

**REPORT TO:** Employment, Learning & Skills Policy & Performance Board

**DATE:** 23 June 2014

**REPORTING OFFICER:** Strategic Director, Communities

**PORTFOLIO:** Neighbourhood, Leisure and Sport

**SUBJECT:** Sport & Recreation Team Annual Report

**WARD(S)** Borough-wide

## 1.0 **PURPOSE OF THE REPORT**

1.1 To provide an annual report for the period 2013/14 on the Council Sport and Recreation Service.

## 2.0 **RECOMMENDATION: That:**

- i) **The report be noted**
- ii) **Members comment on the service delivery**

## 3.0 **SUPPORTING INFORMATION**

3.1 The report demonstrates a year where the Sport and Recreation Team has worked in partnership with a range of stakeholders and has made considerable progress, impact and achievements across the borough. It is structured to reflect the priorities set out within the Halton Sports Strategy 2012 - 2015 and illustrates how sport has and continues to enrich the lives of people living and working in Halton. Activities are used as an essential component in supporting and developing the infrastructure of the community and to improve the quality of life both physically and mentally.

3.2 The service actively works with partner organisations, such as, Halton Sports Partnership, in order to facilitate development through a better understanding of the issues and a sharing of resources to achieve success. Without the contribution from our partners much of the work highlighted within this report would not have been possible.

## 4.0 **SPORT AND RECREATION TEAM**

4.1 The team consists of 6 full time officers who cover a wide range of work areas. The service has two distinct areas:

- Management of the Leisure Management Contract. Places for People are responsible for the day to day operations of the Council 3 Leisure

Centres.

- Sports Development Team – development of programmes and activities to support the local sporting infrastructure.

The budget for Sports Development is £275,210. The service produces a monthly report and quarterly briefings. The following is a snap shot of local projects being delivered against the Sports Strategy key themes.

## 5.0 **SPORTS STRATEGY DELIVERY 2013/14**

### 5.1 **Theme 1: Increase Participation and Widen Access**

5.1.1 **Sportivate** is a national funding programme from Sport England, it is aimed at increasing regular participation in sport amongst 11 to 25 year olds. Halton secured £18,281 for year 3 delivery plan and over achieved its targets with 455 attendees 2700 throughput and a number attaining coaching qualifications to help with sustaining activities. Haltons year 4 plan has been approved with £16,334 secured for future delivery this will assist the Sports Development Team to provide a varied programme of activities for young people.

5.1.2 **Halton Sports Coach Scheme** delivered over 1100 hours of coaching from grass roots to excellence at schools, special schools, clubs, charities & organisations. Coaches deliver sports to all groups regardless of ability; in addition they have disability specific experience and awareness and provide a bespoke service to schools.

**Sports coaching and support Schools SLA** provides a professional coaching service for primary and special schools in Halton. 26 primary schools purchased the SLA in 2013, generating £13,998 income and achieving 8438 contacts. 28 packages have been purchased for 2014.

**Community Sports Coaching** - Coaches delivered activity at a number of events during the year, including Party in the Park; Widnes Scouts summer fair; Fire service Phoenix challenge; Health & Wellbeing fun days at various community venues. 2074 contacts made and 1773 adults received training. The service generated £4,075 income.

5.1.3 **Halton Sports Fair** aims to showcase sports and physical activities, which are taking place locally, throughout voluntary sports clubs, and venues in Halton. A variety of sports and physical activities sessions open to young people and adults. 150 sessions promoted, over 2 project periods including, come and try it taster sessions, demonstrations, or competitions. Table Tennis, Rugby League, Martial Arts, Swimming, Trampolining, Jogging, Rugby Union and a Join in Event at the Stadium where local clubs came and delivered practice sessions.

5.1.4 **Leisure Centre Activity:** Places for People Leisure operates Kingsway Leisure Centre, Brookvale Recreation Centre and Runcorn Swimming Pool on behalf of the Council. Each year Officers agree a 12 month Service Development Plan to ensure that the service continues to deliver in line

with the Council priorities, and monitors performance on a monthly basis. (DC Leisure was acquired in 2013 by Places for People (PfP). On 1 April 2014 DC changed its name to Places for People Leisure Management Ltd).

