



**More People  
More Active**



## **‘More People More Active in South Ribble’**

### **Welcome to South Ribble Borough Council’s Leisure and Sport Facility Strategy 2020 - 2030**

I am delighted to introduce South Ribble Borough Council’s first long term Leisure Facilities strategy.

South Ribble Borough Council is dedicated to improving the health and wellbeing of our residents. It is at the heart of everything we do. Regular exercise, along with other factors contribute to a healthier and longer life. It is against that background that our strategy has been developed.

Our vision is to provide Leisure facilities and amenities that allow easy access to activity for all. Our ambition includes building a new Leisure Centre that acts as a sporting and physical activity hub for the area, developing a playing pitch hub, with two new 3G pitches at Bamber Bridge Leisure Centre and the creation of a hub for rackets sports at our Tennis Centre. Of equal importance, is the adoption of a concept of ‘Leisure Local’. This is about promoting and running community sports and activity programmes at local schools, community centres and sports clubs across the borough promoting access for all.

We recognise that organised sport and fitness is not for everyone. Cycling, walking, exploring our parks and open spaces are also very important to our residents. We will connect our facilities to our developing Green Links network of cycle and pedestrian walk ways and paths.

This strategy is about increasing access for all, encouraging physical and cultural activity within every community across South Ribble, tackling health inequalities and enhancing the quality of life of our residents.

I hope you are as excited as we are with our new Leisure Facilities strategy and we look forward to turning it into a reality.

Thank you

**Cllr Mick Titherington**

Deputy Leader of the Council

**Portfolio Holder for health and wellbeing**



Cllr Mick Titherington  
Deputy Leader of the Council

# CONTENTS

## FOREWORD

---

### 1. INTRODUCTION

Pages 3 - 4

---

### 2. WHERE WE ARE NOW

Pages 5 - 8

---

### 3. FUTURE NEEDS

Pages 9 - 12

---

### 4. WHERE WE WANT TO BE

Pages 13 - 14

---

### 5. GETTING THERE

---

Pages 15 - 16

---



### **‘More People More Active in South Ribble’**

The Sport and Leisure Facility Strategy sets a long-term vision for the Council:

**To create a more physically active borough driving improved participation opportunities in sport and physical activity with our partners, improving the health and wellbeing of all residents and reducing health inequalities.**



### **THE STRATEGY HAS BEEN DEVELOPED TO:**

- Show the current and future leisure facility supply and demand identifying key issues and gaps in provision.
- Realise, through a series of long-term objectives over the next ten years, key priorities for action and delivery which will have long term benefits for residents and visitors promoting health and wellbeing and tackling health inequalities.
- Support working more collaboratively on a local and regional basis, linking to local plans.

### **The strategy provides a strategic assessment of need for Sports and Leisure provision across the borough now, and in the future, considering:**

- The Council’s vision to develop its sports and leisure provision across the borough
- The views of local people on local sport and leisure provision
- National and Local Strategies related to health and wellbeing
- Social and Economic characteristics of the borough
- Performance of the current services with opportunities for improvement.

## Value for Money

The strategy is designed to meet ; the needs, expectations and aspirations of our resident's whilst also achieving value for money.

## Collaboration and Partnership

We believe this strategy sets clear ambitions for strong, sustainable, and joined-up service provision. At its core is a staged approach on a long-term collaborative journey with committed partners, targeting development work to ensure a sustainable future for lifelong participation in Sport, Leisure and Physical Activity.

We welcome any organisation who would like to contribute towards achieving the ambitions and objectives set out in this strategy and are encouraged to utilise the strategy for their own use so we may all improve the health and happiness of people who live, work and visit the borough.

*We want everyone in South Ribble regardless of their age, background or level of ability to feel able to take part in sport and physical activity*



## South Ribble as a place

- 110,000 people live in the borough which is projected to grow to 113,000 over the next 15 years
- There is a high proportion of people aged over 65 years old
- The borough's general health is reasonably positive compared to national averages
- Key prevalent health conditions in the borough include high blood pressure, depression, obesity, diabetes, asthma, and smoking.
- Life expectancy in the borough is slightly higher than the national averages for men and women.
- The number of people with a car / van is above average, meaning a larger proportion of the population can travel to facilities.
- From a boroughwide perspective whilst there are more people living in the least deprived neighbourhoods in England than the most deprived there is about 4% of our population in the most deprived 10% in England.
- Unemployment in the borough is below national average.

