

**A Leisure Strategy for Great Yarmouth
2006 – 2016**

“Getting Great Yarmouth Fit and Active”

FINAL DRAFT APRIL 2006

Adopted August 2006

Executive Summary

1. Background

Great Yarmouth, the **second largest** conurbation in Norfolk, is a coastal town with a mix of urban and rural areas, and sits about 20 miles to the east of Norwich. Its two main urban areas of Great Yarmouth and Gorleston are surrounded by 21 coastal parishes in a rural hinterland to the north and south. The Borough is self contained and relatively remote from other nearby towns. The borough is **sea bound** to the east.

Great Yarmouth is one of the **country's premier holiday locations** and is in the top 5 of UK holiday destinations. The tourism industry provides the largest share of employment which equates to **over 10,000 full time jobs**.

There is a lot of good work already taking place in Great Yarmouth including:

- The **Great Yarmouth Sports Partnership** is used regionally as an example of good practice for others to follow
- **The Great Yarmouth Teaching Primary Care Trust** has obtained funding to trial a number of exercise programmes - the **Local Exercise Action Pilot**.
- The creation of the **Positive Futures Initiative** to help young people at risk of exclusion from school gain skills which could lead to a career in sport and leisure
- A ground breaking **Active England** initiative funded by Sport England has delivered specific programmes of activity with priority groups in the borough

2. Development of the Strategy

This Leisure Strategy covers the period 2006 – 2016. It aims to encompass all sport and health related physical activity including play and hobby based activities such as **Dancing, Gardening, and Walking** - as well as the more traditional sports and activities including **Bowls, Swimming, and Football**.

We intend to build on our achievements and this strategy reflects our emphasis on **improving the opportunities** to take part in healthy activities and developing **strong partnerships** with a wide range of organisations in the public, private and voluntary sectors.

This strategy has been developed through **extensive consultation** with local groups and organisations in order to establish the priorities for the next ten years.

It is our intention to ensure that this Leisure Strategy takes into account current key national, regional and local influences and initiatives and that our work over the next ten years links into these issues and priorities.

This will ensure that Great Yarmouth is at the **forefront of innovative leisure provision**.

3. The Key Priorities for 2006 - 2016

The development work has to be **prioritised** in order to make the best use of existing and new resources. This will enable the programmes, projects and initiatives to be **sustainable** and produce **long term benefits** where they are needed most.

Having taken all of the current national, regional and local influences into account, we have identified **seven priority areas for action** in the ten year strategy timeframe. The priorities are:

- **Priority One: Improving the Health of Local People through Physical Activity**
- **Priority Two: Increasing and Widening Participation in Physical Activity particularly among low participant groups**
- **Priority Three: Providing High Quality, Affordable and Accessible Facilities across the Borough**
- **Priority Four: Maximising Funding Opportunities**
- **Priority Five: Developing innovative and robust methods of communication and evaluation**
- **Priority Six: Promoting the Unique Assets of Great Yarmouth**
- **Priority Seven: Maximising the opportunities presented by the 2012 Olympics**

4. Making a Difference

We have identified for each of our key priorities how and where we will concentrate our efforts by stating what our main objectives over the next ten years will be **(these are grouped into short, medium and long term actions)**.

In order to ensure that we achieve our aims and objectives the actions identified within this strategy will be led by the **Great Yarmouth Sports Partnership**. They will work closely with the Great Yarmouth Sports Council and the Great

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Yarmouth Sport and Leisure Trust and report to the Great Yarmouth Local Strategic Partnership.

The progress we make against each of the actions will be reviewed annually and new actions added where appropriate.

A **detailed review** will be undertaken at the end of the lifetime of this strategy to show the achievements made and ensure that this continues with the development of new aims and actions.

A key future requirement is the need to **develop baseline information about current activity rates** against which to judge future progress, and further consideration will need to be given to this when the results of the Sport England Active People research are known.

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Foreword by Lead Member/Chief Executive Officer

I am delighted to introduce this wide-ranging Leisure Strategy for Great Yarmouth. The benefits of taking part in healthy activities are well documented and include reducing the likelihood of ill health and the mortality risk, better self esteem, improving the quality of the natural and built environment and reducing anti social behaviour, all of which are significant issues for Great Yarmouth.

In Great Yarmouth we already have many achievements to be proud of including:

- The **Great Yarmouth Sports Partnership** is used regionally as an example of good practice for others to follow
- **The Great Yarmouth Teaching Primary Care Trust** has obtained funding to trial a number of exercise programmes - the **Local Exercise Action Pilot**.
- The creation of the **Positive Futures Initiative** to help young people at risk of exclusion from school gain skills which could lead to a career in sport and leisure
- A ground breaking **Active England** initiative funded by Sport England has delivered specific programmes of activity with priority groups in the borough

We intend to build on our achievements and this strategy reflects our emphasis on **improving the opportunities** to take part in healthy activities and developing **strong partnerships** with a wide range of organisations in the public, private and voluntary sectors.

This strategy has been developed through **extensive consultation** with local groups and organisations in order to establish the priorities for the next ten years.

We have identified **Seven Key Priorities** with key objectives to ensure that our vision turns into reality and progress can be clearly demonstrated.

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MAP OF GREAT YARMOUTH

1. Purpose of the Strategy

1.1 What is included?

This comprehensive Leisure Strategy aims to encompass all sport and health related physical activity including play and hobby based activities such as **Dancing, Gardening, and Walking** - as well as the more traditional sports and activities including **Bowls, Swimming, and Football**.

The Department of Health's¹ advice for physical activity is that adults should aim to take 30 minutes of at least moderate activity on at least five days a week. For children and young people, the advice is one hour of moderate intensity physical activity each day and this can be continuous activity or intermittent throughout the day.

We want to provide a **clearly defined and focussed plan** for leisure provision across the Borough over the next **ten years** building on our successes along with the development of innovative new projects.

