



Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

# Telford & Wrekin Indoor Sports & Leisure Strategy

## For The Future?

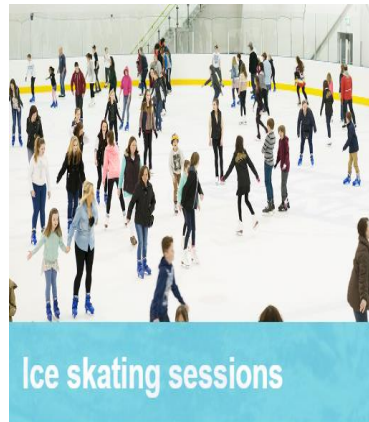


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# Telford & Wrekin Leisure Services

- 11 sites
- 5 pools
- 7 Fitness Facilities
- Golf Course
- Ice Rink
- Ski Slope
- Tennis Centre
- Athletics Stadium
- P. Health relationship ( inc Active Lifestyle Advisors)
- Over 1.1m community admissions
- School curricula & extra curricula provision



# Telford & Wrekin Leisure Services – Targeted Interventions

- Concessions policy – inc lessons and H&F
- Extended free swim to U25's
- £1 swim for concessions and over 50's
- Free swim lessons (10 by 10)
- Kids 4 £1 (Ricoh Sponsorship)
- HHAH inc hot meal provision (X'mas and Summer)
- Free holiday scheme places for FSM kids other holidays
- Free LTS crash courses for FSM kids
- Targeted free LTS for schools with higher levels of obesity
- Physical Activity referral scheme
- Teen & Youth fitness membership options
- Expectant Mums (Excess Weight)
- Inclusive Leisure Plan

