programme of weekly, varied sporting activities. The offer is a 12 week health intervention programme based on sport; with an incentive for individuals to continue participation beyond the programme. The programme will have universal access across the Local Authority areas and heavily targeted at specific areas. This builds a sports dimension to on existing health pathways. The details of the programme are still being developed but in summary it is a programme whereby people will be referred to sports programmes tailored for them and then helped to join a local sports club.

4.1.3 To help sustain and capture the enthusiasm of the 2012 Olympic and Paralympic Games, a working group consisting of Cllr S. Liddiard, Sports and Leisure, Adult Social Care, Public Health, Mencap and Thurrock Coalition was established to review disability sports within Thurrock. Thurrock Coalition conducted a survey of disabled people with responses from eighty people. This was followed up a conference 16<sup>th</sup> May which looked to map what was available and identify barriers to participation. Five sports were identified as being the most popular and provide the focus for the action plan. These were: archery; swimming; table tennis; football; and basketball.

4.1.4 Sportivate” National Lottery funding has been secured via Active Essex for Impulse Leisure to manage a range of free six to twelve week courses to encourage people to try new activities. These activities include-

- Golf (2 courses)
- Urban Rebound (4 courses)
- Health walks (3 courses)
- Dance (4 courses)

4.1.5 The Council organised an “Olympic Legacy Sports Funding Conference” at Thameside Theatre in April. Doctor David Sollis, Regional Director of Sported, explained how clubs could bid for funds between £2,000 and £20,000 to transform the lives of disadvantaged young people between 11 and 25 in sports related programmes. Over 30 local sports organisations attended and many have committed to applying for the funds. So far, applications have been submitted for disabled horse riding and swimming.

## **5 KEY FACILITY DEVELOPMENT IN PROGRESS**

5.1 In addition to the activities referred to in section 4 above there are facility developments being progressed which will improve the sports and leisure offer in Thurrock. These include –

5.2 Belhus Sports Hub - Remodelling and refurbishment of existing leisure centre to include: a new football academy and ground; additional sports pitches and changing accommodation and Improvements to infrastructure and new skate park.

5.2.2 Ormiston Park Academy – Mew sports hall, tennis courts and sports pitches.

5.2.3 Thames Rugby Club – refurbished clubhouse and facilities

5.2.4 Lakeside Football Ground – One of the country’s first specialist youth synthetic turf pitches and new changing rooms.

5.2.5 Orsett Heath – Reinstate old pitches and refurbish changing rooms

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

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

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

7.1 Impacts against Community Priorities are outlined within sections 3.

## **8. IMPLICATIONS**

### **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.

### **Legal**

Implications verified by: Paul Feild Senior Governance Solicitor  
Telephone and email: 020 8227 3133  
Paul.feild@bdtlegal.org.uk

As with all Council services there is a legal requirement to have due regard to access and an ongoing Equalities Impact Assessment is maintained pursuant to the Equality Act 2010 to ensure there is the widest participation that can be achieved for all the community. Furthermore the work outlined in the report will support the new responsibility on Thurrock Council as a unitary authority to improve the health of their populations as required by the Health and Social Care Act 2012.

### **Diversity and Equality**

Implications verified by: Samson DeAlyn  
Telephone and email: 01375 652472  
sdealyn@thurrock.gov.uk

There are no adverse Diversity and Equality implications arising from this report.

