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South Northamptonshire Council
Sports and Leisure Strategy 2019-2024

‘Active Lives for Everybody’
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Foreword
Our role in sport and leisure provision in the district is to help more of our residents to be more active, more often, improving their health, well-being and quality of life. We will do this by providing high quality and sustainable facilities, services and activities.

We recognise the vital role that sport, leisure and physical activity can play in supporting educational attainment, health and well-being and social interaction. We intend to support our least active residents to build activity into their everyday lives, whilst supporting local people of all ages to fulfil their potential through sport, leisure and physical activity. We will strive to enable and support people to develop resilient attitudes and behaviours, which lead to an active population for everybody, irrespective of social background, age, disability, gender identity, marital status, race, religion or belief or sexual orientation.

We cannot deliver this strategy on our own. We will need to work with partners across the district and beyond - from public sector bodies including the health sector, sports clubs, Sport England, national governing bodies of sport (NGBs) and the County Sport Partnership (Northamptonshire Sport), to the education, voluntary and private sectors alongside local communities. It is imperative that we continue to make the best use of resources and that we continue to work effectively with partners to ensure our objectives are met and to deliver more together than we could ever do alone.

Sport, leisure and physical activity play an important role in helping to deliver the Council’s corporate vision for the district of making it a ‘great place to live, work, visit and invest’.

Cllr Karen Cooper
Portfolio Holder for Wellbeing
1 Introduction

This Sport and Leisure Strategy sets out South Northamptonshire Council’s (SNC) plans for services for the period 2019-2024. This strategy has been shaped by national policy, local context and informed by data and information about our local communities. A key source of evidence for this strategy is the series of four research studies, ‘Planning the future of open space, sport and recreation in West Northamptonshire’ (NORTOFT 2016-18). These were commissioned by SNC, according to national guidelines and methodology, to form part of the evidence base and inform the development of our Local Plan Part 2. Additionally, we have produced a series of factsheets, which should be read in conjunction with this strategy.

This strategy also reflects the changing nature of local government in Northamptonshire. Subject to Parliamentary approval, the current two-tier system consisting of Northamptonshire County Council (NCC) and the seven District and Borough councils will be replaced by two unitary authorities. SNC, Daventry District Council, Northampton Borough Council and half of NCC will form the new authority serving the west of the county. The remaining four Districts and half of NCC will combine to cover north Northants. This is now planned to come into effect from 1st April 2021, instead of April 2020 as initially suggested. A Shadow Authority will be formed following elections planned for May 2020, which will then move over to run the new council.

The work to create the new unitary authorities is at an early stage and it is difficult to outline exactly how this will develop and impact on services. However, we recognise that over the lifetime of this strategy the new working arrangements will present opportunities for sharing good practice, innovation and improving services to residents.

A consequence of the recommendation that SNC becomes part of a new unitary authority prompted a termination in the existing partnership between Cherwell District Council and SNC. A programme of work is taking place to separate the two councils, which includes the separation of the shared Communities and Leisure Teams and the creation of a new Wellbeing Directorate at SNC, incorporating Housing, Communities and Leisure. Again, this creates opportunities for strategic working across these three areas.

In 2015 there was a major shift in central government’s position regarding sport, from a focus on the number of participants to the social good that sport and physical activity can deliver. The strategy ‘Sporting Future, a new Strategy for an Active Nation’ (2015), redefines what success looks like in sport by concentrating on five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. This new approach informed the Northamptonshire Physical Activity and Sport Framework (2018-2021), which sets out transformational targets for reducing inactivity within the county. All Chief Executives from the Northamptonshire councils signed up to the framework and it was adopted by the Health and Wellbeing Board. In line with these aims and from analysis of our evidence base, we have developed the following three strategic priorities:

- **Priority 1**: Enable all residents to lead an active life
- **Priority 2**: Provide high quality and sustainable sport and leisure facilities
- **Priority 3**: Develop strong partnerships to improve health, wellbeing and quality of life of our residents

The structure of this strategy is unlikely to change over the course of its life and will remain focused on the three key themes, but we will produce an annual action plan to enable us to respond to the changing environment. The action plan for the first year is attached at Appendix A.
2 Key Achievements

Our key sport and leisure achievements since 2015 include:

- During 2015/2016, we undertook competitive tendering to secure a long-term Leisure Operator to manage the delivery of the Leisure Centres on our behalf, and to re-develop Brackley Leisure Centre (BLC). The centres are managed by Legacy Leisure as a ‘Not for Profit’ organisation through Parkwood Leisure under a 17.5 year contract, commencing in September 2016. This has moved the Council from a position where we were paying the provider to one where the contract generates a surplus.

