

Area West Committee – 15th October 2008

7. Sport, Arts and Leisure – Service Update

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Purpose of the Report

This report provides an update on the work of the Sport, Arts and Leisure Service in Area West.

Recommendation

That the Area West Committee notes the report and identifies:-

- Suggestions to improve service delivery;
- Potential projects it wishes to see incorporated into the 2009-10 service planning process.

Background

The aim of the Sport, Arts and Leisure Service is to **consistently** improve the quality of life and well being for all through the development and provision of high quality cultural, sporting and leisure opportunities.

The service makes a positive difference to resident's lives through **enabling, partnering and delivering** sustainable opportunities for all people to enjoy. At a high level the service covers seven main areas:

- Play Development
- Play Areas / Youth Facilities
- Opportunities for Young People
- The Arts
- Active Lifestyles Development
- Sport Development
- Leisure Facility Development / Management

The primary range of services, together with an overview of the main achievements through to September in financial year 08/09 are set out on a service by service basis below.

The service delivers four of the top six council services or facilities used by residents: Octagon Theatre (86 per cent), Cultural Work (85 per cent), Parks (Play Areas) and Open Spaces (82 per cent), and Goldenstones Leisure Centre and the Community Offices (81 per cent).

Our core district-wide services referred to within this report are delivered by 11.4 FTE staff who, day in day out, carry out a multitude of tasks, big and small, which enables us to make a difference to provision of high quality cultural, sporting and leisure opportunities.

Service Area	Staff Resource	Hours/Week
Play Development	1 FT	37.0
Play Areas/Youth Facilities	3 FT	103.6
Young People	1 FT	29.6
Arts	1 FT	30.0
Active Lifestyles	3 FT	111.0
Sport Development	2 FT	74.0
Facility Development	1 FT	37.0
Total	12	422.2

*Excludes staff concerned with the direct operation of SSDC Leisure Facilities.

Service delivery is driven by the annual service planning process. This in turn is driven by the commitments set out within the Corporate Plan, the Local Area Agreement and five Strategic South Somerset Framework Documents: Play Strategy, Young People Strategy, Sport and Active Leisure Strategy, Facility Strategy and the emerging Arts Strategy.

Report

Play Development

Play Development is delivered through two important services:

1. **Community Resource Centre Service:** which comprises a unique series of affordable services to assist new and existing voluntary community organisations and individuals across South Somerset to deliver a range of community activities. As of 30th August 08, **83 community organisations** and **231 individual users** were registered from Area West. The service enables a vast array of play activities to be delivered which enhance the quality of life and health and well-being of residents, which those organisations would otherwise be unable to provide due to the prohibitive financial costs of doing so.

It achieves this through delivering the following services:

- **Community Resource Activity Bus:** A flagship high-tech double-decker bus specially converted to provide a wide variety of mobile projects to children and adults within their communities across the district.

Through supporting Playschemes the bus has reached 238 children, 74 adults and the following 5 Area West communities: East Chinnock, Chard, Winsham, Tatworth, Combe St Nicholas. Further visits are planned for October Half-Term, November Pre-School Project, December Santa Bus and February Half Term.

- **Community Art Shop:** A store providing art and craft materials at affordable prices to members of the service.
- **Community Equipment Hire:** A wide range of equipment for loan and hire including fundraising, arty packs, community playscheme, production, sports, play, and crèches.
- **Community Scrapstore:** This collects 40 tonnes of reusable waste each year from the commercial sector which would have gone to landfill, sorts it, and then checks it and then makes it available to groups and individuals for use in arts and crafts projects.

- **Community Training:** A range of training workshops ranging from playscheme activity planning to arts and crafts ideas, delivered both in the community and from the centre.
- **Community Playscheme Support:** A range of support to assist community organisations to run community playschemes ranging from programme planning advice, legislation guidance, to finding artists and crafts people to deliver fresh ideas and financial support.

To date, in addition to the communities supported by the activity bus, the service has supported Combe St Nicholas with a grant of £100 to support their Playday activities, and Tatworth/Winsham with artists and play support through our Hullabaloo Programme at subsidised costs.

- **Community Mini-Bus Hire:** A mini-bus with wheelchair access and capacity to carry a maximum of 16 passengers anywhere in mainland Britain at affordable community prices.

