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**To:** Business, Economy and Enterprise Scrutiny Board (3)

27th January 2016

**Subject:** Coventry Sports Strategy 2014-2024 – Progress Review (16 month update)

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## 1 Purpose of the Note

- 1.1 On 5 August 2014, Cabinet approved the Coventry Sports Strategy 2014-2024. The Strategy was then subsequently unanimously endorsed by Council on 9 September 2014. In line with Strategy recommendations regarding future public leisure provision, Council further approved investment of £36.7m in a city centre destination sports and leisure facility.
- 1.2 This briefing note provides the background to a presentation and discussion for the meeting of the Business, Economy and Enterprise Scrutiny Board (3), which will consider the city's progress in implementing the Strategy over the 16 months since its endorsement in September 2014.

## 2 Recommendations

It is recommended that the Business, Economy and Enterprise Scrutiny Board (3):

- (i) Review progress on implementing the partnership Coventry Sports Strategy 2014-2024 since its approval by Cabinet in August 2014 and endorsement by Council in September 2014.
- (ii) Review and endorse proposals concerning the next set of priorities for the Coventry Sport Network.
- (iii) Recommend to Cabinet Member (Culture, Leisure, Parks, Sports and Events) any opportunities, considerations and priorities where the Council may support and enhance delivery of the Strategy across 2016 and in future years.

## 3 Information/Background

- 3.1 The mission of the Coventry Sports Strategy 2014-2024 is "To develop a more active, inclusive and vibrant Coventry through positive experiences in sport".
- 3.2 The Strategy is structured around eight Vision Aims and 37 Strategic Objectives. 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 early specialist support services for talented athletes; 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.

- 3.3 The Strategy is influenced and supported by the Coventry Playing Pitch Strategy 2014-2024, the Coventry Indoor Facilities Strategy 2014-2024 and the Coventry Aquatics Strategy 2014-2024.
- 3.4 For the purposes of brevity, the 37 strategic objectives are not individually reviewed below, but key Strategy updates are provided under the heading's that have seen the largest focus of activity in the first 16 months of the Coventry Sports Strategy.

#### **4 VA1 - To inspire more people in the city to take up and regularly take part in sport**

##### **4.1 #Ucan project**

In 2014, Coventry City Council secured a grant of £214,779 from Sport England's Community Activation Fund (the first grant award directly linked to the development of the new Sports Strategy) to deliver a three-year programme in the heart of two of the city's most deprived wards (Foleshill and Henley), through a partnership approach between Coventry City Council, Coventry Sports Foundation, Positive Youth Foundation and Sky Blues in the Community. The programme prioritises work with those who do not currently participate in sport, with three distinct priority groups: 14-19 year olds; those aged 40+; and females.

Over the last 16 months the #Ucan project has seen a significant success in its first phases of delivery with 5,909 local people taking part in a variety of activities including swimming, football, basketball, chair based exercise, dance, and badminton. In addition, the programme has generated a large number of repeat visits, resulting in 24,193 activity sessions to date.

In November 2015, the #Ucan project received regional recognition of achievement, winning the "Community Project of the Year" award at the Coventry, Solihull and Warwickshire Sports Awards 2015. Furthermore, the project has exceeded a number of its three year targets in the first 12 months of delivery and has been recognised nationally by Sport England as a high-performing community programme.

##### **Case Study – *Somalian Ladies Love to Swim!***

As part of the #Ucan project, the programme delivered a temporary swimming pool at Stanton Bridge Primary School. The #Ucan project was designed to respond to community need and to support local people to access sport and activity. This was reflected within the programme as local staff encouraged a group of Somalian women to try the temporary pool. It was such a success for the group of women and their families that they started a permanent 'Ladies only Swim' session at the newly built Centre AT7 swimming pool. The Saturday evening session is now at capacity most weeks, and Coventry Sports Foundation staff are now working with the group to teach the women to swim and to train them as lifeguards and swimming teachers.

The project has resulted in over 2,000 female-only swims in the first 12 months.