- We invested £4.5m into the re-development of BLC, the opening of which signalled the long-awaited replacement and closure of the old Brackley Swimming Pool. The new centre includes a 25 metre, 6 lane swimming pool, a 13m x 7m learner pool and ancillary facilities. A new 110 station fitness room, refurbished changing rooms and a spinning studio considerably expanded the existing facility. Attendances at BLC have been steadily increasing.

- Since 2016, Towcester Centre for Leisure (TCfL) the Leisure Operator has invested in several internal improvements, to improve the customer experience. These included redecoration and refurbishment to flooring in the Sports Hall, fitness room and café area. Conversion of the existing meeting room space into a bespoke spinning studio increased the number of classes being provided and freed up time within the existing dance studio for more activities. Attendances at the centre continue to increase.

- Both TCfL and BLC achieved ‘Quest’ accreditation, the national, industry standard quality scheme. Their previous accreditation expired on change of provider and accreditation is a contractual compliance.

- During 2018/19 we delivered our Young People Physical Activity Provision to 7,196 young people aged 5 – 15 years at a variety of settings throughout the district. This was an increase of over 650 young people on 2016/17 figures.

- During 2018/19 there were 2,690 attendances on our Physical Activity Holiday Programmes, generating £27,500 income. This was a significant increase from 2017/18 when there were 1057 attendances and £16,908 income generated.

- During 2018/19 there were 13,986 attendances on our Adult Physical Activity Provision, which includes Health Walks, Walking Football, Walking Netball and our 60+ programme. This again shows a significant increase, from 10,012 attendances recorded during 2017/18.

- In conjunction with Northamptonshire Sport, we identified several localities where there is a need to boost activity levels, particularly among those experiencing long term limiting health conditions, including dementia. Alongside local communities in Blisworth and Kings Sutton, we developed a new programme of activities, including ‘Let’s Get Moving’ Falls Prevention, Inclusive Activity training, Walking Football and Netball and intergenerational health walks in conjunction with local primary schools. Since January 2019, we have recorded more than 460 attendances on these new activities.

- We established an Inclusive Disability Physical Activity Forum and continue to support and develop opportunities through ‘have a go’ events delivered throughout the year along with supporting our Disability Inclusive Sports Club (DISC). We have also secured funding for future inclusive provision.
3 Strategic Context

Sport and Leisure is a non-statutory service but plays a vital role in the well-being of our local residents and has numerous positive health, education and socio-economic outcomes. National policy from Government and Sport England highlights that further change is needed to reach the least active and under-represented groups in society. Approaches around behaviour change are central and there is a greater requirement to demonstrate the wider outcomes of participation. We are a committed partner in the delivery of national and regional strategies for sport, leisure and physical activity.

The key policies that relate to the Sport and Leisure Strategy are listed below:

National
- Department for Digital, Culture, Media and Sport (DCMS) Strategy, ‘Sporting Future’, 2015
- National Planning Policy Framework, 2018

Regional
- Northamptonshire Joint Health and Wellbeing Strategy 2016-2020
- West Northants Joint Core Strategy 2014 – 2029
- Northamptonshire Physical Activity and Sport Framework 2018-2021

Local
- SNC Business Plan, 2019/20
- South Northamptonshire Health and Wellbeing Blueprint
- SNC Draft Local Plan Part 2, 2018

A summary of the key legislation and policies outlined above is in Appendix B.
South Northamptonshire – People & Place

South Northamptonshire lies at the southern-most edge of the East Midlands and is predominantly rural in character. The district covers a large area of 245 square miles (27% of the area of Northamptonshire) and includes 96 villages and 78 parishes. The two market towns of Brackley and Towcester are where services, sport and leisure facilities and employment opportunities are most readily available.

This is a prosperous district with a skilled workforce, good education rates and low deprivation. We have a number of strong assets in the district, in particular Silverstone and its motorsport and high-performance technology sector. We have a strong tourism sector, supporting local jobs and attracting investment. We have some attractive open spaces, including Salcey and Hazelborough Forests, and Towcester Watermeadows. Sections of the Grand Union and Oxford Canals pass through our district. However, despite our district generally being affluent, there is hidden poverty and disadvantage.