**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):

**APPENDICES TO THIS REPORT:**

- Appendix A Strategic Action Plan

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# Appendix A

## Thurrock Sport and Physical Activity Partnership Action Plan

Last updated 25.06.13

### Key Partners

Initials	Name	Organisation	Position
BC	Beth Capps	Thurrock Council	Acting Senior Public Health Manager
DC	Daniel Cornall	Essex Development Officer.	Chelsea Football Club Foundation
JF	Joanne Ferrie	Thurrock Council	Health Improvement Officer
GG	Grant Greatrex	Thurrock Council	Sports & Leisure Manager
KG	Keith Grantham	Thurrock Council	Grangewaters Manger
GH	Gerry Heapy	Thurrock Sports	Thurrock Sports Council Executive
JH	Jenny Hurley	Thurrock Sports	Thurrock Sports Council Executive
AJ	Alexa Joel	William Edwards School and Sports College	Partnership Manager
FL	Faye Lambert	Essex County Football Association	Get into Football Officer
SL	Clr S Liddiard	Thurrock Council	Thurrock Councillor - Champion for Sport
RMC	Ray Munro Crump	Project Manager	Aveley Village Community Forum
NS	Navin Seneviratne	Palmer's College	Sports Worker
NS	Nick Stanley	Thurrock Council	Site Manager, Ranger Service
MS	Mark Sheridan	Thurrock Council	Outdoor Sports Officer
WS	Will Smith	South West Essex Community Services	Co-Team Leader & Health Improvement Specialist
CS	Carol Spencer	Thurrock Council	External Funding Officer
GT	Garry Tapsell	Impulse Leisure	Group Health and Fitness Manager
LU	Liz Ulph	NHS SW Essex Community Services	Health Improvement Support Officer
AW	Andrea Winterflood	Thurrock Council	Play and Open Spaces Development Officer



<b>1. Create a great place for learning and opportunity</b>			
<ul style="list-style-type: none"> <li>▪ Develop capacity and support the development of sports officials, coaches and athletes and volunteers.</li> </ul>			
<b>No</b>	<b>Action</b>	<b>Owner</b>	<b>Status</b>
1	Thurrock Rugby Club Partnership contra deal with TRC providing Adult elite players access facilities that enhance sport performance.	GT	Project started with 10 athletes on scheme and currently has 20 athletes
2	Aveley Youth Football team 16-18yrs access to group fitness classes and gym facilities to enhance sports performance	GT	One year ending Feb 2014 Both boxers are training and have just competed in a title fight at the Civic Hall
3	Thurrock SSP Badminton Academy	AJ	Ongoing, developing opportunities for involvement of young people in Badminton.
4	Thurrock SSP Leadership Academy Working with young people in Thurrock Schools to develop leadership/officiating skills.	AJ	Ongoing
5	Review access to disability sports and develop action plan	GG	Consultation survey lead by Thurrock Coalition April/May 2013. Conference held 16 <sup>th</sup> May Draft Action plan being developed
6	Provide financial support via grants to Thurrock Athletes and official affiliated to Thurrock Sports Council	JH	Thurrock Sports Council review applications and award grants on a bi monthly basis
	Matt Mc Carthy and John Wayne Hibbert – contra deal providing membership to allow the two professional boxers to develop their training for title fights	GT	One year ending Feb 2014 Both boxers are training and have just competed in a title fight at the Civic Hall
7	Hayley Maclean – Provide membership to the Team GB Athlete to train to improve performance	GT	Hayley completed her first 6 months and has been issued a further 6 months

8	Aveley Village Community Forum Recruit sports volunteers and train to recognised coaching levels	RMC	Ongoing
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**2. 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.

No	Action	Owner	Status
1	Sports Hub at Belhus Upgrade and Improve facilities	GG	Works planned for 2013 Discussions with potential partners to develop new facilities taking place
2	Increase the number of changing rooms at the Billet/Mobile fields	MS	Awaiting funding opportunity
3	Orsett Heath re generation of football pitches and changing rooms	GG	S106 funding secured. Project Plan to be drawn up.
4	Grangewaters Replace Water sports jetty (Old one sinking) Refurbish toilet/shower facilities (£175K) Low ropes course Construction of accessible residential space – with hoist etc. for wheelchair users	KG	New Jetty almost finished
6	Langdon Hills – continue adventure playground development	NS	Ongoing
7	To create urban sports hubs across the borough. Grays Beach Free running, ball court Purfleet – Skate, BMX, ball court,	AW	Grays Beach – Ball court completed 2012 Purfleet – completed 2012 St Francis Way – Completed 2012

	Corringham Town Park – ball court, improve the drainage for informal sports St Francis Way/Wickham Field – Ball Court Hardie Park – Indoor/outdoor skate – aspiration court. Belhus Park – To provide concrete skate park West Thurrock Memorial to provide a skate park		
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**3. Build pride, responsibility and respect to create safer communities**