*The strategy outlines what we plan to do to build a more active community, because we believe that being physically active enriches lives, builds stronger communities and will create a healthier and happier borough*

### How Active are we?

- The number of people active (150 minutes per week) in the borough is below national average.
- Cycling, walking, going to the gym and swimming are our most popular activities, however, only cycling and fitness activities are above both the national and regional averages in terms of participation.



## Local and National Context

Why does the Council provide Sport and Leisure services?



## LOCAL CONTEXT

Current service and operating environment.

Since 2005 our four main leisure centres have been operated by an outsourced Leisure Trust via SERCO on behalf of the Council.

Existing sport and leisure facilities owned by the Council are:

### SOUTH RIBBLE



The Council recognises that it faces some significant challenges in terms of its current building assets with ageing stock that will require c£27m of investment over the next 15 to 20 years for the facilities to remain open.

The Council also recognise that to have a strong influence on activity levels, which impacts on health and wellbeing of residents and tackles health inequality, investment in a new facility for the borough is required.

Within the context of the current Pandemic, this highlights the importance of ensuring that services remain accessible to all parts of the community, with targeted interventions.

### Performance

The Council's four leisure facilities are very popular attracting over 750,000 visits per year.

### Comparing our financial performance with other local authority leisure centres:

**Swimming Pools** – our pools perform reasonably well and achieve £1000m<sup>2</sup> against a national performance range of £750m<sup>2</sup> to £1500m<sup>2</sup>

**Fitness Gyms** – our gyms perform below the performance range of £7500 to £10,000 per exercise station at £4000. This suggests a combination of increased competition and the age of facilities with investment need to improve performance going forward.

**Penwortham Leisure Centre** has experienced a year on year decline in use and income over the past three years.

**Sports Halls** perform above the performance range of £15,000 per badminton court and the Tennis Centre performs above the 'Mean' National CITC benchmarking level at £60,000 per court.

**Overall**, the benchmarking suggests reasonable performance of the sites given their age and condition, with Penwortham performing worse than Leyland and Bamber Bridge.



*Our leisure facilities are very popular attracting over 750,000 visits per year.*

### National and Local Strategic Alignment

The diagram below demonstrates how national and our local strategies align with cross cutting enablers that support performance improvement.

Government	Physical Wellbeing	Mental Wellbeing	Individual Development	Social & Community Development	Economic Development
Sport England	Inactive people becoming more active	More positive attitudes towards young people	Improved progression and inclusion to develop talent	Improved Governance	Increased diversity and leadership
	More resilient habits	More diverse volunteers	Demand led sector that welcomes all	Improved financial efficiency	A diverse and productive workforce
South Ribble Strategy Vision 2020/23	A healthy and happy community, flourishing together in a safer and fairer borough, that is led by a council recognised for being innovative, financially sustainable and accountable				
South Ribble Strategic Priorities	An exemplary council that works for everyone		Thriving communities	A fair local economy	Good homes, green spaces and healthy places
Sport and Leisure Strategy Vision	More People More Active in South Ribble				
Leisure Service Contribution	<ul style="list-style-type: none"> <li>Partnership working with local clubs and schools</li> <li>Active Community outreach in deprived wards.</li> <li>Outreach activities in deprived wards and neighbourhoods</li> <li>Live sport and cultural events</li> <li>Disability staff training expanded exercise on referral scheme</li> <li>Weight management programme</li> <li>Cardiac rehab scheme</li> <li>Targeted dementia programmes</li> <li>Wider range of family-oriented facilities and programmes driven by local need</li> <li>Post-referral programmes</li> <li>Inclusive open days</li> </ul>		<ul style="list-style-type: none"> <li>Healthy eating menus &amp; vending options</li> <li>Targeted programmes for disabled, older people and those with limiting conditions</li> <li>Activities for carers and the cared-for</li> <li>Falls prevention classes</li> <li>Free access for Care Leavers</li> <li>Volunteer placements</li> <li>Apprenticeship programme</li> <li>Work experience programme</li> <li>Activities and offers targeted at young people</li> <li>Health in the workplace scheme</li> <li>Reducing CO2 across all centres</li> </ul>		

## CONSULTATION

The views of local people expressed through the Council's 'Residents Survey 2020', 'Green Links Consultation 2019', local stakeholders, sports clubs, national governing bodies of sport, and voluntary associations.

### Key messages

#### **Resident Survey**

53% of residents said they were most satisfied with sport and leisure services with 45% stating they were satisfied with activities for teenagers and 29% check stating they were satisfied with parks and open spaces.

#### **Green Links Consultation**

**Co-location** - partners are keen to integrate health and community facilities into new developments and work on engaging communities with us.