##### **4.2 In It Together**

Coventry's population of women and girls has twice the level of inactivity than that of their male counterparts. The Coventry Sport Network (CSN) strategically decided to prioritise this issue in the first year of delivery of the Strategy and worked with partners to understand what the issues are and how the Network could impact positively upon female participation within the city.

Sky Blues in the Community (SBitC) delivered a recognised and successful programme that increased girls' participation in local schools. It was further decided the CSN would work in partnership with SBitC and other citywide partners to develop a project that would aim to increase female participation in both school and community settings.

SBitC applied to the Sport England Community Sport Activation Fund and was awarded £201,604 in grant support, utilising an additional £38,000 from the City Council's Public Health team as match funding.

The resulting programme, 'In it Together', started delivery in January 2016, delivering programmes in secondary schools (extra-curricular) and a number of targeted wards within the city including Binley and Willenhall, Radford and Westwood.

#### 4.3 Coventry Public Leisure Participation Data

Across all Coventry public leisure centre sites (i.e. those operated by both Coventry Sports Foundation and Coventry Sports Trust) there were 2,339,537 participant visits between 1<sup>st</sup> April 2015 and 31<sup>st</sup> December 2015. This compares with 2,315,056 visits in the equivalent period in 2014 and 2,047,669 in 2013.

This represents a 1% increase in public leisure participant visits in the year to date compared to the equivalent period in 2014 and a 14% increase compared to the year to date in 2013.

### **5 VA2 - To provide a wide range of high quality and exciting sporting opportunities and experiences**

#### 5.1 National Governing Body Planning

Throughout the development and implementation of the Coventry Sports Strategy, the City Council and partners have been holding strategic meetings with a selection of National Governing Bodies of Sport (NGBs) to establish if they would be well positioned to be 'key sports' / 'development sports' for Coventry. A key consideration for each 'key sport' is the development and agreement of a strategic, holistic Sports Implementation Plan for the sport in the City.

In November 2014, it was agreed by the Coventry Sports Network that Tennis would be its first 'key sport'. The Lawn Tennis Association (LTA) had successfully developed and articulated a comprehensive, strategic Sports Implementation Plan (SIP) for Coventry, which the CSN endorsed and has commenced working on in partnership with the LTA.

Since the development of Tennis as a key sport it has seen an increase in the number of adults that participate in programmes by 28% and juniors have seen an increase in participants by 27%.

In the past 16 months, Tennis has delivered a range of programmes across the curriculum to increase awareness of the tennis opportunities in the City, enabling over 2,000 young people to play the sport.

In terms of funding, the Strategic Tennis Plan was instrumental in securing £59,250 of external funding to increase tennis delivery within the city within its first year.

Other sports with which discussions have taken place to develop a strategic vision for the sport in the city include Rugby Union, Rugby League, Football, Badminton, Cycling, Gymnastics, Handball, Cricket, Judo, Athletics and Volleyball.

Rugby Union and Rugby League are the next sports to have been formally approved by the CSN as 'key sports' for the city under the branding of Coventry being a 'City of Rugby' with the development of a strategic plan for the sport across both codes.

Coventry - a "City of Rugby" - is an initiative to promote rugby and its core values in Coventry, with the objective of making Coventry one of the leading cities in the world for every level of the sport by 2023 (Rugby's 200<sup>th</sup> anniversary). It is a formal collaboration between a wide range of organisations in the city that have an interest in the game. It is planned that these organisations will work together to form a coherent framework for the development of the sport of rugby in the city at all levels.

## 5.2 The 'Engage!' Project

The 'Engage!' Project is a prime example of new sports programme being developed through, and driven by, the Coventry Sports Strategy.

'Engage!' is a unique rugby programme for Coventry. The ultimate aim of 'Engage!' is to use rugby and its values as a means of social and educational enrichment. Supported by the Millerchip Family Fund, the programme aims to promote the sport and its values as a way of developing healthy, well-rounded, confident young people who have greater access to opportunities and a real sense of belonging within their local communities.

