

Cabinet  
Council

5 August 2014  
9 September 2014

**Name of Cabinet Member:**

Cabinet Member (Culture, Leisure, Sports and Parks) – Councillor Abdul Salam Khan

**Director Approving Submission of the report:**

Executive Director, Place

**Ward(s) affected:**

All Wards

**Title:**

Coventry Sports Strategy 2014 - 2024

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**Is this a key decision?**

Yes - This key decision concerns the provision and approval of a sports strategy for the City of Coventry, which it is anticipated will have a marked effect on communities living across all Wards in the City.

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**Executive Summary:**

Approval is sought for a City-wide, partnership sports strategy – the ‘Coventry Sports Strategy 2014-2024’ (the Strategy). This report (and its associated appendices) deals with the outcomes of the public consultation on the Strategy and the identified impacts of its key proposals through consideration of the Equality and Consultation Analysis for the Strategy.

The proposed Strategy’s stated mission is ‘To develop a more active, inclusive and vibrant Coventry through positive experiences in sport’.

The proposed Strategy is structured around eight Vision Aims and 37 Strategic Objectives, which have been refined through an extensive period of stakeholder engagement and public consultation. Included within these are objectives concerned with increasing and widening participation in sport; increasing the number of people receiving sports coaching; increasing the number of people volunteering in sport; establishing and embedding a Coventry Institute of Sport that provides early specialist support services for talented athletes; developing City Centre sports facilities that are accessible, high quality, sustainable and of significance to the Midlands (proposed through closing the Coventry Sports and Leisure Centre and investing in a City Centre destination facility); attracting high profile sporting events to the City; establishing a Coventry Sports Network; and harnessing the power of sport to promote community cohesion and address public health inequalities in the City.

The proposed Strategy is influenced and supported by the proposed Coventry Playing Pitch Strategy 2014-2024, for which approval is also sought. The Strategy is also supported by the proposed Coventry Indoor Facilities Strategy 2014-2024 and Coventry Aquatics Strategy 2014-2024, for which approval will be sought in the 'City Centre Sports and Public Leisure Facility Development' Cabinet Report, which specifically addresses and makes proposals for future City Centre public sports and leisure provision.

On 23 July 2014, a Joint Meeting of Cabinet Members (Business, Enterprise and Employment) and (Culture, Leisure, Sports and Parks) heard three petitions relating to proposals within the draft Sports Strategy 2014-2024 linked to public sports and leisure provision, as follows:

- (i) an e-petition regarding a campaign to keep a 50m swimming pool in Coventry (containing 3,966 signatures on 23 July 2014)
- (ii) a written petition requesting that the Council retain a 50m swimming pool in Coventry (containing 7,333 signatures on 23 July 2014)
- (iii) an e-petition regarding a campaign to help develop competitive gymnastics sports in Coventry (containing 29 signatures on 23 July 2014)

Specific considerations (including expressed concerns regarding obesity associated with health and fitness issues, Olympic legacy and the reputation of the City) were approved for review in the Coventry Sports Strategy 2014-2024 and the City Centre Sports and Public Leisure Facility Development reports being considered by Cabinet on 5th August 2014.

### **Recommendations:**

Cabinet is requested to:

1. Approve the Coventry Sports Strategy 2014-2024
2. Approve the Coventry Playing Pitch Strategy 2014-2024

Council is requested to:

1. Endorse the Coventry Sports Strategy 2014-2024 and the Mission, Vision Aims and Strategic Objectives contained therein

### **List of Appendices included:**

1. Coventry Sports Strategy 2014 - 2024: Aims and Objectives
2. Coventry Sports Strategy 2014 – 2024: Report on the stakeholder and public consultation
3. Coventry Sports Strategy 2014-2024: Equality and Consultation Analysis

### **Background Papers**

None

### **Other useful documents:**

In addition to those papers incorporated within the appendices above, the following useful papers are posted for reference on the Coventry Sports Strategy website, at the following link: <http://www.covsport.org.uk> -

- Coventry Sports Strategy 2014-2024
- Coventry Playing Pitch Strategy 2014-2024
- Coventry Indoor Facilities Strategy 2014-2024
- Coventry Aquatics Strategy 2014-2024
- Cabinet Paper – City Centre Sports and Public Leisure Facility Development (Coventry City Council, 5 August 2014)
- Joint Cabinet Member Meeting Report – Petition – Retention of a 50 Metre Swimming Pool in Coventry (Coventry City Council, 23 July 2014)
- Joint Cabinet Member Meeting Report – Petition – Gymnastics Campaign for the Children of Coventry (Coventry City Council, 23 July 2014)
- Cabinet Paper – Public Leisure Facility Re-Provisioning for the North East of Coventry (Coventry City Council, 5<sup>th</sup> March 2013)
- Coventry Sports and Leisure Report (Coventry City Council, November 2012)
- Coventry Sports and Leisure Survey 2012 – Survey Template (Coventry City Council, June 2012)
- Cabinet Paper – Public Leisure Services and Facility Re-Provisioning (Coventry City Council, 3<sup>rd</sup> January 2012)
- Cabinet Paper – Public Sports and Leisure Provision (Coventry City Council, 19<sup>th</sup> July 2011)

**Has it been or will it be considered by Scrutiny?**

No

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

Yes – 9<sup>th</sup> September 2014

## **Report title: Coventry Sports Strategy 2014-2024**

### **1. Context (or background)**

- 1.1 In July 2011, Cabinet approved collaborative working with Coventry Sports Trust (CST) and Coventry Sports Foundation (CSF) to identify a new vision for public sports and leisure provision in the city, involving both operational and facility stock reviews. As a consequence of this collaborative working, in April 2012, CSF assumed a consultative management responsibility for the service provision of CST.
- 1.2 Alongside this review of public leisure service provision, work to develop the Coventry Sports Strategy 2014 - 2024 (the Strategy) started with a detailed review of current sporting provision in the city. The findings of this initial desk-top review were considered, taking into account various local, regional and national strategies.
- 1.3 In 2012, local people were asked to take part in the Coventry Sports and Leisure Survey. The survey attracted 1,532 responses and provided valuable insight into which sports were enjoyed by people in Coventry, where they took part in these sports and their satisfaction with local facilities.
- 1.4 Assessments of the city's indoor sports facilities and outdoor playing pitches were also carried out. These assessments provided a detailed picture of current indoor and outdoor sports provision in Coventry, showing the number, location, quality and use of the city's indoor facilities and outdoor pitches.
- 1.5 Discussions with key stakeholders and partners (through a series of stakeholder workshops and consultation events) further informed and shaped the proposed Strategy, until a Mission Statement, eight Vision Aims and 37 supporting Strategic Objectives emerged.
- 1.6 The proposed Strategy's stated mission is as follows:

"To develop a more active, inclusive and vibrant Coventry through positive experiences in sport"
- 1.7 The proposed Strategy's eight Vision Aims are as follows:
  1. To inspire more people in the city to take up and regularly take part in sport
  2. To provide a wide range of high quality and exciting sporting opportunities and experiences
  3. To inspire more people to volunteer, coach and be facilitators of sport
  4. To identify and support talented athletes to reach their sporting potential
  5. To provide a range of modern, accessible, and high-quality sports facilities
  6. To attract high-profile sporting events to the city and to celebrate sporting achievement
  7. To grow and promote sport in the city through effective partnerships
  8. For sport to make Coventry a better place to live, work and visit
- 1.8 In the interests of brevity, the proposed Strategy's 37 Strategic Objectives are not individually listed in this report, but are presented within Appendix 1: Coventry Sports Strategy 2014-2024: Aims and Objectives and may also be viewed in full at

www.covsport.org.uk. These Strategic Objectives include a number specifically concerned with:

- (i) increasing and widening participation in sport
- (ii) increasing the number of people receiving sports coaching
- (iii) increasing the number of people volunteering in sport
- (iv) establishing and embedding a Coventry Institute of Sport (to provide early specialist support services for talented athletes)
- (v) developing city centre sports facilities that are accessible, high quality, sustainable and of significance to the Midlands (through closing the Coventry Sports and Leisure Centre and investing in a city centre destination facility)
- (vi) attracting high profile sporting events to the city
- (vii) establishing a Coventry Sports Network
- (viii) harnessing the power of sport to promote community cohesion and address public health inequalities in the city

1.9 In February 2014, the proposed 'Coventry Sports Strategy 2014 - 2024' was formally launched for a period of public consultation ending 24 March 2014, along with the following key documents, which informed the proposed Strategy:

- (i) Draft 'Coventry Indoor Facilities Assessment Report'
- (ii) Draft 'Coventry Indoor Facilities Strategy 2014-2024'
- (iii) Draft 'Coventry Aquatics Strategy 2014-2024'
- (iv) Draft 'Coventry Playing Pitch Strategy Assessment Report'
- (v) Draft 'Coventry Playing Pitch Strategy Vision Paper'

1.10 During the above period of consultation, a petition (containing 7,333 signatures on 23 July 2014) was submitted to the Council, along with an e-petition (containing 3,966 signatures on 23 July 2014), both expressing opposition to the loss of a 50m pool in Coventry. A further petition regarding a campaign to help develop competitive gymnastics sports in Coventry (containing 29 signatures on 23 July 2014) was also submitted. These three petitions were considered at a Joint Meeting of Cabinet Member (Business, Enterprise and Employment) and Cabinet Member (Culture, Leisure, Sports and Parks) on 23 July 2014 who agreed:

#### 50m swimming pool petitions

- (i) To consider the two petitions, the submission from the City of Coventry Swimming Club (COCSC) and the matters raised by the petitioners.
- (ii) To instruct the Executive Director, Place on key considerations including concerns regarding obesity associated with health and fitness issues, Olympic legacy and the reputation of the City to be reviewed and considered in the Coventry Sports Strategy 2014-2024 and the City Centre Sports and Public Leisure Facility Development reports being considered by Cabinet on 5<sup>th</sup> August 2014.

#### Gymnastics petition

- (i) To acknowledge the petition and to ensure officers consider gymnastics development as part of the wider Coventry Sports Strategy and the associated Indoor Facilities Strategy.

- (ii) To review the information contained within the Indoor Facilities Assessment report regarding gymnastics provision and review provisions within the Indoor Facilities Strategy to ensure the future facility needs for gymnastics in the city are adequately and appropriately addressed based on proven demand.
- (iii) To request the Executive Director, Place to approach British Gymnastics the National Governing Body (NGB) with a view to developing a city wide implementation plan for the sport across the city in partnership with the gymnastics clubs and other stakeholders.
- (iv) To agree that where facility programming impacts on gymnastic club facility usage, the Executive Director, Place works with the gymnastics club(s) to secure alternative sports hall provision.

## **2. Options considered and recommended proposal**

### *Option 1 - No Sports Strategy (Not recommended)*

- 2.1 It is over ten years since Coventry last had an approved partnership strategy for the development of sport in the city. The absence of an approved Sports Strategy limits the ability of key agencies (including the City Council) to articulate a clear vision and set of priorities for the coherent development of sport in the city. It is also an expressed requirement of key agencies such as Sport England that applicants for significant levels of grant funding must be able to demonstrate a strategic rationale for their application – for example, a “review of a local authority’s sports facility stock that identifies this project as a top priority” (Sport England – Inspired Facilities Guide). For this reason, particularly within a climate where there is reduced and finite resources available to local authorities for sport and public leisure, continuing without a strategy that sets principles and priorities for the development of sport is not recommended.

### *Option 2 – Approve a Ten-Year Partnership Sports Strategy (Recommended)*

- 2.2 Approving a partnership Sports Strategy for Coventry will confirm the strategic direction and priorities for sport in the city – developing a more active, inclusive and vibrant Coventry through positive experiences in sport. Approving the Strategy will further show recognition of the wide range of benefits that sport and active recreation can bring to both individuals and communities.
- 2.3 Early drafts of the Strategic Objectives for the Strategy included 48 objectives, which through the periods of stakeholder consultation were refined to the 37 that are now proposed.
- 2.4 Within the Strategy, in response to early survey and consultation findings, clear emphasis has been placed on the importance of investing in modern and accessible public leisure facilities. In order to deliver this for the city, within a climate where there are reduced and finite national resources available for local authorities, an innovative and sustainable funding model is required. It is proposed in the Strategy that money previously used to subsidise ageing facilities (such as Foleshill Sports and Leisure Centre and Coventry Sports and Leisure Centre) can be better used to build new and more sustainable facilities, such as those currently being built at Centre AT7 and those proposed for the city centre in the Coventry Indoor Facilities Strategy 2014-2024
- 2.5 In accordance with this emphasis, it was the proposals for the new city centre public leisure provision that drew the most comment from the public consultation. These proposals (along with the Coventry Indoor Facilities Strategy 2014 – 2024 and the Coventry Aquatics Strategy 2014 - 2024) will be considered in the ‘City Centre Sport and Public Leisure Facility Development’ Cabinet Report dated 5 August 2014.

### **3. Results of consultation undertaken**

#### Coventry Sports and Leisure Survey (2012)

- 3.1 Public consultation to inform the early development of the Strategy was undertaken through the city-wide Coventry Sport and Leisure Survey, between 25 June 2012 and 26 August 2012. A total of 1,532 completed surveys were received from across the city.
- 3.2 Extensive desktop research and analysis was undertaken in order to consider the findings from the above survey within the context of wider data. This exercise incorporated a review of local health and wider research data, future city strategic priorities, sporting priorities for National Governing Bodies of Sport (NGBs), and Sport England Active People Survey and Market Segmentation data. The results of the Coventry Sports and Leisure Survey and the desk top research were first published in 2013, and a detailed paper outlining these findings can be viewed at [www.covsport.org.uk](http://www.covsport.org.uk).
- 3.3 The headline findings from this detailed paper were that:
- (i) in Coventry, the proportion of women regularly taking part in sport is less than half that of men
  - (ii) the proportion of disabled people taking part in sport in the city was less than both national and regional averages
  - (iii) the sports that people most took part in are keep fit / gym; football; swimming; athletics; and cycling
  - (iv) swimming and keep fit / gym were the sports that attracted the most participants from all backgrounds
  - (v) swimming was the activity most likely to encourage new participation
  - (vi) there was a need for increasing the availability of activities for children and young people and children's gym facilities
  - (vii) Coventry Sports and Leisure Centre, Xcel Leisure Centre and the Alan Higgs Centre were the most used public leisure centres
  - (viii) just over a third of Coventry Sports and Leisure Centre users only used that facility for their sport and leisure centre needs
  - (ix) The Xcel Leisure Centre and Alan Higgs Centre were the public sports centres that drew the highest levels of satisfaction
  - (x) Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre were the public sports centres that drew the lowest levels of satisfaction
  - (xi) cleanliness of changing rooms/toilets, friendliness of staff, enjoyment of the activity, feeling safe and secure, cost and being in a comfortable environment were factors which were most important to respondents when choosing a sports and leisure centre
  - (xii) although participation rates were generally lower in deprived areas of the city, a high number of members of Coventry Sports Trust and Coventry Sport Foundation members came from lower income and social housing households

### Emerging Vision for Sport in Coventry (2012)

- 3.4 The Emerging Vision for Sport in Coventry was developed through the review and detailed consideration of Coventry Sport and Leisure Survey responses; further direct consultation with local, regional and national sporting stakeholders; and extensive desktop research and analysis. This analysis incorporated a review of local health and wider research data, future city strategic priorities, sporting priorities for National Governing Bodies of Sport (NGBs), and Sport England Active People Survey and Market Segmentation data. This process culminated in eight Vision Aims designed to encapsulate the sporting aspirations for Coventry over the next ten years.
- 3.5 These eight, Vision Aims were then further refined through consultation with a variety of industry and wider sporting stakeholders in Coventry and the sub-region. The resultant, emerging Vision Aims (outlined in paragraph 1.7 above) were publicly launched on 13<sup>th</sup> December 2012 by the Cabinet Member (Community Safety and Equalities) and the Rt. Hon. Harriet Harman QC MP.

