

RYEDALE DISTRICT COUNCIL SPORT AND RECREATION STRATEGY

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INTRODUCTION

1. Sport and recreation is an integral part of the social fabric of this country. Millions of people are regular participants in a wide variety of sport and recreation activities. Thousands more, as professionals or volunteers help groups and individuals to participate.
2. Ryedale District Council recognises the significant contribution that sport and recreation can make to local communities. The Council is committed, through positive action, to provide accessible opportunities for everyone to participate in sport and recreation irrespective of age, racial origin, gender, ability or economic status.
3. This strategy sets out the key ways in which sport and recreation will be developed in Ryedale. It shows how the District Council intends to build on existing provision and develop new and improved choices for local residents.
4. The emphasis of this strategy is on encouraging and broadening community access to opportunities to participate in sustainable sport and recreation related activity. It provides a agenda for shared development and emphasises the empowerment and involvement of local communities in the provision, operation and development of sport and recreation opportunities and facilities.
5. In order to capitalise on the not inconsiderable opportunities for sport and recreation in Ryedale it is necessary to have a definition of sport and recreation that incorporates a wide range of activities including team sports, fitness based activities as well as recreational activities such as walking and cycling. A wide and inclusive definition of sport and recreation extends its relevance to the whole population and its value as a significant player in the broader social agenda.

A definition of sport and recreation:

All forms of physical activity, which through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competitions at all levels.

(Council of Europe, 1993)

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BACKGROUND

What is this document?

6. The aim of this strategy is to set out the intentions of Ryedale District Council and its partners for the development of sport and recreation in Ryedale over the next 5 years. Its purpose is also to share the vision with others and to encourage them to become involved in the development of sport and active recreation in the District.
7. The length and style is deliberately succinct. It is intended that the District Council, in conjunction with its partners, will prepare annual 'action plans' and develop new programmes to implement the Strategy. It will provide a framework that will allow the Council and its partners to respond and adapt to changing circumstances.

How was the Strategy prepared?

8. It was researched and written by 'Knight, Kavanagh & Page' (KKP), between September 1999 and February 2000. Strategy development incorporated face-to-face, group based and telephone, consultation with a range of representatives from local and national agencies, ensuring representative geographical and functional spread of organisations.
9. Consultation incorporated an agreed research proforma to ensure that the key topics were covered while also enabling consultees to air their own views and points of note – which were recorded and absorbed.

List of organisations consulted:

- Allerston & Wilton Parish Council
- Amotherby CP School
- Ampleforth College
- Countryside Agency
- Cropton Cricket Club
- Derwent Valley Swimming Club
- Duncombe Park Sports Association
- Ebberston Cricket Club
- Fitzwilliam Sports Association
- Fitzwilliam Estate
- Gillamoor CEP School
- Gov. Office Yorkshire & the Humber
- Helmsley Tennis Club
- Heselton Cricket Club
- Hovingham & Scackleton Parish Council
- Hovingham CEP School
- Kirkbymoorside Bowling Club
- Kirkbymoorside CP School
- Kirkbymoorside Football Club
- Lady Lumley's School
- Leavening CP School
- Malton School
- Malton Tennis, Bowls & Squash Club
- Nawton CP School
- North York Moors National Park
- North Yorkshire Active Sport
- North Yorkshire County Council
- North Yorkshire Health Authority
- Norton College
- Norton on Derwent Town Council
- Rosedale Abbey CP School
- Roundabout Play Project
- Ryedale District Council
- Ryedale Forum for Older People
- Ryedale School
- Ryedale Sports Council
- Ryedale Swimming Club
- Ryesport
- Sand Hutton CEP School
- Sport England
- Sports Quest
- Swinton Parish Council
- Terrington CEP School
- Thornton-le-Dale Playing Fiels Assoc
- University of the Third Age
- Wintringham PC
- York & North Yorkshire Playing Fields Association
- Yorkshire Forward

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Why does Ryedale District Council need a sport and recreation strategy?

10. Identifying priorities and encouraging partnership brings significant advantages for organisations involved in sport and recreation including:

- Improved co-ordination of effort and expenditure on developing /delivering sport and recreation.
- A stronger position when applying to external agencies for capital /revenue funding support.
- Reductions in unnecessary duplication of effort.

11. The new agenda for modernising local government requires councils to involve and consult their communities on a wide range of issues. These include identifying needs and priorities for the area.

12. A recent survey of residents identified that leisure and sports facilities, parks and playgrounds, provided by Ryedale District Council, are important to local people.

The relative importance of Ryedale District Council's objectives, as identified by residents of Ryedale:

Reduce crime & disorder	86.7%
Health & fitness	72.9%
Environmental improvement	70.5%
Integrated transport	67.8%
Tourism & leisure	36.0%

(SMSR, 1999)

13. Physical activity has substantial benefits to health. Participation in sport and recreation activities is the principal source of regular physical activity. Activity must be of at least moderate intensity to gain a health benefit.

The health benefits of regular physical activity include:

- Lower overall mortality.
- Reduced risk of cardiovascular disease mortality.
- Reduced levels and risk of high blood pressure.
- Improved mood and reductions in symptoms of depression and anxiety.
- Decreased risk of cancer of the colon.
- Lower risk of developing diabetes.
- Reductions in falls among older adults.
- Reductions in obesity, and better weight control.
- Improved health-related quality of life.

(US Dept. of Health & Social Services, 1996)

14. Involvement in sport and recreation can also help people to overcome some of the problems and barriers experienced by sections of the community.