We aim to:

- Increase **physical activity** levels in Great Yarmouth
- Improve **participation** in physical activity particularly among groups who do not currently take part
- Develop facilities offering leisure activities and **better access** to them
- Increase the **number** of coaches, helpers and volunteers
- Work with local clubs to improve their **ability** to deliver physical activity
- Develop **further opportunities** for non sports based activities
- Promote the **community and social benefits** of leisure activities
- Improve levels of **excellence** in participation

“Sport and other cultural services can be a powerful tool to engage all sections of the community and break down barriers between them. Physical Activity and sport can be used as a means of bringing people together from different communities to share positive experiences and gain greater understanding of each other’s ways of life.”²

¹ At Least Five a Week – A Report from the Chief Medical Officer

² Community Cohesion – an action guide, Local Government Association 2004

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We also aim to highlight sport and physical activity as a means of tackling social exclusion, improving community safety, increasing employment, enhancing the environment, contributing towards urban regeneration, valuing the role of volunteers and providing lessons for life.

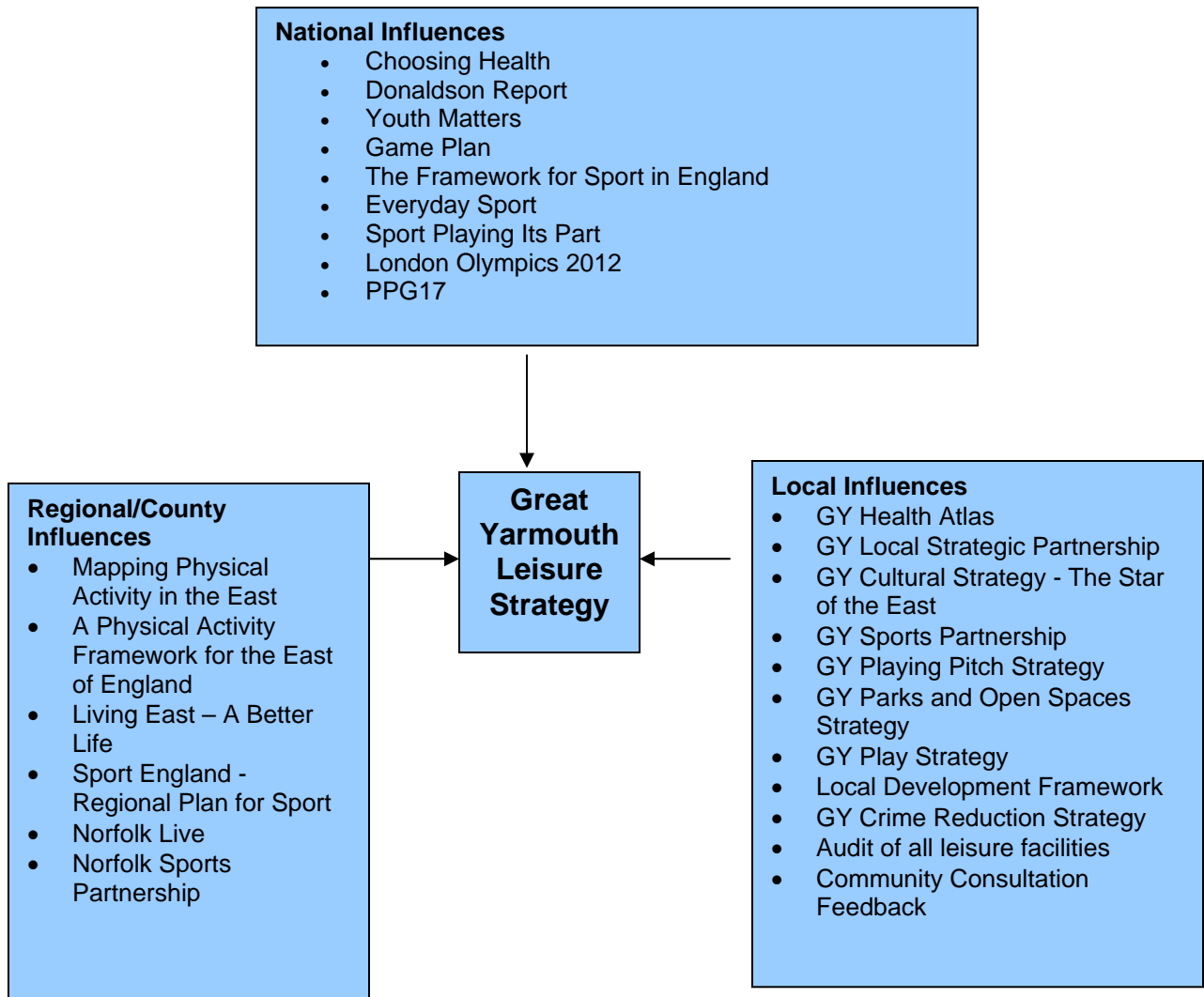
We wish to help place leisure, sport and physical activity **at the hub of life in Great Yarmouth**, and highlight their value to the local community in the 21st century.

The following are therefore an integral part of the strategy:

- **Sports/Leisure Centres**
- **Community/Village/Church halls**
- **Allotments**
- **School sites with public use**
- **Play Areas**
- **Sports Pitches and other outdoor facilities, such as bowls greens and tennis courts**
- **Informal Recreation – walking/cycling routes/youth provision/green space**

1.2 The process for developing the strategy

The diagram below shows the process that has been used to develop this Leisure Strategy and its priorities for action.



2. Setting the Scene – National, Regional and Local Influences

It is our intention to ensure that this Leisure Strategy takes into account current key national, regional and local influences and initiatives and that our work over the next ten years links into these issues and priorities.

This will ensure that Great Yarmouth is at the **forefront of innovative leisure provision.**

“A good sport policy is also a good education, health and anti crime policy”

Tessa Jowell MP, Secretary of State for Culture, Media and Sport

National Issues

The key national planning documents that we need to consider are shown below:

Department of Health Choosing Health White Paper

The Government’s White Paper sets out the key principles for supporting the public to make **healthier and informed choices** regarding their health.