### Sports Strategy Development and further Stakeholder Consultation (2013)

- 3.6 Further to the launch of the Emerging Vision for Sport in Coventry, work was undertaken with a range of stakeholders to develop the Strategic Objectives for the Strategy. Initially, 48 Strategic Objectives were tabled. Through the periods of early stakeholder consultation, these were refined to the 37 now proposed.
- 3.7 Assessments of the city's indoor sports facilities and outdoor playing pitches were also carried out. These assessments provided a detailed picture of current indoor and outdoor sports provision in Coventry, showing the number, location, quality and use of the city's indoor facilities and outdoor pitches.
- 3.8 The key findings to emerge from these assessments were that:

#### Indoor Sports Facility Audit

- (i) the quality of indoor facilities varied greatly - from those that were of 'very poor' quality to those that were of 'very good' quality
- (ii) many of the city's indoor facilities were found to be located within schools, which offered varying levels of community use
- (iii) Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre were both deemed to be no longer 'fit for purpose'
- (iv) funding being used to support these ageing public sports and leisure facilities could be used to invest in new, modern and more accessible sports and leisure facilities
- (v) swimming pool provision across the city would need to be considered in light of the proposed closure of Coventry Sports and Leisure Centre



### Playing Pitch Audit

- (i) the City-wide use of playing pitches should be coordinated and managed more effectively
- (ii) future investment in pitches would be required to meet the expected growth in Coventry's population
- (iii) the development of larger clubs should be encouraged so that more play could be effectively managed on fewer sites
- (iv) pitches at education sites should be managed in ways that make them easier for the community to access
- (v) some community club house / changing facilities needed improving to encourage more juniors and females to take part
- (vi) some clubs had concerns over the long-term future of their sports facilities and pitches

### Coventry Sports Strategy Public Consultation (2014)

- 3.9 A suite of documents were developed to reflect the issues identified in the above audits and to propose provisions within the new ten-year Coventry Sports Strategy, within the framework of the eight Vision Aims and 37 Strategic Objectives developed through early stakeholder consultation.
- 3.10 In February 2014, the draft partnership 'Coventry Sports Strategy 2014 - 2024' was formally launched for a period of public consultation ending 24 March 2014, along with the following key documents, which informed the proposed overarching strategy:
  - (i) Draft 'Coventry Indoor Facilities Assessment Report'
  - (ii) Draft 'Coventry Indoor Facilities Strategy 2014 - 2024'
  - (iii) Draft 'Coventry Aquatics Strategy 2014 - 2024'
  - (iv) Draft 'Coventry Playing Pitch Strategy Assessment Report'
  - (v) Draft 'Coventry Playing Pitch Strategy Vision Paper'
- 3.11 The launch of the period of public consultation and the key provisions within the proposed Strategy received widespread press and media coverage.
- 3.12 To capture the responses to the consultation, that ran from 12 February 2014 to 24 March 2014, a survey was available online via a new website ([www.covsport.org.uk](http://www.covsport.org.uk)). This was linked to the Council's website and the CSF and CST websites, Twitter feeds and Facebook profiles. A link to the survey was further sent to CSF and CST members, to local community groups and to the Council's database of local people who have registered an interest in taking part in consultations/surveys. All Coventry schools also received a link to the survey, and paper surveys (to complete by hand) were made available at the following locations:
  - Alan Higgs Centre
  - Brandon Wood Golf Club
  - Centre AT7
  - Community centres
  - Community sport clubs
  - Council House and other civic buildings (e.g. Civic Centre 1, Civic Centre 4);
  - Coventry Sports and Leisure Centre

- Coventry University
- Foleshill Sports and Leisure Centre
- Libraries (all the city's libraries)
- Moat House Leisure and Neighbourhood Centre
- University of Warwick
- Xcel Leisure Centre

3.13 Midway through the consultation, an analysis of responses showed there had been comparatively few responses from people from Black and Minority Ethnic (BME) groups. The survey was then sent directly to a range of BME representative groups with support from Coventry Partnership, Voluntary Action Coventry and through direct contact with religious groups.

3.14 Two engagement events were also held for local sports clubs (one event in the north of the city and one in the south). All neighbourhood forums were offered a presentation from the project Strategy group. Nine of the neighbourhood forums accepted the offer and received a presentation. Face-to-face meetings were also held with representatives of individual stakeholder groups and bodies.

3.15 A total of 1,056 survey responses were received during the public consultation on the draft Strategy. Of these, 704 were received online and 352 were received via the paper questionnaire, by letter or at the engagement events for local sports clubs..

#### Key Findings

3.16 A detailed paper outlining the results of the public consultation can be viewed in Appendix 2: 'Coventry Sport Strategy 2014 – 2024: Report on the stakeholder and public consultation' and at [www.covsport.org.uk](http://www.covsport.org.uk). The key findings were that:

- (i) the Strategy was very well received and there was little opposition to either the Vision Aims or the Strategic Objectives. There was agreement to each of the Vision Aims from at least 82% of respondents
- (ii) the area attracting the most comments and objections across survey responses was the proposed loss of 50m swimming pool provision in the city. Each Vision Aim invited comments and there was also a general comments section at the end. In total, 3,022 comments were received across all sections of the survey. Of these, 1,573 were objections to or comments pertaining to the loss of 50m pool provision
- (iii) the following issues related to concerns over the loss of 50m pool provision in the City:
  - the loss of a 50m pool would destabilise the City of Coventry Swimming Club, specifically including the impact of losing Amateur Swimming Association National Beacon Club Status
  - the reduction in 'traditional' pool water space in the city centre compared to the current model.
  - reduced pool capacity for club training
  - the displacement of current pool users
  - the loss of competition facilities in the city
  - the loss of the only 50m competition pool currently in the West Midlands region

- (iv) there was a need to ensure sports provision and support for disabled people. In total, 101 comments were received supporting both the need to improve facilities for disabled people and to increase participation in sport and active recreation by disabled people or/and people with long-term limiting illnesses
- (v) there was a need for high quality facilities for people of all sporting abilities. In total there were 250 comments relating to this, and many of these also referred to the need for facilities in neighbourhoods
- (vi) there was an importance of links to schools and the need for opportunities for young people were highlighted, with 101 comments being received on this subject.
- (vii) respondents wanted to see more done to improve the health of local people through sport. There were 51 comments received on this subject .
- (viii) whilst Vision Aim 7 (referring to the creation of a strategic Coventry Sports Network) was supported, 44 comments were received regarding the potential membership of the group and the need to ensure the avoidance of bureaucracy
- (ix) Vision Aim 8 (referring to connecting sport to the city's cultural, heritage, events and tourism offers) was also very well received with 56 individual comments supporting this.

#### Demographic Analysis of Respondents

3.17 A total of 1,056 survey responses were received. Not all respondents completed demographic information to assist with analysis. From the responses of those respondents that did provide this information, the following demographic analysis has been drawn:

- (i) Postcode: Of the 737 people who provided postcode information, 67.7% were from the Coventry area, 22.5% were not from Coventry and 9.8% provided incomplete or inaccurate information
- (ii) Gender: Of the 820 people who provided information on their gender, 51.7% were female and 48.3% were male. (By comparison, 50.3% of the local population are female and 49.7% are male – Census 2011)
- (iii) Age: Of the 845 people who provided information on their age, 4.7% were aged under 16; 10.7% were aged 16-24; 12.5% were aged 25-34; 23.6% were aged 35-44; 23.6% were aged 45-54; 12.1% were aged 55-64; 8.6% were aged 65-74; 2.4% were aged 75-84 and 1.9% preferred not to give their age. (By comparison, of the local population 18.4% are aged under 0-14; 17.7% are aged 16-24; 14.6% are aged 25-34; 13.2% are aged 35-44; 11.9% are aged 45-54; 9.7% are aged 55-64; 7.5% are aged 65-74; 4.9% are aged 75-84)
- (iv) Ethnic Background: Of the 829 people who provided information on their ethnic background, 82.8% described themselves as White British; 3.3% as Asian/Asian British Indian; 2.7% as White Irish; 1.9% as White Other; 1.9% as Asian/Asian British Pakistani; 1% as Mixed White and Asian; 0.7% as Mixed Other; 0.7% as Asian/Asian British Bangladeshi; 0.7% of Any Other Asian Group; 2.7% all other responses; and 1.7% preferred not to say. (By comparison, of the local population 66.6% describe themselves as White British; 7.2% as White other ethnicity; 2.6% as mixed ethnicity; 16.3% as Asian/Asian British ethnicity; 5.6% as Black/African/Caribbean/Black British ethnicity; and 1.7% as other ethnicity)
- (v) Religious Belief: Of the 794 people who provided information on their religious beliefs, 36.5% said they were of no religious belief; 49.0% said they were

Christian; 0.5% said they were Buddhist; 0.9% said they were Hindu; 0.4% said they were Jewish; 5.5% said they were Muslim; 1.1% said they were Sikh; 1.4% were all other responses; and 4.7% preferred not to say. (By comparison, of the local population 23% said they were of no religious belief; 53.7% said they were Christian; 7.5% said they were Muslim; 5% said they were Sikh; 3.5% said they were Hindu; and no other religions have greater than 1% of the population)

- (vi) Disability: Of the 835 people who provided information on disability, 11.7% said they would consider themselves to have a disability or long-standing health issue; 85.7% said they did not consider themselves to have a disability or long-standing health issue; and 2.5% preferred not to say. (By comparison, of the local population 17.7% said they would consider themselves to have a disability or long-standing health issue)

3.18 Across each of demographic profiles, the number of survey respondents was 845 or fewer, which limits the statistical validity of the survey findings.

#### **4. Timetable for implementing this decision**

4.1 Subject to approval of the recommendations contained within this report, the Strategy will be adopted as policy with immediate effect.

4.2 A City Council Action Plan will be developed to map the Council's contribution to all relevant Strategic Objectives across the partnership Strategy framework.

4.3 The proposed Strategy covers a ten-year period, and although the Strategy will guide sport in the city, it will not be allowed to constrain development where further change is needed to ensure that Coventry is a city where sport has an important role to play in everyday life. Over the lifetime of the Strategy, the Coventry Sports Network will regularly assess progress and align action plans to changes in local, regional or national policies. To monitor and measure progress in delivering the Strategy, a wide range of data sources will be used.

4.4 Monitoring of the Strategy will be undertaken using data drawn from the following organisations:

- Sport England (including the Active People Survey)
- National Governing Bodies of Sport (including Whole Sport Plan data)
- Coventry Sports Network
- Coventry Schools
- CST and CSF
- Coventry University
- University of Warwick

4.5 In addition to data drawn from these organisations, it would be intended to undertake surveys within the city's sporting clubs and organisations, households and schools.

#### **5. Comments from the Executive Director, Resources**

5.1 No specific funding or new money is required from Coventry City Council for approval of the Coventry Sports Strategy 2014 - 2024.

5.2 One of the Strategic Objectives for Vision Aim 5 is for the Coventry Sports Network to support sports clubs, venues and schools to secure a total of £4m of investment into

their community sports facilities. Similarly, one of the Strategic Objectives for Vision Aim 7 is for the Coventry Sports Network to secure £10m of investment in sport.

- 5.3 If the Strategy is approved by Cabinet, any approval for funding that is required from the City Council to deliver specific schemes or initiatives that contribute to delivery of its Strategic Objectives will be considered through separate Cabinet and/or Cabinet Member papers, as applicable.

#### Legal implications

- 5.4 The Council will use its power under section 19 of the Local Government (Miscellaneous Provisions) Act 1976 (the Act) as power to implement the delivery of the Coventry Sport and Playing Pitch Strategies. This section provides that local authorities have the discretion to provide, inside or outside their area, such recreational facilities as they think fit. The implementation of the strategies will also assist the Council in discharging its duty under section 507B Education Act 1996 whereby the Council is under a duty to secure positive leisure time activities for the improvement of the well-being of young people in its area and to secure facilities for such activities.

## 6. Other implications

### 6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

6.1.1 The recommended proposals will contribute to the Council's core aims of:

- *Developing the city centre for the 21st century by bringing the city centre to life with a range of leisure opportunities* – Vision Aim 5 of the Strategy outlines the need “to provide a range of modern, accessible and high quality sports facilities in the city”. The first Strategic Objective for this Vision Aim specifically concerns future city centre leisure provision and the need “to develop city centre sports and leisure facilities that are accessible, high-quality, sustainable and of significance to the Midlands”.
- *Raising the profile of Coventry through promoting Coventry as a visitor destination and centre for events* – Through the proposed provision of a ‘destination city centre facility’, the Strategy puts leisure at the heart of city centre regeneration and promotes the city centre as a key regional destination for leisure activities and leisure tourism. Vision Aim 6 further sets an ambition “to attract high profile sporting events to the city and to celebrate sporting achievement”.
- *Improve the health and wellbeing of local residents by helping them lead healthier lifestyles* – Vision Aim 1 of the Strategy sets the ambition “to develop a more active, inclusive and vibrant Coventry through positive experiences in sport”. Through encouraging and supporting engagement in regular sport and/or active recreation, the Strategy aims to positively influence and contribute to the physical/ mental health and wellbeing of the residents of Coventry. In particular, public leisure facilities and their operation have a key role to play in supporting the Council to deliver its public health objectives, directly supporting action to address priorities within the Joint Strategic Needs Assessment for the city.
- *Make savings so that we can continue to support front-line services by reducing operating costs (low carbon)* – The significant age and largely poor

condition of Coventry Sports and Leisure Centre (CSLC) have resulted in it being deemed no longer 'fit for purpose'. The provision of modern city centre sport and public leisure facilities, such as those proposed in the Strategy, offer greater energy efficiency and environmental benefits to that of an ageing facility such as the current CSLC. Furthermore, the development of such proposed facilities in the city centre are predicated on a financially efficient model using recycled savings from the closure and withdrawal of public leisure service provision from Foleshill Sports and Leisure Centre, the Arena Health and Fitness Club, Foxford School and Community Arts College and Coventry Sports and Leisure Centre. This enables the existing resource to be moved from an inefficient model of subsidy to one of investment in quality, sustainable facilities that generate revenue surplus.

## **6.2 How is risk being managed?**

6.2.1 A detailed Risk Register has been produced and maintained by the Project Manager for the development of the Strategy. This has been reviewed regularly and links into risk assessments within the Place Directorate concerning the management of public leisure provision.

## **6.3 What is the impact on the organisation?**

6.3.1 Approval of the report recommendations would secure an adopted ten-year Coventry Sports Strategy.

6.3.2 Approving the Strategy will confirm the strategic direction and priorities for sport in the city – developing a more active, inclusive and vibrant Coventry through positive experiences in sport. It will further show recognition of the wide range of benefits that sport and active recreation can bring to both individuals and communities.

6.3.3 Included within the Strategic Objectives of the proposed Strategy are objectives concerned with increasing and widening participation in sport; increasing the number of people receiving sports coaching; increasing the number of people volunteering in sport; establishing and embedding a Coventry Institute of Sport; developing city centre sports facilities that are accessible, high quality, sustainable and of significance to the Midlands; attracting high-profile sporting events to the city; establishing a Coventry Sports Network; and harnessing the power of sport to promote community cohesion and address public health inequalities in the city.

6.3.4 From a City Council perspective, it is anticipated that the Strategy will deliver benefits for the city that support service objectives across the Directorates, including: supporting public health improvements; promoting and encouraging social inclusion and community cohesion; increasing visitor numbers and supporting a 'kickstart' of the local economy.

6.3.5 There are no HR implications for the organisation as these proposals will not affect City Council employees.

## 6.4 Equalities / EIA

6.4.1 Following consultation and analysis of demographic, health, sport and leisure data for and survey responses for the city (and specifically including that of members accessing the current city centre leisure provision), an Equality and Consultation Analysis was produced (see Appendix 3).

6.4.2 Demographic, health, sport and leisure data and public survey responses highlighted the following considerations concerning protected groups under equalities legislation:

### *Vulnerable Communities (disadvantage/poverty)*

- a) The pattern of participation in the city mirrors the city's deprivation patterns, with lower participation rates to be found in the north and east of the city and the higher participation rates to be found to the west and parts of the south.
- b) Uniquely, city centre public leisure provision (via Coventry Sports and Leisure Centre) draws members relatively evenly from across the city, with only 25% of its members (with known postcode information) residing within a mile of the centre.
- c) The geographic spread of Coventry Sports and Leisure Centre (CSLC) members and users means its impact is likely to be more evenly felt (positively and negatively) across the protected groups in the city.
- d) CSLC attracts members from a range of household types, similar to that of the city's profile.
- e) CSLC achieved both the highest level of satisfaction of all public leisure centres in the city and the second highest level of dissatisfaction.
- f) Over 52% of CSLC users travelled to the centre by car/motorbike, with a further 21% travelling to the centre by bus.
- g) 41% of CSLC users pay a discounted rate.

### *Disability*

- a) 4.5% of the total population of Coventry are economically inactive due to a long term illness or disability.
- b) The proportion of disabled people taking part in sport in the city is less than both national and regional averages.

### *Age*

- a) There is a correlation between age and inactivity rates which are the highest amongst those aged 55+ (67.9%) and lowest for young adults aged 16-25 (43.3%).
- b) Coventry Sports and Leisure Centre has a higher than average proportion of both younger members and members over the age of 55 years.
- c) Cycling, swimming and athletics are characterised by an even spread throughout the age cohorts up to 64 years.
- d) Young people often struggle to afford to participate in sport and active recreation as youth unemployment remains high and students and young earners are often under financial pressure.

### *Gender*

- a) 50.3% of the local population are female.
- b) In Coventry, female inactivity (61.3%) is significantly higher than the equivalent male rate.
- c) In Coventry, the proportion of women regularly taking part in sport (15.2%) is less than half that of men (31.3%).
- d) Just under nine in ten of those taking part in keep fit exercises and six in ten swimmers are women.

6.4.4 The Equality and Consultation Analysis has indicated the following potential equalities impacts with regard to the protected groups under equalities legislation:

- The Strategy was very well received and there was little opposition to either the aims or the Strategic Objectives. There was agreement to all eight of the Vision Aims from at least 80% of all respondents.
- A need to ensure sport provision and support for disabled people was highlighted in the consultation. In total 25 comments (2.3% of all comments) were received supporting the need for increased participation and improved facilities for disabled people.
- Many of the respondents commented on the need for high quality facilities for all abilities. In total there were 250 comments relating to this, and many of these also referred to the need for facilities in neighbourhoods.
- Linking sport to public health received 51 comments, with respondents wanting to see more done to improve the health of local people through sport.
- The importance of links to schools and the need for opportunities for young people was highlighted, 101 comments were received on this subject.
- Comments relating to age were made by 46 respondents. These were almost equally spread between a need for more sporting opportunities for children and young people and older people. A number of comments also supported better use of schools as a sporting venue.
- CSLC has a higher than average proportion of younger members and members over the age of 55 years. The provision of a new destination leisure facility on a new city centre site, would ensure continuity of provision within these protected groups. To mitigate the loss of bowls provision under option 6b, a suitable site could be considered elsewhere in the city, allowing easier access for participants.
- Very few comments were received in relation to gender, although support for Vision Aim 1 – relating to increased participation for females – was very well supported.
- Five comments were received supporting sport provision within neighbourhoods and how this could help those with an economic disadvantage participate more in sport.
- Four comments were received regarding race and religion. These related to incorporating minority community sports into programmes and ensuring cultural and BME representation on partnerships.