15. For example, sport can reduce social exclusion, contribute to reducing crime and improve community safety. It is also a major element in promoting life long learning and the provision of opportunities for engagement in community life through voluntary work.

16. Sport and recreation is a catalyst for regeneration of both urban and rural areas. For example, facilities help to enhance new housing developments and create full-time employment. Opportunities for voluntary work also contribute to the creation of sustainable communities.

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17. Increasingly funding agencies require applicants to identify the need for, and the potential impact of, their proposals. This strategy provides a framework to help identify local priorities and attract inward investment.
18. The Government's public health strategy 'Our healthier nation' sets out new targets in four areas; coronary heart disease and stroke; cancers; accidents; mental health. Increased physical activity can make a positive contribution to addressing aspects of all these priority areas.

How will the Strategy make a difference?

19. In common with other areas, Ryedale District Council is developing its role as co-ordinator of provision and enabler of sport and recreation opportunities. The authority will seek to place itself at the hub of a network of opportunities provided by local communities, the voluntary sports sector, schools and its own facilities.

The potential benefits of this Strategy include:

- Better co-ordination and reduced duplication of resources and effort.
- Greater impact of services.
- More effective communication between partner agencies.
- Better access to opportunities for sport and recreation.
- Increased levels of participation in sport and recreation.
- Higher standards of performance in selected sports and activities.

The potential role of sport and recreation in tackling inequality is;

- Increased 'inclusion of isolated individuals (e.g. older people in rural areas) by promoting social interaction among target groups.
- Reduced crime and disorder amongst young people by relieving boredom, providing enjoyable, legitimate activities and stimulating involvement in local community activity.
- Improved social cohesion by increasing contact and neighbourhood networks in areas of deprivation.
- Reduced demand for transport, particularly among groups with low levels of personal mobility (eg young and older people), by developing opportunities to participate in sport and recreation that reduce the need to travel.
- Improved educational attainment amongst young people by enhancing psychological well-being, self-esteem and reducing truancy.

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CURRENT SITUATION

What is happening nationally?

National trends in sport and recreation

20. The 1990 General Household Survey identified continued and sustained growth in participation in sport.

Principal areas of growth in participation:

- Women
- Middle aged and elderly
- Non-professional workers.

(General Household Survey, 1991)

21. Some sports and recreational activities have benefited more than others have from this trend. For example, there has been a gradual increase in participation in cycling (the third and fourth most popular recreational activities for men and women respectively) from 8% to 11% over the last eight years.

Additional trends include:

- No significant difference in participation from one year to another, by age group.
- With the exception of walking, professional people are twice as likely to participate in sport and recreation than unskilled manual workers.

22. Although participation levels have risen, membership of clubs remains relatively low. In general, 'facility owning' sports (eg rugby union) have higher levels of membership than 'non facility owning' sport, such as badminton.

23. Significantly, patterns of participation vary between men and women. The peak times of activity for men are lunch time, between 2pm and 4pm and after 8pm. Women tend to participate throughout the day.

24. There has been considerable growth in participation in informal recreation (eg walking), much of it outside recognised frameworks. Nonetheless, many groups and individuals, particularly women and young people, remain constrained in their opportunities to take part in their chosen activity. Reducing and removing barriers (eg travel) for a range of groups is important in terms of the development of continued, sustainable opportunities for participation.

Top 10 leisure activities for men and women in the UK, 1996.

<u>Men</u>	<u>Rank</u>	<u>Women</u>
Walking	1	Walking
Snooker	2	Keep fit
Cycling	3	Swimming
Swimming	4	Cycling
Soccer	5	Snooker
Weights	6	Weights
Golf	7	TPB
Running	8	Running
Keep fit	9	Tennis
TPB*	10	Badminton

(General Household Survey, 1996)

* TPB – Ten pin bowling

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Sport

25. Sport England is responsible for the development of sport in England by influencing and serving the public, private and voluntary sectors. Its aims are:

- More People involved in sport.
- More Places to play sport.
- More Medals; higher standards of performance in sport.

26. Sport England is, placing particular emphasis on young people, seeking to promote the involvement of the entire community in sport – as participants, spectators or volunteers. Its aim is to create the most comprehensive sports development system in the world. Its new programme area:

- Active Schools
- Active Communities
- Active Sports

27. Other Sport England Initiatives and headline programmes include:

- The Facility Planning Model (FPM); a tool to assess the demand for specific sporting facilities in given area.
- Millennium Youth Games (MYG); designed to encourage the development of new and appropriate competitive opportunities in sport.
- Awards for All; small grants (of up to £5,000) for small, local groups and organisations with an annual income of less than £15,000.

Active Schools

Active Schools is the foundation of Sport England's commitment to involving more young people in sport. It comprises a range of integrated services and products specifically designed to help schools to deliver the highest standards of physical education and sports provision.

Active Communities

Active Communities is a programme designed to increase and sustain lifelong participation in sport and recreation and to promote continuous improvement in the delivery of sporting opportunities and services at a local level for all the community.

Active Sports

Active Sports aims to help young people get more from their involvement in sport. It is a five-year development programme targeting nine sports.

The Active Sports process includes the identification of target sports and implementation of support for delivery agencies (e.g. voluntary sports clubs).

It involves local authorities, education services, schools, clubs and national governing bodies (NGBs) of sport. They work in partnership to give young people local opportunities for participation, competition and skills improvement.

(North Yorkshire Sport is a partnership between eight local authorities and the County Council to improve the range and quality of sporting opportunities across North Yorkshire through effective co-ordination).