Sport and physical activity are **crucial** if public health is to improve and “Choosing Health” recognises the following as important:

- **Increasing exercise** as it reduces the risk of chronic diseases and premature death
- Effective action on diet and exercise will help tackle **heart disease, cancer, diabetes, strokes, high blood pressure and high cholesterol**
- **The PESSCL Strategy** in increasing PE and school sport opportunities

Cliff Park High School

The school is the hub site for the School Sports Partnership for East Norfolk and is a Specialist Sports College

Its sport and leisure facilities include:

A new 4 badminton court sports hall and climbing wall currently under construction

Four new hard tennis courts not yet floodlit

School Hall used for dance, aerobics, baton twirling, karate

Full Size STP - Carpet is due to be replaced soon

Two senior grass football pitches

Development Opportunities

The main sporting priorities for the school are:

To focus on increasing girls' participation in sport

Open up new facilities for community use and implement appropriate management arrangements

Develop climbing opportunities in GY

Work with GY Sports Partnership to develop a coordinated programme of sports development opportunities in the new sports hall – focus on increasing participation by girls

Complete the refurbishment of STP

Work in partnership with Gorleston Tennis Club to develop coaching opportunities for young people on school site

- The **benefits of cycling, walking and easy access to sporting facilities**
- The setting up of new initiatives to promote awareness of the **benefits of physical activity including the use of pedometers**

Department of Health Donaldson Report

This report was produced in April 2004 by the Government's Chief Medical Officer, Sir Liam Donaldson.

The report sets out the available evidence from around the world for the impact that physical activity has on public health. The evidence clearly demonstrates that an **inactive lifestyle has a substantial, negative impact on individual and public health** and that physical inactivity is a main contributor to a broad range of chronic diseases such as coronary heart disease, stroke, diabetes and some cancers.

Adults who are physically active have 20 – 30% reduced risk of premature death and up to 50% reduced risk of developing major chronic diseases.

However, physical activity levels in England are low in virtually all sections of the adult population.

The report makes the following recommendations for active living throughout life:

- Children and young people should achieve at least 60 minutes of at least moderate physical activity each day

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- Adults should achieve a total of at least 30 minutes per day of moderate intensity physical activity at least five times per week
- These activity levels can be achieved either all in one session or throughout the day in shorter bursts of 10 minutes or more
- More specific activity recommendations for adults are made for beneficial effects for individual diseases and conditions e.g. 45 – 60 minutes to prevent obesity
- The recommendations for adults are also appropriate for older adults

Department for Education and Skills Youth Matters – White Paper

This document offers for consultation a new strategy for “**providing opportunities, challenge and support to young people**”.

It aims to address four key challenges:

- Engaging young people in positive activities and empowering them to shape the services they receive
- Encouraging young people to volunteer and be involved in their communities
- Providing better information, advice and guidance to young people
- Provision of better and more personalised intensive support for young people in trouble

The document mentions the importance of the 2012 Olympics as an incentive for young people to participate in sporting, volunteering and cultural activities.

Positive activities such as sports are seen as important in keeping young people out of trouble.

A number of opportunities are also documented including:

- Support for local authorities to develop “opportunity cards” to provide discounts and that can be topped up by young people and their parents with money to spend on sports and other constructive activities
- Provision of local “opportunity funds” to be spent on local projects that young people want – youth café or sports league

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- Proposed capital funding of £40 million over two years from April 2006 to enable local authorities to invest in youth provision

Department for Culture, Media and Sport (DCMS)

Game Plan – A strategy for delivering the Government’s sports and physical activity objectives (December 2002)

The Government has set itself two overarching objectives:

- A major increase in participation in sport and physical activity
- A sustainable improvement in success in international competition

In order to achieve this recommendations are made in four areas:

- Grassroots participation
- High Performance Sport
- Mega sporting events
- Delivery

Sport England

The Framework for Sport in England – Making England an Active and Successful Sporting Nation – A Vision for 2020³

The **Framework for Sport in England** document sets out Sport England’s priorities, in response to “**Game Plan**”.

Sport England has a clear direction with a simple focus to help people to **start, stay and succeed** in sport at every level and has created a new operating model, reducing 75 programmes to just two funding streams – a national stream working in partnership with 20 priority sports; and a community stream delivered through nine Regional Sports Boards.

Summary of key targets against sporting outcomes:

Start in Sport: Increasing participation by a minimum of 1% annually and making significant reductions in the “equity gap” for women and girls, ethnic minorities, disabled people and people in the lowest socio-economic groups

Stay in sport: Increasing club membership, people receiving coaching and tuition and the number of people taking parting competition

Succeed in sport: Becoming the best nation in the world by 2020

³ The Framework for Sport in England – Making England an Active and Successful Nation: A Vision for 2020

Facts and Figures ⁴

In England, over 17 million adults participate in sport and physical activity at least monthly

5.8 million people support sport as unpaid volunteers (26% of all volunteering) and 400,000 (2.2% of all UK jobs) are employed in the sport sector

Sport accounts for around £20 billion of consumer spend

Inactivity is estimated to cost England £8.2 billion and sport and physical activity can positively impact on the cumulative toll of £18m in value of annual sick days

An inactive person generates 32% greater direct annual medical costs than an active one

Sport England Everyday Sport

This campaign was launched following evidence from the Department of Health showing that 76% of women and 63% of men in England are not doing the recommended 30 minutes five times a week of activity needed for a healthier life.

Everyday Sport is the first major Sport England initiative aimed at meeting its government target of 1% per year participation increase by 2020. This initiative shows people how they can **increase the amount of physical activity** they do by not only playing sport but by walking, cycling and even washing the car.

Sport England Sport Playing Its Part

This document looks at the contribution of sport to community priorities.