The current population of South Northamptonshire is estimated to be over 90,000, an increase on the 85,000 reported in the 2011 census. The majority of residents (74%) live in the rural areas and urban fringes of Northampton with the remainder (26%) in the two market towns.

We have a greater proportion of people aged over 65 (20.4%) compared to the rest of the county and England (both 17.7%). This difference is projected to exaggerate over time and our older households are concentrated in the more rural areas. The average age tends to be higher in more rural areas of the district. The average life expectancy is 85 years for women and 81 years for men. These are higher than both the countywide and national figures.

Both life expectancy and healthy life expectancy (the number of years lived in self-assessed good health) have increased nationally and the population as a whole is now living longer and spending more years in good health. However, life expectancy has increased by more years than healthy life expectancy; therefore, increasing slightly the number of years lived in poor health. In Northamptonshire, the healthy life expectancy for females is 63 years and 65 years for males, indicating a potential average of 22 years of poor health for females and 16 years for males.

Nationally access to services and facilities in rural areas is becoming difficult with ‘walk-to’ rural facilities continuing to decline and other services centralising in urban locations which can be hard for rural residents to get to. This is also true locally, for example, Northamptonshire County Council removed subsidies to over 30 bus routes including some serving South Northants in 2018/19. Several of our villages feature on Age UK’s Risk of Loneliness map, including Kings Sutton (ranked as ‘Very High Risk’) and Blisworth (rated as ‘Medium’ risk).

Sources of information and more detail can be found in our Sport and Leisure factsheets.

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5 Sport and Leisure Strategy Priorities

Priority 1: Enable all residents to lead an active life

Our objectives are to:

1.1 Develop a detailed evidence base of the sport and physical activity needs for all residents
1.2 Improve engagement and participation in sport and physical activity by children and young people
1.3 Support adults living in South Northants to lead an active lifestyle
1.4 Support people who face barriers to participation, or who participate less than others to be active

Why is this important?

• In 2017 we commissioned a series of research studies as an evidence base to inform the development of our Local Plan Part 2. These were high level studies, focusing on sports facilities, playing pitches and open space. It is necessary to have an holistic, detailed, up to date evidence base of health and wellbeing and local sport and physical activity needs and provision.

• Fewer children and young people in school years 1-11 locally, are active for 60+ minutes a day, locally compared to the average for England (16% compared to 17.5%). A further 28% are active for an average of 60 mins a day, but not every day, which is slightly higher than 26% average across England.

• Almost a quarter of local children are active less than 30 mins a day. This is lower than the average for England (almost one-third), but still of concern.

• In 2018 the Youth Activator programme saw 4,424 attendances by local children at targeted sport & physical activity sessions in a variety of settings. Targeted school provision saw 1,544 attendances at physical activity during lunchtimes and after school. Community provision in parks, open spaces, youth clubs, and elsewhere, saw 2,880 attendances. This was a 42% increase from 2017/18 when 3100 attendances were recorded.

• We delivered a new programme of physical activity to 30 children outside of mainstream education from the Towcester area.

• In 2015, 722 pupils were eligible for free school meals within our district, living in households where access to paid for activities including school holiday activities may be difficult.

• In 2018 our Holiday Programme delivered 648 hours of physical activity provision for young people in school holidays, with 35 children with disclosed disabilities attending. We increased, by 58%, the hours of provision offered compared to the previous year. 2018 saw the introduction of children in receipt of Free School Meals being offered a number of free days on the Holiday Programme, through their school, with 128 children and eight schools taking up this offer.

• In 2018 the Youth Activator programme has worked with 12 of the 21 local youth clubs to offer sport and physical activity, an increase from 9 in 2017.
63% of our local adult population are active for more than 150 minutes a week, slightly higher than the average across England (62%). However slightly more (26.7%) of our local residents over the age of 16 are insufficiently active for good health, compared to the average of 25% across England.

In 2018 we coordinated and delivered 25 health walks of varying length time and intensity across the district. During 2018 we had 590 registered walkers and over 10,000 registered attendances, an increase of approximately 20% on 2017 when we recorded 8400 attendances and 492 walkers.

In Northamptonshire, 14% of adults have their day to day activities limited by their health or a disability.