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Countryside recreation

28. There is no single body or organisation with responsibility for countryside recreation in England. Various statutory and voluntary sector organisations have an interest in, or responsibility for, specific aspects of recreational provision. Consequently, there is no national strategy. However, the Countryside Agency is the principle organisation concerned with informal recreation in the countryside of England.

29. One of the Countryside Agency's principal aims is to protect the English countryside for the enjoyment of everyone. The Agency achieves its objectives by close collaboration with public authorities, farmers, landowners, voluntary bodies and individuals.

30. The promotion of active recreation in the countryside has received considerable support nationally from the Agency and its predecessor; the Countryside Commission. The creation and improvement of a wide range of facilities, including picnic sites and footpaths, has helped to accommodate and encourage a significant growth in the recreational use of the countryside.

31. The provision of facilities and opportunities near to where people live is a vital component of the Agency's strategy. This will ensure that, in the future, journey times are reduced and the impact of increased levels of use is spread across as wide an area as possible.

31. Sport, recreation and tourism in the countryside is a significant source of income and jobs in rural areas.

The most popular activities when visiting the countryside are:	
Activity	% of all visits
Walking	33%
Eating or drinking out	14%
Visiting friends or relatives	14%
Outdoor sports	8%
Pursuing a hobby or pastime	7%
(Countryside Agency, 1999)	
Total spending by all visitors to the countryside was estimated in 1994 to be £9 billion. Of this:	
72% was from domestic day visitors	
22% by UK tourists, and	
6% by overseas tourists.	
(Countryside Agency, 1999)	

What is Ryedale like?

33. Ryedale is one of the largest most sparsely populated authority areas in England. It covers 151,000 hectares and has a population of approximately 48,000. The five principal towns in the District contain nearly half the total population. The remainder of the population lives in villages and single farmsteads and houses.

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Ryedale District Age Structure 1997		
Age Group	Male	Female
Under 4	1200	1300
5-19	4700	3700
20-34	4000	3700
35-59	8400	8000
60-74	4200	4400
75-84	1400	2000
85+	400	1000
Total	24300	24100

Registrar General's Revised Final Mid-Year
Estimates for 1997.

34. Between 1991 and 1997, the population of Ryedale changed by +34%, compared with +3.0% for North Yorkshire as a whole. Whilst the population of over 85 year-olds increased by 42% (twice the rate of change for the County) that of 20-24 year-olds dropped by 39% (almost twice the rate for North Yorkshire). These changes possibly reflect increased levels of longevity amongst older-people and inadequate housing and work opportunities for young people (Professor G Craig, 1999).

35. Over 3 million visitors a year are attracted to Ryedale for its outstanding countryside (e.g. The North York Moors National Park) and attractions (e.g. Castle Howard). Despite its successful image Ryedale suffers from problems caused by significant levels of deprivation, skills shortages and an over-dependence of agriculture.

36. A recent report for Ryedale Council for Voluntary Action ('Poverty, deprivation and social exclusion', 1999) concluded that there are high levels of poverty and deprivation in Ryedale. The type of deprivation experienced in rural areas is different from urban centres. As a consequence, the development of sport and recreation should be sensitive to these differences.

37. According to the 'Review of Crime and Disorder in Ryedale, 1999' relative to other rural areas, which generally have low crime rates, actual crime rates in Ryedale are low.

Crime and disorder in Ryedale:

- Most perpetrators of crime are under 25 years of age.
- Car crimes and criminal damage are the most common reported crimes.
- Local people generally see Ryedale as a low crime area.
- Assault is increasing in occurrence. 20% of the victims are under 18 years old.
- Non-domestic and domestic burglary is reducing in occurrence.

(Review of crime & disorder in
Ryedale, 1999)

What are the main policy influences on the development of sport and recreation in Ryedale?

38. A number of policies currently exist which influence the development of sport and recreation within the district. These include:

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39. The *North Yorkshire County Council Structure Plan* which is cognisant of areas of landscape quality within the County. Its policies are geared to improving quality of life in the Region and are compatible with the need to preserve the landscape and minimise conflicts between recreation and other rural activities and nature conservation priorities.
40. The *Yorkshire Forward Regional Economic Strategy* aims to achieve lasting growth through integrated, sustainable development by raising GDP and reducing social exclusion in an environmentally sustainable way. One of Yorkshire Forward's emerging strategy priorities is to develop market towns as centres of rural enterprise. Sport and recreation could provide a focus for future development opportunities.
41. The Regional Economic Strategy also recommends that local people have access to facilities and services and are not unduly disadvantaged as a result of their rural situation.
42. The *North York Moors National Park Management Plan* also acknowledges that provision of, and access to a range of facilities and services is important in maintaining balanced rural communities. However, it is not feasible for each community to have a full range of facilities and services. The Management Plan identifies a need to provide equality of opportunity by making those facilities which are available more accessible.
43. Sport and recreation can help to overcome barriers by promoting and developing reasonable and affordable access to facilities and services.
44. Tourism is a vital and growing element in Ryedale's economy. *Ryedale District Council's Tourism Strategy* encourages the sustainable growth of tourism. Sport and recreation facilities can help in development of tourism attractions and contributing to the promotion of Ryedale as a high quality visitor destination.
45. The National Park, Howardian Hills Area of Outstanding Natural Beauty (AONB) and the Wolds Way Project encourage environmentally sustainable forms of recreational activity. They recognise that the public rights of way network provides an effective way of providing access to the countryside. The maintenance and development of the network is considered to be a priority.
46. Another major policy document that has implications for sport and recreation in Ryedale is *The District wide Local Plan*. At the time of writing the Local Plan is under review. However, the 1997 Deposit Draft recognises that sport and recreational facilities can contribute to the economy by making the District a more attractive place to live in, work in and visit.