The contribution of sport to healthier communities

Regular participation in sport can:

- Reduce the likelihood of ill health and reduce the mortality risk
- Help to tackle obesity
- Contribute to older people leading more independent lives
- Reduce health costs and workplace absence

The contribution of sport to safe, strong and sustainable communities

Sport contributes to:

- Strengthening community cohesion, engagement and capacity building

⁴ Carter Report - Review of National Sport Effort and Resources – Published April 2005

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- Reducing youth crime and anti social behaviour
- Reducing accidents and fear of crime
- Improving the quality of the built and natural environment and creating a sense of place
- Encouraging sustainable travel

The contribution of sport to economic vitality and workforce development

Sport can:

- Provide direct employment and contribute to economic output
- Act as a catalyst for investment and regeneration
- Assist in developing a positive image and improving the attractiveness of an area for business investment and as a place to live, work and visit
- Improve the skills and qualifications of the workforce, both for employment in the sport and cultural sector and in other industries
- Reduce the cost to the economy of workplace absence due to ill health

The contribution of sport to meeting the needs of children and young people

Sport can help children and young people in:

- Being healthy
- Staying safe
- Enjoying and achieving
- Making a positive contribution
- Achieving economic well being

2012 Olympic Games – London

In Singapore on 6th July 2005 it was announced that **London will be the Host City** for the 2012 Olympic and Paralympic Games. This will provide a “**lasting legacy for future generations – in health, homes and jobs and, of course, sport**”⁵.

London 2012 will:

- **Transform lives** by improving the social, physical and economic conditions in the most deprived areas of London
- Inspire a new generation to greater sporting activity and achievement, helping to **develop a healthy and active nation**
- Support the Olympic Movement by protecting and enhancing the Games

⁵ www.london2012.org

**Office of the Deputy Prime Minister
PPG17 Revision to the Planning of Sport, Recreation and Open Spaces**

The revised guidance advises that local planning authorities should take account of the community's need for recreational space, having regard to current levels of provision and deficiencies and resisting pressures for development of open space which conflict with the wider public interest.

The guidance requires Councils to undertake an **assessment of need** and an audit of provision for these aspects of the district.

The long term outcomes PPG17 aims to deliver are:

- Networks of accessible, high quality open spaces and sport and recreation facilities, in both urban and rural areas, which meet the needs of residents and visitors, are fit for purpose and economically and environmentally sustainable
- An appropriate balance between new provision and the enhancement of existing provision
- Clarity and reasonable certainty for developers and land owners in relation to the requirements and expectations of local planning authorities in respect of open space and sport and recreation provision

DfES Extended Schools Prospectus: Access to Opportunities and Services for All

Amongst the core offer of Extended Services, that the Government want all schools to be providing access to by 2010, is **wider community access to schools** facilities (including sports facilities). This is particularly relevant in light of the need to encourage greater use of school's facilities within and by the wider community, and the key role they can play in meeting the gaps in existing provision in GY.

The Extended Schools Programme can contribute to the future development of community activities, and is integral to community development.

Regional Influences

Mapping Physical Activity in the East of England – September 2004

The British Heart Foundation National Centre for Physical Activity and Health was commissioned by Sport England East to conduct an extensive mapping project across the region. The aim was to present **an initial picture of direct and indirect sport, exercise and physical activity programmes and initiatives** in the region.

It is intended that the results provide an **evidence base for professionals** to use in future planning and development.

A large scale postal survey of **1,485 professionals** was conducted in March 2004. The questionnaire had specific questions relating to sport, exercise and physical activity initiatives.

315 responses were received which represents a 21% response rate. It has provided a useful snapshot of the types of activity that is being undertaken.

The most common settings are **leisure/sports facility driven, formal community settings and informal community settings**.

The most common focus for initiatives is exercise/fitness classes, walking and sport.

The most common target groups for initiatives **were adults, those open to all age groups and projects targeting clinical populations**.

This has produced a useful database of projects and case studies and an initial picture of the existing provision of services/interventions for sport, exercise and physical activity in the region.

Active East – A Physical Activity Framework for the East of England 2005 - 2008

This framework aims to contribute to increasing participation in physical activity across the region by 1% per annum year on year between 2005 and 2008.

The framework includes **active recreation** (walking, dance, and exercise), organised sport (football, hockey, netball, cricket etc), **active transport** (cycling) and **active living** (gardening, manual labour etc).

The framework has the following themes:

- **Choosing activity in a consumer society** – There is a need to promote the benefits of physical activity to encourage participation

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- **Children and Young People** – Increasing physical activity amongst young people is crucial for their long term health and the health of the nation
- **Active Communities** – The aim is to provide meaningful opportunities for physical activity for all sections of the community
- **An activity promoting NHS** – Supporting PCT's to take action on physical activity, diet and obesity
- **Active Workplaces** – Encouraging workplaces to develop approaches to increasing physical activity
- **Making it happen, building capacity and developing quality** – A priority is to establish baseline information on activity levels across the region. There is also the need to develop workforce capacity to support and develop physical activity interventions

Living East – A Better Life

Living East, the cultural consortium for the East of England is currently consulting on a new cultural strategy entitled “**A Better Life**”.

The strategy has four themes for the future:

- **Growth and Regeneration**
- **Creativity**
- **Tourism**
- **Olympic Spirit**

Sport England East

Regional Plan for Sport in the East – Adding value through sport to the lives of the people in the East of England

The East of England has more than a third of residents living in neighbourhoods of less than 10,000 inhabitants and over half of the wards classified as rural which the strategy recognises can severely limit access to sporting opportunities. The strategy also notes that this provides a major opportunity to think and act differently in providing sport in rural communities.

The six key policy areas defined in the Framework for Sport in England will guide the future of sport in the East Region.