## **6.5 Implications for (or impact on) the environment**

If the Coventry Sports Strategy is approved by Cabinet, the environmental impact of any resultant capital schemes will be considered within the context of any proposal considered for approval by Cabinet and/or Council.

## **6.6 Implications for partner organisations?**

6.6.1 The proposed Coventry Sports Strategy 2014 - 2024 is a partnership document developed through consultation with a range of stakeholders.

6.6.2 Approving a partnership Sports Strategy for Coventry will confirm the strategic direction and priorities for sport in the City – developing a more active, inclusive and



vibrant Coventry through positive experiences in sport. Approving the Strategy will further show recognition of the wide range of benefits that sport and active recreation can bring to both individuals and communities.

- 6.6.3 Approval of the Strategy will give confidence to external funders that the city has clear objectives and priorities for sport in the next ten years. This should assist partners in applying for external grant funding and will bring greater coherence in the links from sport to wider city agendas (e.g. tourism, health, jobs and economy, regeneration).
- 6.6.4 The proposed formation of a Coventry Sports Network will provide a coordinated, partnership body that can advocate for and speak on behalf of sport across the City, from a wider perspective than any one partner. Similarly, the proposal for a Coventry Institute of Sport will align expertise within the city around supporting Coventry's talented athletes and nurturing talent across a wide range of sports and community clubs.
- 6.6.5 From a public leisure perspective, current lease, grant and operational arrangements with the Coventry Sports Trust are due to expire in 2016, prior to the anticipated date of any new city centre provision. Arrangements for public leisure operations across all the sites covered by the existing agreement will therefore need to be considered in the light of any new city centre facility proposals. This will be addressed separately, within the Cabinet paper seeking approval for the procurement of such a scheme.
- 6.6.6 City Centre public leisure proposals will have specific implications for particular organisations based or primarily using current facilities. Most notably, the proposed loss of a 50m pool from the city would impact most clearly on the City of Coventry Swimming Club. The issues presented by a proposed loss of a 50m pool are highlighted in more detail of the appendices of this report, but decisions regarding future City Centre public leisure provision will be considered via separate Cabinet Reports (with reference to the appendices of this report).

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## **Coventry Sports Strategy 2014 – 2024**

### **Vision Aims and Strategic Objectives**

#### **Vision Aim 1: To inspire more people within the city to take up and regularly take part in sport**

##### **Strategic Objectives:**

1. To increase the number of children and young people that regularly participate in sport
2. To increase regular adult participation in sport to a level higher than national and regional averages
3. To increase regular participation in sport by disabled people to a level higher than national and regional averages
4. To increase regular participation in sport by females to a level higher than national and regional averages
5. To increase regular participation in sport by those on lower incomes to a level higher than national and regional averages
6. To increase participation in Coventry's key sports to levels higher than national and regional averages for each of these sports

#### **Vision Aim 2: To provide a wide range of high quality and exciting sporting opportunities and experiences**

##### **Strategic Objectives:**

1. To increase the number of people receiving structured sports coaching or tuition to a level higher than national and regional averages
2. To have 120 National Governing Body accredited sports clubs, associations and organisations committed to the Coventry Sports Charter
3. To form delivery partnerships between a range of community sports clubs and forty-five schools throughout the city
4. To have ten sports implementing local strategic Sports Implementation Plans within the city

**Vision Aim 3: To inspire more people to volunteer, coach and be facilitators of sport**

**Strategic Objectives:**

1. To establish a funding and investment programme to encourage and develop new and existing volunteers, coaches and facilitators of sport
2. To increase the number of adults volunteering in sport for at least one hour per week to a level higher than national and regional averages
3. To deliver initiatives that support and develop children and young people as volunteers, coaches and facilitators of sport
4. To create and be actively operating a sports volunteering network within the city
5. To create a comprehensive club, volunteer and coach education programme that includes pathways to employment

**Vision Aim 4: To identify and support talented athletes to reach their sporting potential**

**Strategic Objectives:**

1. To establish and embed a Coventry Institute of Sport that provides early specialist support services for the benefit of talented athletes
2. To establish local talent identification programmes which are fully integrated into all strategic Sport Implementation Plans
3. To establish talent identification and development programmes across ten sports that support disabled people to reach their sporting potential
4. To work in partnership with National Governing Bodies of sport to establish four Midlands-based development hubs in Coventry

## **Vision Aim 5: To provide a range of modern, accessible and high quality sports facilities in the city**

### **Strategic Objectives:**

1. To develop city centre sports and leisure facilities that are accessible, high quality, sustainable and of significance to the Midlands
2. To invest in the development of sports and leisure facilities where justified by demand, strategic programming needs and financial sustainability
3. To provide accessible and high quality outdoor sports, leisure and ancillary facilities across the city
4. To support sports clubs, venues and schools to secure a total of £4m of investment into their community sports facilities
5. To partner with National Governing Bodies and funding agencies to support the development of facilities for Coventry's key sports

## **Vision Aim 6: To attract high profile sporting events to the city and to celebrate sporting achievement**

### **Strategic Objectives:**

1. To create a strategic events and tourism partnership that will bid for and host fifteen major sporting events in the city
2. To develop a regular events programme within the city for each of Coventry's key sports
3. To develop and support high-profile events which celebrate local sporting achievement, volunteering and coaching

## **Vision Aim 7: To grow and promote sport in the city through effective partnerships**

### **Strategic Objectives:**

1. To establish a strategic Coventry Sports Network that comprises key decision makers from the organisations that influence sport across the city
2. To secure £10m of investment in sport through a strategic Coventry Sports Network
3. To ensure that all sports providers in the city have access to a network of support through a strategic Coventry Sports Network
4. To ensure that Coventry is represented within all relevant partnerships that clearly contribute to the achievement of the city's sporting objectives

## **Vision Aim 8: For sport to make Coventry a better place to live, work and visit**

### **Strategic Objectives:**

1. To actively demonstrate the positive impact that regular sports participation has in addressing public health inequalities in the city
2. To harness the power of sport to promote and encourage social inclusion and community cohesion within the city
3. To connect sport to the city's cultural, heritage, events and tourism offers
4. To increase visitor numbers and secure economic benefit from hosting high-profile sporting events
5. To ensure that all proposed regeneration schemes within the city consider the potential for incorporating sustainable sporting provision
6. To increase training and employment within the city as a consequence of investment in sport

Coventry Sports Strategy 2014 – 2024  
Report on the stakeholder and public consultation

Faye Cockayne  
Major Projects Community Engagement Officer  
June 2014



## Contents

Executive summary

Introduction and purpose

Background and context

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# 1. Introduction and purpose

This report analyses the results of the Coventry Sport Strategy 2014-2024 public and stakeholder consultation. The consultation was designed to find out what stakeholders, partners and local people thought about the Strategy's Aims and Objectives and to ensure their priorities for sport in Coventry were included.

# 2. Background and context

Work to develop the Coventry Sports Strategy 2014 – 2024 started with a detailed review of current sporting provision in the city. The findings of this review were then considered, taking into account various local, regional and national strategies.

In 2012, local people were asked to take part in the Coventry Sports and Leisure Survey. The survey attracted 1,532 responses and provided valuable insight into which sports were enjoyed by people in Coventry, where they took part in these sports and their satisfaction with local facilities.

Assessments of the city's indoor sports facilities and outdoor playing pitches were also carried out. These assessments provided a detailed picture of current indoor and outdoor sports provision in Coventry, showing the number, location, quality and use of the city's indoor facilities and pitches.

Discussions with key stakeholders and partners further informed and shaped the Strategy, until eight Vision Aims and 37 supporting Strategic Objectives emerged. The Vision Aims will remain constant, whilst it is intended that the Strategic Objectives should continue to evolve in response to changes in the local, regional and national context. It is proposed that a Coventry Sports Network will manage and monitor the implementation of the Strategy and will work with sporting partners, clubs and organisations to develop and deliver specific action plans.

Coventry is looking to build upon the significant investment that it has made in sport over the last ten years. This Strategy will ensure that the city continues to grow and improve its sporting structures and the opportunities and experiences they offer, ensuring that the benefits of sport are seen across all aspects of city life.

### 3. Setting the Scene

#### **Coventry Sports and Leisure Survey (2012)**

The results of the Coventry Sports and Leisure Survey (2012) and the associated desk top research were first published in 2013, and a detailed paper outlining these findings can be viewed at [www.covsport.org.uk](http://www.covsport.org.uk).

The headline findings from this detailed paper are summarised below:

- (i) In Coventry, the proportion of women regularly taking part in sport was less than half that of men.
- (ii) The proportion of disabled people taking part in sport in the city was less than both national and regional averages.
- (iii) The sports that people most take part in were keep fit / gym; football; swimming; athletics; and cycling.
- (iv) Swimming and keep fit / gym were the sports that attract the most participants from all backgrounds.
- (v) Swimming was the activity most likely to encourage new participation.
- (vi) The survey also identified the need for increasing the availability of activities for children and young people and children's gym facilities.
- (vii) Coventry Sports and Leisure Centre, Xcel Leisure Centre and the Alan Higgs Centre were the most-used public leisure centres.
- (viii) Just over a third of Coventry Sports and Leisure Centre users used only that facility for their sport and leisure centre needs.
- (ix) The Xcel Leisure Centre and Alan Higgs Centre are the public sports centres that drew the highest levels of satisfaction.
- (x) Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre are the public sports centres that drew the lowest levels of satisfaction.
- (xi) Cleanliness of changing rooms/toilets, friendliness of staff, enjoyment of the activity, feeling safe and secure, cost and being in a comfortable environment were factors which were most important to respondents when choosing a sports and leisure centre.
- (xii) Although participation rates were generally lower in deprived areas of the city, a high number of members of Coventry Sports Trust and Coventry Sport Foundation members came from lower income and social housing households.

## **Indoor and Outdoor Facility Audits**

Detailed assessments of Coventry's indoor sports facilities and outdoor playing pitches have provided a picture of the number, location, quality and current use of the city's facilities and pitches. The Key Findings that emerged from these studies are summarised below:

### **Indoor Sports Facility Audit**

- (i) The quality of indoor facilities varied greatly - from those that were of 'very poor' quality to those that were of 'very good' quality.
- (ii) Many of the city's indoor facilities were found to be located within schools, which offered varying levels of community use.
- (iii) Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre were both deemed to be no longer 'fit for purpose'.
- (iv) Funding being used to support these ageing public sports and leisure facilities could be used to invest in new, modern and more accessible sports and leisure facilities.
- (v) Swimming pool provision across the city would need to be considered in light of the proposed closure of Coventry Sports and Leisure Centre.

### **Playing Pitch Audit**

- (i) It was deemed that the city wide use of playing pitches should be coordinated and managed more effectively.
- (ii) Future investment in pitches will be required to meet the expected growth in Coventry's population.
- (iii) The development of larger clubs should be encouraged so that more play can be effectively managed on fewer sites.
- (iv) Pitches at education sites should be managed in ways that make them easier for the community to access.
- (v) Some community club house / changing facilities needed improving to encourage more juniors and females to take part.
- (vi) Some clubs had concerns over the long-term future of their sports facilities and pitches.

## 4. Methodology

Public consultation on the draft Coventry Sports Strategy 2014 - 2024 took place from 12 February 2014 to 24 March 2014. A survey was available online via a new website [www.covsport.org.uk](http://www.covsport.org.uk), which was established to represent the partnership approach of the strategy.

This was linked to the Council's website and the CSF and CST websites, Twitter feeds and Facebook profiles. A link to the survey was further sent to CSF and CST members, to local community groups and to the Council's database of local people who have registered an interest in taking part in consultations/surveys. All Coventry schools also received a link to the survey, and paper surveys (to complete by hand) were made available at the following locations:

- Alan Higgs Centre
- Brandon Wood Golf Club
- Centre AT7
- Community centres
- Community sport clubs
- Council House and other civic buildings (e.g. Civic Centre 1, Civic Centre 4);
- Coventry Sports and Leisure Centre
- Coventry University
- Foleshill Sports and Leisure Centre
- Libraries (all the city's libraries)
- Moat House Leisure and Neighbourhood Centre
- University of Warwick
- Xcel Leisure Centre

Midway through the consultation, an analysis of responses showed there had been comparatively few responses from people from Black and Minority Ethnic (BME) groups. The survey was then sent directly to a range of representative groups with support from Coventry Partnership, Voluntary Action Coventry and through direct contact with religious groups.

Two engagement events were also held for local sports clubs (one event in the north of the city and one in the south). All neighbourhood forums were offered a presentation from the project Strategy group. Nine of the neighbourhood forums accepted the offer and received

a presentation. Face-to-face meetings were also held with representatives of individual stakeholder groups and bodies.

All of the related strategy documents were available in full online and a summary document of the Coventry Sport Strategy 2014 – 2024 was produced and available at all the venues listed above.

A total of 1,056 survey responses were received during the public consultation on the draft Sports Strategy. Of these, 704 were received online and 352 were received via the paper questionnaire, by letter or at the club nights.

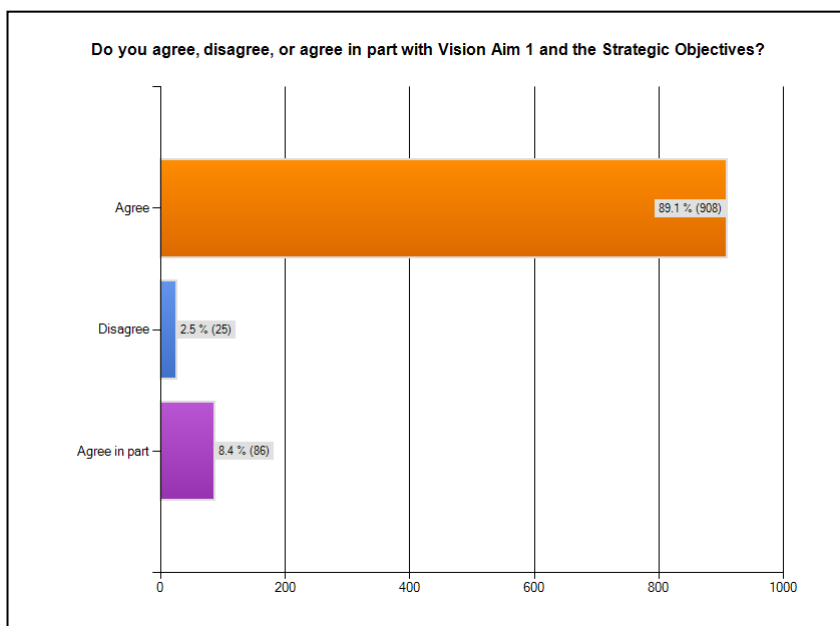
## 5. Main Findings

### **Vision Aim 1 – To inspire more people within the city to take up and regularly take part in sport**

Coventry faces a real challenge to inspire more people to take up and regularly take part in sport. In Coventry, there is a higher than average number of people that never take part in sport and this is particularly true for females, disabled people and people with a long term limiting illness. Currently, 16 – 25 year olds are those most actively involved in sport. Coventry has a particularly young population (partly as a result of having two universities) so that the levels of sporting activity amongst this group influences, more than usual, the wider measures for people taking part in sport across the city as a whole.

### **Strategic objectives**

1. To increase the number of children and young people that regularly participate in sport.
2. To increase regular adult participation in sport to a level higher than national and regional averages.
3. To increase regular participation in sport by disabled people to a level higher than national and regional averages.
4. To increase regular participation in sport by females to a level higher than national and regional averages.
5. To increase regular participation in sport by those on lower incomes to a level higher than national and regional averages.
6. To increase participation in Coventry's key sports to levels higher than national and regional averages for each of these sports.