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47. Ryedale District Council is also committed to the:

- Crime and Disorder Strategy
- Local Agenda 21
- Health Improvement Programme

48. Sport and recreation is an effective vehicle to assist with the delivery of targets and outputs in each of these areas.

49. The *Ryedale and North East Yorkshire Rural Transport Partnership* is a three year initiative to examine and implement practical solutions to specific rural transport problems. This could develop approaches and initiatives to reduce the impact of poor transport opportunities. It could affect levels of participation, and the development of, sport and recreation, in Ryedale.

50. Other policy influences include:

- Our Healthier Nation
- National Cycling Strategy
- Healthy Schools Scheme
- National Walking Strategy

Significant issues, for sport and recreation, identified by the Local Plan include:

- Insufficient and poorly located public open space to meet the needs of local communities.
- Provision of small-scale facilities (eg picnic sites) to increase opportunities for informal countryside recreation.
- The variable design, size and condition of community and village halls sometimes limit the activities that can take place in them.
- The loss of community facilities (eg village halls) often significantly reduces the capacity of local communities to sustain certain activities.
- A significant need for better transport provision, particularly amongst people with limited car availability (eg young people).
- Improved safety, convenience and attractiveness of cycling could help to increase this mode of transport within the District.
- The provision of cycleway and footpath facilities could provide safe, convenient and attractive routes that could be useful for recreation and local journeys.
- Disused railway lines which cross the District have the potential for reuse as potential routes for cyclists, walkers and horse riders.

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What is happening in sport and recreation in Ryedale?

51. Levels of participation in sport and recreation are influenced by a range of factors. The research undertaken for this strategy has identified key factors that influence participation in sport and recreation in Ryedale. These are identified below.

Ryedale District Council

52. Significant progress has been made in the development of sport and recreation since the publication of the previous strategy in 1991. However, the absence of dedicated staff resources within the District Council has limited progress in this area and has affected the reach and effectiveness of its work to date.
53. Inter-departmental co-ordination of sport and recreation is, therefore, weak. Opportunities for collaborative work between officers and departments are variable. Consequently, the benefits and impact of developing sport and recreation are limited.
54. District Council sport and recreation resources are currently deployed to provide an equitable service across the area. There is often insufficient resource to stimulate meaningful change.
55. Resources should be prioritised to maximise their impact and deliver beneficial change.

Strategy issue:

The identification of specific, well promoted, geographic and/or activity specific priorities could help to stimulate meaningful change.

Sport and recreation development

56. There is a high level of commitment amongst a small but dedicated group of participants in a range of sport and recreational activities. The majority of this activity occurs in voluntary clubs and associations. Not all of it is acknowledged to contribute to the development of sport and recreation and its potential is not always fully exploited.
57. District Council led sports development programmes in Ryedale have been delivered via a contract between the District Council and Sports Quest. Its remit was a district-wide programme, including work with schools and clubs and fitness related activity. Since the programme expired a more limited programme has been undertaken.
58. The existing contractual arrangement does not make a clear distinction between the provision of services and the development of policy. This may, in fact, be hindering rather than enhancing the impact of this area of work. There is a need therefore, to ensure that policy development guides provision and is separated as a District Council function.

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Strategy issue:

A clearer distinction is required between the delivery of sports development programmes and the development of District Council policy in areas such as facility development and programming, the development of partnerships and the targeting of resources.

This necessitates greater understanding of the mechanics and impact of sport and recreation among senior policymakers and Ryedale District Council officers.

Partnerships

59. Links with and between schools, clubs, youth service agencies, health promotion, community organisations, facility managers, and other influential agencies are very important. Strong and robust partnerships between organisations providing complementary services could improve resource co-ordination and provide more opportunities for more people.

Strategy issue:

Effective mechanisms to develop and enhance partnerships need to be adopted.

Voluntary sector clubs

60. Voluntary clubs are recognised to be a sustainable and cost effective way of increasing opportunities to participate in a wide range of activities. Voluntary sector clubs in Ryedale are limited both in the type and quality of activities available. In part, this reflects the situation in many rural areas.

61. With some notable exceptions, the range of opportunities available, particularly for young people, is limited. Promotion of club based opportunities is also variable. The net effect is a relatively weak voluntary sports sector that has limited capacity to be an effective partner in the development of more, better opportunities. In addition, there is, at present, no effective communication mechanism between voluntary sport and recreation clubs and the District Council.

Strategy issue:

The voluntary sport and recreation sector requires well-targeted packages of support to enable it to become a more effective partner and provider of opportunities.

Schools

62. Delivery of sporting opportunity through curricular and extra curricular activity and the value of linking school based experience into voluntary sector participation is vital. The identification of 'sports co-ordinators' (eg PE staff) at each secondary school and appropriate primary schools, with responsibility for developing school-club links and increased community use of school sports facilities could significantly enhance this area of work.

Strategy issue:

The opportunities offered by schools must be more fully exploited.

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Financial support

63. Grant aid to the voluntary sector is presently judged on a case-by-case basis (ie it is not targeted), based upon a number of community benefit related criteria. These criteria do not, in any strategic sense, directly reflect District Council priorities or contribute to the development of sport and recreational opportunity. Consequently, the District Council gains only limited if any, development benefit from its grant allocations.

