

Ryedale District Council
Sport and Active Lives
Development Document
2013 -2023



P Long
Head of Environment, Streetscene, Facilities, ICT

Introduction

In producing this strategy Ryedale District Council (RDC) have not only worked with a host of partner organisations and many local residents, but also internally have drawn upon officers from across the Council whose work impacts on the provision of sport and active living opportunities in Ryedale.

This strategy sets the agenda to improve the quality of sport and active recreation opportunities for people in the area. Ryedale District Council will focus their efforts on facilitating and enabling people to have a more active life the aim being to improve opportunities and increase participation. As such this is not an assets-focused strategy, but a strategy for developing greater collaboration, partnership and more effective use of Ryedale's limited resources.

Why a Sport and Active Lives Strategy

The strategy development process was commenced due to the requirement for more strategic direction regarding sport & recreation in Ryedale along with the following drivers:

- The current strategy was outdated.
- High levels of obesity in all ages though notably in children and young people.
- Outward facing satisfaction surveys involving users and non users indicating that RDC performance was slipping by comparison with other local authority areas.
- A continued reduction in Local Authority funding.
- Reduced resource regarding Sports Development.
- Procurement of the leisure service for Sept 2014

Within Ryedale the extent and success of North Yorkshire Sport Partnership, Active Ryedale and the voluntary and private sector provision regarding Sport and Active recreation in the area is widely regarded but could be further supported and built on to develop synergy and support market needs. However current service delivery is largely uncoordinated with potential participants unaware of all the options available for them to be active. To tackle this issue we need a single plan and better co-ordination between North Yorkshire Sport, Active Ryedale, Ryedale District Council and the Voluntary sector to help oversee the delivery.

There are a number of national and regional 'drivers' behind this strategy. The Department for Culture Media and Sport and Sport England encourages local authorities to lead on the development of local sports strategies. Regionally, Sport England expects Ryedale to have a strategy, which has a robust approach to identifying local priorities to ensure that activity levels can grow and sport and active recreation flourish.

The scope of the strategy encompasses issues surrounding: opportunities for sport and active recreation, promoting choice and supporting behaviour change, increasing participation amongst low participant groups and developing the workforce (paid and voluntary) for sport and active recreation.

This strategy helps to promote the broader benefits of sport and active recreation and highlights the importance placed on sport and active recreation by Central Government, local communities and by the Council itself as a means to achieve wider social health, economic

and environmental outcomes. Growing research and evidence (Lancet) has demonstrated that sport and active lifestyles have the potential to:

- Provide health benefits to those who regularly participate in sport and active lifestyles and support the health and wellbeing agenda to change the health and lifestyle choices of the local population, reducing the burden on the health service. Studies indicate that;
 - Physical inactivity has a large impact on health, potentially comparable to cigarette smoking and plays a role in almost every chronic disease there is, 6% heart disease, 7% type 2 diabetes and 10% of colon and breast cancers are linked to inactivity.
 - Globally one third of adults and four out of five adolescents are doing so little they put themselves at significantly greater risk of disease.
 - The UK has one of the most inactive populations with 63% of adults failing to do enough exercise.
 - On current trends 9 in 10 adults will be obese by 2050
- Provide positive opportunities and diversionary activities to those young people who may otherwise become disenfranchised
- Develop community cohesion and pull together groups/communities
- Improve educational attainment providing an opportunity to contribute to a reduction in unemployment
- Deliver economic benefits to areas through increased participation in sport and related leisure activities in particular through visitors attracted by high quality sporting events.

Within the district of Ryedale sport and active recreation is not focussed solely on participation within formal indoor and outdoor sports facilities. Ryedale is an area of outstanding natural beauty, its natural assets provide a wealth of informal opportunities for local people and visitors to the area to take part in a variety of pursuits including rambling, walking, running, MBT duathlon, orienteering, climbing, canoeing, cycling etc. In particular Ryedale is recognised as a world class venue for mountain and road biking, hosting the British Mountain Bike Championship 2009 and UCI Mountain Bike World Cup at Dalby Forest and Pro Sprint eliminator (around the streets of Pickering) in 2010 and 2011, the Tour of Britain stage 2009, Ryedale Grand Prix & Ryedale Rumble 2009 and 2010 and the 2012 National Road Race Championships.

This Sport and Active Lives Strategy (hereafter the 'Strategy') has been developed to provide a clear vision and framework for the development of sports activities, facilities and services within Ryedale to 2023. The intention is for it to be realistic, deliverable and founded on a clear identification and understanding of the needs of the community, and the role and responsibilities of RDC and stakeholders, the ultimate aim being to improve satisfaction regarding sporting infrastructure and get *'More People, More Active, More Often'*.

