

CABINET MEMBER FOR CULTURAL SERVICES AND SPORT

Venue: Eric Manns Building, 45 Date: Tuesday, 20th July, 2010
Moorgate Street,
Rotherham. S60 2RB

Time: 10.00 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Minutes of the previous meeting held on 29th June, 2010 (copy herewith) (Pages 1 - 4)
4. Rotherham Green Space Strategy – Final Version (report herewith) (Pages 5 - 18)
5. 'Active Rotherham' A Strategy for Sport and Physical Activity 2010 - 2020 (report herewith) (Pages 19 - 28)
6. **EXCLUSION OF THE PRESS AND PUBLIC**
The following item is likely to be considered in the absence of the press and public as being exempt under Paragraphs 1 and 2 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (information relating to any individual/information which is likely to reveal the identity of an individual):-
7. Stage 3 Complaint (report herewith) (Pages 29 - 42)

CABINET MEMBER FOR CULTURAL SERVICES AND SPORT
Tuesday, 29th June, 2010

Present:- Councillor St. John (in the Chair) and Councillor Falvey.

F14. MINUTES OF THE PREVIOUS MEETING HELD ON 15TH JUNE, 2010

Consideration was given to the minutes of the previous meeting of the Cabinet Member for Cultural Services and Sport held on 15th June, 2010.

The following matter was reported:-

Re: Minute No. F12 – Revenue Outturn Report for 2009/2010:- it was pointed out that “Libraries Accreditation Inspection” – should read “Museums Accreditation Inspection”.

It was reported that the Museums Service had received confirmation of its re-accreditation.

Resolved:- (1) That the minutes of the meeting of the Cabinet Member held on 15th June, 2010, with the above clerical correction, be signed as a true record.

(2) That the re-accreditation of the Museums Services be noted.

F15. DC LEISURE CONTRACT MONITORING REPORT 2009/10

Consideration was given to a report, presented by the Service Development Officer, summarising key data related to the performance of DC Leisure (DCL) against the PFI contract during 2009/10 with reference to:-

- The Sport England National Benchmarking Service.
- Quest Quality Management Accreditation.
- Community and Corporate Plan Themes.
- Customer Comments.
- Contract Monitoring Arrangements.

The following issues were highlighted:-

- Strengths, weaknesses and emerging “issues to watch” at each facility.
- Maltby Leisure Centre now operational.
- Comparative performance of each of the facilities.
- Use of information to support development and marketing plans.
- Quest Assessment Category of “Highly Commended” for Aston, Rotherham and Wath Leisure Centres.
- Patronage trends and further likely increase.
- Use of facilities by ethnic minority.
- Energy costs/facility design.

- Swimming pools water temperature.
- Under representation of youngsters at the Aston facility.

Resolved:- (1) That the contents of the report be noted.

(2) That the Cabinet Member receives a Contract Monitoring report against the PFI leisure contract, together with a report on the first National Benchmarking Service return for Maltby Leisure Centre in Autumn 2010.

F16. MAY REVENUE BUDGET MONITORING REPORT

Consideration was given to a report, presented by the Finance Manager, detailing performance against budget for the Environment and Development Services Directorate Revenue Accounts at the end of May, 2010 and to provide a forecast outturn for the whole of the 2010/11 financial year.

Particular reference was made to services provided by Culture and Leisure Services.

The following issues were highlighted:-

- Office accommodation,
- Reduced ability to contain vacancy management targets,
- Identification of further savings to put forward for consideration,
- Impact of the Coalition Government announcements,

Resolved:- (1) That the forecast outturn position of an overspend of £720,000 for the Environment and Development Services Directorate based on expenditure and income as at May, 2010 be noted.

(2) That the report be referred to the Regeneration Scrutiny Panel for information.

F17. TENNIS COURT HIRE CHARGES

Consideration was given to a report, presented by the Operations Manager, detailing a proposal to address an issue relating to tennis court hire. It was explained that a change was made to the fees and charges schedule, which introduced a charge per person rather than per court from April, 2010.

However, it had become apparent that this unfairly penalised customers playing doubles and a solution was, therefore, recommended. The current policy also had affected the take up of this facility by some customers and detrimentally affected income.

Consideration was, therefore, given to a proposed change to the fee charged for tennis court hire.

Resolved:- That the fee for the hire of Culture and Leisure tennis courts be changed with immediate effect to bring the fee for doubles play into line with that for singles play by not charging for the third and fourth player on any court.

F18. PROPOSED MERGER OF TOWN CENTRE EVENTS AND MARKETING GROUPS

Consideration was given to a report, presented by the Events and Promotions Service Manager, relating to a review of town centre groups carried out by the Town Centre Strategy Team.

It was reported that the Team felt that it would be appropriate to merge the Town Centre Marketing Group and the Town Centre Events Group in order to avoid duplication of work, maximize resources available and ensure a consistent approach to the marketing of the town centre.

The report included details of the purpose, Terms of Reference, accountability, membership, frequency of meetings and name of Chair of a new group entitled the Town Centre Marketing and Events Group.

Resolved:- That the proposed merger of the Town Centre Events Group with the Town Centre Marketing Group to become the Town Centre Marketing and Events Group, as detailed in the report now submitted, be approved.

F19. EXCLUSION OF THE PRESS AND PUBLIC

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (financial/business affairs).

F20. TENDER REPORT - BOSTON CASTLE

Consideration was given to a report, presented by the Consultant Project Manager, seeking authority to accept a tender for the restoration of Boston Castle, comprising the refurbishment of the existing castle, the provision of a new extension at a lower level, the provision of a new stair and lift tower joining the two facilities, together with additional works to provide a 30 space car park, an open air event space in the existing courtyard, a new pedestrian entrance and access footpath to the Castle.

The report detailed the selection process undertaken to determine the most economically advantageous tender from a shortlist of contractors invited to tender for the scheme. Details of the scores achieved by each of the prospective contractors were set out in the submitted report.

It was explained that the outcome of the process had resulted in the selection of one main contractor and a suitable supply chain to deliver the detailed works.

Reference was also made to:-

- The financial checks carried out on both the main contractor and sub-contractors.
- Previous experience of carrying out work for the Council.
- The ensuing Value Engineering process, within the parameter of the Heritage Lottery Fund approval.
- Awaiting the outcome of the submission to BIFFA, noting decision not now expected until the end of the year.