A total of 328 comments were received regarding Vision Aim 1. These are themed below:

|                                           |              |
|-------------------------------------------|--------------|
| Need for a 50m pool in the city           | 153 comments |
| Inspiration/link to health                | 48 comments  |
| Facilities                                | 32 comments  |
| Young people/older people's participation | 29 comments  |
| Definition of sport                       | 18 comments  |
| Issues around disability                  | 15 comments  |
| Need to encourage participation           | 12 comments  |
| Neighbourhood provision                   | 6 comments   |
| Cost of participation                     | 5 comments   |
| Existing users                            | 3 comments   |
| Evaluation                                | 2 comments   |
| Other equalities issues                   | 2 comments   |
| Competition                               | 1 comment    |
| Sports clubs                              | 1 comment    |
| Disagree with vision and aims             | 1 comment    |



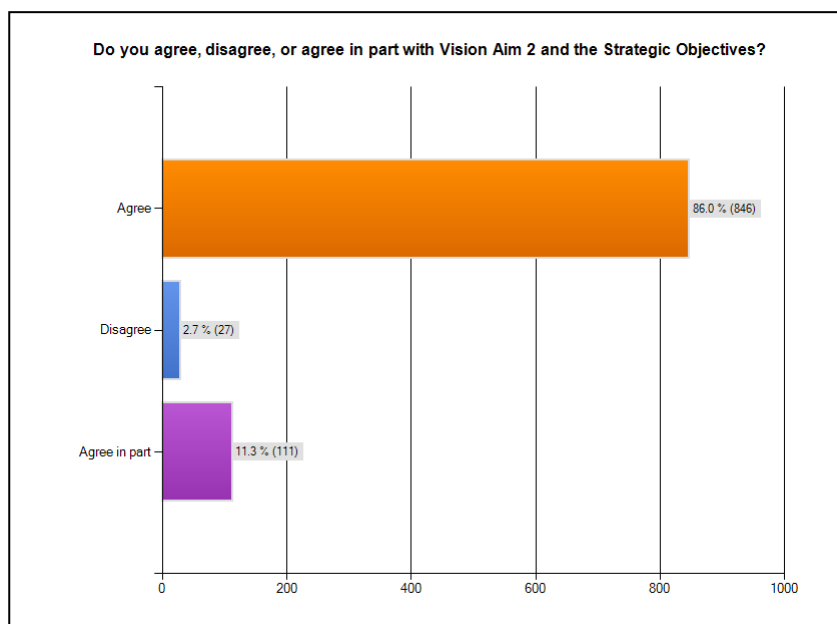
## Vision Aim 2 – To provide a wide range of high quality and exciting sporting opportunities and experiences

People are more likely to regularly take part in and enjoy sport if they have good first time experiences of sport and then receive quality tuition and coaching in their preferred or chosen sport. In Coventry, the number of people receiving high quality sports coaching and tuition is lower than both the national and regional averages and is seen to be declining. Females are less likely than males to become involved in structured or competitive sport in the city. The number of Clubmark accredited sports clubs in Coventry is also declining, at a time when national strategies support a clear need for clubs to play a more active role in working with schools and community partners to improve the quality of local sports provision.

Through the launch of the Coventry Sports Strategy, the city has a unique opportunity to introduce a new Sports Charter, highlighting how local sports clubs and organisations will work together to offer high quality sporting opportunities and experiences across all communities and neighbourhoods.

### Strategic Objectives

1. To increase the number of people receiving structured sports coaching or tuition to a level higher than national and regional averages.
2. To have 120 National Governing Body accredited sports clubs, associations and organisations committed to the Coventry Sports Charter.
3. To form delivery partnerships between a range of community sports clubs and forty-five schools throughout the city.
4. To have ten sports implementing local strategic Sports Implementation Plans within the city.



A total of 293 comments were received regarding Vision Aim 2. These are themed below:

|                                  |             |
|----------------------------------|-------------|
| Need for a 50m pool              | 94 comments |
| Ability                          | 77 comments |
| Range of opportunity             | 33 comments |
| School and club involvement      | 24 comments |
| Opportunity for all              | 23 comments |
| Need for good facilities         | 17 comments |
| Young people                     | 13 comments |
| Disagree with aim and objectives | 10 comments |
| Agree with aims and objectives   | 4 comments  |

### **Vision Aim 3 - To inspire more people to volunteer, coach and be facilitators of sport**

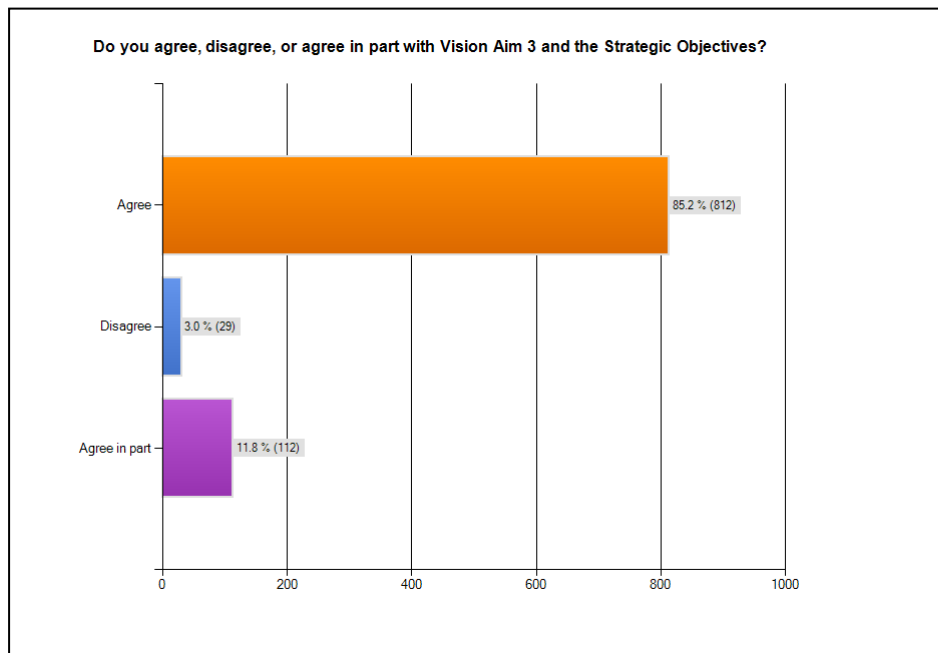
Volunteers, coaches and officials (e.g. referees) are the life blood of sport and without them, taking part, improving and competing in sport would not be possible for many people.

The proportion of adults in Coventry now volunteering in sport is lower than the national and regional averages. Volunteers are vital for leagues to run smoothly and clubs to survive and thrive in their local communities. There is a need to increase the levels of investment and support offered to those adults who are prepared and able to give their time to be volunteers, coaches and facilitators of sport, along with a need for improved structures to coordinate their efforts. There is also a need for initiatives and structures that will inspire and support the next generation of young people to become the future volunteers, coaches and facilitators of sport.

#### **Strategic Objectives**

1. To establish a funding and investment programme to encourage and develop new and existing volunteers, coaches and facilitators of sport.
2. To increase the number of adults volunteering in sport for at least one hour per week to a level higher than national and regional averages.
3. To deliver initiatives that support and develop children and young people as volunteers, coaches and facilitators of sport.
4. To create and be actively operating a sports volunteering network within the city.

5. To create a comprehensive club, volunteer and coach education programme that includes pathways to employment



A total of 277 comments were received regarding Vision Aim 3. These are themed below:

|                                   |              |
|-----------------------------------|--------------|
| Need for a 50m pool               | 158 comments |
| Training/funding                  | 49 comments  |
| Agree with aim and objectives     | 32 comments  |
| Need for good facilities          | 11 comments  |
| Role models                       | 10 comments  |
| Disagree with aims and objectives | 11 comments  |
| Existing volunteer support        | 6 comments   |

#### **Vision Aim 4 - To identify and support talented athletes to reach their sporting potential**

Coventry has a very proud sporting heritage, as recently demonstrated by Coventry athletes representing Team GB at the London 2012 Olympic and Paralympic Games.

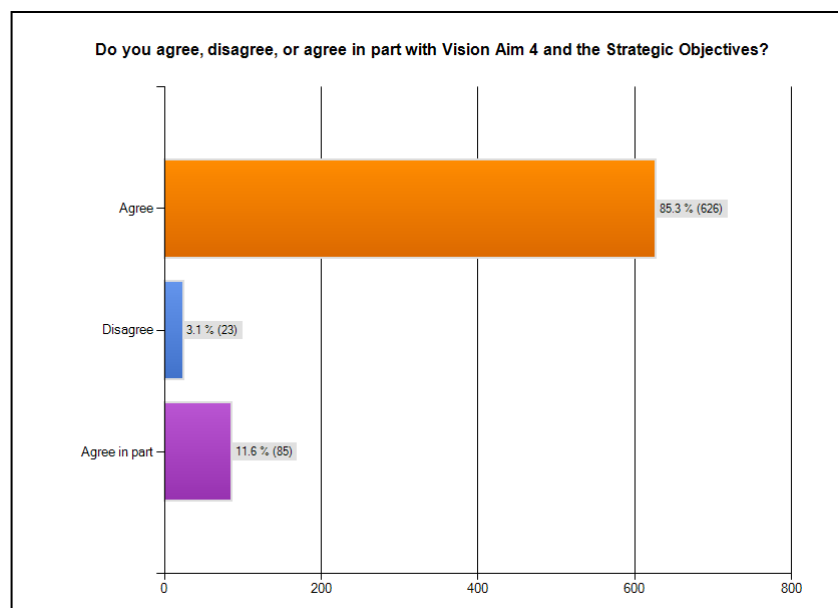
To build on these levels of success, schools, sports clubs, coaches and partner organisations must work together to identify and support emerging talented athletes in the city. Using expertise held within Coventry's sports clubs, the universities and partner organisations, the city must bring together and coordinate the services needed by talented athletes, to enable them to fully progress in their field and to achieve their sporting potential. A particular focus

must be given to widening and developing talent pathways within disability sport, where (with some notable exceptions) support for talented athletes within the local club network is often more difficult to access.

Coventry's central location means the city is also ideally placed to attract the development of key regional sports hubs to act as a focus for talent development and for the achievement of excellence.

### Strategic Objectives

1. To establish and embed a Coventry Institute of Sport that provides early specialist support services for the benefit of talented athletes.
2. To establish local talent identification programmes which are fully integrated into all strategic Sport Implementation Plans.
3. To establish talent identification and development programmes across ten sports that support disabled people to reach their sporting potential.
4. To work in partnership with National Governing Bodies of sport to establish four Midlands-based development hubs in Coventry.



A total of 360 comments were received regarding Vision Aim 4. These are themed below:

|                                |              |
|--------------------------------|--------------|
| Need for a 50m pool            | 198 comments |
| Agree with aims and objectives | 66 comments  |
| Facilities and coaching        | 49 comments  |

|                                  |             |
|----------------------------------|-------------|
| Schools/young people             | 18 comments |
| Disagree with aim and objectives | 16 comments |
| Funding                          | 13 comments |

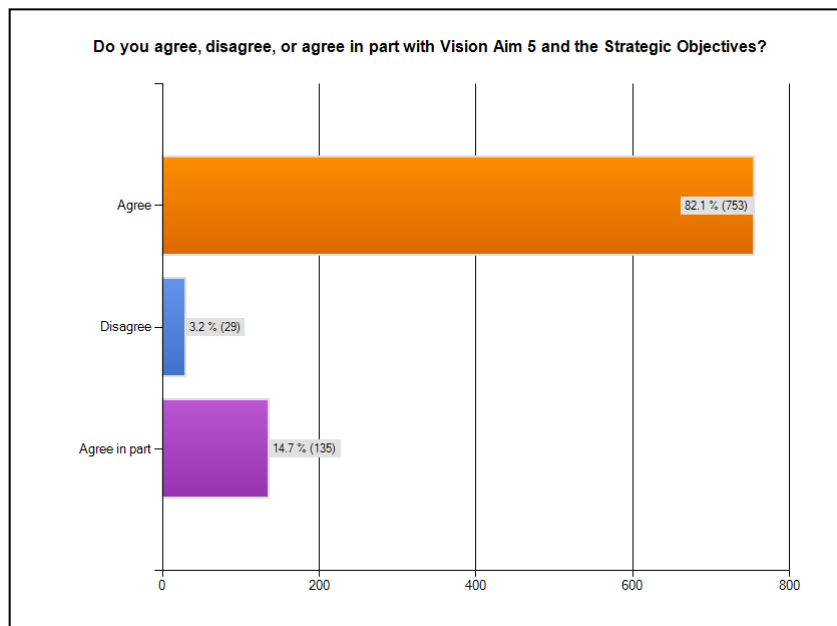
**Vision Aim 5 - To provide a range of modern, accessible and high quality sports facilities in the city**

Coventry has made significant investment in its public sports and leisure facilities over the last ten years, but the city still has some facilities that require improvement or replacement. Foleshill Sports and Leisure Centre and Coventry Sports and Leisure Centre are no longer fit for purpose. Foleshill Sports and Leisure Centre is due to close in August 2014 upon the opening of new facilities at Centre AT7, but there is still a clear need to invest in public sports and leisure facilities in the city centre.

There is an opportunity to use the money currently used to support the running of Coventry Sports and Leisure Centre to build a new and more modern city centre facility. Investment in outdoor sports facilities must be focused towards education sites that are accessible to local communities and towards larger club and community ‘hub’ playing pitch sites.

**Strategic Objectives**

1. To develop city centre sports and leisure facilities that are accessible, high quality, sustainable and of significance to the Midlands.
2. To invest in the development of sports and leisure facilities where justified by demand, strategic programming needs and financial sustainability.
3. To provide accessible and high quality outdoor sports, leisure and ancillary facilities across the city.
4. To support sports clubs, venues and schools to secure a total of £4m of investment into their community sports facilities.
5. To partner with National Governing Bodies and funding agencies to support the development of facilities for Coventry’s key sports.



A total of 400 comments were received regarding Vision Aim 5. These are themed below:

|                                  |              |
|----------------------------------|--------------|
| Need for a 50m pool              | 264 comments |
| Neighbourhood Provision          | 36 comments  |
| Agree with aim and objectives    | 35 comments  |
| Variety of provision             | 28 comments  |
| Quality of provision             | 21 comments  |
| Disagree with aim and objectives | 7 comments   |
| Need for provision for disabled  | 5 comments   |
| Need for a skatepark             | 4 comments   |

### **Vision Aim 6 - To attract high profile sporting events to the city and to celebrate sporting achievement**

Coventry has a proud history of attracting and hosting high profile and successful sporting events, including Olympic Football, the Women's FA Cup Final, the British Transplant Games, the UK Corporate Games, the International Children's Games and Davis Cup Tennis.

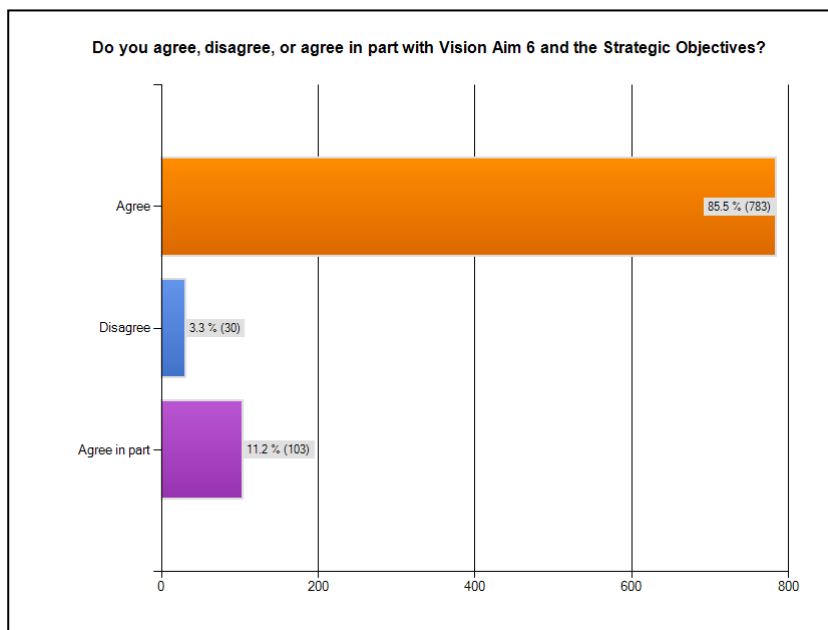
Coventry's ambition is to be recognised as a dynamic city, as a visitor destination and as a centre for events. Linked to these ambitions, the city is striving to deliver a range of high quality sporting events, a number of which will be closely connected to the city through

local sports club and coaching initiatives. The challenge for sport in Coventry is to work strategically with National Governing Bodies of Sport and a wide range of local events, sports and tourism partners to grow local and regional sporting events and to develop a strong city offer when bidding to attract major sports events.

Having secured the hosting of these major events, the challenge within the city will then be to bring these events to life, not only at the events venues, but also within the communities from where the spectators will inevitably be drawn.

### Strategic Objectives

1. To create a strategic events and tourism partnership that will bid for and host fifteen major sporting events in the city.
2. To develop a regular events programme within the city for each of Coventry’s key sports.
3. To develop and support high-profile events which celebrate local sporting achievement, volunteering and coaching



A total of 338 comments were received regarding Vision Aim 6. These are themed below:

|                      |              |
|----------------------|--------------|
| Need for a 50m pool  | 224 comments |
| Location/facilities  | 30 comments  |
| Good for Coventry    | 27 comments  |
| Football club issues | 20 comments  |

|                                  |             |
|----------------------------------|-------------|
| Agree with aim and objectives    | 14 comments |
| Cost                             | 7 comments  |
| Young people                     | 7 comments  |
| Disagree with aim and objectives | 4 comments  |
| Disability issues                | 4 comments  |
| Skatepark                        | 1 comment   |

### **Vision Aim 7 - To grow and promote sport in the city through effective partnerships**

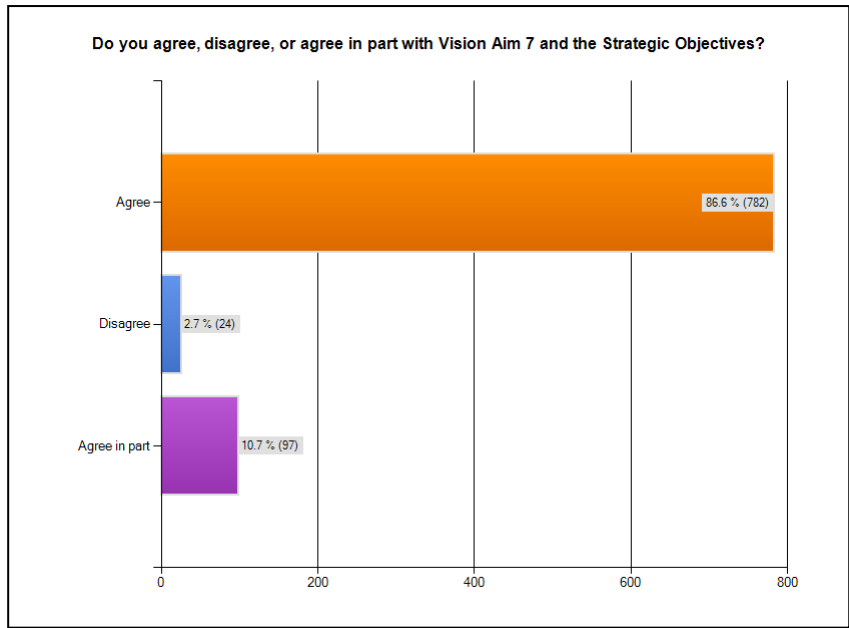
Effective partnerships are essential to growing and promoting sporting opportunities in Coventry. It is important from the outset that partners from business, education, public services and sport are drawn together by the spirit, mission and aims of this Strategy.

