



Fitness
Activity

Basketball

fun

trampolining



Gymnastics

Telford and Wrekin

Sports and Leisure Facilities Framework 2007-2027



badminton

Martial
Arts

Hockey

For more information contact:

Sports & Recreation
Telford & Wrekin Council
Community Services
PO Box 59
Telford TF3 4WF

Tel: 01952 382331 or 01952 382621
Email: lcc@telford.gov.uk



Netball

active



www.telford.gov.uk/leisure



Telford & Wrekin
COUNCIL

TELFORD and WREKIN SPORTS and LEISURE FACILITIES FRAMEWORK 2007-2027

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EXECUTIVE SUMMARY

Context

Telford & Wrekin Council commissioned consultants Knight, Kavanagh and Page (KKP) to undertake research to develop a strategic framework for the provision of sports and leisure facilities across the borough for the next 20 years.

The vision for the framework is:

“To create a network of inclusive high quality community and specialist sport and leisure facilities within Telford and Wrekin that will encourage an increase in its communities sports and physical activity levels, and enhance the quality of life of existing and future communities”.

There are a number of issues specific to Telford and Wrekin that have been considered in the development of the strategic framework:

- Building Schools for the Future proposals
- Opportunities for co-location with other community services
- Community use of school facilities
- Coordinated programming of facilities
- ‘Sports Village’ Concept
- Town Centre and Borough Town initiative regeneration.

The Building Schools for the Future programme is critical to any future developments and is clearly recognised as a key catalyst for change.

The strategic framework has been developed in three phases. Phase one was an assessment of the existing network of facilities and to the extent this caters for the needs of the borough, now and in the future. Phase two used the findings from phase one to develop a proposed network and hierarchy of sports facility provision for the borough. Phase three reviewed the outcomes from the public consultation.

The framework takes into consideration the geography of the borough and its demographic make up. Given that Telford is a fast growing area in the West Midlands and expects to see an increase in population over the next 20 years, a coordinated approach to sports facility planning to cater for the needs of local communities is vital.

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In summary, as a result of the adoption and positive implementation of the sports and leisure facilities framework, Telford and Wrekin will:

- Increase sports and leisure participation and active volunteering levels.
- Increase the physical education and sporting opportunities for 5 – 16 year olds.
- Provide a coordinated and sustainable approach to the development of sport, health promotion and facility management.
- Motivate individuals to make healthy choices.
- Encourage greater sporting participation and competitive opportunities supporting the 2012 Olympic Games legacy.

Current provision of facilities

The Council currently operates nine leisure facilities which includes swimming pools, sports halls, health and fitness gyms (Aspirations), an ice rink, ski slope and golf centre. All nine council leisure facilities are 'Quest' accredited, four of which are highly commended. In terms of the National Corporate Performance Assessment accessibility target, the authority performs well with 56.27% June 2007(upper threshold) of the population within Telford and Wrekin residing within 20 minutes travel time (by vehicle) of a range of three different sports facility types of which one has achieved a quality assured standard.

The strategic framework assesses: the strategic positioning of current sites, the need for on-going efficiency improvements, and the level of co-coordinated programming.

Participation levels are very healthy amongst the Council's vulnerable target groups. The rate of participation of individuals within hard to reach groups, such as females, BME and disabled, has increased significantly in the last three years. Recognition through the achievement of the national 'Beacon' award bears this out. The extent of partnership working across the borough has also strengthened, particularly the work with AFC Telford Utd and Telford College of Arts and Technology, amongst others.

Swimming Pool provision

There are 18 swimming pool facilities in Telford and Wrekin. Of these, four are currently owned and managed by the Council. The remaining 14 are owned and operated by a variety of groups, including educational institutions (7) and private sector fitness and hotel operators (7). The majority of the borough's population resides within 15 minutes drive time of an adequately sized (20m or larger) swimming pool.

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The national 'Active Places' strategic planning tool suggests that swimming pool demand in Telford and Wrekin is largely met. However, this does not account for quality of provision. Issues for swimming provision in Telford and Wrekin are the distribution of pools across the borough (including the strategic location of additional teaching/learner provision), the lack of pool time for teaching and school curricular swimming programming. A swimming pool strategy that covers school and community programming, is required.

Sports Hall provision

Four of the Council Leisure Services owned and managed provision incorporate sports halls with three or more badminton courts. Another ten are owned and operated by the education sector. All secondary schools will be affected by the Building Schools for the Future scheme, which, for some schools, will mean refurbishment of existing sports halls or complete new build provision. Virtually all of the borough's population lives within a 15 minute drive time of at least a 3-court sports hall.

The national 'Active Places' strategic planning tool suggests the borough has sufficient provision. It does not however account for quality of provision, extent of accessibility, the borough's strategic plans and aspirations or Sport's National Governing Body requirements for competitions and events.

There is an unbalanced distribution of 'community accessible' sports halls across the borough. Whilst it might be deemed to be fortunate in terms of the number of sports halls, only a small proportion of these have formal community access agreements. Linking in with Building Schools for the Future proposals is the ideal way to 'open up' access to sports halls and to ensure that any new sports halls are built to an appropriate specification that can cater for both schools and community sports and leisure. Another key issue in relation to sports halls is the lack of strategic programming of use across facilities. Again, Building Schools for the Future is an opportunity to help rectify this issue. The potential to replace/refurbish current school leisure provision with new Building Schools for the Future led developments should be considered.

Health and Fitness provision

There are 21 identified health and fitness facilities in Telford and Wrekin. Of these, four are owned and managed by the Council. The remaining 17 are owned and operated by a variety of agencies, including educational institutions (4) and private sector fitness and hotel operators (13). There are presently few gaps in health and fitness provision. The main gap

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is in the north/north west of the borough, which is primarily rural with a very low population density. In the rural areas of the borough, consideration should be given, perhaps in tandem with the Primary Care Trust programmes, to providing health and fitness and physical activity at/through the network of community centres/village halls.

Other facility provision

The borough has an adequate coverage of community use synthetic turf pitches, in particular North Telford. There is also adequate sports facilities coverage relating to the Ski Slope and golf centres. The Ice Rink is very popular and is a valued asset to the people of Telford and Wrekin. Public consultation endorsed the retention and improvement of the Ice Rink in the Town Centre. Other significant sports facilities include the New Bucks Head Stadium and the Telford College of Arts and Technology 'Super Dome'.

National Governing Body (NGB) requirements

The National Governing Body's for the main indoor sports have been consulted to determine their facility requirements for Telford and Wrekin. These interviews uncover detail regarding the strength of the club structure, areas for development and any unmet demand for facilities. The interviews revealed some opportunities for Telford and Wrekin. England Netball is in support of a Regional Netball Centre being part of the proposed developments planned at Wrekin College as part of Telford Sport, Learning and Enterprise Community (TSLEC).

Future facility provision

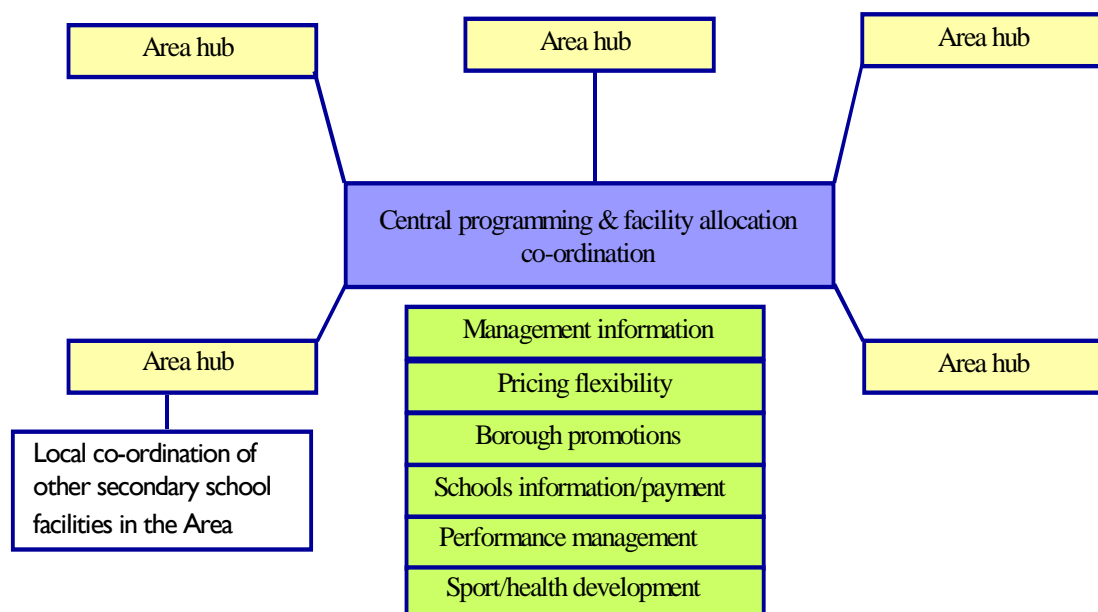
It is proposed that sports facilities in Telford and Wrekin operate within a notional hierarchy based upon several key principles. Proposals suggest that community sport and physical activity provision be developed around 'hubs' of provision encompassing schools and community-based facilities. It is proposed that there will be one 'hub' centre in each of the five 'cluster' areas: Newport, Wellington, Telford North, Telford Central and Telford South.

One of the key aims of the strategic framework is to extend upon and develop the 'Sports Village' concept that has already been proposed for the Wellington Cluster, incorporating Wrekin College, Hadley Learning Community, AFC Telford and Telford College of Arts and Technology. Eight key sports will be the driver to contribute to the development of excellence, learning and social inclusion. Whilst initial proposals focused upon one

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particular area of the borough, the facility strategy aims to extend this across the borough as a whole, ensuring that the future network of provision is strategically located and accessible to all.

Delivery Model



Area ‘Hub’ sites - The proposed facility hierarchy identifies the need for a network of ‘hub’ facilities, providing a range of (quality) facilities and opportunities at the same location.

‘Partner’ sites - This is facility provision to complement that delivered by ‘hub’ facilities within a local context.

‘Specialist’ sites – This is facility provision to cater for a particular sport(s).

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Newport

Area 'hub' site: Newport Sports Centre at Burton Borough School. To include:

- New pool to replace existing Newport Swimming Pool and consideration of an additional teaching pool
- Whole life quality fitness (adult/junior gym)
- Movement & dance space
- Health Promotion Unit officer base
- Effective link to the existing modern sports hall

'Partner' sites - Newport Girls High School (new Sports Hall) and Adams Grammar School, remotely programmed from Newport Sports Centre. Rural community halls to work in partnership with 'hub' site in order to develop relevant activity programmes for their communities.

Telford North

Area 'hub' site: Oakengates Leisure Centre. To include:

- There is potential for the Sutherland School to be located on this site having full access to the Leisure Centre.
- Refurbish existing sports hall/pool
- Whole life quality fitness (adult/junior gym)
- Health Promotion Unit officer base
- Retain athletics track and synthetic turf pitch
- Improved grass pitches

'Partner' site - Consideration is being given to performance dance at the Priorslee/Wrockwardine Wood (new Sports Hall) partner site, which would be programmed from hub site, Oakengates Leisure Centre

Specialist site - There is the potential to consider the development of generic/area programming of learn to swim, specialist dance and community tennis via Hadley Learning Community, in liaison with both the 'hub' site and Telford Sports, Learning and Enterprise Community (TSLEC).

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Wellington

Area 'hub' site: *Wellington Civic and Leisure Centre* - Retain the centre on the current site, upgrade existing facilities (changing rooms) and consider the inclusion of:

- a Teaching Pool (in addition to the existing main pool)
- Whole life quality fitness (adult/junior gym)
- Health Promotion Unit base

'Partner' sites - *Blessed Robert Johnson Catholic College, Charlton School, and Ercall Wood Technology College (inc. new build facilities)* partner coordinated programming with Wellington Civic & Leisure Centre. *Rural community halls* to work in partnership with the 'hub' site, in order to develop relevant activity programmes for their communities.

Specialist sites - *Telford Sports, Learning and Enterprise Community (TSLEC)* will add real value as a 'performance' hub. In addition to helping meet demand from the growing Lawley community there are proposals for joint working across four sites:

- *Wrekin College*, where an indoor cricket centre is proposed and England Netball have shown interest in developing a Regional Netball Centre in Telford, with Wellington being their preferred location.
- *Telford College of Arts and Technology*, where Sports Academy Further education, Basketball Specialist Facilities, Rugby etc are being considered
- *Hadley Learning Community*, where tennis and dance are being considered
- *AFC Telford Utd Learning Centre*

Telford Central

Area 'hub' site: *Stirchley Recreation Centre*: The Stirchley Recreation Centre 'hub' site proposals include new build/refurbished:

- Sports hall and Squash court provision.
- Whole life quality fitness (adult/junior gym)
- Consider adding dedicated Martial Arts space
- Integrated Leisure Services/Library Service.
- Health Promotions Unit base.

'Partner' sites and 'Specialist' sites – *Phoenix Sports Centre and School* is seen as a valuable site for providing additional leisure facilities to support growing demand from new housing development in particular in Dawley and Lawley. It is recommended that consideration be given to installing adventure/outdoor pursuit's provision, e.g. climbing wall, high ropes at

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Phoenix School as part of the Sports College role, serving the Borough and linking to Arthog Outdoor Education Centre. In addition, existing sports hall facilities should be reconfigured to appropriate specification to cater for trampolining and volleyball specialisms, and the provision of a synthetic sports pitch and a whole life quality fitness provision should be considered.

In addition to the programming of Phoenix Sports Centre it is recommended that consideration be given to the programming of *Horsehay Village Golf Centre*, retaining the pay and play facility and developing the junior academy and coaching opportunities via a new Partnership arrangement.

Telford Town Centre – To meet the long term needs for the regeneration of the Telford Town Centre, it is suggested that the *Ice Rink* and the *Tenpin bowling* facility be moved to another location in the town centre. It is recommended that the town centre location could be suitable for further private sector led leisure development such as *fitness facilities and leisure pool*.

Telford South

Area ‘hub’ site: Madeley Sports Complex – The location of the hub management site is to be determined. It is proposed, provision in the Madeley area will be as follows:

Madeley Academy – From 2009/10 the following sports provision to be available for evening, weekend and holiday community use:

- 4 court indoor sports hall and changing facilities
- Dance studio
- Health & fitness provision
- Improved outdoor playing pitches
- Synthetic Turf Pitch (STP)

‘Specialist’ site Telford Ski and Snowboard Centre – Recommendation is that this is retained as a specialist site with the feasibility of adding additional changing facilities to cater for the use of ‘upgraded’ adjacent playing pitches.

New Swimming Pool – The recommendation is that a swimming pool is retained in the Madeley area and that Abraham Darby School is considered as the preferred option for the location of the new swimming pool.

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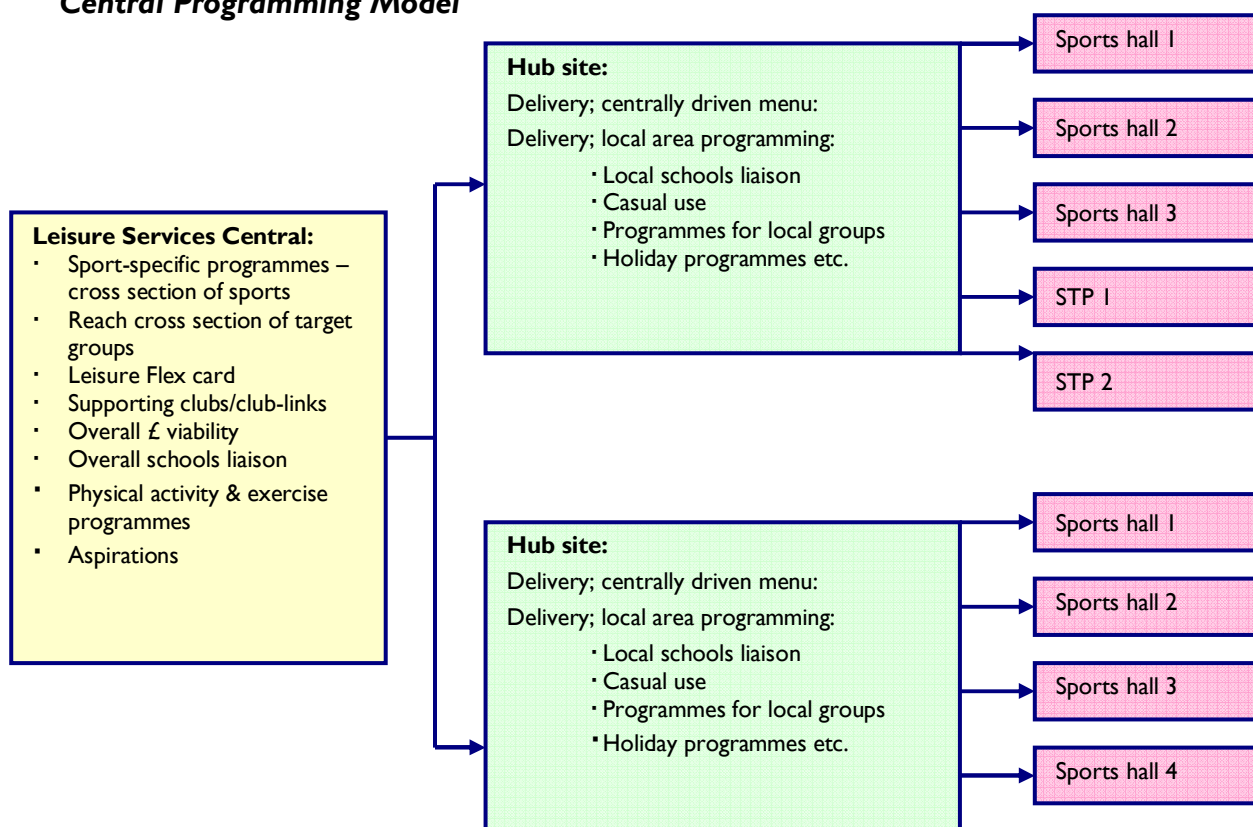
Abraham Darby School the opportunity should be explored to open up existing and proposed improved sports hall, associated facilities including playing pitches for community use.

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Management and Programming

The strategy framework recommends a central programming model where provision is linked through the 08.00-18.00 'extended schools' framework and programmed 'community time' is agreed and established.

Central Programming Model



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Potential funding options

The Building Schools for the future programme is critical to any future developments and is clearly recognised throughout the Framework as a catalyst for change. There are a number of partner organisations that will need to invest (capital and revenue) to develop the sport and leisure infrastructure. In addition to this there are also several potential funding streams which need to be explored to make the proposals within the Framework a reality. These include:

- ❑ Building Schools for the Future
- ❑ Sport England – Community Investment Fund / Capital fund
- ❑ Sport England – Community Club Development Programme
- ❑ Advantage West Midlands (AWM)
- ❑ English Partnerships
- ❑ Football Foundation
- ❑ Government Office West Midlands (GOWM)
- ❑ DCMS PFI credits
- ❑ National Sports Foundation
- ❑ Big Lottery Fund - Fair Share Programme
- ❑ Awards for All
- ❑ Local partner agencies e.g. Primary Care Trust
- ❑ Capital receipts
- ❑ Section 106 planning agreements.

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INTRODUCTION

Knight, Kavanagh & Page (KKP) was commissioned by Telford and Wrekin Council, in 2006, to undertake the development of a strategy for the provision of sports and leisure facilities across the Borough. The development of this strategy is recognised by the Council to be fundamental to ensuring that it takes a strategic, coordinated approach to its provision of sports and leisure facilities over the next 20 years.

The Strategy recognises and reflects the Council's aims and aspirations. It acknowledges key 'cross-cutting' issues such as lifelong learning, health and social inclusion and encourages pursuit of local priorities within regional and national contexts. It addresses provision that serves local and borough-wide catchments, local communities and communities of sporting interest, and reflects the Borough's present and aspirant role within the West Midlands as a leading and developing local authority.

The need for a facility strategy

The need for a 'joined up', strategic approach to development of sport and leisure facilities across the Borough is recognised by all the relevant Council Portfolios and Service areas. There is also a clear requirement to consider the present position of such facilities and, in this context, to conduct a detailed analysis of current supply, existing and future demand to prioritise and encourage further development. The need for a facilities strategy is further reinforced by the facts that:

- ❑ Telford is identified as an important regional location for several national governing bodies of sport (NGBs) e.g. netball, basketball.
- ❑ The population of the Borough will grow considerably in the next 15-20 years.
- ❑ The Borough is in the next wave of funding for the Building Schools for the Future (BSF) programme. There is, within this, considerable potential to develop new, and refurbish existing sports facilities on school sites. A key rationale for strategy development is to place this opportunity in the context of wider sports facility provision requirements across Telford and Wrekin.
- ❑ The proximity of Telford to the country's second city, Birmingham, and its accessibility via the motorway network, stands it in good stead as a potential location for future County, Regional and National sporting events and/or training camps. The Sports Events and Performance Facility Study recently undertaken by KKP on behalf of the County Sports Partnership 'Energize', highlights the potential for the County to host national and/or regional events and competitions in certain sports.

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- ❑ Regional and national policy highlights the importance of robust assessments of existing and future needs for sport and recreational facilities.

The government is investing £978m between 2003/04 and 2007/08 to deliver the Physical Education, School Sport and Club Links (PESSCL) strategy. The target is to increase the take up of sporting opportunities by 5-16 year olds so that 85% of children by 2008 experience a minimum of two hours high quality PE and school sport within and beyond the curriculum each week. The long term ambition, by 2010, is to offer all children at least four hours of sport every week made up of:

- ❑ At least two hours of high quality PE and sport at schools – with the expectation that this will be delivered totally within the curriculum; and
- ❑ An additional two or more hours beyond the school day delivered by a range of school, community and club providers.

Having a facility strategy for the Borough is vital to ensure that the infrastructure is in place to enable the Council to deliver these targets.

The report explores and provides the Council with the capacity to make recommendations about the best way forward in the context of planning and funding the development of sports and leisure facilities in Telford and Wrekin over the next twenty years. The BSF programme is critical to any future developments and is clearly recognised throughout the Strategy as the catalyst for change.

The vision

The (proposed) vision for the strategy is:

“To create a network of inclusive high quality community, specialist sport and leisure facilities within Telford and Wrekin that will encourage an increase in its communities physical activity levels, and enhance the quality of life of existing and future communities”.

Key considerations

There are a number of issues specific to Telford and Wrekin that have been considered in the development of the strategy. These are as follows:

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Building Schools for the Future (BSF) proposals

Telford and Wrekin Council submitted its initial vision and strategy for BSF funding in October 2003. The DCFS has confirmed that, on the basis of this vision, Telford and Wrekin has secured a place in the next wave of BSF funding (2007/08). The Council is currently preparing a formal strategic business case, which articulates the education vision and rationale behind the BSF proposals in order to meet DCFS requirements, for submission 2007/08. The BSF application will be underpinned by this comprehensive strategy for provision of sport, recreation, leisure, cultural and physical activity facilities for the Borough.

This is founded upon the following key principles:

- ❑ The Borough's desire to maximise the positive impact of proposed BSF-based investment on opportunities for learning, sport and physical activity.
- ❑ The effectiveness and efficiency with which the Council and its partners deliver such opportunities in the local community.
- ❑ Clarity about the way that the Children & Young Peoples Service, individual schools and the Leisure and Culture Service interpret and intend to develop Extended Schools provision and how this dovetails with development of PE and school sport and delivery of community sport, physical activity, cultural and library provision.
- ❑ A strategic intention to ensure extensive and close links between school/community provision.
- ❑ Aligning multiple partners in schools, School Sport Partnerships (SSPs), sports development, leisure services, health promotion, library and cultural provision/programming so that each functions more effectively and efficiently.
- ❑ Adoption of a central facility programming approach across all facility operators i.e. coordination of the programming of facilities across schools-based, stand-alone and, for example, Private Finance Initiative (PFI) and Further Education (FE)–based facility operators.
- ❑ A refocusing of the Borough's fitness provision seeking to ensure that the take up of enjoyable exercise is, working closely with the Telford and Wrekin Primary Care Trust (PCT), extended to the full community from young people at schools to those, of all ages and levels of ability to pay, whose route into exercise emanates from community-based interventions.
- ❑ The BSF programme dovetailed with the Borough's investment plans for its leisure facility stock will improve its overall facility stock, its co-ordination and underpin Telford's aspirations for indoor facility provision in the Borough.

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Co-location opportunities

There is a need for synergy between investment proposals for indoor sports facilities and other significant investment opportunities such as Telford Town Centre redevelopment, Borough Town regeneration initiatives and those associated with arts and culture, lifelong learning and libraries and health. Effective alignment of multiple partners has the potential to ensure that each functions more effectively and efficiently.

Strong and Prosperous Communities - The Local Government White Paper aims to give local people and local communities more influence and power to improve their lives. It is about creating strong, prosperous communities and delivering better public services through a rebalancing of the relationship between central government, local government and local people. This supports and heightens the case for local co-location of facilities and services in Telford and Wrekin.

Community use of school facilities

The current sports facility network includes the following joint use facilities:

- ❑ Stirchley Recreation Centre - jointly used by Lord Silkin School.
- ❑ Madeley Court Sports Centre - Madeley Academy.
- ❑ Phoenix Sports Centre - Phoenix School.
- ❑ Oakengates Leisure Centre - Sutherland and Wrockwardine Wood Schools.

The Council is keen to retain and expand and to continue to maximise the benefits and efficiencies of community use of school facilities and where possible, expand this via the BSF scheme.

Strategic and coordinated programming of sports facilities

In developing a future network of sport and leisure provision, it has, following consultation, been agreed that, in order to optimise the use, development effectiveness and financial efficiency with which sports facility stock is utilised, a coordinated approach to programming should be adopted. This will drive both community participation in sport and physical activity and suitable 'pathway-led' programmes (for beginners, improvers, recreational participants and those who wish to excel) developing sport and physical activity to its optimum level in the Borough.

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Specialist sports facility network - 'Sports Village concept'

There is a strong awareness of the work that has already been done to develop a 'sports village' concept in Telford and Wrekin through TSLEC. Development of the sports facility strategy has included a review and, where feasible, incorporation of these proposals. The recommendations will help to ensure that strategic decisions made with regard to the 'sports village' are set in the context of future facility network provision across the Borough.

Town Centre regeneration

In October 2005 the council adopted the 'Telford Town Centre Development Control Guidance'. The purpose of the work was to supplement the Wrekin Local plan in providing more detail planning guidance for development in the Town Centre. Much of the content and principles contained in the guidance is being carried forward into the emerging Local Development Framework and in particular, the Central Telford Area Action Plan.

The central aim of the work is to help the Town Centre evolve into a thriving quality centre based upon an active and vibrant mix of retail, commercial, culture, leisure, and residential uses providing activity throughout the week and the whole day including the evening.

This work informs and includes recommendations which influence Town Centre redevelopment in the context of future leisure provision.

Borough Town Initiative

Another major regeneration scheme for the council is the Borough Towns initiative which aims through regeneration and renewal to breathe new life into the old Borough Towns such as Wellington, Newport, Dawley and Madeley.

The Sport and Leisure facilities within these Borough Towns are high profile and therefore their future development guided by this framework will have a positive influence on these regeneration plans for the towns.

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Strategy priorities for the next 20 years

This strategy provides a guide to the development and delivery of facilities, incorporating the flexibility to accommodate change, growth and development. Its objectives are to:

- ❑ Appraise existing Council stock in the context of its:
 - Financial worth.
 - Likely investment return.
 - Refurbishment/expansion potential.
 - Affinity with and importance to the local community.
 - Management effectiveness and capacity.
 - Governance.
 - Capacity to contribute to achievement of the Council's key priorities.
- ❑ Analyse service provision and location with a view to determining optimum siting of services in relation to access, need and assessed demand.
- ❑ Analyse existing research and/or to provide original research and to inform the development of other policies and plans in progress.
- ❑ Identify a future network of provision of relevance to, and reflecting the needs, aspirations and desires of Telford's communities in relation to sporting and leisure opportunity.
- ❑ Identify a future network of provision that includes all facility providers; education, private and voluntary sector, as well as local authority provision.
- ❑ Produce a borough wide plan for indoor sport and leisure facilities for the Council for the next 20 years.

Following the identification of a strategic network of provision, it outlines proposals for facility management and programming as well as possible financial implications and potential funding options available.

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METHODOLOGY

The Strategy has been developed in three phases.

Phase one

Phase one was an assessment of the existing network of facilities and the extent to which this caters (will cater) for the needs of the Borough, now and in the future. The demand for new provision and opportunities for development, refurbishment and/or rationalisation were uncovered. It included:

- ❑ Background research; review of existing research and policy documents such as condition surveys, Quest assessments, initial BSF proposals, 'Sports Village' TSLEC proposals.
- ❑ An assessment of socio-demographic trends and general population characteristics of Telford and Wrekin including the future demographics of the Borough.
- ❑ Identification of existing indoor (and some outdoor) sport and leisure facilities – education, voluntary, public and private. Appendix I is the database for these.
- ❑ Site visits to the key indoor council leisure facilities.
- ❑ Financial and usage analysis of current stock.
- ❑ Mapping exercise to illustrate existing facilities within the geographic area.
- ❑ Web survey of sports clubs.
- ❑ Demand assessment predominantly via face-to-face consultation with key partners across the Borough, supported by analysis of existing research and management information. Consultees included:
 - Relevant Telford & Wrekin staff; leisure, regeneration, planning, education, arts and culture, lifelong learning and libraries, asset and property etc.).
 - Facility managers and other key operational staff.
 - FE providers.
 - Primary Care Trust (PCT).
 - Energize County Sports Partnership (CSP).
 - National Governing Bodies of Sport (NGBs).