**Volunteering** - partner organisations are able to offer training and support

#### **Local Stakeholders, Sports Clubs and Associations**

The Council should focus on delivering outcomes such as reducing health inequalities, and improvements in physical and mental health

There are opportunities for better collaborative working.

Locations and venues where residents can participate should include leisure centres, open spaces, and outdoor environment.



## SUPPLY AND DEMAND

An analysis of current and future (20 years) supply and demand for the borough has been undertaken focussing on swimming pools, sports halls, health and fitness suites, indoor tennis courts, artificial grass pitches (AGP), and squash courts.

### The key findings are:

#### SWIMMING POOLS

The average age of the public leisure centre swimming pool sites in 2020 is 39 years

The current supply of swimming pools in the borough exceeds demand, however any closure or loss of a facility will result in a shortage when considering future demand. A new swimming pool of 25m x 17m (8 lanes) will be considered as part of a new facility as part of a review of swimming provision across the borough.



## SPORTS HALLS

Supply exceeds demand by 6 courts and most of the demand can be met in the borough.

Education sport halls sites have a lower used capacity than the public leisure centres.

## HEALTH AND FITNESS

Over 60% of the fitness stations are owned and operated by the private sector, which is a 7% increase compared to 2015.

There are sufficient facilities available across the borough to meet current demand however there is evidence to suggest the need for investment in Council provision as use and income has declined in recent years.

There is a need to consider the size and scale of fitness provision to meet demand.

## INDOOR TENNIS

The borough's Tennis Centre is a well located and popular centre.

The Centre is a recognised venue for higher level tournaments, especially for wheelchair tennis.

There are no requirements for additional indoor tennis court space.

*Leisure Local  
People are looking for  
activity which takes place  
within their local area.*

Maintenance of the courts at South Ribble Tennis & Fitness Centre is essential as the only facility in the borough

There is an opportunity to create a specialist rackets hub at the centre which could include tennis, short tennis, squash, badminton, and table tennis.

## WHAT THIS MEANS FOR SOUTH RIBBLE

**Delivery of Sport and Physical Activity does not sit in isolation with one provider, but a coordinated approach is needed.**

- Explore how the education sector can link better with the Sport and Physical Activity agenda. Widening opportunities for community use, working with clubs to develop pathways, introducing young people to 'activity' to complement their sports offer.
- Raising awareness of opportunities to the wider public is needed and should be part of a more coordinated approach.
- Integrating health and physical activity through co-location, hubs, or campus approaches.
- Key target groups: vulnerable communities, young people and families, older people (active aging), disabled
- Recruiting and retaining coaches and volunteers is crucial to the development and growth of clubs.

### ARTIFICIAL GRASS PITCHES

- There are five full size 3G AGPs in South Ribble, with one full size sand-based pitch. There are 12 pitches in total when including small sided facilities.
- The local football facility plan ('LFFP') supported by the Council's playing pitch strategy ('PPS') shows that there is significant demand for artificial grass pitches in the area with a need for an additional two full size pitches in the future.
- The LFFP recommends developing a new hub site with 2 x 11v11 3G AGP's, grass pitches, clubhouse, and possible indoor facility as a priority project. This supports the strategic facility option of building a Playing pitch Hub at Bamber Bridge Leisure Centre and developing a sport, health, and wellbeing hub.
- In addition, the LFFP has identified the need for a 9v9 at Lostock Academy and refurbishment of Penwortham Leisure Centre.
- Consideration of the replacement of Brownedge St Mary's RC High School & Sports College may be required in the medium term.



### SQUASH

- There are still 6 courts in South Ribble, and no refurbishment has occurred. This is over provision.
- The facilities are not solely utilised for squash.
- There is an opportunity to provide a specialist rackets hub at the South Ribble Tennis Centre centralising squash provision in the borough.



## Future Need - What does this mean for South Ribble?

Supply and demand assessment undertaken suggests that building a new Leisure Centre in the borough will require a review of Leisure Services across the borough.

There is an opportunity to develop a Leisure Local 'Community Hub' for football at Bamber Bridge, and a racket hub at the Tennis Centre with potential addition of squash courts.

The Council will work with schools colleges, sports clubs and community centres to increase the availability of community use and where possible align key clubs across the borough to local schools and facilities.

The Council will undertake an options appraisal for a new community hub in Penwortham at the Vernon Carus site, and include in this study the potential replacement of health and wellbeing services at the Penwortham Leisure Centre.



## Our Ambition

### MORE PEOPLE MORE ACTIVE

To create a more active borough as a result of our shared commitment to deliver improved participation opportunities in sport and physical activity with our partners, improving the health and wellbeing of all residents, reducing health inequalities that affect deprived areas of the borough.



