

For decision: Recommendations from the Sport and Leisure Panel

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Summary

An audit of facilities and sport and leisure activities in the town has supported the conclusion of a series of recommendations with small, medium and larger scale projects and initiatives. These aim to support the development of facilities and participation: to create a level of sport and leisure opportunity in Frome that the town can be proud of; encourage clubs and individuals to participate in the town rather than travelling out of town.

Background

Over the years there have been a number of meetings to bring together sports and leisure providers, clubs and facilities managers in Frome. The most recent, in 2012, culminated in a 'wish list' of aims and projects for the development of sporting activity in the town.

Progress in achieving these aims, has to date, been slow and many of the ideas have not been developed at all. The clubs and groups have traditionally focused on the needs of their own organisations and there is not a history of collaborative working in many areas.

Over the last two years Frome Town Council has successfully applied to Sport England for funding for the MUGA at Mary Bailey and completed installation of this free and open access facility. We also applied to Sport England in partnership with Frome Selwood Tennis club for new tennis courts at Mary Baily to be installed in December 2015.

The remit of the panel agreed by councillors was to:

“Identify gaps and issues with current sports and leisure provision in Frome. Work with the local community to identify priorities and make recommendations for discrete, achievable solutions to overcome these.”

For the duration of this piece of work, the panel agreed that the term 'Sport and Leisure' includes sporting and other active pursuits within the town. Although the general term 'leisure' can also include cultural activities (e.g. arts and music), it was agreed that it is beyond the capacity of this remit to include these aspects at this time.

Date	Action
6 July	Initial meeting to establish Chair and Spokesperson, remit, membership and timetable
15 July	Table above for approval by Council on 22 July
	Summarised findings of existing work on the gaps in sport and leisure prepared by Gary Collinson
7 September	First panel meeting to present findings and to ensure panel, and local groups feel these are still valid and set out priorities for action.
Early October	Second panel meeting to take forward outcomes of first meeting – setting priorities and identifying discrete and achievable solutions
Early November	Third panel meeting to finalise work on solutions and agree recommendations for Council

9 December	Finalise report for approval by Council on 16 December (in time for approval, budget setting and work programme agreement at the January Council meeting)
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The meetings were facilitated using a participative approach encouraging and enabling all attendees to contribute to the outcomes of each meeting. There has been a core group of attendees and at each meeting representatives from other sports clubs and organisations.

Membership

Core membership of the panel consisted of the following:

Frome Town Councillors:

Gary Collinson - Chair and Spokesperson for the panel

Nick White

Kate Bielby

Peter Macfadyen

Richard Ackroyd

Mendip District Councillors:

Adam Boyden

And Community Projects Officers; Kate Hellard and Sarah Russell.

District Cllrs Eve Berry and Jo Beale were also invited to join, as well as a representative from both Frome Rugby Club and Fusion Lifestyle, who were identified as key asset holders for sports and leisure in Frome. Fusion attended one of the three meetings.

Meetings were made publicly accessible, using sports venues throughout the town as hosts. In addition to general promotion to the public, targeted invitations were sent to key groups and organisations to encourage their representatives to attend and participate in discussions. The following groups and organisations were represented at the meetings, 63 organisations and 67 facilities providers contributed to the audit commissioned by the panel:

Canoe Club

Frome Boxing Club

Creative Aquatic

Frome Rugby Club

Freeletics Frome

Frome Town Youth

Frome Junior Athletics

Frome Town Archers

Selwood academy

Frome town archers

Fusion Lifestyle

Frome College

Frome's Missing Link

Frome Hockey Club

Frome Cricket Club

Elevation

Zumba

Judo

Athletics Frome Juniors

Frome Park Bowls Club

Selwood Bowls Club

Frome Running Club

Frome College PE Dept.

Frome Collegians AFC

Mells Football Club

Oakfield School

Frome Netball Club
Vision For Frome
Frome Football Club

Frome Badminton Club
Shuttles Badminton Club
SASP

Discussion

The discussions identified three main areas for the group to focus on:

1. The participation of young people and particularly girls in sport and leisure activity

The group identified a number of barriers to young people and particularly girls not accessing sport and leisure activity:

- Commitment
- Not want to break into a sweat
- Body image
- Confidence
- Lack of female coaches
- Male ego and attitude
- Weekend dominated sports
- Parents also need to engage
- Transport and physical access
- Expectations of the need for transport

They then worked through a number of ideas and activities that would address these barriers:

- Create and support leadership programme for young people particularly girls
- Take a lead to increase the number of female coaches
- Support funding for coaches generally to promote development and growth in youth teams
- Take the learnings from the successful girls' football teams in Frome – enthusiasm, commitment and dedication of female coaches

The Panel recommends that the first steps are to talk to girls in Frome, work with SASP to promote the 'This Girl Can' campaign and increase the number of female coaches involved in sports clubs in Frome through coordinating and promoting a training programme for coaches.

2. The participation of adults of sports and leisure in Frome

Barriers to participation include:

- Lack of up to date information
- Poor public transport
- Outreach projects are ad hoc because of the lack of continuous funding
- Fear of participating
- Poor communication and promotion
- Lack of veterans and master classes for older people
- Poor accessible facilities for disabled users
- Shift workers are unable to access facilities outside normal opening hours.