Defining Sport and Active Lives

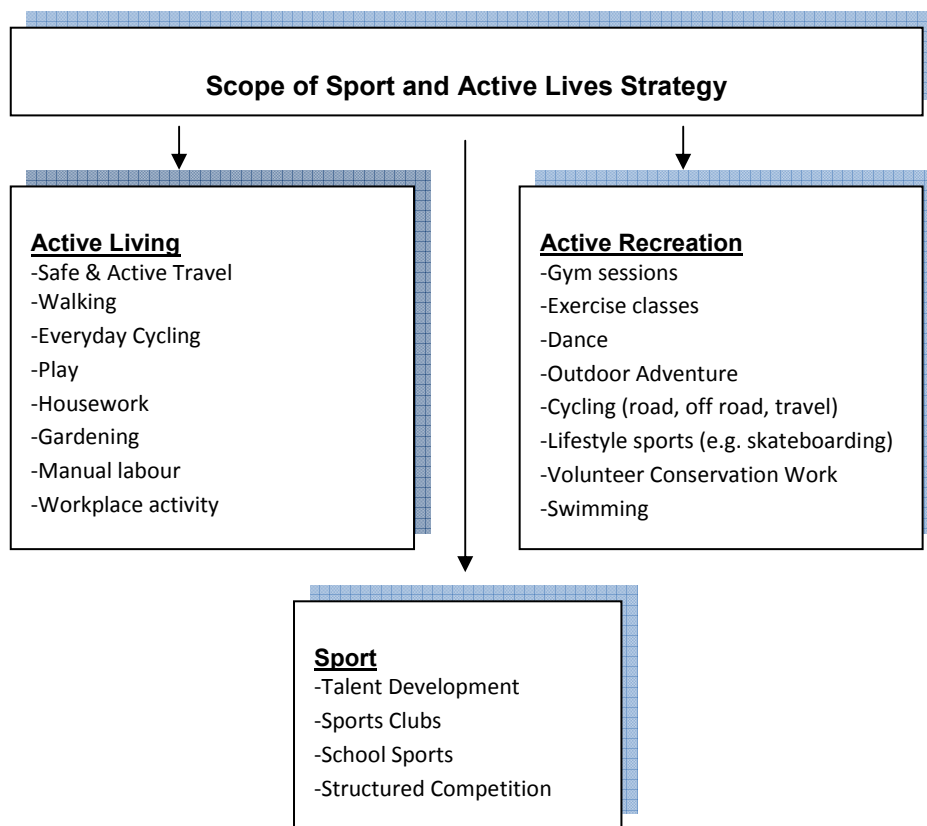
Sport, active recreation and physical activity mean different things to different people. For the purpose of this Strategy the following definitions apply:

Sport and Active Lives: An all encompassing term that includes active living, active recreation, health related activity, exercise, play and sport.

Sport: All forms of active recreation which through casual or organised participation aims at expressing or improving physical fitness and mental well-being, forming social relationships, or obtaining results in competitions at all levels. This definition is wide and inclusive and may include informal sport taking place in parks as well as in purpose built facilities or on pitches and in formal and competitive sports situations e.g. football and netball leagues, cricket, basketball and bowls.

Active Recreation: Unstructured activity that individuals freely pursue in their leisure time for a sense of enjoyment that benefits their physical, social and emotional well-being, e.g. gym, dance,

Active Living: A way of life in which active recreation is valued and integrated into daily living, e.g. gardening, everyday walking, everyday cycling, DIY.



This strategy focuses on developing and increasing opportunities for sport, active recreation and active living. Using these areas as the scope, it is envisaged that the strategy and associated plan will further subdivide to consider actions under the following headings:

Activating Change: Raising the profile of sport and active recreation and increasing capacity and awareness

Active More Often: Engaging and motivating people to be more active and develop healthy lifestyles from birth through to later life

Active Places & Spaces: Support and develop good quality indoor and outdoor leisure facilities and encourage the development of safer roads and sustainable travel infrastructure.

The Local Context

Ryedale Area

Ryedale is a predominantly rural area covering 150,659 hectares in North Yorkshire. Geographically the largest district in North Yorkshire, Ryedale comprises a rich agricultural area, as well as including part of the North York Moors National Park. It has many areas of natural beauty including 45 Conservation Areas and attracts approximately 15 million visitors annually; the impact of tourism has a significant impact on the local economy.

Travel in general and travel to work patterns are influenced by strategic and local connections. Public transport linkages and frequency to outlying villages remains poor, connectivity between Malton and Norton can be difficult due to delays caused by the County Bridge crossing and is currently subject to an Air Quality Management Area. Connectivity and co-ordination regarding cycling/ footpaths and bus and railway for the five market towns could be improved, but remains difficult due to length of travel time, given the size of the area, and the limited funding available for infrastructure development.

Ryedale Population

The population of Ryedale was estimated at 53,300 in mid-year of 2007 and is predominantly white British. The figures for the Wards containing the towns of Malton and Norton-on-Derwent were 5,050 and 7220 respectively, and the Wards for the market towns were Pickering 7,160, Kirkbymoorside 3,480 and Helmsley 3,240.

There are 23,663 households (2008). Detached dwellings make up 41.1% of the housing stock, nearly twice England's figure of 22.5%. The percentage of those owning their homes outright is higher in Ryedale at 37.8% than for England as a whole at 29.2%. About 3% of the houses in Ryedale are second homes or holiday cottages.

Ryedale experiences relatively high employment and self employment rates. In the 16 to 74 age group, Ryedale has 64.8% of the population in employment, the figure for England and Wales is 60.6%. In common with the national statistics, the Job Seekers Allowance claimant rate is increasing, albeit from a low level. 135 more young people under 24 are unemployed now in Ryedale (January 2012) than in January 2008, prior to the current economic downturn. Many people have more than one job. Critically, Ryedale has always experienced a low wage culture, (due in part to its prevalence of 'primary industries'). This contributes significantly to the difficulties for local people to afford local housing and the 'housing affordability gap'.

Ryedale has an increasingly ageing population, with a higher percentage (34%) of people aged over 55, than the national average, the under 44 age group being under represented. People with limiting long-term illnesses account for 16.8% of the population. The percentage of the population from minority black and ethnic groups other than white British is very low (2.15%). (2001 census) The percentage of retired people in Ryedale is 23% (Sport England data) compared with 19.7% for England with a lower than average and significantly declining 16-24 age group.

The wholesale and retail trade and repair of motor vehicles businesses together employ the highest percentage of Ryedale's population, 16.5%. Next at 16.2% is manufacturing, then agriculture, hunting and forestry at 9.6%. In Ryedale nearly a fifth of the employed, 17.9%, work mainly at or from home, whereas for England as a whole the figure is 9.2%.

Ryedale Health Profile

The health of people in Ryedale (2011/12- NHS Ryedale Health Profiles) is generally better by comparison to the England average. Deprivation is lower than average, Ryedale is ranked 233 out of 353 in England; however 900 children live in poverty. Within the District indications are that the wards of Norton, Malton, Rillington and Sherburn have more significant levels of deprivation. Life expectancy for both men and women is better than the England average. Life expectancy is not significantly different for people in the most deprived areas of Ryedale than in the least deprived areas (based on the Slope Index of Inequality published on 5th January 2011).