The Council's leisure centres provide access to affordable leisure activities which support the health and wellbeing agenda across the borough. People who are physically active reduce their risk of developing major chronic diseases, such as, coronary heart disease, stroke and type 2 diabetes by up to 50% and the risk of premature death by about 20 -30%. Inactive people spend 38% more days in hospital.

Nationally the company have received a number of accolades including:

- Leisure Centre Operator of the Year 2013, ukactive
- Health & Wellbeing Award 2013, Royal Society of Public Health
- Apprenticeship Provider of the Year 2013, Active Leisure Awards,
- Amateur Swimming Association Facilities Operator of the Year 2012
- Quest "Excellent" Rating for Sports Development

During the contract the public's use of the buildings has grown by approximately 34% and now stands at 680,000 active users and 810,000 visits per year. This increase has included working with the council and local agencies to address local priorities. Partners include Health Service providers, sports clubs, schools and colleges, private companies etc. Created strong links with local Schools including OBA, Wade Deacon and improved links with SureStart clubs were working with 1 centre, but over last 12 month now working with 8 centres.

Other activity examples:

- 2412 children in swim academy
- Back to Netball: New activity has 27 new members, local league playing fixtures at Kingsway Leisure Centre.
- Essentials Badminton, Kingsway working closely with Badminton/Sport England 8 Week course.
- Squash league is doing really well, had 565 casual people play Squash in one month
- Kinetika Gym members are staying 1 month longer than last year.
- Swim tag: All Leisure centres now have SWIMTAG - Over 30 day period, 152 swimmers at Kingsway Leisure Centre recorded 760 swims, swimming 962 kilometers in 545 hours, burning an estimated 294,801 calories
- All sites gaining dementia friendly status soon

5.1.5 **Halton Leisure Card:** 1496 Halton Leisure Cards purchased providing residents with discounted rates from a range of leisure providers. Leisure card holders made 16,771 visits to the Councils 3 Leisure facilities.

5.1.6 **Get Active Project:** Activity has been targeted at those not currently taking part in any sport or exercise over the age of 16 particularly women age 25-45 and older adults i.e. sedentary people at risk of disease due to lifestyle and people with low self-esteem. During 2013 new participants, those not

having taken part in any activity for last 12 months totalled 813. A [Get Active](#) review document has been produced for 2013/14. The document outlines some new projects, existing activities and general information on the benefits of being physical active. The Get Active timetables promote over 60 local community activities. Continues to support a number of community organisation and voluntary groups to provide opportunities for adults to be more active. 26 groups using social sports equipment for regular activity, e.g. Kurling and Bowling. Assisted group applications totalled £6,864. In addition to regular activity the project also supported some taster session, such as:

- “Try it” activity session delivered to Connect group at Grangeway (adults with learning disability), support given to volunteer with learning disability.
- Prepared and delivered physical activity workshops for cancer patients at Delemere Centre.
- Lunchtime health walks map including lunch at Grangeway promo flyer produced as requested via Community development.
- Meeting and action plan for St Luke’s dementia trial exercise programme.
- Assistance given to deliver Winter Olympic theme Kurling event for stroke association and lunch bunch dementia group
- Taster activity and on-going equipment loan to Murdishaw Day Services group.
- Windmill Hill new walks maps (Woodland Trust) disseminated.
- Support to new Day Services staff, providing training ideas to deliver activity, such as, Castlefields Community Centre.

#### 5.1.7 **Case Study: Much more than Physical Activity benefits**

Walking for Health Volunteer Leader, case A, leads weekly walks for up to 25 people and is a valued walk leader, helping many people explore Halton’s green areas and improve health. Last year, case A, was mugged and lost all confidence not wanting to leave the house afraid of what might happen; they felt cooped-up and struggled with nightmares. Case A had always walked from home to lead walks but could not make this journey following the incident. The teams Health and Physical Activity Development Officer arranged to pick up, from home, and attend each weekly walk with them. It was important to support a very valued volunteer get through a period of personal difficulties and keep them in touch with their social networks. 6 months on and through support from a number of agencies, including, Police, Housing Trust, Arriva travel and valued friends and associates, case A, now leaves home independently to attend health walks. Having a social circle of people who care and systems in place to support victims of crime has been essential in order for case A to use their own strength to overcome the trauma.