The panel discussed the following actions which could address these barriers:

- Create better transport links and consider volunteers driver scheme
- Bring groups and organisations together to work on larger scale partnership funding bids
- Fusion to consider the installation of a fully accessible changing facility at Frome Leisure Centre
- FTC to facilitate regular Sports Forum Meetings
- Support the further development of the Frome Active website which details many of the sports providers and activities available

3. Sports facilities in Frome

The panel commissioned an audit of Sports activity and facilities in Frome which revealed that there are 65 sports facilities providers in and around Frome, of which 17 are schools. The 'wish list' for facilities at the end of the audit was also identified by the panel and remains similar to the list drawn up in 2012. It is as follows:

- Football pitches required 3 adult sized pitches, 3x9 aside, 2x7 a side
- 2 hockey pitches, changing rooms, toilets and floodlights
- 3G full size pitch football pitch
- Full size netball court inside and out (preferred venue, YMCA)
- Athletics / running track
- Rifle/archery range – indoor and outdoor
- Larger swimming pool (50m) with diving boards
- Outdoor exercise equipment (accessible gym equipment and fitness trail)
- Marked cycle paths across the town

All plans for large projects will include disabled provision and access.

Significantly, the group now shares a common goal of working together to achieve these aims and has agreed that they will continue to meet as a forum on a quarterly basis. There is acknowledgment that to move Frome's facilities and activity forward they now need to consider a wider view of what is required and support each other to achieve the goals identified.

The panel recommends:

No.	Recommendation	Detail	Cost	Partners	Short/ medium /long term
1	FTC to take a lead role in improving sports facilities in the town	FTC to facilitate a sports forum, meeting quarterly Commission specific fundraising support for sports clubs and organisations	£1k £4k	FTC Fusion Lifestyle All sports activity providers All sports facilities providers including schools	Short 16/17
2	Increase participation of adults in sport and leisure activity	For the sports forum to create a programme of engagement, taster sessions and opportunities to participate in informal activity leading to regular engagement in formal sports.	£2k		Medium 16/17
3	Increase the number of young people, particularly girls in sport and leisure activity	To promote 'this girl can' campaign To work with SASP to support shared training opportunities: 1 st aid Training of coaches (particularly women)	£4k	SASP Sports forum	Medium 16/17
4	To increase the number of volunteers involved	For FTC to become a registered body who can complete and signoff DBS checks - allocate x no hours per week to a member of the team to perform this as a service to all community groups and organisations, including sports clubs and organisations.	Part time admin post (11hrs per week)		Medium / Long 17/18
5	Resurface the two, currently unused, courts at Frome College	To create courts for community use		Frome college Somerset County Council	Short 15/16
6	FTC to explore the viability of purchasing	If a viable this project would create a full sized multi use court to include the	£125k	YMCA Frome Netball Club	Long

	the land behind the Vallis Road Youth and Community Centre from Somerset County Council	provision of markings for netball. Source of funds remains uncertain.	PWB loan £10,204.40 per year over 15 years (to be paid for from hire fees)		
7	To create a network of cycle paths across the town. Recommended for the Old Showfield and The dippy in year 1.	FTC ensures that wherever possible and unless there is good reason not to, that future new and improved paths are accessible and inclusive and suitable for shared use including bicycles. Recommended width of between 2.00 and 3.00 metres	Estimated cost: £45.00 - £75.00 per square metre Costs to be met by FTC and where possible grant funding.	Frome missing Link Sustrans FROGS Friends of the Dippy FTC	Medium 15/16 and 16/17
8	Installation of outdoor exercise and fitness equipment which is accessible at any time of day	There is currently funding allocated to install accessible exercise equipment at The Old Snowfield and we recommend that this is extended to include a fitness trail at the same site	£16k To be paid for from FTC designated s106 money and EMR	FROGS Frome Medical Practice FTC	Short 15/16
9	FTC to work with Fusion Lifestyle to increase access to facilities and community sports provision	Turn around the cricket nets in the sports centre as part of their refurbishment to provide indoor cricket nets To request that they install appropriate structure for the future installation of a hoist to create accessible changing facilities.	£0	FTC Fusion Lifestyle	Medium

		Identify spaces in their bookings which can be promoted to community groups			
10	FTC to support and endorse the proposal of the creation of a full size football pitch at the Rugby Club	Where necessary to take a role in facilitating the process.	£0	Frome Football Club Frome Rugby Club	Short
11	Lease of land and creation of Frome Sports Trust at Frome Golf Club	<p>FTC to commission a feasibility study and business plan for the lease of a quantity of land at the former Frome Golf Club.</p> <p>Subject to the results of the feasibility study employ a consultant to secure the lease of the land and advise on the establishment of a trust which will fundraise and create some or all of the following facilities: indoor archery and rifle range, 5 football pitches, athletics/ running track and cricket square.</p>	<p>£2.5k (E) this year's budget</p> <p>£5k (E) next year's budget</p>	All Key partners: SASP, Frome Football Club, Frome Town Archers, Frome Running Club	<p>15/16</p> <p>16/17</p>
12	FTC to look at ways of improving sport and leisure opportunities along the river corridor, including improved access to the river	Building on the work of the River Strategy, Participate Frome and Neighbourhood Plan.		Frome Angling Association Frome Canoe Club Friends of the River Frome FROGS	<p>Medium</p> <p>Ongoing</p>

13	To improve the provision of information about sports and leisure activity in Frome	To include availability of facilities, accessible database of organisations and clubs and what they provide	£7000 (E)	Frome Active	16/17
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