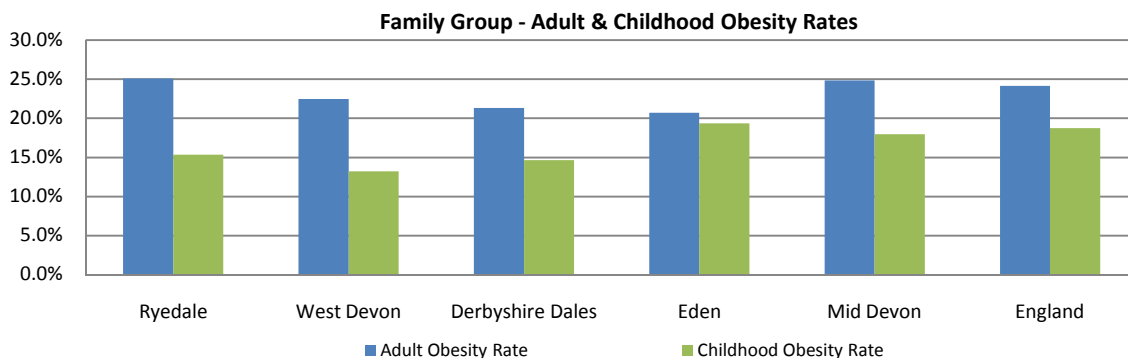
Health costs of physical inactivity

Geography	The Health Costs of Physical Inactivity	
	Cost	Cost per 100,000 pop
Ryedale	£636,330	£1,234,688
Yorkshire and the Humber	£77,274,050	£1,526,968
England	£764,661,980	£1,531,401

Source: Department of Health - Be Active Be Healthy, Year: 2006/7
Information is based on PCT boundaries rather than LA boundaries

Over the last 10 years, all cause mortality rates have fallen. The early death rate from cancer haven previously risen is now better than the England average. The early death rate from heart disease and stroke has fallen and is slightly lower than the England average. Incidence of malignant melanoma is worse than the England average. The NHS 2012 health profile classes priorities for Ryedale as; physical activity, childhood obesity and alcohol.

In 2006 Ryedale Strategic Partnership (RSP) identified the achievement of a healthy weight as a priority action and a number of projects and initiatives have been funded through the RSP and supported by officers from partner organisations. Latest data indicates that about 15.3% of Year 6 children are classified as obese compared to the national average of 18.7% a positive trend by comparison to previous years where relatively high levels of obesity, were recorded, notably in children, however more time and data is required to establish if this is of significance. Conversely a significantly lower percentage than average of pupils (49.6%) spend at least three hours each week on high quality PE and school sport a negative trend by comparison to the previous year when this figure was significantly better than the national average.



Adult health and lifestyle statistics remain around average by comparison to National data. 73.8% of mothers initiate breast feeding and 13.9% of expectant mothers smoke during pregnancy. An estimated 16.4% of adults smoke, 25.1% are obese. 24.7% are classed as

increasing and higher risk drinkers with 28.8% being classed as eating healthily. The rate of road injuries and deaths is significantly high and amongst the worst in the UK.

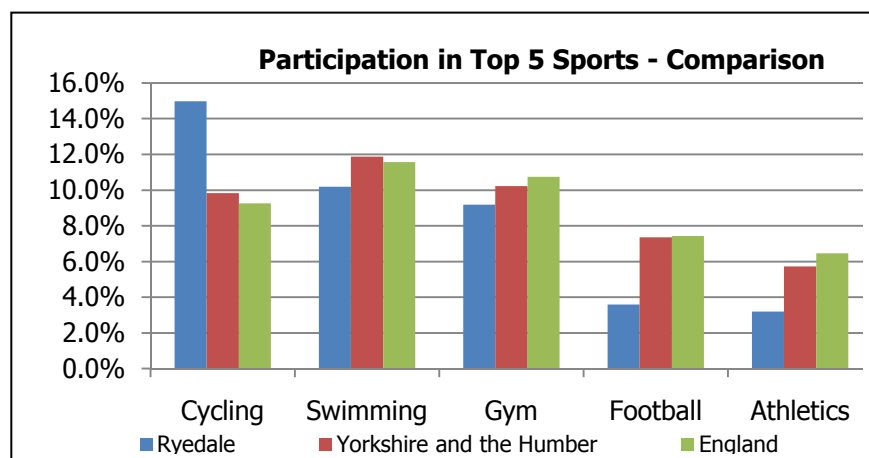
Key points

- The area has significant natural resource which could be attractive to people who would like to be more active but would not readily use conventional sports facilities; however access may not be readily available to everyone who does not have use of a car e.g. the young, the elderly and those on low income. Support should be given to development of better levels of public transport, safer roads and walking and cycling infrastructure. Improved cycle lanes and green space can boost activity levels by as much as 50%. Tangible improvements could include:
 - Brambling Fields – Norton. Improvement of the A64 junction should improve access to businesses and to employment sites in Norton with positive affects on Air Quality Management zone in Castlegate Malton, potentially encouraging walking and cycling between Malton and Norton.
 - Further A64 improvements (to address safety, access and flow issues) to improve accessibility.
 - Recognise the importance of the Malton rail link and to improving public transport facilities to support the role of Malton and Norton as a transport hub for Ryedale.
 - Extend the cycle network in Ryedale, within market towns and linking market towns, tourist attractions and public transport.
 - Improved access over County Bridge or a footbridge/cycle bridge to Orchard Fields would encourage walking and cycling between the towns.
 - Support for a Pickering - Malton and Helmsley - KMS cycle path.
 - Greater promotion of and signposting to public parks and open space.
 - Promotion of cycling leisure routes in the District.
 - Promotion of road awareness campaigns to slow down and consider cyclists.
 - Continued support for competitive events for cycling, running etc on an elite, amateur and participation basis.
- Due to the abundance of open space there could be an opportunity for development of green gyms encompassing, boot camps, conservation work, trim trails, outdoor gyms, children's play areas etc. This could be linked to leisure procurement in 2014.
- Closure of streets to vehicles on particular days e.g. Sundays, holidays etc or greater levels of pedestrianisation could encourage greater levels of walking/cycling etc
- Though information is limited few clubs currently seem to exploit the natural resource available, which should be encouraged.
- Activities such as walking, cycling, running, horse riding, bird watching, orienteering etc require little capital investment; emphasis should be given to working with and supporting partners to provide suitable equipment/organisation and promotion.
- Promotion of activity for the elderly requires consideration facilitating both health and social interaction. Optimal activities should focus on maintaining or restoring, strength, flexibility and endurance relative to health limitations and the recognition that disability can become an issue with age.
- Problems of access to leisure activities from more rural areas, requires a two pronged approach; improved transport to facilities in the principal settlements and greater availability of small community sports facilities in the villages and small towns.
 - Regarding the latter, greater utilisation of village halls and the role of mobile sport and recreation facilities should be considered.
- Swimming is considered an ideal activity for the elderly and the disabled. With population characteristics growing older increased swimming participation - with promotion and facility investment - could be an area of growth.