2. **Play Development Partnership:** Following the completion of South Somerset Play Policy and Strategy in 2007 and our successful £274,000 bid to the Big Lottery Fund, the service has developed a multi-agency Play Development Partnership to drive forward the development of play opportunities across the district. A full time Community Play Officer was appointed in February 2008 and this has enabled the service to support the Play Partnership to drive forward with its implementation plans to improve the quality of play opportunities available to children and young people over the next three-year period.

Community delivery commenced in April 2008. Initial work has focussed on raising the profile of play through the delivery of Play Days and on the commencement of the Play Rangers Programme.

Two Play Days have been delivered through working in partnership with local communities to promote play and provide young people with stimulating things to do in. *Two **Play Days** have been staged so far in Area West, including:*

- ✓ *Combe St Nicholas*
- ✓ *Winsham*

In the next 6 months Play Days are planned for Ilminster and Merriott. Visit www.southsomerset.gov.uk/playdays for dates.

Two part time **Play Rangers** have been appointed to work each summer in Henson Park, Chard. The play rangers aim to increase access to the parks by providing an adult presence to improve the sense of security and at the same time organise activities for local children. After a successful recruitment process the play rangers have run 14 play sessions that a total of 43 attended. Despite initially poor attendance a marketing drive by the Play Rangers resulted in a strong attendance by local children. Visit www.southsomerset.gov.uk/playrangers for details.

Going forward, the Play Development Partnership and Community Play Officer will focus on:

- Embedding the 'Best Play Objectives' and 'Quality Play Environment' criteria as an integral part of the design brief when developing or improving play environments.

- Targeting resources towards increasing the quantity, and enhancing the quality, of the play environments to the communities with the greatest need for play improvements.

In Area West the Community Play Officer is going to be working with Combe St. Nicholas in 2008/09 to carry out a community play audit and develop a Play Plan for the village.

- Increasing opportunities for adults to support the play of children and young people.
- Creating a destination play area that incorporates a high level of supervision at peak use times.
- Ensure play policy and associated guidelines are fully incorporated and adopted into planning, transport and community safety policy.

Play Areas / Youth Facilities

Our range of Play Area / Youth Facility services includes:

- **Play Area / Youth Facility Design and Delivery:** A comprehensive delivery service for both the council's facilities and parish/town councils involving project planning, fund raising, community consultation, project design and procurement.

The following progress has been achieved during the first 6 months in Area West:

- ✓ **Yeovil Vision Flagship Playspace** – Funded by the Big Lottery and the Yeovil Vision, the development of a £300,000 destination playspace for South Somerset is moving nearer to reality. Award winning designers Parklife were appointed and have assisted in a comprehensive and successful consultation exercise during the summer of 2008. A public exhibition of the sketch designs was held on the 20th August and the project is moving into the final design phase. Following a procurement phase we expect construction to start on site in the New Year and completion by July 2009. This project, once completed, is expected to have a major influence on the future design of play environments across the district. Visit www.southsomerset.gov.uk/flagship for more details.
- ✓ **Bondfield Way Play Area, Chard** – Consultation with local residents helped in the development of a design brief for this £30,000 regeneration project. A forward thinking design for the play area was developed and the first phase of construction work was completed in June 2008.
- ✓ **Haselbury Plucknett Play Area** – Following advice and support from the service the parish council secured funding and installed new play equipment at their recreation ground this summer. The new play equipment includes an aerial runway, junior and toddler swings.
- ✓ **Bampton Avenue Play Area, Chard** - Following advice and support from the service the Town Council secured funding and installed new play equipment and an access gate at their play area this summer. The new equipment includes a roundabout, junior swings, and slide.
- ✓ **Jocelyn Park Play Area, Chard** - Chard Town Council have installed new fencing and access gates at their play area.
- ✓ **Chard Skate Park** - Following advice and support from the service the Town Council secured funding and doubled the size of the concrete skate park

surface. The new surface surrounds the original ramps and has now maximised their potential use and provided space for other equipment in the future.

In the next 6 months the service will also be focusing on **Redstart Park Play Area, Chard**. Consultation with local residents and school is to be carried out, to help in the development of a design brief for this £50,000 regeneration project.