### 5.2 **Theme 2: Club Development**

5.2.1 **Club Halton** is a scheme that accredits quality sports clubs in Halton, who

meet a set of agreed criteria. Officers provide on-going support for 44 sports with Club Halton and those working towards accreditation including; Matt Fiddes Martial Arts, Halton Baseball and Softball Club, Widnes Rugby Union Club, Runcorn Cricket Club, Halton Farnworth Hornets, Runcorn Hockey Club, Runcorn Reps ASC and Halton Gymnastics Club.

75 clubs are affiliated to the Halton Sports Partnership; they receive regular information and support, from template administration documents and checklists to club visits and session promotion. This assistance supports the club to provide a quality experience that is both safe and attractive to the participants and those that care for them.

**5.2.2 Sports Resource Centres** - There are 2 accessible to voluntary sports 20 clubs have accessed the resources to assist and support running their club, including photocopying, meeting rooms, internet access, loan of sport specific and generic books, journals and equipment.

**5.2.3 Case Study: Halton Table Tennis Club**

Is truly a flagship club, continually striving to achieve more every year. The breadth and diversity of their day-to-day operation is unprecedented, reaching everyone from school groups to their over 50s group, they are the standard bearer for all other clubs. Due to their continuing progression, which is assisted by a number of Sports Development Team initiatives, they won the Sport & Recreation Alliance School Links Award 2013, which recognises the clubs efforts to encourage children to take up table tennis.

**5.3 Theme 3: Coach Education and Volunteering**

**5.3.1** A comprehensive coach education programme was coordinated by officers to support high quality delivery in Halton. Consultation on programme content took place with the Halton Sports Partnership. Courses were well attended, with Halton residents receiving a generous subsidy. Courses were published in the annual "Sport in Halton" booklet.

170 coaches / backroom staff accessed coach education course, assisting 26 Halton sports clubs deliver their clubs development plan (see appendix 1).

**5.3.2 Sports Coaching bursaries**

Aimed at those people who wish to become a new coach, gain a new qualification or develop onto another level of coaching. Specifically for anyone who is affiliated to a sports club in Halton. £4,890 distributed to clubs to assist members gaining National Governing Body of Sport qualification. Each coach prepares an action plan and identifies a mentor to support their development (see appendix 2).

**5.3.3 Halton Sports Volunteer Scheme**

The scheme aims to recruit, reward, recognise and support volunteers

aged 9+ and mentors, who are dedicating their time voluntary to the sporting sector of Halton. 40 volunteers have been supported through the scheme in the last 12 months.

#### 5.3.4 **Case Study: Supporting club infrastructure improves performance**

Halton Swimming Club has 150 junior and 70 senior members. In the last 12 months the club have accessed a number of Sports Development Team initiatives including club development and coach education programmes, with:

- 19 members attending SCUUK safeguarding and protecting children workshop
- 6 coaches attending equity workshops
- 2 Level 2 coaches awarded bursaries
- 9 Level 1 coaches awarded bursaries
- 16 people signed up to the volunteer scheme

A number of the new coaches are aged 16yrs to 19yrs; this has had a direct impact on the recent success of swimmers. The younger swimmers have seen the younger coaches as role models and aspiring to achieve the same success. In the past 12 months the club went from 13th place to 7th place at the Hugh Laughland Age group trophy, which was an improvement of 242 points. At recent Cheshire Championships overall there were 39 Medals won, a further 45 Top 10 Finishes alongside 77 new personal best times set. A significant improvement on the previous year's performance.

### 5.4 **Theme 4: Sporting Excellence**

5.4.1 **The Annual Halton Sports Awards** celebrated the success of local sporting individuals, clubs and schools by highlighting their achievements. A highly successful evening was followed up by several winners going on to represent Halton at other local awards, such as, the Merseyside Sporting Champions Awards, with great success, 3 out of the 6 main Merseyside awards going to Halton entries.