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Phase two

Phase two used the findings from phase one to develop a proposed network and hierarchy of sports facility provision for the Borough. Proposals were presented at wider consultation meetings. Phase two consisted of the following:

- ❑ Identification of a network of facility provision that is relevant to the needs and aspirations of the communities of Telford and Wrekin.
- ❑ Identification of the potential options in relation to the most appropriate style, location and mix of facilities to accommodate the future sporting aspirations of the Council and its residents.
- ❑ Application of the network to identify:
 - Areas of quantitative deficiency or surplus.
 - The spatial distribution of unmet demand.
 - How much new provision is required.
 - Appropriate locations for development..
 - Current facilities that need refurbishment or development..
- ❑ Presentation of proposals to:
 - Key stakeholders.
 - Primary and secondary schools.
 - Cabinet members.
 - Corporate directors.
- ❑ Assessment of partnership options available to Telford and Wrekin and sport in the Borough to deliver an effective network of facilities.
- ❑ Recommendations for future provision including programming principles.

Phase three

Phase three (Public and Local Stakeholder Consultation). Although significant consultation had already been undertaken with a variety of groups at various stages of the frameworks development, a public consultation exercise was undertaken during August and September 2007 to gauge public opinion. The public consultation took the form of:

- i) Web survey on the Council website front page, with access to the draft framework document.

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- ii) Information Displays available at venues within each of the 5 cluster areas. Officers were available at publicised times to discuss the proposals at the venues with members of the public.
- iii) Further consultation with stakeholders and user groups through presentations and meetings, including Senior Citizens Forum, Disability Forum, Sports Advisory Council and partners of the emerging Telford Sports, Learning and Enterprise Community.
- iv) Information pack including the survey and Executive Summary direct to members, parishes and schools.
- v) Mail shot local sports clubs and community/voluntary groups
- vi) Children & Young People Questionnaire completed through the School Sport Partnerships.

During this period the relevant findings relating to the current Open Space (PPG 17) consultation being undertaken by Environment & Regeneration, also fed into the process.

It is important to note that Sport England is a statutory consultee regarding Sport & Recreation planning issues. The developments associated with both BSF and the Academy will have a significant impact on Sport & Recreation and in particular playing fields and pitches across the borough. Therefore Sport England will continue to be engaged throughout the process in order to develop, in partnership, practical solutions to potential loss of playing fields and pitches.

A full consultee list is provided as Appendix 2.

CONTEXT

National and regional context

The Strategy has been developed within the context of, and reference to, a range of national and regional sporting agencies/governing bodies and their strategies. A summary of national and regional strategic policies in the context of this strategy has been provided in Appendix 3.

TELFORD and WREKIN SPORTS and LEISURE FACILITIES FRAMEWORK 2007-2027

Local context - demographics

Population

Telford and Wrekin is situated in the West Midlands, approximately 30 miles west of Birmingham. The Borough covers 112 square miles and has an estimated population of 158,600 in 2001 and 164,600 in 2007 (an increase of 16.3% from 1991). This is predicted to increase to 191,900 by 2021 (Source: Telford and Wrekin Council). The “new town” of Telford is at the heart of the Borough and is a regional focus for population and economic growth; it is the fastest growing area in the West Midlands. Some of the most rapid population growth in recent years has been in the wards of Horsehay and Lightmoor, Muxton, and Priorslee.

Telford is situated on the M54 providing easy access to the national motorway network. Two thirds of the UK's population is within four hours travel time of Telford (Source: Transforming Telford). The Borough comprises several small towns including Wellington, Dawley, Donnington, Madeley and Oakengates.

To the north of Telford is the market town of Newport and situated on the northern bank of the River Severn is Ironbridge. The Borough has a significant rural area located to the north and west of Telford. This covers approximately 72% of the total borough area. Figures 1 and 2 overleaf illustrates the Borough of Telford and Wrekin, its population density and how it relates to its neighbouring authorities.

TELFORD and WREKIN

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Figure 1: Telford & Wrekin borough

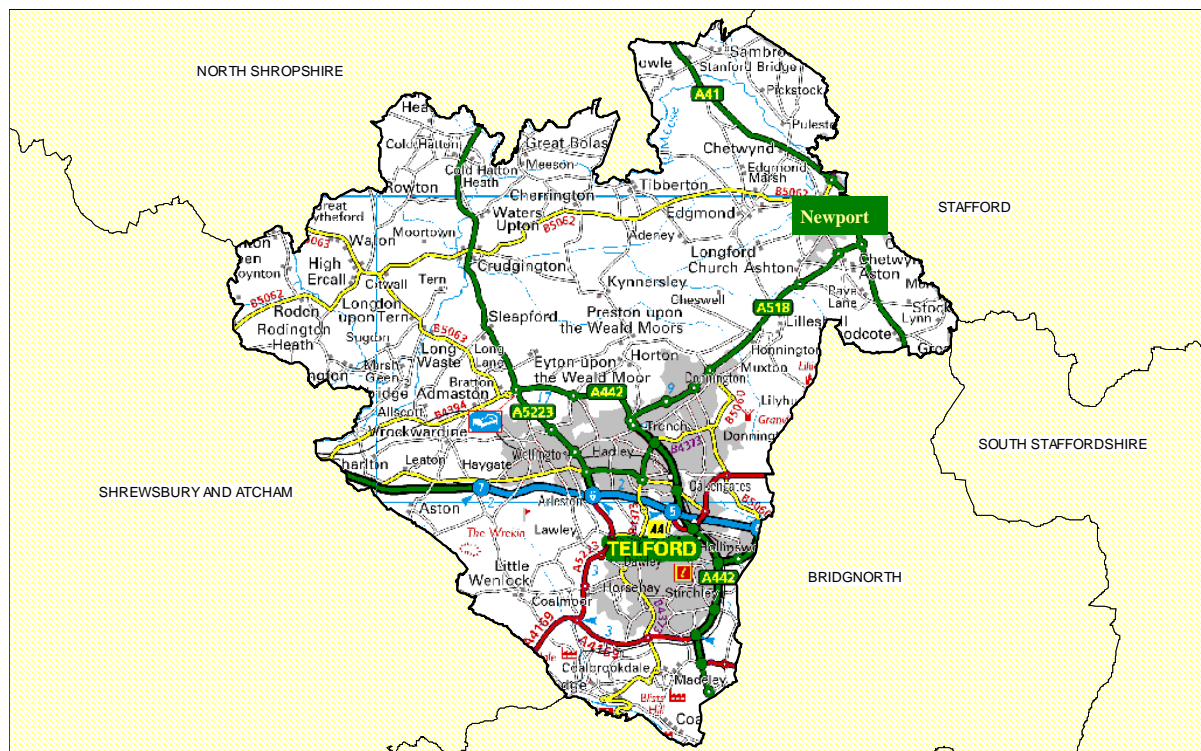
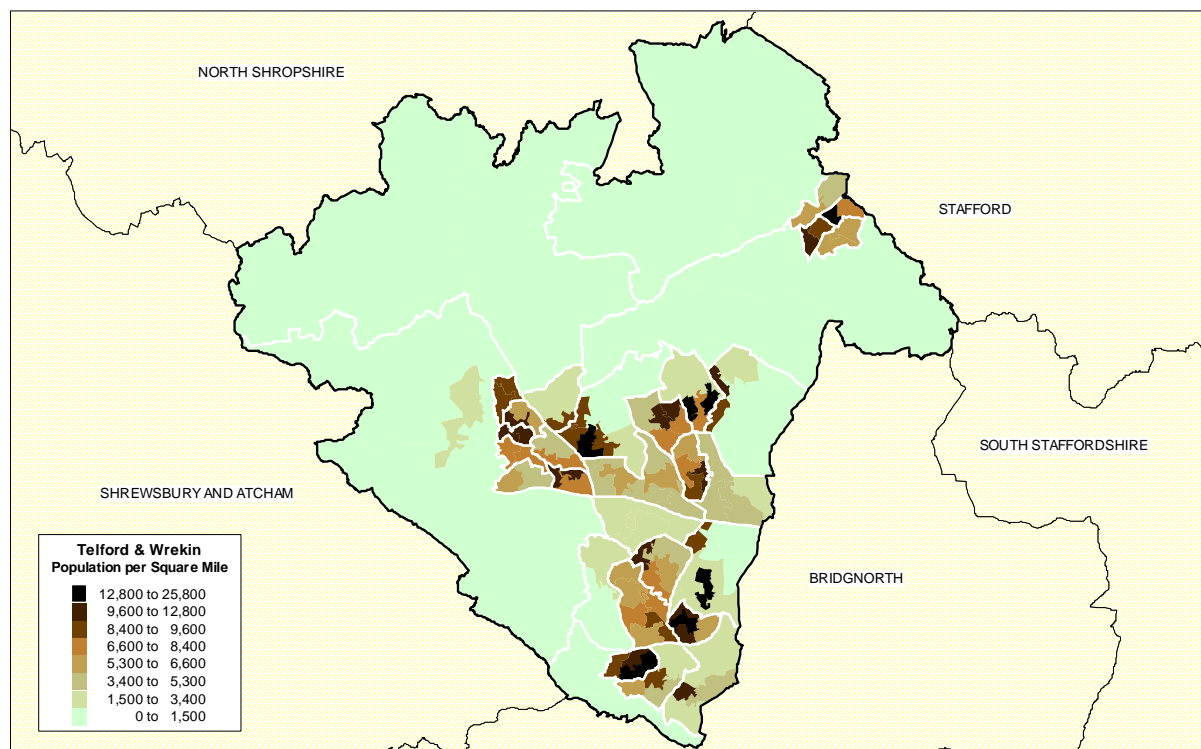


Figure 2: Telford and Wrekin population density



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Housing growth

In 2006 Telford & Wrekin was designated as a New Growth Point, to work in partnership with the Government to realise the Boroughs potential for sustainable housing growth. It is estimated that housing will grow by 26,500 new homes by 2026. There is predicted to be an increase in population in the Borough as a whole with significant increases in certain areas. The areas of Lawley, Hadley, Ketley, Woodside and Lightmoor are proposed for new housing developments. New, or re-organised sport and leisure provision will need to take account of this.

Age & ethnicity profile

The age profile of the Borough is younger than that of the West Midlands and the national profile. However, between 1991- 2001, there was a decline in the number of 15 to 24 year olds. It is predicted that there will be a rapid increase in the number of people aged 65 and over. Although Telford and Wrekin is maturing demographically, a large proportion of the population is still aged 15 years or younger; leading to over 2,000 school leavers each year, over 70% of whom move on to further education or training. This exceeds the number of those reaching retirement age in the Borough.

The population of black or ethnic minority groups is lower than the national average, 5.2% compared to 9.1% nationally.

Economic activity

The unemployment rate has been consistently lower than the West Midlands and national average and currently stands at 4.6% (June 2006), 0.6% below the national average. The latent workforce, however, is estimated at 10,000 people. A high proportion of jobs (24.4%) are in the manufacturing sector compared to 11.1 nationally. The service sector is the largest employer in the Borough accounting for 71.6% of all jobs (compared to 82.9% nationally).

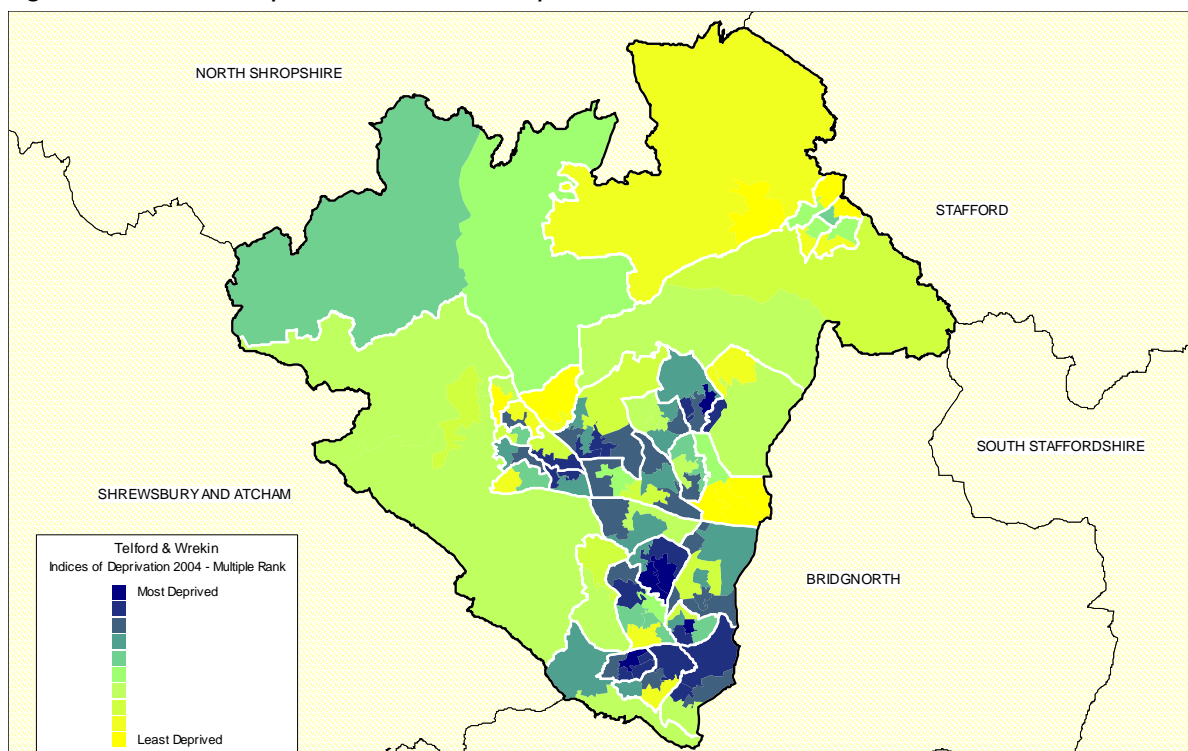
Deprivation

The Borough has an indices of deprivation (2004) average score ranking of 112th in England (where 1 is most deprived and 354 is least deprived). Five of its super output areas (SOAs) are within the top 10% most deprived nationally. These SOAs are in the wards of Woodside, Malinslee (two areas), Brookside and Donnington. Telford and Wrekin has

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identified six priority neighbourhoods, namely, Arleston College, Hadley, Donnington/Donnington Wood, Malinslee and Langley, Brookside, and Sutton Hill/Woodside.

Figure 3: Indices of deprivation 2004 - Multiple Rank



“Source: ONS, Super Output Area Boundaries. Crown copyright 2004. Crown copyright material is reproduced with the permission of the Controller of HMSO”. “Source: Office of the Deputy Prime Minister, Indices of Deprivation 2004”

Health

Around 18% of Telford’s population has a limiting long term illness (compared to 18.2% nationally). Wider regional trends, highlighted by Dr Rashmi Shukla, the Regional Director of Public Health, at the launch of the West Midlands Regional Plan for Sport, include:

- ❑ The population in the West Midlands is the most inactive in England.
- ❑ 1 in 4 women and 1 in 5 men in the West Midlands are obese.
- ❑ Obesity will soon outrank smoking as the greatest cause of premature loss of life.

Statistics from the NHS health profile for Telford and Wrekin 2006 highlight the following in relation to the health of the Borough:

- ❑ Deaths from heart disease and stroke are significantly higher than national averages.
- ❑ Self-reported health is significantly worse than the national average – approximately 1 in 11 adults surveyed reported feeling in poor health.
- ❑ Estimates suggest that the percentage of adults that smoke and eat unhealthily are worse than the national average.

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Transport

The New Town was originally planned and laid out during the late 1960's and early 70's when it was anticipated that the car would be the dominant form of transport. This together with a sparsely populated rural area presents problems in the context of provision of an effective public transport network.

Car ownership levels (2001 Census) reveal that eight of Telford's 34 wards (split between the north and south) have over 30% non-car ownership. These are, unsurprisingly, some of the most deprived in the area. Alongside the wards, which have significant levels of non-car ownership, there has also been a significant rise in multi-car owner households.

The network of sport and leisure facility provision must take account of transport issues across Telford. If facilities are not accessible by both car and public transport, this will, for many, be a barrier to participation.

Demographic issues

Characteristic	Implications for Telford and Wrekin's sports facilities
Predicted population growth	This is likely to lead to higher demand for sport and leisure facilities. The changing demographic must also be reflected by the nature, quality, perceived accessibility, presentation and marketing of said amenities.
Changing population profile	The increase in the proportion of people of retirement age is likely to affect demand for sports facilities. This sector of the population has a lower propensity to participate in sport and leisure activities. Facilities design and programming must however take account of all age ranges and abilities.
High deprivation levels in some areas	New sports and leisure provision will help to regenerate these areas of the Borough. It is important to note that marketing, promotion and, for example, pricing policies must be assessed and set accordingly.
Average unemployment levels – but employment creation increasing	Increasing employment levels is likely to lead to higher levels of disposable income and as a result a higher propensity for the population to participate in sport and leisure activities. Normal trends would suggest that this would spawn higher demand for good quality and easily accessible facilities.
Poor health levels	Good quality, accessible sport and leisure provision can help to raise physical activity levels and as a result contribute to the health agenda.
Lower than average levels of car ownership	Thus suggests a dependency on public transport. Facilities must be easily accessible by both car and public transport.

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Local strategic context

Transforming Telford – Ten-year local area agreement priorities

In its Community Strategy, Telford and Wrekin identifies several major crosscutting long term strategic priorities, addressing both the physical and community infrastructure. These include:

- ❑ Economic/town development.
- ❑ Regeneration of the former New Town Estates in South Telford, through the designation of a housing market renewal area.
- ❑ Ironbridge Gorge World Heritage Site; part of a wider Telford tourism/leisure offer.
- ❑ Dealing with the new town legacy.
- ❑ Creating a sustainable community through developing the social and community infrastructure to achieve an inclusive, diverse and cohesive community.

The sports facility strategic framework seeks to address the issues articulated within the Community Strategy.

Corporate priorities

The sports facilities strategic framework recognises the Council's strategic themes and priorities and will seek to contribute to the following Community Ambitions:

- ❑ Ambition 1: Transforming Telford and Wrekin
- ❑ Ambition 2: Giving children and young people the best possible start to their lives.
- ❑ Ambition 3: Maintaining a high quality, attractive and sustainable environment.
- ❑ Ambition 4: Creating a safe, strong and cohesive community.
- ❑ Ambition 5: Improving the quality of life of older people and vulnerable adults and promoting healthier communities.
- ❑ Ambition 6: Strengthening the local economy.
- ❑ Ambition 7: Building an effective and modern council.

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Shropshire and Telford and Wrekin Sports and Physical Activity Partnership - Strategy for Sport and Physical Activity

The Council is working with partners to develop a 'Strategy for Sport and Physical Activity', on behalf of 'Energize' the County Sports Partnership (CSP). The facility strategy for Telford and Wrekin will complement the direction and approach the Partnership's strategy is advocating.

Telford and Wrekin Sport & Recreation Strategy

This is a framework document that guides the development of the community's indoor and outdoor leisure and recreation resources and provides an umbrella framework for this strategy. Whilst the Borough Strategy themes largely reflect those detailed within the new regional plan, a review is being undertaken to update the local strategy in the context of the West Midlands framework.

Telford and Wrekin Cultural Strategy 2003-2008

The first borough wide Cultural Strategy was prepared in 2003. It was called 'Heart and Soul' and provided a framework for the development of cultural activity in the town. Since the production of the Strategy there have been significant developments at national and regional level and many developments locally. Achievements in relation to the indoor sports facility strategy are outlined below:

- ❑ Major education, sports and cultural investment at Hadley Learning Community.
- ❑ Three specialist arts colleges – Burton Borough, Wrockwardine Wood and Abraham Derby.
- ❑ Specialist Sports College at Madeley Court School and an aspiring Sports College at the Phoenix School.
- ❑ Five outdoor all weather pitches across the Borough.
- ❑ Four new school sports halls.
- ❑ Establishment of two school sport partnerships (SSPs).

In the context of the future cultural aspirations of the Borough, Telford has been selected as one of the three cultural hub 'trailblazers' in the country. It is anticipated that this will have major educational and cultural benefits within Telford. In relation to ongoing proposed initiatives and developments, there are several which will form part of the revised Cultural Strategy and feature in a review document. The production of the

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Borough Sports and Leisure Facilities Strategy is one of these and will link in to the wider local development framework process.

Local planning

The Wrekin Local Plan 2006 will be replaced by the local development framework (LDF) for the Borough, covering the period up to 2021. The area action plan for Telford will be one of the first development plan documents to be produced to meet the needs of the town as it continues to grow. It will not be finally adopted until 2008 after the adoption of the LDF Core Strategy. This will support major residential, retail and commercial development in the town centre over the next 10-20 years.

Town Park strategic framework

The Town Park Strategic Framework document provides direction and guidance for the management and development of the Town Park until 2021 and ensures its continued role at the heart of the future development of Telford town centre and the cultural and leisure hub. The sports facility strategy takes account of this document to ensure a fully coordinated and strategic approach to sport and leisure provision across the Borough.

Related research

Several research projects have recently been conducted, designed to assess people's attitudes to, and perceptions of, sports facilities and services in Telford and Wrekin. The projects that have informed this strategy are summarised below.

Telford and Wrekin Council - Assessment of open space, sport and recreation facilities and provision, PPG17 2007

The overall aim of the project is to undertake an assessment of local needs and existing open space, sport and recreation facilities across the borough in order to produce local standards in accordance with PPG17.

The study will provide a robust evidence base on which to inform the development of local planning policies and Local Development Framework documents, and ensure that the impact of development on valuable land and key areas of biodiversity is minimised.

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The final study is intended to be a key element of the Green Spaces SPD and will link closely with the Local Biodiversity Action Plan and Landscape Character Assessments that are underway.

As part of this assessment, a series of surveys were sent out in 2007 to provide a Borough wide assessment of local need for sports facilities and to gauge opinions on existing facilities.

The final assessment report is still in progress. It is anticipated that this will conclude with the setting of local provision standards and will take the form of a technical paper informing the Green Spaces supplementary planning document (SPD) and other green space policies in the Local Development Framework.

Telford and Wrekin Citizens Survey 2005

This report presents the findings of a residents' survey conducted by MORI local government research unit, on behalf of Telford and Wrekin Council. It included a total of 877 residents aged 18+, in randomly selected census output areas across the Borough. The aim was to provide the Authority with robust data, which accurately represents the views of the citizens of Telford and Wrekin. The following statistics have been used to inform the outcomes of this strategy:

- ❑ 84% of residents are satisfied with their neighbourhood as a place to live. Residents in the south of the Borough are the most dissatisfied.
- ❑ When asked about what aspects are in most need of improvement, almost one in five (19%) mention activities for teenagers.
- ❑ 18% of residents think that leisure and cultural facilities are in need of improvement. Crime prevention and community safety is the aspect most residents want to see improved.
- ❑ Six in ten of all residents are satisfied with the sports and leisure centres the Council provides. This figure rises to almost nine in ten (86%) among users of these facilities. Satisfaction is lowest with these facilities in the Newport area (65%) and rises in the areas of Wellington (93%) and south central (92%).

Summary of strategic rationale for the Sports and Leisure Facility Strategy

In summary, the Strategy is predicated upon the proposition that Telford and Wrekin will, via an environment enhanced by the positive implementation of the facility strategy:

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- ❑ Use facilities positively to support its drive to increase levels of participation in sport and physical activity among local residents.
- ❑ Make facilities (more) accessible to all segments of the population.
- ❑ Encourage and develop partnerships to provide and promote leisure facilities and opportunities.
- ❑ Raise awareness of activities and opportunities offered in education facilities.
- ❑ Engage as many residents as possible in sport and physical activity irrespective of ability, background, age, gender, disability or ethnic minority status.

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CURRENT PROVISION OF FACILITIES

Introduction

This section examines the current provision of indoor sports facilities in Telford and Wrekin. It sets out the generic issues influencing the operation and impact of facilities and examines current provision for each of the three main types of indoor facility – swimming pools, sports halls (including community based provision) and fitness. The Council currently operates nine leisure facilities:

- ❑ Oakengates Leisure Centre.
- ❑ Phoenix Sports Centre.
- ❑ Stirchley Recreation Centre.
- ❑ Madeley Court Sports Centre.
- ❑ Telford Snowboard & Ski Centre.
- ❑ Wellington Civic and Leisure Centre.
- ❑ Newport Swimming Pool.
- ❑ Telford Ice Rink.
- ❑ Horsehay Village Golf Centre.

All nine council leisure facilities are Quest accredited, four of which were highly commended; Horsehay Golf Village, Madeley Sports Centre, Oakengates Leisure Centre and Wellington Leisure Centre.

Partnership working

In recent years, the Council has built up some strong and important relationships with both sporting and non-sporting agencies. Some key relationships include TCAT, AFC Telford and Telford and Wrekin Primary Care Trust, amongst others. The benefits of partnership working are recognised for both sports development as well as for future facility developments. The fundamental factor now is ensuring that there is a coordinated strategy underpinning any future decisions regarding sports facility planning across the Borough.

Active People survey

The headline results for the Active People Survey were published by Sport England in December 2006. This is the largest single survey of sport and active recreation ever

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undertaken and provides statistical information about levels of participation across England. The primary objective of the Survey is to measure levels of participation in sport and active recreation and its contribution to improving the health of the nation. Sport and active recreation includes walking and cycling for recreation in addition to more traditional formal and informal sports. When measuring sports participation, Sport England is concerned with not only the type of activity but also the frequency, intensity and duration. Measuring these aspects will enable it to identify how many people are active at levels that are beneficial for their health. The results highlight that the people of the West Midlands region are among the most inactive in the country. The headline results for the Region are as follows:

Participation

- ❑ 19.3% of the adult population (829,217) take part regularly in sport and active recreation compared to a national average of 21%.
- ❑ Over two fifths (42.3%) of 16-19 year olds in the West Midlands take part in regular moderate intensity sport and active recreation.
- ❑ 53.8% of adults (2,311,695) have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks – the national average is 50.6%
- ❑ Regular participation in sport and active recreation varies across different socio-demographic groups:
 - Males – 22.2%; females 16.6%.
 - People with a limiting longstanding illness or disability – 7.9%; those without 21.6%.
 - Black and other ethnic minority groups – 16.5%; the white population – 19.6%.
 - Lowest socio-economic groups – 14.7%; highest socioeconomic group – 23.8%.

Volunteering

- ❑ 4.7% of the adult population (202,358) contribute at least one hour a week volunteering to sport compared to a national average of 4.7%.

Club membership, receiving tuition, taken part in organised competition

- ❑ 23.5% of the adult population are members of a club where they take part in sport compared to a national average of 25.1%.
- ❑ 16.4% of adults have received tuition from an instructor or coach over the last 12 months compared to a national average of 18%.

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- ❑ 13.9% of adults have taken part in organised competitive sport in the last 12 months compared to a national average of 15%.

Satisfaction with sports provision

- ❑ 69.1% of adults are fairly or very satisfied with sports provision in their local area compared to a national average of 69.5%.

A summary of results by 'Energize' County Sports Partnership local authority is highlighted in the table below:

Local Authority	Regular participation (3 days a week 30 minutes moderate intensity)	Volunteering to support sport (at least 1 hour a week)
Bridgnorth	22.8	5.9
North Shropshire	21.1	7.1
Oswestry	20.1	6.3
Shrewsbury & Atcham	24.2	6.9
South Shropshire	20.0	5.4
Telford & Wrekin	20.6	5.7
Shropshire County	22.1	6.5

	Bottom 25 percent
	Middle 50 percent
	Top 25 percent

The colour codes indicated above highlight how the results of each Local Authority area compare to the national results. Green represents the top 25% nationally, yellow represents the middle 50% nationally; and red represents the bottom 25% nationally.

The data shows that Telford and Wrekin is performing well in terms of the number of people volunteering for at least one hour a week in comparison to the national average. In terms of participation, it is within the middle 50% bracket highlighting room for improvement.

CPA accessibility indicator

In terms of progress towards the CPA accessibility target, Telford and Wrekin is performing well when compared to other local authorities in Shropshire. The accessibility indicator assesses the percentage of population that reside within 20 minutes travel time

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(urban areas –walking; rural areas – by car) of a range of three different sports facility types of which one has achieved a quality assured standard.

Shropshire and Telford & Wrekin CSP ran an assessment in March 2006 to analyse the access to three types of facility from pool, hall, health & fitness, grass pitch, synthetic turf pitch or golf course of which at least one has achieved an identified Quality Assurance Standard. The results are highlighted in the table below:

Local authority	Total population	Total population meeting indicator	% of population meeting indicator
Bridgnorth	52,468	12,349	23.5%
North Shropshire	57,234	20,778	36.3%
Oswestry	37,320	0	0%
Shrewsbury & Atcham	95,932	3,943	4.1%
South Shropshire	40,439	15,064	37.3%
Telford & Wrekin	158,246	83,387	56.27%
Shropshire	283,393	52,134	18.4%

This table shows that 56.27% (adjusted June 2007) of the population within Telford & Wrekin reside within 20 minutes travel time of a range of three different sports facility types of which one has achieved a quality assured standard.