In addition the Play & Youth Team has secured funding to support Crewkerne Town Council, Chard Town Council, Ilminster Town Council and Merriott Parish Council with a range of Play & Youth Facility projects, which will be outlined in more detail later in the year.

- **Play Area / Youth Facility Grant Aid Support:** Advising, administering and monitoring the councils capital financial support scheme for play area / youth facility regeneration.
 - ✓ *Over and above the grants advice and administration aspects detailed in the summaries above, through the formation of the Somerset Play Partnership, the service has helped to secure an additional £758,000 for the enhancement of play areas across Somerset from Government. Whilst there are still a number of criteria and conditions to be met, it is anticipated that this work will deliver around **£278,000 of additional capital finance** to South Somerset.*
- **Play Area / Youth Facility Training:** A range of play area / youth facility management, health and safety, risk assessment, inspection and maintenance training opportunities to assist volunteers and professional staff from parish / town councils across South Somerset and beyond.
 - ✓ *Representatives from Chard Town Council, attended the Playground Training provided by the service in May and June 2008.*
- **Play Area / Youth Facility Inspection:** The comprehensive inspection regime required for play / youth facility provision through European Standard Directives delivery routine, operational and annual inspections and annual risk assessments for both the councils facilities and those of parish / town councils.
 - ✓ *In addition to managing the SSDC sites within Area West, the service carried out 13 annual playground inspections for Parish Councils in Area West, provided free quarterly playground inspection service for all not for profit play area providers, and 5 risk assessments for parish councils.*
- **Play Area / Youth Facility / Public Open Space Planning Obligations:** A service which sets out and secures the play area and youth facility provision for new housing developments and secures commuted sums towards the costs of the first 10 years of management.
 - ✓ *Over the last 12 months the service has considered 12 planning enquiries or applications, resulting in £308,689 being requested towards equipped play provision and a further £29,308 being sought towards youth facilities.*

Opportunities for Young People

The service appointed a new Young People Officer in July 2007 to deliver this area of our work to oversee the implementation of the Council's Young People Strategy 2006-2012. Our primary services include:

- **Supporting the development of stimulating things to do and places to go.** These are delivered by the respective delivery teams responsible for play opportunities, youth facilities, sport, youth clubs, arts, heritage and countryside. The relevant Sport, Arts and Leisure areas are covered elsewhere within this report.
 - ✓ *Winsham have been awarded £500 to assist in the delivery of a monthly activity programme, which includes activities such as street dance workshops.*
 - ✓ *The Warehouse Youth Theatre Group in Ilminster has been awarded £500 to assist the delivery of a programme of plays for the community.*
- **Supporting the development of new and existing youth clubs.** The service has provided:
 - ✓ *Advice and support to the community in **Combe St Nicholas** to set up new Youth Clubs.*
 - ✓ **CRB Checks:** *Processing of 4 CRB forms to assist clubs in attracting more volunteers to work with young people.*
 - ✓ **The Fame Awards** – *to formally recognise and support volunteers working with young people. The Fame Awards were held this year on 19th June 2008 at Cineworld. From Crewkerne, Pastor Steve Gray was awarded Male Volunteer of the Year.*
- **Developing targeted programmes for those who are disadvantaged or at risk.**
 - ✓ *The service co-ordinates the B-Active Programme in conjunction with leisure partners across the district. Launched in January 2008, the scheme aims to provide young people at “risk” (risk factors range from being bullied to exposure to drug misuse) with access to free leisure activities that may assist them to have more positive futures and encourage them to be more physically active, more often.*

This scheme is supported by Police Community Support Officers, School Teachers, Doctors, Connexions, The Foyer, The Youth Offending Team and the Time Out Together Team who act as referrers through their daily contact with these children and young people. There have been 7 young people from Area West benefiting from the B-Active Scheme, receiving access to free leisure opportunities for 3 months.
- **Communicating local leisure opportunities.**
 - ✓ *The service assists in developing / updating website information on activities and opportunities for young people within South Somerset for the www.Awsom.org.uk activities search engine.*
- **Working with key strategic agencies to support the co-ordination of services and opportunities for young people.**
 - ✓ *The service represents the Council on the SCC Youth Matters Steering Group and links with the Senior Management Teams for the new Local Service Team responsible for providing integrated services for children and young people.*

The Arts

The Arts service co-ordinates, enables and delivers a number of core arts development services across South Somerset, including:

- **Operation of the Octagon Theatre**, the council's flagship venue for high quality professional theatre, music, dance, cabaret, comedy, entertainment and art groups in Somerset.