- Enable and support sports clubs to self manage and develop their sports, including access routes into sport for new starters

<b>No</b>	<b>Action</b>	<b>Owner</b>	<b>Status</b>
1	All weather Ball Court at Lakeside Sports Ground 80x50	GG	Funding in place. Project being developed between the Essex F.A and Thurrock Association Sunday League. Awaiting project plan but expect to be build 2013.
2	Thames RFC Ground Development	GG	Lease issues almost complete with new operational structures in place. Some funding secured for the refurbishment of clubhouse.
3	Refurbishment of South Ockendon Pavilion	MS	Refurbishment is in final stages (now open) access path yet to be laid
4	Review Thurrock Athletic Stadium arrangements	MS	Rent review needed.
5	Provide specialist help and advice to clubs wishing to apply for external funding	CS	External Funding Officer in post and available to assist.
6	Promote funding opportunities available to clubs and organisations	CS	Electronic Database set up and evolving. Email alerts sent out as relevant.

			Sported conference held 17 <sup>th</sup> April 2013
7	Support the transfer arrangements at the Fondu Bowling Ground to ensure a sustainable future.	MS	Land values being re evaluated.
8	Youth Offending Program Young offenders access the 3 Impulse Leisure Centre's with their probation officers as part of the rehabilitation and integration strategy in an attempt at stopping reoffending	GT	6 memberships for the young offenders and their probation officers up until March 31 <sup>st</sup> 2014
9	Positive Activities for Looked After Children – Membership Due to the success of the Friday night project, the council have procured 50 bespoke subsidized junior memberships to use at targeted individuals across mufti agency partners	GT	Memberships start on 1 <sup>st</sup> June and run for 12 months
10	Positive Activities – Friday night project Young people aged from 14 yrs upwards and highlighted being deemed to being at risk of being disadvantaged accessing the Leisure Centre on Friday night between the times of 7pm – 9pm Taking young people off the streets during this problematic time of night where they would generally be hanging around streets / shops causing a nuisance, intimidating or anti social behavior Provided meaningful opportunities to access health and fitness, something positive to do and potential qualifications giving the ability to access a career and job opportunities	GT	Memberships due to end on the 31 <sup>st</sup> July 2013 with a potential for it to be extended subject to funding
11	Aveley Village Community Forum Provide entry level sports activities for young people and provide personal skills development to develop team working, fitness and a sense of community while working with partner groups to provide signposting and access routes for those wishing to develop their sport further	RMC	Ongoing

**4. Improve health and well-being**

- Coordinate and lead the development of sports and physical activity, opportunities and funding with partners within the public, private charitable and voluntary sectors.
- Develop targeted programmes to increase physical activities in areas of particularly low participation and areas of high obesity.
- Pro actively promote sports, physical activity and healthy lifestyles.
- Develop longer term strategy that has links to broader related strategies i.e. Thurrock's Healthy weight action plan
- Develop robust measurement and evaluations to demonstrate contribution to improving health.
- Develop multi agency physical activity pathways.
- Review opportunities for exercise on referral schemes.

No	Action	Owner	Status
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1	Develop disability sports plan	GG	Consultation taken place. Interventions being developed for Archery Table Tennis Football Swimming Sign posting and links to Essex Basketball clubs being developed
2	Weekend Activity Clubs at Grangewaters - Sailing - Paddle sports, Climbing etc.	KG	Trail programmes had poor uptake. Project being refreshed.
3	Manage and deliver Thurrock Vets League Male 35+. St. Cleres School. 6 a-sides.	FL	Veterans small sided league, has grown from 6 teams and 1 division, to 11 teams and 2 divisions. The league is sponsored by 'The Thurrock Enquirer' who provide weekly coverage 35+ players returning to the game through the Thurrock 'FA Mars Just Play Centres' There are currently 150 participants registered
4	Manage and deliver Thurrock Business League 16+ Male. St. Cleres School. 6 a-side	FL	8 teams engaged, 100+ registered participants  League due to restart in 2013
5	Manage and deliver a Football Focus on young people programme	FL	FA Mars Just play sessions offering 16-21's a route back into the game, linking clubs and structured formats. Palmer's College. FA Mars Just Play centre South Essex College. Opportunities to play within the College. Delivering disability football sessions to a targeted group of supported learners. Working with local youth clubs and Thurrock Council Youth Workers to increase participation and support current projects. Continuing to develop and support a new Lakeside FC u15 team into 2013
6	Manage and deliver "Mars Turn up and play FA programme" targeting 16+ and offers	FL	Hassenbrook School has 60 + registered participants