The national score for England as a whole is currently 20%. Using the 20% national score as a benchmark, a higher aspirational figure of 30% has been set as the minimum amount of a local authority's population that should meet the criteria, and above 50% for excellent local authorities. Telford and Wrekin therefore is categorised under this indicator as an 'excellent' authority. Nevertheless, there are issues affecting the current local authority network of facilities. These are outlined below:

General issues

Positioning of current sites

Current sport and leisure provision in Telford and Wrekin is the result of a combination of; the relatively unstructured residue of the old settlements, the new town provision (a structured provision) and new additions (primarily private/commercial operators). This has resulted in unbalanced distribution across the Borough.

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The Borough comprises towns and rural villages, each of which has significantly different profiles in terms of population density and 'make up'. The location and facility mix of leisure centres should reflect this as demand and accessibility differs considerably from place to place. Current facility provision does not necessarily reflect these issues.

Age of facilities

Most of the Council's facilities were built in the late 1960s, with its newer stock appearing in the early 1980s. A substantial proportion of its stock will reach the end of its shelf life and need to be refurbished/rebuilt at a similar time. A staged approach to rebuilding/refurbishment of these facilities is required.

Strategic facility programming

Another, related, key issue is the absence of any directive influence over facility programmes. At present, programming of activity across the Borough's facilities is not strategic. Unless programming issues are addressed, this will limit the impact of the provision of new, refurbished, rebuilt facilities in contributing to increasing and widening participation. The following areas should be considered in terms of facility programming:

- ❑ The need for more closely linked and effective programming across all facilities (public, private and education sites).
- ❑ Gearing facility operation to catering for target groups through programming priority criteria and a greater balance in the emphasis on measuring performance through participation and usage figures rather than income.
- ❑ A review of pricing policy to ensure that subsidy is more effectively targeted at those most in need.
- ❑ Enhancing the Borough's leisure card (linked to pricing) to again maximise the targeting of subsidy and to improve performance measurement/management.

Closer integration of all provision across the Borough is required to ensure that all facilities operate to the same broad parameters. Co-ordination of dual use provision is required to ensure that programmes are complementary to other council provision.

Sports development

There is an imbalance between the resources made available for facility management and those for sports development. The Council has a strong facility management team and a limited sports development team. The future network of leisure provision must be

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supported by robust sports development work to ensure that maximum benefit is made from facilities to increase physical activity across the Borough. There is a need for close working relationships between the facility managers and the sports development team. A coordinated approach to sports development engaging facility managers is required.

Swimming pool provision

Current provision in Telford & Wrekin

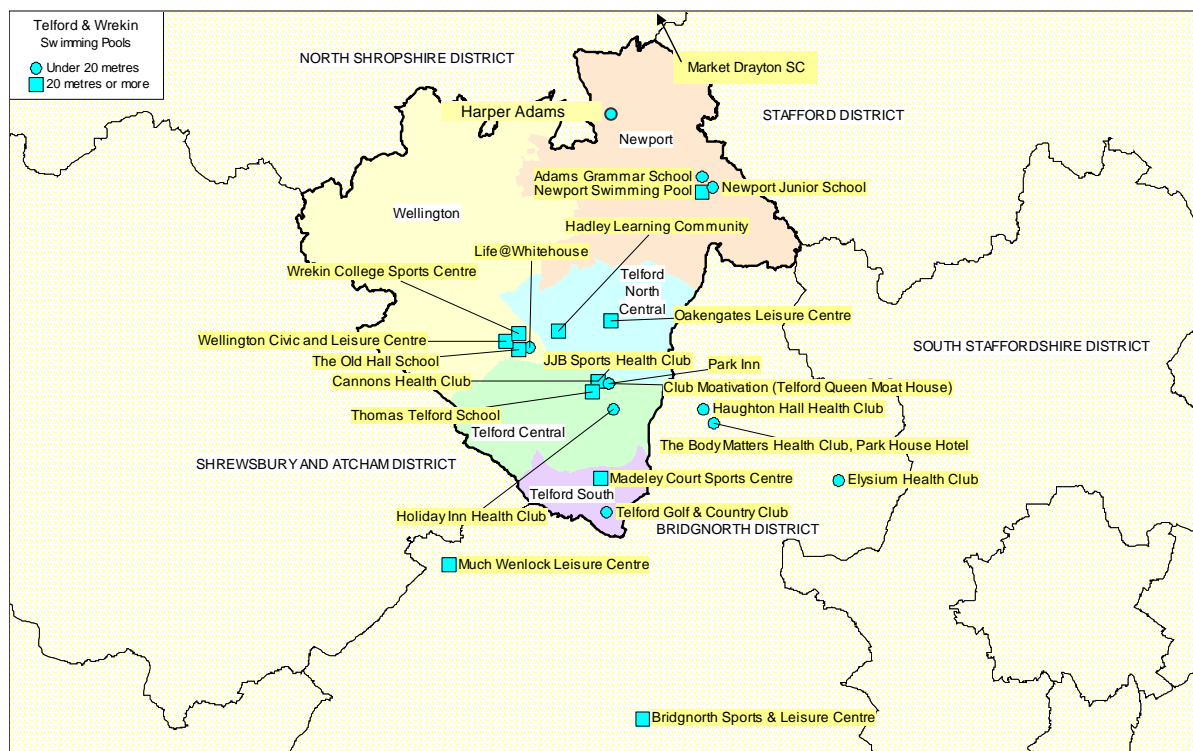
There are 18 swimming pool facilities in Telford and Wrekin. Of these, four are currently owned and managed by the Council's Leisure Service. The remaining 14 are owned and operated by a variety of groups, including educational institutions (7) and private sector fitness and hotel operators (7). A full list of pools is provided below:

Site name	Access/ownership	Dimension/description
Madeley Court Sports Centre	LA	21m x 22m x 21m
Oakengates Leisure Centre	LA	25m x 8.5m
Wellington Civic and Leisure Centre	LA	25m x 13m
Newport Swimming Pool	LA	25m x 8m
Telford Golf & Country Club	Private	15m x 12m
Holiday Inn Health Club	Private	15m x 10m
Park Inn	Private	10m x 5m
Cannons Health Club	Private	20m x 4m
JJB Sports Health Club	Private	20m x 4m
Life@Whitehouse	Private	15m x 8m
Club Moativation (Telford Queen Moat House)	Private	No dimensions given
The Old Hall School (currently closed)	School/FE/HE	20m (width unknown)
Wrekin College Sports Centre	School/FE/HE	25m x 13m
Adams Grammar School	School/FE/HE	Outdoor
Thomas Telford School	School/FE/HE	25m (width unknown)
Hadley Learning Community	School/FE/HE	25m x 12.5m
Harper Adams University College	School/FE/HE	Outdoor
Newport Junior School	School/FE/HE	Small (exact size unknown)
Neighbouring authority pools		
Much Wenlock Leisure Centre	LA	20m x 8m
Bridgnorth Sports & Leisure Centre	LA	25m x 8m
Market Drayton Swimming Centre	LA	25m x 13m, 17m x 15m, 12m x 5m
Haughton Hall Health Club	Private	15m x 6m
The Body Matters Health Club, Park House Hotel	Private	9m x 6m
Elysium Health Club	Private	14m x 5m

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The map in Figure 6 overleaf highlights all Telford and Wrekin pools.

Figure 6: All swimming pools in Telford & Wrekin



Only ten of these pools are 20m in length or larger. Pools smaller than this are, for the purposes of this study considered to be inadequate in terms of offering opportunities for swimming, although they may support learn to swim programmes.

Catchment mapping

A catchment mapping approach has been adopted to analyse the adequacy of coverage of swimming pool provision across the Borough. This meets methodology requirements laid down by Planning Policy Guidance 17 (PPG17), but is also considered more appropriate than other methods, such as the calculation of a provision figure based on population. This latter approach takes no account of facility location, capacity or catchment.

Catchment areas for different types of provision provide a tool to identify areas currently not serviced by existing sport and recreation facilities. It is recognised that catchment areas vary from person to person, day to day and hour to hour.

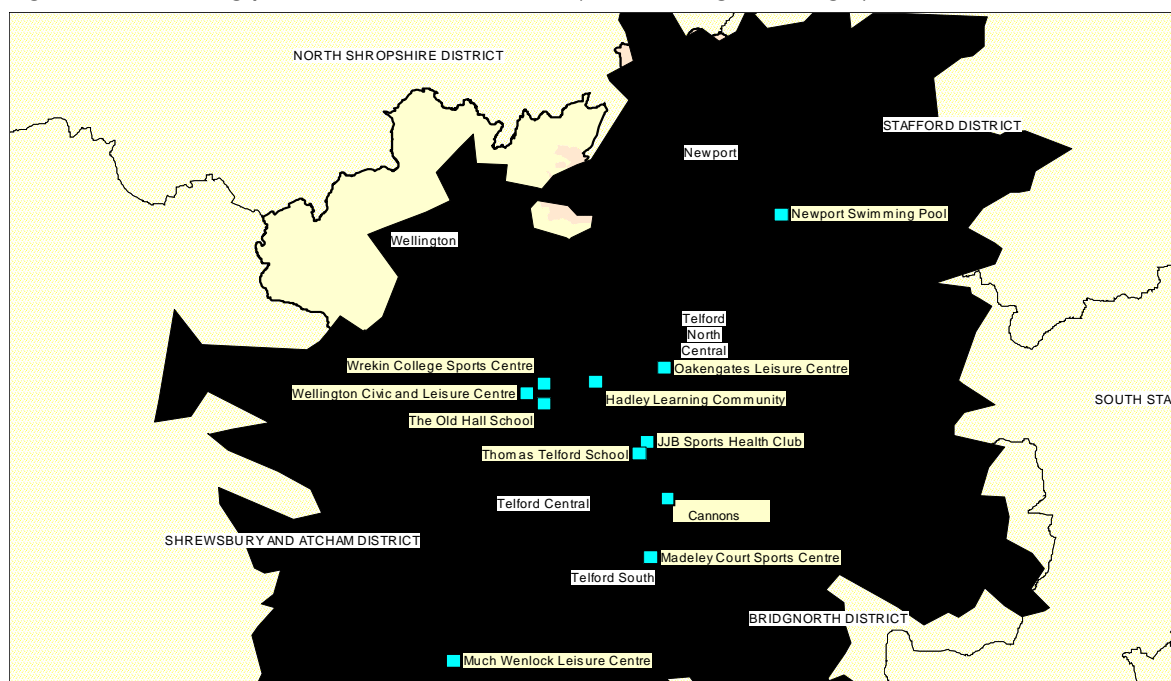
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This problem has been overcome in PPG17 by accepting the concept of the 'effective catchment', defined as the distance travelled by around 75-80% of users.

KKP uses a variety of methods to assess the catchment area of each form of provision. Sport England surveys show that nearly 90% of users of swimming pools and sports halls travel by car and that 75-80% of these users come from within a 15 minute drive time. This standard is adopted for swimming pools within Telford & Wrekin.

Figure 7 below shows the current stock of swimming pools that are 20m in length or larger. A 15 minute drive time has been applied to each facility and the catchment areas amalgamated to highlight any gaps in provision.

Figure 7: Swimming pools in Telford & Wrekin (20m in length or larger) with 15min catchments



The map shows that the majority of the Borough's population resides within 15 minutes drive time of an adequately sized swimming pool. The only gap in provision is in the north west of the Borough, which is primarily rural with a very low population density. This catchment analysis, however, does not take account of facility quality. Private and school pools also have varying amounts of community accessibility.

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Active Places Power

The Active Places Power strategic planning tool is another method of assessing the local supply and demand balance for swimming pools. Including all swimming pool facilities that have community use, independent of all ownership type, calculations suggest that swimming pool demand in Telford and Wrekin is met. The strategic planning tool looks at capacity of facilities, with capacity being based on visits per week during the peak period. The system uses the actual capacities of each facility, based on number (e.g. lanes) of hours available in the peak period and duration of visit. It does not account for quality of provision or shape of pool (e.g. the U-shaped pool at Madeley and its affect on programming is not accounted for).

Issues relating to current swimming provision in Telford and Wrekin

The primary issue for swimming provision in Telford and Wrekin is the unbalanced distribution of pools. The south of the Borough, which has some of the more deprived communities, has access to one pool: Madeley Court. This pool is an irregular shape and is in need of significant refurbishment works. In comparison, the north central/ Wellington area has five pool facilities; one of which is brand new (Hadley). The main private pool facilities are found close to the town centre of Telford. The pool in Newport caters for that area of the Borough.

Another issue is the lack of teaching pool provision. None of the local authority's facilities have separate learner pool facilities. This has an impact upon pool programming limiting the range of activities that can be undertaken at any one time. The Council's learn to swim (LTS) scheme is saturated with (long) waiting lists at all four centres.

Whilst pool provision across the Borough appears sufficient, there is a strong club structure that includes four swimming clubs (one at each centre), one water polo, one synchronised swim and two diving clubs. All four have saturated membership. Additionally there is a large take-up on the (Borough's) aqua-aerobics programme, which could, reportedly, be doubled if the pool space was available. There are also no facilities in Telford and Wrekin for competition and gala meets. Clubs have to travel outside the Borough for such events.

A key issue in terms of daytime pool space in Telford and Wrekin is the poor programming of pool time for curricular use, however, some recent improvements have been made in respect of the allocation of primary school swimming time. Strategic

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programming of swimming pool facilities and improved communication between education/schools and swimming providers is required to ensure that all young people in Telford and Wrekin learn to swim by the age of 11.

Summary

- As it stands at present, it is difficult to accurately assess whether the demand for swimming pool provision exceeds supply. A swimming pool strategy that covers the whole Borough, incorporating a thorough pool-lane hours audit comparing supply with existing and latent demand, is required. Without this, it is difficult to make recommendations upon future pool provision

The proposed future pattern of swimming pool provision across the rest of the Borough is detailed further in Section six.

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Sports hall provision

This section covers provision of sports halls. It concentrates on the ability of facilities in Telford and Wrekin to cater for the delivery of community activity and major indoor sports (e.g., basketball, netball, badminton). In terms of Leisure Services owned and managed provision, four of its centres incorporate sports halls with three or more badminton courts. Another ten are owned and operated by the education sector. All secondary schools will be affected by the BSF scheme, which, for some schools, will mean refurbishment of existing sports halls or complete new build provision. All sports halls including the new ones planned through BSF have been identified below:

Site name	Access	Number of courts
Madeley Court Sports Centre	LA	4 ct
Oakengates Leisure Centre	LA	4 ct
Stirchley Recreation Centre	LA	4 ct
Phoenix Sports Centre	LA	4 ct
Abraham Darby School	School/FE/HE	4 ct
TCAT	School/FE/HE	6ct
Ercall Wood Technology College	School/FE/HE	3 ct
Wrekin College Sports Centre	School/FE/HE	4ct
Charlton School Sports Hall	School/FE/HE	4ct
The Burton Borough School	School/FE/HE	4 ct
Adams Grammar School	School/FE/HE	4 ct
Harper Adams University College	School/FE/HE	3 ct
Blessed Robert Johnson School	School/FE/HE	4ct
The Old Hall School	School/FE/HE	3ct
Hadley Learning Community	School/FE/HE	4ct
Newport Girls High School	Planned facility	
Southall School	Planned facility	
Wrockwardine Wood	Planned facility	
Neighbouring authority halls		
Idsall Sports Centre	LA	4ct
Much Wenlock Leisure Centre	LA	3ct
Lilleshall National Sports Centre	LA	8ct & 4ct
Bridgnorth Sports & Leisure Centre	LA	4ct
Maurice Chandler Sports Centre	LA	10ct
Sundorne Games Hall	LA	4ct
London Road Sports Centre	LA	4ct

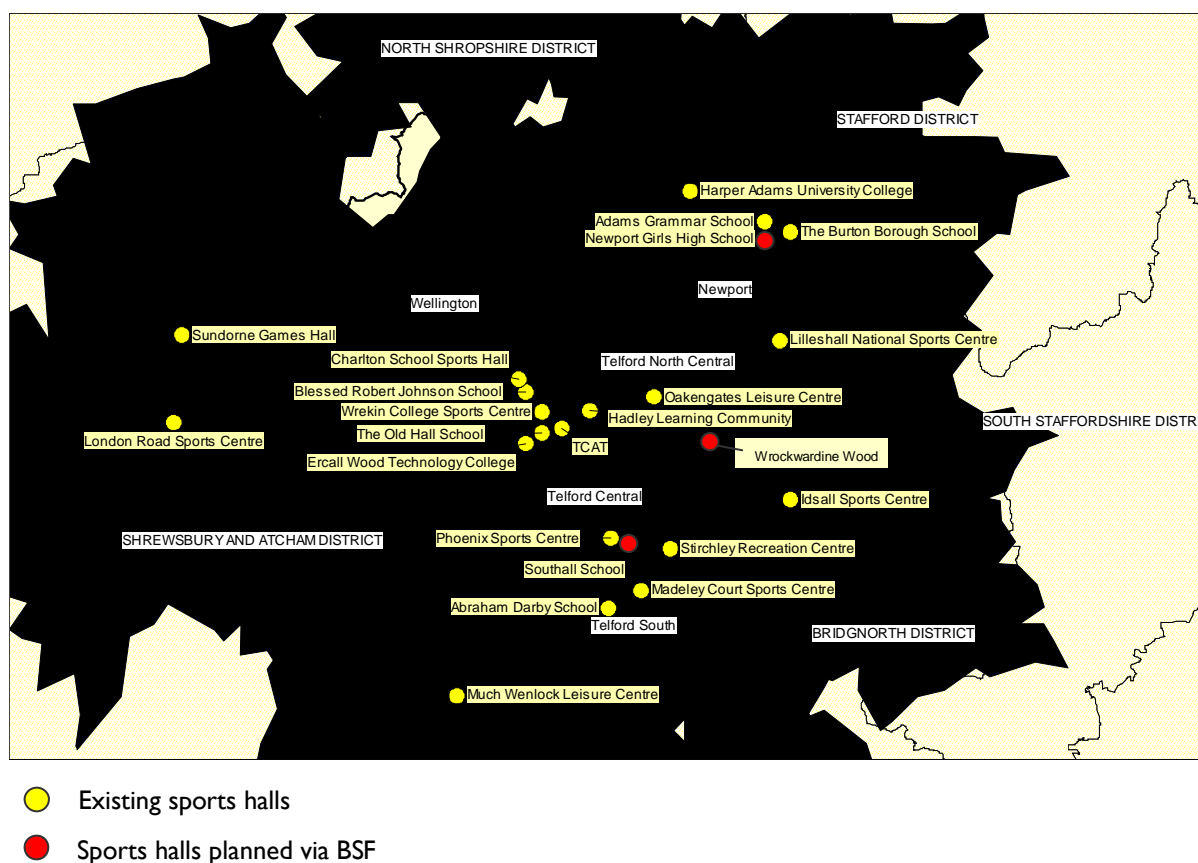
As noted above, only halls that are at least three badminton courts in size are included in the analysis. Anything smaller severely limits the range and type of activity that can take place. This approach is consistent with Sport England's Active Places Power.

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Catchment mapping

A catchment mapping approach has been adopted. This meets methodology requirements laid down by PPG17, but also is considered more appropriate than other methods, such as the calculation of a provision figure based on population. This latter approach takes no account of facility location, capacity or catchment. Sport England surveys show that nearly 90% of users of swimming pools and sports halls travel by car and that 75-80% of these users come from within a 15 minute drive time. This standard is adopted for sports halls within Telford and Wrekin.

Figure 8: Sports Halls in Telford & Wrekin (minimum 3 courts) with 15min



Catchments

The figure above shows the existing stock of sports halls (minimum 3 badminton courts). A 15-minute drive time has been applied to each facility and the catchment areas amalgamated to highlight gaps in provision. Facilities in neighbouring authorities, which (on

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the basis of a 15 minute drive time catchment) cater for Telford residents, have also been included.

The map shows that virtually all of the Borough's population lives within a 15 minute drivetime of at least a 3-court sports hall. There is a tiny gap in provision in the north west of the Borough. However this is a rural area with a very low population density. The catchment analysis, however, does not take in to account the quality of the facility and also, at present, school sports halls have varying amounts of community accessibility.

Active Places/Sport England Facilities Calculator

The Active Places Power strategic planning tool is one method available for assessing the local supply and demand balance for sports halls. Including all sports hall facilities that have community use, independent of all ownership type, calculations suggest that 110.19% of sports hall demand in Telford & Wrekin is met. This suggests an oversupply of sports hall provision in the Borough. It does not however account for quality of provision, the Borough's strategic plans and aspirations or NGB requirements for competitions and events, and importantly the extent of community accessibility.

Issues relating to current sports hall provision in Telford & Wrekin

There is an unbalanced distribution of community accessible sports halls across the Borough. Whilst it might be deemed to be fortunate in terms of the number of sports halls, only a small proportion of these have formal community access agreements. For example, in the south of the Borough there are three local authority managed sports hall facilities; Madeley Court, Phoenix and Stirchley. In the north central/Wellington area, whilst there are several sports hall facilities (on education sites) only Oakengates Leisure Centre has formal community access.

Wrekin College and other schools do offer their sports hall facilities for community use but at present this is still at the discretion of the school/college and there are no formal agreements in place. A new sports hall at Hadley Learning Centre has opened for community use early 2007. At present, there is no council managed sports hall in Newport. However, Burton Borough School has a commitment to community access through its lottery fund agreement. This facility is accessible by pre booking only.

Virtually all, if not all, sports hall provision in Telford and Wrekin is on school/FE sites. In the majority of cases, these are typical school facilities and do not necessarily meet contemporary specifications to cater for some sports such as basketball and netball (e.g.,

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lack of run-off). This factor also limits sports development use. Linking in with BSF proposals is the ideal way to ensure that any new sports halls are built to a specification that can cater for both schools and sports.

Another key issue in relation to sports halls is the lack of strategic programming of use across facilities. For example, there is no process in place where the activity programmed in each sports hall at any one time can be seen. Therefore, potentially, a situation could arise where one sports hall is fully booked whilst another is largely lying empty, or two sports hall are offering the same activity at the same time.

Similarly, some clubs have reported problems gaining access to sports hall facilities, as they tend to be block booked. It is perceived that certain clubs have priority over other users, are given 'special treatment' and offered cheaper prices. Another factor is the inefficiency of use, booking halls out at times of the evening that limit overall occupancy or over booking periods that leave the facilities unoccupied for swathes of the year.

Building Schools for the Future

Community Services has fostered close working relationships with the Children and Young Peoples Services, and together they are driving forward the BSF programme across the Borough. It is essential that the two portfolios work together to ensure that key sports facilities are not lost (through rationalisation) and that future development of schools sites complements what is currently available. The potential to replace/refurbish current school leisure provision with new BSF led developments should be considered. If an appropriate quality provision is to be made, sports halls must be located in a way that facilitates easy and sensible community access enabling appropriate provision for community use of school facilities.

Community based hall facilities

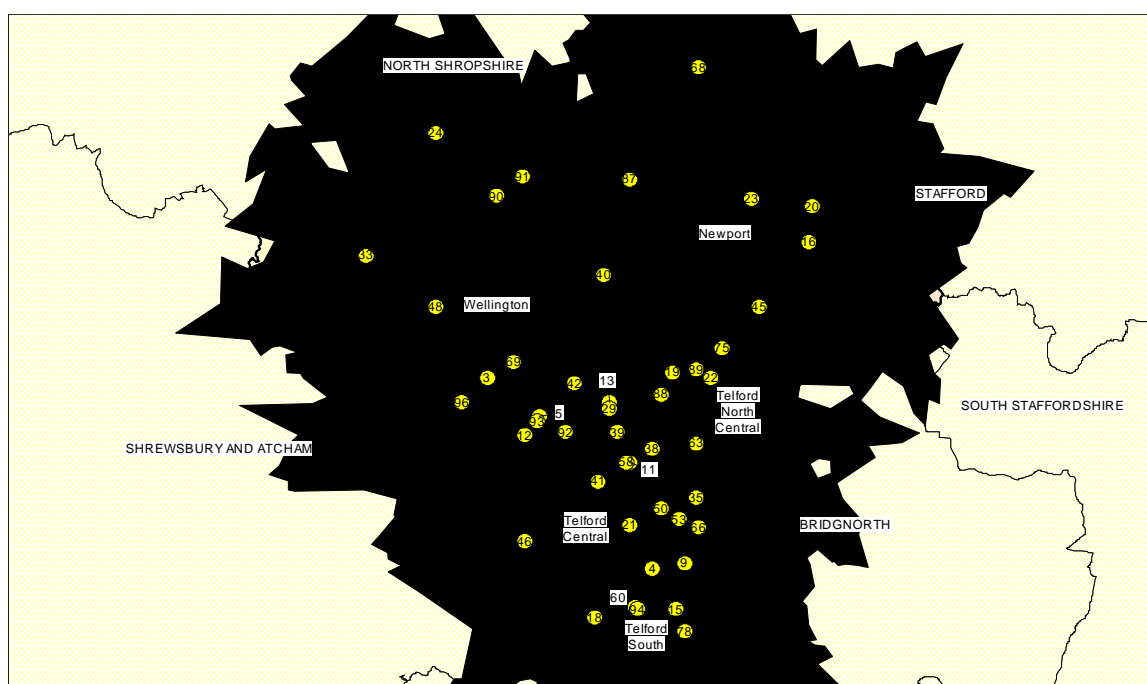
This section briefly examines coverage of community-based facilities and smaller/ancillary halls. These are generally considered more suitable for martial arts, dance/fitness activity etc. than sports such as netball, basketball and badminton, although some training and competition in these sports does occur. Mapping shows the current distribution of community/ village halls. There are no recognised standards for such provision. In a borough the size of Telford & Wrekin, and given the nature of its population, it was agreed that 10 minute drive-time catchment should be used to assess provision (in essence, all

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residents in the Borough should live within a 10 minute drive time of a community centre/village hall).

The map (below) shows extensive coverage across the Borough, in both rural and urban areas. It also illustrates that all residents are located within a ten minute drivetime of a local community centre/village hall. This does not include leisure centre or schools sites and including these would further increase the spread of provision. The key issue for providers in the Borough is to identify the nature of provision and its suitability to contribute to local delivery of sport and physical activity, and in particular for those living in rural areas.

Figure 9: Community centres and village halls with 10 minute catchments



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Key	
3 Admaston House	42 Leegomery Community Centre
4 Aqueduct Community Centre	45 Lilleshall Village Hall
5 Belmont Hall	46 Little Wenlock Village Hall
9 Brookside Community Centre B	48 Longden on Tern Village Hall
11 Carpenter Family Centre	50 Malinslee Community Centre
12 Carvers Close Community Centre	53 Newdale Community Campus
13 Castle Farm Community Centre	58 Overdale Community Centre
15 CHEC	60 Park Lane Centre
16 Church Aston Village Hall	63 Priorslee Community Centre
18 Coalbrookdale	66 Randlay Community Centre
19 Cordingley Hall	68 Sambrook Village Hall
20 Cosy Hall	69 Shawburch Community Centre
21 Dawley Town Hall	75 St Johns and Lilleshall Church
22 Donnington Lifelong Learning Centre	78 Sutton Hill Community Centre
23 Edgmond Village Hall	87 Tibberton Institute
24 Ellerdine Village Hall	88 Trench Community Centre
29 Hadley Learning Community	89 Turreff Hall, Donnington
33 High Ercall Village Hall	90 Waters Upton Parish Centre
35 Hollinswood Community Centre	91 Waters Upton Village Hall
38 Ketley Bank Community Centre	92 Watling Community Centre
39 Ketley Parish Council	93 Wellington Civic and Leisure Centre
40 Kynnersley Village Hall	94 Woodside Community Centre
41 Lawley Community Centre	96 Wrockwardine Village Hall

NB. Facilities have been numbered alphabetically for ease of plotting on the above map.

Increasing the network of multi use hall provision through BSF would improve access to facilities for physical activity programmes such *Let's Get Physical*. This programme; a partnership between the Council and Telford & Wrekin PCT, aims to encourage and support more people to adopt a healthier lifestyle through sport and physical activity alongside healthy eating. It targets priority neighbourhoods, disability, children in care, older people and BME groups. The *Let's Get Physical* team generally runs its activities out of community centres/village halls it does, however, encounter the following issues:

- ❑ Community centres/village halls are restrictive in terms of space, which as a result, often limits participation numbers to around 12-15 per activity.
- ❑ Not all community centres/village halls are on bus routes; access can be an issue.
- ❑ There is no standard price for the hire of community facilities; those that are the busiest tend to charge the highest prices.

Improving access to school sites through the BSF programme will widen the facility network within which programmes such as *Let's Get Physical* can carry out their activities.