During the last year, the Theatre:

- *Delivered **245 performances** (20% local organisations / 80% professional performance companies).*
- *Operated **CRE8ive Arts** – The Octagon's visual art exhibition programme.*
- *Operated **CRE8 Theatre** – The Octagon's creative group for young people aged 11-19 years.*
- *Hosted **CRE8ive Writing** – The Octagon's literary programme.*
- *Supported the **Foyer Club** – The Octagon's team of volunteers who greet our customers at performances and show them to their seats.*
- *Operated the **Footlights Club** – The Octagon's special service to support regular attendees of the theatre.*
- *Conducted a feasibility study to assess the **Future Development Options** in conjunction with the Scrutiny Committee.*
- *Progressed research to enable the Council to secure **section 106 planning obligation contributions** towards the future expansion of the Theatre from new housing developments.*

During the first part of this year, the Theatre delivered 35 performances from 1 April until 24 May, when it closed in order to replace the roof above the auditorium, upgrade disabled toilet provision, and add a new scene dock. The Summer School for young people also took place off site. The theatre will reopen on 1 October, with an exciting programme of 160 performances scheduled through to the end of March 09.

- **The Village Performance Scheme** – which brings top quality live arts and performances into around 25 rural villages across the district each year.
 - ✓ *This season will include Tatworth, Crewkerne, Misterton, Chaffcombe and Clapton and Wayford*
- **Creative Art Schemes** – which primarily enable young people to participate in high quality arts opportunities. *The service has supported the delivery of:*
 - ✓ ***A Midsummer Nights Dream:** performed in the grounds of Whitelackington Manor in July was funded and co-ordinated by SSDC Arts. Over 130 people attended.*

- ✓ **Out Loud:** Delivered through our partnership with Actiontrack, this singing project where young people learn different techniques and musical genres. They have also been working on “Tomorrows World” writing and singing project in collaboration with GLADE (Global Learning and Development in Education Agency), Ilminster, addressing issues of climate change.
 - ✓ **Ham Hill Historic Fayre:** SSDC Arts supported the countryside team in co-ordinating a community arts piece based on local folklore as part of the Ham Hill Historic Fayre in 2008, participants included children from a school in the Blackdowns and residents of Rhydderch House took part in the pageant.
 - ✓ **Jack the Treacle Eater:** SSDC Arts supported London based practitioner, Louise Warren with a project based around the legend of Jack the Treacle Eater. Children from two schools, one in Barwick and one in Finchley, explored the differences between rural and urban life and created artwork for exhibitions in both localities.
 - ✓ **Yeovil Music Centre:** SSDC Arts has helped develop this as a constituted voluntary community group for ensemble music playing and tuition.
 - ✓ **ArtsXChange:** In association with Social Services, the countywide Local Authority Arts Partnership has supported a two year, multi disciplinary programme of storytelling, dance and music for people with a learning disability. Participants from the Laurels in Chard have participated in this project.
 - ✓ **Somerset Art Weeks 2008:** Open Studios 13-28th September in support of the open studios event, SSDC Arts is working with Somerset Art Works (note the change in name) to encourage young people to take part in the event. This has included a film making project and a programme of film and animation workshops for schools using the community bus.
 - ✓ SSDC Arts has supported a series of workshops for families and children, based at the **Meeting House in Ilminster** and has worked with them to initiate Passport to Leisure, to encourage wider take up.
 - ✓ Supported “**Urban Voices**” performance of a gospel choir in the parish church at Chiselborough.
- Public Art Schemes – which looks to secure greater public art and support community regeneration.
 - Artist Support Scheme – which looks to assist local artists to develop and present innovative pieces of work.

During the next 6 months, the service will be working on:

- **South Somerset Arts Directory:** An audit of voluntary groups and clubs has been carried out. It will be available in print and on the website and will prove a valuable resource in advertising the range of activities available within the community.
- **Arts and Young People:** An audit of arts activities for young people in the district was carried out. It will be mapped to give a picture of what is available and will

identify where there is limited opportunity for children and young people to participate in the arts.