	flexible formats of affordable football.  Turn Up & Play – Just Play Centre Men 16+ FUTSAL Hassenbrook School		and 25 weekly attendees. Participants are progressing with support to playing futsal in a league format with set match times. Community league to be developed in 2013 William Edwards has 35+ registered participants and 15 weekly attendees. There are flexible start times and payments to meet the needs of participants St Clere’s was has 90+ registered participants and 25 weekly attendees. South Essex College – Three Just Play opportunities developed. Female only kick yourself fit, Male turn up and play and disability sessions. Palmers College – Centre developed in partnership with the College Community Football Coordinator and the Palmers Sport Maker to provide a Mars Just Play centre for students 16-19 on Friday lunchtimes. This centre is an opportunity for those young people who are not engaged in college teams to turn up and play. More structured opportunities to be offered to them in 2013
7	Adults with Disabilities Activity sessions Partnership with Sportability	KG	Ongoing
8	Stroke Network Adult structured physical activity programme to improve both physical and mental wellbeing/capability Impulse Leisure – Blackshots 4 sessions per week, every week	GT	Granted Big Lottery funding to add an additional session per week until December 2013
9	COPD – Chronic Obstructive Pulmonary Disease Adult structured physical activity programme to improve both physical and mental wellbeing/capability Impulse Leisure – Blackshots 1 session per week, every week	GT	Self Funded by patients at present and ongoing
10	Parkinson Disease Adult structured physical activity programme to improve both physical and mental wellbeing/capability	GT	Granted Big Lottery funding to add an additional session per week until December 2013

	Impulse Leisure – Blackshots 2 session per week, every week		
11	Adopt a School – currently linking with 3 primary schools providing Marketing, staffing resource for out of hours and summer holiday programmes Weekly	GT	Ongoing
12	Provide heavily subsidised memberships to the local authorities Mental Health Team as an aid to the clients recovery program. Clients are referred into Impulse Leisure and are provided with an exercise program to raise confidence and self esteem	GT	On going subject to funding
13	Exercise session once a week in a studio environment with Family Mozaic as part of a mental well being project	GT	Granted Big Lottery funding to add an additional session per week until December 2013
14	Providing 22 sheltered housing venues across the borough with delivered sessions covering falls prevention and chair based exercise Weekly	GT	20 local authority complexes up until march 31 <sup>st</sup> 2014 and will continue on subject to funding 2 are privately funded
15	Sportivate Funding <b>Golf Program</b> - 6 week crash course teaching 14yrs – 25yrs the fundamentals of the sport by a PGA Golf Professional  <b>Dance</b> – 6 week crash course teaching 14yrs – 25yrs the fundamentals of dance including warm up, learning routines in a number of disciplines inc Irish, Modern, street, ballet, tap, musical theatre  <b>Urban Rebound</b> – 6 week course is a new and fun way to get active and fit using mini trampolines. The courses are targeted at 14yrs – 25yrs who are non or semi active	GT	2 x 6 week programmes commencing in May and a further two in July 2013  3 x 6 week programmes commencing May and a further three in July 2013  4 x 6 week programmes commencing in May with a further four commencing in July
16	Move it... Dance School Impulse Leisure has partnered this Dance school that provides Tap, Modern, Ballet, Irish, Musical Theatre to children aged from 18 months upwards We provide a purpose built dance studio for the school at subsidized rates to enable the young people to benefit from professional surroundings Shows take place in the Civic Hall and has had attendances of 400 +	GT	Currently a 3 year contract
17	Health Walks A one hour health walk delivered out of each the 3 Impulse Leisure Centres. This program is targeted at all ages and will be run for 22 weeks and then the users are	GT	3 x 1 hour Health walks a week delivered out of the 3 leisure centres in Corringham, Grays and South Ockendon