- Working with the PCT, promotion of protection from the sun should be considered to reduce the incidences of malignant melanoma, especially if outdoor activity is to be encouraged.
- The development of GP referral schemes through the Councils leisure provider should be encouraged as part of the procurement process.
 - Make the most of any future opportunities to influence GP commissioning groups to offer exercise on prescription and patient referral to sports centres, such a scheme has been piloted successfully by the PCT with the Ampleforth Practice
- Through the North Yorkshire Sport Partnership support should be encouraged for increased physical activity for children. This should include measures aimed at increasing the numbers of children walking to school, development of school travel plans and supporting a more risk averse attitude to outside play and adventure.
- Obesity continues to be a national problem. GP referral schemes and multi activity sports clubs aimed at children with weight problems should be supported and encouraged. Support should be encouraged for a compulsory traffic light system for food labelling as opposed to guideline daily amounts (GDAs)

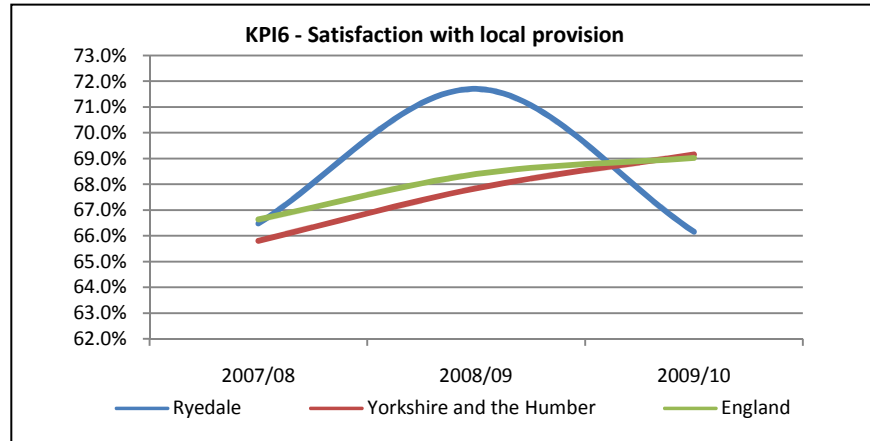
Ryedale Participation in Sport and Active Recreation

Analysis has been undertaken regarding participation in sport and active recreation across Ryedale, processing RDC consultation surveys, analysis of Sport England Active People segmentation data and demand at RDC owned Leisure assets. Lifestyle Data (Acxiom), indicates that the proportion of people taking part in activities such as hiking/walking, cycling and gardening etc is higher in Ryedale than the national average, however participation in more active sports in Ryedale is below the national average, potentially reflective of an aging population.



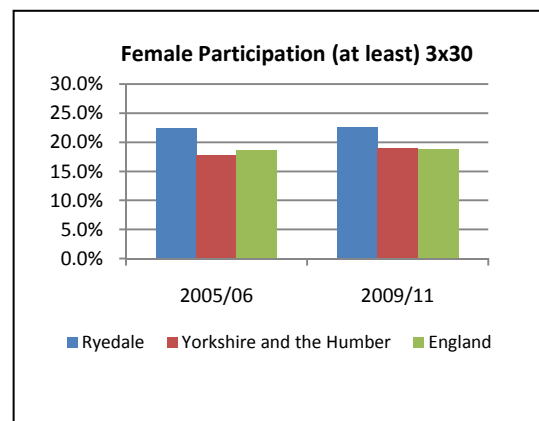
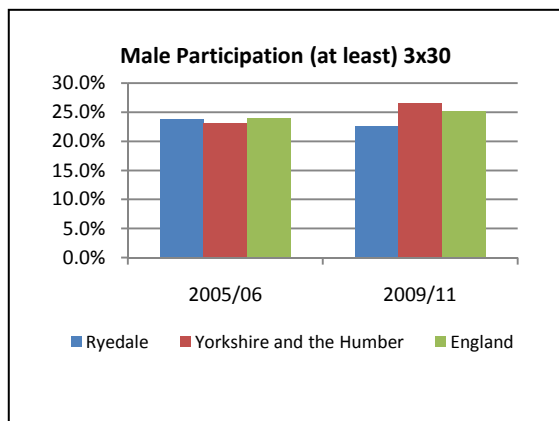
The Active People Sport England Survey: Encompassing voluntary, private and public sector leisure providers indicates that satisfaction with local provision is slipping by comparison with others, both nationally and within Yorkshire. Previous surveys had indicated positive improvements; however the latest data (09/10) shows a decrease back to previous levels.

- Satisfaction with local provision increased from 66.5% to 71.7% but has fallen back to 66.2% and is below the average percentage for England (69.0%), and the Yorkshire and Humber region (69.2%). However this information is somewhat dated as none has been captured in recent years.