## Our Objectives

1. Connect promotion of sport and physical activity with increasing health and wellbeing and reducing health in-equalities across the borough
2. The ambition to build a state of art new sport and leisure centre
3. To develop a playing pitch hub at Bamber Bridge Leisure Centre
4. To develop a racket sports hub at South Ribble Tennis Centre
5. To develop a Leisure Local model of operation in targeted areas where traditional sport and leisure centres are not located
6. To review leisure provision across the borough
7. To deliver industry leading service quality, operational efficiency, and effectiveness
8. To deliver industry leading usage and retention
9. To deliver high levels of user and employee satisfaction  
To reduce our carbon footprint in line with the Council's ambition to be Carbon Neutral.

*We will continue to encourage active lifestyles by increasing participation through investment and better partnership working*



## LEISURE LOCAL

A review of the Council's sport and health development work has identified some areas for development including where there are current gaps in provision or opportunities to increase physical activity and participation.

The importance of collaboration, developing partnerships and engagement at both a local and national level is a high priority for local and national partners.

### Leisure Local - going forward we will ...

**1. Develop pathways** into a more active lifestyle and related activities working closely with local sports clubs, schools, and community groups contributing to the Council's objectives around, Community wealth building, health and wellbeing and reducing health inequalities

**2. Collaborate with partners** (including the South Ribble Partnership) to reach all communities to increase access into Sport and Physical activity through using leisure and community facilities along side accessing our Green Links network, local parks and the natural environment.

**3. Work locally** with residents, community groups and education and schools to deliver new sessions, develop volunteers and enhance a broader local use of the facilities.

**4. Market and promote** services in appropriate, imaginative ways under a new Leisure Local branding.

### Bringing People Together

The diagram below shows our future approach to 'Leisure Local' based on bringing people together through a coordination of neighbourhood, borough locality, health, and community facilities in traditional and non-traditional community locations.



## Investment

Tackling health inequalities and promoting health and wellbeing requires investment and we are committed to providing this for indoor and outdoor community leisure facilities, funding Leisure Local projects and initiatives supported by the Council's sport and physical activity development team.

## Delivery

The Council currently adopts a mixed model of delivery, directly delivering the Sports and Physical Activity Development service, and outsourcing its main leisure facilities to South Ribble Community Leisure Trust through an operating contract with Serco Leisure.

Going forward the Council will determine the best delivery solution for its services including exploring greater direct delivery of services e.g. developing a local authority trading company giving greater control to the Council in driving forward increases in Sport and Physical activity to all communities This will be benchmarked against outsourcing leisure management to an external operator.

The Council will also develop its enabling role, supporting community groups and social enterprises to gain the skills and competencies to be able to retain and deliver services locally themselves.



## Monitoring our Progress

It is important that people can see what progress the Council is making against this strategy and hold us properly to account.

We recognise that to maintain and improve opportunities for local residents, it is important to monitor our performance and manage the overall delivery of the strategy key actions.

To monitor performance, a set of specific indicators will be developed. The indicators and targets will need to be agreed with key partners and set in accordance with some of the additional research planned (mapping and auditing), ensuring targets take account of baseline (current position) and ensuring they can be realistically achieved.

The monitoring of the strategy will take place using the council's corporate performance management framework. Once developed, the indicators and actions will be included as part of the delivery plan for sport and leisure.

An annual strategy review report will be produced to outline overall progress and key changes to agreed actions.



## Enablers to support delivery of our strategy

- A. Active Environments:** recognising that the natural and built environment are fundamental enablers or barriers to people leading a more active lifestyle.
- B. Governance, Leadership and Advocacy:** will be fundamental to driving change, focussing on key priorities, and ensuring we collaborate effectively across organisations.
- C. Marketing and Communications:** Having a plan of regularly engaging our communities. Understanding that what and how we communicate will be key to influencing attitudes and behaviours towards being more active.
- D. Workforce development:** people are key, from leadership through to the front-line workforce and volunteers. We need a more diverse workforce reflective of the communities we work with that ensures there is a great customer experience.
- E. Local insight, understanding and learning:** Making informed decisions underpinned by an understanding of people, and effective evaluation of what works and why.
- F. Sector sustainability and funding:** maximising the use of available resources and supporting the sector to be more sustainable.






**Contact:**


**South Ribble Borough Council**  
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**Consultation and feedback**

As we begin to deliver the strategy we will consult with local groups and individuals with a particular focus on older people and people with disabilities.

We welcome any feedback you might have about the strategy, and if there is any information you think could be considered for, or if you require this document in a different format e.g. large print, Braille, audio version, etc. please contact us using the information below.

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