	signposted to other walks in the borough		lasting 22 weeks
18	Over 50's Badminton and Bowls Club Open session targeted at the over 50's held in the Impulse Leisure - Civic Hall Weekly	GT	Ongoing
19	Change4Life Primary and Secondary Clubs – targeting children who have low levels of activity	AJ	Ongoing
20	Thurrock SSP Multi Sport Disability club at William Edwards – for children of all ages/disabilities from mainstream and special schools. Paralympic sports. 'Inspire a generation'	AJ	Ongoing
21	Thurrock SSP – 'School Games' – delivery of various sporting competitions for all ages within Thurrock; work with NGB's to ensure alignment.	AJ	Ongoing
22	Energy Clubs – recruiting, training, supporting volunteers to deliver energy club for 4-11 year olds promoting PA and health.	AJ	Ongoing
23	'Active Sport 4 Life' is a joint programme developed with Barking and Dagenham which focuses on inactive individuals 14+ with a BMI 28+ by developing a program of weekly, varied sporting activities	GG	A joint bid to Sport England's "Get Healthy Get into Sport" program has been successful in attracting £482,337.  The program details are being worked up but will commence in 2013.
24	SAFE (Sports Activities For Everyone) Aveley Village Community Forum A range of sports activities both indoors and outdoors designed to increase personal fitness and health and build a sense of well being Aveley Youth Centre Football: team sport and training for boys and girls (3 teams)	RMC	Ongoing
25	Impulse Leisure promotes health and well being to the community of Thurrock through a large number of programs and initiatives and offers memberships to suit various members of the community.	GT	Ongoing
26	A balanced and varied programme of fitness classes (over 120) are offered by Impulse Leisure on a weekly basis.	GT	Ongoing
27	Thurrock workplace wellbeing programme (pilot) Slimming World and exercise and activity programs	BC	Commissioned for Thurrock Council employees through the PH Team up to 31 March 2013 as a pilot program. Evaluation throughout 13/14.
28	Children and young people's lifestyle weight management service.	WS	New service being piloted.



29	Healthy 4 Life Course run by Vitality commissioned by Thurrock Council Public Health team includes a weight management and exercise component.	WS	Ongoing
30	Sports Coaching: a new range of activities for all ages	RMC	Starting October 2013

<b>5. Protect and promote our clean and green environment</b>			
<ul style="list-style-type: none"> <li>▪ Commission and provide good quality and accessible leisure facilities and sports grounds</li> </ul>			
<b>No</b>	<b>Action</b>	<b>Owner</b>	<b>Status</b>
1	Promote existing walking schemes- “Walk to Work” “Walk to School” Scheme “Walk on Wednesdays” Develop new Health walks	LU	Sportivate funding in place and new walks being delivered fir summer 2013 3 x 1 hour Health walks a week delivered out of the 3 leisure centre’s in Corringham, Grays and South Ockendon lasting 22 weeks Other health walks promoted via Thurrock Travel app.
2	Develop marketing and communications plan to promote activities and opportunities to be active and appreciate green environment	GG	Draft Plan in place
3	Bikeability – working with Thurrock Council to promote Road safety scheme in schools; cycling to school	AJ	Scheme ongoing
4	Promote a broad range of healthy “green” outdoor events and activities in Langdon Hills Country Park including; - free monthly guided bike rides in country parks - competitive and informal cycling events - Guided walks - Horse riding - Dog walks - Green gym - Orienteering events	NS	Mud sweat and Gears event planned 8 <sup>th</sup> Sept

	- Youth work - Natural play areas		
	Outdoor Bootcamps Impulse Leisure currently deliver outdoor bootcamp sessions on a Saturday mornings in the parks and open spaces. Sessions at Thurrock Rugby Club training fields in Grays, The football pitches at Belhus Park Leisure Centre and the Adizone at Corringham	GT	Programmed for one year but is subject to demand
5	New Sports Container in Aveley Recreation Ground. Aveley Village Community Forum A community container holding sports and recreational equipment allowing community groups to run new outdoor activities at the Recreation Ground and encourage the use of the outdoor environment	RMC	Started May 2013