The development and agreement of action plans to deliver the Strategy will be dependent on collaboration between partners. The formation of a new Coventry Sports Network (CSN) will be crucial in shaping and developing these relationships. This umbrella organisation will be the driving force for the delivery of the Strategy, and the ongoing commitment of partners to the Network will be central to the Strategy's success. The CSN will need to be fully informed about the progress being made and the performance of all partners in delivering the Strategy. The CSN will also play a central role in advocating for sport in Coventry, by presenting a coherent, coordinated and efficient structure for delivering sport across the city to national and regional partners and investors.

### **Strategic Objectives**

1. To establish a strategic Coventry Sports Network that comprises key decision makers from the organisations that influence sport across the city.
2. To secure £10m of investment in sport through a strategic Coventry Sports Network.
3. To ensure that all sports providers in the city have access to a network of support through a strategic Coventry Sports Network.
4. To ensure that Coventry is represented within all relevant partnerships that clearly contribute to the achievement of the city's sporting objectives.





A total of 246 comments were received regarding Vision Aim 7. These are themed below:

|                                         |             |
|-----------------------------------------|-------------|
| Support needed                          | 79 comments |
| Need for a 50m pool                     | 49 comments |
| Representation on CSN                   | 44 comments |
| Agree with aim and objectives           | 28 comments |
| Need to reference existing partnerships | 23 comments |
| Equalities issues                       | 10 comments |
| Disagree with this aim and objectives   | 7 comments  |
| Minority sport representation           | 6 comments  |

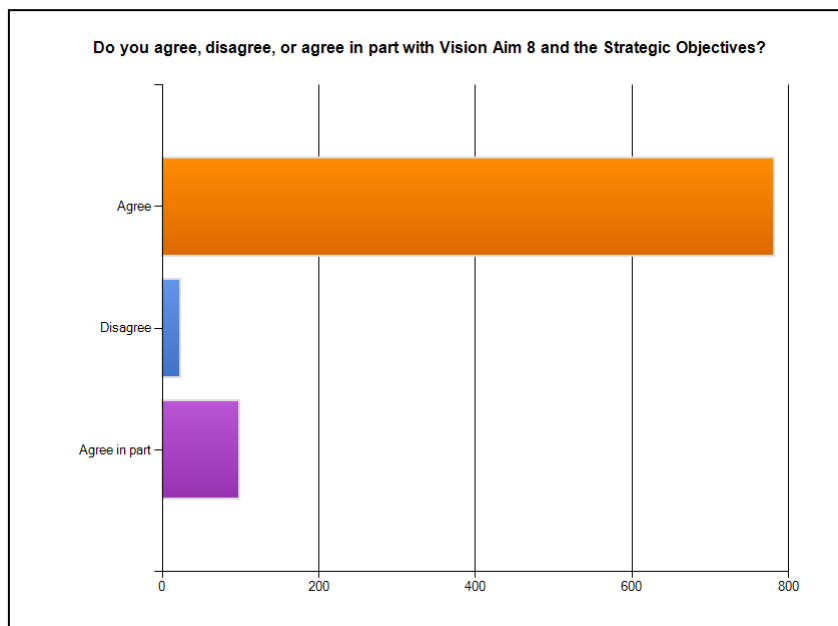
**Vision Aim 8 - For sport to make Coventry a better place to live, work and visit**

Taking part in sport has clear health benefits, but also provides opportunities to improve social inclusion and cohesion within and between communities. Sport has a major part to play in raising Coventry’s profile nationally and internationally, by attracting major events to the city, and is also at the heart of the city’s cultural, tourism and heritage offers - all of which increase visitor numbers and bring economic benefit to the city.

Finally, sport is a driver for regeneration - both in reshaping and redefining the physical landscape of the city; and in helping to provide training and employment opportunities for local people.

## Strategic Objectives

1. To actively demonstrate the positive impact that regular sports participation has in addressing public health inequalities in the city.
2. To harness the power of sport to promote and encourage social inclusion and community cohesion within the city.
3. To connect sport to the city's cultural, heritage, events and tourism offers.
4. To increase visitor numbers and secure economic benefit from hosting high-profile sporting events.
5. To ensure that all proposed regeneration schemes within the city consider the potential for incorporating sustainable sporting provision.
6. To increase training and employment within the city as a consequence of investment in sport.



A total of 275 comments were received regarding Vision Aim 8. These are themed below:

|                                      |              |
|--------------------------------------|--------------|
| Need for a 50m pool                  | 112 comments |
| Need to link to heritage and history | 56 comments  |
| Agree with this aim and objectives   | 27 comments  |
| Equalities issues                    | 24 comments  |
| Will improve Coventry's reputation   | 17 comments  |

|                                           |             |
|-------------------------------------------|-------------|
| Need to link more effectively with health | 13 comments |
| Disagree with this aim and objectives     | 12 comments |
| Football club/Ricoh issues                | 7 comments  |
| More employment links                     | 6 comments  |
| Skateboarding                             | 1 comment   |

### **Other comments**

Finally respondents were asked to make any further comments about the Coventry Sports Strategy or any of the online documents. These documents are:

- a. Coventry Sports Strategy (full version)
- b. Aquatics Strategy
- c. Indoor Facilities Assessment Report
- d. Indoor Facilities Strategy
- e. Playing Pitch Assessment Report
- f. Playing Pitch Strategy

A total of 505 comments were received. These are themed below:

|                              |              |
|------------------------------|--------------|
| Need for a 50m pool          | 321 comments |
| Facilities                   | 34 comments  |
| Agree with strategy          | 31 comments  |
| Support for minority sports  | 24 comments  |
| Support for existing clubs   | 20 comments  |
| Equalities issues            | 18 comments  |
| Disagree with strategy       | 11 comments  |
| Rate relief for sports clubs | 9 comments   |
| Funding/resources            | 9 comments   |
| Young people                 | 6 comments   |
| Ricoh/football club issues   | 5 comments   |

Schools 4 comments

Links to health 3 comments

What are the priority sports? 2 comments

## 6. Summary of Issues / Comments Raised

Many of the comments raised in the feedback above overlapped or were repeated in one Vision Aim to another. For the purposes of presentation, key comments on the areas highlighted above have been grouped and summarised below, by themes across the Vision Aims:

### **Links between sport, physical activity and healthy lifestyles:**

- The word 'sport' is off-putting for some
- There is a need to for an equal focus on physical activity

### **Opportunities for all**

- With regards to public health...GP's should be using sports for treatment in mild depression, post natal low mood, childhood depressive disorders and for people who are borderline overweight and above. This way it tackles obesity before it starts
- The Strategy needs to address ensuring equality of access across the city
- Trying to achieve at high-level sport is not the panacea for increasing activity levels
- With finite resources and funds it is better to focus on high general participation rather than individuals; although high profile athletes can also be inspirational
- Concern that when funding cuts are announced 'talented athletes' funding would be prioritised ahead of sport for the masses programmes which encourage participation
- More people will do sport if they enjoy the experience. It should be sociable and fun
- New facilities provide a great opportunity to consider new sports and wider choice
- The Strategy will result in less opportunities in the Coventry area

### **Comments relating to age (e.g. younger people/older people's participation)**

- There needs to be more provision for toddlers to take part at convenient times
- Need to provide facilities for young people
- Teenage years are the key age for dropping out of sports (significant gaps in appropriate opportunities appear for this age group)
- Need to support people aged 40+ to come back to sport having stopped and concentrated on family life
- Need to incentivise and cater for the needs of older people
- There should be more emphasis on older people as volunteers – there is a clear opportunity to extend the sporting and active life of older Coventry citizens

### **Disability**

- The specific needs of disabled people and people with special needs must be considered and addressed to increase participation
- Need to consider assistance for people who can't access facilities independently or easily due to disability, long-term limiting illness or injury

- Activity offers should be more tailored towards disabled people (i.e. swimming for the disabled), as with the exception of the Xcel Centre this area is weak. Prices should reflect often these people will struggle to afford classes if on disability benefit

### **Gender**

- Competitive swimming has more female than male swimmers
- Informal running (e.g. parkrun) has more female than male participants
- Traditional sportswear for females can put women off participating
- Include nice gardens/play area (creche) so mothers (or parents) can keep fit

### **Range of opportunities**

- Need to support community sports clubs
- Need to provide opportunities from initial participation right through to talent development (examples include 'learn to swim' through to competition squads)
- Having high quality coaches and facilities is key to offering opportunities for all levels and abilities in a sport
- Need to support minority community sports into the mainstream (e.g. Kabaddi; Tug of War) and build facilities for sports favoured by different nationalities
- The sporting offer in schools should be widened – not just traditional sports
- Please put swimming as one of your key sports. It is the highest participation sport in the country
- A few targeted sports may benefit from the Strategy at the expense of wider activities

### **School, academy and club involvement**

- Most first-time experiences of sport are forged in schools. Schools can inspire young people by working with top coaches (examples given)
- There are great opportunities for clubs to work with schools to develop plans for sports across the city (example provided is judo)
- It is important to actively involve local clubs with the schools in the city. The clubs have the facilities, equipment, qualified coaching staff, enthusiasm and in most cases opportunities for people to take part.
- Better use of school facilities and integrate sports to maximise use of facilities and sports grounds
- Education partners (schools, academies, colleges and universities) should do more to support community based coaching programmes
- Talent development is huge for schools. How can schools pool resources and bring talented young people together?

### **Cost of participation:**

- Need for fees to be structured to suit all incomes
- Need to support local, free, community events
- The cost of car parking impacts on levels of participation
- Accessing grant funding is so hard it means the agencies don't push and promote what they have to offer
- The cost of attending water parks make this an occasional treat for most people, not a regular Saturday afternoon activity

### **Talent and Ability**

- There is too much focus on participation and not enough on achieving high standards
- Creating competition in sport is what pushes people to perform to their full potential
- More support to athletes in the city should be available from the two universities
- Better to give money to support communities than talented athletes
- How many Coventry residents will benefit from investing in talented athletes – invest instead in more affordable community facilities for residents
- Children should not be denied the opportunity to compete at their full potential because their parents cannot afford to support them in doing so
- Some clubs promote elitism which most people don't like. The clubs only want stars.
- Elitism for the few, do the real job, elite athletes go to training camps, not leisure centres

### **Need for a 50m pool in the city:**

- How can the city provide high quality and exciting sporting opportunities and experiences without a 50m pool?
- If you don't replace the 50m pool the Strategy is working against itself
- Replacing the 50m pool with a 25m pool shows a hindered ambition and will deliver nothing but push the once proud city into some provincial backwaters of sport
- A 50m pool is financially sustainable and affordable. It may not make as much money as a Water Park but even that is a moot point
- The demand for the leisure centre and Olympic pool is clearly there, however lack of investment over decades has taken its toll
- Too much emphasis is being placed on leisure in the strategy – replace like for like or better.
- A 50m competition facility has the ability to inspire young people to swim
- A 50m pool offers opportunities to train and compete at the highest level
- A 50m pool enables volunteers, coaches and officials to get experience of their roles at higher-standard competitions and events
- A 50m competition pool is unique to Coventry in the West Midlands and attracts people to the city for regional and national events/galas

- Why did no Olympic swimming squad visit the city in 2012, being the only 50m pool in the Midlands?
- A world class facility will draw swimmers from far away and will help defray expenses
- The city should produce a new facility it can be truly proud of
- The ASA are trying to increase the number of 50m pools, not reduce them
- Losing a 50m pool will harm the prospects for the city of an Olympic Legacy  
Losing the 50m pool will result in the City of Coventry Swimming Club losing Beacon Status, and a reduction in the Club's funding and coaching standards
- Families whose children are competitive swimmers will not want to come to Coventry unless the facilities are there.
- The closure of the 50m pool could see the migration of the top coaches to the new 50m pool facility in Birmingham
- The majority of children aged 7-11 cannot swim more than 25m. Losing the 50m pool will reduce opportunities for young people to progress.
- Going from a 50m pool to a 25m pool will create capacity issues for swimming in the city, as well as access difficulties for other sports that rely on larger areas of water space (e.g. water polo, canoeing)
- Look at the example of Manchester which has flourished, and one reason is exemplarily sports facilities enabling high profile events to be held. e.g. Dual in the pool, which had TV exposure.
- Flexibility in the city's pool offer is important for serious swimming, water polo, synchronised swimming, diving etc.
- A water park facility will not encourage people to swim on a regular basis
- A water park will provide leisure opportunities not sporting opportunities
- It would be most beneficial to Coventry and the surrounding region should we build a multi-purpose waterpark/swimming facility to encourage children and adults alike to become more active
- The needs of the whole spectrum of swimming need to be considered – from 'learn to swim' through to national competition

**Comments on facilities (other than those relating to a 50m pool):**

- Take-up and participation are dependent on the standards of facilities
- Even if you have the facilities it is a minority that will use them. Money would be better spent on helping those less well off. If you do not have the basics for health, why on earth would you be motivated to take part in sport?
- Not selling off sports pitches for development would be a good start
- As a club we are keen to work in partnership to secure investment into community sports facilities and are interested in exploring further the community hub playing pitch sites envisaged in the strategy



- Attracting funding for Investment in Artificial Grass Pitch and changing room provision (in conjunction with other sports) would enable pressure to be taken off grass pitches, and maximise outdoor provision. The Council with other partners could generate sustainable funds to employ a bid writer to assist clubs to maximise the approach to external funding
- A closed circuit cycle track - suitable for wheelchair racing - would be a huge plus for the city
- A new city centre skatepark, preferably indoor, including a skateboarding arena area for shows. The skateparks and facilities within the city have long been classed as below average by the local skateboarders, and time and time again attempts have been made to raise awareness and improve the skateparks in Coventry. More council assistance is required to help the young people achieve this goal
- Coventry Sports Centre and Foleshill are old and no longer fit for purpose
- Why can they not be repaired? Restoration grants would be the way forward not dumbing down to smaller buildings and facilities
- Coventry Sports and Leisure Centre is still fit for purpose and is an excellent swimming pool
- Coventry Sports and Leisure Centre is an iconic part of the city centre and could do with more money invested into it for renovation rather than starting again
- It is unrealistic to think that the Local Authority can be the main provider of facilities for the future
- It sounds such a good idea. High aspirations. But will we end up spending a lot of money we can ill afford and to no good result. Do not price our citizens out of using the new facilities. Keep costs down, entrance fees low and do not charge for car parking
- Please consider all aspects (i.e. men's water polo needs a 30m pool, minimum depth 2m throughout)
- I strongly believe it's far more important to have high quality facilities with a smaller pool than to have sub-standard facilities with a larger pool
- Linking the sports strategy into the wider regeneration plans for the City Centre/Friargate is essential. Coventry has a strong history of links to sport and with the right facilities in place this can only get stronger! Targeting resources to flagship sports will encourage overall sports participation
- Cricket facilities need expanding and enhancing
- Community centres can play a key role in supporting and developing sport
- Closing Coventry Sports and Leisure Centre will result in the loss of facilities other than just pools – valued facilities for bowls; indoor roller skating, gymnastics
- Coventry has a strong history of links to sport and with the right facilities in place this can only get stronger! This will only happen if the council and partners have a clear and positive vision that will allow the city's athletes to train and compete in world class facilities. The legacy of London 2012!

