



CABINET

Tuesday, 05 July 2022

Subject	East Suffolk Leisure Strategy Adoption
Report by	Councillor Letitia Smith Cabinet Member with responsibility for Communities, Leisure and Tourism
Supporting Officer	Tim Snook Leisure Development Partnership Manager tim.snook@eastsuffolk.gov.uk 01394 444210

Is the report Open or Exempt?	OPEN
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Category of Exempt Information and reason why it is NOT in the public interest to disclose the exempt information.	Not applicable
Wards Affected:	All Wards

Purpose and high-level overview

Purpose of Report:

The purpose of this report is to recommend the adoption of the East Suffolk Council Leisure Strategy. This incorporates East Suffolk Council's:

- Indoor and Built Sports Facilities Strategy (IBF)
- Playing Pitch and Outdoor Sport Strategy (PPOSS)
- Open Space Report

The Strategy is intended to help inform and guide decision making processes relating to the Council's own leisure facilities and the requirements for such further provision required as the result of future housing and population growth.

Options:

Option 1 – Adopt the East Suffolk Leisure Strategy attached as Appendix 1

Option 2 - Not agree to adopt the East Suffolk Leisure Strategy.

Recommendation/s:

That the East Suffolk Leisure Strategy, attached as Appendix A to the report, be adopted and the Strategic Director, in consultation with the Cabinet Member with responsibility for Communities, Leisure and Tourism, be authorised to implement the Strategy and update the action plan, as necessary.

Corporate Impact Assessment

Governance:

Not applicable.

ESC policies and strategies that directly apply to the proposal:

The East Suffolk Leisure Strategy is informed by and has drawn information from the East Suffolk Strategic Plan. The evidence within the Leisure Strategy will also support the implementation of policies and site allocations within the East Suffolk Council – Waveney Local Plan (2019) and the East Suffolk Council – Suffolk Coastal Local Plan (2020).

Environmental:

Any built sports facilities or playing pitch projects developed in delivering the Leisure Strategy will be brought forward with the aim of also improving East Suffolk Council's carbon footprint.

Equalities and Diversity:

Equality Impact Assessment reference EQIA428504531, the adoption of the East Suffolk Leisure Strategy will not require any mitigating actions to be carried out. It is possible that some of the suggestions from the Strategy will have more positive outcomes for different demographics if they are able to be delivered.

Financial:

East Suffolk Council is not responsible for delivering all the recommendations and actions contained within the East Suffolk Leisure Strategy. The Council is keen to maintain and to further develop a collaborative approach with its national, regional, and local stakeholders to deliver the key outcomes. For the actions that are the responsibility of the Council, such as the redevelopment of the leisure centres, resources will be allocated as part of the annual budget setting process.

Human Resources:

There are no HR implications

ICT:

There are no ICT implications attached to the East Suffolk Leisure Strategy.

Legal:

There are no legal implications of adopting the strategy. Each resulting project will ensure that any legal considerations are identified and addressed and that the Council will ensure that it complies with its duties under the Equality Act 2010

Risk:

There are no risks envisaged in relation to the implementation of the recommendations.

**External
Consultees:**

Although East Suffolk Council has taken the lead in developing the local Built Facility, Open Space and Playing Pitch strategic documents as part of its evidence base, it is recognised that these documents can be used by partners, clubs, and community groups to help support future development. It is not for East Suffolk Council to deliver all the actions, but to help facilitate them. The Council supports a collaborative approach with the national, regional, and local stakeholders to deliver the key recommendations and health and wellbeing outcomes that the documents identify. Knight Kavanagh and Page Ltd (KKP) were appointed as consultants in 2020 to support the development of the Leisure Strategy and begin the process of consultation. A community questionnaire was developed and shared via social media, community groups and Town and Parish Councils for the Open Space assessment.

The playing pitch strategy looked at the following sports facilities:

- Football pitches
- Hockey pitches
- Bowling greens
- Croquet lawns
- Cricket squares
- Tennis courts
- Netball courts
- Petanque terrains
- Rugby union
- Third generation
- Athletics track
- Golf courses

In addition, a variety of consultation methods were used to collate demand information about leagues, clubs, county associations and national/regional governing bodies of sport. Response rates exceeded Sport England's guidance and ensure a robust evidence base:

	Sport	Total number	Number responding	Response rate		
	Football clubs	72	51	73%		
	<i>Football teams</i>	<i>532</i>	<i>445</i>	<i>84%</i>		
	Cricket clubs	18	15	83%		
	Rugby union clubs	8	7	88%		
	Hockey clubs	4	4	100%		
	Tennis clubs	25	16	64%		
	Netball club	9	6	67%		
	Bowls clubs	48	25	52%		
	Croquet clubs	2	2	100%		
<p>Information relating to golf, athletics and petanque was primarily acquired through consultation with the relevant NGBs and local clubs.</p> <p>Indoor and built sports facilities consultation was undertaken through a mix of face to face and telephone consultation with schools, health partners, operators, NGBs, clubs and a wide range of Council officers</p>						

Strategic Plan Priorities

Select the priorities of the Strategic Plan which are supported by this proposal: (Select only one primary and as many secondary as appropriate)		Primary priority	Secondary priorities
T01	Growing our Economy		
P01	Build the right environment for East Suffolk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
P02	Attract and stimulate inward investment	<input type="checkbox"/>	<input type="checkbox"/>
P03	Maximise and grow the unique selling points of East Suffolk	<input type="checkbox"/>	<input type="checkbox"/>
P04	Business partnerships	<input type="checkbox"/>	<input type="checkbox"/>
P05	Support and deliver infrastructure	<input type="checkbox"/>	<input checked="" type="checkbox"/>
T02	Enabling our Communities		
P06	Community Partnerships	<input type="checkbox"/>	<input type="checkbox"/>
P07	Taking positive action on what matters most	<input type="checkbox"/>	<input checked="" type="checkbox"/>
P08	Maximising health, well-being and safety in our District	<input type="checkbox"/>	<input checked="" type="checkbox"/>
P09	Community Pride	<input type="checkbox"/>	<input type="checkbox"/>
T03	Maintaining Financial Sustainability		
P10	Organisational design and streamlining services	<input type="checkbox"/>	<input type="checkbox"/>
P11	Making best use of and investing in our assets	<input type="checkbox"/>	<input checked="" type="checkbox"/>
P12	Being commercially astute	<input type="checkbox"/>	<input type="checkbox"/>
P13	Optimising our financial investments and grant opportunities	<input type="checkbox"/>	<input type="checkbox"/>
P14	Review service delivery with partners	<input type="checkbox"/>	<input type="checkbox"/>
T04	Delivering Digital Transformation		
P15	Digital by default	<input type="checkbox"/>	<input type="checkbox"/>
P16	Lean and efficient streamlined services	<input type="checkbox"/>	<input type="checkbox"/>
P17	Effective use of data	<input type="checkbox"/>	<input type="checkbox"/>
P18	Skills and training	<input type="checkbox"/>	<input type="checkbox"/>
P19	District-wide digital infrastructure	<input type="checkbox"/>	<input type="checkbox"/>
T05	Caring for our Environment		
P20	Lead by example	<input type="checkbox"/>	<input type="checkbox"/>
P21	Minimise waste, reuse materials, increase recycling	<input type="checkbox"/>	<input type="checkbox"/>
P22	Renewable energy	<input type="checkbox"/>	<input checked="" type="checkbox"/>
P23	Protection, education and influence	<input type="checkbox"/>	<input type="checkbox"/>
XXX	Governance		
XXX	How ESC governs itself as an authority	<input type="checkbox"/>	<input type="checkbox"/>
<p>How does this proposal support the priorities selected?</p> <p>Whilst the Council is not necessarily directly responsible for delivering all the recommendations, the priorities support the key priorities as follows.</p>			

Background and Justification for Recommendation

1	Background facts
1.1	<p>East Suffolk Council commissioned Knight, Kavanagh and Page Ltd (KKP) as consultants in 2020 to support the development of the first East Suffolk Council Leisure Strategy, incorporating a suite of strategies, namely the Indoor and Built Facilities Strategy, Playing Pitch and Outdoor Sport Strategy and Open Space and Play Strategy, to provide an up-to-date evidence base and to help inform future decision-making processes. The objectives of the strategies extend across multiple Council departments and partners and are summarised below:</p> <ul style="list-style-type: none"> • To help deliver the health and wellbeing agenda • To inform the capital programme for the Council • To inform Local Plan policy • To set the Leisure Facilities plan within the context of the Local Plan and wider strategies for parks, green spaces, and community development • To inform sports development initiatives • To reflect wider Council asset reviews • To help facilitate community use of outdoor facilities on education sites • Follow the Sport England best practice guidance. • Setting a framework for the strategic approach to sport and leisure delivery at some key sites within the district
1.2	<p>A working group of officers was set up to work with KKP to develop the Leisure Strategy and supporting documents. The timescale set for the development of the leisure strategy commenced in September 2020 and was due to be completed in May 2021 but was severely impacted upon by the pandemic lockdowns as travel to visit sites and contact with sports clubs and National Governing bodies was difficult which resulted in a delay of 12 months.</p>
1.3	<p>The Leisure Strategy incorporates and has drawn information to support it from the following:</p> <ul style="list-style-type: none"> • National Planning Policy Framework 2021 • Sport England: Uniting the Movement 2021 • Planning for Sport Guidance (2019), Sport England • East Suffolk Council Strategic Plan (2020 – 2024) • Local Plans; former Suffolk Coastal and Waveney Local authorities • Waveney Green Infrastructure Strategy (2015) • Active Suffolk Partnership • East Suffolk Community Partnerships
1.4	<p>The Leisure Strategy and supporting documents (Indoor Built and Sports Strategy, Playing Pitch and Outdoor Sport Strategy and Open Space Report) do not apportion direct responsibility for specific recommendations and actions to single organisations. Rather it takes more of a matrix approach with some instances, actions being Council-led but supported by external stakeholders, whereas in others they will be led by local clubs and organisations in partnership with their</p>