Promotion and Marketing

That sport will contribute to a 1% year on year increase in participation across the region through a “30 minutes a day” campaign

Legislation and Regulatory Change

We will maximise the investment into sport and active recreation through the land use planning system

Quality and Improvement

We will have a culture of continuous improvement in the planning, delivery and evaluation of sport and active recreation through the introduction of quality assurance standards and promotion of good practice

We will create a best practice forum to recognise, showcase and celebrate the value of sport and active recreation through innovation and creativity

We will build quality and capacity into the professional and volunteer workforce through improved professional development and training opportunities

Structures and Partnerships

We will have a fully coordinated sports development system with delivery led by County Sports Partnerships, School Sports Partnerships and National Governing Bodies

There will be greater opportunities for low participation groups through the promotion of effective partnerships and targeted communication

Innovation and Delivery

We will strengthen the London 2012 Olympic and Paralympic bid in the East of England through focused activity and promotion

We will increase participation in the region’s isolated rural communities through innovation and creativity

We will maximise the role of education by increasing participation through the support of the PESSCL project and the promotion of greater community use of educational facilities

We will increase participation in wider forms of active recreation and sport, such as X-treme sports, utilising innovation, promotion and support

Opportunities will be increased for people to participate in sport and active recreation in their sports club, school, workplace or home through better access and improved understanding

Strategic Planning and Research

We will develop a comprehensive evidence base that will be used to measure and promote the value of sport and active recreation

Norfolk Live – A Cultural Strategy for the County

The vision is to **provide excellent inclusive cultural opportunities** to everyone who lives in, works in or visits Norfolk.

- To promote increased participation in cultural activities
- To ensure access to, and celebration of, our built and natural heritage
- To support a vibrant cultural industries sector

Norfolk Sports Partnership

The Norfolk Sports Partnership was established in 2005 and **aims to increase the level of sustainable participation in sport and physical activity** within the County of Norfolk.

The Norfolk Sports Partnership (NSP) is a partnership of all the local authorities, the County Council, School Sports Partnerships, National Governing Bodies and a range of other bodies with an interest in sport and physical activity.

The NSP is responsible for developing a sport and physical activity strategy for the County and delivering, both directly and through partners, interventions to make the strategy work. Its main focus is:

- **To work with NGBs** to assist them deliver their county sports plans which support the overall county strategy. The sports that the NSP will be working with in the first year (2006-2007) include - cricket, football, rugby, hockey, athletics, rowing, badminton, swimming, cycling, tennis, netball, triathlon and gymnastics.
- Developing the **supporting infrastructure in the county** to include support and training for coaches and volunteers; promotion of Clubmark; development of delivery mechanisms such as Community Sports Networks and specific Working Groups; assisting with funding for local and county wide projects; supporting School Sports Partnerships and generally encouraging children into sport.
- Promoting sport and physical activity through the development of a **marketing and communications strategy** to include websites, promotional campaigns, events and advertising

Local Influences

A Health Atlas for the Great Yarmouth Local Strategic Partnership – August 2004 – Produced by Great Yarmouth Teaching Primary Care Trust

The key findings that have significant implications for this strategy are:

- Great Yarmouth has one of the **shortest male and female life expectancies in the East of England** and the inequality between Great Yarmouth and the rest of England continues to widen
- Great Yarmouth's population is **older than that of England** and the east of England – above average numbers of elderly people and below average numbers of children
- One in five people report that that a **long term illness** is limiting their lifestyle
- One in 10 people report that their health is “**not good**” which is considerably higher than England and the East of England
- The wards with the poorest health status are **Nelson and Regent** wards and the **Magdalen estate**
- The teenage conception rate is about **three times higher** than that of England

The Great Yarmouth Teaching Primary Care Trust (GYTPCT) has obtained funding to trial a number of exercise programmes; this is known as the **Local Exercise Action Pilot**. The GYTPCT is one of only 10 PCT's to have been selected to trial the use of physical activity to improve the health of local residents.

There are three main programmes:

Weight Management – patients are referred by GP's into a programme of supervised exercise and dietary advice sessions

Marked Walks - Local residents identify their favourite routes and have them signed for others to enjoy

Community Outreach – Activities will be taken into the communities where they are most needed

The Great Yarmouth Exercise Referral Scheme is currently delivered from the Marina Centre and Fitness 2000 in Cobholm. They take patients referred from local GP's as their medical condition would benefit from safe exercise.

Great Yarmouth also has funding allocated from the Countryside Agency to devise a programme of walking opportunities within the Borough.

Great Yarmouth Local Strategic Partnership

The Great Yarmouth Local Strategic Partnership aims to help local agencies work together to make **best use of the services** in the area. It includes representatives from the public, private and voluntary sectors.

The partnership has produced a **Great Yarmouth 2020 Vision – The Revised Path to the Future.**

The goal is:

“We want our community to offer a high quality of life and a secure future for all our residents”

The document has identified five themes:

- Economy
- Environment
- Community
- Learning and Training
- Neighbourhood Renewal

The Star of the East – A Cultural Strategy for Great Yarmouth

The strategy has the following key aims and goals:

- **Improving the Image of Great Yarmouth**
- **Developing Local Identity**
- **Bringing People Together**
- **Bringing out the best in Great Yarmouth and the Borough**

The strategy has identified the following specific areas of activity covering a wide range of organisations and activities:

- **Developing a Local Strategy Meeting Local Needs**
- **Developing of the Visual and Performing Arts**
- **Developing Sport and Physical Activity**
- **Developing a Quality Environment**
- **Developing Cultural related Employment Opportunities**

Great Yarmouth Sports Partnership

This was established in 2002 and plays a crucial role in bringing external funding into the borough to increase sporting opportunities and is widely acknowledged as an **example of good practice**.

Its successes include receiving £95,000 from Positive Futures, £200,000 for a Local Exercise Action Pilot (LEAP) and £150,000 for the Active England Programme.

The Partnership is made up of local organisations from the statutory, voluntary and private sectors that all have an interest in sport itself and sport as a tool for improving health, education, regeneration and social inclusion. Partners include the:

- Great Yarmouth Borough Council
- Great Yarmouth Primary Care Trust
- Cliff Park Specialist Sports College
- Great Yarmouth Youth Offending Team
- Norfolk Youth and Community Services
- Great Yarmouth Sports Council
- Local Community Associations
- NACRO
- Norfolk County Council
- Norfolk Sports Partnership
- East Norfolk School Sport Partnership
- Great Yarmouth Disability Forum
- Sport England East
- Federation of Eastern Sport
- Norfolk Sports Partnership

A Strategy for Playing Pitches and Other Outdoor Sports Facilities in Great Yarmouth – September 2003

This strategy shows that there are an estimated **104 pitches** within the borough. The level of provision is adequate to accommodate existing and any projected increase in participation throughout the borough.