Overall total adult participation in moderate intensity exercise (3 x 30 wk) has generally remained static (22.6%) however it has failed to keep pace with regional and national improvements.

- 49.3% of Ryedale’s adult population take little or no exercise a week.
- 28.1% currently take between 1 and 11 days exercise a month and could potentially be persuaded to do more. This is an improvement re previous levels.
- Due to failure to match gains made in Regional and National participation, Ryedale Male participation in moderate intensity exercise is significantly lower than average.
- Female participation rate in moderate intensity exercise has been maintained. However though significantly higher than average, it also is falling behind improvements that have been made nationally and regionally.
- Male participation in higher intensity activity is significantly below the national average. By contrast female participation is significantly above. However both have fallen by comparison to previous levels.
- Regarding swimming participation - previously high - Ryedale has fallen in the most recent figures, 10.2% participating once per month by comparison to averages in England (11.6%) and Yorkshire and Humber (11.9%).

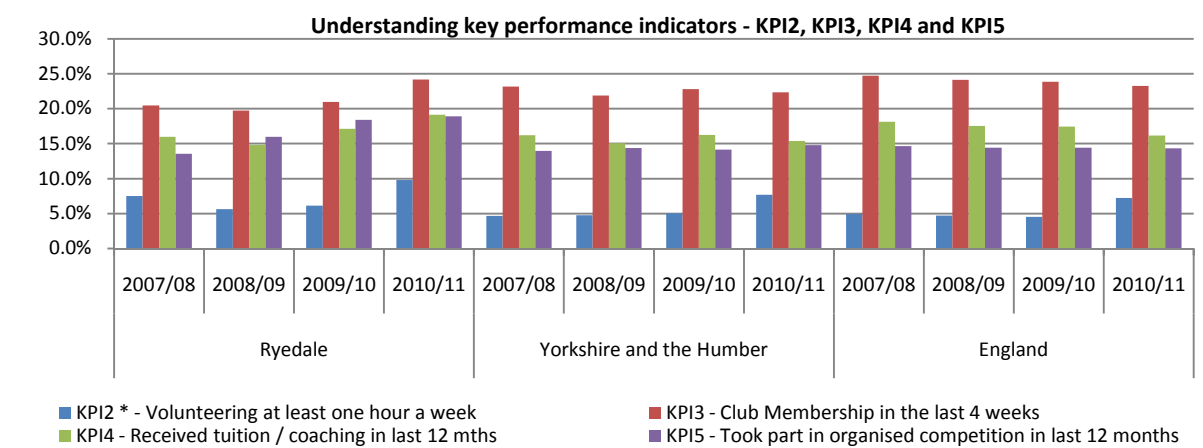


Sport England market segmentation gives an insight into sporting behaviours, barriers and motivations of those taking participating and not participating in a more active lifestyle. Within Ryedale 60% of the adult population belong to the segments which are more likely than average to engage in sport and active recreation, effectively creating opportunity regarding easier to reach segments. (Each segment has a name reflecting the most popular first names of the group). Of these the most receptive include:

- Two segments which could be of potential focus to help reverse the decline in men's participation –Tim (Settling down Males age 26-45) and Philip (comfortable mid life male age 46-55).
- In terms of increasing activity in later life (age 46 onwards) a focus on Philip (comfortable mid life male age 46-55), Elaine (empty nest career ladies 46-55) and Roger and Joy (early retirement couples 56-65) segments could also bring significant benefits.

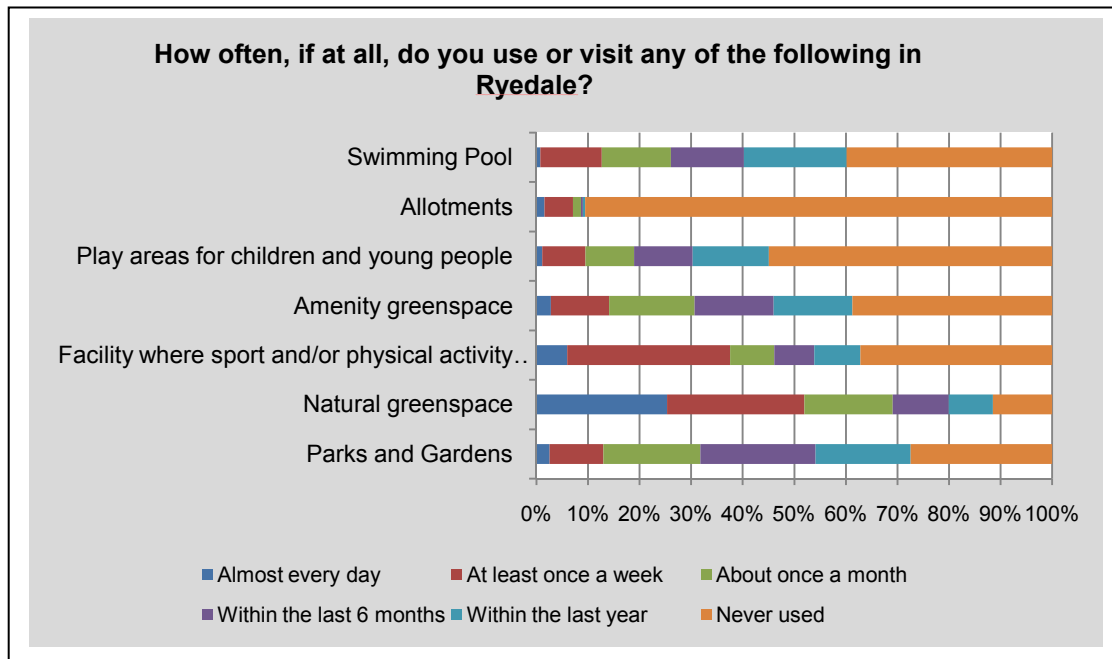
By comparison to national and regional performance Ryedale has a particularly strong and successful voluntary sector regarding sport and leisure providers.