Strategy issue:

Clear grant assessment criteria are required to increase the impact and benefit of grant allocations for the development of sport and recreation.

Potential criteria include:-

- Local significance (ie potential to deliver aims/objectives of District Council initiatives).
- Demonstrable local demand.
- Demonstrable need (local and/or strategic).
- Regional/national significance (ie potential to delivery regional/national strategies).
- Potential overall development impact.
- Significance of project for specific target groups.
- Significance of project for the development of sport and recreation in defined disadvantaged areas.
- Extent to which the Project demonstrates effective partnership between key agencies.
- Relevance to, and linkages with, the Active Sports programme.

64. Financial subsidy to Ryesport to operate District Council sport and recreation facilities is also non-strategic. Consideration needs to be given to ensuring that subsidy is more directly targeted at key groups, geographic areas and activities.

Indoor facilities

65. Facilities are part of an integrated concept of sport and recreation. Provision of open, welcoming activity programmes servicing expressed demand alongside work to increase participation amongst target groups is important. To ensure that every opportunity is taken to exploit the potential of existing facilities, strong links between sport and recreation development and facility operation is important. This will require better co-operation between Ryesport and a sports development function.

66. There is also a need to ensure that Ryesport management of facilities (Derwent Pool, Ryedale Pool and Northern Ryedale Leisure Centre) reflects the conditions and the spirit of the 'heads of agreement' via which the contract was established.

67. Programming in the majority of indoor facilities used for sport and recreation in Ryedale is presently static and unimaginative. Facility managers should be encouraged to broaden community access, in a manner appropriate to the type of facility in question.

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Strategy issue:

Facility operation should be closely linked to the delivery of strategy objectives.

68. The main indoor recreation facilities in Ryedale are located in the Malton/Norton catchment, Pickering and Ampleforth, at the St Alban Centre. Sport England's facility Planning Model indicates a generally adequate supply of sports facilities in the District. However, it also identifies a significant level of unmet demand for a community sports hall (4 court sports hall, fitness room, reception, changing and other ancillary facilities) in the Malton/Norton catchment area.
69. There will be a need to raise an acceptable level of match-funding to generate support from the Sport England Lottery Fund and other possible sources if a facility such as that described above is to be provided. It will seek evidence of need/demand and the rationale underpinning the District's involvement in leisure provision.
70. There is also a need to ensure that management of leisure amenities is delivered in the most efficient and effective manner. It is not possible to develop a sports hall on the site of the Derwent Pool. The pool itself, is an ageing facility. It is also relatively expensive to run and maintain. An appropriate solution could therefore, be to develop a new wet and dry facility at a new site to serve the central area of Ryedale.

71. Community/dual use management and access arrangements of school facilities are widely accepted to be effective means of developing and managing sporting facilities – particularly given the present national policy emphasis on schools based provision.

72. On this basis and given the strategic emphasis on provision for young people, and attractive site option for new facility development would be Malton School. It can accommodate a facility of the size proposed although prior consultation with Sport England would be required in the context of the possible loss of playing pitch provision.

Strategic issue:

Ryedale District Council should negotiate and develop improved community access at any new and existing community sport facilities, including the St Alban Centre and the Swinton Sports Centre.

73. Ryedale District Council does not have a clear strategic statement about why it provides community sports facilities. It is unlikely that future development proposals for sports facilities will secure support from external funding bodies without a strategic statement from the Council.

Strategic issue:

Proposals to (re)develop sports facilities in Ryedale (including Derwent Swimming Pool) should demonstrate how the proposed facility will help to satisfy Council's objectives.

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74. Distribution of other indoor facilities used for sport and recreation is variable. In general, rural areas are not well provided for. Village and school halls are, however, a significant rural resource.
75. In addressing issues of transportation and access to facilities used for sport and recreation within rural areas, the geographical spread and mobility of communities should be taken into consideration. The capacity of village and school halls to accommodate sport and recreation activities should be maximised.

Strategy issue:

An overall hierarchy should be adopted to guide the appropriate development of facilities used for sport and recreation.

For example:

Village facilities, providing introductory and participatory opportunities.

Local facilities; providing development opportunities for defined catchments (eg cluster of villages).

District facilities; providing further participatory and the early stages of performance related and specialist opportunities.

Regional facilities; providing opportunities for squad/sub-elite coaching and competition.

Nationally significant facilities; national trails and sports specific facilities.

District Council's provision for sport and recreation.

77. A recent survey by the York and North Yorkshire Playing Fields Association has identified a significant number of parishes in Ryedale without equipped play areas.

Strategy issue:

Provision of a more comprehensive network of equipped play space throughout the District is needed to meet the recreational needs of local communities. The District Council should liaise with Parish Councils to seek to achieve this.

78. A well maintain and managed system of public rights of way (eg footpaths) is needed to encourage countryside recreation and tourism whilst safeguarding wildlife, archaeology and the interests of private landowners. The continued development and promotion of routes for residents and visitors could help to increase the sensitive and appropriate use of the countryside for sport, recreation and local transport (eg safe routes to school).

79. The National Playing Fields Association minimum standard for outdoor playing space is 2.43 hectares (ie 6 acres) per 1,000 population. Within this, the NPFA states that between 1.6ha and 1.8ha should be provided for youth and adults, of which 1.21 hectares should be formal playing pitches.

Outdoor facilities

76. Play is an essential part of every child's life and is vital to the process of human development. Children can progress from the play experience into sport and recreational activity but it is equally important in its own right. Children's play should be the first step in the

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Strategy issue

A thorough (quantitative and qualitative) assessment of formal playing pitches in the District is required to determine the supply and demand for pitches in the Authority.