Resolved:- (1) That the tender submitted by William Anelay Ltd. dated 14th June, 2010, in the sum of £1,320,150.00 be accepted, subject to further negotiations in order to arrive at an acceptable contract sum in line with the project budget.

(2) That, subject to a satisfactory conclusion to these negotiations, Asset Management be empowered to issue a Letter of Acceptance to William Anelay Ltd., subject to a formal contract award.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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Meeting:	Cabinet Member for Cultural Services and Sport
Date:	20th July 2010
Title:	Rotherham Green Space Strategy – Final Version
Programme Area:	Environment and Development Services

5. Summary

Following consultation on the draft Green Space Strategy document, a final version has been prepared and is submitted for approval and adoption. The Strategy sets out recommended standards for Green Space provision and related activities, and how these might be achieved.

6. Recommendations

- **That Cabinet Member supports adoption of the Green Space Strategy and refers it to Cabinet for approval.**
- **That, subject to adoption of the Strategy, Officers be instructed to develop and pursue an action plan for its implementation, initially covering the period 2010 – 2015.**

7. Proposals and Details

The consultation draft of the Green Spaces Strategy was approved by Cabinet Member for Regeneration and Development Services on 16th February 2009. A programme of consultation then started in June 2009, and continued to March 2010. On 15th June 2010 a further report was taken to Cabinet Member for Cultural Services and Sport detailing the outcome of consultation and proposed responses. These included minor revisions to the Strategy text for clarification, and a very small number of changes to the scope and content of the Strategy. Cabinet Member approved these changes and agreed that responses be fed back to consultees.

A summary of the Strategy is attached as Appendix 1, and a full version has also been made available in the Members Room. The Strategy is based upon the following vision for Rotherham:-

“a place where people’s lives are improved by having access to a network of safe, well-used Green Spaces offering a wide range of recreational and learning opportunities in high quality, sustainable environments”.

Four strategic aims are proposed, as follows:-

- To increase the proportion of the people living within easy walking distance of Green Spaces meeting defined quality standards
- To increase the number of people who regularly visit Green Spaces
- To increase the proportion of the population who are satisfied with Green Space provision in Rotherham
- To increase the number of people participating as volunteers within Green Spaces.

The strategy also embraces the principles of sustainable development, fairness and community involvement. These aims and principles led to eight specific objectives:-

- 1 Provide sufficient accessible Green Space to meet current and future demand efficiently and sustainably
- 2 Make Rotherham a safer, healthier and more attractive place to live and visit by ensuring Green Spaces are secure, clean and well designed, managed and maintained
- 3 Target existing resources and secure new funding to improve priority Green Spaces and to manage and maintain them to high standards
- 4 Bring together different providers of Green Spaces and other partners to work towards agreed standards and priorities for Green Space provision
- 5 Actively involve communities in the development and management of Green Spaces to ensure that local needs are respected and valued
- 6 Raise people’s awareness of Green Spaces by making sites and activities within them accessible and attractive to all groups and individuals, thereby increasing use and satisfaction and contributing to community cohesion
- 7 Improve the environmental sustainability of Rotherham through biodiversity, landscape protection, reducing surface water runoff and other measures
- 8 Exploit opportunities to link Green Spaces to develop a green network across the borough

The Strategy Report contains 33 recommendations. Amongst the most important of these are the following:-

- Introduce accessibility standards in new planning policy aimed at ensuring that all new homes are within 280 metres of a Local Green Space and 840 metres of a Borough or Neighbourhood Green Space

- Consider change of use at low value sites in areas with plentiful supply of Green Spaces; work has already started on developing a method for this
- Introduce quality standards for design, maintenance and management of sites
- Establish a prioritised programme of site improvement
- Review and simplify the ownership of Council Green Spaces by different departments
- Explore the creation of properly resourced Community Trusts or similar bodies as an alternative way of managing and maintaining Green Spaces
- Ensure all capital investment is matched by appropriate revenue budgets
- Introduce planning policy or guidance to help achieve proposed standards of Green Space provision, for example through Section 106 agreements
- Establish a Panel representing principal providers of Green Spaces to co-ordinate and monitor implementation of Green Space Strategy
- Create new opportunities for volunteering in Green Spaces
- Protect and enhance existing green links and create new links between existing Green Spaces

8. Finance

This report has no immediate financial implications. However, longer term costs relate to delivering and sustaining improvements in Green Space provision. The Strategy is based on the principle of achieving improvement by maximising inward investment, and using available Council funding in an efficient and targeted way.

It is proposed that the Council works in partnership to access all available external funding and developer contributions, but it is also expected that bids to the Council's Capital Programme will also be a feature of efforts to secure funding to support the strategic development of Green Space sites. The implementation of the Strategy could also generate income to the Capital Programme through the sale of sites of limited strategic value.

Reprioritisation of maintenance programmes and savings from the cessation or reduction of service at some sites, based on informed decisions relating to the strategic value of sites, will be necessary to support the increased costs that will result from providing and sustaining higher standards of provision and priority sites.

9. Risks and Uncertainties

Without significant capital and revenue investment it is unlikely that the proposed standards can be achieved. Delivery of strategic improvements will be heavily dependant on the development of effective partnerships and the availability of external funding opportunities and developer contributions. Whilst every effort will be made to ensure success in these areas, it is not possible to predict at this stage the availability of either. Future local demand for Green Space provision and the impact of development activities are difficult to predict in the long term and as such the strategy will need to review Green Space audit data periodically in order to take account of changing circumstances.

10. Policy and Performance Agenda Implications

The Green Spaces Strategy will have extensive policy and performance implications.

- Rotherham Achieving: It contributes to regeneration by supporting inward investment bids, improving and promoting Rotherham's image, and by helping to create neighbourhoods of quality, choice and aspiration.
- Rotherham Alive: It aims to increase active use thereby contributing to improved health
- Rotherham Proud: It aims to increase community involvement and volunteering in Green Space development and management
- Fairness: It seeks to reduce inequalities by setting borough-wide standards for Green Spaces provision.
- Sustainable Development: It recognises the importance of Green Spaces for biodiversity and mitigation of the effects of climate change.