It has been identified that people aged 65 and over within localities including Blisworth and Kings Sutton have a higher prevalence of limiting long-term illness or disability and include those considered to be at ‘Medium’ to ‘Very high risk’ of loneliness.

We have an above average proportion of people aged over 65. This difference is projected to exaggerate over time and older households are concentrated in our more rural areas.

The rate of local residents aged 80 or over admitted to hospital as an emergency due to a fall is higher than the national average.

In 2018, the diagnosed prevalence of dementia among residents aged 65 and over was 4.14% in Northamptonshire, slightly lower than 4.33% across England.

Nationally certain groups are identified as less likely to play sport and be physically active than the population in general.
- People with disabilities are twice as likely to be inactive as those without disabilities
- Over half of people with disabilities are over 60 years old
- 50% of females and 47% of people in lower socio-economic groups meet the CMO guidelines on physical activity compared to 56% of the wider population.

In Northamptonshire the demographic groups that have the largest proportions of inactive people are those with a limiting long-term illness or disability and those in lower socio-economic groups.

In August 2018, 22,703 people in the district were in receipt of welfare benefits including Housing Benefit and disability benefits. Approximately 6% of children locally live in low-income families.

What we will do

1.1 Develop a detailed evidence base of the sport and physical activity needs for all residents

- Ensure we have an up to date evidence base on activity, health and wellbeing.
- Work with residents, National Governing bodies, local sports clubs and parish councils to enhance our knowledge of local sport and leisure need.
- Continue to improve the collection and analysis of information to evaluate the impact and outcomes of programmes/activities.
1.2 Improve engagement and participation in sport and physical activity by children and young people

- Support schools to improve physical activity provision and sustainable models of delivery.
- Develop a targeted physical activity programme for children not in mainstream education.
- Improve the local offer of physical activity provision outside of school hours, including school holiday programmed activity sessions in local settings and work with community groups.

1.3 Support adults living in South Northants to lead an active lifestyle

- Widen the range of sport and physical activities available for adults to meet identified needs.
- Deliver a place-based approach of activities to increase participation in sport and physical activity in targeted communities.
- Increase the opportunities in the district for older people to participate in physical activity.

1.4 Support people who face barriers to participation, or who participate less than others to be active

- Improve access to sport and physical activities for those from lower socio-economic groups.
- Continue to support the provision of sport and physical activities for people with a disability or long-term limiting illness.
- Enhance the physical activity ‘offer’ to girls and women across the district.
Priority 2: Provide high quality and sustainable sport and leisure facilities

Our objectives are to:

2.1 Improve and develop the quality of council-owned sport and leisure facilities and services
2.2 Maximise and make best use of available resources to deliver sustainable sport and leisure services and facilities to meet identified sport and health needs within the district
2.3 Provide active outdoor spaces where residents can take part in physically activity

Why is this important?

- Our district has an increasing population which could grow by 23% by 2029. Housing growth in South Northants will be focused around Towcester, Brackley and in the sustainable urban extensions (SUEs) on the edge of Northampton.

- The existing SUEs in the Northampton area have a much younger population compared to surrounding areas. The Nortoft 2018 Study indicates this trend is anticipated to continue in the NRDA, Brackley, and Towcester SUEs. The population age structure for the growth areas is important, as many sports – particularly pitch based sports - primarily attract those aged under 45 years.

- The council has a long-term contract with Legacy Leisure to operate our two leisure centres at Brackley and Towcester, which are well utilised by customers, with an increase in visitors year on year. Several community sports clubs are based at both centres. Both centres hold QUEST accreditation, the national, industry standard quality scheme.

- The gym and changing rooms at Towcester Centre for Leisure (TCfL) underwent minor refurbishment in 2016 but require further modernisation. The swimming pools also require maintenance and improvement.

- There are school swimming pools at the Willison Centre (Elizabeth Woodville School, Roade) and The Gateway School (Tiffield) which are important local facilities with community access. Both pools should be retained, maintained and improved.

- In addition to our leisure centres, there are sports hall facilities at 8 secondary schools within the district, which should be protected and maintained. Magdalen College School (Brackley) and Chenderit (Middleton Cheney) should be supported to refurbish their facilities and extend opening hours for increased community use.

- It is a priority to reduce the programming pressures on the sports halls in Brackley.

- Village and community halls across the district should be supported to enable them to host a range of sports and physical activities for all age ranges.