The strategy makes 14 recommendations including:

- Improving community use of existing school and education sites
- Retaining all existing pitches
- Developers of new housing to contribute to playing pitch provision
- Clubs to be consulted over proposals for them to manage and maintain facilities in exchange for increased security of tenure

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- Explore the prospects for developing an additional community use STP in the borough
- Develop a network of MUGA's serving each part of the borough
- Create an Outdoor Youth Provision Strategy

A Parks and Open Spaces Strategy for the Great Yarmouth Borough 2005

This strategy identifies the following priorities:

- Locating areas of green space to be protected
- Identifying areas of green space deprivation
- Regular community consultation
- Develop the contribution of parks and open spaces to LSP priorities
- Increase local community access to information about parks and open spaces
- Improve the green link between the seafront and town centre
- Integrate with Cultural and Tourism strategies
- Enhancing the natural landscape and improving the facilities on parks
- Maximise use of parks and open spaces
- Use parks to improve health and community safety
- To introduce a GIS database of all open space
- Identify and secure potential funding opportunities

Providing for the Younger Community / Future Generations – The Outdoor Play Strategy for Great Yarmouth

Great Yarmouth Borough Council wishes to develop a comprehensive set of strategic policies to cover the provision and maintenance of its extensive children's play spaces.

- To continue to provide a network of high quality, well maintained, diverse play spaces across the Borough.
- To ensure that play environments are attractive, individually designed spaces, where children have access to, and are able to create, a wide range of experiences, and are able to take acceptable levels of risk.
- To provide play facilities which meet the needs of the locality, in particular the needs of the young people it will serve.
- To prioritise future resources and finance over a 7 year programme in order to provide high quality accessible play opportunities for both children and young people.

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- To maximise the potential support for the development and refurbishment of play areas through partnership working and other sources of external funding.
- To understand and respond to community concerns about the misuse of play areas.
- To identify strengths and weaknesses of the existing play provision within the borough of Great Yarmouth.
- To ensure the health and safety of all play ground users whilst maintaining an element of managed risk.

The Great Yarmouth Crime and Disorder Reduction Strategy 2005 - 2008

The partnership includes the local council, county council, police and fire authorities and Primary Care Trust. This is the third three-year strategy prepared by the partnership.

The priorities highlighted by community consultation and a crime audit are:

- Violent Crime
- Domestic Violence
- Criminal Damage
- Anti Social Behaviour
- Prolific and Other Priority Offenders
- Drug and Alcohol misuse
- Young People
- Nelson Ward

Case Study

The role of leisure activities in diverting young people from crime is already very evident within Great Yarmouth.

The Positive Futures Programme funded by the Home Office is delivered by NACRO and overseen by the Great Yarmouth Sports Partnership.

The project aims to develop new sporting opportunities to reduce crime and anti social behaviour, improve health and engage hard to reach and disaffected young people aged 8 -21 years.

Local volunteers are recruited, trained and supported to deliver the projects within the local community.

The Positive Futures team currently operates in:

Magdalen
Cobholm and Lichfield
Nelson
Regent
Northgate

The project also works in partnership with schools and Gorleston FC to engage young people at risk of exclusion in a programme of activities designed to improve literacy and numeracy skills.

Great Yarmouth Borough Council Local Development Framework

Under the new planning process, the Local Development Framework (LDF) is a **statutory document** currently in preparation by Great Yarmouth BC, which will help to deliver improvements to health and getting people active. As part of this process, GYBC are to prepare a Sustainability Appraisal Scoping Report (SA). The SA is the basis for identifying the main issues and objectives in the Borough. Health, Deprivation and Unemployment are significant issues in the Borough that have come out of the SA. The health objective in the SA is **'to improve the health of the population overall'**.

The LDF is the mechanism that will tackle the issues raised in the SA through the Development Plan Document (DPD). **An improving health policy will be formed in the DPD.** In addition to the health policy strong links will be developed with other policies intended to improve health, including cycling, sport and recreation, open space, preserving and enhancing designated sites (AONB, RAMSAR, etc, etc) and improving links to the Broads through tourism diversification.

The LDF will also address the issues of facility location and developer contributions towards provision for sport and physical activity.

3. Local Priorities

In this section we will look at the **key issues directly affecting** Great Yarmouth and their relationship with this Leisure Strategy.

3.1 A Brief Profile of Great Yarmouth

Great Yarmouth, the **second largest** conurbation in Norfolk, is a coastal town with a mix of urban and rural areas, and sits about 20 miles to the east of Norwich. Its two main urban areas of Great Yarmouth and Gorleston are surrounded by 21 coastal parishes in a rural hinterland to the north and south. The Borough is self contained and relatively remote from other nearby towns. The borough is **sea bound** to the east.

Great Yarmouth is one of the **country's premier holiday locations** and is in the top 5 of UK holiday destinations. The tourism industry provides the largest share of employment which equates to **over 10,000 full time jobs**.

The Great Yarmouth district covers an area of **17,385 hectares** (67.12sq miles) and had a 2001 Census population of 90,810. Current population (2006) is estimated at **92,990**, and is projected to increase to 94,290 by 2011 (NCC estimates). In 2001 the largest 5-year age groups were 50-54, 35-39 and 55-59, and the age profile is slightly older than the national average. Over the next five years to 2011, it is estimated that the population will age considerably more – numbers in the age groups up to 44 will decline and those 45+ will increase.

While 51% of the population is currently under 44, by 2011 this will decrease to 48%, with significant implications for activity rates. At present the younger age groups are found in Southtown and Cobholm and the eldest population in Caister. There are thus important demographic variations within the Borough.

In 2001 the ethnic composition of the Borough was predominantly white (98.6% compared with 91.3% in England and Wales). Since then, it is understood that the influx of **economic migrants** from the EU and elsewhere has slightly diversified the ethnic make-up of Great Yarmouth. In terms of economic migrants these are predominantly Portuguese families. This is a transient population and it is therefore very difficult to obtain an accurate population figure, however, an estimate is 4,000 people. Migration also makes it difficult to assess the asylum seeker/ refugee population which is mainly Iraqi single men. It is estimated this population is around 200.