Engage has also now been commissioned by Wasps to deliver its Premiership Rugby Limited (PRL) programmes including HITZ, Aviva Tackling Numbers, Something to Chew On, Rugby for All, Urban Rugby Squad and On the Front Foot.

In its first year of delivery the 'Engage!' programme (Including PRL programmes) has engaged with over 83 schools (on different programmes), has engaged with 3,158 individuals and seen 28,940 participant attendances in their delivery. This programme results in a circa £300,000 investment in the sport in Coventry per year.

## 5.3 Rugby League Decommissioned Sport England Funding

Rugby League is having a significant impact within the City, with the Coventry Bears Rugby League Club being the only semi-professional team in the Midlands.

Coventry Bears currently deliver a national programme on behalf of the National Governing Body Rugby Football League (RFL), called 'SkyTry', where they have exceeded their Year One targets.

RFL had a significant amount of national funding reallocated by Sport England, as national participation targets were not being achieved. Through a solicited approach from Sport England, Coventry (as one of only five areas selected) was invited to bid for funding to develop the sport. Coventry City Council, as part of the 'City of Rugby' Steering Group, applied for £99,451 from Sport England and, in January 2016, have been informed that this application has been successful and delivery will start in February 2016. This will see over 1,800 people (14+) having the opportunity to play the sport in the city through the programme.

## **6 A3 - To inspire more people to volunteer, coach and be facilitators of sport**

### **6.1 EnV**

Whilst volunteer development programmes and initiatives have not be a core element of CSN delivery of the Strategy in the past 16 months, the CSN partnership has continued to work closely with and support the social enterprise 'EnV', which was created as a legacy from the London 2012 Olympic Games in Coventry to sustain the work of the Coventry Ambassadors. The CSN supported EnV to attend 'meet and greet' events for Wasps season ticket holders coming to the city and the Arena for the first time, and to secure a contract with Wasps to support their opening fixtures – where the Ambassadors provided a welcoming and orientation service to supporters who were new to the city.

EnV have further supported delivery of the Coventry Solihull and Warwickshire Sport Sainsbury's School Games Festival programme across 2014 and 2015. A celebration event to recognise the work of EnV in the City is being held on 20 January 2016.

## **7 VA4 - To identify and support talented athletes to reach their sporting potential**

### **7.1 Support to Succeed**

Coventry Sports Network has actively supported the 'Support to Succeed' initiative. 'Support to Succeed' is a sub-regional talented athlete's bursary programme, delivered by CSW Sport, the County Sports Partnership for the sub-region. The scheme funds a number of young, talented Coventry athletes (9) with bursaries, as part of a sub-regional talent bursary scheme.

## **8 VA5 - To provide a range of modern, accessible and high quality sports facilities in the city**

### **8.1 Centre AT7**

In August 2014, the new aquatic and community facilities extension to Centre AT7 (including a new 25m x 6 lane swimming pool, learner pool and racing slides) was formally opened, with a public open day on 30<sup>th</sup> August 2014. The £8m development opened on time and circa £250,000 under budget, representing the first phase of re-provisioning of public aquatic facilities in the city. A seamless transition was managed with the closure of Foleshill Sports and Leisure Centre (which closed in August 2014).

During the first 12 months of the new aquatics facilities (August 2014 – August 2015), Centre AT7 saw a 156% increase in memberships (an additional 1,200 members) and a 1000% increase in the number of swims per week (over 5,100 swims on average every week). The new membership has clearly come from within the local community, with 1,008 concession memberships taken up, representing 83% of all new memberships coming from priority communities within the city.

### **8.2 Destination Water Park**

In September 2014, Coventry City Council approved the addition of £36.7m to its capital programme for the development of a City Centre Destination Facility on the existing Christchurch House and Spire House site.

Project work on the City Centre Destination Facility has progressed over the past 16 months, with the confirmed appointment of the Project Managers / Cost Consultants (Appleyard and Trew), Architects (Faulkner Brown), Water Specialists (Water Technologies Incorporated), Mechanical and Electrical Engineers (Desco) and Structural Engineers (Engenuiti).