11. Background Papers and Consultation

Appendix 1 - Rotherham Green Space Strategy Summary

Other papers:

- Rotherham Green Spaces Strategy – Final Version (copy in Members Room)
- Report to Cabinet Member for Regeneration and Development Services, 16th February 2009
- Report to Cabinet Member for Cultural Services and Sport, 15th June 2010

Extensive consultation has taken place with internal and external stakeholders, as detailed in the report to Cabinet Member for Cultural Services and Sport (15th June 2010) . Financial Services have been consulted in the preparation of this report.

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ROTHERHAM GREEN SPACES STRATEGY

Summary

June 2010

Rotherham's Green Spaces

Rotherham has a wealth of green spaces for the enjoyment and health of local people. They are also important places for wildlife, and can help to make Rotherham an attractive place to live and invest in.

The Council has done much in recent years to improve green spaces. For example, it has worked with parks' friends groups across the borough to draw up masterplans for the improvement of some of our larger green spaces, and good progress has been made in delivering the improvements in these plans. It has secured £4.5 million from the Heritage Lottery Fund and BIG Lottery towards an exciting £8.5 million scheme to restore Clifton Park in the town centre, due for completion within the next few months. Rangers have been introduced into town parks in response to public requests for a greater staff presence. Improved management and maintenance of Rotherham's country parks has resulted in all three achieving the nationally recognised 'Green Flag' award. However, there are still challenges including changing demand for parks and open spaces, limited resources and the need to provide land for new housing.

The Green Spaces Strategy allows us to take stock of the parks and open spaces we have across the borough, and to think about what we need to do to them to meet the needs of local people, businesses and the environment. It is not just about the green spaces provided by Rotherham Borough Council, but all sites over half an acre (0.2 hectares) that the public can access. This summary outlines the main points contained in the Strategy.

Our Vision and Aims for Green Spaces

We believe that green spaces should play a full role in supporting Rotherham's Community Strategy priorities of Learning, Achieving, Alive, Safe and Proud, as well as the themes of Fairness and Sustainability. The following vision is proposed to guide the way we develop our green spaces.

"Rotherham: a place where people's lives are improved by having access to a network of safe, well-used Green Spaces offering a wide range of recreational and learning opportunities in high quality, sustainable environments".

Four strategic aims are proposed to help us to achieve our vision:-

- 1:** To increase the number of people living within easy walking distance of good quality green spaces.
- 2:** To increase the number of people who regularly visit green spaces.
- 3:** To increase the number of people who are satisfied with green spaces in Rotherham.

4: To increase the number of people participating as volunteers within green spaces.

We also believe that consideration must be given to the following themes throughout the Strategy:-

Sustainability: We want to make sure that any improvements are long-lasting, and that they protect our environment.

Fairness: Green spaces should be enjoyed by people across the borough equally, regardless of age, sex, ability and ethnicity.

Community involvement: Local people should be able to understand and influence the way that green spaces are developed and managed.

What do we need to do?

We have looked for evidence that will help us to decide how we can improve green space provision in Rotherham. This evidence has included

- the views of local residents and users of green spaces.
- a survey of more than 400 of Rotherham's main green spaces to record their type (e.g. park, sports field, natural site), quality, size and value.
- national and local strategies and policies.
- comparison with other local authority areas.

Consequently, we have the following eight objectives that we believe we need to pursue to help us achieve our vision for green spaces in Rotherham:

Objective 1: Provide enough green spaces in the right places to meet the needs of local people now and in the future

We found that:

- National organisations say people need to be able to reach green spaces on foot.
- Local people say that they prefer to use green spaces that are easy to get to, with most journeys to green spaces made on foot and taking less than 15 minutes.
- Rotherham has a large amount of accessible green space per person compared with some other districts.
- Local people say they are mainly happy with the amount of green space in Rotherham.
- Some parts of Rotherham have more green space per person than others, and the amounts of different types of green space varies also.
- Land is needed for housing and other development, but this must be balanced against the need for open space and recreation.

Recommendations

1a. All new homes should be within five minutes walking distance of a local green space providing space for informal recreation, and fifteen minutes walk of a larger green space providing a wider range of facilities and services. Where new green space is required, 16 square metres per person is proposed. This can be achieved through new policies within the Local Development Framework which will guide how planning applications are dealt with in future. They should also prevent development that would mean that people can no longer get to green spaces within these distances from their homes.

1b. Identify areas where people are not served by green spaces within walking distance of their homes, and look for ways to deal with this. This might include providing new green spaces, or improving access to existing green spaces.

1c. Where there is limited variety of green space types decide whether anything needs to be done to change the character and function of some sites. This might involve local consultation to find out if people want change to increase the range of green space types in the area.

1d. Protect green spaces that could meet future demand for playing pitches. Sites which are large and level enough for playing pitches should be safeguarded if they are in areas where current supply is inadequate to meet future demand.

1e. Consider whether less valuable green spaces in areas with plentiful supply could be used in a different way. Savings resulting from such changes could be used to help pay for improvements at more valuable green spaces. However, this should only happen where the loss of open space is outweighed by improvements to other sites in the area and after careful consideration of local factors.

<p>Objective 2: Make sure that green spaces are safe, clean and well designed, managed and maintained</p>
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We found that:

- National organisations say that green spaces should be safe, attractive and welcoming.
- Local satisfaction with design, appearance and maintenance of green spaces is below the national average, and disrepair and lack of facilities are amongst the main reasons people give for not visiting them.
- Safety and security are amongst local people's top priorities, and can be addressed through joint working with Safer Neighbourhood Teams, staff presence on site, CCTV, revised by-laws and new control orders, and careful site design; the Council has already provided additional funding in this area.
- Other priorities for improvement include toilets, park rangers, better maintenance, litter removal, play facilities, shelter, cafes and more events.
- Quality standards do not currently exist, but are needed to guide site improvement.

- The national Green Flag Award Scheme provides quality standards to aim for when improving green spaces.
- It is easier to achieve high standards when all aspects of site operation, maintenance and development are brought under a single manager, although most green spaces in Rotherham are not currently managed in this way.

Recommendations:

2a. Green spaces should be graded depending on their size and function. This will help us to decide how to use our resources most effectively to benefit local people. The proposed grades of green space are shown in the box below.

