



Improve satisfaction with Sport and Leisure



Which Council Aim does this case study deliver ?

To help all residents to achieve a healthy weight by encouraging an active life style, in communities where everyone feels welcome and safe.

- *To review the Council sports strategy with vision towards the legacy of the 2012 Olympics*
- *To develop effective multi agency and partnership working to increase participation in and satisfaction with the sport and active recreation offer in Ryedale*

Background – Why?

To improve satisfaction with Sports and Leisure regarding sporting infrastructure and activities with a general goal of encouraging a more active lifestyle, ultimately to reduce higher than normal obesity levels among the Ryedale Community.

Outward facing satisfaction surveys- involving users and non users- indicated that RDC performance was slipping by comparison with others, both nationally and within Yorkshire, indicating a mismatch between need, expectation and service provision and highlighting the urgency of a needs analysis and strategic review to inform service direction and procurement options.

Analysis has indicated that there are high levels of dissatisfaction with Sports and Leisure around the Malton and Norton catchments areas and Helmsley/KMS catchment ie:

- Malton/Norton catchment - 61% fairly dissatisfied 48% Very dissatisfied
- Helmsley/ KMS catchment - 18% fairly dissatisfied and 26% very dissatisfied

By comparison inward facing surveys (actual service users) reported extremely high levels of satisfaction with the service provided by CLL, but highlighted the poorer quality of the facilities at Derwent Pool, reflecting the age of the facility.

Surveys indicated that satisfaction though generally good with Council run facilities satisfaction was lower at Derwent pool and Lifestyles gym by comparison to other RDC run facilities at Ryedale pool and Northern Ryedale Leisure Centre:

- 80.5% Derwent pool compared to 92% Ryedale Pool.
- 76% lifestyles at Derwent compared to 98.5% NRLC

It was recognised that there needed to be:

- An improvement regarding general provision of infrastructure within Ryedale regarding play and sport facilities
- The development of a comprehensive strategy for sport and active recreation
- The development and strengthening of the arrangement between the Council and CLL and the links between CLL, Sports and Active Play Development, Active Ryedale (Community Sport Network) and the wider Health remit

What was done?

Investment into RDC Infrastructure: To improve the quality of facilities RDC has put significant investment into these areas

- Started refurbishment of the reception area of Derwent pool. This is a £71K invest to save scheme which will enhance the presentation of pool and also provide an additional facility to generate income through sports treatment, rehabilitation and health assessment
- A new energy efficient boiler has been put in at Derwent Pool to reduce CO2 emissions and reduce running costs.
- RDC has provided a loan to CLL to purchase gym equipment and buy out a poor agreement saving £35K on the grant allocation and enhancing the flexibility of CLL to improve equipment and increase participation.
- Capital provision has been made for a new energy efficient boiler is to be introduced shortly into Ryedale Pool.
- An extension to the climbing wall at NRLC has been jointly funded by the school and RDC.

Investment into external infrastructure:

Helmsley Sports Centre – £0.5 million towards a £3.5 m project. The present facilities on the site include an open air swimming pool, tennis courts, a high quality bowling green and numerous pitches for the various winter and summer sports. There is also a childrens play area, car park and an old wooden pavilion. The aim is to build an attractive user friendly pavilion and community facility on two floors, with a function room on the first floor and changing rooms with showers, toilets (male, female and disabled), meeting rooms storage areas for equipment, sports hall and community room.

In partnership with Malton school the Authority has also set aside £1.0 Million investment into the provision of a dual use sporting facility at Malton School, the facility to be open for public use . Work has started in Malton and the facility should be completed this year. The facility will include a large Sports Hall area, climbing wall and external Astro turf pitch together with shower and toilet facilities.

Once these programmes are complete there will be a sporting facility – either RDC, Privately developed or school funded- within around 5 miles of all major centres of population within Ryedale.

Investment into play infrastructure: There has been substantial investment into play infrastructure through the Big Lottery and Playbuilder schemes. The Council obtained £200,000 funding from Big Lottery over a 3 year programme for the development of play areas and to provide funding for Play Ranger activities for children in school holidays. Year 2 has just come to an end and all the capital projects have been completed on time.

