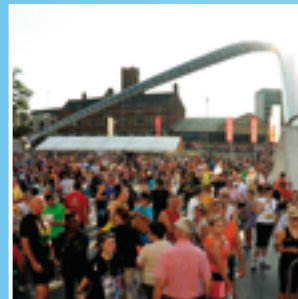


Inspiring a sporting city...



Coventry Sports Strategy

2014 – 2024



Foreword



“We will all know when Coventry looks and feels like a successful sporting city...”

The city was a proud host venue for the London 2012 Olympic Games and we will continue to build upon the success and momentum that it created within all of our communities. Successful sport in our city will start in the playground with active, healthy children and move through all levels and ages to include talented individuals and teams, identified and nurtured locally, achieving success at the highest national and international levels.

Coventry as a successful sports city will have many thousands of people whose lives are being enhanced by their involvement in sport and physical activity. We will have schools that value this, thereby allowing young people to discover and develop their talent and interest. Our clubs will be inclusive, welcoming and ambitious, sitting at the heart of their communities and being led by a team of volunteers who feel valued and truly proud of their contribution and the results of their efforts.

Coventry will be an active city for all ages and in all communities, and sport and physical activity will be embedded in all aspects of city life, playing a central role in making Coventry a wonderful place to live, work and visit”



David Moorcroft OBE
Former 5,000m
World Record Holder
Coventry



Introduction

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 10 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.

[Share your views, please see back cover >>>](#)

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Key Findings

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 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. The Key Findings that have emerged from these studies are summarised below (full versions of the reports can be viewed at www.covsport.org.uk).

Indoor Facilities Assessment Report

- 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

Playing Pitch Assessment Report

- 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

Coventry Sports and 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 people 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

Investing in Public Sports and Leisure

Over the last ten years, more than £28 million has been invested in improving sports and leisure facilities in the city, including the opening of the Alan Higgs Centre, the Moat House Leisure and Neighbourhood Centre and the Xcel Leisure Centre. Improvements in parks and open spaces, including the tennis courts at the War Memorial Park and in

pitch and changing provision at both the War Memorial Park and Holbrooks Park, represent a further £1.2 million worth of investment.

The Coventry Sports and Leisure Survey showed that local people want modern, clean and accessible sports facilities. In order to deliver this expectation, it is

clear that a new and innovative funding model is needed. The new swimming pool and community facilities at Centre AT7 provide a good example of how money previously used to subsidise an ageing facility such as Foleshill Sports and Leisure Centre can be better used to build new and more sustainable facilities such as those being developed at Centre AT7.

This funding model means that no additional money will be required to build the £8 million of extended facilities at Centre AT7 that are due to open in the summer of 2014.



A New Destination..

The Coventry Sports Strategy clearly identifies that, like Foleshill Sports and Leisure Centre, the existing facilities at Coventry Sports and Leisure Centre are no longer 'fit for purpose'.

There is a clear need to improve public sports and leisure provision in the city centre.

This Strategy therefore proposes the building of a new 'destination' city centre facility that local people will enjoy and be proud of and that will attract visitors from across the region.



This new sports and leisure centre will include a recreational swimming pool, a large and exciting leisure water park and a range of health, fitness and activity areas.

This new facility will be funded in the same way that the extension to Centre AT7 is being funded – by making better use of the money currently being used to subsidise the running of Coventry

Sports and Leisure Centre, which would be closed upon the opening of the new facility.

It is also recognised that the closure of Coventry Sports and Leisure Centre might require some of the existing facilities within the Centre to be relocated into other areas of the city and this would be considered wherever it is possible and affordable.

Mission and Vision Aims

'To develop a more active, inclusive and vibrant Coventry through positive experiences in sport.'



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

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). The levels of sporting activity amongst this group influence, more than usual, the wider measures for people taking part in sport across the city as a whole.



Sport England welcomes the new Coventry Sports Strategy.

It will drive growth in participation across the city amongst all sections of the population and contribute to wider social, economic and health outcomes.



Mike Diaper
Executive Director
Community Sport
Sport England

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



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.



Coundon Court Football club have proudly achieved the FA Charter Standard Community Club status.

The process of becoming accredited has positively influenced both club and the way we that we deliver community sport.



Richard Seedhouse
Chairman
Coundon Court Football Club

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

“ As a London 2012 Coventry Ambassador, I was so delighted at being chosen to volunteer and be part of an Olympic Games that I have continued to volunteer at other sporting events.

I would always encourage others to volunteer in sport - it is an amazing experience!



Sheila Grainger
Team Leader
Coventry Ambassador

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.

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.

“ I have been fortunate to be supported throughout my athletics career so far.

I am really excited that a Coventry Institute of Sport will be developed through the Coventry Sports Strategy to support other local talented sports people.



Rowena Cole
800 / 1,500m Athlete
Coventry Godiva Harriers & Great Britain

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

“ Building on the success of the last ten years, the continued development of public sports facilities in the city is essential.

We need to ensure that people from all over the city can access, afford and enjoy sporting activities in a modern and high quality environment.



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.

Vision Aim 6

To attract high profile sporting events to the city and to celebrate sporting achievement



“ The city has a proud heritage of hosting major sporting events. Coventry University is delighted to have been involved in so many of these events including London 2012.

The Coventry Sports Strategy will help to attract other national and international sporting events to be held in the city.



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.

Vision Aim 7



To grow and promote sport in the city through effective partnerships

“ We are keenly aware that initiatives to increase physical activity must interlink with those which promote active recreation and sports participation.

The Coventry Sports Strategy will be invaluable and we recognise the important role that sport can play in supporting public health improvements.



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.

Vision Aim 8

For sport to make Coventry a better place to live, work and visit



“ Sport is important in tackling Coventry's health inequalities by promoting a more social and physical lifestyle.

Attracting high profile sporting events to our city also forms part of our ambition to kickstart the economy and create a place where people are proud to live and work.



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.

Measuring Progress

A lot can change over ten years and although the Strategy will guide sport in the city, it should not constrain development where further change is needed to ensure that Coventry is a city where sport has an important part to play in everyday life. Over the lifetime of the Strategy, the Coventry Sports Network will regularly assess progress and align action plans to any 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.

The sources of data that have currently been included within the Strategy to monitor the delivery of the Strategic Objectives include the following:

- Sport England (including the Active People Survey)
- National Governing Bodies of Sport (Whole Sport Plan data)
- Coventry Sports Network
- Coventry Primary School PE & School Sport Funding
- Annual School Sports Surveys
- Public Sports and Leisure Operators – Coventry Sports Foundation / Coventry Sports Trust
- Coventry University
- University of Warwick
- Coventry Sports User Surveys
- Coventry Household Surveys

Share Your Views

We want to know what you think in response to the Coventry Sports Strategy.

Please share your views by completing the online questionnaire* at:

www.covsport.org.uk

**Questionnaires must be completed by
Monday 24th March 2014**

If you need any further information or would like this document in another format, please contact:

Jonathan Hunt

*Development Manager,
Sports and Arts Team - Coventry City Council*

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Call: 024 7683 2637

**This survey is being carried out by Coventry City Council, in line with the Data Protection Act 1998. The data controller is Coventry City Council. The information collected in this survey will be used by Coventry City Council for the purposes of the Coventry Sports Strategy 2014 - 2024. We will share the results of the survey with Coventry Sports Network for the purposes of the Coventry Sports Strategy 2014-2024. All information produced will be anonymised. Information will be stored on servers in the United States of America and SurveyMonkey gives an undertaking never to disclose the survey questions or your response to others without permission.*



Coventry Sports Strategy

2014 – 2024

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