Proposed Green Space Grades

Grade and main function	Typical size	Typical characteristics
Local Green Spaces Regular use mainly by pedestrian users, includes preferred routes to school, shops, work etc	0.2 hectare and more	Appropriately maintained site providing safe and clean areas for walking, informal recreation and play, sitting out areas
Neighbourhood Green Spaces Weekend, early morning, after school and evening visits by foot, cycle, car and short bus trips	3 hectares and more	Well maintained landscape with a variety of features and facilities providing a range of activities, e.g. outdoor sports, children's play and informal recreation pursuits. Regular staff (ranger) visits and occasional events
Borough Green Spaces Weekend and other occasional visits mainly by car or public transport	25 hectares and more	Large sites with intrinsic special interest, e.g. heritage, landscape, wildlife, children's activities, sports. Good level of visitor facilities. Appropriate on-site staff levels to manage site and visitor numbers. Several events each year

2b. Agree which green spaces are priorities for improvement. Things to consider include:-

- Sites which have been judged to be potentially valuable to local people, but which are currently of poor quality.
- Sites where local consultation has already resulted in a masterplan that can be used to attract funding.
- Availability of external funding targeting a specific theme, for example children's play, or a geographical area or community.
- Emergencies or other issues of concern, for example dealing with the effects of flooding
The resulting improvement programme should be reviewed regularly to take into account changing circumstances.

2c. Introduce quality standards for design, management and maintenance.

Proposed quality standards have been developed and are outlined in the box below. Further details are shown in the full version of the Strategy document. Standards are

based on consultation, site surveys and national guidelines such as Green Flag Award criteria. They are meant as minimum standards; at Neighbourhood and Borough Green Spaces, masterplans can help to identify special requirements appropriate to each site.

Proposed Green Space Quality Standards

Local	Neighbourhood	Borough
<i>Image, facilities, activities and information</i>		
Welcoming	Welcoming	Welcoming
Safe and Clean	Safe and Clean	Safe and Clean
	Seating	Seating
	Dog and litter bins	Dog and litter bins
	Children's play area	Children's play area
	Sign/notice board	Sign/notice board
	Directional signs	Brown road signs
	Formal community involvement	Formal community involvement
	At least 3 activities/ facilities	At least 5 activities/ facilities
	At least 1 event per year	At least 3 events per year
		Toilets
		Catering
<i>Management and development</i>		
Maintenance statement including objectives and main processes	Management Plan to Green Flag standard	Management Plan to Green Flag standard
At least one site inspection every two weeks	At least one site inspection every day	Staff based on site during normal facility opening hours
	Masterplan showing site improvement proposals	Masterplan showing site improvement proposals
<i>Conservation, biodiversity, landscape and heritage</i>		
Best practice followed for conservation	Best practice followed for conservation	Best practice followed for conservation
	Assessment of biodiversity value in management plan	Assessment of biodiversity value in management plan
	Masterplan considers landscape and heritage	Masterplan considers landscape and heritage
<i>Access</i>		
Restrict access by unauthorised vehicles	Restrict access by unauthorised vehicles	Restrict access by unauthorised vehicles
DDA compliant improvements	DDA compliant improvements	DDA compliant improvements
	Car park or suitable on-street parking	Car park
	Cycle storage	Cycle storage
	Signed footpaths on site	Signed footpaths on site
		Public transport information on site and directional signs to bus stop etc.
		Link to strategic public rights of way network as approp.

2d. Continue to enter selected green spaces annually for Green Flag awards. This provides a means of assessing local parks against national standards.

2e. Review and simplify the ownership of Council green spaces. Bringing together more important parks and recreation grounds within a single department could help to deliver consistent standards, backed up by specialist knowledge and resources.

2f. Bring together grounds maintenance and management of major recreational green spaces. This can help to make management more accountable and responsive to customers, and allow staff and budgets to be used more flexibly to meet changing needs. The current grounds maintenance contract is due to finish in November 2009, providing an opportunity to review how the service might best be delivered, and to create a more joined-up approach to the management of this important work.

2g. Increase staff presence in green spaces. This could be achieved by expanding ranger teams, changing existing work patterns, and by training other staff such as grounds maintenance staff to monitor sites during their regular visits and report safety and security issues.

2h. Revise green space by-laws and create new control orders. Orders should be introduced where they would provide a more effective means to deal with common problems. The by-laws should be revised so that they are relevant to today's needs.

2i. Ensure that all green space improvements consider safety and security. This might involve the Police's 'Secured by Design' scheme where appropriate to ensure best practice is followed.

Objective 3: Make better use of our existing resources and find new funding to improve the most valuable green spaces

We found that:

- Lack of investment over recent decades has led to worn out facilities that can put people off using green spaces.
- The Council has a successful track history of getting external funding for green space improvement, and has provided match funding where necessary.
- Total revenue budgets for green spaces in Rotherham have fallen to low levels compared to other metropolitan districts, and this could make it difficult to maintain improvements in good condition.
- Parks income can help us to pay for higher quality services, and therefore needs to be maximised and re-invested in green spaces.
- Opportunities exist to obtain funding from housing developers through planning agreements. However, in the past this has not been sufficient to cover the long term cost to the Council of maintaining new open spaces to acceptable standards.

Recommendations

3a. Develop a green space investment programme. This should be based on priorities identified through this Strategy, and will help to support the case for bids to the Council's capital programme and to external funding bodies.

3b. Ensure all capital investment is matched by appropriate revenue budgets. This will help to ensure that we can keep improved sites and facilities in good condition.

3c. Explore opportunities for increased income generation. These must not spoil the character of green spaces, and might include investment in new or improved customer services. Any resulting income must supplement rather than replace existing budgets.

3d. Introduce planning policy to help achieve agreed standards of green space provision in new developments. This should include a green space contribution from developers, in line with the following principles:-

- New green spaces should only be provided where they are needed to ensure that homes will be within agreed walking distances of them.
- Where new homes are served by existing green spaces, then there should be a financial contribution, based on the number of homes being developed, to enhance those green spaces in line with proposed quality standards.
- Contributions should also include an amount equivalent to the cost of maintaining new green space or improvements to existing green space for a period of thirty years.

Objective 4: Different organisations who provide green spaces and related services to work together to improve them

We found that:

- Green spaces just outside the borough are likely to be used by people living in Rotherham and need to be taken into account in the implementation of this Strategy.
- There are several organisations that are responsible for the ownership, management and maintenance of accessible green spaces leading to inconsistent standards.
- Achievement of many of the aims of this Strategy requires a more co-ordinated and collaborative approach by different green space providers.
- Opportunities to access external funding can be improved through partnership working and community involvement.