The initial design intent and concept planning being undertaken by the Design Team and Project Team was completed in November 2015, more firmly establishing the specific facility mix, adjacencies and spatial requirements of the facility.

The brief includes an aspiration to create a landmark building, appropriate for a city centre location, with the water slides, rides and features creating an attraction to draw people into the city centre from across the city and the wider region

The facility will place sport and active recreation in the heart of city centre regeneration, with a view to promoting active leisure as an accessible, social, family activity (in line with Marmot principles) and the city of Coventry as a visitor destination and centre for sport and culture (in line with Coventry's UK City of Culture 2021 aspirations and Council Plan objectives).

Public consultation on the proposed design of the facility is anticipated to commence in February 2016.

### 8.3 Bowls

Development work has started in partnership with the City of Coventry Indoor Bowls Club and the National Governing Body on investigating the feasibility of re-provisioning the indoor bowls rink currently located at Coventry Sports and Leisure Centre.

### 8.4 President Kennedy School

Council and Sport England officers have been working to support President Kennedy School in further modelling work designed to retain and/or improve sports facilities accessible to the community at the school. The School has articulated an ambition to create a high quality neighbourhood sports hub, run as a community trust, which enriches sport and physical education for students who attend President Kennedy School and which raises participation in sport and promotes healthy lifestyles within the Holbrooks community.

### 8.5 Badminton England, England Squash and Racketball and the Sport England Inspired Facilities Fund

As reported in 2015, development of the Coventry Sports Strategy has enabled the Council to strategically support external funding applications to Badminton England, England Squash and Racketball and Sport England, to improve the changing facilities, squash courts and sports hall at St Augustine's Sports Centre. This secured £125,000 in external funding for capital improvements at the above facilities, with work completed in the summer of 2015. The centre has seen an increase in participation and is one of the focus projects for the 'In It Together' women and girls project.

## 9 **VA6 - To attract high profile sporting events to the city and to celebrate sporting achievement**

## 9.1 Ricoh Arena

Events are a key part of the development and implementation of the Coventry Sports Strategy and the arrival in Coventry of Wasps and the return of Coventry City FC to the Ricoh Arena have no doubt helped deliver this aim of the Strategy. The Coventry Sports Network worked closely with Wasps to support the successful delivery of their opening fixtures at the stadium and will continue to support the development of sports events at the stadium, as a major key showcase venue for the City.

Most notably in October 2015, the Ricoh Arena hosted the England Under 21's v Kazakhstan U21s international football match. The CSN worked closely with other local partners, including Sky Blues in the Community, to support over 15,000 people to watch the game, and importantly, enable many young people from within the city to enjoy the opportunity to watch international football for the first time.

Since the endorsement of the Strategy in 2014, the Ricoh has already hosted a number of key sports events (e.g. School Games Organisers' National Summit; 'Lock, Stock and Three Smoking Arrows' Darts Tournament; GymFusion; Champions of Champions Snooker; SPATEX 2015 (UK pool and spa trade exhibition), the inaugural British Ethnic Diversity Sports Awards; Wasps v Samoa (World Cup Warm Up); International Tag Rugby Youth Festival and the Coventry Solihull and Warwickshire Sports Awards 2015.

Highlighting the continuing diversity of its programming at the venue, the Ricoh Arena continues to bid for a number of national and international events, with support from the CSN around aligned Strategy objectives. In 2016, the Ricoh will host Rugby Expo, which is the largest B2B (business to business) conference and exhibition for the global rugby industry, which is leaving Twickenham to come to Coventry.

## 9.2 Rugby World Cup 2015

As the Rugby World Cup was hosted in the UK during 2015, the city delivered a number of local events that showcased the sport including the Trophy Tour; Sports Week; the Tag Rugby International Youth Festival; Singha 7s; and Wasps hosted a World Cup Warm Up match versus Samoa at the Ricoh Arena.