- There is a need to develop traffic-free walking and running routes in open spaces and parks in Towcester and Brackley.

- The training facilities at Silverstone circuit need improving for use by local athletic clubs.
• Brackley Squash Club is seeking to increase the number of squash courts to meet an anticipated shortfall of three courts by 2029.

• There is sufficient indoor and outdoor bowls provision in our district, but housing growth will place existing indoor bowls facilities in the NRDA under pressure.

• The A5 Rangers Cycling Club is based in Towcester; however, Northamptonshire is lacking cycling facilities to meet local demand and there are currently no cycle sport facilities in the district.

• Brackley Town Football Club (BTFC) plays in the National League North. Their ground at Churchill Way does not meet requirements for promotion to the National Conference League and is leased from the council, which is a barrier to external funding. The club is very active in the local community and has recently been named Football Foundation Community Club of the Year at the National Game Awards 2019.

• There is currently no 3G pitch provision within the district for football and rugby. Provision would increase capacity of training and match playing and would free up existing grass pitches. 3G pitches can be used in all weathers and floodlighting enables use in the evenings.

• There are approximately 40 Towcester football teams, across all age ranges. There is an identified lack of grass pitch capacity within Towcester both for training and match playing.

• There is no local provision for hockey and Towcester Hockey Club play outside of the district.

• There is inadequate rugby and cricket pitch provision within Towcester. There has been a significant increase in junior and youth playing at Towcestrians, but increased adult playing opportunities are limited by the lack of pitch capacity. This hinders the progression to adult rugby.

• There is no provision for indoor tennis within the district or surrounding areas. There is a need to improve current outdoor tennis facilities at Roade and Silverstone.

• There is a need to enhance village playing fields, changing and clubhouse facilities at various locations across the district to increase the capacity and range of sports that can be played locally.

• In 2018/19 we spent £380,000 on grants to local sports clubs through our Community Grants Programme. As at 1 June 2019 there was a total of £1,972,350 available through the Community Grants programme including Sports and Leisure facilities and projects.

• In Northamptonshire 21% of residents use outdoor space for exercise and/or health reasons. However, there is a lack of access to open space in many areas of our district including villages. The council purchased Towcester Water Meadows in 2009 to bring privately owned land into public use.

• There is under provision of children’s play facilities in Brackley, Towcester and several larger villages.
• There is an identified need for new provision of facilities for teenagers in Brackley, Towcester and Grange Park and a need to enhance play equipment for older children in several existing village facilities.

What we will do  
2.1 Improve and develop the quality of council-owned sport and leisure facilities and services

• Monitor the contract with our leisure provider and continue to develop the relationship with Legacy Leisure to deliver positive outcomes for residents.

• Increase the use of technology to increase engagement in sport and drive up levels of activity.

• Ensure council-owned sport and leisure facilities are inclusive environments and accessible to all.

• Modernise and redevelop council-owned leisure centres to meet changing customer needs.

• Work with the leisure provider to increase outreach activities within local communities and make the leisure centres ‘hubs’ within the district wide activity programme.

• Support the council’s workforce to access training, development and gain professional qualifications.

2.2 Maximise and make best use of available resources to deliver sustainable sport and leisure services and facilities to meet identified sport and health needs

• Raise the profile of our sport and health needs and ambitions with National Governing Bodies (NGBs), Sport England and other funders funding to maximise the amount of funding the district can access to support local delivery of sport and physical activity.

• Take a strategic approach to council investment through community grants.

• Continue to seek the appropriate amount, type and location of sport, recreation and open space infrastructure when negotiating with developers on new developments.

• Support Brackley Town Football Club to improve their facilities and extend their work in the local community.

• In the interim the Brackley Town Football needs an upgraded stadium and seating to enable the club to house the numbers of those wanting to attend to watch matches for all the teams they run. This will also give the club the ability to run more prestigious events and addresses the aging of the current stadium seating. The new facilities will have the ability to be moved when a suitable new site is found and will enable the club to encourage more interest in the sport and the club itself enhancing the provision of football facilities in the town.
2.3 Work in partnership with planners to deliver a network of sport and leisure facilities to meet local needs

- Work with the West Northants Joint Planning Unit to secure an allocation for a new Brackley sports hub in accordance with the SNC Local Plan Part 2.