- **Step Change:** As a follow on from the Alive and Kicking programme, Take Art will be delivering a further programme of dance across the county, extended to include older people and people with learning disabilities.
- **Golden Oldies:** Starting a programme of weekly singing sessions for elderly people. In Area West this will initially centre on Bowhayes in Crewkerne.
- **CHICS Opera:** September also sees the start of Actiontrack's next long-term community project in South Somerset. The CHICS Schools and Community Opera will work with schools in the CHICs Federation (Chard, Ilminster and Crewkerne Schools) to devise and build a community opera. The opera will be devised through smaller projects over a three-year period. These projects start with a series of taster workshops for all schools in the Federation in September and will follow with showbuilds, a large scale mid-winter celebration, an orchestral development project, INSET courses for staff and studio access for both staff and pupils. The first round of funding is in place and activity until April 2009 is currently being programmed.

This service is in the process of preparing a new Arts Strategic Framework to focus future resources. As part of this the service has conducted an audit of Community Arts Activity across the district, which will soon be published as a printed and web-based directory. This also maps the opportunities for creative activities for young people to show the picture of local provision.

Active Lifestyles Development

Our primary services, delivered in partnership with the Somerset Primary Care Trust, include:

- **Supporting targeted communities to establish activity teams and programmes.**
 - ✓ Working in conjunction with Shine (Somerset) LTD and the Health Trainer for Chard. Both are new to working with Chard and support has been offered to help them build networks with groups and the community, and looking at where we can support each other and work together.
 - ✓ Advice was given to Shine for their combined launch day and Chard Health Day and support was given on the day promoting physical activity and healthy lifestyles.
 - ✓ Health walk tasters have been provided for the Carr Gomm Mental Ill Health Support group in Chard.
 - ✓ Two Active Somerset courses set up in Chard, Line dancing (the Guildhall) and Belly dancing (the Boden Centre). Line dancing is continuing beyond the 12 weeks with 15 residents regularly attending. Karate classes are in the process of being set up to commence running in September in the Guildhall in Chard.
 - ✓ Two courses set up in Winsham using the village hall, Salsa and a generic fitness class. The Salsa has taken a break over the summer and will be recommencing in September.

- ✓ *A generic fitness class set up in Hinton St. George village hall, which has also taken a break over the summer and will be recommencing in September.*
- ✓ *The Community Activity and Lifestyle Team supported the launch day of the Tour of Britain and the Chard, Crewkerne and Ilminster Pensioners Forum Information Fair in Chard.*
- **Developing community based Active Health Programmes with health practitioners.**

Active Living:

- ✓ *Support for setting up the Active Living Centre in Ilminster, which is run through Somerset Skills and Learning at Swanmead School. The idea being that staff would initially organise the activities at the Active Living Centre and this would be handed over to community volunteers to take the lead and co-ordinate the activities from July 2008, which did not happen as a result of a lack of interest from the community to take the project forward. Due to the initial Partnership for Older People's Project coming to an end in March 2008 there has been some uncertainty as to how this project will continue, staff at Somerset Skills and Learning are bidding for additional funds to run a follow on course of "Older and Bolder" (a confidence building course for the older individual) to help re-engage the community and funds for activities to re-launch the Active Living Centre. Partner organisations in the Active Living Centre in Ilminster include Somerset County Council – Somerset Skills and Learning and Adult Social Care Services and Age Concern.*
- ✓ *Health testing was offered through the Active Living Centre and was accessed by 10 individuals.*
- ✓ *Tai Chi was also set up for the Active Living Centre using Active Somerset funding and a 12-week course was run that had previously had a shortfall in participants. This course was successful with 19 people accessing the sessions.*

Flexercise:

- ✓ *37 leaders trained with Flexercise being delivered at 15 sites. One leader has been trained this year.*
- ✓ *A workshop running in the Lace Mill on the 26th September 2008.*
- ✓ *As part of the continued support provided to Flexercise Leaders, 2 leaders have attended 7 update workshops between them and one of those update sessions was one that was run on the 9th June 2008.*
- ✓ *Links have also been made with Victoria Court, regarding running Flexercise and this may also result in The Maltings, Chard, running Flexercise for their residents, as they are part of the same organisation.*
- **Delivering and expanding the ProActive GP Referral Service with health practitioners:**
 - ✓ *1st April 2008 - 40 residents have accessed specialist physical activity sessions at Crewkerne Aqua Centre and 9 residents have accessed specialist physical activity sessions at Cresta Sports Centre. The sessions provide additional support and discounted membership rates for individuals with medical conditions.*