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Health and fitness provision

Current provision in Telford & Wrekin

There are 21 identified health and fitness facilities in the Borough, four owned and managed by the Council. The remaining 17 are owned and operated by educational institutions (4), and private sector fitness and hotel operators (13). Three have 50 stations or more (JJB, Cannons and Fitness First). A full list of all health and fitness facilities is provided below:

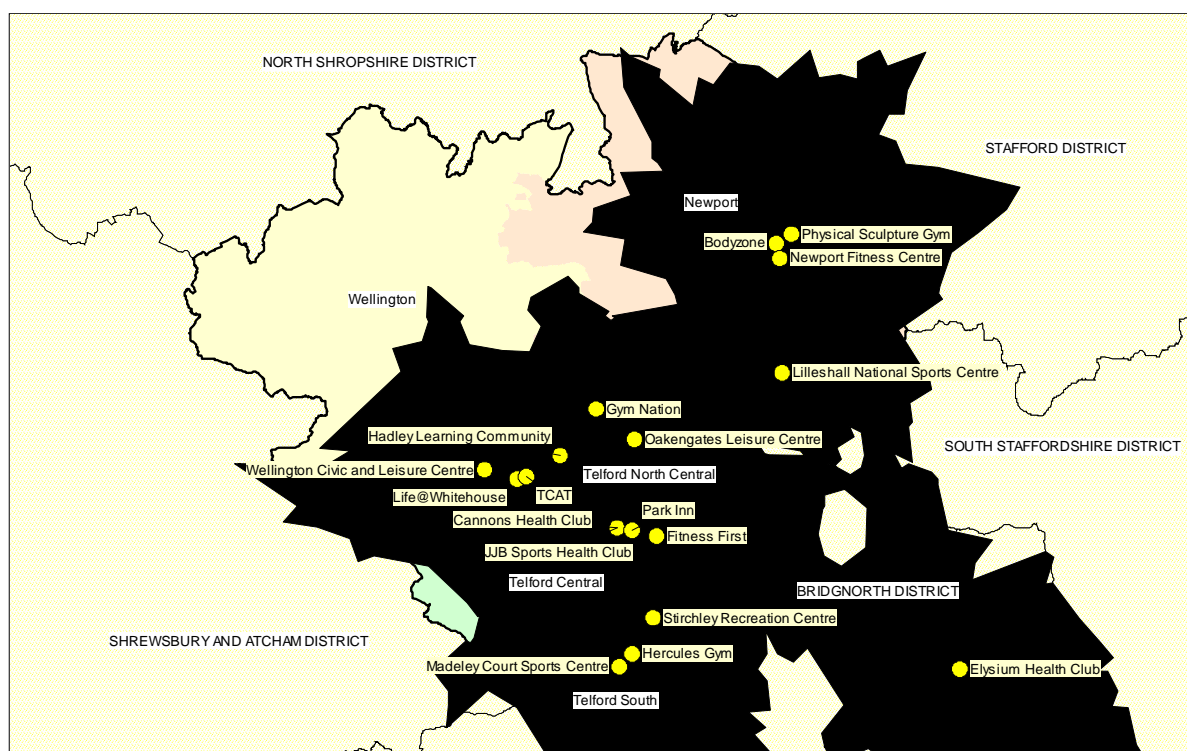
Site name	Access	Size of facility
Madeley Court Sports Centre	LA	34 station 'Aspirations' gym
Oakengates Leisure Centre	LA	32 station 'Aspirations' gym
Stirchley Recreation Centre	LA	38 station 'Aspirations' gym
Wellington Civic and Leisure Centre	LA	30 station 'Aspirations' gym
Hercules Gym	Private	36 station gym
Telford Golf & Country Club	Private	17 station gym
Holiday Inn Health Club	Private	19 station gym
Park Inn	Private	24 station gym
Cannons Health Club	Private	72 station gym
JJB Sports Health Club	Private	95 station gym
Fitness First	Private	101 station gym
Life@Whitehouse	Private	48 station gym
Newport Fitness Centre	Private	27 station gym
Bodyzone	Private	26 station gym
Physical Sculpture Gym	Private	26 station gym
Club Moativation (Telford Queen Moat House)	Private	<20 station gym
Gym Nation	Private	20+ station gym
Wrekin College Sports Centre	School/FE/HE	14 station gym
Blessed Robert Johnson School	School/FE/HE	70m ²
TCAT	School/FE/HE	22 station gym
Hadley Learning Community	School/FE/HE	23 station gym
Thomas Telford CTC	School/FE/HE	50 + station gym
Neighbouring authority facilities		
Haughton Hall Health Club	Private	13 station gym
The Body Matters Health Club	Private	12 station gym
Lilleshall National Sports Centre	Private	45 station gym
Elysium Health Club	Private	80 station gym
Bridgnorth Sports & Leisure Centre	LA	18 station gym
Sundorne Games Hall	LA	10 station gym
Much Wenlock Leisure Centre	LA	7 station gym

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There are no recognised standards for health and fitness provision. In a borough the size of Telford and Wrekin and given the nature of its population, it was agreed that a catchment of 10 minutes drivetime should be utilised to assess provision (in essence, all residents in the Borough should live within a 10 minute drive time of a health and fitness facility).

Due to the nature of participation in health and fitness, facilities included in the analysis are those where the main means of public access is payment of a charge, where casual use can take place, and those that require a membership fee where members usually pay a joining fee as well as a monthly or annual subscription. Facilities smaller than 20 stations in size have not been included in the analysis due to the limitations in their provision.

Figure 10: Health & fitness facilities with 10 minute catchments



A 10 minute drivetime has been applied to each facility and catchment areas amalgamated. The map shows that there are gaps in provision in the most densely populated areas of the Borough. The main gap is in the north/north west of the Borough, which is primarily rural and has low population density. In the rural areas of the Borough, consideration should be given, perhaps in tandem with the *Let's Get Physical* programme, to providing health and fitness and physical activity at/through the network of community centres/village halls.

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Issues relating to current fitness provision in Telford and Wrekin

A key issue for 'pay and play' health and fitness provision in Telford and Wrekin is the influx of private operators, which has had a detrimental impact upon the trading position of the local authority's facilities. Three large private operators have opened up fitness facilities in Telford in the past few years. They tend to have better, more modern facilities and equipment relative to council facilities, but offer packages that are competitive in price.

This issue is fully recognised by the Council, which accepts the need to revisit its Aspirations brand and rethink its target market. This is covered later in the report.

Synthetic turf pitches (STPs)

Whilst STPs are primarily outdoor facilities, a brief summary of provision across Telford and Wrekin has been provided below. There are six STP facilities in the Borough, of these, two are owned and managed by the Council, three are located at education institutions, and one is on a voluntary club site:

Site name	Access	Type
Madeley Court Sports Centre	Public	Sand based
Oakengates Leisure Centre	Public	Sand based
Thomas Telford School	School/Club use	Sand based
St Georges Sports & Social Club	Club use	Sand based
Wrekin College Sports Centre	Public use evenings & weekends	Sand based
Harper Adams University College	HE/Club use	Sand based
Neighbouring authority facilities		
RAF Cosford	MOD/Club use	Sand based
Lilleshall National Sports Centre	Public	Water based
Bridgnorth Sports & Leisure Centre	Public	Sand based
RAF Shawbury	MOD/Club use	Sand based
Roman Road Sports Centre	Public	Sand based
Shrewsbury School	Club use	Sand based

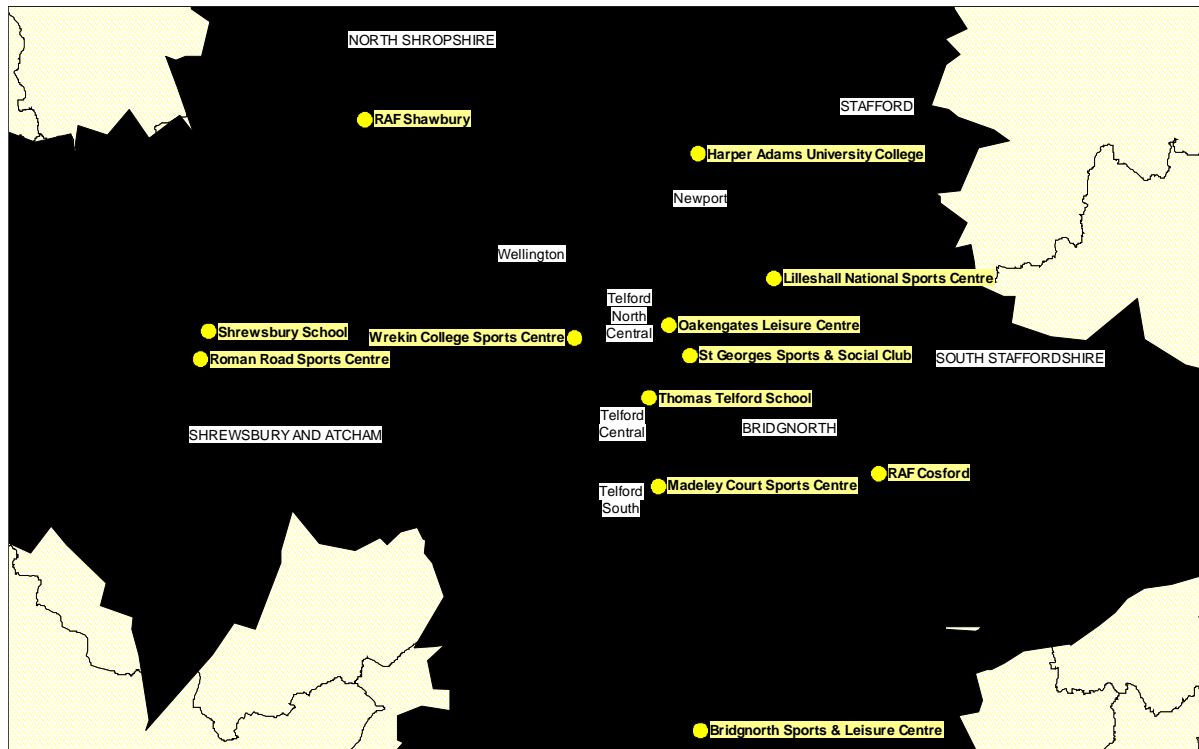
Drawing upon the Sport England statement related to those resident within 20 minute drivetime of an STP facility, existing STPs are illustrated on the map overleaf with amalgamated 20 minute catchments.

The figure shows that the current STP facilities in Telford are strategically spread with no gaps in provision. The map only includes full size outdoor synthetic turf pitches and does not include the STP proposals that may be part of the Council's BSF submission. In

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addition to the outdoor STP provision, TCAT has an indoor 3/4 size third generation football pitch housed in its Super Dome.

Figure 11: STP facilities with 20 minute catchments



Telford Ice Rink

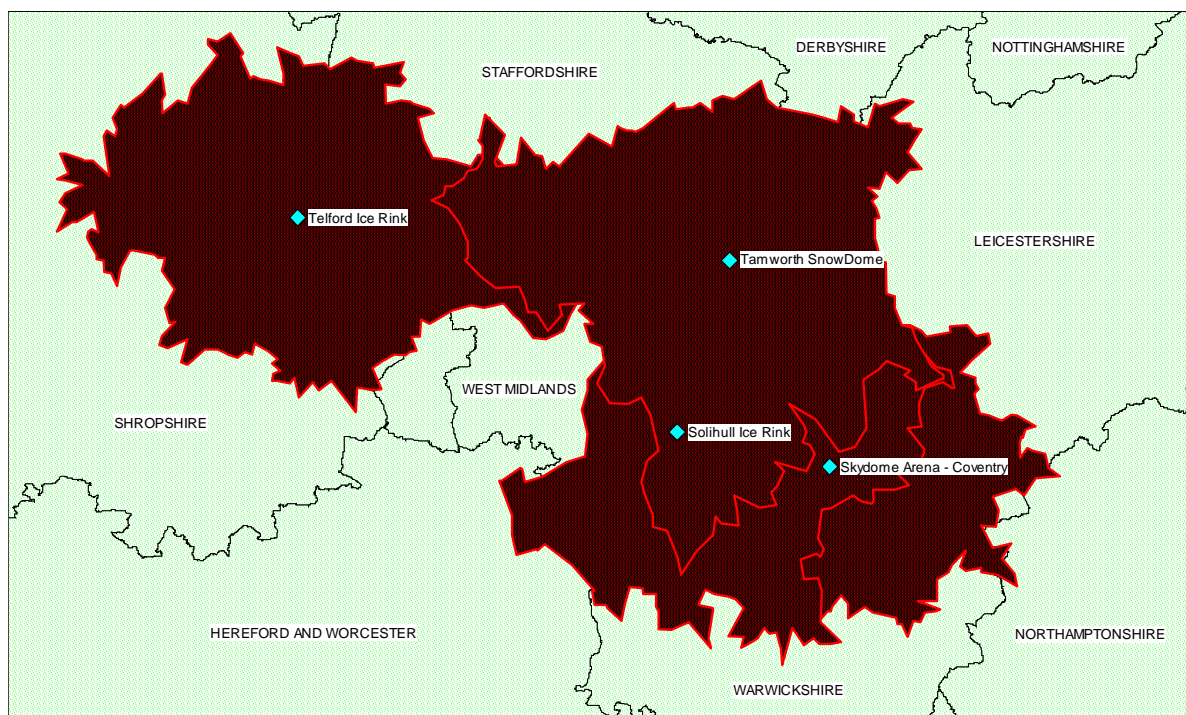
Telford has one of five ice rinks in the West Midlands. The other four are:

- ☐ Tamworth Snowdome.
- ☐ Skydome Arena, Coventry.
- ☐ Solihull Ice Rink.
- ☐ Cannock (Small recreational ice)

The location of four ice rink facilities is mapped with a 30 minute drive time catchment area around each:

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Figure 12: Ice rink facilities in the West Midlands (with 30 minute catchments)



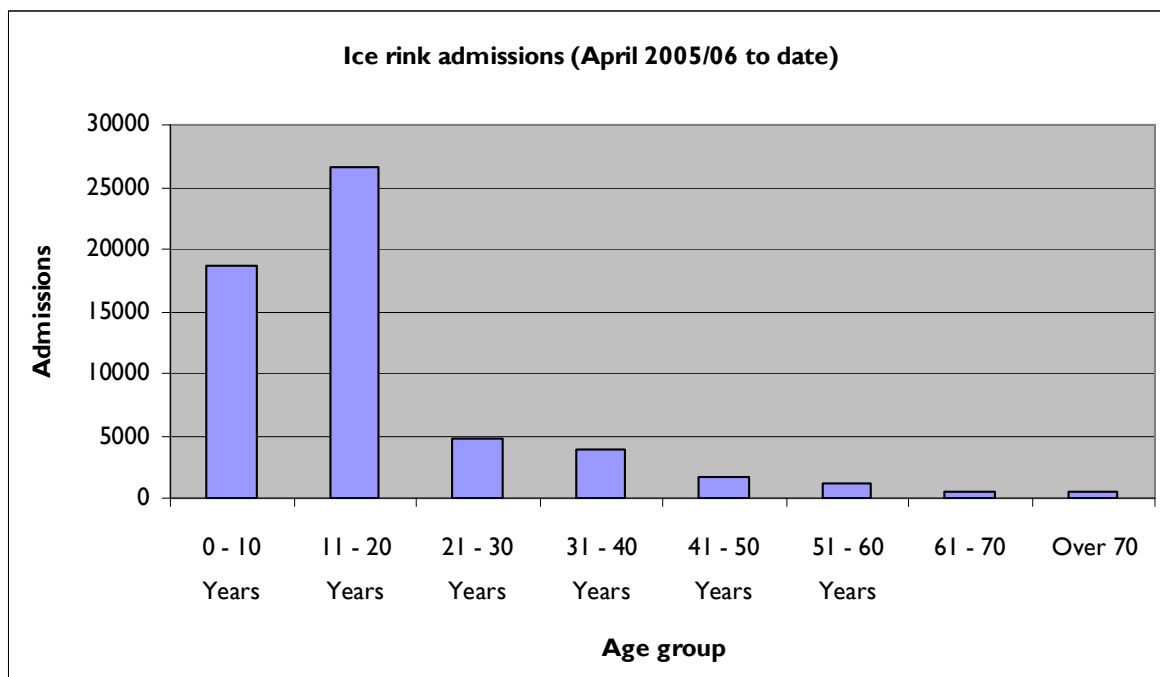
The map shows that the catchment area of Telford Ice Rink covers a significant proportion of Shropshire and spreads across into Staffordshire. In the customer consultation exercise carried out in January 2006, 44% of users came from 'other areas of the West Midlands'. If the Ice Rink were to be rationalised (and not replaced), there would be a significant gap in provision in this part of the West Midlands.

Whilst the ice rink is nearing the end of its life, income and throughput figures, show that it is performing well financially and in terms of participation. There is a strong club structure at the rink with four ice hockey clubs, a figure and dance skating club plus Russian Ice Stars training. Good school-club links are in place with an 'Ice Zone' at the rink. The club's future aspirations are to have a 'double pad' ice facility, which is a multifunctional centre/arena (e.g. for concerts/shows) with improved spectator provision.

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The ice rink is perceived to be a very important facility for the Borough, particularly as it attracts and caters for the younger population. Ice rink admissions from April 2005 to date highlight the high throughput figures for 0-20 year olds. The figures highlight the significance of the ice rink for younger age groups in the Borough and its hinterland.

Figure 13: Ice rink admissions (April 05-06)



Horsehay Village Golf Centre/Telford Ski Centre

Comments during consultation suggest that both the Golf Centre and Ski Slope are valued facilities within the Borough. The provision adds to the wide portfolio of sport and leisure facilities offered by Telford and Wrekin and will complement the future 'strategic facility sports network'. A strategic review of current provision of facilities at Horsehay Village Golf Centre has recently been commissioned. This will inform the future decision making process in respect of the level and mix of provision at the Centre. The aim of the study is to provide robust and objective options for the future provision of accessible, high quality and financially sustainable facilities for (but not necessarily limited to) the provision of municipal golf within the Borough.

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Telford Athletics Track

The track is currently located at Oakengates Leisure Centre, serving the borough and Shropshire as the premier county competitive facility. A 6 lane athletics track has now been built at Sundorne Shrewsbury and complements the Telford Track as a key training and local competitions venue for athletics in the county.

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NATIONAL GOVERNING BODY (NGB) REQUIREMENTS

Headline results from the Active People Survey shows England's diverse sporting interests. It was identified that in total people take part in over 230 sports. Walking is the most popular recreational activity followed by swimming and going to the gym. Recreational cycling is the fourth most popular activity. Athletics, including informal road running and jogging, in addition to track and field, is also very popular. Whilst fitness related activities dominate, more traditional sports such as football, golf, badminton and tennis feature in the 'sporting top 10'. Sports that feature high on the table tend to have wide appeal across men and women and people of different ages e.g. swimming and badminton. Other sports such as cricket, rugby union and netball have a narrower participant base but still rank in the top 25.

The NGBs for the main indoor sports have been consulted to determine their facility requirements for the Borough of Telford and Wrekin. Comments from clubs that responded to the web survey have also been considered. Facilities for football, rugby union, rugby league, cycling and hockey are generally covered by the Borough's Playing Pitch Strategy. However, relevant information and requirements uncovered during the consultation exercise have been highlighted. Sport-specific requirements are outlined below:

Athletics

According to the Active People Survey, 0.6% of the population take part in athletics (track and field) at least once a month. 4.6% of the adult population take part in running/jogging at least once a month. Telford and Wrekin has a number of athletics clubs:

- ❑ Telford Athletics Club.
- ❑ Telford Harriers.
- ❑ Newport & District.
- ❑ Wrekin Road Runners.

There is one competition athletics facility in Telford at present; the Telford Athletics Stadium at Oakengates Leisure Centre. This is a synthetic, 400m, floodlit, 8-lane track with full changing provision. Strategically, there is no need for anything more significant than a county standard track in Telford.

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Basketball

According to the Active People Survey, 0.7% of the population take part in basketball at least once a month, which equates to 275,028 adults. Basketball is a priority sport within Shropshire and Telford and Wrekin (Source: Regional Manager for England Basketball). The County provides several basketball facilities with TCAT offering the main basketball facilities servicing the needs of the National League club, Shropshire Warriors. TCAT is a target facility within Shropshire for IBI accreditation in conjunction with the Warriors. This is, presently, the most significant facility for basketball in the County. The Club also plays out of Thomas Telford School.

Maintenance and further development of the current links to schools is imperative for the club to survive and for the sport to be sustainable. In terms of current provision, Telford and Wrekin already has ample courts for the development of basketball and given that new courts meet the relevant specification, further capacity for development of the sport should be made available via the BSF process.

Telford, reportedly, has the best quality coaches within the county because the National League club is based here. Warrior's coaches have good links with primary and secondary schools and local central venue leagues (which take place once a month). These are very successful but are, at present, focussed in Shrewsbury.

Modifying the standard specification of a four-court sports hall via the Building Schools for the Future (BSF) scheme would be an advantage for the sport especially if the school is proactive and has good links to a local basketball club.

English Basketball does not have any funding to offer until the next draft of Community Club Development Fund (CCDF) is released in April 2008. However, it has stated that it would support the development of a larger sports hall to basketball specification if it had support from both a basketball club and that particular school.

Boxing

According to the Active People Survey, 0.4% of the population take part in boxing at least once a month, which equates to 148,659 adults. There are two boxing clubs in Telford and Wrekin, one in Donnington and the other in Madeley.

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Cricket

According to the Active People Survey, 0.9% of the population take part in cricket at least once a month, which equates to 380,366 adults. There is a strong cricket club structure in Telford most of which have, to date, made use of the indoor net provision for cricket at Lilleshall. However, the National Sports Centre's facilities are now outdated, expensive and difficult to book. None of the Council or school facilities in Telford and Wrekin are of a sufficiently high standard to cater for cricket; Adams Grammar is considered to be one of the better facilities. The new Hadley Learning Centre will have cricket net provision.

The ECB has recently set up a partnership with Wrekin College. This has resulted in £60,000 investment to upgrade the lighting in the sports hall and increase the number of cricket bays from two to four. Wrekin College will be used for all excellence cricket, community cricket and coach education. The ECB will also have an office base there.

The ECB states that there is no further need for indoor cricket provision in Telford. However, there may be a need in the future to accommodate further cricket development.

Cycling

According to the Active People Survey, 7.8% of the population take part in recreational cycling at least once a month, which equates to 3,175,650 adults. Shropshire and Telford & Wrekin has some of the best training/racing roads in the country. In terms of natural cycling facilities, the County is very well provided for. However, in terms of built cycling facilities the only provision is at Shrewsbury Sports Village. Initial discussions are underway between British Cycling and Telford and Wrekin Council with regards to developing a cycling facility(s) in the Borough.

The opportunity to develop a closed road circuit in Telford and Wrekin (similar to the one in Shrewsbury) has been highlighted. This could however fit with the proposed facility network for Telford e.g. proposals for an outdoor facilities complex in the South of the Borough could potentially include a road cycling circuit. Strategically, there is no need for a velodrome in Telford & Wrekin given the proximity of the tracks in Wolverhampton, Halesowen and Newcastle-under-Lyme.

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Football

7.1% of the adult population take part in football at least once a month according to the Active People survey. This equates to 2,910,684 adults. Football is very popular in Telford and well catered for. The most significant facility for football is the New Bucks Head Stadium. This is the home ground of A.F.C. Telford United. The stadium was completed in 2003, and has a capacity of 6,300. It is covered on three out of four sides.

It is widely regarded as one of the best stadia outside of the Football League. The New Bucks Head regularly hosts Wolverhampton Wanderers reserve fixtures and often has high profile players on its pitch as a result of this. The stadium has the potential to attract further high profile events and competitions in the future.

Football development is a key focus of the local authority sports development team. Whilst overall provision is good, there is no commercial 5-a-side provision in the Borough e.g. a Powerleague, Goals Soccer Centre or similar. Whilst Madeley Court has recently engaged a commercial 5-a-side-league operator, who is running a league on the existing STP, the Council could still maximise its income by providing purpose built 5-a-side courts (see later). This would also fit with club responses to the web survey, which highlighted a need for more accessible and affordable winter training facilities.

Gymnastics

The Gymnastics club structure is strong in Telford and Wrekin. There are currently four gymnastics/trampolining clubs affiliated to British Gymnastics:

- ❑ Newport Olympic - based at Burton Borough School.
- ❑ Phoenix Trampoline Club - based at Phoenix School.
- ❑ Telford Gymnastics Club - based at Madeley Court Sports Centre.
- ❑ Park Wrekin - based at Wrekin College (and Lilleshall).

There are also other gymnastics club in the Borough, that do not affiliate to British Gymnastics, such as the one that was previously based at Stirchley Recreation Centre. There are also three other clubs operating in premises just outside of the Borough boundary, namely, Castle House, Idsall and RAF Cosford.

Park Wrekin is the performance club within the region. It has recently produced gymnasts selected for the Commonwealth Games. Newport and Telford clubs are more recreational. There are no specialised facilities to cater for gymnastics in the Borough.

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However, Lilleshall, which is just outside the Borough, offers some of the best facilities in the gymnastics world and is home to British Gymnastics.

There are no identified future plans for development of gymnastics facilities in Telford and Wrekin. This is primarily due to the proximity of the permanent gymnastics facility at Lilleshall, which makes it difficult for the Borough to justify any new provision. Additionally, there are plans to develop a facility at the Alexander Stadium in Birmingham, which would become the regional gymnastics centre.

The Gymnastics Development Plan for 2005-2009 for the West Midlands Region does not identify any actions with regards to new/improved gymnastics provision in the Borough of Telford and Wrekin. In terms of facilities, the plan outlines the following objectives:

- ❑ Support for the provision of permanent facilities (none identified in Telford).
- ❑ Investigation about where a joint approach could be taken in certain schools, LA and other facilities to 'unlock' them to allow greater use.
- ❑ Development of the existing equipment inventory.

Currently, all four gymnastics clubs in Telford and Wrekin use facilities at local sports centres or schools. The main problem faced is the lack of storage space for equipment, limited activity space and the inconvenience of not being able to leave equipment out permanently.

Indoor bowls

There are no indoor bowling facilities in Telford & Wrekin. The facilities planning model (FPM) run for the West Midlands Region (2004) highlights the following in relation to indoor bowls:

- ❑ 16 indoor centres in the region - with a total of 90 rinks.
- ❑ An uneven geographical spread of centres across the region.
- ❑ Most centres are located in the south of the region in Warwickshire/Worcestershire.
- ❑ Only 26% of demand for indoor bowls is satisfied by current supply across the region.
- ❑ Unmet demand for indoor bowls in the West Midlands is estimated at 239 rinks, or 40 six rink centres.

The building of the new indoor bowls at Sundorne Shrewsbury now provides a six-rink facility at Shrewsbury Sports Village.

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The nearest other indoor bowling facility to Telford, at present, according to Active Places, is in Erdington, Birmingham; 30 miles away. Opportunities to develop indoor bowls at existing sites, through the use of short mat bowls, should be encouraged. There is, however, not considered to be a clear identified need for a specialist indoor bowls facility given that Shrewsbury has developed a six-rink facility.

Judo

The judo club structure is limited in Telford. There is only one British Judo Association registered club in the Borough; Hadley Judo Club. The Club trains at Hadley Methodist Church and at Horsehay Village community centre. There is also thought to be another small judo club based at TCAT. British Judo identified no future plans for development of judo facilities in Telford and Wrekin. The National Judo Centre of Excellence is located at the Walsall Sports Centre in the West Midlands. The British Judo Association is committed to the facility until 2012.

Martial arts

There are two specialist Martial Arts facilities in Telford; namely Kyushinkai Martial Arts Centre in Madeley and Bai Lang Martial Arts Centre in Hortonwood. Three other clubs are based at Wrekin College, the Gaston Payne School of Dance and in a local community facility in Newport. No demand for further martial arts facilities has been expressed. In any case, this type of activity is, in general, easily accommodated in multi-purpose halls.

Netball

According to the Active People Survey, 0.4% of the population take part in netball at least once a month, which equates to 163,540 adults. Telford is the target area in the County netball plans. At present, the main facility for netball is at TCAT. The sports hall facility was not designed to Netballs specification, and as a result, has insufficient run off, however the indoor 'premier' league is based here. England Netball commented that access to indoor facilities is consistently a problem for the sport. It aims to move all netball leagues indoors to central venues.

The current club structure in Telford & Wrekin is gradually growing in strength. The largest club in the area is Tibberton Netball Club, which has over 150 members. The Club has recently combined with Star (a national team) and is now looking for a central location. Wrekin College has been identified as a potential location for the combined club. There is

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another growing club at TCAT, which may have to be split into two if it continues to grow further. An alternative venue is required for matches to meet England Netball standards.

England Netball has had initial discussions with the Council about developing new provision in Telford. This revolved around the possibility of working with tennis to develop a combined facility to be shared by both sports. However, it is recognised that, practically, this will be difficult as there is not, at present, a suitable surface to suit both sports.

England Netball's Facilities Strategy enunciates the sport's aim to have a regional netball centre in each of the nine Sport England regions. At present, there is no regional netball centre in the West Midlands. The NGB is looking to develop a centre in the region and would prefer this to be located outside of the region's major cities (due to traffic congestion issues). The regional centre would cater for regional and local netball leagues as well as grass roots development. It also wishes to expand its Super League and potentially create a Super League team in the West Midlands. Currently, the nearest team is Loughborough Lightning. The specification for a regional netball centre is:

- ❑ Double indoor netball court hall (equivalent to approx 8 badminton courts in size) – allowing for a 'show court' across the centre.
- ❑ Minimum 300 spectator seats, ideally 500.
- ❑ Coach education rooms.
- ❑ UKCC training regional centre.
- ❑ Sports science testing.
- ❑ Office space for regional and county officers.

The majority of regional netball centres are located on (or linked to) university sites. England Netball currently has a good relationship with The University of Wolverhampton at its Walsall campus. It is currently using this as its regional centre. However, other sports are also based here and often get priority access over use of the facilities. England Netball therefore is keen to develop a netball centre in Telford. Its aspirations are to link development across the Walsall/Telford sites in the short/medium term and, in the longer term, transfer all netball across to Telford together with its regional staff.