5.4.2 **RLWC2013** was a major sporting event in England. Halton were thrilled to be able to host the USA team for the tournament. The Sports Development Team coordinated a diverse programme, involving the community in activity throughout their stay. Including a multi sport activity day at the Stadium for over 500 primary school pupils, involving Cronton College and Wade Deacon leaders, Widnes Vikings, Bankfield students and Tom the Eagle and USA players. The USA team gained great respect from the RFL community; named team of the tournament. The management team constantly praised the Council for exceptional hospitality and stated "the good people of Halton and the USA Tomahawks together we shocked the world".

### 5.4.3 **Case Study: Grass route to excellence**

Halton Cricket Forum consists of representatives from all 4 cricket clubs, sports development, school games and County Cricket. In 2013/14 the schools coaching programme involved 32 primary schools signing up to either entry competitions or 10 hours coaching and teacher CPD, or both, this raised £4,600. Cheshire cricket board and Sports Development provided grant contributions to aid the sustainability of the programme, generating £5,600 for local clubs and coaches. This provides the first introduction to the game for some young people and opportunities for others to learn new skills and techniques, ultimately improving the standard of cricket within primary schools. Winners of the four competitions held as a culmination to the programme go on to represent Halton at the Cheshire county cricket competitions.

## 5.5 **Theme 5: Finance and Funding for Sport**

5.5.1 The Officers work both with other Council teams and the voluntary sector to secure investment from a range of funding bodies to support both the development of facilities and the delivery of sports programmes. The accessibility of grant funding has not been immune from the recent economic downturn and the level of funding secured has dropped, however, sports development still supported a total £17,576 Area forum grants and £78,677 external grants.

5.5.2 **Sports Development Grant Scheme:** Primary purpose is to assist local clubs and organisations who, through their activities provide sports development benefit to the inhabitants of the Borough. It also provides bursaries for talented individuals, club coaches and elite athletes and coaches who reside in Halton (see appendix 3).

5.5.3 **Merseyside Sporting Bursaries** - Each year the Halton Sports Partnership receives a percentage of the proceeds from the Merseyside Sports Awards. The sports development team administer this grant fund on their behalf. It is open to residents under the age of 25. 2 bursaries were awarded last year (see appendix 4).

5.5.4 **Funding and Information Clinics:** The Sports Development Team offer advice and support to all those seeking to access funding to improve sport and physical activity facilities and programmes within Halton. They continue to be popular with 47 appointments held during the year. Advice ranged from how to set up a sports club bank account and constitution to preparing and submitting revenue and capital grant applications.

Total distributed as grant aid to community groups £18,258

Funding secured for Sports Development Team initiatives £67,218.

Successful internal and external sports club funding applications £96,253

## 5.6 **Theme 6: Sports Facilities**

5.6.1 **Halton Playing Pitch Strategy** was reviewed and a new strategy produced. An action plan and implementation plan for playing fields has been prepared.

5.6.2 **Widnes Recreation Playing Field** development received planning permission during 2013. Construction of a new sports pavilion commenced March 2014. The new changing rooms and sports facilities will support activities on the playing pitches and a new sport and physical activity programme.

5.6.3 Officers supported a number of clubs with facility improvement plans:

- Runcorn Linnets - disability access, changing room and playing pitch improvements.
- Runcorn Town FC - ground developments
- Widnes RUFC - disability access, upgrade of facilities and playing fields
- Runcorn Boxing Club - new club base
- Runcorn Rowing Club - adaptive equipment

## 6.0 **POLICY IMPLICATIONS**

6.1 The Council has an adopted Sports Strategy 2012 -2015 which outlines the key actions for the Council. The delivery of the strategy is subject to resources. Sport is cross cutting and the benefits gained from participation and involvement in sport contributes towards achieving wider council priorities. The Sport and Recreation services delivery and the voluntary sector sporting community make a significant contribution to the Public Health agenda.

## 7.0 **OTHER/FINANCIAL IMPLICATIONS**

7.1 Sports Development has an income target of £48,200. This has been achieved through the School Coaching SLA, Service Level Agreements for sports activity, and generating income from activity. The service needs to constantly identify future income opportunities to support the sustainability of the service.