- ✓ *Continued support is provided to the centres to ensure that the scheme continues to run and update meetings are provided for instructors and centre managers, the last one was on the 19th May 2008.*
- **Active Health Walks:**
 - ✓ *Five leaders trained.*
 - ✓ *One of the leaders regularly leading walks for the residents of Tatworth and Forton.*
 - ✓ *Three leaders are newly trained and are in the process of getting their walks set up.*
- **Additional Work:**
 - ✓ *The service supported the first Ilminster Pensioners Information Fair that was run by the Chard, Crewkerne and Ilminster Pensioners Forum where health testing was offered and information on physical activity and healthy lifestyles. It was also a useful event for recruiting 11 Community Activators (community volunteers who promote physical activity).*

Work planned for second half of 08/09 includes:

Chard

- Continuing to work with Shine and the Health Trainer for Chard.
- Health Walks in Chard running from the Boden Centre, Chard will be a combined project between Shine and the Community Activity & Lifestyles Team and will be commencing in September.
- A meeting has been arranged with Holyrood School in Chard, to look at the possibility of running activities through the school.

Active Living

- Continued support of the Active Living Project and the Active Living Centres including setting up 15 Active Somerset Courses for people aged 50+.

ProActive Physical Activity Referral Scheme

- Continue running the Local Referral Mechanism.
- Support the centres who are recognised to receive referrals and two further meetings are booked in to update instructors and centre managers regarding the scheme.

Flexercise

- Three further Flexercise Workshops that will be running in the second half of 08/09.
- Two more update workshops that will be running for Flexercise Leaders.

Sport Development

Our primary services include:

- Supporting the development and implementation of sport specific development plans.
- Supporting the development of new and existing sport clubs.
- Supporting the development of coaches, volunteers and officials.
- Making the most of the London 2012 Olympic and Paralympic Games.

As part of a series of steps taken to increase capacity in this important area, the service works in partnership with the Somerset Activity and Sport Partnership, South East Somerset School Sport Partnership and the National Governing Bodies of Sport.

Sports Specific Development

Sport specific planning aims to address the vital need for co-ordinated structures, pathways and systems to strengthen schools, clubs and development squads. This ensures resources are deployed to best effect.

- **Swimming**

- ✓ *South Somerset Swimming Development Camp organised at RNAS Yeovilton in May to improve the competitive performance of young swimmers across the district. 83 swimmers attended the camp from the 5 swimming clubs across South Somerset. 27 swimmers from Chard and District Swimming Club and 8 swimmers from Ilminster Swimming Club attended the day.*

South Somerset Swimming Development Group worked in association with SE Somerset School Sports Partnership to develop a Top Up Swimming programme to enable primary school children to increase their water confidence in order to be able to swim 25m. The extra swimming lessons funded by the ASA have been provided for 52 local primary school children from the Holyrood cluster in Chard. Following two weeks of intensive lessons 40 pupils could meet the standard.

- **Tennis:**

- ✓ *Active Somerset is a two-year countywide project to increase the number of adults taking part in sport and active recreation. South Somerset Tennis Development Group recognised a need to increase the number of adult members within their club. Established 12 week 'Learn to Play' Tennis course at Chard Tennis Club, which was attended by 12 participants new to tennis.*

- **Bowls:**

- ✓ *South Somerset Bowls Open Day held in June, attended by over 80 people new to bowls with 7 clubs each holding coaching and taster sessions on the same day. The following clubs from Area West took part in day to support*

clubs with increasing their membership: Crewkerne Severalls Jubilee Bowls Club and Crewkerne Bowls.