Countryside recreation

80. An effective way of developing a sustainable approach to countryside recreation is to develop the means by which people can experience the countryside personally. This can be achieved through the marketing, creation or improvement of a range of facilities that will increase opportunities for meaningful countryside recreation.
81. By ensuring that people are more aware of the countryside and encouraging them to walk and cycle, and to use places close to where they live, experience and enjoyment of the wider countryside becomes more sympathetic. Opportunities for participation should be offered providing for people at all stages along a continuum from novice to committed enthusiast.

Strategy issue:

Access to countryside recreation could be improved by developing a range of opportunities (and information) close to where people live (ie on their doorstep).

Parish Councils

82. Ryedale has 98 parish councils that have a key role in the provision of village based opportunity. They have the power to levy a local rate to raise funds to provide recreation facilities and to award grants to voluntary organisations. However, many are unaware of these powers, or are reluctant to initiate rate borne schemes. Collaborative work with the District Council may encourage funding partnerships, co-operation between neighbouring parishes and help to attract external resources.

Transport

83. The provision of participation opportunities for rural populations places high demand on scarce resources primarily because of a number of barriers, including transport. Low levels of personal mobility, particularly amongst young and older people, combined with inadequate public transport and the need to travel relatively long distances, due to the dispersed population significantly limit opportunities.

Strategy issue:

Access to sport and recreation opportunities in rural areas could be improved by providing appropriate transport links both to specific activities and to relevant facilities, taking account of the proposed hierarchy of facilities.

RYEDALE DISTRICT COUNCIL SPORT AND RECREATION STRATEGY

THE FUTURE

What is the vision for sport and recreation in Ryedale?

84. Based upon the benefits of providing sport and recreation opportunities and the constraints within Ryedale, the strategic vision is to develop an equitable, sustainable approach to increasing participation and levels of achievement, improving the quality of life, environment and economy for residents and visitors. The strategic aim underpinning the vision is:

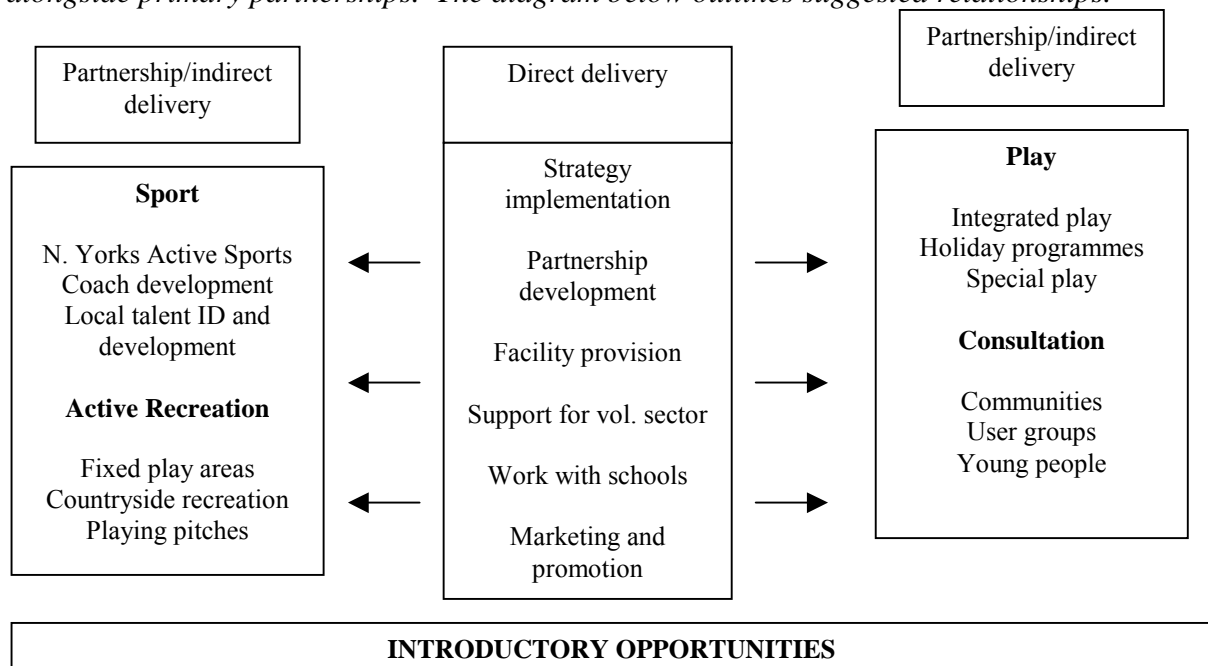
To increase the contribution of sport and recreation to improving the quality of life in Ryedale.

85. The objectives that will help in the delivery of the strategic aim are:

- To, in the context of Best Value, target resources and support

- packages more effectively to develop sport and recreation.
- To innovate in developing sport and recreation, particularly in rural areas.
- To utilise sport and recreation to:
 - reduce social exclusion
 - improve health
 - reduce crime
 - increase community safety
 - encourage life-long learning
 - modernise local government.
- To enhance, develop and work more effectively in partnership with all relevant organisations either directly or indirectly involved in sport and recreation.
- To collectively identify targeted sports and support for delivery agencies as part of the Active Sports process.

Figure 1: District Council direct provision and principal areas of influence should be set alongside primary partnerships. The diagram below outlines suggested relationships.