- Deliver a ground for Towcester Town Football Club on a suitable site north of the A43 and east of the A5 within the next 5 years.

- Support Towcestrians Sports Club to secure the appropriate planning consent to deliver upgraded sports facilities on their site.

2.4 Provide active outdoor spaces where residents can take part in physically activity

- Improve local outdoor recreation opportunities, including cycling, walking and running routes.

- Diversify the provision of outdoor sport and physical activity infrastructure.
Priority 3: Develop strong partnerships to improve health, wellbeing and quality of life of our residents

Our objectives are to:

3.1 Increase the opportunities for people working in the district to be physically active.
3.2 Work in partnership with the health sector to develop effective, innovative and integrated services for residents
3.3 Create a strong local sport sector that increases engagement and participation, tackles inactivity and builds resilient communities
3.4 Enhance the contribution of sport and leisure to the local economy
3.5 Ensure we provide high performing, effective leisure services as we become a unitary council

Why this is important

- In 2015-17, 1.2% of working days within South Northants were lost due to sickness absence, slightly above the national average.

- In December 2018, South Northamptonshire Council conducted its first workplace wellbeing survey and identified that of staff who responded:
  - 23% met recommended physical activity levels of 150 minutes a week.
  - only 12% use active travel to commute to work.

- For the 2017/18 period, 14% of local residents were suffering from depression, compared with 12.3% across the whole of Northamptonshire, and national figure of 9.9%. The rate is increasing in Northamptonshire. There were 8.1 suicides per 100,000 of the population locally over the period 2015-17. This is higher than Daventry (at 5.6) but lower than Northampton (10.7) and the national average (9.6).

- Within our district, one fifth of reception children (4-5 years old) are overweight or obese, which is comparable to the average across England. By the time children reach Year 6 (10-11 year olds) this has increased locally to over a quarter who are overweight or obese. This is lower than the average across England (one third of Year 6 children) but still significant.

- 57% of all local residents over the age of 16 are overweight or obese. This is lower than the average for England (67% for men and 62% of women) but a significant issue. Public Health England records an upward trend year on year in overweight or obese adults. Obesity decreases life expectancy by nearly 10 years and is associated with increased risks of type 2 diabetes, hypertension and coronary artery disease.

- In Northamptonshire, the healthy life expectancy for males is 65 years for males and 63 years for females comparable with 63 years for men and 64 for women across England.

- Whole life expectancy in our district is higher than the county and national average for both men and women.

- In 2017, it was estimated that of local residents aged 65 and over, 13% had Type 1 or Type 2 diabetes.

- The annual health cost of physical inactivity within the district is £1,593,400. This includes costs attributed to medical conditions including, breast cancer, bowel cancer, strokes,
diabetes and heart disease. The local health costs of physical inactivity are higher than those for Corby, Daventry, East Northants and Wellingborough districts.

- Legacy Leisure has developed a Steps to Health scheme, enabling GPs to refer patients to either of our Leisure Centres for an exercise programme. The number of GP referrals to this programme has increased from 62 in 2017 to 95 people in 2018 at BLC, and from 158 in 2017 to 216 people in 2018 at TCfL.

- 10% of adults locally volunteer to support sport and physical activity. This is lower than the rate (14%) across England as a whole.

- In 2015 tourism was worth over £183 million to the district with the tourism sector supporting 2,800 full time jobs. 43% of visitors stayed in the district for leisure purposes.

- Golf is a commercial sporting activity, not funded by the authority. However, it forms part of the district’s sports and leisure visitor offer. There are golf clubs at Whittlebury Park and Chacombe. The increase in housing numbers across the district is also likely to increase demand for golf.

- In 2014, 2015 and 2016, Northamptonshire hosted stages of the Women’s Tour Cycle race, which led to a growth of local cycling, especially among women.

- Taking into account the ambitious housebuilding plans in the West Northamptonshire Joint Core Strategy (WNJCS) the population is forecast to increase by 23% to 110,700 by 2029.

- The WNJCS sets out that housing growth in South Northants will be focused around Towcester, Brackley and in the sustainable urban extensions (SUEs) on the edge of Northampton.

- A new leisure centre, including a multi-use sports hall, gym and pool is required on the west side of Northampton to serve the population of the new SUEs on the edge of Northampton.

**What we will do**

**3.2 Increase the opportunities for people working in the district to be physically active.**

- Support and encourage council staff to be more physically active by providing activity opportunities both during and outside the working day.