- **Cricket:**
 - ✓ *South Somerset Cricket Development Group organised a Cricket Development workshop in partnership with Somerset County Cricket Club to update clubs on ECB developments. 3 Cricket clubs from Area West attended: North Perrott CC, Chard CC & Crewkerne CC.*
 - ✓ *English Cricket Board (ECB) Cricket Leaders Course held in Yeovil with 5 young players aged 14-18 attending from North Perrott CC. The course is designed to inspire young leaders to get actively involved with cricket and support Kwik Cricket festivals at their club.*

- **Athletics:**
 - ✓ *Appointed part time Community Athletics Coach commencing in September 2008 based at Yeovil Athletics Arena in partnership with Somerset Activity and Sports Partnership, England Athletics (South West) and Yeovil Olympiads AC. The main responsibility of the coach will be to lead and co-ordinate the South Somerset athletics talent identification process for young people and encourage further development in order that athletes reach their full potential. This programme will start with the Yeovil secondary schools from September onwards.*

- **Rugby Union:**
 - ✓ *Established the South Somerset and Mendip Community Rugby Partnership to lead the development of Rugby Union with South Somerset. In partnership with Somerset RFU, a dedicated full-time community rugby coach has been appointed and will be working with 5 clubs in South Somerset. In Area West, these clubs are Chard RFC and Crewkerne RFC, where from September the coach will work on developing coaches and other club development projects.*

Club Development

- ✓ *Produced the 2nd edition of the **South Somerset A-Z Sport and Leisure Directory 2008-09**, which provides a wide range of sport and active leisure opportunities available in South Somerset. This year's directory has 145 sports club details; ensuring residents can find sports clubs nearest to them. 38 clubs from Area West are included in the directory.*
- ✓ *Held a **Club Development Evening** for sports clubs across South Somerset in April to update them on the launch of our new School Club Link Resource Pack, the new 5-hour offer work from Sport England and information about Active Somerset project. The evening was attended by 25 clubs, 7 from Area West: Crewkerne Severalls Jubilee Bowls Club, 1st Chard Wheelers, Evolution Tae Kwon Do, Chard Cricket Club, Crewkerne Hermitage Badminton Club, Chard Town FC and Ilminster Tennis Club.*
- ✓ *In addition to the 'Learn to Play Tennis' course set up as part of the Active Somerset Programme, we have also funded a 12-week Kickboxing course run at Evolution Martial Arts Centre in Chard, which was attended by 12 participants.*

- ✓ *Delivered an **Awards for All** workshop in partnership with SASP to assist clubs to prepare funding applications, with 25 club members attending. Crewkerne Severalls Jubilee Bowling Club have received £6,000 towards developing club facilities as result of this workshop.*
- ✓ *Provided individual dedicated officer support through our Club Development Programme to Crewkerne Rugby Football Club, Crewkerne Football Club, Crewkerne Cricket Club, 1st Chard Wheelers, Evolution Tae Kwon Do (Chard) and Chard Hockey Club, to support the development aspirations and growth of these clubs.*

Plans for the next 6-month period include:

- A 10-week Street Sports programme delivered in partnership with SASP for young people beginning in late September taking place in 5 locations across South Somerset. In Area West, Street Sports will take place on the MUGA's at the following venues: Ashill & Chard (Henson Park). This programme has been funded by Sport England & the Youth Sport Trust '5 hour offer' to encourage all young people to take part in 2 hours of sport in school and 3 hours of sport outside of school time by 2012.
- South Somerset Mini Tennis Winter Series 2008 starts in September and provides competitive opportunities for junior tennis players across the district. Chard & Misterton Tennis Clubs will have junior players participating in this series.
- A Clubmark Evening to be delivered in October to encourage the number of sports clubs across South Somerset who achieve accreditation from their National Governing Body. There are currently 13 sports clubs with NGB accreditation or Clubmark (excluding the FA Charter Standard Scheme). 4 of these clubs are in Area West.
- Working with the Community Safety Partnership and Yeovil Town FC Community Sports Trust on a project to deliver floodlit soccer sessions in a number of priority areas. This project follows the success of using Street Soccer in Yeovil to help with social exclusion. The initial sites in Area West will be Crewkerne, Ilminster and Chard. *(This project is subject to a bid to the Football Foundation).*
- South Somerset Coach & Volunteer Education Programme commences in October 2008 with 6 courses in 2008/09 aimed at furthering the existing skills of coaches and volunteers. Courses include Safeguarding and Protecting Children, Equity in your Coaching and Emergency First Aid.
- The South Somerset Sport Awards 2008 will be taking place at Westlands Leisure and Conference Centre on Thursday 6th November. 9 award categories will be open to coaches, volunteers and sports performers from across South Somerset to recognise and reward the contribution of people involved in community sport. Our special guest this year is Stephen Parry, Olympic Bronze Medal Winner in the 200m butterfly at the Athens Olympics 2004. The 2007 awards were extremely successful, with over 40 nominations, 5 of these were from Area West.