RYEDALE DISTRICT COUNCIL SPORT AND RECREATION STRATEGY

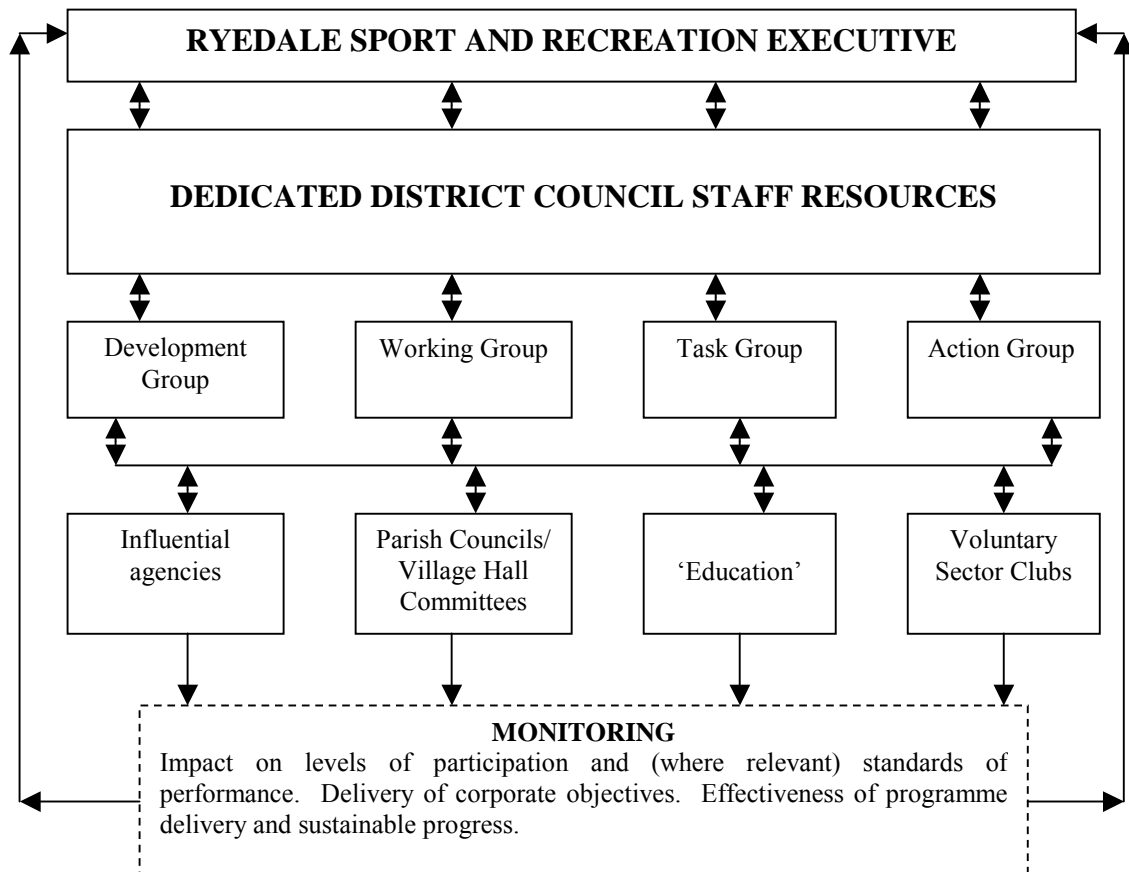
Who is going to do what?

86. The development of district-wide structures to manage, promote and co-ordinate the development of sports and recreation will be necessary for successful strategy implementation.

Strategy issue:

To establish an executive body and linked representatives bodies to aid and engage partners and to improve methods of communicating the Council's intention to implement its policy.

Figure 2: Proposed structure for effective strategy implementation



RYEDALE DISTRICT COUNCIL SPORT AND RECREATION STRATEGY

Who is going to do what?

A co-ordinated, integrated approach will provide a robust framework for action. This is required to ensure the efficient and effective development, implementation and monitoring of the strategy and action. A clear definition of the roles and responsibilities of respective partners is required to achieve this. Suggested roles and responsibilities are as follows:

Organisation	Roles and responsibilities
<p>Ryedale Sport and Recreation Executive</p> <p>Membership:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ryedale District Council <input type="checkbox"/> Working Group representatives <input type="checkbox"/> Development Group representatives <input type="checkbox"/> Co-opted member(s) (eg Community Education) 	<p>To provide strategic planning guidance for development of sport and active recreation in the District, by:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ensuring that all strategy partners ‘buy in’ to and champion the cause of sport and active recreation. <input type="checkbox"/> Providing an overview and, where benefits can be achieved, ensuring consistency. <input type="checkbox"/> Co-ordinating and giving direction and purpose to sport and active recreation development. <input type="checkbox"/> Effectively representing and promoting the development of sport and active recreation (eg Active Sport). <input type="checkbox"/> To act as a consultee for national and regional funding programmes. <input type="checkbox"/> To ensure that all development plans are appraised and approved in accordance with sound development principles. <input type="checkbox"/> To co-ordinate applications for Partnership funding to Active Sport, the Sports Lottery Fund or other funding agencies. <input type="checkbox"/> To provide policy guidance on the development and implementation of county, regional and national initiatives. <input type="checkbox"/> To receive support – possibly in the form of grant aid from RDC – to enable it to carry out its functions effectively.