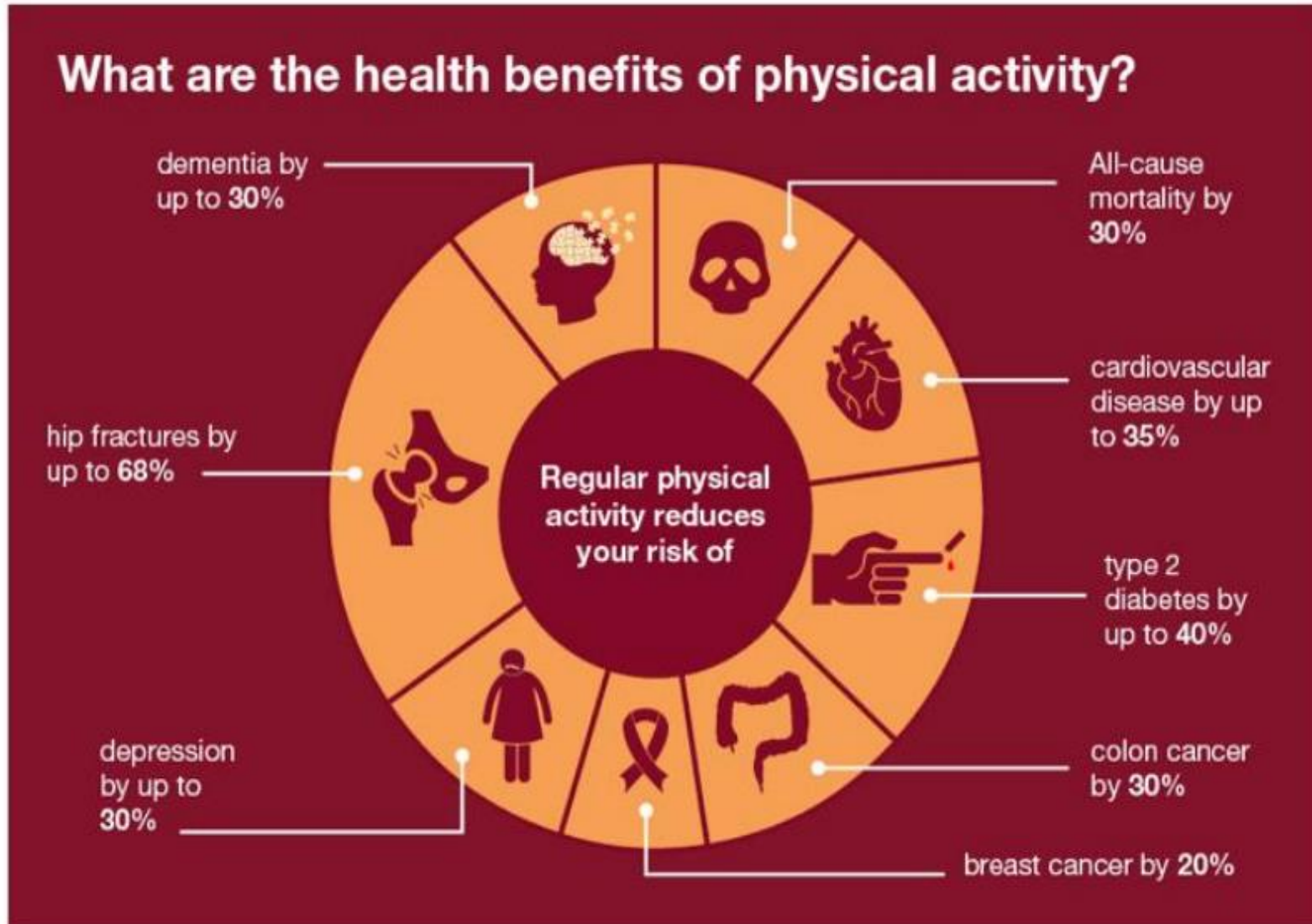


## 10BY10

Ten by Ten, is a national initiative recognises that children from deprived backgrounds are less likely to take part in extracurricular activities. Telford & Wrekin is the first council in the country to support Ten by Ten and we will be working with schools, community providers, parish and town councils, local charities and other third sector organisations, to support the every ten year old to have the opportunity to:

- Join in competitive team sports
- Play an instrument
- Learn to swim
- Take part in drama and performing arts
- Visit the seaside and the countryside
- Experience museums, galleries & heritage sites
- Take part in camping trips and overnight residentials
- Learn to ride a bike
- Take part in debating
- Use a library