The 2001 Census reveals some interesting facts about the composition of the Borough's population:

- Great Yarmouth has the **third highest** proportion of separated and divorced people in the region, and the fourth highest widowed. The proportion of one-person households is sixth highest.

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- Households without a car are the third highest.
- In terms of health Great Yarmouth ranks **second worst** for limiting long term illness, general health 'not good' and people providing care to others over 50.
- Great Yarmouth had the highest proportion of unemployed and long term unemployed, the second highest of permanently sick or with a disability affecting work, and the third highest for lack of qualifications.
- Housing was relatively poor with the second highest proportion without central heating and low figures for owner occupancy.

This pattern of relative deprivation is reinforced by the Index of Multiple Deprivation produced by DETR in 2000. Seven Wards in Great Yarmouth had levels of overall deprivation within the top 10% Wards in the country, and Regent and Nelson Wards were the two most deprived Wards in the East Region, and Northgate tenth. Other concentrations of deprivation included **Litchfield and Cobholm, Magdalen and Claydon**. These Ward boundaries have now been redrawn, but the area has been identified as among the top 3% in the country most in need of Neighbourhood Renewal and five priority neighbourhoods centred on this area now form part of **Great Yarmouth's Local Neighbourhood Renewal Strategy**.

The priority neighbourhoods identified in the Great Yarmouth Local Neighbourhood Renewal Strategy are detailed below. There is a local neighbourhood management structure associated with this in Great Yarmouth.

Priority Neighbourhood	Ward(s)
South Yarmouth	Regent, Nelson
North Yarmouth	Northgate, Yarmouth North
Cobholm & Lichfield	Cobholm, Lichfield
Claydon & St Andrews	Claydon, St Andrews
Magdalen	Magdalen East, Magdalen West

The Health Atlas produced for PCT's in the region in 2004 highlighted other indicators of health deprivation. Great Yarmouth PCT was placed in the top, i.e. worst, category in the whole region for a number of indicators – **child poverty, life expectancy, teenage conception, low birth rate, premature death from coronary and circulatory disease, deaths from cancer and particularly lung cancer among women**.

It is widely accepted that poor health and deprivation, and levels of physical activity go hand in hand, and **participation in sport and physical activity** in Great Yarmouth is also low. Under a Sport England definition of 'active', meaning participation in five sessions of physical activity per week (30 minutes for adults and 1 hour for under 16s), 36% of the regional population are active. In Great Yarmouth only 14% fall into this category. Great Yarmouth is ranked

among the **top ten locations** nationally for obesity, heart disease and diabetes, all of which can be attributed to a sedentary life style

The overall profile of Great Yarmouth is of a **varied population distributed throughout an urban and rural borough**, with an ageing structure, high levels of deprivation in central wards, poor access to facilities in rural areas, relatively poor health and low levels of general physical activity. It is these particular issues that the Leisure Strategy seeks to address.

3.2 An Audit of Sport and Leisure Facilities in Great Yarmouth

The following areas are covered by this audit:

Ashby with Oby	Filby	Hemsby	Ormesby St Michael	West Somerton
Belton	Fleggburgh	Hopton on Sea	Repps with Bastwick	Winterton
Bradwell	Fritton with St Olaves	Martham	Rollesby	
Burgh Castle	Gorleston	Mautby	Stokesby	
Caister	Great Yarmouth	Ormesby St Margaret	Thurne	

We have created a **comprehensive database of sport and recreation facilities and services** that are accessible to the local community in the Borough. The information has been compiled using the following methodology:

- **Review of the Sport England Active Places website**
- **Review of local audits and strategies**
- **Site visits to assess quality**

The facilities we have included are:

- **Sports/Leisure Centres**
- **Community/Village/Church halls**
- **School sites with public use**
- **Play Areas**
- **Sports Pitches and other outdoor facilities**
- **Informal Recreation – walking/cycling routes/youth provision/green space**

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Hopton Playing Fields



Marina Centre – Fitness Suite



3.2.1 Summary of Facility Provision

SPORTS HALLS

Existing facilities

Within the borough, there are existing sports halls (1 badminton court and larger) available to some degree to the community as follows:

Facility		
Caister High School	18 x 10m	1 court
Cliff Park High School	18 x 17m	2 court
Flegg High School	18 x 10m	1 court
Marina Centre	36 x 18m	5 court
Lynn Grove High School	33 x 18m	4 court
Lynn Grove High School	18 x 10m	1 court
Oriel High School	18 x 10m	1 court
Yarmouth College of FE	34 x 18m	4 court
Yarmouth High School	34 x 18m	4 court
York Road Drill Hall	34 x 18m	4 court

There are new school sports halls currently under construction at Flegg High School (4 court) and Cliff Park High School (4 court).

In addition there are the following college facilities with no current public access

East Norfolk Sixth Form College	40 x 17m	5 court
East Norfolk Sixth Form College	18 x 10m	1 court

Quality

While the sports halls in the borough are generally in fair condition, the stock as everywhere is inevitably ageing. None of the public facilities was built more recently than 1981, and all would require major refurbishment during the life of this study if they are to meet the needs of the 21st Century. Indeed the future of the Marina Centre is already under debate. Most of the school halls were built in the 1950s – 70s, though there are new halls at Lynn Grove HS and East Norfolk Sixth Form College. In addition the school facilities are intended mainly for curricular use, and significant enhancement would be required if they were to be used more intensively by the community.

SWIMMING POOLS

Existing facilities

There are existing swimming pools available to the public as follows:

Broadlands Sports Club	15 x 7m
Fitness Express at the Old Hall, Caister	13 x 7.5m
Marina Centre (main pool)	25 x 12.5m
Marina Centre (leisure pool area)	396 m2
Palms Health & Fitness Club	15 x 8m
Phoenix Pool	25 x 10m
Great Yarmouth High School	22 x 12m
Caldecote Hall Golf & Leisure	13 x 5m

In addition there are a large number of pools at holiday camps and other tourist venues, to which access by the general public are effectively restricted.