- Including a spa / relaxation therapy centre will also increase visitors in the city, as there are gaps in this area and limited places to go to in the west midlands as a whole - would suggest investing in this

### **Neighbourhood provision**

- Facilities should be centrally located
- Indoor sports in the City Centre is not necessarily ideal because parking charges can double the cost of participation
- Facilities should be easily accessed throughout the city, without the need for travel
- Facilities are needed in local neighbourhoods to ensure accessibility and use
- Community sports facilities attached to existing educational facilities are ideal, as there is usually ample free parking. Public transport links to out of town venues need to be considered too
- Divide the city into four and put in place sports facilities in each quartile. Where possible, use parks and re-establish park/sports keepers to look after them, with accommodation on site, as it used to be. Make sure there is free parking space
- Each area should have a full range of sports, unless it is very specialist, in which case one centre covers these for the whole city
- We should be developing more local swimming pools example Alan Higgs centre should be further developed to include a pool
- The North West of Coventry deserves a fit for purpose sports facility which meets the needs of its community
- Would like to see Xcel type facilities in Allesley/Allesley Park/Coundon
- Hubs are essential. One large sports complex in the centre of Coventry is not the answer. Expensive bus fares, parking? Financially accessible is important
- These facilities should consist of a high quality central centre with further centres within the community. Importantly, they should work together to ensure a complimentary range of activities/facilities are available. No centre should consider itself a stand-alone facility

### **Institute of Sport**

- This is off-putting. Let's encourage healthy living
- Not sure that establishing an Institute is a good investment of government money
- An Institute of Sport and local talent identification programmes are a waste of money for most sports as the infrastructure is already in place and grants are available
- There is no point in having an Institute of Sport if there are no high quality facilities for people to train or compete in
- An Institute of Sport needs a decent swimming pool
- This is huge for schools. How can schools pool resources and bring talented young people together?

- Coventry needs to be a hub for sports again. So many talented athletes have left Coventry to train elsewhere. We need these to stay to inspire the next generation
- This is not, nor should it be the role of the Local Authority. This should be done by individual sports
- The role of the local authority is to provide quality public facilities which athletes can use, then hand over their day to day management to a competent body
- It should be the NGB's who provide the support. I agree the CCC initiative is to support these but we should not introduce more bureaucracy
- It is best to have a single lead for each sport – there is little overlap between sports and it is unlikely the Coventry Institute of Sport would have the required level of expertise

### **Football Club/Ricoh Arena**

- Given the situation with the Football Club, what can be done to support the Coventry City Academy for Football?
- Please make greater use of the Ricoh Arena
- Getting football back to the Ricoh would be a start..... We are in a situation where young fans have nothing to support and will turn off sport completely
- Until the issues are fully thrashed out satisfactorily between the Council and the Football Club to the approval of the fans, I believe the Council will struggle to meet this objective comfortably

### **Coventry Sports Network/Partnerships**

- Coventry is a diverse city with talent and needs infrastructure/organisation behind its sports provision
- There are some strong sporting partnerships within the city and their experiences and expertise need to be accessed to help move the strategies forward
- You need to ensure that ALL stake holders have a voice and recognise that most stake holders are volunteers and are usually employed full time in jobs unrelated to the sport they represent. Meetings must be arranged at times and in venues that recognise the contribution of these volunteers
- There are so many diverse sporting partners in the City - it would be fantastic to have a local forum that is more accessible to the general public, where all the partners can be contacted. This would greatly enhance participation in sports
- This is great in principle, but I fear decision by committee - and a committee where everyone has a vested interest. Must ensure some unbiased voices on this group too - and the community voice - not just the pro-sports people
- Who are the partners? Will they include people who have a perspective on disability?
- Strong partnerships with local clubs and organisations are essential to guiding and moving the strategy forward
- I think municipal authority should retain ownership of sites and have a steering role

- At present secondary school heads of department, lost their link Coventry City person. This has not been replaced. We must get all heads of PE to develop City wide plan that links into aims being addressed
- It's right to work together so that thinking is joined up across the city - this will only work if all sports providers are part of it, you all learn from each other and if you listen to Coventry people
- Would CSN be one committee or will there be small ones representing an individual sport, because the larger sports activities will always have bigger say to where the grants and money will end up
- The strategy has been developed on the basis of a few questions asked of the club coach and chairman, how is this partnership? The club has worked effectively with the Coventry Leisure Centre and many other sporting facilities for years, it has worked to build relations with other sports centre to promote the pathways programme and secure funding from sporting organisations. As a key stakeholder in the Aquatics Strategy you would of thought that the club would of have been part of shaping the Strategy
- Does this include small specialist groups like marshal arts and different sports, dance and games? Will they get rate rebates and other support? It will have to be properly administrated and monitored, but some 'street' based activities attract the marginalised youth
- The club supports the establishment of a Coventry Sports Network but this has to reach beyond the big institutions and National Governing Bodies and engage the clubs on the ground that are delivering sports to young people and adults
- We need a 'plan on a page' to help clubs navigate through the maze of 'players' - Coventry City Council, CSW Sport, National Governing Bodies etc.
- All our sporting partners in the city need to have their expertise and experiences assessed to help move forward
- With the level of obesity in the city the focus should be on getting people active so a wider partnership including health for example is what necessary
- I agree in principle but don't see Coventry doing enough to promote culture, heritage, events and tourism anyway

### **Funding/Resources**

- Sport needs investment to ensure that we have a first class base for the continuing wealth of the people and trade of this city. Funding can be found for less important matters and I am sure that the funding to keep the high level of sporting achievement in Coventry through coaching could be maintained
- Investment is needed in a variety of sports especially where it is gender dominated or does not cater for those with disabilities
- What if you don't get the funding?

## **Volunteering**

- Clubs rely too heavily on volunteers who receive few perks or rewards
- There is no point in having great facilities if you haven't got good coaches and volunteers
- There are great opportunities to volunteer at local schools (e.g. Sports Attendant)
- People are working longer and have less time to volunteer – we cannot rely on volunteers for our sport in the way that we used to
- Pathways to employment are not clear in most sports and are far from straightforward
- Could volunteering be linked to getting benefits for a set period? It would give people who were unemployed something to get up for and encourage them to network
- Financial support for volunteers/volunteering programmes is a great idea and will really help clubs and individuals meet the costs of training, insurance etc.
- Incentives to volunteer don't have to be financial
- Need to find ways to recognise the contribution people make
- Volunteer officials are not adequately supported by the clubs and organisations they support. There won't be any referees in the future if they are not shown respect now
- Volunteers need to know what they are doing, which requires a mature club structure, which in turn is strengthened by having a club base, and support mechanisms in place
- It would help if better information and club based support could be made available to allow clubs to avail themselves of opportunities to support volunteers
- A comprehensive club, volunteer and coach education programme that includes pathways to employment will give people life chances and experiences

## **Coaching**

- Need to provide more local, accessible coaching courses to raise the standard of coaching

## **Competitions**

- Coventry has very little of this. We have a football team that doesn't even play in the city. The demise of the Godiva club and the rugby, speedway etc. are all very sad and we need to do something to re-energise the city
- We should attract more competitions as these generate inspiration and aspirations
- National events only will come to facilities of a national standard (e.g. 50m pool, football arena, gymnastics)
- To help skateboarding in Coventry progress we need more events like the summer jam in 2012 outside of the transport museum to promote skateboarding and maybe charge an entry fee to raise money for a new skatepark
- To stage big events you need big venues. Football and rugby have been a success at the Ricoh Arena the same could be achieved with a shiny new swimming venue on a par

with the existing one with a similar amount of spectator seating (e.g. biathlon, swimming, triathlon and diving)

- You have listed 11 high profile events in the strategy document, what is not clear in the this document is that at least four of those events would not even have entertained coming to Coventry if it had not been for the 50m pool
- Events deliver knock-on benefits for jobs and the economy via local hotels, shops and restaurants. This is the fiscal sweet-spot of attracting visitors to Coventry
- Coventry doesn't host enough sport. 11th largest city but we are being left behind
- Not sure Coventry has the national appeal to pull in such events
- Good idea and would promote Coventry for the right reasons and I would be in favour of this
- This is great to hear. I'm proud of my City and I feel we as a City are capable of so much more. It's crucial that the council takes the lead in driving the ambition of our city forward
- If events come to the city, it gives people a chance to see how it is played properly at a competitive level and can encourage and inspire people to do the same
- The selected events need to represent all target groups, differing ages, gender, able/disabled sports, team and individual activities, Some major "sport for all" events need to be included as well as those showcasing elite performance
- Huge opportunities with NFL games being hosted at Wembley with potential partnerships to hold future events or possible games at the Ricoh
- Although it's good to have high profile events in the City (e g Olympic football) this shouldn't be at the expense of grass roots activities
- Can't do this without a football team in their city. Use Ricoh Arena. We do not have provision for the general public, yet you wish to bid for events to which there is no interest
- Sometimes we aspire too high. Think about the citizens. How much can they afford to pay to use these super facilities? Do we want them to get great headlines once a year, or do we want a usable and affordable facility for the citizens of Coventry?
- The heritage of a successful swimming club in Coventry already created a profile nationally and internationally, but lack of investment over many years has undermined this. Closing the 50m pool works directly against these strategic objectives

### **Sports clubs**

- Clubmark accreditation is a goal but sometimes needs a nudge
- Clubmark is not being adequately promoted or supported by the agencies
- Clubs in one sport can work collaboratively to support development in another
- The most important thing the Council can do to promote sport in the city is to promote and market the clubs
- Do not spend too much time focussing on the influence of National Governing Bodies

- As a club we fully support the Council's strategic aim to use sport to improve outcomes for local people. The recent proposal to reduce and remove funding from sports clubs through the removal and reduction in discretionary rate relief support is counter intuitive to this strategic objective, and should be reconsidered as part of the sports strategy for approval

### **Making Coventry a better place to live, work and visit**

- A good/better place to work/ live is a healthier place - brings the community together
- Sport is a good way to help keep one's health and also the wellbeing of the mind. The NHS would also benefit as not so much money would be required in treating the people of this city and surrounding areas
- Need to have a very effective way of evaluating how regular sports participation addresses public health inequalities in the city and how they promote and encourage social inclusion and community cohesion
- With better facilities people will want to live near work and visit the city
- Coventry has a poor reputation. Sport events like we had at the 2012 Olympics would really unite everyone and make Coventry a happy and healthy place to live
- Coventry has been in decline with the recession and major industry moving out. New ideas and motivation definitely required
- Sport is a cornerstone of attractive cities however other social factors must be considered
- Coventry Sports Centre is an important part of the city's cultural heritage - so I hope that when you mention "proposed regeneration schemes" you don't mean closing this down
- Providing sporting opportunities and facilities to the wider population ought to make Coventry a more desirable place to be
- This city needs a big uplift and sport can play a big part
- Sport is the answer for many issues including health
- Use of the canal for walking, cycling, fishing, canoeing stops it being a forgotten corridor for delinquents
- Encourage cycling by ensuring dedicated routes with connections to local towns and cities
- Sport is something that breaks through religious, cultural and class barriers so the above is essential if progress is to be made
- It will bring tourism into the city and create new jobs, as well as giving the people of Coventry something to be proud of
- It would be good to hear some mention of sports apprenticeships in this. The regeneration has to be inspirational in attracting people to the city, and if the Ricoh is to be the centre for many sporting events, this has further implications for the transport

infrastructure which have yet to be addressed. Coventry will be on a limb if HS2 is ever built, so pressure has to be maintained so that current rail links are not reduced

**Disagree with vision and aims**

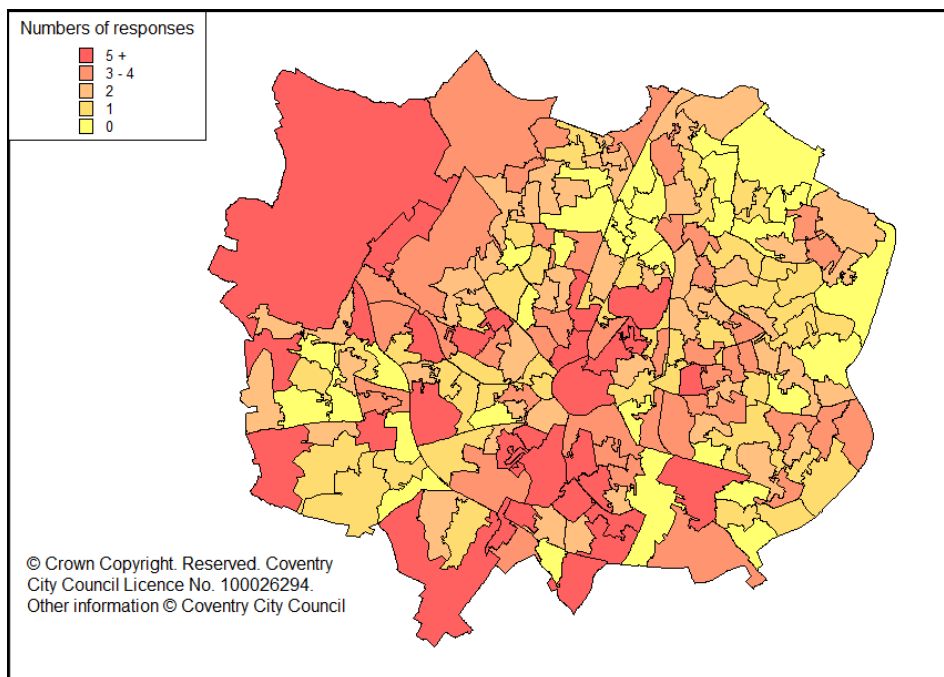
- There must be focus within the objectives – more and more will deliver less and less
- The draft Aquatic Strategy will hinder rather than support delivery of the Sports Strategy
- The strategy refers to Sport but the proposed changes to the pool relate to leisure
- The Vision Aims and Strategic Objectives are only there to hide the real intention to close Coventry Sports and Leisure Centre



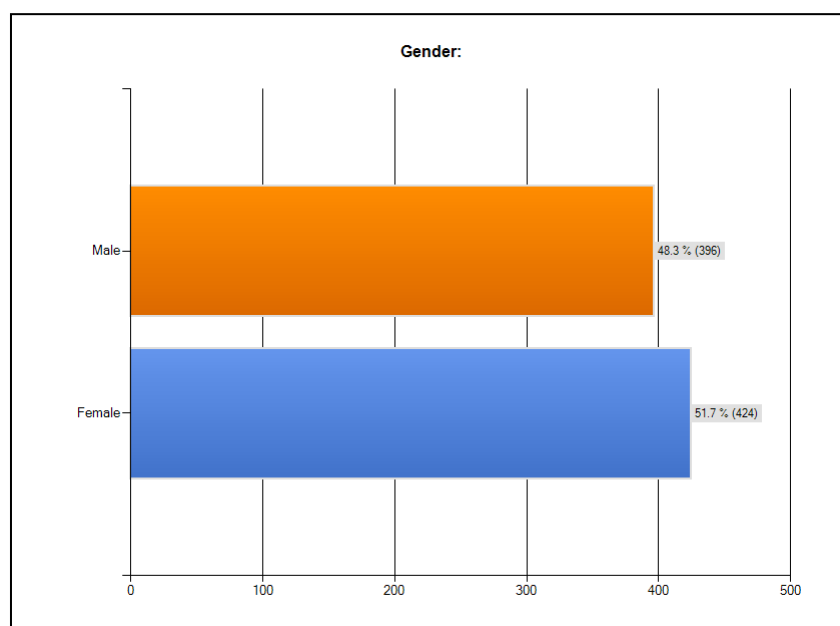
## 7. Profile of respondents

### Postcode

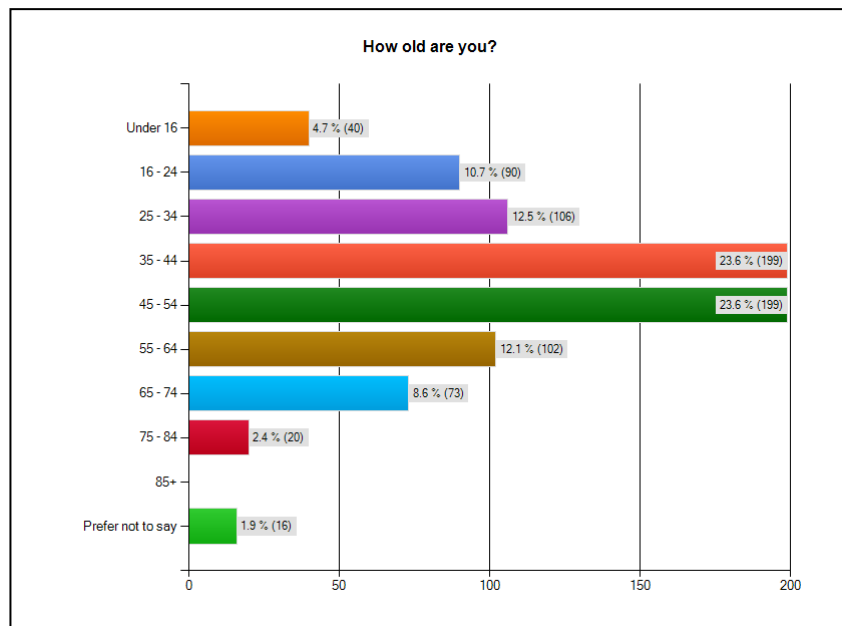
| Category of postcode    | Count      | Percentage   |
|-------------------------|------------|--------------|
| Coventry                | 499        | 67.7         |
| Not Coventry            | 166        | 22.5         |
| incomplete or incorrect | 72         | 9.8          |
| <b>Grand Total</b>      | <b>737</b> | <b>100.0</b> |