**Figure 12 – Benefits of Physical Activity**

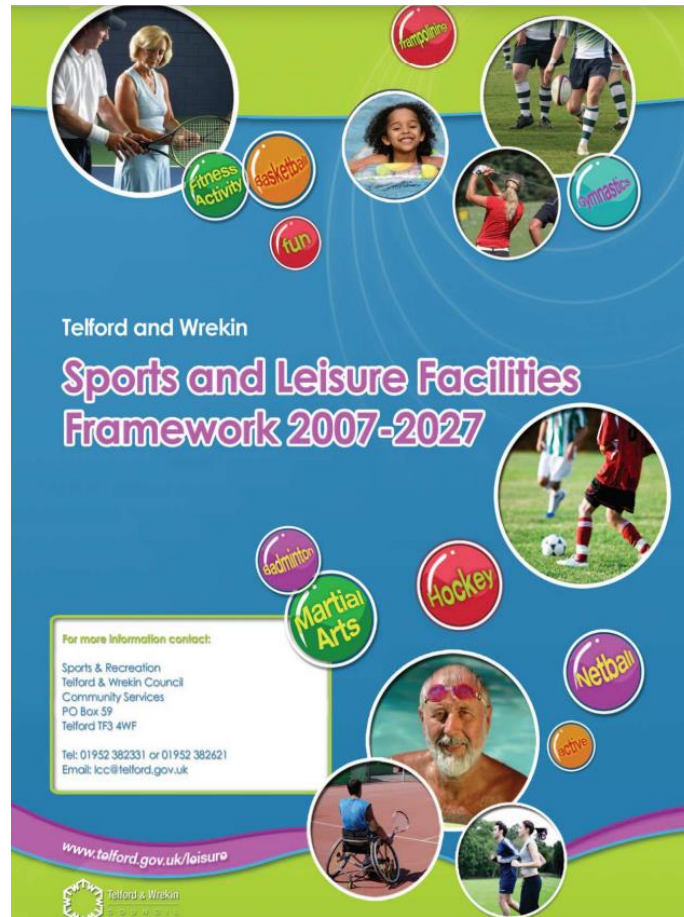




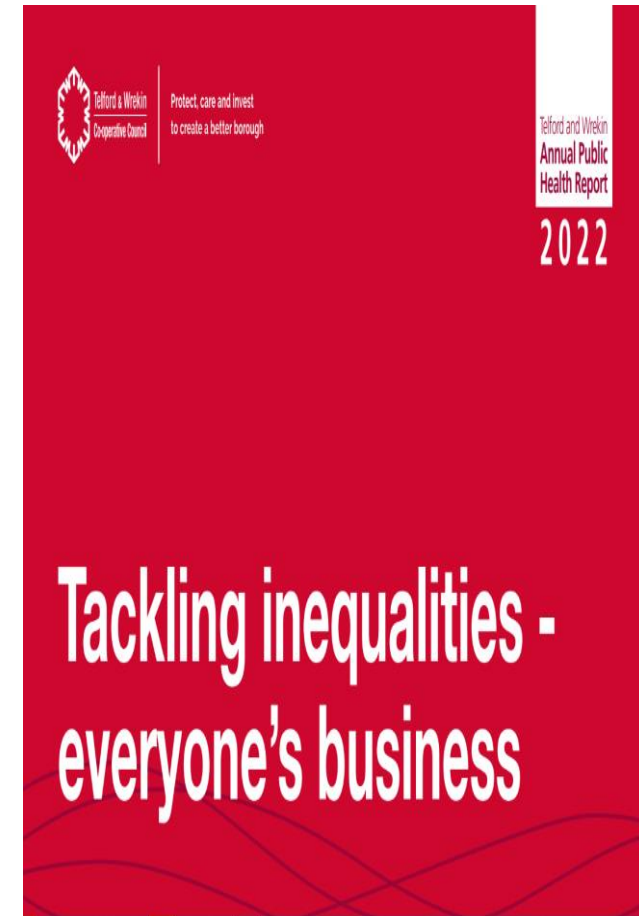
## **National & Local Strategies - What does this mean for leisure provision in Telford & Wrekin?**

- Leisure facilities have a role to play in connecting communities and providing opportunity for everyone to be active.
- Facility development should take a place-based approach to ensure they are providing for local need and demand and to be supportive of local health issues.
- Leisure facilities are a key element in increasing levels of physical activity, however there are other elements such as active travel and active environments that have a role to play in making communities more physically active.
- Leisure centres contribute to the local economy in a variety of ways, including tourism and employment and there is an opportunity to maximise the impact they have to ensure local communities benefit from their success.
- The leisure centres need to offer activities for every stage of life, supporting both physical and mental health.

# Our Strategy....



- New Indoor Sports Facilities Strategy
- Jointly commissioned
- Contribution to wider Council priorities
- Range of consultation inc residents survey and targeted focus groups
- Benchmarking quality, quantity, quality and accessibility
- Mapping and gapping
- Recommendations