Recommendations

4a. Establish a Green Spaces Panel. This should include all relevant Council departments and their partners (e.g. Rotherham 2010), and others who provide accessible green space. The main aims of this body would be to:-

- co-ordinate actions within the Green Space Strategy
- discuss best practice
- review standards and priorities
- jointly monitor progress

4b. Consult with neighbouring local authorities. The aim of this should be to ensure that developments in one area can take account of what is happening over the border.

4c. Promote partnership working. Organisations such as Groundwork Trusts, funding bodies, NHS Trusts, and Safer Neighbourhood Teams can help green space providers to improve green spaces and increase the numbers of people using them.

Objective 5: Help communities to get involved in the development and management of green spaces to meet local needs

We found that:

- Green spaces are an ideal environment for volunteer activity, and there are significant opportunities to expand this.
- Opportunities to access external funding can be improved through partnership working and community involvement.

Recommendations

5a. Create new opportunities for volunteering. Existing volunteer development plans should be expanded to cover all principal green spaces, in partnership with Voluntary Action Rotherham and other volunteering organisations. These plans should be inclusive, catering for people of different abilities, ages and social backgrounds.

5b. Maintain support for Friends Groups. The Council and other green space providers should work in partnership with representative groups, for example to improve sites and increase public events and activities in green spaces. Existing friends groups can also advise new groups to help them become successfully established.

5c. Explore the creation of properly resourced Community Trusts or similar bodies as an alternative way to manage and maintain green spaces where sufficient local interest and capacity is present.

Objective 6: Promote people's enjoyment of green spaces by making them accessible and attractive to all

We found that:

- Green spaces across Rotherham attract a high number of visits, are the most visited cultural facility for adults and one of the top four activities for young people.
- Local people need more complete and up-to-date information about green space sites and activities within them.
- Some people use green spaces only occasionally or not at all, and marketing should target them to encourage greater use.
- More information needs to be gathered about how people use green spaces.

Recommendations

6a. Regularly obtain and analyse information about green space users and non-users. This could include questionnaires, people counters and feedback from events.

6b. Introduce a Green Spaces Marketing plan. This would use evidence from surveys to: find ways of increasing usage and satisfaction; raise awareness of the benefits of green space; and ensure equality of access for all. The plan would need to be regularly reviewed to ensure it achieves its aims.

6c. Provide clear, helpful information about green spaces. This should include printed and web-based information, and notice-boards at larger sites. This information should be monitored to ensure that it is effective in reaching all sections of the community.

Objective 7: Improve Rotherham's environment by looking after places that support wildlife, protecting the landscape, and other measures

We found that:

- Nationally, green spaces are receiving a lot of attention because of the way that they can make the environment more sustainable.
- A separate Local Wildlife Site System identifies green spaces in Rotherham that are important for biodiversity, but further work is needed to assess their landscape and wider environmental value.

Recommendations

7a. Use the Local Wildlife Site System. This will help biodiversity importance to be taken into account when considering developments that would change the character of existing green spaces, and also to minimise damage to wildlife habitats.

7b. Refer to a borough landscape character assessment. Green spaces are important in giving different parts of Rotherham their distinctive quality. A landscape character assessment would make it easier to identify and protect green spaces of high landscape value.

7c. Consider and protect the wider environmental value of green spaces. A system should be developed that takes into account climatic, drainage and other environmental effects of developments affecting green spaces. Again, this will help to protect more valuable sites.

Objective 8: Link green spaces to develop a green network across the borough**We found that:**

- The value of green spaces can be enhanced by linking them together to provide recreational walking and cycling routes, wildlife corridors, and high quality landscape belts.
- Further work needs to be done to identify where opportunities exist to link green spaces.

Recommendations

8a. Protect and improve existing green links. This will include green spaces that are easily accessible from main routes identified in Rotherham's Public Rights of Way Improvement Plan, and those that connect with one or more neighbouring green spaces to form a linear feature.

8b. Create new green links between existing green spaces. This may be difficult to achieve where a green space is surrounded on all sides by built up areas. However, opportunities can arise when new developments take place. The possibility of creating or extending green links should be considered at an early stage in discussions between the Planning Service and developers about proposed schemes.

8c. Review Green Space by-laws on cycling and horse riding where this would encourage use of green links without conflicting with other users.

What happens next?

The Council will prepare and consult on an action plan for green spaces in Rotherham based on this strategy.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Cultural Services and Sport
2.	Date:	20 th July, 2010
3.	Title:	'Active Rotherham' a strategy for sport and physical activity 2010 - 2020
4.	Programme Area:	Environment and Development Services

5. Summary

The report presents the final draft of 'Active Rotherham' a strategy for sport and physical activity 2010 – 2020, highlighting its six main themes and key tasks whilst outlining how the new strategy will be adopted and delivered by the Rotherham Partnership Network.

The report also identifies how the Rotherham Partnership Network will promote the strategy and report upon its achievements.

6. Recommendations

1. That officers report annually on progress against the strategy's 10 year vision.
2. That the strategy is accepted as a working document for Culture and Leisure Services involvement with the Rotherham Partnership Network and its partner agencies.

7. Proposals and Details

'Active Rotherham' a strategy for sport and physical activity

With the support of the South Yorkshire Sport (CSP), the Rotherham Partnership Network has worked to create one strategy for the whole of the Borough that focuses on the development of sport and physical activity. Although the local authority has played an integral part in the production and development of the strategy, it has been a partnership approach by a number of agencies who have an interest in sport and physical activity, including NHS Rotherham which has also played a key role.

The Rotherham Partnership Network's belief in the need for a long term cultural change has led to 'Active Rotherham' outlining a ten year vision based on the need for sport and physical activity interventions that have the potential to influence wider social agendas such as health and crime.

The Vision

The Vision for the Strategy is Rotherham Alive, one of the 5 strategic priorities for Rotherham's Local Strategic Partnership.

Our Vision - Rotherham Alive

Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full.

We want to see:

- Everybody aspiring, to be active increased levels of participation in sport and physical activity.
- Better quality places and spaces to be active.
- A network of clubs and opportunities to support sport and physical activity and pathways for people to progress.
- Greater awareness about the importance of being active and people having access to information to help them participate.
- More people volunteering and developing skills to support opportunities for sport and physical activity.