England Netball has limited capital funding to offer until the next phase of Community Club Development Fund (CCDF) is released in April 2008. It has already committed a proportion of its current CCDF funding to investing in some West Midlands sites. Sport England, however, has a contingency fund for capital projects. England Netball would be happy to bid

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into this 'pot' on behalf of a project in Telford and Wrekin. It would have to be of regional or national priority, have a multi-sport approach and have significant match funding.

Case study – Loughborough

The netball centre at Loughborough University is a joint facility catering specifically for netball. It is a dedicated site providing two courts with semi-sprung floor, sunken posts and excellent viewing/seating capabilities. These courts are not marked for any other sport due to the high level of the teams using the facility. The facility also hosts pilates and yoga classes. Facilities incorporated in the centre include:

- ❑ 2 x netball courts
- ❑ Retractable bleacher seating (to seat approximately 270)
- ❑ 1 x seminar room (seating capacity 40-50)
- ❑ 2 x meeting rooms (seating capacity 10 - 12)
- ❑ Analysis room and medical room
- ❑ Players lounge
- ❑ Viewing balcony
- ❑ 4 x group changing rooms and 4 x officials changing rooms.

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Regional netball centre – Loughborough (1)



Source: www.lboro.ac.uk

Rugby League

Rugby League is played by 0.3% of the adult population at least once a month (Active People survey) which equates 110,553 adults. There is currently only one rugby league club in Shropshire; Telford Raiders ARLFC. It runs two adult teams. Its first team plays in the rugby league conference premier division midlands, whilst its second team plays in the midlands merit league. It also has a junior and a youth section.

The Club plays and trains at Oakengates. Whilst very good, the facilities at the Leisure Centre are somewhat limited. There is only one rugby pitch at present, whereas it would like two adult pitches and a junior pitch as a minimum. The absence of a clubroom, and the location of the changing facilities a distance away from the pitch is not ideal. The club is seeking access to a larger site, which would address the problems that Oakengates currently presents and would enable it to develop further.

Discussions are underway to consider options for upgrading the Club's existing facilities or relocating to a new site. Initial discussions are in progress to explore the potential of moving to the TCAT site. If this goes ahead, it will provide a Rugby Football League (RFL)

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coach education site for the County. The club will make use of the College's existing outdoor grass rugby pitches and indoor 3rd generation pitch.

Rugby Union

Rugby union is played by 0.7% of the adult population which equates to 267,817 adults according to the Active People survey. Telford Hornets RFC is the biggest community club in the Borough. It currently has a lease agreement with the Town Park for facilities. The clubhouse is in need of development and existing facilities suffer from vandalism. Discussions have been held in conjunction with the local rugby league club, the Rugby Football Union (RFU) and the TSLEC to evaluate the feasibility of the option of relocating to North West Telford.

In summary, the Club is faced with two options, redevelopment of the current site or relocation to a new site. The Club is keen to be linked to a school/college for development purposes and at this stage is open to proposals.

The rugby club in Newport through consultation has highlighted the need for indoor facilities to cater for rugby training in this area of the Borough. BSF proposals and strategic management of facilities in Newport could provide the necessary indoor training space.

Squash

Whilst squash features 12th in the Active People survey (1.2% of the population participate at least once a month), the National Facilities Strategy for Squash in England states that the focus of squash should be one of consolidation and upgrading of existing facilities rather than new build. Current squash facilities in the Borough include:

- ❑ Stirchley Recreation Centre.
- ❑ Telford Golf and Country Club.

There are several squash facilities outside of the Borough in Shrewsbury, Bridgnorth and Lilleshall. No unmet demand for squash within the Borough has been identified.

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Swimming

Current/future initiatives

'Energize' Shropshire and Telford & Wrekin County Sports Partnership (CSP), in conjunction with the ASA, is producing a swimming pathway for Telford & Wrekin. This will outline the pathway from school and learn to swim schemes (LTS) through to club (of any aquatic discipline). Comments suggest that Newport has the best swimming pathway in the Borough with a seamless pathway from school and LTS through to the club.

Telford is one of nine pilots in England for Everyday Swim. The Everyday Swim project in Telford and Wrekin will focus on improving access to swimming opportunities for people with a disability and disadvantaged children. The project will introduce an aquatic element to existing projects as well as looking at new avenues to increase participation.

If successful, this may lead to an increase in the demand for swimming provision in the Borough. The CSP/ASA is working to try and reduce the drop out of swimmers from the ages of 12-15 by encouraging young people to get involved in other types of water based activity such as triathlon and rookie lifeguard awards.

A Telford swim forum was established around 18 months ago which has led to improved communication between clubs and swimming facilities. This also links in to the school network via the Partnership Development Managers (PDMs). This has led to improved school-club links across the Borough. When production of the swimming pathway is completed, it will be circulated to all schools. This is likely to improve school-club links further.

Club structure

There are four swimming clubs in Telford based at:

- ☐ Newport
- ☐ Oakengates
- ☐ Wellington
- ☐ Madeley

All four are Swim 21 accredited. There are also discussions to develop a single 'Telford squad' in the future, which would train at each of the above pools. In addition to the swim clubs, there is a water polo club, a synchronised swim club, two diving clubs and a canoe club.

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All clubs train at the local authority pools as well as at Wrekin College. They do not use any of the private provision due, primarily to issues related to availability and pool temperatures. Club membership numbers have increased over recent years and have now reached saturation point, as they cannot gain access to any additional pool time. Oakengates Swimming Club has secured 11 hours at the new Hadley pool.

Telford also has an aqua aerobics programme. Similarly, For development work, the only time slots available are the Saturday afternoon 'party slots'.

Telford and Wrekin cannot host any club leagues galas due to the lack of spectator provision at all local authority pools. Club competitions therefore are held outside of the Borough, some held as far a field as Stratford-upon-Avon. This reduces the opportunity for development of the sport in Telford and the potential to generate income from competition meets/galas is lost.

Learn to swim (LTS) schemes

The Council runs its own learn to swim scheme at each of its pools. This scheme has long waiting lists, particularly up to level six. Comments suggest that group sizes for local authority run LTS schemes are becoming too big. There are typically 12 children per level two coach. There are several independent LTS schemes based at Wrekin College and at some private facilities however these are limited and in the case of private facilities, expensive.

Curricular swimming

Historically, curricular swimming has not been centrally programmed. In the past, the programming of school swimming 'slots' was primarily on a 'first come first served' basis. This has led to an imbalance of curriculum pool time between schools i.e. some schools have had access to several hours of pool time per week whilst others have had none. The recent appointment of a curricular swimming co-ordinator aims to try and resolve this issue by centrally programming school swimming across the Borough. This will allow the Council to assess whether there is enough pool time available across its swimming facilities to accommodate school curricular needs. Until now, this has been difficult to assess due to poor programming of facilities.

As it stands at present, it is difficult to accurately assess whether the demand for swimming pool provision exceeds supply. A swimming pool strategy that covers the whole Borough, incorporating a thorough pool-lane hours audit comparing supply with existing and latent demand, is required.

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50 m swimming pools and diving pools

The British Swimming Facilities Strategy sets out requirements in relation to high-level facilities for competition and training. The Strategy states that each of the nine Sport England regions should have at least one 8-lane 50m pool. There is currently no 50m pool provision in the West Midlands region. However, the Amateur Swimming Association (ASA) regards the development of a 50 metre pool in Birmingham as a priority. Plans are well underway to develop such a facility in Birmingham and should these go ahead, the regional need will be met. Similarly, Telford and Wrekin is not highlighted in the ASA facilities strategy as a priority for development of a diving pool. Nevertheless, an element of deep water must be retained to cater for, and allow development of, the two scuba diving clubs in the Borough.

Tennis

The Active People survey states that tennis is played by 2.1% of the adult population (874,040 adults). There are currently no indoor tennis facilities in the Borough since the demise of the indoor tennis facility at the International Centre. There are currently only two clubs registered to the Lawn Tennis Association (LTA); Wrekin Tennis Club which is based at Ercall Wood School and Boughey Gardens which is based in Newport. Both are located in the north of the town/borough and use outdoor tennis facilities. There is however a tennis club at High Ercall. There are no clubs in the central or south of the Borough at present.

The nearest indoor tennis facility is at Welti Tennis & Leisure Centre in Shrewsbury. The development of an indoor facility in Telford and Wrekin is considered important for Shropshire LTA. It has had initial discussions with the Council/CSP (in relation to the Sports Village concept) with regard to the development of an indoor tennis facility in conjunction with netball. The LTA would, as is its normal practice, prefer a tennis specific facility but is willing to consider the idea of a shared facility with netball if a suitable surface for both sports can be found. (In KKP's view, the development of a joint facility would, given the clear preference for sprung wood for indoor netball which is not a suitable surface for tennis, clearly compromise one or other of the sports).

Whilst ideally it would prefer to see a three indoor court centre in Telford, a one court facility would be better than none at all. It is keen to support development of an indoor facility in the south of the Borough as a basis to build a club structure in this part of the

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local authority. Development on a school site is attractive to the LTA and it is keen to form a partnership with, Telford & Wrekin Council and a school. It may have some capital funding available to contribute to the development of such a facility however it did stipulate that it would wish to see a return on its investment.

Volleyball

According to the Active People survey, Volleyball is played by 0.2% of the adult population at least once a month (68,518 adults). Telford has one volleyball club based at Phoenix School, namely, Telford Volleyball Club (national league). At present there is no development officer or apparent spokesperson from English Volleyball covering the Telford and Wrekin area. As a result, no comments were gained from the NGB with regards to adequacy of provision or development plans.

In KKP's view the presence of a club of that standard and the developmental opportunities to support and expand the game should be actively considered. One, obvious way of achieving this might be to support the development of one of the new school sports hall facilities with additional height and appropriate lighting to provide a specific opportunity to further develop the sport.

Disability sport

The usage of the Council's leisure centres by targeted groups such as disabled people, has improved in recent years. Each of the nine leisure centres has identified a key worker for disabled people whose role is to make it easier for disabled people to use the centres. In addition, the *Lets Get Physical Programme*, a joint initiative with the Telford and Wrekin PCT aims to encourage disabled people to take up exercise in a supportive environment. There are also two disability clubs in the Borough; Club 2000, a local sports and social club for disabled people and Wrekin Special Swimming Club. The Council should seek to continue its good work with disability groups and individuals and ensure that any new facility provision is fully accessible for all types of disability.

Other sports

No comment was received from the National Governing Bodies for badminton or table tennis with regards to the adequacy of provision in Telford and Wrekin. Nevertheless, with regards to low-level participation, these activities can generally take place in typical sports hall facilities.

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Summary

Whilst it is useful to know the requirements and aspirations of NGBs across a range of sports, it is difficult to predict which sports will be most in demand in 15-20 years time. NGB consultation has highlighted some opportunities where Telford and Wrekin can develop new indoor facilities, which will be of regional significance e.g. netball. These will help to 'put Telford on the map' in terms of the specific sports but also provide quality facilities at a local level.

In terms of new provision, planning for flexibility is key. The most sustainable facilities are those which have a multi-sport approach, provide facilities that can accommodate a wide range of activities and are managed and programmed in a way that has the maximum benefit for the sport and community at both participation and performance level. Joint work between the Council and other key agencies at a local, county and regional level will help to ensure that facilities are deliverable, sustainable and affordable.

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FUTURE FACILITY PROVISION

The Vision

The vision for the strategy is: “To create a network of inclusive high quality community, specialist sport and leisure facilities within Telford & Wrekin that will encourage an increase in its communities physical activity levels, and enhance the quality of life of existing and future communities”.

Principles

It is proposed that sports and leisure facilities in Telford and Wrekin operate within a notional hierarchy. This will provide a context for facility provision and clearly indicate to residents of the Borough, and all stakeholders, the desired level of facilities. The proposed future sports facilities network is based upon several key principles:

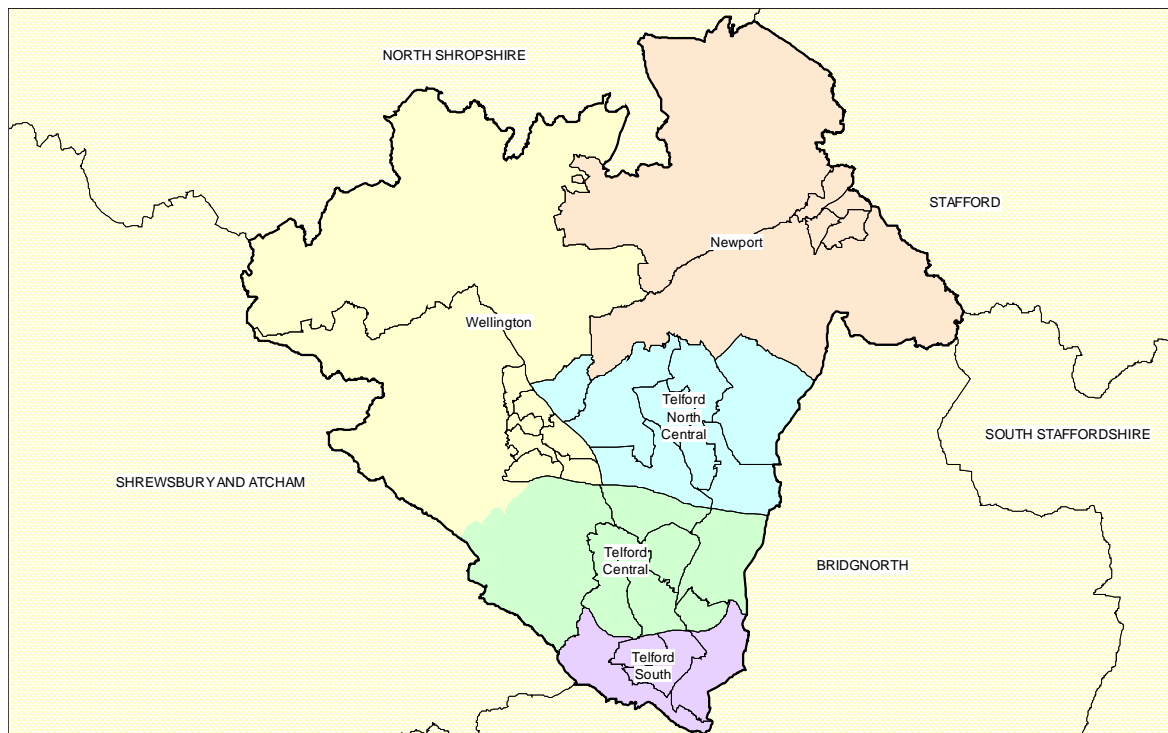
- ❑ Development of community (general and sport-specific) provision in defined areas of the Borough around Leisure Services managed community ‘hub’ sites.
- ❑ Ensuring extensive and close links between school/community provision.
- ❑ Maximising the school/community sport/leisure/lifestyle impact of BSF investment.
- ❑ Alignment of sports development, facility management and health promotion work.
- ❑ Improve overall co-ordination of main indoor facility provision in T&W.
- ❑ Closer and effective programming across all leisure facilities and providers.
- ❑ Leisure Services involvement in development of sport/fitness/leisure related Extended Schools provision.
- ❑ More effective links and partnership working between the Health Promotion Unit (HPU), Sports Development, Leisure Services, Schools Partnerships, Arts and Library Service provision.
- ❑ Establishment of a Leisure Services managed central programming mechanism for all main school site based facilities.
- ❑ Addressing ‘Aspirations’ by refocusing and improving the quality of the environments and equipment, adopting a ‘whole-life’ orientation, cross-Borough quality provision, multi-activity focus, addressing the family market, close HPU links (a ‘corporate investment in wellness’ focus).
- ❑ Production of a swimming development strategy including a detailed pool-lane-hour audit and plans for more ‘shallow water’ teaching provision in the Borough.

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Proposed hierarchy of provision

The Council has divided the Borough in to five clusters for neighbourhood working which follows the civic/ward geography. Other agencies, such as the Police have bought into this and it is, thus, considered to be appropriate to adopt a similar cluster/area arrangement for proposed future leisure provision. The map below highlights the five areas:

Figure 14: Telford 'areas'

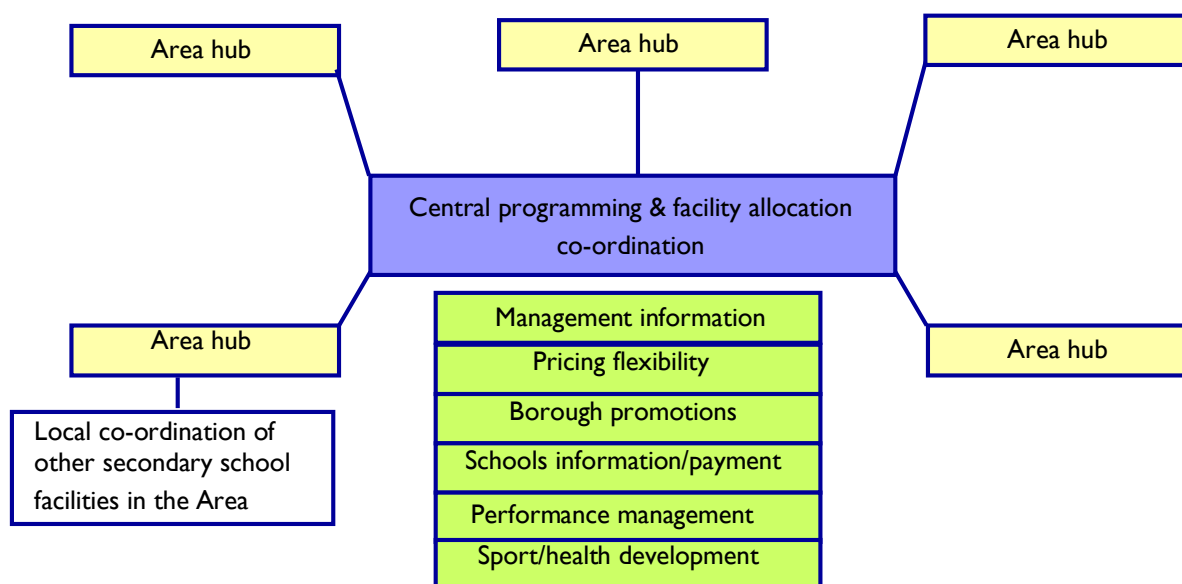


It is proposed that community sport and physical activity be developed around 'hubs' of provision encompassing schools and community-based facilities. These will operate in a locally responsive but sports development focused manner optimising quality and choices available to residents. The proposal is for one 'hub' centre in each of the five areas.

One of the key aims of the strategy is to extend upon and develop the 'Sports Village' concept that has already been proposed for the Borough through TSLEC. Whilst initial proposals focused upon one particular area of the Borough for development (Wellington), the facility strategy aims to extend this across the Borough as a whole ensuring that the future network of provision is strategically located and accessible to all.

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Figure 15: Extending the 'Sports Village' concept



Proposals have been drawn up for each of the five areas based on existing provision, development proposals through BSF and other needs identified through consultation. It takes account of the needs and gaps identified in the earlier sections.

Area 'Hub' sites

The proposed facility hierarchy identifies the need for a network of 'hub' facilities, providing a range of quality facilities and opportunities at the same location.

Hub facilities should:

- ❑ Provide entry level and participatory opportunities for all members of the community.
- ❑ Be designed, located and managed in a way that ensures financial sustainability.
- ❑ Meet standards that reflect contemporary expectation. That is to say modern, well maintained and meeting all appropriate health and safety and Disability Discrimination Act (DDA) requirements/guidelines.
- ❑ As appropriate, service the operational and developmental needs of local sporting clubs and groups.
- ❑ As appropriate, initiate and support new use by groups and individuals.
- ❑ Be integrated into, and support the work of, schools and the fostering of school-club links.

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- ❑ Be designed, managed and located in such a way as to contribute to a strong, multi-agency, approach to the delivery of sporting opportunity.
- ❑ Maximise resource impact by, where possible, bringing together partners with complementary needs, resources and/or expertise.

These facilities will be local authority owned/managed sites. They will be focused upon existing or new multi-functional facilities although, where appropriate, they can incorporate specific or specialist provision within a shared commitment to provision of sustainable sporting opportunity.

‘Partner’ and ‘Specialist’ partner sites

This is facility provision to complement that delivered by ‘hub’ facilities within a local context. These sites will mainly take the form of partner school sports hall facilities. These will be ‘remotely programmed’ from the ‘hub’ site in each cluster. Remote programming links the relevant school sports hall to both the Borough’s central programming function and, in the context of operational delivery, to the hub site. Physical access could either be managed via a ‘key pad’ or hub site reception activated entry and lighting system and/or supervised by peripatetic staffing where staff cover more than one centre.

Such a system would be predicated upon accommodating greater level of pre-programmed (club/organised group-based) activity at remote sites while focusing upon casual use and activity provision that necessitates greater human-resource based input and supervision at main hub facilities.

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Future provision – Newport

Current ‘indoor’ sports facility provision in Newport comprises:

Name of centre	Facility details	Comments
Newport swimming pool	25m x 8m swimming pool, sauna & solarium	Managed by T&WC, this facility is not ‘strategically located’. Work is required to external areas and the roof
Burton Borough School	4 court sports hall	Proposals via BSF include relocation of Newport Pool on to this site, School has Specialist Arts College Status
Adams Grammar School	4 court sports hall	No formal community access at present
Newport Girls High School	-	Proposals via BSF include development of a sports hall
Newport Junior school	Small pool	School use only
Harper Adams University College	Sports hall, STP, outdoor pool	Limited community access
Bodyzone	Health & fitness gym	Private facility
Physical sculpture gym	Health & fitness gym	Private facility
Newport Fitness Centre	Health & fitness gym	Private facility

The proposals for future sports facility provision in Newport based on the proposed hierarchy of provision is as follows:

Area ‘hub’ site - Newport Sports Centre at Burton Borough School

The existing proposal to relocate the Newport Swimming Pool on to the Burton Borough School site should be pursued. The pool should be no less than 25m in length and 10m in width (2.5m for each lane) with a variable depth (potentially with a moveable floor) so it is suitable for synchronised swimming and teaching. The opportunity must be taken to improve the orientation of the overall sports facility at the school for community use, particularly as it is to function as a hub site. The centre should also incorporate the following:

- ❑ New Community Swimming Pool to replace the existing ageing Newport Swimming Pool, and consideration of an additional teaching pool.
- ❑ Quality whole life fitness (adult & junior gym).
- ❑ Movement & dance space.
- ❑ Health Promotion Unit (HPU) officer base.
- ❑ Effective physical linkages to the existing Sports Hall, making the whole site work.

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- Consider on site playing pitch use for the community subject to Playing Pitch Strategy review findings

‘Partner’ sites

The Sports Hall facilities at Newport Girls School (new through BSF) and Adams Grammar School (existing) to be remotely programmed from Newport Sports Centre. These sports halls could be for general use or designated specifically (possibly on a sport per night basis – thus negating the requirement to ‘set the hall up;’ for different activities) to individual clubs, or clubs from the same sport in sequence. Examples might include badminton at Newport Girls School and indoor cricket at Adams Grammar. Rural community halls to work in partnership with ‘hub’ site, in order to develop relevant activity programmes for their communities.

‘Specialist’ facilities

The facilities located at the Lilleshall National Sports Centre are accessed by community throughout the year. Specialist facilities for gymnastics, squash and hockey provide a unique mix of opportunities for community users and performers alike. It would be beneficial to develop a programming partnership with LNSC and Harper Adams to best serve the local community.

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Future provision – Telford North

Current sports facility provision in Telford North comprises:

Name of centre	Facility details	Comments
Oakengates Leisure Centre	Sports hall, 'Aspirations' gym, 25m x 4lane swimming pool, aerobics studio, soft play area, grass pitches, sauna, solarium, Telford Athletics Stadium	Best performing local authority sports centre.
The Sutherland School	To be rebuilt	Proposals via BSF include rebuild of the school on existing pitches.
Wrockwardine Wood Arts College	To be rebuilt	Proposals via BSF include rebuild of the school at Priorslee. Potential to develop Sports and Leisure facilities.
Hadley Learning Community	25m x 4 lane swimming pool, sports hall, health & fitness gym. Other community facilities	New PFI facility opened to the community in early 2007
Gym Nation	Health & fitness gym	Private facility

The proposals for future sports facility provision in Telford North based on the proposed hierarchy of provision are as follows:

Area 'hub' site – Oakengates Leisure Centre

Oakengates Leisure Centre will be the 'hub' site for this area. It is recommended that a junior health and fitness gym be developed on this site to provide an extension of quality 'whole-life' fitness for both adults and juniors. The centre should also incorporate a base for the Health Promotions Unit.

There is the potential to relocate the Sutherland School onto the Oakengates Leisure Centre site. The school should have full access to Oakengates Leisure Centre for curriculum based activity and, by agreement, it's out of school hours learning activity in PE and Sport and Extended Schools provision. BSF funding for the development of the school should be utilised to refurbish the Leisure Centre's sports hall and swimming pool facilities.

- ❑ Refurbish existing sports hall/pool
- ❑ Whole life quality fitness (adult/junior gym)
- ❑ Health Promotion Unit officer base
- ❑ Retain athletics track and synthetic turf pitch

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- Improved grass pitches

‘Partner’ sites / specialist facilities

With the building of the Wrockwardine Arts College at Priorslee, there is the opportunity to link with the University, and this could provide joint teaching/conferencing provision. New Sports facilities developed on the school site offer further community use opportunities for the local area. The provision for performing arts should be retained at the School given its specialist status. The development at Wrockwardine Wood/Priorslee should include consideration for a community library. This would enable a basic Leisure Service/Library Service supervisory presence.

There is the potential to consider the development of generic/area programming of learn to swim, specialist dance and community tennis via *Hadley Learning Community*, in liaison with both the ‘hub’ site and Telford Sports, Learning and Enterprise Community (TSLEC).

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Future provision – Wellington

Current ‘indoor’ sports facility provision in Wellington comprises of:

Name of centre	Facility details	Comments
Wellington Civic & Leisure Centre	25m x 6 lane pool, 32 station ‘Aspirations’ gym, health suite, function/meeting rooms/civic hall, Town council offices	Council facility, easily accessible in good strategic location. Only LA centre where customers can access whole ‘Aspirations package’ on one site. Some investment required
Old Hall School facilities	20m pool, sports hall	The Council has acquired these facilities from the closure of Old Hall School.
Ercall Wood School	Sports hall	Adjoining the Old Hall site, the school will have some BSF investment
Blessed Robert Johnson School	Sports hall	No formal community access at present
Charlton School	Sports hall	No formal community access at present
Wrekin College	25m pool, sports hall, health & fitness gym	Owned/managed by the College. Used by various clubs/community groups at evenings/weekends
TCAT	Indoor dome, 6 court sports hall, health & fitness gym	Some community access. Currently the largest sports hall in the Borough. Managed by the College, not aligned to LA facility programming
AFC Telford Utd	Stadium	High profile facility seating c. 6,000 spectators
Life @ Whitehouse	15m pool, health & fitness	Private facility offering limited pool provision
New College	Small sports hall	Potential for New College to relocate in the future – may incorporate new sports facilities. College focuses on outdoor education/pursuits

The proposals for future sports facility provision in Wellington based on the proposed hierarchy of provision are as follows:

Area ‘hub’ site – Wellington Civic and Leisure Centre

Retain on the current site, upgrade as part of the development that is already planned (i.e. co-location of library and other community facilities). Integrate a HPU base in to the centre and a junior health and fitness gym to create an area whole life fitness facility. There is a need to remodel the changing facilities at Wellington to improve management of school use.

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It is therefore recommended for Wellington Civic and Leisure Centre:

- ❑ a Teaching Pool be considered (in addition to the existing main pool)
- ❑ Reconfigure changing facilities for improved school/community management
- ❑ Whole Life quality fitness (adult/junior gym)
- ❑ Health Promotion Unit base

‘Partner’ sites

Blessed Robert Johnson Catholic College, Charlton School, and Ercall Wood Technology College (inc. new build sports hall facilities through BSF) partner coordinated programming with Wellington Civic & Leisure Centre. Ercall Wood School has been identified as an ideal site for school cricket. Given that the ECB has recently developed an indoor cricket centre at Wrekin College, it would be logical, that where appropriate, the School and the College are encouraged to work together to provide strategic cricket activities across the two facilities. *Rural Community Halls* to work in partnership with the ‘hub’ site, in order to develop relevant activity programmes for their communities.

‘Specialist’ sites/‘Performance’ Hub

Telford Sports, Learning and Enterprise Community (TSLEC) will add real value as a ‘performance’ hub. In addition to helping meet demand from the growing Lawley community there are proposals for joint working across four sites:

- ❑ Reconfigure *Telford College of Arts and Technology*, where Sports Academy Further education, Basketball Specialist Facilities, Rugby etc are being considered
- ❑ Hadley Learning Community, where tennis and dance are being considered
- ❑ AFC Telford Utd Learning Centre
- ❑ *Wrekin College*, where an indoor cricket centre is proposed. The pool facilities at Wrekin College should be considered in the co-ordination of swimming across the Borough (within the proposed Swimming Development Plan) and its indoor dry facilities taken account of when scheduling sports hall programming both on a borough-wide basis and in the Wellington area. England Netball have shown interest in developing a Regional Netball Centre in Telford, with Wellington being their preferred location.