Big Lottery:

- **Beckett Playground, Nawton** – fixed play equipment, zip wire, trim trail and all weather Multi Use Games Area (MUGA) -£18,967
 - A group of children were involved in the decision making of this project.
- **Lockton & Levisham Playing field, Lockton** – fixed play equipment- £17,227.
 - A group of children were involved in the decision making of this project.
 - New fixed play equipment included a Cambrian climbing unit and safety grass matting and log trail.
- **Manor Drive, Pickering** – fixed play equipment-£14,000
 - A group of children were involved in the decision making of this project.

- The equipment included a swing, spring chicken, spring seesaw and roundabout all with grass matting.
- **Ryedale View, Kirkbymoorside** – fixed play equipment -£23,620 and Environmental Play project - £8,880
 - The project included a tower, 2 swings, boulder, spinica 3 spinner and included infrastructure improvements including signage, surfacing, lighting, seating and litter bins.
 - A group of children were involved in the decision making of this project.
 - The environmental play project consisted of shrub clearance with new pathways, timber table and seats, maze board, totem pole, balance bench and bird and insect boxes.
- **Manthorpe Park, Thornton Dale** – Fixed play equipment and MUGA - £40,000
 - A group of children were involved in the decision making of this project.
 - Included the development of a multi use games area and associated path.
- **Hovingham** – Fixed play - £12,213
 - 25 children were involved in the decision making of this project.
 - New equipment, included a zip wire, spring seesaw and senior swings.
- **Riverside View, Norton** – Environmental Play - £14,000
 - 17 children were involved in the decision making of this project.
 - The development of Ryedale District Council's land at Riverside, Norton (behind the Derwent Surgery and next to the existing playground) has transformed the once derelict land used for uncontrolled parking into an exciting new facility for adventurous youngsters. The site was completed in October 2009 and an official opening is planned for the springtime.

Play Builder:

Ryedale District Council worked closely with North Yorkshire County Council who administer the funding to identify potential projects in Ryedale based on areas of greatest need both in terms of population and play deprivation within our District.

- **Gilling East project** - 25K year 1
 - Council officers identified the project based on areas of greatest need both in terms of population and play deprivation the areas will develop a new play area in a suitable location
- **Wrelton and Burythorpe project** - 25k +16.223K respectively - year 2 - to be completed

Ryedale District Council Grants:

The Council offer a range of grants to individuals and community groups to develop their facilities, including sports and play associations. In 2008/09 and 2009/10 a total of £63,303 grants were given towards sporting and play orientated projects.

2009/10

Main grant

Sheriff Hutton Cricket Club – new scoreboard, sight screens and net cage £2,339

Swinton Sports Association – playground equipment upgrade £4,580

Thornton Le Dale Cricket Club – land drainage of cricket ground £5,000

Talented Youth Grants

13 Talented Youth Grants totalling £1,690 for a range of sporting activities e.g. athletics, swimming, hockey, basketball, rugby union etc

Nominal Grants

Sheriff Hutton table tennis club £100

2008/09

Main grant

Thornton Le Dale Playing Fields Association – skateboard park upgrade £19,603

Beckett Recreation Club – improving access to recreation facilities £4,000

Ryedale Sports Club – Sports pavilion £11,500

Wombledon Sports and Recreation Club – development of play area £2,649

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Thornton Le Dale Cricket Club – as above (drainage) £3,070
Sheriff Hutton Cricket Club – as above in 2009/10 £2,022

Talented Youth

11 grants totalling £1,430

Nominal Grants

4 grants totalling £400 for Ryedale Bowling Club, Westow Cricket Club, Thornton Le Dale Indoor Bowls Club and Ryedale Sports Club

Sport and Physical Activity Development: Council officers facilitated an ambitious programme of sport and physical activity funded through the Council or by application for grant provision in addition to activities in Council run facilities, these included:

- **North Yorkshire Physical Activity Forum/Funding-** The Council has secured £4820 for Ryedale In-Touch to deliver a visually impaired walking project to offer fortnightly walks throughout the Ryedale area over a 9-month period.
- **Sport & Play Development Volunteer-** The Council secured the services of a volunteer two days per week to help support the work of the Unit. The project gives the volunteer practical experience within the Sport & Leisure industry as he is also in the process of completing a Sports Development Degree at Northumbria University. The volunteer is currently assisting the service by updating databases for sports club and play area contacts and updating the Active Ryedale (Community Sports Network) website with various news items along with information relating to meetings/events.
- **Youth Games:** The Council has supported the holding of a youth games for teams of Ryedale schools children. In partnership with the North Yorkshire Schools Competition Managers, Ryedale for a number of years has appointed a facilitator to co-ordinate after schools activity and bring forward teams to participate in the games.
- **National Skills Academy (NSA) – Future Jobs Fund –** The Council has submitted an application to the NSA for two external funded posts to assist and develop the work of the play and sports development service within the community. Subject to the success of the application an Assistant Sports Development Officer and Assistant Play Development Officer will be appointed for a six month fixed term period for 25 hours per week on minimum wage. Successful candidates would be able to access a fully externally funded training programme to help develop the skills they require for these posts.
- **Sport Unlimited Funding;** The programme is designed to give every young person (aged 5 to 16 years) the chance to do five hours of sport a week (and 16-19 years, 3 hours per week). The Council has assisted a number of sports clubs, schools and other organisations to successfully deliver 8 to 10 week programmes. This terms activities include York City Knight Rugby League club will be delivering Rugby & Cheerleading sessions in the Malton & Norton area, Pickering Infant School will be delivering dance sessions and Rock-it-Ball a new innovative sport will be delivered in the Norton area. RDC have recently appointed a consultant utilising external funding attached to the programme to lead on this area of work to allow more active engagement with community sports clubs in the scheme
- **Fit 4Fun Pilot Scheme:** The pilot scheme was devised in partnership with the PCT to target obesity and is a universal prevention and management intervention approach for Male/Female 12 – 16 year olds to help maintain a healthy weight and active life. Sessions ran through the summer holidays for 6 weeks, twice a week for 1-3 hr. The sessions incorporated a multidisciplinary approach to health promotion by including guidance on dietary restriction/modification and physical activity.
- **Free swimming for over 60's:** The Council has supported the government's free swimming campaign at Pickering and Norton pools and also at Helmsley pool.
- **UCI World Mountain Bike Championships:** A successful bid has been made for the mountain bike world championships to be held in Dalby Forest on April 24-25. Expected figures are for 10-12,000 people for the event over the weekend. 2,633 spectators are expected from outside the region with approx 4,169 bed nights. With the publicity it is expected that an additional 5000 visitors from outside would visit the area during the year. If the event is a success we have the potential for the World cup In Dalby for 2011 and 2012 as well, with legacy benefits for the community as a whole.

- RDC has been heavily involved in the event with amateur events throughout the two days for men and women and The Dalby Dare will be an open event for serious mountain bikers to ride the world circuit on the Saturday. On the Sunday it is proposed that there will be races for children and young adults.
- In addition RDC, in partnership with British Cycling and Pickering representatives, have arranged for a pro celebrity and professional mountain bike sprint eliminator race to be held around the streets of Pickering on the Friday night, a particularly exciting event and one effectively acting as the opening ceremony for the championships.
- The legacy to the event is being considered regarding development of land in Pickering as one of the satellite sites, which could be used to promote adventure and mountain bike skills. With the help of RDC and involvement of Pickering Town Team and pupils from Lady Lumley's school a volunteer group is taking the work forward and work has already started on the site.
- **Play Rangers: Big Lottery funding** allowed Ryedale to provide its first Play ranger programme during 2008. In 2009 York Playspace provided a range of activities over the Easter holiday at four different venues for under 8's and over 8's. In total 224 children attended. Activities included football, puppets, arts and crafts, face painting and Parachute games. In the summer holidays activities were provided for 4 weeks over 20 venues. New locations were chosen with small populations in order to provide opportunity to the more isolated communities. Attendance by under 8's and over 8's was 935 a 19% increase on the previous year. Further activity is planned for 2010.
- **Summer Festival Fun.** Ryedale have funded this scheme for a number of years. During 2009 the play scheme ran over 4 weeks from 6 different venues. The scheme operated with 2 teams of up to 4 play workers offering play opportunities for children and young people aged 5-11 years of age. In total 535 attended the scheme over the 4 week period, with an 11% increase in attendance from the previous year. A further scheme is planned for 2010.