Leisure Facility Development/Management

The key service areas involved are:

- Providing sports clubs and community organisations with specialist advice on facility refurbishment, development and funding opportunities.
- Providing good practice guidance and consultancy support on the maintenance and management of facilities to the local providers of sports pitches and recreation grounds.
- Identifying and reviewing built leisure facility and playing pitch needs across the district in order to determine the correct strategy to address future leisure facility requirements.
- Working with Adult Learning and Leisure to maximise access to the existing dual use sports facilities and ensure that they are managed in the most effective, efficient and sustainable way.
- Negotiating contributions from housing developments to enhance local and strategic sport and recreation facility provision where required.
- Maximising the use, operation and financial performance of the Council's sport and recreation facilities and provide facilities that meet the needs of our customers.

To date, this has resulted in the following achievements:

Of district wide benefit:

- **District PPG 17 Sport and Recreation Assessment Update** – draft due to be presented to committee at the beginning of the new year.
- **District Playing Pitch Strategy update** – draft due to be presented to committee by year-end. This strategy helps to provide the evidence base to secure developers contributions.
- **Passport to Leisure scheme** re-launched. Over 60's now get 20% discount at SSDC facilities without having to apply for a card.
- **Football Facilities Funding** workshop held at Brympton Way Council Offices in conjunction with the FA. Nineteen people attended, four from Area North, four from Area East, eight from Area West and three from Area South.
- Ninety-five young people attended our popular 3-day summer **Startrack athletics** camp at Yeovil Athletics Arena (7.4% from Area East, 26.3% from Area North, 43.2% from Area South, 1% from Area West and 22.1% from outside the district).

Area specific work:

- ✓ *Funding advice/officer time devoted to Crewkerne Management Company, Merriott Parish Council and Ilminster Town Council in order to progress local facility development projects.*
- ✓ *Created an operational partnership with Crewkerne Leisure Management.*
- ✓ *A number of negotiations have taken place with developers in order to secure contributions for sports facilities from Area West development sites.*

Plans for the next 6-month period include:

Of district wide benefit:

- **Community / Village Hall Supply and Demand Modelling** – the service is working with the Area Development Teams to establish a model similar to those used in the planning of swimming pools and sports halls, to enable the Council to secure planning contributions where developments generate additional demand for provision in our rural and market town settlements.
- Undertake the necessary project work in order that members can take informed decisions about the future of the **Sports Zone** project.
- Pilot further relevant courses/workshops to support local recreation trusts/local town and parish Council's in the management of their local sports facilities.

Area specific work:

- Ongoing support for Ilminster Town Council (to investigate the feasibility of developing a new changing pavilion and community sport and leisure facility), Merriott Parish Council (to support their application for Football Foundation funding for a new pavilion) and Crewkerne Leisure Management (new pavilion/youth centre development).
- To support Chard Town FC in their aspirations to develop their facilities for community usage as necessary.
- Continued resourcing of operational partnership with Crewkerne Leisure Management.
- Engage with Swanmead Community School to establish strategic management meetings in order to ensure ongoing community usage at the facility both during term time and school holidays.
- Continue to secure developer contributions to support the development of sports facilities as identified in the Council's playing pitch and built facilities strategies.

Financial Implications

No new financial implications stem from this report.

Implications for Corporate Priorities

No new implications for the corporate priorities stem from this report.

Other Implications

None.

Conclusions

This report has aimed to provide a clearer picture of what the service is trying to achieve within Area West. Overall, the service has endeavoured to provide strong service to deliver and support residents aspirations for Sport, Arts and Leisure across the area in line with our district-wide strategic aims and resource constraints. The service would welcome any suggestions to improve the delivery of our services in Area West or for projects that members would like to be fed into the 2009-10 Service Planning process.

Background Papers: *None.*