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Regional Netball Centre - capital costs

The netball high performance centre at Loughborough University cost £3 million to construct (in 2003). The building consists of two sports halls, one of which has two netball courts and the other four badminton courts. There is also an analysis room, sports medical science room, seminar room, performers' lounge, and coaches and administrator offices. It has been designed as a practice facility but the netball hall has retractable seating for 300 spectators.

If Telford were to consider developing a regional netball centre consisting of a free-standing double court hall, retractable seating and ancillary/support rooms, it would cost at least £2 to 2.5million. This is based on the Loughborough facility, but without the second badminton court hall and at inflated prices given that the centre was built three years ago. It is estimated that an extra £600,000 will provide six state of the art outdoor floodlit netball courts, (based upon the costs of a recently installed new facility at Hathershaw Sports College in Oldham).

Regional Netball Centre - potential management arrangements

At Loughborough, the Sports Development Centre (SDC) manages sports facilities and supports programmes on campus. It works closely with UK government agencies and NGBs. The SDC also manages the recreational sport intra-mural programme. Another aspect of Centre activities is the Sport Scholarship Scheme via which Loughborough student sportsmen and women are given financial and other practical support to aid their athletic development. A partnership approach to managing a regional netball centre in Telford should be considered. The following partners should be included for consideration: Telford & Wrekin Council (TSLEC); England Netball; Sport England and Energize, the Shropshire & Telford and Wrekin CSP.

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Future provision – Telford Central

Current sports facility provision in Telford Central comprises:

Name of centre	Facility details	Comments
Stirchley Recreation Centre/ Lord Silkin School	Sports hall, gymnasium, 38 station 'Aspirations' gym, 4 squash courts social room, solarium, grass pitches, outdoor basketball courts, athletics track (grass), outdoor tennis courts	Joint use facility. Easily accessible in a good strategic location, has been recently upgraded, needs more work. Rebuild / Refurbishment of Lord Silkin School via BSF provides opportunities for development
The Phoenix School & Sports Centre	Sports hall, one court hall, grass pitches, outdoor tennis courts, outdoor basketball courts	Joint use facility. Facility in good condition but underused at present. Aspiring Sports College
Thomas Telford School	Pool, sports hall, health & fitness gym	Private school: Excellent sports facilities but with limited community access
Telford Ice Rink	Ice rink	A well valued borough wide facility. Future is under scrutiny.
Horsehay Golf Centre	Municipal golf course	Operation/management of centre under review. Valued borough wide facility
JJB Sports	Health & fitness gym	Private facility. Main competition for LA facilities
Cannons Health Club	Health & fitness gym	Private facility. Main competition for LA facilities
Fitness First	Health & fitness gym	Private facility. Main competition for LA facilities
Park Inn	Health & fitness gym	Private facility, hotel based
Club Moativation	Health & fitness gym	Private facility, hotel based
Telford Golf & Country Club	Health & fitness gym	Private facility, hotel based
Hercules Gym	Health & fitness gym	Private facility

The proposals for future sports facility provision in Telford Central based on the proposed hierarchy of provision are as follows:

Area 'hub' site - Stirchley Recreation Centre

The Stirchley Recreation Centre 'hub' site proposals include new build/refurbished:

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- ❑ Sports hall and Squash court provision.
- ❑ Whole life quality fitness (adult/junior gym)
- ❑ Consider adding dedicated Martial Arts space
- ❑ Integrated Leisure Services/Library Service.
- ❑ Health Promotions Unit base.

‘Partner’ sites and ‘Specialist’ sites

Phoenix Sports Centre and School is seen as a valuable site for providing additional leisure facilities to support growing demand from new housing development in particular in Dawley and Lawley. It is recommended that consideration be given to installing adventure/outdoor pursuit’s provision, e.g. climbing wall, high ropes at Phoenix School as part of the Sports College role, serving the Borough and linking to Arthog Outdoor Education Centre.

Existing sports hall facilities should be reconfigured to appropriate specification to cater for trampolining and volleyball specialisms, and the provision of a synthetic sports pitch and a whole life quality fitness provision should be considered. In addition to the programming of Phoenix Sports Centre it is recommended that consideration be given to the programming of *Horsehay Village Golf Centre*, retaining the pay and play facility and developing the junior academy and coaching opportunities via a new Partnership arrangement.

Telford Town Centre

Ice rink

Based on the current performance of the Ice Rink and its value to the Borough’s population (and beyond), it is suggested that it is replaced and relocated in the town centre. The ten pin bowling facility should be replaced at the same location as the ice rink (preferably as part of the same package).

‘Adventure on Ice’ has been working on a concept to build low-cost ice rink which are economic, cheap to run, attractive and indestructible. The design is based upon a company in Canada. Adventure on Ice believes it can construct an ice rink for round about half the price of a normal build. It is currently talking to different councils about the idea. The most recent ice facilities built in the UK are at Sheffield and Nottingham. Whilst the specification of these is thought to be too high for Telford, detail of the Nottingham facility is provided below.

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Case study – The National Ice Centre, Nottingham

The National Ice Centre is located in Nottingham, just east of the city centre. As well as ice skating, it also doubles as the Nottingham Arena. The site has had an ice stadium on it since 1939. The Ice Stadium closed in April 2000 and was demolished soon after to make way for the building of the second public rink.

The current building was first announced in September 1995 at an estimated cost of £13 million - part of which was to come from National Lottery funds. The plans were unveiled in October 1996, by which time the British Olympic Association had got behind the proposal. The first public skating session took place in April 2000. The final cost of the project was around £40m, 10% of which came from the lottery - one of the highest grants awarded. The stadium is home to the Nottingham Panthers ice hockey team.

Leisure pool

For a fun/leisure pool to be cost effective it has to be of a scale and type to attract people, not only from within the Borough, but from much further a field (a comparable facility in the region is Malvern Splash). The space and costs that would be associated with this are significant. A fun/leisure pool any smaller than this is unlikely to attract such custom.

The nearest leisure pools to Telford are:

- ❑ Waterworld, Wrexham.
- ❑ Waterworld, Stoke-on-Trent.
- ❑ Wyre Forest Glades Leisure Centre, Kidderminster.

In addition, a new facility opened in December 2006 in the Bowmers Harbour area of Wolverhampton (replacing the old City Baths). This provides a new leisure complex with an 8 lane, 25m pool and teaching pool plus flumes, leisure pool and wave machine. It has been developed on a PFI basis via a partnership between Wolverhampton City Council and DC Leisure – which will operate the facility.

It is recommended that the Council ‘masterplan’ space for a leisure pool and potentially *fitness facilities* on the outskirts of the town centre but pursue the development only if led and financed by a private sector developer/operator (possibly part of a package linked to the ice rink and tenpin bowling).

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Future provision – Telford South

Current sports facility provision in Telford South comprises:

Name of centre	Facility details	Comments
Madeley Court Sports Centre Madeley Court School Telford Ski slope	Sports hall, 34 station 'Aspirations' gym, U-shaped swimming pool, synthetic turf pitch, social hall, soft play area, pre-school facility, grass pitches, café & bar, solarium, ski slope	In deprived area, well used but in major need of refurbishment. School is to be rebuilt via Academy process, potentially on another site providing option for development on current site. School has Sports College status
Abraham Darby School	Sports hall, Small Gym, Playing Pitches	No formal community access at present. Specialist Arts College Status

The proposals for future sports facility provision in Telford South based on the proposed hierarchy of provision are as follows:

Area 'hub' site - Madeley Sports Complex

The location of the hub management site is to be determined. It is proposed, provision in the Madeley area will be as follows:

Recommended that the existing indoor sports centre be phased out and closed, with new and refurbished facilities replacing them. The new academy should have a sports hall and fitness suite as part of its rebuild. The sports facilities in the area should be developed as an interacting sports complex.

The area is a particularly deprived part of the Borough and therefore new provision can support Borough programmes designed to get more people active and tackle issues in relation to health etc.

Madeley Academy – From 2009/10 the following sports provision to be available for evening, weekend and holiday community use:

- ❑ 4 court indoor sports hall and changing facilities
- ❑ Dance studio
- ❑ Health & fitness provision

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- ❑ Improved outdoor playing pitches
- ❑ Synthetic Turf Pitch (STP)

New Swimming Pool – The recommendation is that a community swimming pool is retained in the Madeley area and that Abraham Darby School is considered as the preferred option for the location of the new swimming pool.

Abraham Darby School the opportunity should be explored to open up existing and proposed improved sports hall proposed health and fitness provision and associated facilities including playing pitches for community use.

‘Specialist’ site

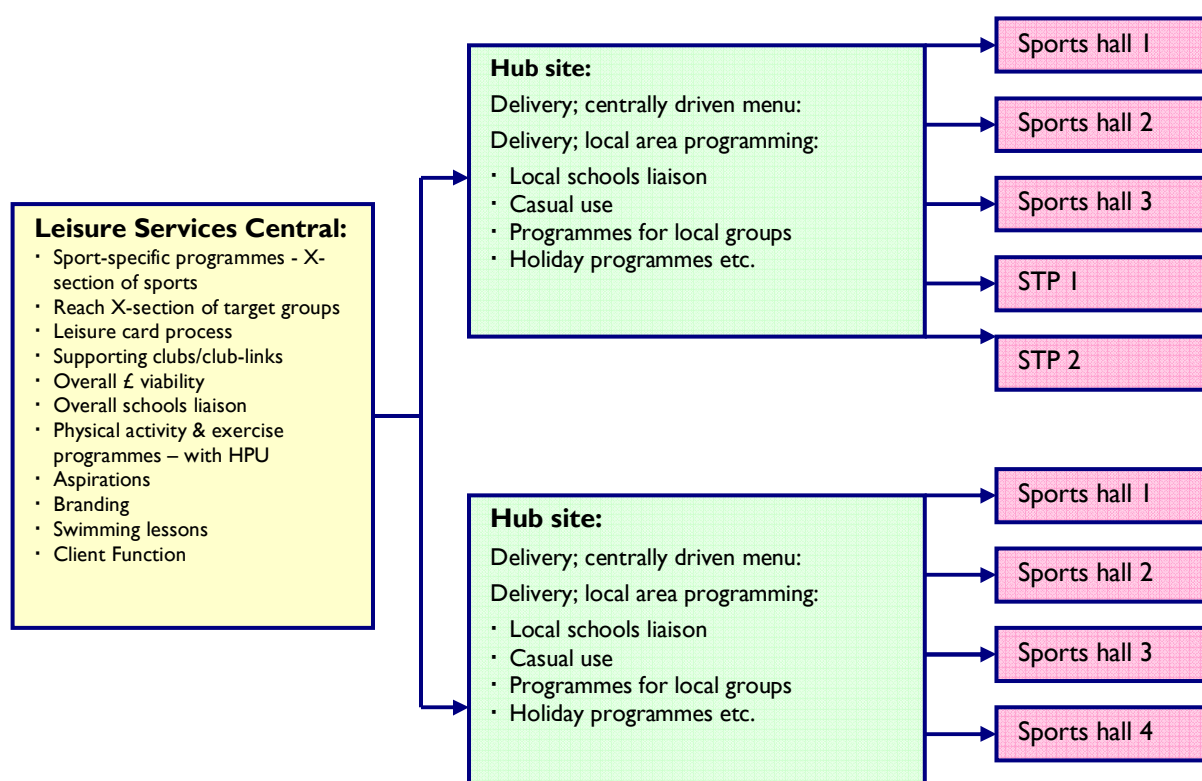
Telford Ski and Snowboard Centre – Recommendation is that this is retained as a specialist site with the feasibility of adding additional changing facilities to cater for the use of ‘upgraded’ adjacent playing pitches, and the provision of a multi purpose hall.

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MANAGEMENT & PROGRAMMING

A key to the success of the strategy and something that was very well received when discussed with Partnerships for Schools (PfS) is the ambition to ensure that what takes place in facilities is strategically linked to Borough ambitions to support sport specific provision, its clubs, physical activity and exercise and to ensure that provision is made to service the full cross-section of residents in all its local communities. Strategically linking Extended Schools provision discussed and delineation of Leisure Services programmed 'community time' is an attractive and simple concept to grasp and execute.

Central programming model



What will be required to deliver this effectively is:

- ❑ A commitment to adequate central resourcing.
- ❑ The development of an improved, preferably all customer/resident card – with the associated necessary front of house and bookings based management information

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systems. This will ensure that, in addition to programme detail, usage information is up-to-date, accurate and facilitates easy evaluation of progress.

- ❑ Appropriate facility design – ensuring that both hub sites and, in particular sports facilities on school sites, are designed to ensure minimum ‘site incursion’, entry and security systems that facilitate ‘remote control’.
- ❑ An ICT system capable of handling all the required actions, processes and analysis.
- ❑ Strong and close working links between Leisure Services and:
 - The HPU.
 - Schools – possibly serviced via some form of liaison forum consider reinstatement of Joint Use Management Committees or similar
 - Sports clubs, leagues and, as applicable, NGBs.

Management options

As is illustrated above, if the plans outlined come to fruition, the nature, distribution and basis for the management of the Borough’s facility stock will change considerably. There will be a need for:

- ❑ A need to recruit existing and train new staff to cope with delivery of a range of services at key points.
- ❑ A fresh approach to ways of managing hub and ‘remote’ sites.
- ❑ The core and supplementary skill-sets required to optimise service effectiveness.
- ❑ A substantial degree of flexibility about how facilities are programmed and managed
- ❑ A greater emphasis on management information and related systems.
- ❑ A greater emphasis on service outputs and outcomes

The operator will, building upon work already undertaken, need to maintain and develop partnership-based programmes and management mechanisms balancing and juggling with the requirements of a range of partners. There will, almost certainly, need to be a move away from traditional sports centre site operation to one which encompasses libraries and other cultural activity and which balances local management with strategic co-ordination of spaces and activity more effectively.

This, along with the need to learn about, support and co-exist alongside, for example, the upcoming Extended Schools provision, the learning and community intervention ambitions of the Borough Education Department and a substantially more ambitious sport-specific and physical activity programmes will necessitate considerable change.

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At the same time there is, inevitably, until for example the outcomes of the BSF process are known, considerable uncertainty about the likely volume of the service, which buildings will be involved, what staff levels and skill-sets will be needed and what the net cost, trading capacity and overall sphere of influence of the service is to be. It could, potentially extend to five or six hub sites, up to 12 further 'satellite' facilities, a major outdoor sports complex and partnership-based relationships with key private and FE/HE sector providers.

At the same time, consideration should, perhaps, particularly given the ambitions of key partners such as the HPU and the potentially strong sport-specific programming (plus the related club-links processes) to the location and status of the sports development function.

Current legislative context

The Government has placed a duty of "Best Value" on local authorities (Local Government Act 1999) to deliver services to clear standards, relating to cost and quality, by the most economic, efficient and effective means available. Best Value and Comprehensive Performance Assessment (CPA) are performance frameworks and processes to ensure the continued improvement of service delivery. Although CPA has removed the need for a four-yearly review of individual services, local authorities must apply the "4C's" of Best Value to each service. This means:

- ❑ Challenging why and how a service is currently being provided.
- ❑ Comparing service performance with other providers (including organisations in the private and voluntary sectors, in addition to other local authority providers).
- ❑ Embracing fair competition as a means of securing efficient and effective services.
- ❑ Consulting with local tax payers, customers and the wider business community.

Local authorities must demonstrate to local residents that they are achieving continuous improvements in all of their services. To ensure that this objective is achieved, the Audit Commission fulfils the role of an independent inspectorate.

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Evaluation framework

The issues normally considered are, typically, as shown below:

Criteria	Key issues
Service quality	<p>The quality of service offered under the various options:</p> <ul style="list-style-type: none"> How good will the service be, taking account of factors such as quality standards? Other Council services being successfully operated via each mechanism? Other related services in the Authority being delivered via other mechanisms – e.g. , Hadley. Results of benchmarking? Results of consultation / user satisfaction? Impact upon effectiveness of service co-location (e.g., libraries, HPU offices etc.)
Council influence & control	<p>The degree to which T&W can influence policy and day to day service delivery:</p> <ul style="list-style-type: none"> How important is the service to the Council? How important is retention or taking control of the service? The impact/consequence of each option assessed on extent of council control? How existing partnerships – such as those with the Football Club, the college, the university and the PFI operators are working
Investment capital	<p>The need for T&W to invest in facilities and the relative importance of this in relation to other criteria:</p> <ul style="list-style-type: none"> The ability of each option assessed to deliver the level of capital required? The cost of investment? (cost of private sector capital is normally higher than that of public sector borrowing).
Revenue implications	<p>The net cost of the service under each option (day-to-day rather than capital):</p> <ul style="list-style-type: none"> Is the current subsidy level viewed as an issue? Are costs perceived (by providers and users) as being high? Which option has the potential to operate the service with the lowest subsidy?
Risk / sustainability	<p>The level of risk of each assessed option and long term implications:</p> <ul style="list-style-type: none"> What is needed to ensure year on year service improvement? Are there risks with certain options relating to medium and long-term service delivery? (e.g. lack of investment, lack of innovation). Are there “hidden” or additional costs in setting up certain options? How will each option maintain physical assets?
Property issues	Will ‘ownership’ of the services be affected by the option chosen?
Staffing/personnel	<ul style="list-style-type: none"> How will the option selected affect existing/transferred staff? What economies of scale are available in relation to, for example, central support services?
Legal issues	<ul style="list-style-type: none"> The specific legal issues associated with each option

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Criteria	Key issues
Timescale & procurement	<ul style="list-style-type: none">• The complexities caused by impending change to the nature, distribution and management of the Borough's facility stock.• The timescale implications of pursuing some options – plus potential additional costs if external assistance is required.

SUMMARY OF RECOMMENDATIONS

The proposed hierarchy and network of sports facilities across the Borough will result in collective, departmental wrap around sport and physical activity provision. Whilst the strategic planning tool (Active Places Power) suggests a facility overprovision of both swimming pools and sports halls in Telford & Wrekin, it does not consider vital aspects such as quality or age of facility, extent of accessibility (in terms of sports halls), population projections for the next 15-20 years and the Borough's ambitions in the context of sport, physical activity, quality of life and 'being on the regional and national map'.

Whilst current number of sports facilities is good, there is unbalanced distribution across the Borough. The aim of this Strategy is to readdress this balance and further improve the community accessibility of sports facilities in Telford and Wrekin (especially given that in the 2005 residents' survey, the most given reason for not visiting any of the indoor sports facilities more often is that 'they are too far away'). This population is also expected to increase by around considerably up to 2021. This will further increase the demand for sports facilities, over and above current provision.

The proposed network is based on the principle of comprehensive provision linking sport and education. This is key, given current national policy on issues such as Every Child Matters: Change for Children and the Government's vision for Extended Schools. It identifies types of extended services that all parents and children should be able to access through schools by 2010. The target is that services will be accessible in half of all primary schools and a third of secondary schools by 2008. The opportunity to strategically link Extended Schools provision with Leisure Services provision should not be missed. Given that increasing levels of participation in sport and physical activity is also a primary facet of Borough policy and that, to an extent, demand is a function of (quality) supply, demand levels should rise as Borough programmes to market provision, expand the breadth and depth of supply and improve linkages between in-school, extended school, the health sector and community provision take effect.

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A Summary of the key findings, strategic framework, principles , facility provision and development and expected outcomes are contained within Appendix 6, Telford and Wrekin Council Cabinet report, 10/12/07.

Summary of recommendations for all council sport and leisure facilities

Site	Action
Newport Swimming Pool	Close and relocate Community Pool on to the Burton Borough School site.
Oakengates Leisure Centre	Develop as a 'hub site'. Run on a joint-use basis with the newly rebuilt Sutherland School. Use BSF funding to refurbish the existing sports hall and swimming pool facilities. Incorporate 'whole life fitness' and HPU base.
Wellington Civic and Leisure Centre	Refurbish on current site. Develop as a 'hub site'. Incorporate 'whole life fitness' and HPU base.
The Old Hall School sports facilities	Utilise existing pool for school use, and if feasible, link existing sports hall with new community use sports facilities at/adjacent to the Ercall Wood school site.
Madeley Sports Complex	Develop the balance of the Madeley provision as a sports complex to include Sports Hall, Dance Studio, H&F, STP, ski slope, outdoor 5-a-side courts, grass pitches, community hall. Investigate the potential to develop new community swimming pool on preferred location Abraham Darby School site.
Stirchley Recreation Centre	Retain and develop existing facilities via BSF. Develop as a 'hub site'. Incorporate 'whole life fitness' and HPU base.
The Phoenix School Sports Centre	Retain the site and develop outdoor pursuits facilities e.g. climbing wall, high ropes etc. Use BSF funding to refurbish the existing sports hall facilities, build STP and H&F facilities.
Telford Ski Slope	Refurbish/replace existing buildings to provide new Ski Hut, community hall and changing rooms.
Telford Ice Rink	Replace and assess the feasibility of, an improved, 'Coventry Skydome model' (ice rink/leisure/entertainment)
Horsehay Village Golf Centre	Review in progress. Retain as part of the Boroughs 'Sports Village' concept and as the councils 'specialist' site for golf.

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Recommendations for school sports facilities via BSF

Site	Action
Burton Borough School Specialist Arts College	Develop as Newport Sports Centre - the 'hub site' for Newport. Include replacement community swimming pool (variable depth) for Newport Pool and incorporate 'whole life fitness' and HPU base. Link to existing sports hall to make the whole site work.
Newport Girls School	Include sports hall as part of BSF proposals (ideally four-court but no smaller than three). Remote programme from Newport Sports Centre.
Adams Grammar School	Remote programme sports hall from Newport Sports Centre.
Sutherland School	Rebuild adjacent to Oakengates Leisure Centre. Develop full joint use with Leisure Centre. Use BSF funding to refurbish existing Oakengates facilities.
Wrockwardine Wood Specialist Arts College	Rebuild adjacent to University of Wolverhampton (Telford Campus) at Priorslee. Investigate potential to develop sports hall facility to provide a community use in Central Telford.
Ercall Wood School	Use BSF funding to link new facilities to, and rebuild, existing sports hall at Ercall Wood. Remote programming of Ercall Wood's sports facilities from Wellington Civic and Leisure Centre.
Charlton School	Remote programming from Wellington Civic and Leisure Centre.
Blessed Robert Johnson School	Remote programming from Wellington Civic and Leisure Centre.
Madeley Court School/ Academy	Proposed to be rebuilt through Academy programme on an alternative site. Include a four court sports hall as part of proposals. Part of the Madeley Sports Complex.
Lord Silkin School	Due to be rebuilt or refurbished through BSF. Integrate with existing facilities at Stirchley and upgrade. Develop as Stirchley Sports Centre - the 'hub site' for the area incorporating 'whole life fitness' and HPU base.
The Phoenix School	Retain the site and develop outdoor pursuits/adventure sports facilities e.g. climbing wall, high ropes, zip wire, assault course etc. Use BSF funding to refurbish the existing sports hall facilities.
Abraham Darby (Arts College)	Rebuild as part of BSF programme. Preferred option for new Community Swimming Pool location. Part of Madeley Sports Complex.

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POTENTIAL FUNDING OPTIONS

There are several funding streams for sport in the West Midlands that Sport England directly controls or influences at the regional or national level. In addition, there are a number of partner organisations that invest in both capital and revenue in the region's sporting/physical activity infrastructure.

'Energize' Shropshire and Telford & Wrekin County Sports Partnership is a partnership of agencies committed to enabling sport and physical activity to be a part of everybody's everyday life across the County. Development opportunities for Telford and Wrekin should be planned and developed in partnership with the CSP. Potential funding opportunities are summarised below.

Sport England – Community Investment Fund

Sport England's mission is to increase participation in sport and active recreation and it will support projects and organisations that share this objective. Bids must highlight how they will deliver a significant increase in the number of people regularly playing sport and undertaking active recreation.

The West Midlands has £14m to distribute over the next four years, up to April 2009, from the Community Investment Fund. This equates to £3.5m per year. It will prioritise investment into projects that can directly contribute to the delivery of Sign up for Sport, the regional plan for sport in the West Midlands. Priority for funding will be given to projects that fulfill the regional funding criteria (see Appendix 4).

The Regional Plan for Sport aims to:

- ☐ Increase participation in sport in the region by everyone.
- ☐ Improve the health of the region.
- ☐ Increase the economic benefits that come from sport.

The Regional Sports Board assesses full applications three times a year. Both open and targeted application processes are being operated. The maximum funding under CIF is £200,000 capital and £40,000 to assist revenue to be spread over no more than two years.

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Sport England – Community Club Development Programme (CCDP)

Sport England (SE) is investing £130 million in 30 key sports. This investment is distributed in conjunction with the national governing bodies plus a range of national partners. There are ten English priority sports, ten UK/GB priority sports and ten English development/world class sports. The programme assists NGBs to identify capital projects for investment. They then work in partnership with Sport England to ensure the projects are delivered. Cycling is a UK wide priority sports and netball is an English priority sport.

Under the CCDP, cycling and netball are two of nineteen NGBs that are able to strategically identify capital projects for investment and to work in partnership with Sport England officers to see the projects delivered. The full list of NGBs that benefit from this programme is:

- | | | |
|-------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Badminton | <input type="checkbox"/> Golf | <input type="checkbox"/> Rugby league |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Gymnastics | <input type="checkbox"/> Rugby union |
| <input type="checkbox"/> Boxing | <input type="checkbox"/> Hockey | <input type="checkbox"/> Squash |
| <input type="checkbox"/> Canoeing | <input type="checkbox"/> Judo | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Cricket | <input type="checkbox"/> Netball | <input type="checkbox"/> Table tennis |
| <input type="checkbox"/> Cycling | <input type="checkbox"/> Rowing | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Football | | |

The majority have already committed their funding for this allocation. Nevertheless the Council should consider speaking directly to NGBs in sports for which it is seeking to make provision to discuss further the opportunities to secure funding. The next phase of Community Club Development Fund (CCDF) funding will be released in April 2008.

Advantage West Midlands (AWM)

Advantage West Midlands is the Regional Development Agency (RDA) for the West Midlands. It was established by the Government in 1999 along with eight other RDAs, to transform England's regions through sustainable economic development. The rationale behind RDAs is that successful solutions to regional problems need to be rooted in the regions themselves, rather than being enforced by central government. This is especially relevant when you consider that each English region has its own identity and its own individual strengths and challenges.

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Advantage West Midlands is the regional leader for developing economic prosperity. It works with a range of public sector partners, voluntary and community organisations and the private sector, to develop strategies and support projects that will help transform the West Midlands' economy.

Its main objectives are defined in the Regional Development Agencies act 1998 and are as follows:

- ❑ To further economic development and regeneration.
- ❑ To promote business efficiency, investment and competitiveness.
- ❑ To promote employment.
- ❑ To enhance development and application of skills relevant to employment.
- ❑ To contribute to sustainable development.

Advantage West Midlands leads the development and delivery of the West Midlands Economic Strategy which has at its heart a vision that:

"The West Midlands will be recognised as a world-class region in which to invest, work, learn, visit and live and the most successful in creating wealth to benefit all of its people."

Advantage West Midlands is provided with an annual budget by the Department of Trade and Industry. From this it funds projects that will make a significant contribution to transforming the region's economy. Projects that are allocated AWM funding must support the West Midlands Economic Strategy. The Strategy provides the framework, and defines the actions necessary, for the achievement of this vision. It enables AWM's resources to be aligned with partners' resources so that £20 billion in total will be invested in the region's economic development up to 2010. Projects must help address the regional challenges in order to become world-class. These are grouped under four objectives or 'pillars', which provide the organising framework for the work and the work of the regional partners:

- ❑ *Pillar One:* Developing a diverse and dynamic business base - supporting enterprise and innovation and securing inward investment to establish, retain and grow more businesses in the West Midlands.
- ❑ *Pillar Two:* Promoting a learning and skilful region - raising skills levels to ensure our workforce meets the needs of present and potential employers in the region.

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- ❑ *Pillar Three:* Creating the conditions for growth - securing improvements to the region's transport, communication and property infrastructure to support the development of a diverse and dynamic business base.
- ❑ *Pillar Four:* Regenerating communities in the West Midlands - focusing resources in places of greatest need to ensure that all our communities enjoy a better quality of life.

Should Telford & Wrekin want to further investigate some of the opportunities outlined in this report, it should, in the first instance, contact the relevant geographical representative who is best positioned to advise about whether a project opportunity fits its strategic objectives. They will also provide assistance in further developing the project idea, should it be suitable.

Government Office West Midlands (GOWM)

The Government Office for the West Midlands joins up the work of ten central government departments across the region, and feeds back its views and unique needs to Whitehall.

It works to deliver, influence and develop government programmes and initiatives in the region on behalf of these departments, by working with relevant organisations to meet local needs. It also acts as ears, eyes and a local voice for Whitehall in the West Midlands, reflecting back to central government the interests, concerns and successes of the region to inform policy development.

GOWM supports the delivery of the Regional Plan for Sport in the West Midlands that was published in 2004. It works with Sport England and the Regional Sports Board to ensure that sport contributes to the objective of developing strong, safe and sustainable communities. Sport is recognised as an important part of the regional economy; indeed sports events attract 600,000 people a year and generate £19 million and there are 4,000 sports businesses in the West Midlands employing 60,000 people.

GOWM is one of a number of regional partners which support the 2012 Olympic Games. It supports and attends the Regional Olympics 2012 Working Group and Regional Champions Group to realise the benefits from the Olympics in the Region.

Whilst it is unlikely that there will be direct funding available, Telford and Wrekin must work with the CSP and GOWM to identify and move forward any significant opportunities available to the Borough.