Strategic Themes

In this section we set out how we are going to achieve our vision through a number of strategic themes, listed below, which will provide areas of focus for the next ten years. Within each theme we have developed a number of actions which the Rotherham Partnership Network has committed to do. This is kept deliberately broad; the Rotherham Active Partnership (RAP) will be responsible for the development of a detailed annual action plan to deliver this strategy.

- 1. Everybody Active - Raising Levels of Participation**
- 2. Places and Spaces to be Active**
- 3. Pathways for Activity**
- 4. Marketing Sport and Physical Activity**
- 5. Developing the Sport and Physical Activity Partnership and Workforce**

In addition the strategic framework has two cross-cutting key themes that will run through each of the five core themes above:

Equity

- The Rotherham Partnership Network is committed to ensuring all Rotherham people have equal opportunities to accessing sport and physical activity provision. Equity is the golden thread running throughout the strategy that is paramount to the success of all five of the main strategic themes.

Sustainability

- If Rotherham is to achieve all the goals as laid out in its 10 year vision, then there must be a strong focus on sustaining provision for the future. Working in partnership we will ensure that there is a long-term approach to the development of sport and physical activity, with consistent opportunities for sustained participation.

Managing the Strategy

The strategy has been developed to ensure a planned and coordinated approach to the development of sport and active lifestyles across the Borough, and sets out how progress will be monitored in delivering Active Rotherham, outlining the specific targets and performance indicators which will be used to measure performance.

- A number of measures will be put in place in order to monitor the progress of the strategy's 10 year vision, the Rotherham Active Partnership (RAP) will be the group responsible for overseeing its progress and ensuring that appropriate action plans are produced, implemented and regularly reported on in order for it to achieve its aims and objectives.
- The overall measure will come from the annual Active People Survey for adult participation, in particular NI8 (3 x 30 minutes participation) and through the 5 hour offer for young people including NI57 (2 hours quality PE). However in addition the action plans will monitored against the document's strategic outcomes, as defined by the RAP.
- As part of the Partnership theme, the RAP will also focus on developing and improving marketing and support to develop funding, further enabling the 'Rotherham Partnership Network' to receive information, advice and support, and to assist everyone involved in delivering the strategy

Detailed Action Plans

- The various Forums and Sports Action Groups linked to the Rotherham Partnership Network will develop their own action plans based on local need. These groups are at the rock face of delivering sport and physical activity,

therefore it is important that their role is specific and relevant. The RAP will work to encourage these groups to align their plans to the 'Active Rotherham' Strategy and seek to ensure their achievements are regularly reported on and that they are well recognised for their contribution.

- The Rotherham Partnership Network Action Plan will be delivered over a period of one year, regularly reviewed and updated on an annual basis. The plan will identify strategic aims, objectives and desired outputs, ensuring there is alignment between the RAP and RAN.

Reporting on the Strategy

- The Rotherham Partnership Network will have a clear reporting structure in order to highlight its work, gain recognition and seek further resources to support the delivery of the strategy. In order to do this there will be a direct link to the LSP 'Alive' theme board, through the production of biennial progress reports. The Alive theme board will receive reports twice yearly, a six monthly interim report and a full annual report/presentation.

Updating the strategy

- Being a 10 year strategic vision, there will be a need to periodically update or adjust the strategy, taking in to consideration internal and external political change or local, regional and national influences. The RAP will take this into consideration as part of the reporting progress ensuring the strategy is an up to date working document.

8. Finance

The implementation of the strategy will primarily be financed through the contribution that every single partner organisation makes in delivering its objectives. There will however be some projects that will require the Network to access external funding as a consortium. Strategy implementation is not dependent on additional financial support from Rotherham MBC, however it does rely on RMBC officer time to facilitate and manage.

9. Risks and Uncertainties

Key challenges for developing and implementing new strategy

- While a number of key agencies are focused on the development of sport and physical activity, the overall success of Active Rotherham is reliant on the strength of the Rotherham Partnership Network. The Partnership Network needs to further develop in order to attract funding and to encourage partner agencies to pool resources and work together more effectively toward shared objectives.
- There are currently limited opportunities for accessing additional funding, which may limit the potential of the Rotherham Partnership Network to work effectively through new projects.

- Partner agencies have their own agendas which may be constrained by other priorities, particularly in the current financial climate.

10. Policy and Performance Agenda Implications

Continuation to deliver with limited resources may impact on Culture and Leisure national and local performance indicators for adult participation.

National Indicators

NI8 – adult participation in sport

NI199 – children and young people's satisfaction with parks and play areas

Local Indicators

CSPI 1 – The number of adults and young people taking part in Culture and Leisure services that have a specific objective of learning or skill development

CSPI 7 – The number of adults and young people taking part in Culture and Leisure services that have a specific objective of reducing the risk of illness or health improvement

CSPI 11 – The % of adults and young people residents who have used the services provided at least once in the last 12 months

CSPI 17 – The number of young people involved in cultural activity with a specific objective to reduce the risk of crime and anti-social behaviour

CSPI 36 – The number of visits to Culture and Leisure Services

Active Rotherham also relates to many other local and national performance indicators including:

NI57 - children and young people's participation in high quality PE and sport'

NI54 - services for disabled children

NI110 - young people's participation in positive activities

NI6 - participation in regular volunteering

NI151 - overall employment

Adult participation is a national indicator and an area of importance for Sport England mainly due to the enormous drop off post school / college. In Rotherham there is a need to raise participation levels in all age groups and it is generally recognised that adults participating in sport and physically activity are more likely to encourage their families to participate. Levels of participation are reported through the annual national **Active People Survey 2008/9**, which was identified at 19.2%.

11. Background Papers and Consultation

Appendix 1 attached, 'Active Rotherham Executive Summary'

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Appendix 1 'Active Rotherham' a strategy for sport and physical activity

Executive Summary

Active Rotherham (2010 - 2020) sets out what we are going to do to further develop opportunities for sport, and physical activity across the Borough in the next ten years. It looks specifically how increasing participation in sport and physical activity can contribute to local priorities.

The Strategy is divided into five sections:-

Part One - sets out the Vision for the strategy and why being active is so important. It looks specifically how increasing participation in sport and physical activity can contribute to local priorities.

Part Two - highlights the "Bigger Picture", the national and regional influences that make sport, active recreation and physical activity a priority for Government.

Part Three - summarises the local issues that must be tackled, This includes data on our health, current activity levels, the quality of the infrastructure for sport and physical activity and the priorities for Rotherham.