- Improve the on-site facilities at the council offices to encourage active travel to and from work.

- Work with local businesses to provide opportunities for their employees to be physically active.

**3.3 Work in partnership with the health sector to develop effective, innovative and integrated services for residents**

- Increase the provision of sport and physical activities specifically designed to manage health conditions such as diabetes and childhood obesity.
• Influence the development and support the delivery of schemes to help residents manage their mental and physical health via referrals to community-run services.

3.4 Work with partners to create a strong local sport sector that increases engagement and participation, tackles inactivity and builds resilient communities

• Increase the range of organisations getting involved in sport locally, for example, housing associations, the fire service and police.

• Implement a new framework of engagement with key partners to deliver healthy, active communities.

• Promote engagement in sport through volunteering opportunities.

• Enable community and voluntary organisations to develop and deliver sport and physical activities.

3.5 Enhance the contribution of sport and leisure to the local economy

• Maintain and improve the district’s sport and leisure ‘offer’ to develop the visitor economy and promote tourism.

• Promote the sport sector as an employer and career choice.

3.6 Ensure we provide high performing, effective leisure services as we become a unitary council

• Increase corporate coordination in relation to sport & leisure activities across the council.

• Monitor good practice and learning from the Healthy New Town programme and other initiatives to develop a local approach to healthy place making.

• Work with other West Northants local authorities to plan the sports facility network in the NRDA.
6 Resources
The resources available to deliver our sport and leisure strategies are as follows:

National
Sport England
Sport England is a non-departmental public body under the Department for Digital, Culture, Media and Sport. It works with national governing bodies of sport (NGBs), and other partners, to increase participation levels in sport and help talented people from diverse backgrounds to excel. In 2017/18 it awarded over £300 million through 4 main funding streams:
- Small Grants: £300-£10,000 to cover the project costs of getting more people active.
- Community Asset Fund: enhancing community spaces so that people can get active.
- Strategic Facilities: the right facilities are key to getting more people to play sport
- Major Events Engagement Fund: ensuring long term legacy of major events.

SNC do not currently receive Sport England funding but will be making bids in the future.

London Marathon Charitable Trust (LMCT)
The Trust awards Facilities Grants to a range of organisations, including local authorities, charities, community and voluntary sector organisations, sports clubs, parish and town councils, educational establishments and housing associations, in the areas in which London Marathon Events Limited stages mass-participation sporting events. The Trust currently has two grant programmes:
- Facilities Grants: An open grant programme for facility improvement projects which must take place in London or Surrey
- Strategic Partnership Grants: An invitation-only grant programme for projects that challenge inequality of access to physical activity. Projects can take place across the United Kingdom.

South Northants is currently one of the areas outside London and Surrey that can receive funding, however future funding will be focused on the London area only.

National Governing Bodies of Sport (NGBs)
Some NGBs have money to provide or enhance local facilities and/or activities. Key governing bodies with funds include:
- Football Association (FA)
- Rugby Football Union (RFU)
- Lawn Tennis Association (LTA)

School Sports Premium
This is central government funding paid to academies and free schools to fund additional and sustainable improvements to the provision of PE and sport, in primary schools. Schools must publish the impact of the funding on pupils’ PE and sport participation and the attainment of their year 6 pupils in relation to several swimming milestones.

Regional/ Countywide
Northamptonshire County Council’s Local Health and Wellbeing Forum Fund
NCC receives Public Health Grant funding from central government. NCC’s Public Health team has funding available to the County’s seven district level Local Health and Wellbeing Forums for initiatives/projects that contribute to health and wellbeing and help deliver on local priorities. It has allocated up to £750,000 across all seven district/ borough areas, which must
be spent by end March 2020. This will be split ‘roughly equally’ to support projects/initiatives which:
1. Contribute to the over-arching priorities of the Northants Health & Wellbeing Strategy
2. Improve outcomes within districts, according to the Public Health Outcomes Framework
3. Meet the district Health and Wellbeing Forum’s local priorities.

Local

Council Staff Resources
The main staff resource to deliver the strategy is SNC Healthy Communities Team, this includes the following roles:
- Healthy Communities Manager
- 1 Leisure Facilities & Contracts Officer
- 1 part-time Business Support Officer
- 1 Active Lifestyles Team Leader
- 2 Sports Development Officers
- 2 part-time Sports Activators
- 1 part-time Business Support Officer
- 1 Community Development Officer
- 1 part-time Community Development Partner
- 1 part-time Grants Administrator.

