

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

15 September 2014

Report of the Director of Street Scene & Leisure

Part 1- Public

Matters for Information

1 SPORTS DEVELOPMENT UPDATE

Summary

This report updates Members on key areas of the Sports Development Programme including a new Door Step Sports Club Project in East Malling in partnership with StreetGames UK. The report also presents the results from the most recent Active People Survey.

1.1 Young Cricket Leaders Project

1.1.1 The Tonbridge and Malling Cricket Development Officer approached the Council in 2012 about a cricket leaders' scheme that had been designed and piloted by the Old Elthamians Cricket Club in Bexley, with great success. The scheme targeted 14 to 16 year old players interested in coaching the game by offering training in cricket leadership, umpiring and scoring, groundsmanship and first aid.

1.1.2 A successful bid for £3,000 was made to the Kent County Council Community Chest to run two Young Cricket Leaders courses in the Malling area, specifically targeting Snodland and East Malling. The courses started in April 2013 and attracted 30 young people from 6 different cricket clubs.

1.1.3 There was enough funding left to run one course in 2014. This started in April of this year and attracted 15 more young people from the following cricket clubs;

- Addington Cricket Club
- Town Malling Cricket Club
- Cowdrey Cricket Club, Tonbridge

1.1.4 Part of the scheme includes a minimum of 20 hours volunteering by the course participants once they have completed the course. This ensures that local Clubs, as well as individuals, benefit from the scheme. Several of the participants attended the Primary Schools Kwik Cricket Festival at Tonbridge School as volunteer scorers and umpires in order to gain their voluntary hours. Their assistance was greatly appreciated and commented upon by several of the primary school teachers

- 1.1.5 The participants will be invited to attend a presentation of their award at Lords Cricket Ground on 5th October 2014.
- 1.1.6 As in 2013, feedback from the participants, parents and the clubs has been positive. Further external funding opportunities will be investigated to run similar courses in the future including an application for the Community Enhancement Fund grant.

1.2 Spring Into Sport

- 1.2.1 A new scheme called Spring into Sport was launched in January 2013, aimed at meeting the Council's key priority of Healthy Living and Well-being, as well as encouraging increased participation in sport. Tonbridge and Malling has many active and successful sports clubs and the Council supports them in a number of ways. The Scheme was seen as an additional way of raising awareness of local sports clubs and assisting them in recruiting new members..
- 1.2.2 As in 2013, local clubs in the Borough were contacted and advised that any clubs wanting to run free taster sessions throughout the month of April would receive support from the Council including free publicity. The clubs could decide on the date, venue and who could attend the session as long as it was free of charge. As in 2013 a total of 15 clubs from across the borough took advantage of this offer. The majority of the clubs involved felt the initiative was worth doing and would definitely take part again.

1.3 Kwik Cricket Festival

- 1.3.1 As Members will be aware a primary schools Kwik Cricket Festival is held every year to which all primary schools in the Borough are invited. This year's event was held on 11 June at Tonbridge School with 250 children from 19 schools making up 23 teams.
- 1.3.2 Ightham Primary School retained the winners' trophy with Kings Hill Primary School being worthy runners up. Burham Primary School was nominated as the most sporting team. Ightham School went on to represent Tonbridge and Malling at the county final in Canterbury on 8 July, where they achieved 6th place out of 16 teams.
- 1.3.3 Due to the generous support of this event by Tonbridge School and the Tonbridge and Malling District Cricket Partnership who give their time, facilities and expertise at no charge, the schools enter this event free of charge.

1.4 Tonbridge Parkrun

- 1.4.1 As members may be aware Parkrun is a weekly 5km timed run organised by a team of volunteers. The runs take place every Saturday at 9am at various locations around the country and are open to all ages and abilities, free of charge.

- 1.4.2 Kent County Council approached the Borough Council in February 2013 about setting up a Parkrun in Tonbridge. Following initial discussions with KCC Officers and Parkrun representatives, Tonbridge Racecourse Sportsground was felt to be a suitable location. A successful bid for the £3,000 one-off set up fee was made through the KCC Member Grants scheme and a team of volunteers was recruited and trained.
- 1.4.3 The first Parkrun at the Racecourse took place on November 9th 2013 with 262 runners and despite the cancellation of several runs following the flooding in December, Tonbridge Parkrun has continued to be popular and now attracts an average of 178 runners every week.
- 1.4.4 Ongoing support and liaison takes place with the Tonbridge Parkrun Director in respect of route amendments, hedge and paths management, equipment and training. Consideration is now being given to establishing a Parkrun for the north of the Borough, potentially at one of the Country Parks.

1.5 Discovery Day

- 1.5.1 As Members will be aware a disability sports day is held every year at the Angel Centre for children and young people with a physical or learning disability. This year's event will be on Thursday, 9 October.
- 1.5.2 As in previous years a number of special schools in and around the Borough are invited to attend but in a new development, all the local mainstream schools have also been contacted. This recognises the fact that more children with special educational needs are now attending mainstream schools and so would also benefit from attending a Discovery Day event.
- 1.5.3 Fidelity Worldwide Investments based in Hildenborough once again agreed to financially support the event. The Tonbridge Lions Club also made a donation to this event and have again been approached with regard to the 2014 Discovery Day.
- 1.5.4 Volunteer helpers are recruited from local secondary schools but for the 2013 event, Fidelity asked if their staff could act as volunteer helpers which proved extremely successful. Fidelity would like the opportunity once again for their staff to help out.