- Ryedale performance has consistently improved between 2007 and 2011 regarding adults, volunteering, receiving tuition, club membership and taking part in organised competition and exceeds regional and national statistics in each area, substantially so in some.
- In particular significant improvement has been made in the number taking part in organised competition and club membership.



RDC survey information): To supplement the Active People Survey and ensure robustness and accuracy of information a variety of in-house questionnaires have been undertaken, as utilised by a Healthy Weight Review by Overview and Scrutiny 2011- the recommendations of which have been incorporated into the relevant Key Points sections.

- Historically actual service users of Ryedale Council facilities report high levels of satisfaction with the service provided by the Councils Leisure service provider, but potentially highlight the poorer quality of the facilities at Derwent Pool, reflecting the age of the facility. Customer's issues, though minimal, generally revolve around the condition of the facilities and pool temperature being too hot or cold.
- Regarding exercise around 26% of respondents used swimming pools regularly at least once a month, 46% used sporting facilities and 69% natural green space with most users living within 20 minutes of their nearest facilities/recreational space.



- A disproportionate number of females stopped participating in sport after leaving school compared to men. Family, work and further education commitments and social life are cited as the ‘top 3’ reasons for lapsed participation.
- Females that took part in some form of activity during the week but less than the recommended ‘1 to 2 hours’ also cited cost and childcare as preventative reasons for not doing more. Males cited physical disability as their top reason.
- The lowest levels of participation in Ryedale are found in team sports and organised activities. The highest levels of participation are found in Walking, Cycling and Swimming. This data, along with additional information supplied, potentially indicates that:
 - People with other commitments tend to choose activities that can be fitted in to a busy schedule with few time constraints.
 - People choose non-team sports/activities because they have lapsed immediately following school and don't feel they can return once levels of skill and fitness have fallen.
 - People that did not enjoy team sports/activities at school take up activities that were not offered at school as a preference for keeping fit/exercise e.g. Pilates, dance and golf.
- Amongst working residents, morning and evening was the preference for physical activity for men and women respectively. The top 3 reasons for not participating in any physical activity during the working day were time constraints, pressure of work and lack of changing facilities/showers. Motivations for taking more activity during the working day included:
 - activities offered by the workplace
 - a gym at work
 - to lose weight
- Of the Sports clubs that responded to the survey 83% stated that they catered for Young Adults aged 16-25 years. However, of the clubs that responded, 11% of their membership is made up of young males and 4% of young females. The highest

proportion of members are Males aged 26+. Half of the clubs offered initiatives to encourage people back into sport who have lapsed or to encourage new participants. Those that didn't offer initiatives cited the following reasons:

- lack of facilities
- lack of volunteers/time
- difficulty promoting sessions to a large rural area
- It was felt that limited promotion due to fragmented communication potentially contributed to a perception of lack of facilities, choice or availability of taster sessions. E.g. Local people were unaware of the Castle Gardens and Ladyspring Woods in Malton. Younger people in particular felt better use could be made of social media such as Facebook Twitter etc to publicise activities, events taster sessions etc.

Key Points

- The area is already considered a world class venue for cycling. Promotion and support should be given regarding facilities such as Dalby Forest and Newbridge Park. In particular given the facilities on the doorstep the training of elite young riders to national and international standard should be supported.
- Ryedale already has a high proportion of residents taking part in cycling and walking; links should be made to promote and inform regarding local routes and challenges accounting for differing ages and levels of ability and encouraging the build of bike friendly infrastructure.
 - Extend the availability of walks and cycle routes through GP surgeries and RDC website eg promote the AONB circular walks guides in the local practices
- Workers should be encouraged to take exercise as part of their working day. Sitting for long periods can be very bad for health and as such is a major consideration for most office workers. Blood sugar, blood cholesterol and triglycerides consistently improve every time someone gets up, every time they sit down it gets worse. Simple measures to consider include; standing using the phone, standing meetings, regular breaks etc. In addition signs should encourage people to use the stairs rather than the lift.
 - Promote the Lunchtime Activity Packs supplied to local businesses within the council for the benefit of staff and linking to the Health and Wellbeing programme.
- Satisfaction regarding local exercise/sporting provision is below the national average highlighting a potential need for infrastructure investment; however this perception could be influenced by generally fragmented communication channels and the data is far from current. Communication could be enhanced through an improved web site, utilising the North Yorkshire Sports web site as the hub and greater use of parish liaison network, social media and Active Ryedale and schools network to promote the range of activities available eg Zumba, kickboxing, canoeing etc.
- Pro-active marketing and provision of diversity of activity should be considered generally and as part of the procurement process for all ages and gender, plus additional targeted communication and activities aimed at increasing male participation in exercise, which is particularly low. Market analysis suggests target sports for males include cycling, keep fit/gym, swimming, golf and running with an emphasis on competition for the younger residents. Preferred lines of communication for younger males are internet based by comparison with the more elderly who prefer newspaper ads or post.

- Support for competitive events through the year and listing of a Ryedale events page could be considered.
- Analysis suggests that for these groups facility demand has good potential to increase, however facilities will need to be of high quality and well marketed in order for this to happen.
- Flexibility of facility opening hours is likely to enhance facility usage for working residents, together with encouragement of workplace activity classes assuming changing facilities and showers are available.
- Explore scheduling activities for children at the same time as those which appeal to parents or carers, reinstating early bird sessions for those who work.
- Both reactive and proactive encouragement should be considered to support and build on the success of the voluntary sector within Ryedale. This could include:
 - Advice regarding funding streams available to them and support regarding funding bids.
 - Workforce development regarding coaching needs, qualifications etc
 - Bespoke work regarding audit advice regarding capacity, workforce development, standards to facilitate development plans etc
 - Enhanced communication of up to date information on Sport and Physical Activity opportunities available.
 - The development of Club evenings

Stakeholder Event – Visioning Workshop

A visioning workshop was held to establish consensus on need, purpose and scope of the sport and active lives strategy, brainstorm problems and generate ideas and solutions.