Part Four - sets out the key strategic themes, our priorities and the things that the partnership will be doing in the next 10 years.

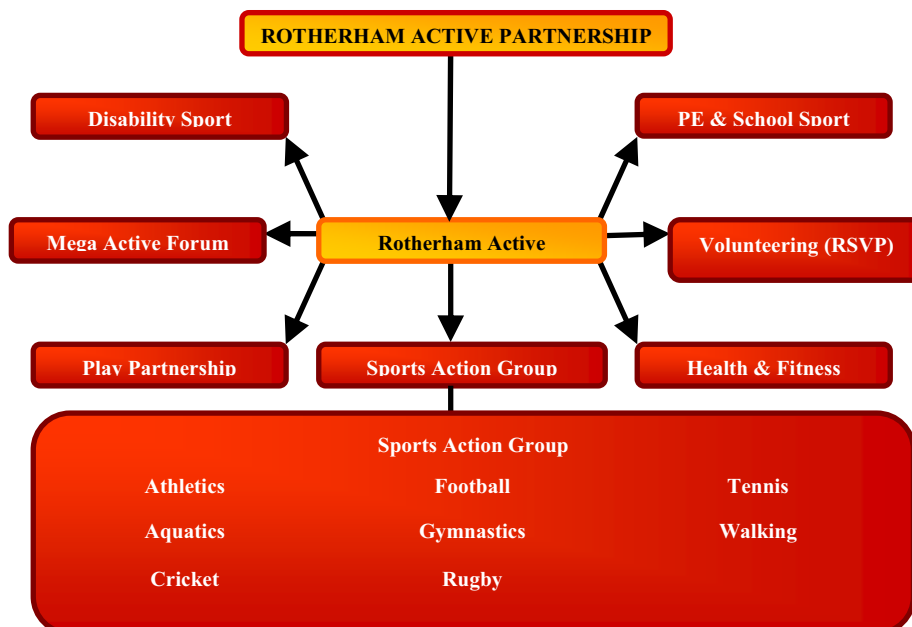
Part Five - includes our targets, key performance indicators and our plans for reporting our progress.

About Us – Rotherham Partnership Network

Formed in March 2006, this is the Community Sport Network (CSN) for Rotherham which includes key partners from Rotherham MBC, NHS Rotherham, South Yorkshire Sport, the Wickersley and Rawmarsh School Sport Partnerships, the voluntary, community and private sector and professional sports clubs. The Rotherham Active Partnership is the strategic partnership for sport and physical activity which in turn links to the National Governing Bodies of Sport (NGB's) and supports the broader Rotherham Active Network, which includes 80 organisations, and a number of sport forums and action groups involved in the delivery of sport and physical activity across the borough. The development of the Rotherham Partnership Network has provided a robust structure to enable all organisations involved in sport and physical activity to communicate and work together to develop sport and physical activity opportunities.

The Rotherham Partnership Network

The CSN structure below shows how all the 'Partnership Network' forums link to the Rotherham Active Network and the strategic partnership for sport in Rotherham.



Appendix 1 'Active Rotherham' a strategy for sport and physical activity

NHS Rotherham is at the forefront of addressing health and physical activity inequalities within the Borough. One of our many partners, Rotherham United's Football in the Community has gained trust status to become 'Rotherham United Football Club Community Sports Trust'. Rotherham School Sports Partnership's have developed an innovative sports leadership academy working with the top 60 gifted and talented young leaders in the borough. Rotherham's Sports Colleges have used their sport specialism to raise standards and academic performance across the curriculum. 96% of schools in Rotherham have now achieved National Healthy Schools Status. Our Vision for the Strategy is Rotherham Alive, one of the 5 strategic priorities for Rotherham's Local Strategic Partnership.

Delivering on the Priorities for Rotherham

The purpose of the Active Rotherham strategy is to provide a strategic framework for all partners working in sport and physical activity in the Borough. *People will be able to express themselves and have opportunities to be involved in a wide range of high quality cultural, social and sporting activities.* The vision for the Active Rotherham strategy reflects the major contribution that sport and physical activity makes to Rotherham Alive priority as the contribution of sport and physical activity to improving health is well recognised. However encouraging people to be physically active has a number of wider benefits notably the development of safer stronger communities, enhancing the lives children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity (Sport England 2008).

The Active Rotherham strategy aim is to provide a strategic framework for all partners working in sport and physical activity in the Borough. It provides a common understanding of the issues, priorities for action, and the direction to be taken over the next ten years This will be a key strategy for the delivery of the wider strategic vision for Rotherham, developed through the Local Strategic Partnership (LSP). The vision is made up of five strategic themes: **Achieving, Learning, Alive, Safe and Proud**; and two cross-cutting themes: **Fairness and Sustainable Development**.

The Rotherham Partnership Board is the overarching board responsible for overseeing the delivery of the Community Strategy, the achievement of strategic targets and subsequent reviews of the strategy. The Partnership Board is made up of the leaders from key partner organisations.

The vision for the strategy is taken from the **Rotherham Alive** theme:

"Rotherham will be a place where people feel good, are healthy and active, and enjoy life to the full. Health services will be accessible and of a high quality for those who require them. Rotherham will celebrate its history and heritage - building on the past and creating and welcoming the new. People will be able to express themselves and have opportunities to be involved in a wide range of high quality cultural, social and sporting activities. The media, arts, literature and sport will flourish. As a society, we will invest in the next generation by focusing on children and young people."

The vision for the **Active Rotherham** strategy reflects the major contribution that sport and physical activity makes to **Rotherham Alive** priority as the contribution of sport and physical activity to improving health is well recognised. However encouraging people to be physically active has a number of wider benefits notably the development of safer stronger communities, enhancing the lives children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity (Sport England 2008).

Helping to Build the Delivery System for Sport and Physical Activity in South Yorkshire

The Rotherham Partnership Network is a key part of the South Yorkshire Sport Partnership. This is the formal partnership between Sport England and the four South Yorkshire Community Sport Networks (CSN's). Supported by South Yorkshire Sport, a small core team, its role is to support the four CSN's in South Yorkshire deliver on the local, regional and national priorities for sport and physical activity.