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National Sports Foundation

The National Sports Foundation ('The Foundation') is a Government-led initiative designed to facilitate and encourage partnerships between private investors and community sports projects in England. This is an opportunity for both investors and community sports organisations to work together to improve the sporting infrastructure of the country.

For the private investor there is a chance to enhance brand profile, add value to existing CSR programmes and make a lasting impact on community sport in England. The increased investment in and commitment to community sport from the public and private sectors will grow sporting opportunities for all.

The Government has allocated £34 million funding to the Foundation over a two year period to attract match-funding from private investors.

The funding will be allocated as follows:

- ❑ 2006/7 - £14.5m
- ❑ 2007/8 - £20m.

The Government has identified three priority areas for funding in 2006-2008:

- ❑ Fit for Sport - projects to improve both physical and human infrastructure for community clubs. This will include investing in clubs, coaches and volunteers in local communities.
- ❑ 2012 Kids - building on the success of the Olympics, projects to encourage children and young people to take up sport.
- ❑ Women into Sport - projects to increase female participation in sport, including providing coaching and support for female teams.

The Foundation is actively seeking projects that fit these criteria. However, this is not an exhaustive list and any project that benefits community sport will be considered for match funding.

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Building Schools for the Future (BSF)

BSF is the biggest single government investment in improving school buildings for over 50 years. The aim is to rebuild or renew every secondary school in England over a 10-15 year period.

Telford and Wrekin Council submitted its initial vision and strategy for BSF funding in October 2003. It has secured support during the next wave (4-6) of BSF funding (2007/08). The Council has prepared a formal strategic business case, which articulates the education vision and rationale behind the BSF proposals in order to meet DCFS requirements. There is potential for new sports facility projects to 'piggyback' Telford and Wrekin BSF proposals.

The Borough has a genuine opportunity to submit proposals that incorporate substantially better thought through integration of school and community provision in sport, physical activity and other areas of cultural activity than has been the case to date.

Big Lottery Fund (BLF) - Fair Share Programme

Some parts of the UK are deemed to have missed out on Lottery funding in the past. The Fair Share programme has been helping to change that. Targeted at 77 areas, the Programme has three strands, of which one remains open. The Fair Share Trust is a £50 million trust providing sustained funding in Fair Share Areas until 2013. The Community Foundation Network (CFN) is the sole UK trustee and has appointed delivery agents in each of the Fair Share areas. Selected neighbourhoods in each area are receiving targeted support from these agents, and local people are getting the opportunity to make decisions on where the funding goes.

The Fair Share Trust programme aims to:

- ❑ Build capacity and sustainability – by involving local communities in decision-making about lottery funding.
- ❑ Build social capital – by building links within and between communities to promote trust and participation.
- ❑ Improve liveability - by improving the living environment for communities.

Telford and Wrekin is highlighted as one of these fair share areas. Fair Share Trust local priorities for Telford and Wrekin are as follows:

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- ❑ Community safety housing and the environment (a safe, protected and well housed community in an environment that is attractive, vibrant and sustainable).
- ❑ Children and young people (improve facilities and services for children and young people).
- ❑ Widening access (widen access to community provision and accessibility for local participation).

Grants for projects range from £5,000 to £250,000 (with some flexibility).

Awards for all

Awards for All England is supported by the Arts Council England, the Big Lottery Fund, the Heritage Lottery Fund and Sport England. It awards grants of between £300 and £10,000 for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community. Not-for-profit groups, parish or town councils, schools or health bodies can apply.

Projects that Awards for All England might support include:

- ❑ A crèche facility for a rural community.
- ❑ Trying out a new way of recruiting volunteers.
- ❑ Promoting healthy eating and more exercise.
- ❑ Improving a village hall to provide better facilities for all members of the community.
- ❑ Involving more people in a community event.

Some of the elements upon which a grant can be spent include publicity materials, venue hire, transport costs, volunteers' expenses, updating equipment for health and safety reasons, refurbishment and training.

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Local partner agencies

Sport England recognises that stand-alone leisure centres have had limited impact with regards to widening participation. Opportunities to deliver new models of provision in Telford and Wrekin are significant. The opportunity exists to focus upon more traditional models by procuring sports facilities in conjunction with other community agencies. This will develop a hub that is relevant to all sectors not just sport and leisure and help to remove the stigma attached to sport. It can help to deliver other agendas such as health, lifelong learning and antisocial behaviour. In delivering joined up solutions with agencies such as the Primary Care Trust (PCT), the Libraries Service and Arts agencies via co-location of provision, there is the increased likelihood to attract funding from a diverse range of non-traditional sources of funding.

Capital receipts

Gaining a capital receipt through the sale of an existing facility(ies) could be an option for the Council, especially if the case can be argued for earmarking the balance of a receipt on a capital scheme to give service improvement that delivers revenue savings. There are a few current schemes that have the potential to raise significant capital receipt, such as the sale of Newport Swimming Pool and Madeley Court.

Section 106 planning agreements

Planning obligations are those relating to a person's land which bind the land and whoever owns it. They are made by deed under Section 106 of the Town & Country Planning Act 1990. Planning obligations may be used to:

- ❑ Restrict the development or use of the land in a specified way.
- ❑ Require specified operations or activities to be carried out on the land.
- ❑ Require the land to be used in any specified way.
- ❑ Require a sum or sums to be paid to the authority on a specified date or dates or periodically.

They provide a means of ensuring that developers contribute towards the infrastructure and services that Telford & Wrekin believe necessary to facilitate proposed developments. Contributions may be either in cash or kind. The potential to redirect future S106 monies to provide partnership funding for new build leisure facilities should be explored.

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APPENDIX I – FACILITY AUDIT DATABASE

See separate attachment

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APPENDIX 2 – LIST OF CONSULTEES

Internal – Telford & Wrekin Council

Phase one / Phase two consultation

Consultee	Position
Clive Jones	Children & Young People, Finance Manager
David Ottley	Sports and Recreation Manager
Eric Swanborough	Manager, Phoenix Sports Centre & Stirchley Recreation Centre
Gill Eatough	Principal, Hadley Learning Community
Graham Foster	Head of Planning and Resources, Education and Culture
Guy Kershaw	Project Director, Building Schools for the Future
Ian Yarroll	Manager, Lifelong Learning & Libraries
Jean Escott	Arts & Culture Business Manager
Jonathan Rowe	Head of Leisure and Culture
Kevin Hopkinson	Head of Asset and Property Management
Mark Donovan	Regeneration Manager
Mark Moore	Manager, Wellington Civic & Leisure Centre
Mathew Newens	Manager, Madeley Court, Oakengates Leisure Centre & Newport Pool
Paul Coburn	Environment & planning
Peter Jackson	Head of Community Services and Neighbourhood Management
Robin Smitheyman	Sports village consultants
Ron Odunaiya	Corporate Director - Community Services
Steve Wellings	Corporate Director - Resources
Stewart Donahue	Environment & planning
Stuart Davidson	Leisure Facilities & Services Manager
Tracy Penrose	Town Centre Regeneration

In addition to individual interviews, four presentations were undertaken in October and November to allow various agencies and individuals to feedback on draft proposals. Proposals were presented at:

- ❑ Stakeholders meeting (05/10/06). Delegates included consultees from the above list plus other interested council officers from planning, neighbourhood services and asset and property.
- ❑ Transforming Telford – Delivery Day (19/10/06). Delegates included head teachers from borough primary and secondary schools and various officers from within Telford and Wrekin Council.

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- ❑ Corporate Directors meeting (31/10/06). Delegates included Corporate Directors within Telford and Wrekin Council.
- ❑ CAPS meeting (13/11/06).

External – other agencies

Name	Organisation/position
Chris Child	County Sports Partnership Manager
Clive Knight	County Development Officer, Shropshire LTA
Colin Walker	Head of School of Sport, TCAT
Cookie Patel	Cricket Development Officer, England Cricket Board
Darren Parks	Events Manager, Badminton England
Fran Botting	Regional Development Manager, England Netball
Graham Bayley	Club Development Officer, British Judo
Helen Pack	Regional Development Manager, England Cricket Board
Jane Edwards	Regional Development Manager, British Gymnastics
Jo Robins	Head of Health Inequalities and Health Promotion, Telford & Wrekin PCT
Julia Lee	National Development Manager, Rugby Football League
Katie Gatt	Badminton Development Officer
Louise Mills	Lets Get Physical Programme Manager, Telford & Wrekin PCT
Mandy Pollard	Regional Development Manager, England Basketball
Neil Burton	Project Manager, British Gymnastics
Nick Yarworth	Regional Development Manager, British Cycling
Nicole Johnson	Swimming Development Officer
Paul Baker	National Facilities Officer, English Table Tennis Association
Paul Bearman	Regional Development Manager, England Athletics
Penny Wysome	Director of Curriculum, New College
Robin Smitheyman	'Sports Village' Consultants
Ross Baxter	Funding and Facilities Manager (Midlands), Rugby Football Union
Sarah Raper	Chief Executive, Telford First
Todd Cauthorn	National Facilities Officer, England Basketball

In addition, the web survey was completed by 15 sports clubs. The outcomes/findings of which have been incorporated in to the main report.

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- Telford RFC
- Stirchley Karate Club
- Newport Gymnastics club
- Wrekin Special Swimming Club
- Horsehay Village Golf Club
- Telford Ski Club
- Telford Junior Ice Hockey Club
- Trench Albion Football Club
- Telford Wrekin Raiders Ladies Ice Hockey Club
- All Saints FC
- Wellington Swimming Club
- Telford Raiders Amateur Rugby League Club
- Telford Tigers Ice Hockey Club
- Newport RFC
- Oakengates Rangers Junior Football Club

Phase three consultation (July to November 2000)

The final phase of consultation with the public and local stakeholders included:

Meetings and Presentations to the:

- Older People Forum (10 Sept 2007),
- Sports Advisory Council (18 Sept 2007),
- Prime Time Group (19 Sept 2007),
- Disability Forum (24 Sept), Senior Citizens Forum (8 Oct 2007)
- Madeley Court Early Morning Swimmers. (2007)
- CAPS meeting (July and November 2007).

Officers also attended the Abolition Slave Trade Event (23 August) and Let's Get Physical Fun Run, Telford Town Park (9 Sept) to consult with local people.

Information was sent directly to all schools, members, 28 Town & Parish Councils, 197 members of the Sports Advisory Council and Sports Clubs, 230 voluntary & community groups, 17 BME Groups.

In addition to the clubs who responded to the web survey in phase two the following also responded to the consultation.

- Telford Athletics Club
- Telford & Wrekin Sub Aqua Club
- Newport swimming Club
- Wrekin Star Judo Club
- Club 2000
- Ercall Colts Football Club
- Madeley Sports Football Club

For the public and local stakeholder consultation all original consultees were contacted. Additional consultees and organisations included:

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Name	Organisation/position
Dr Katherine Woodward	Director of Telford & Wrekin Primary Care Trust
Matt Shields	Everyday Swim Coordinator
John Franklyn	Telford Council Watch
	Telford Prime Time Group
Liz Liebman	British Gymnastics
John Cuffley	Shropshire Playing Fields Association
Val Lindley	PPI Forum
	Telford & Wrekin Senior Citizens Forum
Alison Prosser	School Sport Partnership
Alan Corbett	Royal Institute of chartered Surveyors
Vic Maher	Madeley Academy
Ann Johnson	County Sports Partnership Delivery Team
Tom Farmer	Shropshire Football Association
Paul Wiseman	T&WC Extended Schools
Kim Grovesnor	Age Concern, Shropshire Telford & Wrekin
Jan Pritchard	Telford Bridleways Association
Jas Badesha	Neighbourhood Services Manager
Hilda Bertie	Equality and Diversity Manager
Michelle Dixon	Neighbourhood Coordinator Team Leader
Doug Boynton	Telford College of Arts and Technology
Dr Gill Eatough	Hadley LC
Helen Pack	English Cricket Board
Jackie Leask	T&WC Planning
Tina Jones	Equalities Officer
Mick Murphy	Shropshire Football association

APPENDIX 3 – NATIONAL AND REGIONAL CONTEXT

Sport and physical activity – the National context

The Strategy has developed within the context of, and reference to, a range of sporting agencies/governing bodies. This section provides a review of generic agencies and any strategic policy it provides in the context of the Strategy. These agencies may be influential in the continued support of the work in the Indoor Facilities Strategy.

Below is a summary of the key documents that influenced the recommendations within the Strategy.

‘Game Plan’

In 2002, the DCMS and the Government’s Strategy Unit published ‘Game Plan’. This identifies the two overarching objectives for the government as:

- ❑ A major increase in participation in sport and physical activity, primarily because of the significant health benefits and to reduce the growing costs of inactivity.
- ❑ A sustainable improvement in success in international competition, particularly in those sports which matter most to the public, primarily because of the resultant ‘feel good factor’ associated with winning.

Three distinct aims arise from these objectives:

- ❑ To encourage a mass participation culture; a target for 70% of the population to be reasonably active (e.g., 30 minutes of moderate exercise five times a week) by 2020.
- ❑ To enhance international success, with a target for British and English teams and individuals to sustain rankings within the top five, particularly in more popular sports.
- ❑ To adopt a different approach to hosting ‘mega’ sporting events. These are an occasional celebration of success rather than as a means to achieving other government objectives.

Game Plan highlights that participation levels need to be raised for the whole population, but that interventions should focus upon the most economically disadvantaged groups and within those, especially on young people, women and older people.

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For young people, the aim should be to develop ‘sports literacy’ (i.e., an ability across a range of skills). It also identifies the relevance and the importance of locally available community sports and leisure facilities.

Strong and Prosperous Communities White Paper

The Government proposes a new settlement with local government, communities and citizens. This brings more freedoms and powers for local government and local people to shape their own communities, it radically reduces national targets whilst strengthening local accountability and puts in place new measures to ensure local services are more responsive to their communities. It will give local authorities a stronger role in leading their communities and bringing services together to address local needs and problems. Some of the proposals in the wide-ranging White Paper include:

- ❑ Stronger and more stable local authority leadership
- ❑ Effective, Accountable and Responsive Local Government
- ❑ Responsive Services and Empowered Communities
- ❑ Strong Cities; Strategic Regions
- ❑ Bring in a new performance framework for local government
- ❑ Local Government as a Leader and Place-Shaper

This will affect the way local authorities work giving them greater control over future decision making for their area for the benefit of its local communities.

Choosing Health White Paper

The Department of Health’s Public Health White Paper sets out action by government to support the individual to make healthy choices. It includes a series of commitments designed to help get people more active. Key areas highlighted include:

- ❑ The continuing importance of PE and school sport, particularly in terms of school sports partnerships, specialist sports colleges and the development of school-club links.
- ❑ The importance of cycling, walking and easier access to sports facilities.
- ❑ Identifying ways of getting people more active in the workplace
- ❑ A Physical Activity Promotion Fund to roll out evidence-based physical activity interventions, building on the LEAP Programme, which is testing out new ways of encouraging people to be more active in ten primary care trust areas.

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- ❑ A best practice guide developed by Sport England and the Amateur Swimming Association, to support local authorities which offer free swimming to children.
- ❑ The introduction of local health champions and health trainers.

Sport England

Sport England is the national agency driving sports development. Its stated future role is to be the strategic lead for sport in England. It has identified three objectives that will dictate how it works with partners and targets its investment. These are:

- ❑ To make focused investments through partners.
- ❑ To provide advice, support and knowledge to partners and customers.
- ❑ To influence the decision makers and public opinion on sport.

In order to align priorities with business objectives, Sport England has reviewed its programmes, initiatives and services with the overall aim of reducing their number and moving away from programme based funding towards what it describes as a 'needs based customer facing approach'. It has restated its focus on achieving objectives via strategic investment through key partners, rather than direct delivery and to maximise and enhance direct funding for grass roots sport through regional allocations and NGBs. Its new Business Strategy is focused on what it terms:

- ❑ Start: Providing opportunities to play sport
- ❑ Stay: Opportunities to develop a lifetime in sport
- ❑ Succeed: Opportunities to achieve success at the highest levels in sport.

Sport England is moving to a position where a substantially higher proportion of its investment is channelled through partnership with local delivery partners through its nine regional sports boards and a selected number of NGBs. Within this new policy framework, Sport England has stated its commitment to sports equity, sustainability and long-term investment.

PAT 10

The Social Exclusion Unit Policy Action Team report on Arts and Sports (PAT 10) highlighted the central role of sport at the heart of comprehensive neighbourhood renewal. It identified its potential to contribute to key outcomes including personal development,

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community capacity building, reducing crime and long term unemployment, better health and attainment.

The report identified best practice in using sport and the arts to engage people in poor neighbourhoods, particularly those who may feel most excluded e.g. disaffected young people from ethnic minorities. It highlighted areas where sport and arts can play a key role in generating positive outcomes associated with crime, health, education and employment.

This strategy confirms/proposes adoption of practices identified in PAT 10. It identifies the need for facilities to be accessible to local neighbourhoods so that activities can start, and in some instances continue, to contribute to pertinent issues such as community capacity building, crime reduction and health improvement.

Sport and physical activity – the Regional context

Telford faces significant challenges in terms of tackling deprivation, particularly crime, unemployment and health and the major regional agencies have developed strategies to begin to tackle these challenges. These are taken into consideration within this document and will impact upon work carried out by T&W and are as follows:

West Midlands Sports Board

The Sports Board is one of nine regional boards created by the Government to co-ordinate the work of sports providers in the region. It acts as a central consultation outlet for developing the regional sports agenda, driven by local needs that reflect and influence national strategies and frameworks. The Board will reflect the delegation of powers and funds from the Sport England Council nationally and also the Government's desire to see greater decision-making in the regions.

WMSB is responsible for:

- ❑ Agreeing a regional plan for sport which is based on consultation throughout the region
- ❑ Overseeing implementation of Sport England's contribution to putting the regional plan into action
- ❑ Agreeing how to spend the West Midlands' allocation of Sport England's community funding stream.

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Sign Up for Sport: A Regional Plan for Sport in the West Midlands

The Regional Plan for Sport was launched in October 2004. Its vision is 'to increase participation across all social groups, leading to improvements in health and other social and economic benefits and providing the basis for progression into higher levels of sports performance.' The aim is to increase participation by 1% each year, leading to 50% of the region's population being physically active by 2020. The seven main outcomes for the regional plan for sport are as follows:

- ❑ Increasing levels of participation in club and community sport
- ❑ Improving levels of sports performance
- ❑ Widening access to sport
- ❑ Improving the health and well being of people through sport
- ❑ Creating safer and stronger communities through sport
- ❑ Improving education through PE and sport
- ❑ Benefiting the economy through sport

The Council has adopted the principles and direction of the 'West Midlands Plan for Sport' and is working to achieve the outcomes identified within the 'Framework for Sport' contained within the document. Telford will contribute to the outcomes through implementation of this facility strategy.

West Midlands Regional Assembly

The vision of the Regional Assembly for the Region is:

'The overall vision for the West Midlands is one of an economically successful, outward looking and adaptable region, rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life of future generations. To meet our common aim to secure the protection and improvement of the quality of life of population of the West Midlands region, we are committed to working together effectively and to influencing the work of other national, regional and sub-regional organisations.'

This strategy will assist in reaching this vision by providing a network of high quality indoor sports facilities to meet the needs and demands of the population of Telford and beyond.

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Advantage West Midlands

Advantage West Midlands is the regional development agency for the area. Its vision, as set out in the regional economic strategy (RES) is that 'The West Midlands is recognised as a world-class region in which to invest, work, learn, visit and live and the most successful in creating wealth to benefit all of its people.'

The RES is built around four pillars:

- ❑ Developing a diverse and dynamic business base.
- ❑ Promoting a learning and skilful region.
- ❑ Creating the conditions for growth.
- ❑ Regenerating communities.

Creating a powerful voice for the region is also a key cross-cutting theme.

This Strategy identifies ways in which sports facilities can contribute to delivery of the RES. The strategy will provide an evidence base as to what is required in terms of sports facilities in Telford, and identify ways in which the opportunities provided by initiatives such as regeneration zones and the Visitors' Economic Strategy can be utilised in the provision of sports facilities in the future.

Regional spatial strategy

The Regional Spatial Strategy supports the continued development of Telford as a sub-regional focus for development - including housing development - on the basis of its potential to attract new investment and that new development meets locally generated needs (including the needs of surrounding rural areas) and is at a level to support balanced, sustainable communities. Telford's development is to form part of a balanced network of town and city centres amongst the major shire towns and cities in the region- as a strategic focus for major retail, leisure and office developments. RPG identifies Telford as a strategic focus for major retail, leisure and office developments.

A key issue affecting the Telford economy is its vulnerability to trends in manufacturing. There is also a major slow down in inward investment to the Borough - with the Borough struggling to retain competitive advantage despite the quality of its employment land supply.

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The RSS however, highlights that the establishment of the Transforming Telford Regeneration Company, focussing on the redevelopment of the Town Centre, and the restructuring of Telford Development Agency offers a step change in co-ordinating capacity to deliver the Borough's economic development strategy. Strategic objectives relevant to this Strategy, include:

- ❑ Making Telford an increasingly attractive place where people want to live, work and invest.
- ❑ Supporting the market renewal of residential areas in Telford.
- ❑ Tackling deprivation and creating employment opportunities in the Borough.
- ❑ Protecting and enhancing the quality of the environment.

APPENDIX 4 – REGIONAL FUNDING CRITERIA

See separate attachment

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APPENDIX 5 – SPORTS FACILITY SPECIFICATIONS

England Basketball – English Basketball League Standards summary

Category	International	National/ Regional/County/ Senior EBL		Club Top Division / Junior EBL	Club Lower Division	Recreation
Length	28m	28m	26m	26m	24m	20m
Width	15m	15m	14m	14m	14m	13m
Surround	2.05m (5m to spectators)	2.05m		2.05m	1.05m	0.5m
Benches	3.05m	3.05m		2.05m	2.05m	1.00m
Overhang	3.20m	3.20m		2.20m	2.20m	1.25m
Height	7.00m	7.00m		7.00m	7.00m	6.70m
Lights	1500 lux	700 lux		500 lux	300 lux	300 lux
Court surface	Sprung wood (DIN 18 032-2)	Semi-sprung		Semi-sprung	Multi-use	Multi-use
Line marking	White	If light floor then black or dark blue. If dark floor then white or yellow		If light floor then black or dark blue. If dark floor then white or yellow		
Seating	1000 seats & above	500 seats – Div 1 & 2 men 250 seats – Div 1 women & 3 men 150 seats – Div 2 women		50 seats – all categories		
		Division 1 Men Division 1 Women Division 2 Men Division 2 Women Division 3 Men		Junior Men EBL Junior Women Cadet Men EBL Cadet Women EBL	BAM/ Passerelle	

* Measurements for run-off lines taken from inside of line.

NOTES:

Definitions.

International

All games between International Associations

National

This is the preferred standard for National League.

Regional/Senior

All National Competitions, Finals and Inter Association Finals. All EBL competition

Club Top Division

This is the minimum specification for JUNIOR EBL teams.

Club Lower Division

Local League minimum specification.

Recreation

Non-structured, non-affiliated playing opportunities.

Safety implications

All obstructions and protrusions within 2.00m of the outside edge of the playing court must be padded to a minimum depth of 5cm.

If the distance from the outer edge of the playing court to the padded obstruction/protrusion is NIL then only use with extreme care.

Overhang - In recreational/school gymnasias this MUST be a minimum of 1.25m from the face of the backboard to the inside edge of the end-line. Anything less should ONLY be used for practice.

Issues: Multi-court halls. Distance between adjacent courts from outer edge of side- for tables/benches in tournaments must be 2 metres.

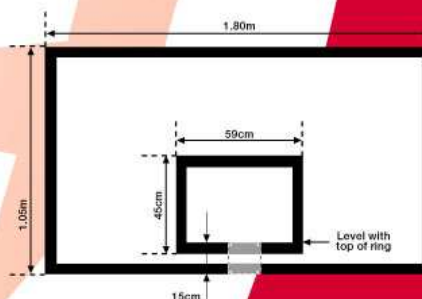
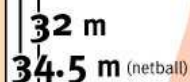
sportshall court dimensions



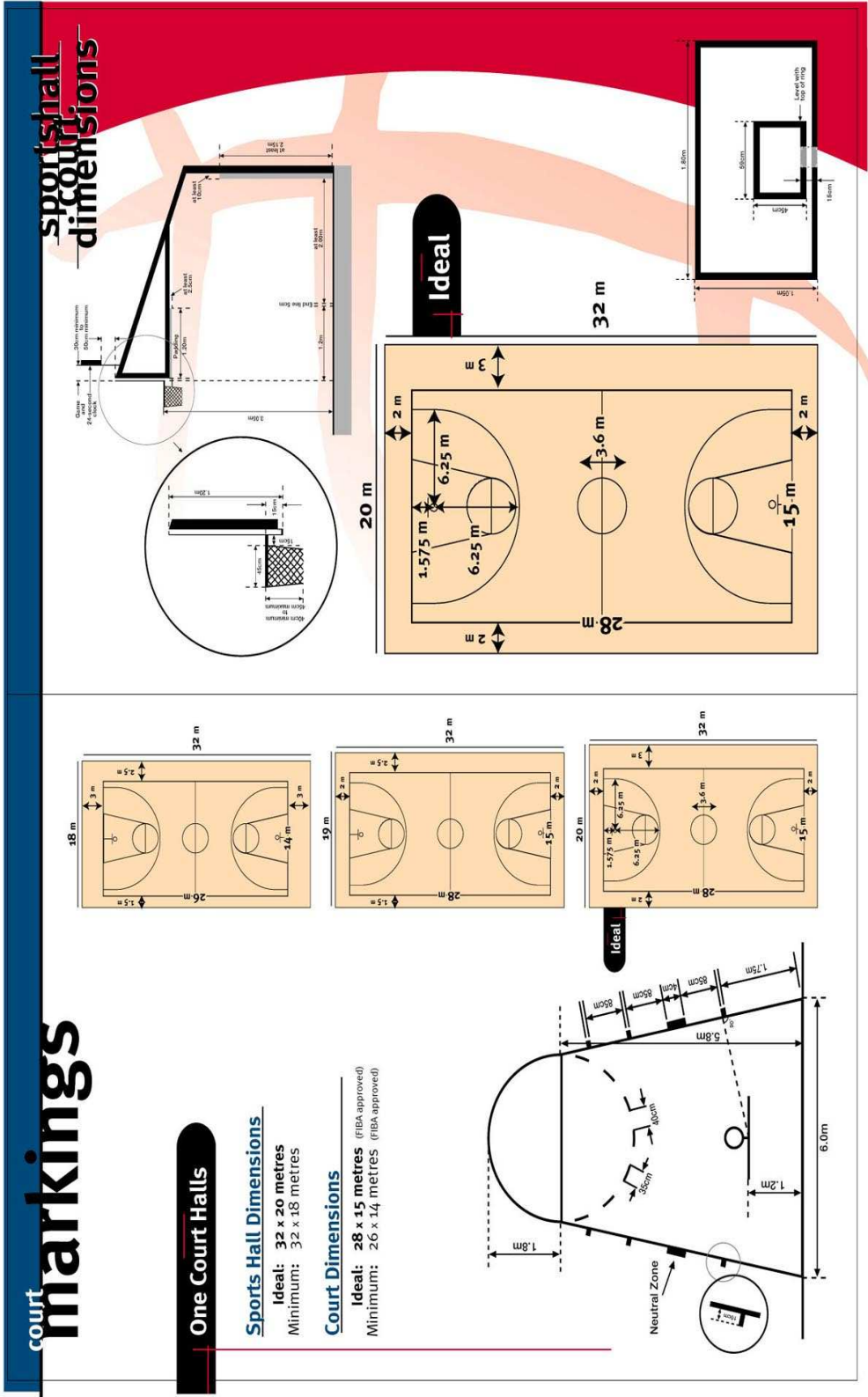
Basketball: **Ideal: 32 x 20 metres**
Netball: **Ideal: 34.5 x 20 metres**

Basketball:
Ideal: 32 x 20 metres

Netball:
Ideal: 34.5 x 20 metres



TELFORD and WREKIN
SPORTS and LEISURE FACILITIES FRAMEWORK 2007-2027



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Netball – All England Netball Association (AENA) court information

Court classification

The AENA has established five categories of netball court. These are described in the AENA publication entitled *Categories of Netball Court and Surface Performance Requirements (1999)*. When designing a netball facility it is essential that the scheme has the appropriate number and categories of court for its intended use, as defined in the relevant County Netball Association facility strategy.

The categories relate to the different levels of play and training that will take place on the courts.

Category 1 courts are outdoor courts intended for school, recreation and community use.

Category 2 courts are indoor or outdoor courts intended for local league, school, recreation and community use.

Category 3 courts are indoor or outdoor courts intended for county premier league and county first team use.

Category 4 courts are dedicated outdoor courts intended for higher levels of play such as national clubs league, inter county competitions and national squad training.

(Note AENA also have a Category 5 court. This is a dedicated indoor court intended for national clubs league and inter county competitions).