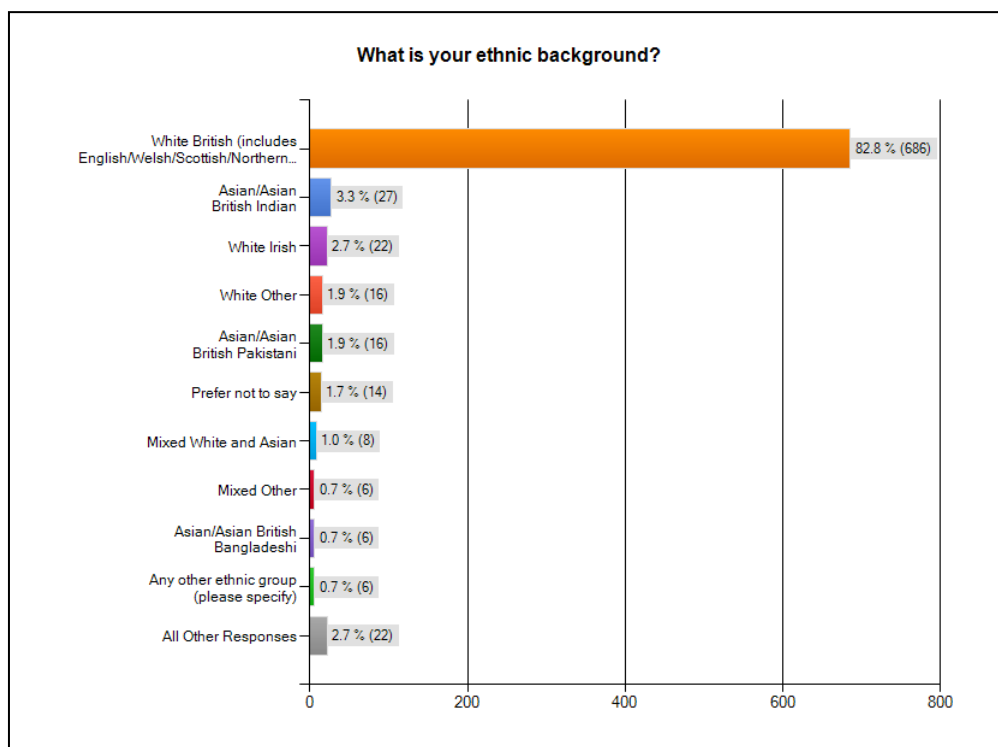
### Gender



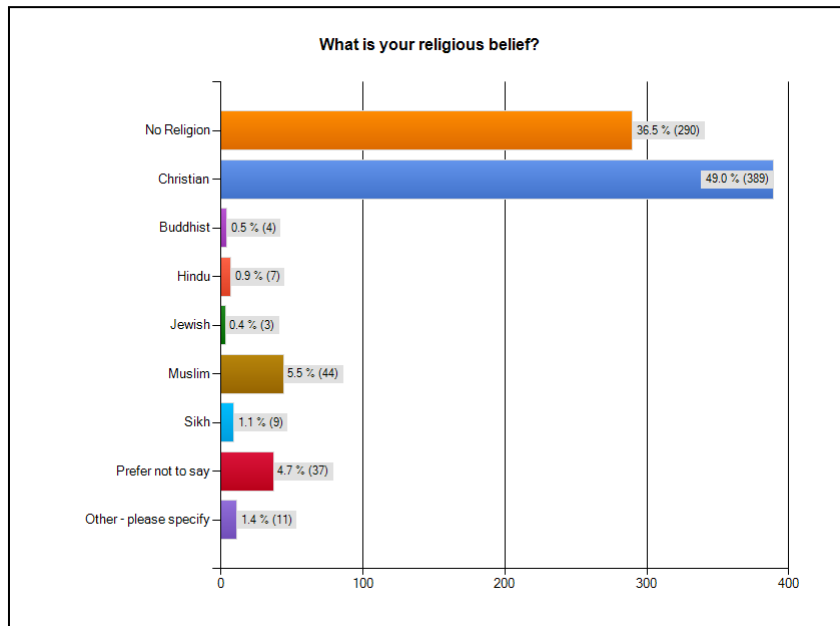
## Age



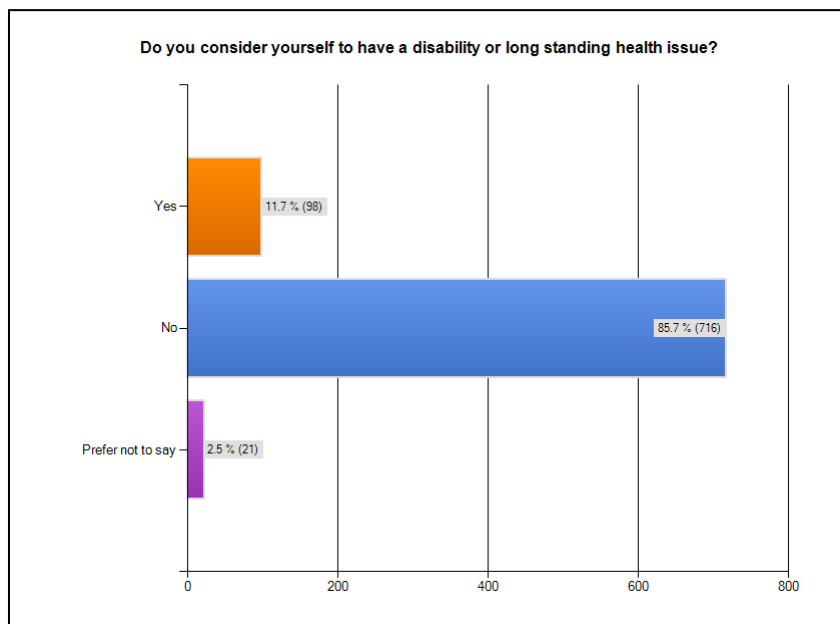
## Ethnic background



## Religious belief



## Disability/long standing health issue



## 8. Conclusions

- The Strategy was very well received and there was little opposition to either the Vision Aims or the Strategic Objectives. There was agreement to all eight of the Vision Aims from at least 80% of all respondents.
- The biggest objection was around the proposed loss of the 50m swimming pool. Each Vision Aim invited comments and there was also a general comments section at the end. In total 3,022 comments were received, and of these 1,573 were objections to the loss of the 50m pool.
- A need to ensure sport provision and support for disabled people was also highlighted in the consultation. In total 101 comments were received supporting the need for increased participation from disabled people and for facilities for disabled people.
- Many of the respondents commented on the need for high quality facilities for all abilities. In total there were 250 comments relating to this, and many of these also referred to the need for facilities in neighbourhoods.
- The importance of links to schools and the need for opportunities for young people was highlighted, 101 comments were received on this subject.
- Linking sport to public health received 51 comments, with respondents wanting to see more done to improve the health of local people through sport.
- Vision Aim 7 refers to the creation of a strategic Coventry Sports Network. This was supported, but 44 comments were received regarding the potential membership and nature of the group/partnership.
- One of the strategic objectives within Vision Aim 8 refers to connecting sport to the city's cultural, heritage, events and tourism offers. This was very well received and 56 individual comments were received supporting this.

## Appendix 3: Coventry Sports Strategy 2014-2024: Equality and Consultation Analysis

### Context

|                                    |                                           |
|------------------------------------|-------------------------------------------|
| <b>Name of Review</b>              | <b>Coventry Sport Strategy 2014 -2024</b> |
| <b>Service Manager</b>             | <b>David Cockroft</b>                     |
| <b>Officer completing analysis</b> | <b>David Nuttall</b>                      |
| <b>Date</b>                        | <b>27 June 2014</b>                       |

### Scoping area of work

Work to develop the Coventry Sports Strategy 2014 – 2024 started with a detailed review of current sporting provision in the city. The findings of this review were then considered, taking into account various local, regional and national strategies.

In 2012, local people were asked to take part in the Coventry Sports and Leisure Survey. The survey attracted 1,532 responses and provided valuable insight into which sports are enjoyed by people in Coventry, where they take part and their satisfaction with local facilities.

Assessments of the city's indoor sports facilities and outdoor playing pitches were also carried out. These assessments provided a detailed picture of current indoor and outdoor sports provision in Coventry, showing the number, location, quality and use of the city's indoor facilities and pitches.

Discussions with key stakeholders and partners further informed and shaped the Strategy, until eight Vision Aims and 37 supporting Strategic Objectives emerged. The Vision Aims will remain constant, whilst the Strategic Objectives should continue to evolve in response to changes in the local, regional and national context. A Coventry Sports Network will manage and monitor the implementation of the Strategy and will work with sporting partners, clubs and organisations to develop and deliver specific action plans.

Coventry is looking to build upon the significant investment that it has made in sport over the last ten years. This Strategy will ensure that the city continues to grow and improve its sporting structures and the opportunities and experiences they offer, ensuring that the benefits of sport are seen across all aspects of city life.

## Public Sector Equality Duty

### 1. Which, if any, parts of the general equality duty is the service relevant to? Please mark with an 'X'

|   |                                                                                                                  |
|---|------------------------------------------------------------------------------------------------------------------|
|   | Eliminate discrimination, harassment and victimisation                                                           |
| X | Advance equality of opportunity between people who share relevant protected characteristics and those who do not |
| X | Foster good relations between people who share relevant protected characteristics and those who do not           |

## Gathering Information and Data

### 2. Who are the key groups that could be impacted by this work/service, including service users both existing and potential and stakeholders?

Coventry residents – particularly children and young people, disabled people, females and people on lower incomes

Children and young people

Disabled people

Talented athletes

Coventry Sports and Leisure Centre casual users

Coventry Sports and Leisure Centre members

Coventry Sports and Leisure Centre non users and potential users

City of Coventry Swimming Club

City of Coventry Indoor Bowls Club

Users of the Coventry Sports and Leisure Centre sports halls

Community groups – including community sports clubs

Coventry, Solihull and Warwickshire Sport (CSW)

Coventry Sports Trust

Coventry Sports Foundation

National Governing Bodies of Sport

Schools and academies

Sport England

Sports coaches, facilitators and volunteers

Coventry University

University of Warwick

Public Health

**3. From the list above, which of these constitute protected groups or vulnerable communities (e.g. those experiencing deprivation)?**

Children and young people

Disabled people

Females

Also, individuals within the following stakeholder groups:

Coventry Sports and Leisure Centre casual users

Coventry Sports and Leisure Centre members

Coventry Sports and Leisure Centre non users and potential users

City of Coventry Swimming Club

City of Coventry Indoor Bowls Club

Users of the Coventry Sports and Leisure Centre sports halls

Sports coaches, facilitators and volunteers

Talented athletes

Schools and academies

Community groups – including community sports clubs

**4. Which of the key protected groups and stakeholders representatives will need to be kept informed, consulted or actively involved in this area of work?**

| <b>Key Stakeholder</b>    | <b>*Type of Involvement</b> | <b>Method(s) used</b>                                                                   |
|---------------------------|-----------------------------|-----------------------------------------------------------------------------------------|
| Community groups          | Consultation                | Direct contact, CSN website                                                             |
| Schools and academies     | Involvement                 | Direct contact, ongoing dialogue                                                        |
| Females                   | Consultation                | Via web, social media, presentations at ward forums, questionnaires, focus groups etc.  |
| People on lower incomes   | Consultation                | Via web, social media, presentations at ward forums, questionnaires, focus groups etc., |
| Children and young people | Consultation                | Via young people's network, web, social media,                                          |

| <b>Key Stakeholder</b>                                           | <b>*Type of Involvement</b> | <b>Method(s) used</b>                                                                                          |
|------------------------------------------------------------------|-----------------------------|----------------------------------------------------------------------------------------------------------------|
|                                                                  |                             | presentations at ward forums, questionnaires, focus groups etc.                                                |
| Older People                                                     | Consultation                | Via young people's network, web, social media, presentations at ward forums, questionnaires, focus groups etc. |
| People with disabilities                                         | Consultation                | Via web, social media, presentations at ward forums, questionnaires, focus groups etc.,.                       |
| Coventry Sports Trust                                            | Involvement                 | Direct contact, ongoing dialogue                                                                               |
| Coventry Sports Foundation                                       | Involvement                 | Direct contact, ongoing dialogue                                                                               |
| Coventry, Solihull and Warwickshire Sport (CSW)                  | Involvement                 | Direct contact, ongoing dialogue                                                                               |
| National Governing Bodies of Sport                               | Involvement                 | Direct contact, ongoing dialogue                                                                               |
| Sport England                                                    | Involvement                 | Direct contact, ongoing dialogue                                                                               |
| Coventry Sports and Leisure Centre casual users                  | Consultation/ Information   | Via web, social media, presentations at ward forums, questionnaires, focus groups etc.,.                       |
| Coventry Sports and Leisure Centre members                       | Consultation/ Information   | Via web, social media, presentations at ward forums, questionnaires, focus groups etc.,.                       |
| Coventry Sports and Leisure Centre non users and potential users | Consultation/ Information   | Via web, social media, presentations at ward forums, questionnaires, focus groups etc.,.                       |
| City of Coventry Swimming Club                                   | Consultation/ Information   | Direct contact, ongoing dialogue                                                                               |



| <b>Key Stakeholder</b>                                  | <b>*Type of Involvement</b>  | <b>Method(s) used</b>            |
|---------------------------------------------------------|------------------------------|----------------------------------|
| City of Coventry Indoor Bowls Club                      | Consultation/<br>Information | Direct contact, ongoing dialogue |
| Users of Coventry Sports and Leisure Centre sports hall | Consultation/<br>Information | Direct contact, ongoing dialogue |
| Sports coaches, facilitators and volunteers             | Consultation/<br>Information | Direct contact, ongoing dialogue |
| Talented athletes                                       | Consultation/<br>Information | Direct contact, ongoing dialogue |
| Coventry University                                     | Involvement                  | Direct contact, ongoing dialogue |
| University of Warwick                                   | Involvement                  | Direct contact, ongoing dialogue |
| Public Health                                           | Involvement                  | Direct contact, ongoing dialogue |

*\* Information, Consultation or Involvement*

## **Analysis**

### **5. What information is currently available to be used as part of this analysis including data on current and potential service user, workforce etc?**

A detailed review of current sporting provision in Coventry has been carried out and the findings considered, taking into account various local, regional and national strategies.

The Coventry Sports and Leisure Survey (2012) has also provided valuable insight into which sports are enjoyed by people, where they take part and their satisfaction with local facilities. Detailed assessments of Coventry's indoor sports facilities and outdoor playing pitches have also provided a picture of the number, location, quality and current use of the city's facilities and pitches.

#### **What are the information gaps?**

*(i) Some member demographic data for Coventry Sports Foundation (CSF) and Coventry Sports Trust (CST) sites.*

CSF requests the following demographic and personal information from people registering as members for its facilities: title; first name; surname; address; date of birth; ethnic origin; telephone numbers; email address; activities they are interested in; employment status, and; how they would travel to the centre(s). With reference to the 'protected' groups under equalities legislation, CSF does not currently request information on gender; disability; sexual orientation, gender reassignment; religion or belief; pregnancy, maternity or breastfeeding

CST – requests the following demographic and personal information from people registering as members for its facilities: name; address; telephone numbers; occupation; email address; how often they would be attending the leisure centres and at what time of day; activities within the membership they would be interested in using; whether they currently exercise and how often (incl. exercise history); expectations from their personal programme; medical conditions / history. With reference to the 'protected' groups under equalities legislation, CST does not currently request information on gender; disability; ethnic origin; sexual orientation, gender reassignment; religion or belief; pregnancy, maternity or breastfeeding.

(ii) *Casual user (non-member) demographics for CSF and CST sites.*

Leisure centres do not customarily collect demographic or personal data from centre users who book or access the facilities on a casual, 'pay and play' basis. The exception to this would be where specific customer surveys or research are undertaken. Casual users of leisure centres were indeed, therefore, included amongst survey respondents to the Coventry Sports Strategy 2012 -2014 consultation.

## **6. How are you going to address the gaps?**

Throughout the consultation the demographic data of respondents was monitored to ensure that all demographics were given an equal opportunity to be consulted. Where gaps were highlighted, groups were targeted and informed of the consultation and how to be involved.

## **Summary of Data**

### **7. Please provide a summary of what the data is telling you and what key issues the data is telling you.**

#### **Indoor Sports Facilities Audit**

- The quality of indoor facilities varies greatly - from those that are of 'very poor' quality to those that are 'very good' quality
- Many of the city's indoor facilities are located within schools, which offer varying levels of community use

- Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre are both no longer 'fit for purpose'
- Funding currently being used to support these ageing public sports facilities could be used to invest in new, modern facilities
- Swimming pool provision across the city will need to be considered in light of the proposed closure of Coventry Sports and Leisure Centre.

### **Coventry Sports & Leisure Survey and Associated Research**

- In Coventry, the proportion of women regularly taking part in sport is less than half that of men
- The proportion of disabled people taking part in sport in the city is less than both national and regional averages
- The sports that people most take part in are keep fit / gym; football; swimming; athletics; and cycling
- Swimming and keep fit / gym are the sports that attract the most participants from all backgrounds
- Swimming is the activity most likely to encourage new participation
- The Xcel Leisure Centre and Alan Higgs Centre are the public sports centres that draw the highest levels of satisfaction
- Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre are the public sports centres that draw the lowest levels of satisfaction

### **Playing Pitch Audit**

- The city wide use of playing pitches should be coordinated and managed more effectively. Future investment in pitches will be required to meet the expected growth in Coventry's population
- The development of larger clubs should be encouraged so that more play can be effectively managed on fewer sites
- Pitches at education sites should be managed in ways that make them easier for the community to access
- Some community club house / changing facilities need improving to encourage more juniors and females to take part.
- Some clubs have concerns over the long-term future of their sports facilities and pitches

## Indoor Sports Facilities Audit

- The quality of indoor facilities varies greatly - from those that are of 'very poor' quality to those that are 'very good' quality
- Many of the city's indoor facilities are located within schools, which offer varying levels of community use
- Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre are both no longer 'fit for purpose'
- Funding currently being used to support these ageing public sports facilities could be used to invest in new, modern facilities
- Swimming pool provision across the city will need to be considered in light of the proposed closure of Coventry Sports and Leisure Centre

## Generating and evaluating options

### 8. What are the different options being proposed to stakeholders?

The Strategy makes provisions across the 37 Strategic Objectives, focused around the following:

- (i) increasing and widening participation in sport.
- (ii) increasing the number of people receiving sports coaching.
- (iii) increasing the number of people volunteering in sport.
- (iv) establishing and embedding a Coventry Institute of Sport (to provide early specialist support services for talented athletes).
- (v) developing city centre sports facilities that are accessible, high quality, sustainable and of significance to the Midlands (through closing the Coventry Sports and Leisure Centre and investing in a city centre destination facility).
- (vi) attracting high profile sporting events to the city.
- (vii) establishing a Coventry Sports Network.
- (viii) harnessing the power of sport to promote community cohesion and address public health inequalities in the city.