Appendix 1 'Active Rotherham' a strategy for sport and physical activity

Belief Commitment and Vision (2009-13) South Yorkshire Sport Strategy, identifies the role that the partnership will play in developing sport and physical activity, through eight specific themes which have been developed with extensive consultation. These themes provide a strategic framework for the delivery of local and national priorities for sport and physical activity with the aim of increasing participation.

Participation in Sport and Physical Activity

This is a summary of the key issues relating to participation in sport and physical activity in Rotherham. In appendix 1, we provide a detailed profile of participation for Rotherham using the Active People Survey Data.

In terms of participation in sport and physical activity, the focus of Sport England has been on increasing the number of adults achieving at least 3 sessions of 30 minutes each week.

Sport England's Active People Survey, established a base line for participation in sport and physical activity in 2006. In 2006 21 % of people nationally took part in sport and physical activity on at least 3 times per week. In line with the Health Survey for England, lower than average levels of participation in sport and physical activity are reported for older people, lower socio economic groups, people with a disability and minority ethnic groups. In Active People 2 (2007/8) 9.1% of this group achieve at least 3 sessions of 30 minutes moderate activity each week compared to 21.3% of all adults.

For Children and Young People, the Health Survey for England (2007) reports that boys achieve higher levels of physical activity with 72% achieving the recommended amount compared to 62% of girls.

Knowledge and Attitudes towards Physical Activity

A particular challenge is the perception that people have of their activity levels. The only exception was disabled people who identified "being limited by health" as the main barrier and the perception that people with additional needs cannot take part in sport and physical activity.

Key National Policies

The publication of **At Least 5 a Week (2002)**, **Game Plan (2002)** and **Choosing Health (2005)** ensured that increasing physical activity and sports participation levels became top priorities for the sport and health sectors, and a significant amount of work has been done to promote physical activity for all and develop a number of cross departmental government targets (Public Service Agreements).

In a specific response to the obesity epidemic, a cross government strategy, **Healthy Weight, Healthy Lives (2008)** sets out strategies to improve children's diets and activity levels, and to help build physical activity into people's lives.

Be Active Be Healthy will result in a greater focus on social marketing, the development of environments which support and encourage activity, particularly active travel, supporting inactive people to become active, and the development of local structures and partnerships to deliver physical activity and sport.

Sport England's strategy is concerned with "sport for sport's sake", based around NGB sport with County Sport Partnerships provided with core funding to deliver services to NGBs. Sport can and does play a major role in achieving wider social and economic benefits especially health improvement. The PE & Sport Strategy for Young People (PESSYP) sets out the aim to get more children and young people taking part in high quality PE and sport through the delivery of the five hour offer, The Strategy has ten key strands, each designed to maximise opportunities for young people to access high quality PE and sport and to ensure we deliver our aims for Olympic Legacy.

The "big messages" for sport and physical activity:

- Being physically active and taking part in sport and active recreation can seriously improve your health!

Appendix 1 'Active Rotherham' a strategy for sport and physical activity

- Increasing participation in sport and active recreation can help with the development of safer stronger communities, improving health, enhancing the lives of children and young people, reducing anti social behaviour and increasing skills, employment and economic prosperity.
- About half of adults nationally are inactive.
- We have a once in a lifetime opportunity with London 2012 to build a lasting legacy for sport and physical activity.

The Key Challenges for Rotherham

The Rotherham Partnership Network is committed to ensuring all Rotherham people have equal opportunities to accessing sport and physical activity provision. Working in partnership we will ensure that there is long-term approach to the development of sport and physical activity, with consistent opportunities for sustained participation.

1. Everybody Active - Raising Levels of Participation

This theme is concerned with increasing participation in sport and physical activity. Rotherham has a higher proportion than the national average of people from groups who are less likely than average to take part in sport and physical activity. We will use sport and physical activity to support healthier lifestyles, reduce health inequalities and to raise aspirations as well as delivering targeted initiatives to increase and broaden participation in sport and physical activity. The Transforming Rotherham Learning programme and the PESSYP Strategy and the 5 Hour Offer represents a significant opportunity to develop a 'whole school' and community approach to sport, physical activity and healthy lifestyles. In addition the 5 hour offer provides opportunities to increase access to sport and physical activity for young people in Further Education.

2. Places and Spaces to be Active

We need co-ordination across the full range of providers in Rotherham to ensure that we are working intelligently in the way we invest in, market and programme our facilities.

The importance of parks and green spaces for generating opportunities for informal activity *must not* be underestimated.

Greater attention must also be given to the built environment, the infrastructure for cycling and walking and the neighbourhood variables that influence participation. Building more facilities will not increase participation for example if people do not feel safe going out alone, or they do not have a car and public transport is not available. Working with planners to develop a culture of "active design" in the way we shape the built environment will be important.

3. Pathways to Activity

Once we have attracted people into regular activity, it is important that we keep hold of them, or sustain their participation. Dropping out in sport and physical activity across the 'life course' is a particular problem in Rotherham especially for people over 35, and there is a marked decline for the over 55's. This is also an issue for girls in KS3/4 and for young people when they leave education.

Appendix 1 'Active Rotherham' a strategy for sport and physical activity

The "sports club" is core to many people's experience of sport – coaching, competition and significant parts of overall facility provision all centre on the club structure. Sports clubs mean different things to different people and a priority for Sport England and South Yorkshire Sport is to work with National Governing Bodies to ensure that an accessible, modern, sports club structure is developed within each sport.

4. Marketing Sport and Physical Activity

Improving how we market sport and physical activity to increase local demand for activity. This means knowing our markets better, (needs, wants, barriers and motivations) in order that we can be more effective with resources available across the partnership rather than spending more):

- Making it easier for people to find out about what is available e.g." knowing where to go".
- Capitalising on motivational opportunities arising from the 2012 Olympic Games and its legacy.

5. Developing the Sport and Physical Activity Partnership and Workforce

This theme is concerned with the development of the individual people and organisations that support the delivery of sport and physical activity opportunities.

We need to create a workforce which is made up of the right people in the right place with the right skills to increase opportunities for high quality, locally accessible sport, active recreation and physical activity. Given the strategic importance of children and young people we need to find ways of better co-ordinating and training our 'young people's workforce' in the Rotherham to ensure a co-ordinated approach to providing positive activities in sport and physical activity and the development of more active lifestyles.

We also need to be strategic in the way that we link volunteering and training work in sport, active recreation and physical activity through to developing the employability of some of those people undertaking this work.

By virtue of paragraph(s) 1, 2 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

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