Layout

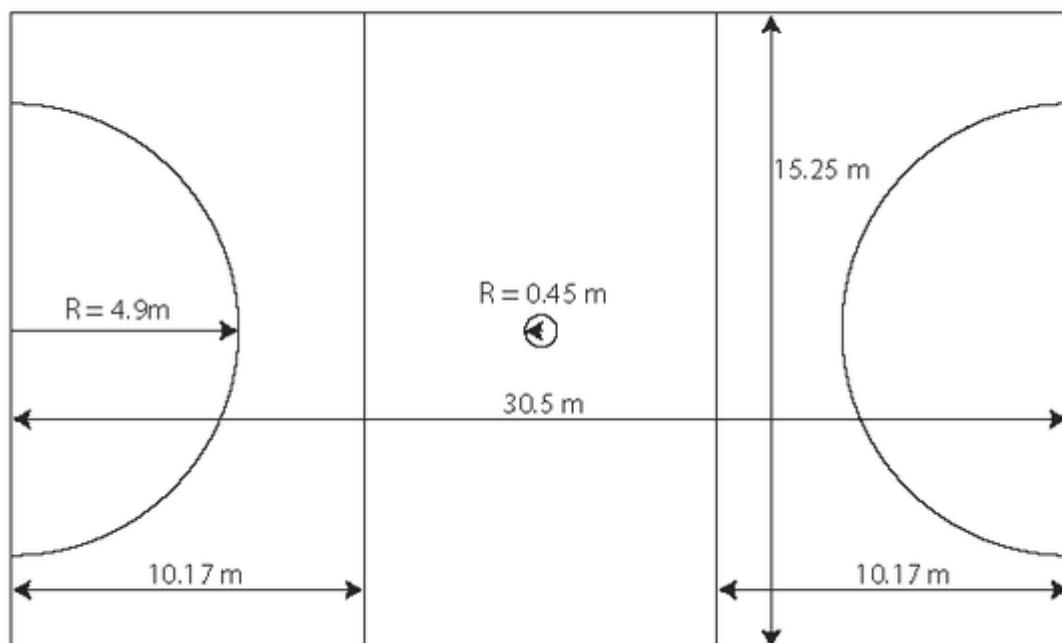
Dimensions

The court comprises the primary playing area, the side and end run-offs and for certain categories spectator and team areas. The dimensions of the playing area are specified in the Official Rules of Netball, whilst the size of the side and end run-offs and team and spectator areas depends upon the layout of the courts and the category level it is designed to meet.

The layout of a court of a court is shown in the figure overleaf.

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Team bench area (minimum of 1.5 m wide) optional on category 1 and 2 courts



Layout

Netball Courts may be laid out as single courts, in rows or end to end. Generally speaking courts should not be laid out in rows of more than four in one block. If courts are laid end to end it is recommended that a division fence separate the courts.

Orientation

There is no preferred orientation for netball courts, and facilities should be designed to make the best possible use of available land. Designers should be aware, however, that if the courts are also to be used for tennis they should preferably be positioned with the courts running in a generally north/south orientation.

Gradients and surface regularity

Non-permeable courts should always be laid to a gradient to assist the removal of water. The gradient should be in a single plane and, where conditions permit, across the court. The gradient should be a minimum of 1:120 and a maximum of 1:100. To ensure the long-term performance of permeable surfaces it is also advisable to incorporate a gradient of between 1:200 and 1:120. The surface should also be laid without humps and hollows. This is particularly important where impervious surfaces are used, as any depression will hold water and allow puddles to develop.

Goal Posts

A goal post which shall be vertical and 3.05 meters (10 feet) high shall be placed at the mid-point of each goal line. A metal ring with an internal diameter of 380mm (15 inches) shall project horizontally 150 mm (6 inches) from the top of the post, the attachment to allow 150mm (6 inches) between the post and the near side of the ring. The ring shall be of steel rod 15mm (0.59 inches) in diameter, fitted with a net clearly visible and open at both ends. Both ring and net are part of the goalpost. Padding used on the goalpost shall not be more than 50mm (2 inches) thick and shall start at the base of the goalpost and extend the full length of the post.

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The goal post which shall be 65mm - 100mm (2.5 inches - 4 inches) in diameter or 65mm - 100mm (2.5 inches - 4 inches) square may be inserted in a socket in the ground or may be supported by a metal base which shall not project on the court. The Goalpost shall be placed so that the back of the goalpost is at the outside of the goal line. For international matches the Goalpost will preferably be inserted into the ground or sleeved beneath the floor.

To cater for young people's Netball (High Five and First Step Netball) and Wheelchair Netball, goals should have adjustable net ring heights of 3.05m (10ft), 2.75m (9ft) and 2.44m (8ft).

Category I – NETBALL COURT (Outdoor use)

PROPERTY	ENGLAND NETBALL REQUIREMENT
Principal Playing Area (as specified in the Official Rules of Netball)	30.5 by 15.25m
End run-off (distance between goal line and any permanent or temporary fencing or fixtures)	3.05m at both ends of court is the requirement for all new build courts. Where courts are laid end to end with no division fencing or change in surfacing, a common end-run of at least 3.05 m should be used.
Side run-off (distance between side line and any permanent or temporary fencing or fixtures)	Minimum of 3.05m at both sides of court (see Note 1). Where courts are laid side to side with no division fencing or change in surfacing, a common side run-off of at least 4.00m may be used.
Team bench/match officials area between courts	Where space along the side of the court allows, an extra area 2.00m wide should be provided (see note 2)
Surface Type	Any form of surfacing meeting the <i>Basic Requirements</i> defined in the England Netball Performance Requirements for Netball Surfaces.
Line markings	White lines, 50mm wide (Where other markings conflict, other colours may be used except yellow)
Goal posts	Free standing or socketed goal posts with protective padding along the entire post length. Goal posts and padding to conform to the Official Rules of Netball (see Note 3)
Lighting	Not required
Spectator seating	Not required

Notes:

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1. End run-offs and side run-offs shall have the same surface as the playing area. They shall be free of all permanent and temporary fixtures at court level and to a vertical height of 2.5m.
2. Line Markings:- Where the overall dimensions of an area do not allow a full size court and run-offs, either the dimensions of the Playing Area should be reduced to allow the required run-offs or the run offs should be a minimum of 2.5m, according to on-site safety.
3. To cater for young people's Netball (High Five Netball) and Wheelchair Netball, goal posts shall have adjustable net ring heights of 2.75m, and 2.44m.
4. Where any reduction in player area is required, then the area should be reduced equally between each Third. The Goal Circles and Centre Circle remain according to the Official Rules of Netball.
5. Tennis post sockets and other equipment fixtures shall not be located within the playing area, side run-offs or end run-offs of the Netball court.

Category 2 – NETBALL COURT (Indoor or Outdoor use)

PROPERTY	ENGLAND NETBALL REQUIREMENT
Principal Playing Area (as specified in the Official Rules of Netball)	30.5m by 15.25
End run-off (distance between goal line and any permanent or temporary fencing or fixtures)	3.05m at both ends of Court is the requirement for all new build courts. Where courts are laid end to end with no division fencing or change in surfacing, a common end-run of at least 3.05 m should be used.
Side run-off (distance between side line and any permanent or temporary fencing or fixtures)	Minimum of 3.05m at both sides of Court (see Note 1). Where courts are laid side to side with no division fencing or change in surfacing, a common side run-off of at least 4.00m may be used.
Ceiling height (indoor courts)	Minimum of 7.5m
Team bench/match officials area Between courts	Where space along the side of the court allows, an extra area 2.0m wide should be provided (see Note 2).
Surface Type	Any form of surfacing meeting the <i>Basic Requirements</i> as defined in the England Netball Performance Requirements for Netball Surfaces.
Line markings	White lines, 50mm wide (where other markings conflicts, other colours may be used except yellow)
Goal posts	Free standing or socketed goal posts with protective padding along the entire post length. Goal posts and padding to conform to the

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	Official Rules of Netball (see Note 3).
Lighting	Outdoor courts: Minimum maintained illuminance of 400 lux with a uniformity ratio of at least 0.7 (see Notes 4, 5 and 6)
	Indoor courts: Minimum maintained illuminance of 750 lux with a uniformity ratio of at least 0.7 (see Note 4 & 5).
Spectator seating	Optional

Notes:-

1. End run-offs and side run-offs shall have the same surface as the playing area. They shall be free of all permanent and temporary fixtures at court level and to a vertical height of 2.5m. 2. Line Markings where the overall dimensions of an area do not allow a full size court and the specified side run-offs and/or end run-offs, the dimensions of the Principal Playing Area should be reduced to allow the required run-offs according to on-site safety.
2. To cater for young people's Netball (High Five Netball) and Wheelchair Netball, goal posts shall have adjustable net ring heights of 3.05m, 2.75m and 2.44m.
3. The values shall be measured on the playing surface. Measurements shall be made on a 5m grid over the court area.
4. Uniformity ratio = E_{min}/e_{av} .
5. It is recommended that the system also allows lighting at 200 lux for training etc.
6. Tennis post sockets and other equipment fixtures shall not be located within the playing area, side run-offs or end run-offs of the Netball court.

Category 3 – NETBALL COURT (Indoor or Outdoor use)

PROPERTY	ENGLAND NETBALL REQUIREMENT
Principal Playing Area (as specified in the Official Rules of Netball)	30.5m by 15.25
End run-off (distance between goal line and any permanent or temporary fencing or fixtures)	3.05m at both ends of Court is the requirement for all new build courts. Where courts are laid end to end with no division fencing or change in surfacing, a common end-run of at least 3.05 m should be used.
Side run-off (distance between side line and any permanent or	Minimum of 3.05m at both sides of Court (see Note 1). Where courts are laid side to side with no division fencing or change in

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temporary fencing or fixtures)	surfacing, a common side run-off of at least 4.00m may be used.
Ceiling height (indoor courts)	Minimum of 7.5m
Team bench/match officials area	Minimum of 2.00m
Surface Type	Any form of surfacing meeting the <i>Basic Requirements</i> defined in the England Netball Performance Requirements for Netball Surfaces. England Netball (see note)(where other markings conflicts
Line markings	White lines, 50mm wide (where other markings conflicts, other colours may be used except yellow)
Goal posts	Free standing or socketed goal posts with protective padding along the entire post length. Goal posts and padding to conform to the Official Rules of Netball (see Note 3).
Lighting	Outdoor courts: Minimum maintained illuminance of 400 lux with a uniformity ratio of at least 0.7 (see Notes 4, 5 and 6)
	Indoor courts: Minimum maintained illuminance of 750 lux with a uniformity ratio of at least 0.7 (see Note 4 & 5).
Spectator seating	Optional

An England Netball accredited test laboratory shall survey and test the facility to ensure compliance with Category 3 Court Requirements within two months of construction and after any resurfacing works (see Note 7).

Notes:-

1. End run-offs and side run-offs shall have the same surface as the playing area. They shall be free of all permanent and temporary fixtures at court level and to a vertical height of 2.5m.
2. If space is limited a common team bench area 1.5m wide between adjacent courts may be provided i.e. a total of 4.5m between courts
3. To cater for young people's Netball (High Five Netball) and Wheelchair Netball, goal posts shall have adjustable net ring heights of 2.75m, and 2.44m.
4. The values shall be measured on the playing surface. Measurements shall be made on a 5m grid over the court area.
5. Uniformity ratio = E_{min}/e_{av} .

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6. It is recommended that the system also allows lighting at 200 lux for training etc.
7. The facility operator shall be responsible for commissioning the survey. Following the survey the laboratory will prepare a detailed report and copies will be sent to the facility operator and England Netball.
8. Tennis post sockets and other equipment fixtures shall not be located within the playing area, side run-offs or end run-offs of the Netball court.

Category 4 – DEDICATED NETBALL COURT (Outdoor use)

PROPERTY	ENGLAND NETBALL REQUIREMENT
Principal Playing Area (as specified in the Official Rules of Netball)	30.5m by 15.25
End run-off (distance between goal line and any permanent or temporary fencing or fixtures)	3.05m at both ends of Court is the requirement for all new build courts. Where courts are laid end to end with no division fencing or change in surfacing, a common end-run of at least 3.05 m should be used.
Side run-off (distance between side line and any permanent or temporary fencing or fixtures)	Minimum of 3.05m at both sides of Court (see Note 1). Where courts are laid side to side with no division fencing or change in surfacing, a common side run-off of at least 4.00m may be used.
Ceiling height (indoor courts)	Minimum of 7.5m
Team bench/match officials area	Minimum of 2.00m
Surface Type	Any form of surfacing meeting the <i>Basic Requirements</i> defined in the England Netball Performance Requirements for Netball Surfaces.
Line markings	White lines, 50mm wide (where other markings conflicts, other colours may be used except yellow)
Goal posts	Socketed goal posts with protective padding along the entire post length. Goal posts and padding to conform to the Official Rules of Netball (see Note 3).
Lighting	Minimum maintained illuminance of 400 lux with a uniformity ratio of at least 0.7 (see Notes 3, 4, and 5)
Spectator seating	The court surround shall be large enough to allow permanent or temporary seating for a minimum of 100 spectators.

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An England Netball accredited test laboratory shall survey and test the facility to ensure compliance with Category 4 Court Requirements within two months of construction and after any resurfacing works (see Note 6).

Notes:-

1. End run-offs and side run-offs shall have the same surface as the playing area. They shall be free of all permanent and temporary fixtures at court level and to a vertical height of 2.5m.
2. To cater for young people's Netball (High Five Netball) and Wheelchair Netball, goal posts shall have adjustable net ring heights of 3.05m, and 2.44m.
3. The values shall be measured on the playing surface. Measurements shall be made on a 5m grid over the court area.
4. Uniformity ratio = E_{min}/e_{av} .
5. It is recommended that the system also allows lighting at 200 lux for training etc.
6. The facility operator shall be responsible for commissioning the survey. Following the survey the laboratory will prepare a detailed report and copies will be sent to the facility operator and England Netball.
7. Tennis post sockets and other equipment fixtures shall not be located within the playing area, side run-offs or end run-offs of the Netball court.

Category 5 – DEDICATED NETBALL COURT (Indoor use)

PROPERTY	ENGLAND NETBALL REQUIREMENT
Principal Playing Area (as specified in the Official Rules of Netball)	30.5m by 15.25
End run-off (distance between goal line and any permanent or temporary fencing or fixtures)	3.05m at both ends of Court is the requirement for all new build courts. Where courts are laid end to end with no division fencing or change in surfacing, a common end-run of at least 3.05 m should be used.
Side run-off (distance between side line and any permanent or temporary fencing or fixtures)	Minimum of 3.05m at both sides of Court (see Note 1). Where courts are laid side to side with no division fencing or change in surfacing, a common side run-off of at least 4.00m may be used.
Ceiling height (indoor courts)	Minimum of 7.5m
Team bench/match officials area	Minimum width of 2.00m
Surface Type	Any form of surfacing meeting the <i>Preferred Requirements</i> as defined in the England Netball Performance Requirements for Netball Surfaces.

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Line markings	Court area to be <u>only</u> marked for Netball. White lines, to be 50mm wide
Goal posts	Socketed goal posts with protective padding along the entire post length. Goal posts and padding to conform to the Official Rules of Netball (see Note 2).
Lighting	Minimum maintained illuminance of 750 lux with a uniformity ratio of at least 0.7 (see Notes 3 and 4) for T.V purposes 1500 lux is required
Spectator seating	The court surround shall be large enough to allow permanent or temporary seating for a minimum of 500 spectators.

An England Netball accredited test laboratory shall survey and test the facility to ensure compliance with Category 5 Court Requirements within two months of construction and after any resurfacing works (see Note 5).

Notes:-

1. End run-offs and side run-offs shall have the same surface as the playing area. They shall be free of all permanent and temporary fixtures at court level and to a vertical height of 2.5m.
2. To cater for young people's Netball (High Five Netball) and Wheelchair Netball, goal posts shall have adjustable net ring heights of 3.05m, and 2.44m.
3. The values shall be measured on the playing surface. Measurements shall be made on a 5m grid over the court area.
4. Uniformity ratio = E_{min}/e_{av} .
5. The facility operator shall be responsible for commissioning the survey. Following the survey the laboratory will prepare a detailed report and copies will be sent to the facility operator and England Netball.
6. Tennis post sockets and other equipment fixtures shall not be located within the playing area, side run-offs or end run-offs of the Netball court.

Badminton England – Court layout guidance

Technical Criteria: Development Centre - Minimum 4 courts:

- ☐ Minimum dimensions (existing hall) - 32m x 16.4m x 6.7m (ht)
- ☐ Minimum dimensions (new build) - 33m x 18m x 7.6m (ht)
- ☐ Flooring (new build only) - semi-sprung to BS7044
- ☐ Walls (new build only) - 50% reflectance
- ☐ Roof Soffit (new build only) - 90% reflectance
- ☐ Lighting – see Design Guidance Notes

For full details and court marking diagrams, please see the Design Guidance Note: Badminton at www.badmintonengland.co.uk.

Volleyball

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Facility technical guidance is as follows:

Hall space	Court area: 18mx9m court area Safety zones of 5m to sides and 8m from the baselines Minimum area per court: 34mx19m. Additional space is required for off court players and coaches
Clearance	10.5 minimum (12.5 preferred)
Flooring	Favourite composition for competition is Taraflex over semi-sprung wood; training facilities should ideally replicate this or offer similar characteristics
Lighting	1000-1500 lux 1m above playing surface; note that lighting should not ideally be situated directly above the net.

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TELFORD & WREKIN COUNCIL

CABINET: 10th December 2007

**REPORT ON THE BOROUGH SPORTS AND LEISURE FACILITY STRATEGIC
FRAMEWORK 2007-2027**

REPORT OF CORPORATE DIRECTOR FOR COMMUNITY SERVICES

1. PURPOSE

- 1.1. To outline the key issues arising from the public consultation of the Telford and Wrekin Sports and Leisure Facilities Draft Framework.
- 1.2. To revise the draft framework and incorporate key changes within the final version of the Telford and Wrekin Sports and Leisure Facilities Framework 2007 - 2027.

2. RECOMMENDATIONS

- 2.1. That the key findings and issues are noted and members endorse the final version of the Telford and Wrekin Sports and Leisure Facilities Framework 2007 - 2027.
- 2.2. That members endorse the need to retain a community swimming pool within the Madeley area and approve Abraham Darby Secondary School as the preferred location for the pool.

3. SUMMARY

- 3.1. Knight, Kavanagh and Page (KKP) on behalf of Telford & Wrekin Council carried out research from Autumn 2006 to develop a draft framework for the provision of indoor sports and leisure facilities across the Borough for the next 20 years.
- 3.2. Following further public and stakeholder consultation the framework has now been revised, the Executive Summary is attached as Appendix II.
- 3.3. The full report (Telford and Wrekin Sports and Leisure Facilities Framework 2007 - 2027) is available in the Members room and on the internet.

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4. PREVIOUS MINUTES

N/A

□ INFORMATION

4.1. The vision for the framework is: “To create a network of inclusive high quality community and specialist sport and leisure facilities within Telford and Wrekin that will encourage an increase in its communities physical activity levels, and enhance the quality of life of existing and future communities”.

4.2. The requirement for a Sports and Leisure Facilities Framework is driven by a number of factors:-

- The Borough is in the process of securing funding for The Building Schools for the Future (BSF) programme and will require a robust Sports Facility Strategy as part of this. Endorsement of the framework is essential in providing a cohesive approach to establish the principles and strategy for future development, and is a requirement for the authority to progress the BSF programme.
- A long term strategic framework is required to plan for future leisure needs, as it is projected the population of the Borough will grow considerably in the next 15-20 years. In particular, the expected increase in the percentage of older people and the continued growth in numbers of children and young people are also significant factors
- There is a need to replace or refurbish many of the Borough’s ageing sports facilities stock, and provide more efficient and sustainable facilities that contribute to the Boroughs commitment to regeneration within its Town Centre and Borough Towns initiatives.
- To assist the Council in achieving Government targets associated with the level of participation by school age children in PE and Sports activities, the level of participation in moderate physical activity and sports volunteering by adults (16 years +), and the publics accessibility to quality assured sports and leisure facilities.

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- Telford is identified as an important regional location for several National Governing Bodies of Sport (NGBs) which stands it in good stead as a potential area for future regional / national sporting events and possible provision of Olympic training camps.
- Regional and national policy highlights the importance of robust assessments of existing and future needs for sport and recreational facilities.
- A clear vision for Sports and Leisure will clarify providers roles and encourage potential partners to work with the Council to maximise the sustainable use of resources.

4.3. Key Findings

The framework has been developed in three phases. At each stage there has been consultation with stakeholders with phase three also including consultation with the public. Detail of the consultation process can be seen in **Appendix I**.

Key findings have been highlighted from both research and key stakeholder consultation undertaken by consultants KKP, and through the Councils public consultation exercise.

5.3.1 Strategic Planning and Gap Analysis

- Strategic mapping and reference to the national CPA Indicators around “public accessibility of accredited sports facilities” indicates in general **the borough has sufficient provision. However, it does not account for the ageing stock of local facilities, extent of accessibility to non council run leisure facilities and aspirations for future competitions and events.**
- Whilst it might be deemed fortunate in terms of the number of sports facilities **there is an unbalanced distribution of facilities** that have **formal community access** agreements.
- There is the **lack of teaching pool provision and there is an opportunity to improve coordination of school curricular swimming programming** (which also impacts upon daytime community access).
- With regard to opportunities to take part in **health and fitness activities, the main gap is in the north/north west of the borough.**

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- There is an opportunity to extend **throughout the Borough the concept of a 'Sports Village' that 'Telford Sports and Learning Community' have successfully started to introduce.**
- Leisure provision for **Vulnerable groups such as the BME Community and people with disabilities is an existing strength which needs to be continued and enhanced within new facility proposals**
- There is an opportunity to improve **strategic programming of school, further education and community sports facilities.**
- There is a need through workforce development to **increase and enhance sports development opportunities.**

5.3.2 Public and Stakeholder Consultation

A variety of methods were used to ensure that the public and local stakeholders were engaged in the consultation and given opportunities to 'have their say!'. These included:

- **Presentations** to local stakeholders such as Sports Advisory Council, Disability Forum and Older People Forum.
- **Events** including the Abolition Slave Trade Event and Let's Get Physical Fun Run.
- **Information Road Shows** held at local leisure facilities in each cluster area, providing the opportunity for the public to meet officers at publicised times to discuss the framework proposals
- **Mail shot and Consultation Packs** were sent to Members, parishes, local sports clubs (which included details of proposals and comments forms).
- **Online Survey** - this was highlighted on the home page of the Council's website and promoted in the local press ('Your Sports Centre, Your Swimming Pool, Your Say!').
- **Questionnaire** was devised for and completed by Children and Young People.

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Consultation Findings

The key findings from the Consultation include:-

- Strong agreement on the need, benefits and proposals within the Framework (excluding South Telford).
- A Strong public disagreement in South Telford to the proposal to relocate the swimming pool from Madeley to Stirchley.
- The public expressed the need to ensure reasonable community access to sports and leisure facilities on school sites, in particular during school terms in the daytime.
- Concerns that there may be insufficient public transport to support access to sites.
- Concerns that there was a lack of Sport and Leisure proposals to meet the needs of the growing communities in the Dawley / Lawley areas.
- A need to improve of leisure provision in the Town Centre, in particular investment in a new ice rink.
- Lack of toddler/learner swimming facilities throughout the borough.
- The Telford Sports, Learning and Enterprise Community 'performance hub' is supported and is the preferred option for a specialist Netball centre.
- The potential loss of community playing fields associated with BSF proposals is a concern.

4.4. The Revised Framework

The Framework has incorporated all the key findings outlined and provides proposals over the next 20 years for the future facilities infrastructure across the Borough, based around the five School and Community Cluster areas. It is proposed that the key indoor sports facilities operate within a notional hierarchy, provision will be developed around "hubs" of encompassing facilities. There will be one hub centre in each of the five cluster areas – in keeping with the Borough's cluster framework.

TELFORD and WREKIN SPORTS and LEISURE FACILITIES FRAMEWORK

The Framework Executive Summary provides further detail to the proposals made and can be found in **Appendix II**, see pages 6 to 11 for cluster proposals.

5.4.1 Strategic Principles

The Strategic Framework is founded upon the following key principles:-

- Development of accessible community provision (general and sports specific).
- Maximise the positive impact of the proposed BSF investment on opportunities for school and community learning, health and community regeneration.
- Ensuring extensive links between school and community provision.
- Aligning multiple partners
- Adoption of a central facility programming mechanism for all main school site based community facilities
- Refocusing of the Borough's fitness provision working closely with Telford & Wrekin Primary Care Trust to increase physical activity levels throughout the Borough both in urban and rural areas.
- Encouraging greater long term sporting participation and competitive opportunities supporting the 2012 legacy.
- Complementing relevant national, regional and local strategies.

5.4.2 Future Facility Provision

Maximising funding from the Building Schools for the Future programme along with potential additional funding from both the local authority and other funding sources will provide a significant opportunity to create effective and sustainable schools and community sport and leisure facilities. It is essential that there is a strategic partnership approach to both facility development and programming that aims to increase participation in sport and physical activity and ultimately improve people's quality of life.

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It is also the aim to extend upon “The Telford Sports and Learning Enterprise Community” concept that has already been developed for the Borough.

Area ‘Hub’ Sites – the need for a network of hub facilities providing a range of quality facilities and opportunities.

Partner Sites – these are facility provision to complement that delivered by hub facilities within a local context. The majority of these will be school sites

Specialist Sites – facility provision to cater for a particular sport(s).

5.4.3 Facility Development

Based on strategic analysis, public and stakeholder consultation, the following key recommendations are contained within this strategic framework.

- Rebuild two community use swimming pools – one within the Madeley area and one at Newport.
- Consider additional teacher/learner pool provision.
- Design and rebuild/new build six sports halls as part of the BSF and Academy programme that will have the capacity for school and community use.
- Confirm TSLEC and Wrekin College as the preferred location for a proposed regional netball centre.
- Ensure that BSF proposals include the opportunity to modify generic sports facility designs to accommodate sports specialisms.
- Ensure that the Phoenix Sports Centre/School has appropriate and improved facilities to service the sport and physical activity needs of the Dawley and Lawley area.
- Confirm Telford Ice Rink as a key valuable asset and incorporate within the Town Centre development proposals plans to ensure its future sustainability.
- Review the Council’s playing pitch strategy alongside the framework proposals.
- Ensure that all “Service Level Agreements” incorporate appropriate community access to school based facilities in particular during the daytime.

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- Ensure the leisure services work with public transport providers and other partners to improve access to facilities and sustainable travel options i.e. walking and cycling.

5.4.4 Outcomes

As a result of the adoption and positive implementation of the Sports and Leisure Facilities Framework, the Council will aim to achieve the following outcomes:

- Increase sports and leisure participation and active volunteering levels.
- Increase the level of physical education and sporting participation by 5 – 16 year olds.
- Provide a coordinated and sustainable approach to the development of sport, health promotion and facility management.
- Motivate individuals to make healthy choices.
- Encourage greater sporting participation and competitive opportunities supporting the 2012 Olympic Games legacy.

□ FINANCIAL ISSUES

- 4.5. The costs associated with developments to Sports and Leisure Facilities will need to be worked up once the BSF programme is developed further. Funding is available through the BSF programme for the schools element of the sports strategy, however BSF does not fully provide for items such as swimming pools. Alternative sources of funding as outlined in Appendix II, page 11, would need to be explored where BSF funding is not available.
- 4.6. DCMS PFI credits are available for projects costing over £20million in total. DCMS have suggested that partnership arrangements with BSF schemes, by using the BSF contract as the procurement route, are more likely to be successful in gaining PFI credits than stand alone leisure projects. It was announced in CSR 2007 that £677million has been made available in 2008/09 to support PFI projects. This figure rises to £853million in 2009/10 and £1,069million in 2010/11.

5. LEGAL COMMENT

- 5.1. There are no direct legal implications arising from this report.

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- 5.2. The impact of the proposals, including possibly staffing implications, can only be assessed when further specific proposals are finalised. Appropriate legal advice will be provided at the relevant time.

6. ENVIRONMENTAL IMPACT

Any future detail proposals that are considered will include an environmental impact assessment.

9. OPPORTUNITIES AND RISKS

Issues relating to the framework are already contained within the authorities Building Schools for the Future Risk Register. The full Corporate Risk Management methodology will be complied with when considering any delivery initiatives arising out of the framework.

10. LINKS WITH CORPORATE PRIORITIES

The framework is linked to a number of priorities including:

- A vibrant place with an economy that is diverse, dynamic, competitive and successful
- A community that is healthy, cared for and well housed
- A community that feels safe and protected
- A place that is attractive, with a high quality sustainable environment
- A community that is strong, cohesive and socially inclusive

11. EQUAL OPPORTUNITIES

Inclusion is a key component of the framework and is reflected within recommended principles and strategic objectives.

12. WARD IMPLICATIONS

Borough wide

13. BACKGROUND PAPERS

Telford and Wrekin Sport & Recreation Strategy 2002 - 2011

Telford and Wrekin Cultural Strategy 2003-2008

Telford and Wrekin Playing Pitch Strategy 2002

Telford and Wrekin Sports and Leisure Facilities Public Consultation feedback

TELFORD and WREKIN SPORTS and LEISURE FACILITIES FRAMEWORK

Game Plan Strategy for Sport and Physical Activity - 2002
The Framework for Sport in England – A Vision for 2020
A Regional Plan for Sport in the West Midlands – 2004 – 2008
The Wanless Report - 2004

Report prepared by:

Jonathan Rowe, Head of Leisure & Culture
(01952) 382900
David Ottley, Sport & Recreation Manager
(01952) 382328

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