**RYEDALE DISTRICT COUNCIL
SPORT AND RECREATION STRATEGY**

Organisation	Roles and responsibilities
<p>Ryedale District Council</p> <ul style="list-style-type: none"> <input type="checkbox"/> 'Leisure Development Officer' <input type="checkbox"/> Community Services Officer <input type="checkbox"/> Community Transport Officer <input type="checkbox"/> Community Projects Officer <input type="checkbox"/> Best Value Officer <input type="checkbox"/> Taxation manager <input type="checkbox"/> LA21 Officer 	<p>To co-ordinate strategy implementation through:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Supervising and leading application and implementation of sport and recreation strategy. <input type="checkbox"/> Management and co-ordination of partnerships. <input type="checkbox"/> Provision of secretariat to all groups and implementation of upcoming national/regional/local programmes. <input type="checkbox"/> Grant aid advice/support, direct grant aid and subsidy and discretionary rate relief. <input type="checkbox"/> Monitoring and review of strategy implementation.
<p>'Education'</p> <ul style="list-style-type: none"> <input type="checkbox"/> Teachers <input type="checkbox"/> Community Education <input type="checkbox"/> NYCC 	<p>To implement strategy recommendations via:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Co-ordination of school based development initiatives (eg the TOPS programme). <input type="checkbox"/> Development of multi-activity after school clubs. <input type="checkbox"/> Increased community access to facilities. <input type="checkbox"/> Club based developmental activity on school sites, potentially via 'sports co-ordinators'.
<p>Voluntary Sector Clubs</p>	<p>To contribute to strategy implementation, by:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Enhancing marketing and promotion of club based activities. <input type="checkbox"/> Increasing opportunities for young people to participate in sport and active recreation (eg junior sections). <input type="checkbox"/> Improving the capacity of clubs to cater for increased participation (eg increasing the quantity and quality of coaches). <input type="checkbox"/> Developing better school-club links.
<p>Parish Councils/Village Hall Committees</p>	<p>Development, maintenance and where appropriate programming of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Village Halls <input type="checkbox"/> Playing pitches <input type="checkbox"/> Fixed play areas

RYEDALE DISTRICT COUNCIL SPORT AND RECREATION STRATEGY

Organisation	Roles and responsibilities
<p>Working, Task, Action and Development Groups</p> <p>Membership:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 'Leisure Development Officer' <input type="checkbox"/> Clubs <input type="checkbox"/> Coaches <input type="checkbox"/> Educationalist (ie teachers, youth workers). <input type="checkbox"/> Sports specific development officers. <input type="checkbox"/> Providers of opportunities (eg Roundabout Play, Sports Quest, Ryesport) 	<p>To adopt and implement the strategy at a local level, by:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Development and delivery of activity and area specific Action Plans. <input type="checkbox"/> Subscribing to development initiatives that will increase opportunities for participation (eg activity specific transport), increase the capacity of voluntary sector clubs to become active partners in strategy delivery. <input type="checkbox"/> Effectively representing Ryedale's voluntary sector. <input type="checkbox"/> Increasing awareness of integration of opportunities. <input type="checkbox"/> Co-ordinating and integration of opportunities. <input type="checkbox"/> Identification of local need and development of effective solutions. <input type="checkbox"/> Identifying priorities for action. <input type="checkbox"/> Targeting resources and optimising development potential. <input type="checkbox"/> Promoting awareness and understanding of sport and recreation. <input type="checkbox"/> Developing appropriate approaches to increasing participation. <input type="checkbox"/> Monitoring and reviewing the delivery of the Action Plans.
<p>Leisure Development or equivalent mechanism</p>	<p>A sports development and general recreation management employee or mechanism to be deployed with specific responsibility for planning, managing and implementing:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ryedale Sport & Recreation Executive policy and programmes. <input type="checkbox"/> Leisure development within the District. <input type="checkbox"/> External liaison with agencies such as Sport England and North Yorkshire Active Sports. <input type="checkbox"/> Leisure related capital and revenue development and specific projects. <input type="checkbox"/> Performance measurement in the context of the impact of service policy and practice and Best Value service delivery.

RYEDALE DISTRICT COUNCIL SPORT AND RECREATION STRATEGY

What needs to happen to implement Ryedale's Sport and Recreation?

87. Ryedale District Council will be the principal enabler and facilitator of strategy implementation. There are, however, specific actions required to start implementation of the strategy. These are, in priority order:

- Recruit dedicated officer (ie Leisure Development Officer) or establish appropriate mechanism.
 - Establish a structure for effective strategy implementation and the development of partnerships.
 - Refocus/reprioritise Council resources used to provide sport and recreation opportunities.
 - Review delivery of sports development. Provide a clearer distinction between programme delivery and the strategic development of underpinning policy rationale for this work.
 - Increase access to, and use of existing/new community sport and recreation facilities. Review programming of District Council sport and recreation facilities to broaden community access.
 - Review pricing and concessionary use of District Council sport and recreation facilities.
 - Identify a hierarchy of facilities to guide appropriate development of sport and recreation facilities. Focus Council grant support mechanisms accordingly.
- Enhance provision of community sport and recreation facilities by:
 - Developing clear, coherent Council policy relating to the provision of all community sport and recreation facilities.
 - Commence planning for the development of a dual use, community sports facility in the Malton/Norton catchment.
 - Review swimming provision in the District, define Council policy in the light of the opportunity to rationalise and modernise provision of pools via a new facility development in central Ryedale.
 - Increase community use access at all school facilities.
 - Review District Council policy on grants to provide better targeted packages of support for the voluntary sport and recreation sector.
 - Pilot approaches to sport and recreation specific transport within defined geographic catchments.
 - In conjunction with York and North Yorkshire Playing Field Association review provision of equipped play space in the District.
 - Conduct an assessment of formal playing pitches in the District.