We will also draw on officer time and expertise from other teams within the council, including Planning Policy and Development Management, Property and Investment Team and Environmental Services Team.

Community Infrastructure Levy and S106 contributions
The Community Infrastructure (CIL) is a charge on the amount of floor space created by new development. Its purpose is to raise funds for essential community infrastructure that is required across an area as the population grows. Sport, recreation and open space are classed as infrastructure. CIL can be used to fund ‘strategic leisure’, for example new or improvements to existing leisure centres, sports fields and swimming pools. Even though CIL is in place it may still be necessary to request planning obligations to mitigate specific consequences of a particular development. CIL and planning obligations need to operate in a complimentary way and developers not pay twice for the same item of infrastructure. Planning obligations can only be sought when it is: necessary to make the development acceptable in planning terms; directly related to the development; and fairly and reasonably related in scale and kind to the development. Planning obligations may fund items such as on-site or off-site provision of play areas and play equipment.

Community Grants
SNC provides four Mainstream Community Grants to not-for-profit organisations that are located within the district or directly associated with the district. Applicants may apply to more than one fund if, for example, their project covers both revenue and capital costs.

The grants are set out in the following table:
<table>
<thead>
<tr>
<th>Grant Fund</th>
<th>Who can apply</th>
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| Community Development Revenue Grant (Mainstream)    | • Community/voluntary organisations looking for revenue funding for projects, services and initiatives.  
• Applications may be made for up to 35% of the eligible project costs  
• No capital costs can be funded.  
• Claim period: Within the same financial year as the date of the offer letter.                                                                                                                                                                                                         |
| Community Development Capital Grant (Mainstream)    | • Community/voluntary organisations looking for funding for capital projects (e.g. buildings, equipment).  
• Parish and Town Councils without allocated New Homes Bonus funds may apply to this fund for capital projects.  
• Applications may be made for up to 35% of the eligible project costs.  
• No revenue costs can be funded.  
• Claim period: Within 1 calendar year (£1K and under) and 2 calendar years (over £1K) from the date of the offer letter.                                                                                                                                                                        |
| New Homes Bonus Voluntary Sector Grant (Mainstream) | • Community/voluntary organisations looking for revenue and/or capital funding for projects, services and initiatives.  
• Projects must benefit more than one parish in the district.  
• Applications may be made for up to 35% of the eligible project costs.  
• Claim period: Within 1 calendar year (£1K and under) and 2 calendar years (over £1K) from the date of the offer letter.                                                                                                                                                                         |
| New Homes Bonus Local Community Grant (Mainstream)  | • Applications can be for projects, events and initiatives for revenue and capital projects.  
• Applications may be made for up to 100% of the eligible project costs. Any co-funding arrangements would demonstrate to the assessors the applicant’s commitment to the project delivery.  
• Claim period: Within 1 calendar year (£1K and under) and 2 calendar years (over £1K) from the date of the offer letter.                                                                                                                                                                     |
| Talented Performers (Bespoke)                       | • 11 to 18 year olds who have reached county standard or an equivalent level in the field of Sports or Arts  
• Applications may be made for up to 100% of the eligible costs up to a maximum grant of £200.  
• Available on a rolling basis throughout the financial year on a ‘first come, first served’ basis due to the finite budget.  
• Claim period: Within the same financial year as the date of the offer letter.                                                                                                                                                                                                                     |

**Income from Legacy Leisure contract**  
Contract is delivered at nil cost to SNC. Income from leisure provider for 2019/20 £353,563.35.  
Client management budget of £30,000.00 allowed for unforeseen expenditure/improvements.
7 Consultation

This document is a consultation draft and will go out for consultation for nine weeks.

The consultation starts on 18 July 2019 and continues until 18 September 2019.

Comments

Please comment via our on-line survey which can be accessed at: https://www.southnorthants.gov.uk/consultation

If required, paper copies of the survey can be obtained from and returned to Reception at The Forum, Moat Lane, Towcester, NN12 6AD; from Libraries within the district and from Brackley and Towcester Town Council offices.

If you have any queries, or wish to email comments on the strategy, please contact us at: healthy.communities@southnorthants.gov.uk