Within the provisions of the Strategy, an investment model is proposed based on the following principles:

- (i) Recycling of Council funding from financially unsustainable facilities and operating models.
- (ii) Profitability of facilities to remove the need for subsidy.
- (iii) Seeking grants to support capital developments.
- (iv) Sweating existing assets.
- (v) Investing further in neighbourhood provision, where there is proven demand.

Whilst city centre sport and public leisure provision will be considered in the Cabinet Report entitled City Centre Sports and Public Leisure Facility Development, the proposals for a new, high quality and accessible city centre destination facility are referenced in the Strategy proposals as it is recognised that city centre provision forms a key part of the sport and public leisure offer. The modelled options considered for city centre provision were as follows:

1. Continue to operate the existing Coventry Sports and Leisure Centre (CSLC) facilities, whilst modernising it in phases over the course of the equivalent modelling period that has been applied to all of the options.
- 2a Completely modernise the existing facility mix within CSLC and retaining the existing layout of facilities.
- 2b Completely modernise the existing facility mix within the wetside only of CSLC and retaining the existing layout of facilities within this area.
- 3a Completely reconfigure and modernise the existing building to expand the 50m pool and leisure water areas and reconfigure the dry side to become events spaces for sports hall, bowls and squash and a bespoke dojo/martial arts area.
- 3b Completely reconfigure and modernise the existing wet side of the building only, with dry side to be demolished. Reconfiguration to include the building of a sports hall space and bowls over the 50m pool area and a 25m x 8 pool in leisure/learner water area.
- 4a Build a completely new replacement facility on the existing CSLC site to include a new facility mix, built to modern standards and specifications.
- 4b Build a completely new replacement facility on a new city centre site to include a new facility, built to modern standards and specifications.
- 5a Build a completely new replacement facility on the existing CSLC site as part of a wider urban development, to include a new facility mix, built to modern standards and specifications.
- 5b Build a completely new replacement facility on a new city centre site as part of a wider urban development, to include a new facility mix, built to modern standards and specifications.
- 6a Build a new destination leisure facility on a new city centre site to incorporate the partial re-provisioning of indoor bowls.
- 6b Build a new destination leisure facility on a new city centre site to incorporate day health spa provision, without re-provisioning of indoor bowls.
- 7 Close the existing CSLC and do not re-provide any public leisure centre facilities within the city centre.

- 8a Build a new leisure centre on a new city centre site to include a 50m x 8 lane swimming pool complete with booms and a moveable floor .
- 8b Build a new leisure centre on a new city centre site to include a 50m x 8 lane swimming pool complete with booms and a moveable floor, along with a 20m warm up pool,
- 8c Build a new leisure centre on a new city centre site to include a 50m x 8 lane swimming pool complete with booms and a moveable floor, along with a family splash pool.
- 8d Build a new leisure centre on a new city centre site to include a 50m x 8 lane swimming pool complete with booms and a moveable floor, diving at one end of the pool and a 20m warm up pool.

**9. How will the options impact protected groups or vulnerable groups e.g. those experiencing deprivation?**

Local communities include representatives of the protected groups, so in general terms all groups would be impacted in proportion to their level of representation in the community. However, the different options may impact on specific groups disproportionately, as outlined below:

- 1,2,3 Any refurbishment of the facilities within the existing structure would lead to an inefficient use of space for users, with the facilities also not being refurbished to modern specifications and standards. There would still be insufficient access for people with disabilities and gaps in provision during modernisation and refurbishment.
- 4a, 5a A completely new replacement facility on the existing site would mean that there would be no city centre provision for approximately two years plus demolition time. It would, however, allow for a more accessible building than is currently provided (where access and circulation routes are inefficient and present a number of difficulties for disabled users) and would provide more modern facilities for all.
- 4b, 5b A completely new replacement facility on a new site would mitigate the negative impacts of 4a and 5a and enable a more accessible building and more modern facilities.
- 6a A new destination leisure facility on a new city centre site (to incorporate the partial re-provisioning of bowls) would mean there would a seamless transition in the provision of city centre sports and public leisure services. Any issues raised by older people with regards to activities – bowls was particularly highlighted in consultation – could be mitigated.
- 6b A new destination leisure facility on a new city centre site to incorporate health day spa provision without the partial re-

provisioning of bowls would mean there would be a seamless transition in the provision of city centre sports and public leisure services, but would not mitigate the issues raised by older people in relation to provision for their age groups, without additional off-site provision.

- 7 Closing the existing provision with no re provision would mean a huge deficit in provision for all local people. This would also impact on existing provision in the city with more demands on these facilities.
- 8 Options including a 50m x 8 pool would be of particular benefit to the City of Coventry Swimming Club members and some leisure swimmers, but would mean that there would not be space for the provision of significant leisure swimming/water park facilities which would encourage more participation by children, younger people and families, and those people who would not usually participate in sport.

**10. Please detail how you could mitigate any negative impacts**

- It would be difficult to mitigate impacts under options 1, 2 and 3, 4a, 5a, and 7 due to the lack of any other city centre sport facilities, and in particular wet-side facilities. Use of a temporary pool could be considered to mitigate the above risks, but would come at significant additional cost to the authority.
- There are no negative impacts on vulnerable groups from options 4b, 5b or 6a
- To mitigate the loss of bowls provision under option 6b, a suitable site could be considered elsewhere in the city.
- Option 8 could be mitigated through programming sports hall activities at other sports and leisure facilities in the city and by finding a suitable site elsewhere in the city for the re-provisioning of indoor bowls.

**11. Identify which stakeholders would be positively/negatively affected by the options (consider contractors/service users/employees).**

**Options 1, 2, 3:** Negatively - all users and potential users, disabled groups

**Options 4a, 5a, 7:** Negatively – all users and potential users, disabled groups, older people, children and young people, City of Coventry Swimming Club

**Options 4b, 5b, 6a:** Positively – children and younger people, people with disabilities, CSLC members and casual users, indoor bowls clubs

Negatively – City of Coventry Swimming Club, users of CSLC sports hall

- Option 6b:** Positively - children and younger people, people with disabilities, CSLC members and casual users.
- Negatively – City of Coventry Swimming Club, users of CSLC sports hall, indoor bowls clubs
- Options 8a, 8b, 8c 8d:** Positively – Some CSLC users and potential users, CSLC members and casual users, City of Coventry Swimming Club
- Negatively – Some users of CSLC sports hall, indoor bowls clubs

## Formal Consultation

### 12. Who took part in the consultation? Please also specify representatives of any protected groups for example service users, employees, partners etc.

To capture responses to the consultation, from 12 February 2014 to 24 March 2014, a survey was available online via a new website ([www.covsport.org.uk](http://www.covsport.org.uk)). This was linked to the Council's website and the CSF and CST websites, Twitter feeds and Facebook profiles. A link to the survey was further sent to CSF and CST members, to local community groups and to the Council's database of local people who have registered an interest in taking part in consultations/surveys. All Coventry schools also received a link to the survey, and paper surveys (to complete by hand) were made available at the following diverse range of settings:

- Alan Higgs Centre
- Brandon Wood Golf Club
- Centre AT7
- Community centres
- Community sport clubs
- Council House and other civic buildings (e.g. Civic Centre 1, Civic Centre 4);
- Coventry Sports and Leisure Centre
- Coventry University
- Foleshill Sports and Leisure Centre
- Libraries (all the city's libraries)
- Moat House Leisure and Neighbourhood Centre
- University of Warwick
- Xcel Leisure Centre



Midway through the consultation, an analysis of responses showed there had been comparatively few responses from people from Black and Minority Ethnic (BME) groups. The survey was then sent directly to a range of representative groups with support from Coventry Partnership, Voluntary Action Coventry and through direct contact with religious groups.

Two engagement events were also held for local sports clubs (one event in the north of the city and one in the south). All neighbourhood forums were offered a presentation from the project Strategy group. Nine of the neighbourhood forums accepted the offer and received a presentation. Face-to-face meetings were also held with representatives of individual stakeholder groups and bodies.

A total of 1,056 survey responses were received during the public consultation on the draft Sports Strategy. Of these, 704 were received online and 352 were received via the paper questionnaire, by letter or at the club night.

Of all the responses received where demographic information was given, there was an almost even representation from males and females. Almost half the respondents were aged between 35 and 54 years, with all ranges to 85 years represented.

Almost 83% of respondents were of a white British ethnic background, and almost half of the respondents have a Christian belief and 36.5% having no religious belief. Almost 12% of the responses were from people who consider themselves to be disabled or having a long standing health issue.

**13. Are there any protected groups that you have not consulted with? If so, why not?(Some groups might not be relevant)**

As outlined above, the consultation was open to all local people, and efforts were made to consult with a wide range of residents and local people through a variety of forms (e.g. schools, neighbourhood forums, community buildings, stakeholder groups etc.).

Midway through the consultation, an analysis of responses showed there had been comparatively few responses from people from Black and Minority Ethnic (BME) groups. The survey was then sent directly to a range of representative groups with support from Coventry Partnership, Voluntary Action Coventry and through direct contact with religious groups.

Given the sample size and the demographic profile of those responding, it is felt that all relevant protected groups were offered appropriate opportunities to engage in the consultation process and all relevant groups were included in the responses to the survey and the wider consultation exercises.

#### **14. What are the key findings of the consultation?**

- The Strategy was very well received and there was little opposition to either the aims or the strategic objectives. There was agreement to all eight of the vision aims from at least 80% of all respondents.
- The biggest objection is around the proposed loss of the 50m swimming pool. Each Vision Aim invited comments and there was also a general comments section at the end. In total 3,022 comments were received, and of these 1,573 (52%) were objections to the loss of the 50m pool.
- A need to ensure sport provision and support for disabled people was also highlighted in the consultation. In total 25 comments (2.3% of all comments) were received supporting the need for increased participation from disabled people and for facilities for disabled people.
- Many of the respondents commented on the need for high quality facilities for all abilities. In total there were 250 comments relating to this, and many of these also referred to the need for facilities in neighbourhoods.
- The importance of links to schools and the need for opportunities for young people was highlighted, 101 comments were received on this subject.
- Linking sport to public health received 51 comments, with respondents wanting to see more done to improve the health of local people through sport.
- Vision Aim 7 refers to the creation of a strategic Coventry Sports Network. This was supported, but 44 comments were received regarding the potential membership of the group and the need for this to be appropriately formed.
- One of the Strategic Objectives within Vision Aim 8 refers to connecting sport to the city's cultural, heritage, events and tourism offers. This was very well received and 56 individual comments were received supporting this.
- Comments relating to age were made by 46 respondents. These were almost equally spread between a need for more sporting opportunities for children and young people and older people. A number of comments also supported better use of schools as a sporting venue.
- Very few (three) comments were received in relation to gender, although support for Vision Aim 1 – relating to increased participation for females – was very well supported.
- Five comments were received supporting sport provision within neighbourhoods and how this could help those with an economic disadvantage participate more in sport.

- Four comments were received regarding race and religion. These related to incorporating minority community sports into programmes and ensuring cultural and BME representation on partnerships.

**15. Following the consultation, what additional equality issues have emerged (if any)?**

None

**16. Have any of the options, service models etc changed following consultation? If so, please provide details of the changes made:**

- The option of a 50m pool being included within the facility mix for a proposed new city centre leisure facility has been considered.
- The equalities issues raised within the consultation are supported by the Sports Strategy, which makes clear commitments to widening access to sport and increasing participation in sport amongst groups currently under-represented in sport (including a number of the protected groups).

### **Equality Impact of Final Option**

**17. Following consultation, please indicate which of the following best describes the equality impact of this analysis.**

There will be no equality impact if the proposed option is implemented.

There will be positive equality impact if the proposed option is implemented.

There will be negative equality impact if the preferred option is implemented, but this can be objectively justified. Please state clearly what this justification is and what steps will be taken to ameliorate the negative impact.

**18. How will the changes be monitored for equalities over the next 6 – 12 months?**

- Ongoing consultation and dialogue with stakeholders and vulnerable groups
- Full design consultation for new city centre leisure facility
- Coventry Sports Network to oversee the implementation of the strategy and its monitoring and evaluation

**19. What is any will be the impact on the workforce following implementation of the final option? Please make reference to the relevant equality groups (as protected under the Equality Act).**

The recommended option proposes investment in the development of a new city centre wet-side (including a destination water park and 25m swimming pool. The recommended option further proposes the subsequent decommissioning and closure of Coventry Sports and Leisure Centre.

Any changes to staffing structures across CST resulting as a consequence of the recommended option would be subject to change proposals presented by the organisation and would be managed independently by CST as the employer of all potentially affected staff.

For the purposes of monitoring, the current staffing profile for CST staff employed at Coventry Sports and Leisure Centre is outlined below.

*Age and gender profile:*

**Total Staff**

| <b>Age</b>   | <b>Male</b> | <b>Female</b> |
|--------------|-------------|---------------|
| <b>16-25</b> | <b>56</b>   | <b>46</b>     |
| <b>26-35</b> | <b>16</b>   | <b>16</b>     |
| <b>36-45</b> | <b>6</b>    | <b>7</b>      |
| <b>46-55</b> | <b>10</b>   | <b>16</b>     |
| <b>56-65</b> | <b>2</b>    | <b>5</b>      |
| <b>66+</b>   | <b>0</b>    | <b>2</b>      |
|              | <b>90</b>   | <b>92</b>     |

Ethnicity Profile:

Total staff

|       | White British | Asian or Asian British | Mixed | Black or Black British | Other | Total |
|-------|---------------|------------------------|-------|------------------------|-------|-------|
| 16-25 | 90            | 2                      | 5     | 3                      | 2     | 102   |
| 26-35 | 25            | 5                      | 0     | 1                      | 1     | 32    |
| 36-45 | 9             | 1                      | 0     | 1                      | 2     | 13    |
| 46-55 | 21            | 0                      | 0     | 4                      | 1     | 26    |
| 56-65 | 6             | 1                      | 0     | 0                      | 0     | 7     |
| 66+   | 2             | 0                      | 0     | 0                      | 0     | 2     |
|       | 153           | 9                      | 5     | 9                      | 6     | 182   |

**Social Value**

**20. Please state how the social value outcomes have been considered in making this decision.**

- Economic outcomes – delivery of the Coventry Sport Strategy and the provision of a new sports and leisure centre enhance Coventry’s profile as a city that is open for business and help secure inward investment. Throughout the ten year strategy and during the design and build of the new leisure centre every effort will be made to ‘think local’. This could include creating jobs for local people and supporting young people into apprenticeships.
- Social outcomes – the Coventry Sports Strategy supports the promotion of the health and well-being of local people and provides sporting opportunities for all
- Environmental Outcomes – A new modern leisure facility will be more effective in terms the environmental performance and should see a reduction in energy and fuel consumption

**Formal decision-making process**

Please detail below the committees, boards or panels that have considered this analysis.

| Name | Date | Chair | Decision taken |
|------|------|-------|----------------|
| N/A  |      |       |                |

## Approval

Approval required from Director and Cabinet Member

| Director Name  | Signature | Date     |
|----------------|-----------|----------|
| Martin Yardley |           | 07.07.14 |

| Cabinet Member Name   | Portfolio                             | Approval Date |
|-----------------------|---------------------------------------|---------------|
| Cllr Abdul Salam Khan | Culture, Leisure, Sports<br>and Parks | 24.07.14      |

*\* **Note:** Failure to comply with duties on equalities and consultation will put the Council (and specifically the elected member or officer making the decision) at risk of judicial review.*

## Monitoring and Review

*This section should be completed 6-12 months after implementation*

- a) Please summarise below the most up to date monitoring information for the newly implemented service, by reference to relevant protected groups.

(Click and type here)

- b) What has been the actual equality impact on service users following implementation?

*Analyse current data relating to the service and think about the impact on key protected groups: race, sex, disability, age, sexual orientation, religion or belief, pregnancy or maternity, gender reassignment.*

It may help to answer the following questions: Since implementation

- Have there been any areas of low or high take-up by different groups of people?
- Has the newly implemented service affect different groups disproportionately?
- Is the new service disadvantaging people from a particular group?
- Is any part of the new service discriminating unlawfully?

- c) What have been the actual equality impacts on the workforce since implementation?

(Click and type here)

**Please send a copy of the completed form to your Directorate Corporate Equality Officer and a copy to the Corporate Equalities Team, Room 66, Council House, Earl Street, Coventry CV1 5RR.**