Stakeholders included:

- Ryedale District Council
- Local sports clubs
- Local schools and schools partnerships.
- North Yorkshire Sport
- Forestry Commission
- North Yorkshire Moors National Park
- Community Leisure Ltd
- Active Ryedale
- PCT
- Sheffield Hallam University
- York and North Yorkshire Partnership Unit

Key Points

- Initiatives should be co-ordinated towards a local context and should be realistic and achievable with focused priorities.
- Partnership working could be improved and be wider, with a pro-active strategic group required to drive the strategy
- Ensure social marketing and better dissemination of information.
- Recognition of the problems of rural access with transport problems

- The focus of the strategy should be broad covering the whole lifecycle – birth through to end of life, under different themes, sport, active recreation and everyday activity.
- There should be consideration of accolades for sport and sporting achievement.
- It was recognised that older people should be more active, combined with a focus on young people.
- There should be a diversity of approach.
- More use could be made of the natural environment
- Investment is required to both develop and maintain a quality infrastructure - built and natural - and develop safer leisure routes i.e. walking cycling etc.

Sports Facilities

Ryedale District funded Facilities: Ryedale District Council manages leisure services through grant aid to Community Leisure Limited. RDC has 3 indoor Leisure facilities:

- Derwent Swimming Pool and Gym (Norton)
- Ryedale Swimming Pool (Pickering)
- Northern Ryedale Sports Centre (through a joint use agreement use of Lady Lumley's School Pickering) Sports Hall, Climbing Wall, Astro Turf pitch and Gym) on evenings, weekends and bank holidays. Funding for the sports hall was jointly provided by RDC, NYCC and Lady Lumley's School
- RDC provided capital funding for a new Sports Hall, Climbing Wall and Astro Turf pitch at Malton School and renovation of Helmsley Sports Club.
- RDC pay an annual grant to Community Leisure limited, Malton School and Helmsley pool to support and subsidise public use of these facilities.

External provision: LA Leisure Facility provision is supplemented by external providers including:

- Norton College – Gym and Sports hall.
- Ampleforth College – Gym, Swimming Pool and Sports Hall.
- A number of private gym facilities.

In addition a wide ranging network of strong and effective voluntary sports clubs, recreation organisations, volunteers etc providing a diverse range of activities including indoor and outdoor bowling, golf, cricket, football, rugby, dance, yoga, martial arts, tennis, skateboarding, gymnastics, zumba, squash etc, many utilising village and school halls to carry out activities.

Number of facilities compared with nearest family group

Facilities	Ryedale Number	West Devon Number	Derbyshire Dales Number	Eden Number	Mid Devon Number
Athletics Tracks	1	1	0	0	0
Golf	12	11	6	6	7
Grass Pitches	73	69	105	96	96
Health & Fitness Suite	8	6	11	8	7
Sports Hall	16	19	14	16	10
Squash Courts	4	5	2	3	4
Swimming Pool	5	10	11	13	15
Artificial Grass Pitch	4	4	2	3	4
Total	124	128	151	152	145
Population (000s)	41.8	42.4	58.5	40.6	61.4

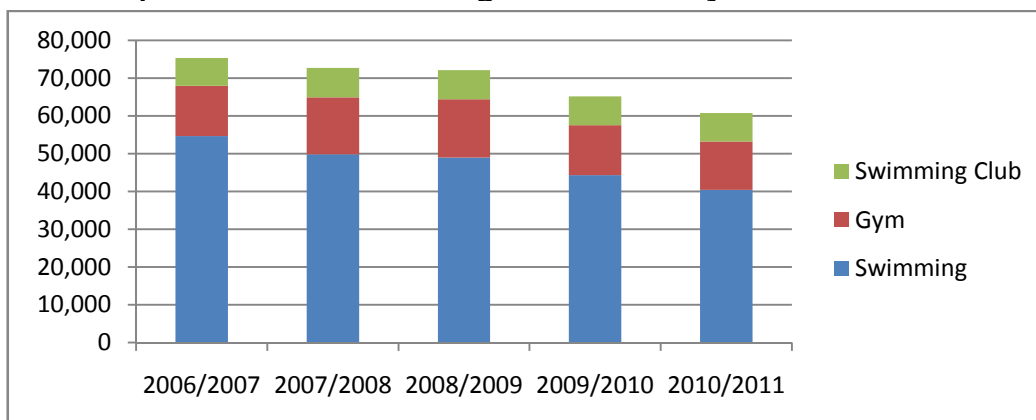
Source: Active Places Power, Year: Jan 2012, Measure: Number of sporting facilities inc private and public access

With the exception of swimming pools, provision of Leisure infrastructure within Ryedale by comparison to its family group is generally good and ideally located to accommodate demand from clubs, schools, residents and tourists though inevitably access from the more remote rural areas is difficult and requires consideration.

Swimming Pools: By comparison to other Councils in our family group swimming pool provision seems particularly low. Four pools are available for public use, including the open air pool at Helmsley, the fifth pool at Flamingo Land is currently unavailable for public use. Capacity analysis undertaken regarding Swimming Pool infrastructure capacity to meet current and future demand indicates that that though low by national standards, provision – given the current climate of austerity - could be considered reasonable in the medium to long term (10-15 years). Location of the three main pools is ideal regarding population density, 52% of the population of Ryedale live within 20 mins drive time from Ampleforth, 77% Malton/Norton and 81% Pickering.

Good quality swimming pool provision is a major consideration given Ryedale's more elderly and disabled population. Demand at both Ryedale owned pools have generally declined over the last two years falling more steeply regarding Derwent Pool (see Graph 1 below). Decreased demand could be attributable to a range of factors, poor economic climate, competing facilities, new exercise trends, limited marketing and arguably poorer facility quality at Derwent Pool due to age.