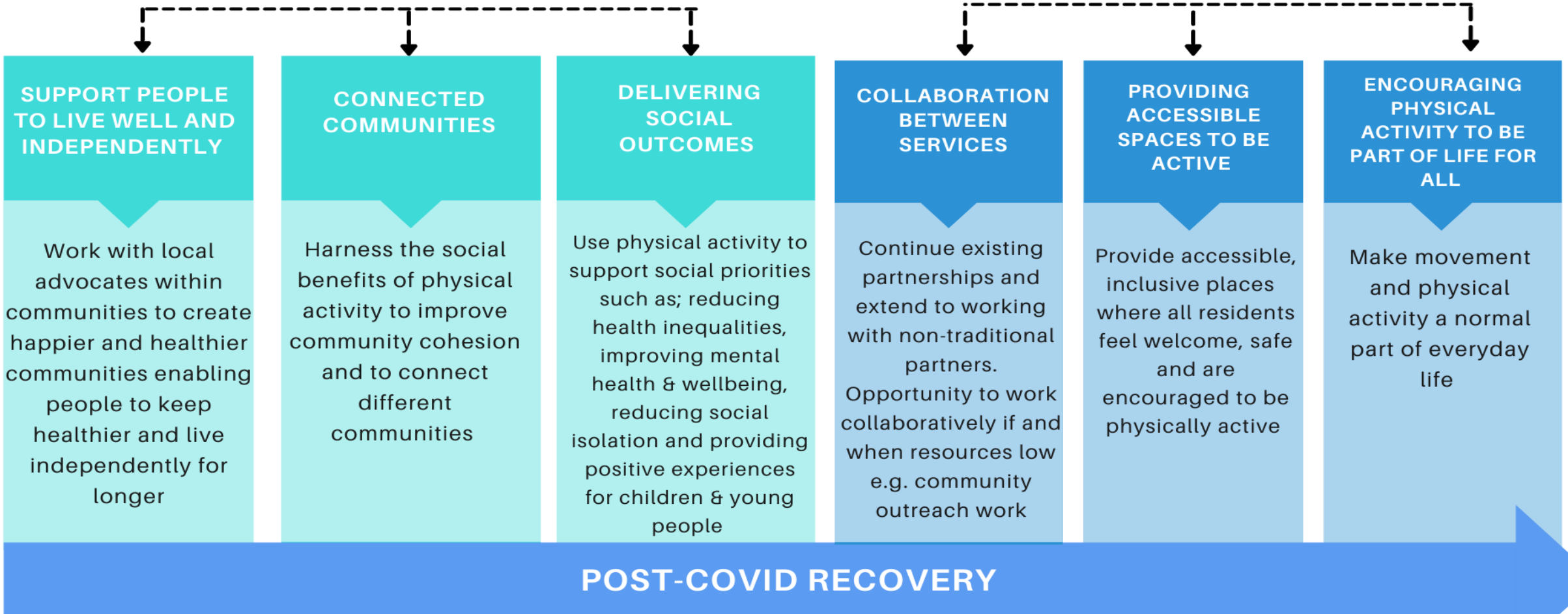




# Our Contribution....

How increasing physical activity among target groups would achieve outcomes

How?



# TELFORD & WREKIN ONLINE SURVEY SUMMARY

## Barriers to Participation

20% said not enough time  
(work, school or college)

17% costs involved

10% other (lack of convenient  
programming times)

9% not enough time  
(childcare/care responsibilities)

9% lack of confidence

8% lack of convenient / accessible  
facilities

## Encouragement Factors

### To being more physically active

Cleanliness, and better range of facilities,  
were two main factors that would  
encourage participating in more physical  
activity or exercise at 90%