The CSN partners worked with the Warwickshire RFU, local clubs, the 'Engage!' Project and sub-regional partners to support delivery of these events.

Coventry celebrated the arrival of Rugby's greatest prize, the Webb Ellis Cup, on Sunday, 16 August 2015, as part of the Rugby World Cup Trophy Tour, with over 5,000 people attending the day's activities across the City.

The Trophy arrived at Broadgate on Sunday 16 August, where the city's Rugby community joined together for a celebration event, with each local club representing one of the 20 countries that took part in the RWC 2015 tournament.

The Trophy then went on to visit War Memorial Park which played host to Coventry's Festival of Rugby, where mini, junior, women and senior teams from across Coventry and Warwickshire showcased a variety of Rugby skills and members of the public were given the opportunity to 'try' out their Rugby techniques during master classes, inflatable games and skill challenges held by Wasps, Warwickshire RFU and Coventry Rugby Club.

In September 2015, the inaugural Jaguar Land Rover International Tag Rugby Youth Festival brought schoolchildren from Paris, New York, Kampala, Brazil and Coventry together to celebrate the Rugby World Cup 2015 and promote the core values of the game.

The children, aged between 13 and 15, took part in an action-packed week of Rugby-themed activities, which concluded with Team Paris emerging victorious at a Tag Rugby 7s tournament held at the Ricoh Arena.

The international teams were partnered with four schools in the city – Caludon Castle, Coundon Court, Stoke Park and Westwood Academy. They took part in coaching sessions with local rugby clubs at Barker Butts, Pinley, Earlsdon and Old Coventrians and watched live sport in the city including Wasps v Samoa, Coventry Bears v London Skolar's and the Coventry Blaze Ice Hockey team.

### 9.3 Ice Hockey

Following the successful hosting of the first GB Ice Hockey International fixture in the city in 2014, the city successfully delivered a second full international fixture in April 2015, where the Great Britain Ice Hockey team took on Poland at the Skydome Arena. The CSN worked with Coventry City Council, Coventry Sports Foundation, Wasps and Coventry Blaze to ensure the event was a success. Due to the success of the event, the GB team will return to the city again to play Poland at the Skydome in April 2016.

### 9.4 Sports Week

Coventry Sport Week is a week of 'come and try it' sports events in Broadgate. National Governing Bodies, local clubs and a range of sport and physical activity partners came together in both 2014 and 2015 to promote and encourage people to take part in different sports and activities.

The event was managed and delivered by EnV (Coventry) and funded by Coventry City Council, The BID and the Coventry Sports Network.

The week was considered a clear success, with over 5,000 people engaged in activities over the four days in the summer of 2015. Each day, activities were delivered between 10am and 4pm in Broadgate. The area was brought to life by three sports zones, offering a variety of sports and physical activity opportunities.

The weekly visitor statistics for the city centre show an increase in footfall by 7,978 compared to the same week in 2014. Some of this may be attributed to the hosting of Coventry Sports Week.

Plans for 2016 are to use the event to celebrate the Olympic Games in Rio, four years after Coventry was a host city for London 2012.

## **10 VA7 – To grow and promote sport in the city through effective partnerships**

### 10.1 Coventry Sports Network

One of the first milestones for the Coventry Sports Strategy was to establish the group that will be responsible for delivering and managing the Sports Strategy across the City. The Coventry Sports Network (CSN) was established via an initial Executive Group, with founding members from Coventry City Council, Coventry University, the University of Warwick, Coventry Sports Foundation, Coventry Sports Trust and CSW Sport.



The CSN was formally launched in November 2014 and has spent the majority of Year One focussing on some of the key issues the City faced linked to the strategy.