	respective national governing bodies of sport and where the Council has no specific role to play.
1.5	<p>Three supporting strategies were undertaken to inform the East Suffolk Leisure Strategy. There were:</p> <ul style="list-style-type: none"> • Indoor and Built Facilities <ul style="list-style-type: none"> • An evidence base – focus on indoor and built facility provision • Considers the current and future picture for sport in East Suffolk • Key stakeholder consultation • Scope includes Sports halls, swimming pools, health and fitness facilities and village and community halls. • Playing Pitch Strategy <ul style="list-style-type: none"> • An evidence base – focus on outdoor sports provision, football, rugby, cricket, non-pitch sports. • Pitch assessments and club engagement • Driven by steering groups - councils, Sport England, all relevant NGB's • Open Space Report <ul style="list-style-type: none"> • PPG17 Companion Guide and Fields In Trust for Outdoor Sport and Play: Beyond The Six Acre Standard • Comprehensive audit using principles of Green Flag criteria • Parks, natural, amenity, play areas, allotments, cemeteries • Supported by database and GIS mapping • Green Flag judges • Set new quantity, quality, and accessibility provision standards • Inform requirements for new population growth

2 Current position

2.1	Prior to the formation of East Suffolk Council, both Suffolk Coastal and Waveney District Councils, both had adopted leisure strategies in 2015. The two strategies were for a 5-year period and many of the actions have been undertaken, including delivery of significant leisure centre redevelopment.
2.2	The proposed East Suffolk Leisure Strategy will help set and direct the future work of the Leisure Team and will also provide evidence and other information to assist to the planning of future growth and development, including new housing and infrastructure projects. Thereby ensuring that the needs of the community are met.

3 How to address current situation

3.1	The proposed East Suffolk Leisure Strategy will help set and direct the future work of the Leisure Team and will also inform the implementation of Local Plan policies and site allocations as well as guiding the development of future planning documents. Thereby ensuring that the needs of the community are met.
3.2	In order to seek funding from NGBs and Sport England, local authorities are expected to update and review their Leisure Strategy and the supporting documents, (Indoor and Built Sports Facility Strategy, Playing Pitch and Outdoor Sport Strategy and Open Space Report) every five years. These updated

	documents will help to unlock potential future funding opportunities from Sport England and the NGB's
3.3	The Leisure Strategy will help achieve the Council's Strategic Plan of Enabling our Communities. It will provide our communities with the data that could help with funding bids to help with improvements.
3.4	For the reasons stated in this report, it is recommended that the Council should adopt East Suffolk Leisure Strategy.

4 Reason/s for recommendation

4.1	Adoption of a comprehensive East Suffolk Leisure Strategy will: <ul style="list-style-type: none"> i) Ensure a planned approach to improving leisure opportunities in the district. ii) Assist with the delivery of key corporate actions within the Council's Strategy. iii) Inform other relevant strategies, projects and documentation in the requirements for Leisure within the district.
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Appendices

Appendices:

Appendix A	East Suffolk Leisure Strategy
Appendix B	Indoor and Built Sports Facility Strategy (IBF)
Appendix C	Playing Pitch and Outdoor Sports Strategy (PPOSS)
Appendix D	Open Space Report

Background reference papers:

Date	Type	Available From
2021	National Planning Policy Framework	Gov.uk
2021	Sport England: Uniting the Movement	Sport England
2019	Planning for Sport: Sport England	Sport England
2020-24	East Suffolk Council Strategic Plan	ESC
2019 and 2020	Local Plans; former Suffolk Coastal and Waveney	ESC
2015	Waveney Green Infrastructure Strategy	ESC
2020-21	East Suffolk Community Partnerships Priorities	ESC