7.2 Regular monitoring of the strategy also lies with the Halton Sports Partnership Executive Committee, which comprises of key stakeholders from the voluntary sport sector.

## 8.0 **IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

### 8.1 **Children & Young People in Halton**

The service engages with thousands of young people, signposting to community sports clubs and showcasing activity to increase participation. The School Games Officer and Disability Sport Officer post compliment the



service delivery.

## 8.2 **Employment, Learning & Skills in Halton**

Volunteer opportunities and skill development in coaching, administration, fundraising etc. Support adult and lifelong learning.

## 8.3 **A Healthy Halton**

Sport and Physical Activity links directly with three of the five priorities in Halton's Health and Wellbeing strategy, prevention being the key. Physical activity links with prevention of certain cancers, mental health problems and falls.

## 8.4 **A Safer Halton**

The connection between sport and reducing anti-social behaviour and the fear of crime is supported by key research. Sports activities and competitions, sports volunteering, sports leadership, sports training help develop individuals and communities, encourage healthier and more productive lifestyles and create inclusive communities and neighbourhoods that provide a shared identity and sense of place.

## 8.5 **Halton's Urban Renewal**

The service supports numerous groups looking to improve the areas they are in.

## 9.0 **RISK ANALYSIS**

9.1 The service has a performance management process in place.

## 10.0 **EQUALITY AND DIVERSITY ISSUES**

10.1 The Sport and Recreation service is open and accessible. The service supports groups and individuals to meet the needs of present and potential participants.

## 11.0 **LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

<b>Document</b>	<b>Place of Inspection</b>	<b>Contact Officer</b>
Sports Strategy 2012 – 2015	Select Security Stadium	Sue Lowrie Sport & Recreation Manager

**Coach Education and Volunteering**

<b>Club Supported</b>	<b>Number at workshops</b>	<b>Club Supported</b>	<b>Number at workshops</b>
Widnes Rugby Union Club	<b>19</b>	Halton Cricket Forum	<b>1</b>
Focus Gymnastics Club	<b>3</b>	Runcorn Hockey Club	<b>7</b>
Birchfield Cricket Club	<b>4</b>	Oakfield School Table Tennis Club	<b>1</b>
Halton Gymnastics Club	<b>4</b>	Sport 4 All multi-disability club	<b>9</b>
Runcorn Rowing Club	<b>2</b>	Matt Fiddes Martial Arts Club	<b>7</b>
Halton Swimming Club	<b>11</b>	Moorfield ARLFC	<b>4</b>
Heath Tennis Club	<b>1</b>	Halton Farnworth Hornets ARLFC	<b>7</b>
Halton Table Tennis Club	<b>6</b>	Dragons/Vikings FC	<b>18</b>
Widnes Cricket Club	<b>4</b>	Juurai Martial Arts Club	<b>4</b>
West Bank Bears ARLFC	<b>5</b>	Moore Rugby Union Football Club	<b>1</b>
Widnes St Maries ARLFC	<b>4</b>	Beechwood Netball Club	<b>2</b>
Moorfield FC	<b>1</b>	Mersey Storm Wheelchair RL club	<b>2</b>
Plodders Running Club	<b>6</b>	Lane Tennis Club	<b>1</b>
Sports Dev/DC	<b>18</b>	Out of borough clubs	<b>18</b>