Priorities for the Coventry Sport Network for year one focussed on the following:

<b>Area of work</b>	<b>Coventry Sports Strategy</b> Vision Aim and primary Strategic Objective that the area of work relates to.
Focus on facility development, Including the destination water facility, Centre AT7.	Vision Aim 5, Strategic Objective 1
Developing a Women and Girls participation project ('In it Together' with SBitC).	Vision Aim 1, Strategic Objective 4
To deliver Tennis as the first Key Sport, and focus on Rugby Union/Rugby League as the next key sports (i.e. A 'City of Rugby' initiative).	Vision Aim 2, Strategic Objective 4
Develop the events partnership within the city, sourcing new major events.	Vision Aim 6, Strategic Objective 1
Successful delivery of the #Ucan project	Vision Aim 1, Strategic Objective 5
Increasing the number of people receiving coaching and tuition	Vision Aim 2, Strategic Objective 1
To secure investment in to the city for sport through partners (linked to strategic priorities).	Vision Aim 7, Strategic Objective 2

## 10.2 External Funding

To date, the Coventry Sport Network and its partners have managed to source in excess of £1,420,978 in external grant funding, which is strategically developing Sport within Coventry. (Only £175,000 of this is capital funding, the remaining £1.246m being revenue funding which is supporting activity programmes across the city).

## 10.3 Coventry Sport Network – Year 2 Priorities

The Coventry Sport Network are currently setting new priorities for Year 2-3 of the Strategy. Areas proposed for priority include:

- a) Development of a disability sport and activity strategy.
- b) Quality delivery of the city-wide Women's and Girls project 'In It Together'.
- c) Further development of the Coventry Sport Network to have a wider representation on the strategic board and ensuring all partners have access to the CSN.
- d) To commence work to establish and embed the Coventry Institute of Sport.
- e) To focus on two further sports as key sports.

## 10.3 Public Health

The Council's Sports, Culture, Destination and Business Relationships Service is supported by £250,000 of Public Health funding. The Service and Public Health team at Coventry City Council have been working on a joint project to further align the Coventry Sport Strategy and a new Health and Wellbeing Strategy for the City. Over the last 12 months, the teams have been working to develop the commissioning framework in order for both teams to look to align the two strategies more closely together.

The above work has brought together key stakeholders. In 2015, a facilitated workshop was held, supported by Dr William Bird, entitled “Physical Activity and Sport in a Marmot City”. The event developed an action plan which focusses on some of the emerging issues for the city.

## **11 VA8 – For sport to make Coventry a better place to live, work and visit**

### **11.1 Sport England Active People Survey Results**

Sport England’s Active People Survey 9 results were released in December 2015. This survey helps authorities across the country to understand participation within their local area.

In Coventry, the survey results indicate once a week participation (aged 16+) has seen a slight decrease in the past 12 months, dropping to 34.8% compared to that of 38.8% in 2013/2014. This still represents an increase in participation since 2011/2012 where the figure was at 31.0%. Coventry’s figures, compared to the West Midlands region (33.2%), are slightly higher, but still lower than national averages (35.5%).

Since 2012, the Sport England Active People Survey has also monitored participation for people aged 14+. Active People 9 Survey results indicate that once a week participation for those aged 14+ within the city is at 36.5%, which is above the West Midlands average of 34.0% and level with the national average (England) at 36.5%.

In addition, in December 2015 the Department for Culture Media and Sport (DCMS) announced a new national strategy for sport – ‘Sporting Future, A New Strategy for an Active Nation’. The next phase of implementation for community sport is for Sport England to develop their new strategy for 2017+ onwards. Representatives from the Coventry Sport Network have been invited to play an active role in the Sport England Strategy development and consultation process.

### **11.2 Coventry Sports Strategy’s Contribution to the City**

The Coventry Sports Strategy 2014-2024 is now 16 months into its delivery phase. It is still therefore appropriate to be cautious around claims that the Strategy is already making the city a better place to live, work and visit. However, the Strategy has directly supported the Council and partners to secure over £1.4m of external grant funding into the city, which has been aligned with local investment and successful programmes being delivered by a range of community and sporting partners. The signs that the Strategy is attracting investment and clearly supporting and influencing the strategic development of sport in the city are considered encouraging. It is therefore anticipated that the Strategy will continue to play a very positive role in the city for years ahead, as the delivery focus widens through successive stages of implementation.

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