Development of Sport & Physical Activity Strategy: On 2nd December 2009 officers embarked on a process to develop a new Sport & Physical Activity Strategy for Ryedale by organising an initial stakeholder workshop to discuss/debate the scope and key issues for the strategy. The event was opened by Councillor Hemesley (Champion for Sport) and facilitated by consultants from Sheffield Hallam University, around 20 key partners attended which included representatives from Dalby Forest, North Yorkshire Moors National Park, North Yorkshire Sport, York & North Yorkshire Primary Care Trust and Whitby & Ryedale School Sports Partnership. Sheffield Hallam University have developed a feedback report, which will be sent out to all partners who attended the event.

Development and strengthening of the Grant arrangement with CLL: RDC is in the process of strengthening the current grant arrangement with the Council's leisure provider. The aim of the new arrangement is to:

- Increase the number of new participants per annum against the baseline of users across all facilities (active from 1 April 2011).
- Develop baseline data of all users that will inform target setting throughout the lifetime of the arrangement (active from 1 April 2010).
- Develop health referral schemes across the facilities during the period of the arrangement new participants in the scheme will be monitored from 1 April 2011.
- Increase individual participation rates per annum against the baseline of existing users who are participating in activity at least 3 times 30 minutes per week across all facilities (active from 1 April 2011).
- Increase usage rates of young people attending through schools sessions that contribute to the 2 hour PE curriculum (active from 1 April 2010)
- Increase the usage across all facilities against the baseline in the first year of operation, and 2% per annum thereafter.
- Achieve overall customer satisfaction rating of 85% in the first year of operation and thereafter each year a % increase and thereafter maintained. New criteria being set to monitor performance.
- Increase the quality and participation rates of sports clubs that use the facilities against an annual sports development plan. Active from 1 April 2010

- Ensure continuous high quality facility management demonstrated by achievement of externally validated Quest accreditation scheme or other quality management accreditation across all facilities for the period of the arrangement (active from 1 April 2011).
- Ensure continuous high quality facility management through independent verification of overall performance through the national benchmarking service across all facilities during the period of the arrangement (Active from 1 April 2010).
- Realise value for money initiatives within the following parameters:
 1. Invest to save
 2. Efficiency savings and income generation
 3. Enhanced value & performance

Who was involved and how?

A full range of stakeholders have been involved regarding the project eg:

- Stakeholders -NYCC, Planning, Members, Malton School, Lady Lumleys school, pupils, residents, Active Ryedale sports partnership, PCT.
- This has been progressed at a series of council meetings with presentations to members

What was achieved?

The ultimate aim of the project is to improve the levels of satisfaction with sport and active facilities and reduce obesity levels. The process is a long-term aim, and positive outcomes should be seen over the next two years once infrastructure is developed and fully operational.

- A positive outcome can be seen in the recent obesity level figures released. Ryedale bucking the trend seen in other areas with obesity levels reducing significantly in the District. However it is far too early to draw any conclusions regarding the investment by RDC into play infra structure:
- Reception- a reduction from 14.9% to 11.6%
- Year 6 -a reduction from 18.5% - 16.6%.

Value for Money

Working in partnership with CLL, the Council's agent, regarding the delivery of sport and leisure from Council facilities, a series of initiatives have been undertaken by CLL to reduce running costs reducing the cost of the grant allocation and ensuring better Value for Money.

- SPARSE cost comparisons for Sports and Leisure indicate that RDC costs have reduced by 18.5% a significant improvement
- RDC is currently 14.5% below average cost for the provision of Leisure, this is due to VFM savings and also reduced essential repairs needed in 2009 following enhanced maintenance programme spend the previous year

Next Steps / Further Action

- RDC is considering developments at Norton Bowling club with a view to further enhancing Leisure infrastructure in this area.
- RDC is also investigating the potential development of an ADIZONE within the area.
- The Council has set up an Open Spaces Working Group to include within its remit the development of its own land holdings to improve play and leisure opportunities.

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