1.6 Short Mat Bowls Competition

- 1.6.1 On Saturday 26th April a joint Tonbridge and Malling and Maidstone Short Mat Bowls Competition was held at the New Line Learning Academy. The event is organised by Tony Mulcuck, former Great Britain player and member of the Kent County Short Mat Bowls Association, with support from both borough councils. A total of 63 players, making up 21 teams took part in the full day event with the Mayor, presenting the winner's trophy to the Burham team.

1.7 Indoor Cricket Coaching programme

- 1.7.1 As in previous years the Autumn/Winter Indoor Cricket programme will be held at Judd School starting in October for 5 to 14 year olds and running until March 2015. Part of the programme also includes indoor net practice for adults and local Tonbridge and Malling Clubs, which is becoming increasingly popular.
- 1.7.2 The whole programme is managed by the Tonbridge and Malling District Cricket Partnership headed by Peter Robinson assisted by the Councils Sports Development Officer. Due to the loss of the Cricket Development Officers in Tunbridge Wells and Sevenoaks, more players and enquiries are coming from these districts for assistance and to access the coaching sessions.
- 1.7.3 Additional financial pressures are now being felt following the cutting of a District subsidy from the Kent Cricket Board which helped maintain the course fees at a reasonable level. This together with a rise in the sports hall hire fees at Judd School now means that an increase is necessary for the programme to break even. Residents in financial need, eligible for the Leisure Pass will continue to be protected however with a discounted price for the course.

1.8 Door Step Sports Club in East Malling

- 1.8.1 StreetGames UK is a charity that supports a network of sports and volunteering projects across the country. It advocates that sport is a catalyst for social change in disadvantaged communities. In London and the South East there are currently 75 projects, all delivered in partnership with local organisations such as local authorities, sports governing bodies, the Police, Housing Associations and Health Authorities. Doorstep Sports Clubs are the delivery method by which StreetGames UK brings sport close to young people in areas where regular, organised sport is limited.
- 1.8.2 The Councils' Sports Development Officer, in conjunction with the Beat Project applied to StreetGames UK to set up Door Step Sports Clubs in East Malling, Snodland and the Trench Ward in Tonbridge, with funding of £4500 per club per year for 3 years. StreetGames UK agreed to the setting up of one club in East Malling for 2014 with the possibility of clubs in Snodland and Tonbridge being considered for next year. The club will be based at the St. James Centre in East Malling and will initially run for one evening per week starting in September.

1.9 Active People Survey

- 1.9.1 The first national Active People Survey, funded by the Government, was undertaken by Ipsos MORI on behalf of Sport England, between October 2005 and October 2006. This was then followed by a second survey between October 2007 and October 2008 and has continued annually since then. The latest results cover the 24 month period from April 2012 to April 2014.

- 1.9.2 The survey results are an important indicator for sport and active recreation, defined by the Government as *'the percentage of the adult population participating in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last four weeks (equivalent to 30 minutes on three or more days a week)'*.
- 1.9.3 Detailed below is a table showing the latest results of the survey and a comparison with other districts in Kent, together with a comparison with the first survey undertaken in 2005/06 (APS1)

District	APS8	% change since APS1
Tunbridge Wells	26.7%	+ 3.1%
Sevenoaks	26.7%	+ 3.6%
Maidstone	25.8%	+ 3.4%
Canterbury	25.2%	+ 4.6%
Tonbridge and Malling	25.1%	+ 4.6%
Shepway	24.3%	+ 4.8%
Gravesham	23.0%	+ 5.4%
Ashford	22.9%	+ 1.0%
Dartford	22.1%	+ 4.3%
Swale	21.9%	+ 2.7%
Thanet	20.6%	+ 2.6%
Dover	20.6%	0.0%

- 1.9.4 Members will note that Tonbridge and Malling has the fifth highest participation rates in the county for this survey and has shown the third highest increase since the survey began in 2005.
- 1.9.5 If Members wish to see more details on the surveys and results, a useful tool for analysing all the data is available through the Sport England website www.sportengland.org

1.10 Legal Implications

- 1.10.1 A Service Level Agreement will be drawn up between StreetGames UK, the Council and the Beat Project to clarify roles and responsibilities in respect of the setting up of a Door Step Sports Club in East Malling.

1.11 Financial and Value for Money Considerations

- 1.11.1 The cost of initiatives is met through the existing Sports Development revenue budget supplemented by external funding from grants and sponsorship where possible. The Council directly employs a part time Sports Development Officer who works in partnership with a wide range of clubs and organisations across the whole Borough.

1.9 Risk Assessment

1.11.2 Provision of healthy lifestyle opportunities and activities for young people assists in the well-being of residents.

1.11.3 All activities are risk assessed and associated health and safety paperwork completed.

1.10 Policy Considerations

1.11.4 Healthy Lifestyles, Young People, Community.

Background papers:

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Nil

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