**Sports Coaching bursaries**

<b>Club Supported</b>	<b>Coaching Qualification Gained</b>
Halton Farnworth Hornets ARLFC	<b>1</b> x Level 1 Rugby Football League coach
Dolphin Swimming Club	<b>2</b> x Level 1 Amateur Swimming Association coach
Focus Gymnastics Club	<b>4</b> x Level 1 British Gymnastics coaches
Halton Table Tennis Club	<b>1</b> x Level 1 English Table Tennis Association coach
Widnes Wasps Running Club	<b>3</b> x Run Leaders coaches
Widnes Boxing Club	<b>2</b> x Level 1 Amateur Boxing Association England coaches
Pex Hill Junior Football Club	<b>1</b> x Level 2 Football Association coach
Halton & Frodsham Harriers AC	<b>4</b> x Level 1 England Athletics coaches
West Bank Bears ARLFC	<b>5</b> x Level 1 Rugby Football League coaches
Albrights Junior Football Club	<b>1</b> x Level 1 Football Association coach
Halton Girls Football Club	<b>1</b> x Level 1 Football Association coach
Runcorn Rowing Club	<b>5</b> x Rowing Leaders British Rowing Coaches <b>1</b> x Level 2 (Strength/Conditioning) British Rowing coach
Lane Tennis Club	<b>1</b> x Level 1 Lawn Tennis Association coach
Halton Baseball Club	<b>2</b> x Level 1 Baseball Softball UK coaches <b>1</b> x Level 2 Baseball Softball UK coaches
Halton Swimming Club	<b>6</b> x Level 1 Amateur Swimming Association coaches

**Sports Development Group Grants 2013/14:**

<b>CLUB</b>	<b>Members</b>	<b>Purpose</b>	<b>Amount Awarded</b>
Simms Cross RL	35	Equipment	300
Widnes RUFC	160 Juniors	Junior Equipment	900
Brookvale Utd FC	146	Kit & Equipment	370
Runcorn Ladies FC	23 New	Kit for Linnets Link	650
Avon FC	38	Equipment	300
Widnes Football Forum	350	Tournament	1000
BPR Leira FC	46	Equipment	200
Widnes Cricket Club	700	Equipment School to Club Link	600
Widnes Boxing Club	50	Equipment	300
West Bank Bears RL	266	Equipment	587
Halton Cricket Forum	510	Equipment School to Club Link	1000
Halton & District Football	1100	Equipment & Tournament	1000
<b>Total Beneficiaries</b>	<b>3424</b>		<b>7207</b>

**Sport Bursary awards 2013/14:**

<b>Name</b>	<b>Sport</b>	<b>Club</b>	<b>Purpose</b>	<b>Amount Awarded</b>
Alex Shaw	Hockey	Bowden Hockey Club	North of England Team	500
Robyn Cosgrove	Table Tennis	Halton Table Tennis	Cheshire Team	300
Keiran Maher	Cricket	Widnes Cricket Club	Lancashire Team	200
William Avon	Football	Blackpool FC	Travel to training	200
Hollie Bousfield	Taekwondo	Halton Taekwondo Club	GB World Championships	500
Robert Wright	Golf	Special Olympics GB	National Games - Bath	200
Lucy Martin	Cycling	Estado de Mexico Faren	National Elite Athlete	500
Maurice Craig	Wheel Chair RL	Mersey Storm RL	RL World Cup Coach	100
Chris Atkin	Rugby League	John Moores Uni RL	World Student Games	200
Paul Craig	Wheel Chair RL	Mersey Storm RL	RL World Cup Team	200
George Hill	Wheel Chair RL	Mersey Storm RL	RL World Cup Team	200
Chris Dennett	Wheel Chair RL	Mersey Storm RL	RL World Cup Team	200
Mark Allen	Table Tennis	Halton Table Tennis	Euro Games Competition	100
Ellen Johnson	Football	Halton Girls/Stoke FC	Cheshire Team	200
Omar Haddad	Gymnastics	Cheshire Gymnastics SO	Special Olympics – National Champs	250
Demi Lee Corless	Cricket	Runcorn Cricket Club	Cheshire Team	200
Jade Green	Football	Halton Girls FC	Kit/Equipment	100
Jade Kudrycz	Football	Halton Girls FC	Kit/Equipment	100
Leah Hatfield	Football	Halton Girls FC	Kit/Equipment	100
Taylor Jade Goodhall	Taekwondo	Halton Taekwondo Club	National Championships	300
Amy Wignall	Canoeing	Runcorn Canoe Club/GB	GB Squad	500
Jenny Illidge	Canoeing	Runcorn Canoe Club/GB	GB Squad	500
Katie Brough	Athletics	Vale Royal/GB	GB Competitions	300
Lewis Bradshaw	Tennis	Widnes Tennis Academy	Cheshire Team	200
				6150