Graph 1- Derwent Pool- Usage over last five years

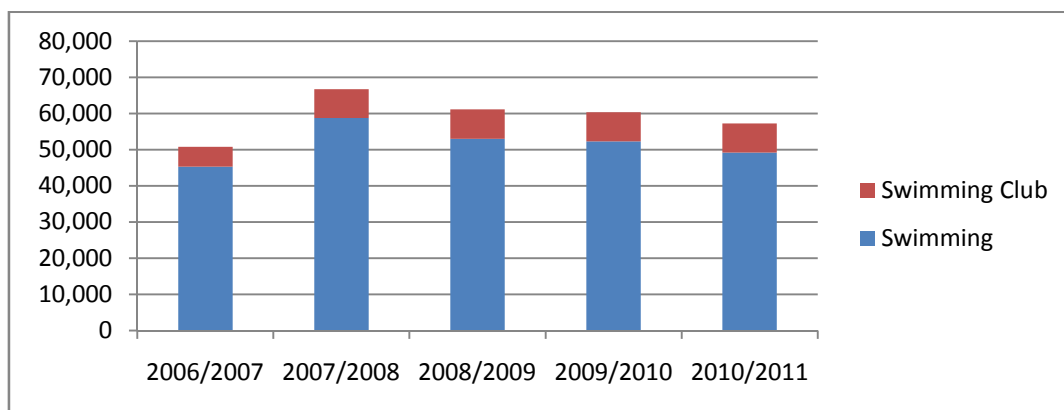


Due to the gym, Derwent pool has higher levels of overall demand, however Ryedale pool attracts a substantially higher level of pool users (see Graph 2 below), potentially due to more modern and better quality facilities. Club use demand is relatively constant for both pools with waiting lists indicating popularity and full capacity for swimming lessons, training and gala's.

Regarding frequency, gender and location of user detailed information is unavailable but national statistics (ASA Strategic Plan 2009-2013) indicate that:

- Swimming is a habitual activity, consequently a minority of regular swimmers account for the majority of swimming occasions.
- The average duration of a swim is 54 minutes.
- Women and girls have higher participation rates by comparison to men and boys, a gap which appears to be increasing.
- People from higher socio economic classifications tend to have higher participation rates than lower classifications.
- People from rural areas, due to lower level of swimming opportunities, are generally less likely to swim.

Graph 2- Ryedale Pool- Usage over last five years



Given the high maintenance and operational costs and current period of austerity, swimming pool provision needs to be carefully considered as it requires significant subsidy from the public purse. Over the past 5 years, both pools have benefited from substantial capital investment. £178,530 at Derwent Pool and £946,465 at Ryedale Pool.

If both pools are to be retained significant additional capital spend is required to maintain the assets in good repair particularly at Derwent Pool.

- Estimated forecasted spend over the next 10 years equates to £470K Derwent pool and £205K Ryedale pool.
- Capital Funding is currently unavailable and future potential investment cannot currently be accommodated within the existing resources of the capital programme.
- Due to its age continued investment into Derwent Pool beyond 10 -12 years will be costly and options will need to consider either further funding, the costs of which are likely to be prohibitive or significant capital investment regarding provision of a new Leisure facility. The existing site has limited development potential.

Northern Ryedale Leisure Centre: Leisure facilities are provided at Northern Ryedale Sports Centre through a joint use agreement use of Lady Lumley's School Pickering. These include; Sports Hall, Climbing Wall, Astro Turf pitch and Gym. Due to sharing facilities with the school the centre is only open to the public on evenings, weekends and bank holidays. As part of the multi agency agreement, RDC shares the maintenance cost for the repair of the building.

- Usage figures indicate a significant dropping of demand.
- Sharing of the premise with the school restricts the ability of the Councils Leisure provider regarding activities.
- Limited opening hrs restricts use, particularly given a high elderly population base within the catchment of the centre.
- The nature of the joint use agreement will need to be considered as part of the procurement process for September 2014.

Usage - Northern Ryedale Leisure Centre

Area	2011/2012	2010/2011	2009/2010	2008/2009	2007/2008
Main Hall	8119	12,184	14,455	17,628	19,592
School Gym	7944	9468	10,182	10,585	10,675
Comm Room	1220	2376	2687	2921	4298
Pitch	3310	4768	6299	11,997	16,135
Ext Courts	646	1106	1529	540	659
Fit-Zone	3377	5009	4245	4,748	4,286
Total usage	24,616	34,911	39,397	48,419	55,645

Key Points

- Existing infrastructure is generally good with the potential exception of swimming pool provision, with a strong and vibrant voluntary sector providing a range of sports facilities, critically these need to be supported and promoted regarding a better communication network to ensure clear signposting to potential customers.
- Existing swimming pool provision infrastructure is low and at best just about adequate. To improve demand, improved quality (Derwent pool especially) and more flexible opening times are required to ensure availability at the right time. However both have financial implications.
- Review pricing policies to encourage people to return to exercise or activities, particularly team activities, e.g. discounted taster sessions, discounted multi-buy tickets
- To encourage people to re-engage with activities through the use of introductory sessions at council facilities and encourage community facilities to offer similar sessions e.g. free or discounted taster or 'come and try it' sessions.
- The paradox of low provision, high running cost and Local Government austerity measures means further investment into Derwent pool needs to be carefully considered

over the next 10 -12 years, together with options for potentially a new build in the longer term future.

- Encouragement could be considered regarding private facilities being opened for public use, however few facilities and generally rural locations limits any real opportunity.
- The lease arrangement with Northern Ryedale Leisure Centre should be examined as part of the packaging regarding the procurement process for leisure provision. The location of the centre is ideal geographically, but consideration needs to be given to how to improve demand if the arrangement is to be continued. It is generally considered that more use could be made (particularly of gym facilities) if the centre were to be open during day time hrs as this would potentially encourage the more elderly user living in the catchment area.
- Considerable use is made of small village halls for a number of activities. Grant funding for the upkeep of such facilities and support in general for local sports clubs should be supported and encouraged.