Improved facilities 89%

Lower costs (prices) 87%

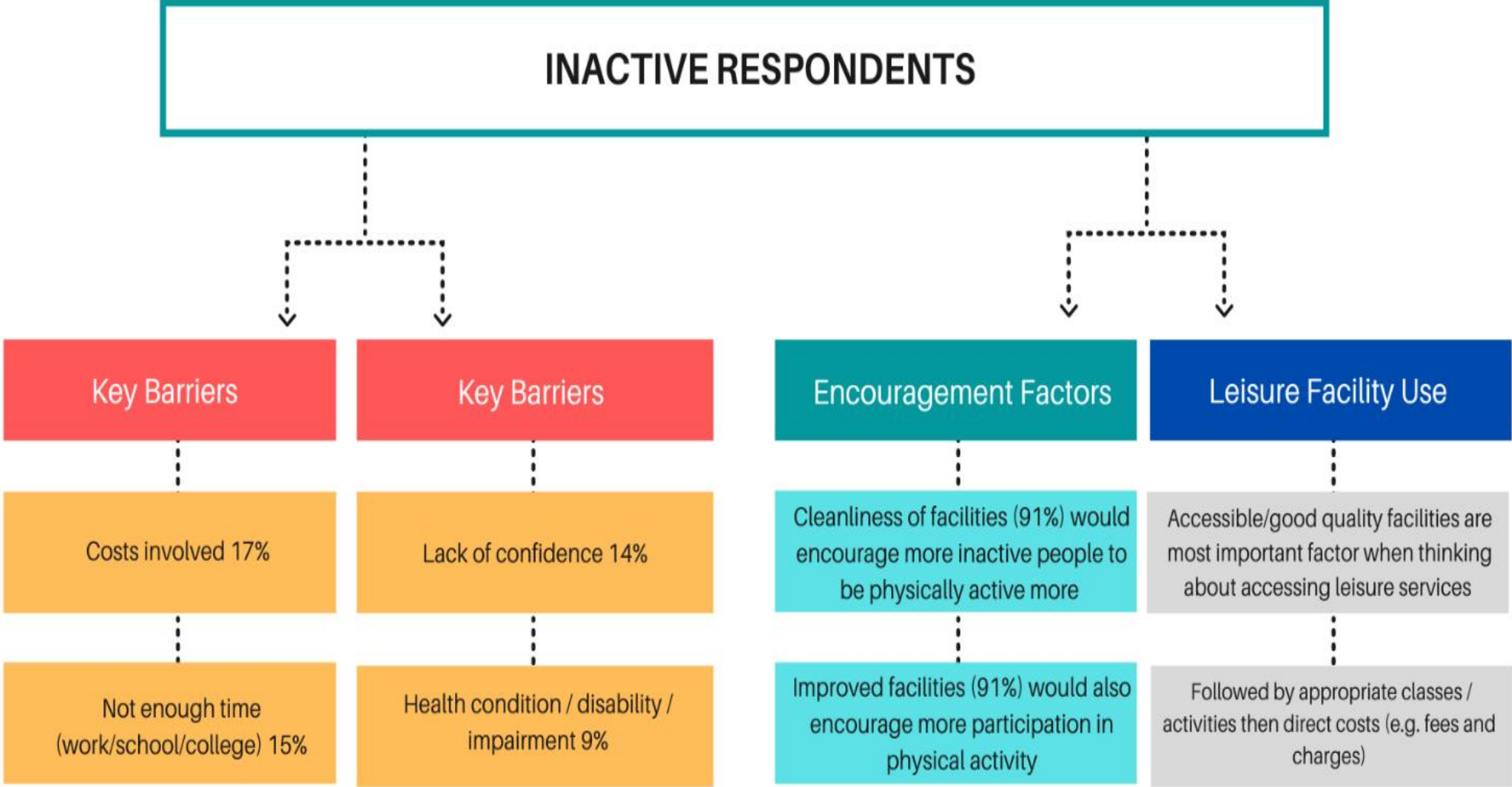
### To using leisure services more

Accessible/good quality facilities, was  
most important factor when thinking  
about accessing leisure services at 90%

Appropriate classes / activities 81%  
Availability of time 81%

Personal motivation / goals 80%  
Direct costs (fees /charges) 76%

# Public Consultation – Online Survey



# Key Strategy Findings & Recommendations

- Facilities are of a good quality and well located.
- Leisure facilities provide a key element in increasing levels of physical activity.
- There are some local health issues that increased participation in physical activity could positively contribute towards.
- Physical activity initiatives and policies should be developed to further support public health initiatives, tackle inequalities.
- The leisure centres need to offer activities for every stage of life, supporting both physical and mental health.
- Lower levels of participation amongst older people, people with long term health issues, people with disabilities, people from ethnic minority groups.
- Progress the provision of additional swimming pool space within the Dawley area.
- Consider providing additional flexible studio space to provide for a range of wellbeing and community building activities.
- Explore the potential for the development of an assisted exercise suite at Horsehay (specifically benefitting the over 55's and those who are inactive).
- Explore the development of Padel court provision at Telford Tennis Centre.
- Continued support of community based initiatives to promote physical activity and help tackle health inequalities.

## Borough of Telford and Wrekin

### Cabinet

15 December 2022

### Indoor Sports & Leisure Strategy

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<b>Cabinet Member:</b>	Cllr Kelly Middleton - Cabinet Member: Leisure, Public Health and Well-Being, Equalities and Partnerships
<b>Lead Director:</b>	Felicity Mercer – Director: Communities, Customer & Commercial Services
<b>Service Area:</b>	Commercial Services (Operations)
<b>Report Author:</b>	Stuart Davidson – Service Delivery Manager: Operations
<b>Officer Contact Details:</b>	<b>Tel:</b> 01952 382601 <b>Email:</b> <a href="mailto:stuart.davidson@telford.gov.uk">stuart.davidson@telford.gov.uk</a>
<b>Wards Affected:</b>	All Wards
<b>Key Decision:</b>	Key Decision
<b>Forward Plan:</b>	Yes - 27 September 2022

We're  
investing in  
our leisure  
facilities

# on  
your  
side

- £14m capital investment
- £8.75m additional pool provision
- £5.28m investment into facilities
- Facility improvements
- Essential R&M works
- Padel courts
- Investigate Assisted Exercise Studio
- Learn to swim revenue funding



# Opportunities & Support

- Explore opportunities for co-delivery and co-location of services to enhance partnership working.
- Help to identify and signpost target groups such as those with long term health issues or at greatest risk.
- Increased engagement with NHS partners to develop a preventative approach to health & wellbeing as well as offering rehabilitation services.