There are only **two pools in local authority ownership or management** and freely accessible to the public. Great Yarmouth High School pool is predominantly used by the local swimming club, and there are smaller pools associated with health and fitness and leisure facilities in commercial ownership and management. While these help to meet the demand for swimming in the borough, their use by the general public is restricted and their contribution to overall swimming pool supply is therefore limited.

INDOOR BOWLS

The following indoor bowls facilities currently exist in Great Yarmouth:

Browston Hall Country Club	6 rinks
Marina Centre	5 rinks
Palms Health and Fitness Club	14 rinks

The Marina Centre bowls facility is owned by the local authority and managed by a local club, and available on a membership basis. The other facilities are run commercially, in conjunction with club or registered membership.

SYNTHETIC TURF PITCHES (STP)

There is one STP in the borough, at Cliff Park High School in Gorleston and on the edge of the main built up area. The pitch was built in 1997, is sand based and caters for a mixture of competitive hockey, and recreational and training use for hockey, football and other activities. The pitch is available to the wider community outside school time, under a Community Use Agreement negotiated

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with the funders, Sport England. There are a number of smaller floodlit multi-use games areas which are considered elsewhere.

HEALTH AND FITNESS

There are 12 health and fitness facilities in the borough as follows.

Great Yarmouth HS	10 stations
Marina Leisure Centre	48 stations
Fitness 2000	35 stations
Yarmouth College	10 stations
Adenal Health and Fitness	125 stations
Fitness Express, Old Hall, Caister	28 stations
Top Body Gymnasium	42 stations
Body Wellness Club, The Burrage Centre	35 stations
Palms Health and Fitness	40 stations
Broadlands Sports Club	30 stations
Caldecott Hall Golf and Leisure	15 stations
B Well, Hemsby	20 stations

These are a combination of local authority, school and commercial facilities, and access is on the basis of membership or pay and play

OTHER SPORTS FACILITIES

There are five golf facilities offering a range of 18 and 9 hole courses, full length and par 3, 2 golf driving ranges and a public pitch and putt course at Bure Park. All golf facilities with the exception of Bure Park are managed on a commercial or membership basis, although public access is generally available on payment of green fees.

The athletics track at Wellesley Road is a 6-lane track with facilities for jumps and throws, and is owned and managed by Great Yarmouth Borough Council, though predominantly used by the local athletics club

SPORTS PITCHES including Multi Use Games Areas (MUGA's)

There are 75 pitches for outdoor sport in Great Yarmouth available to the wider community on local authority, Parish Council and club sites, and a large number of other pitches on school sites that are used mainly for curricular purposes but occasionally by junior teams. The majority of these pitches are for football. A review of the adequacy of these pitches (which were considered as part of a 2003 Playing Pitch Strategy) is available separately. In general there are sufficient pitches to meet anticipated need but some improvements to the quality of pitches and ancillary facilities are necessary.

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In addition there are:

- 16 tennis courts available for play by the community, including public courts in Great Yarmouth and Gorleston and 4 courts at Gorleston LTC
- 24 bowls greens throughout the borough, in local authority, club or private use, with access via membership of local clubs or on a pay and play basis at greens in the main built up area
- Some netball courts at existing school sites
- 11 multi use games areas including ball parks and purpose built Floodlit Multi Use Games Areas, mainly on local authority and parish council sites, but all available for public use.

COMMUNITY HALLS

Village halls and community centres are an important local recreational resource. They can be venues for local sports and recreation clubs, or places to meet and socialise. In the rural areas that lack immediate access to purpose built facilities, they often represent a vital hub for the community. In towns, they provide additional venues for sport and physical activity among other uses.

There is a large range and variety of community and village halls in Great Yarmouth, in terms of size, quality, age and range of activities possible. It is estimated that there are at least 35 village and community halls in the borough.

All major towns and villages have a village hall or similar facility, and it is estimated that all of the borough's population lives within 10 minutes travel time of such a hall. Some are good examples of large, attractive modern community halls used at all times of the day for a whole host of village activities including sport and recreation. Some have received recent grant aid from sources such as the Community Fund. Other halls were built to meet the needs of a different age, and are now too small or otherwise inadequate to meet contemporary demands. Sizes of hall range from 100m² to purpose built facilities of up to 350m². The community generally has access to such facilities through a booking system and there is a range of activities from dance to keep fit to short mat bowls.

ALLOTMENTS

A total of 20 allotments sites have been identified throughout the borough, both in the main built up area and in outlying villages. For the most part the urban facilities are run by the Great Yarmouth and Gorleston Allotments Association, which took them over from the Borough Council in 1994, and rural sites by the local Parish Council. Occupancy levels are generally very high, quality generally good and there appear to be waiting lists at some sites. Some allotments are

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understood to be surplus to requirements and there are plans to dispose of 2 sites in the built up area.

PLAY AREAS

A broad assessment of existing facilities for children's play was undertaken, though there was heavy reliance on the work currently being developed by the Borough Council on a strategy for play throughout the borough. The Council currently manages 86 outdoor playgrounds for both children and young people, across 81 individual sites, including 16 playgrounds under the jurisdiction of Housing.

The Borough also currently has 5 skate / BMX parks. Play facilities are an important component of any strategy for activity because of the valuable contribution they make to activity in the youngest sector of the population. The developing strategy for play facilities includes the improvement to the range, number and quality of existing facilities and this report will support the proposals contained in the play strategy.

Children's soft play facilities are provided in a variety of locations throughout the borough, including the Marina Centre, Winter Gardens, Hemsby, Caister and Gorleston.

SCHOOL SITES WITH COMMUNITY USE

The use of sports facilities on education sites has been dealt with above, and pitches, sports halls and other facilities already contribute to meeting the demands for physical activity. Most of these facilities are available to the local community by prior booking, and there is little secured use, as education facilities have a primary role for delivering curricular activities. However there is a wide range of other facilities on school sites that potentially could meet gaps in existing provision.

Of 43 schools in the borough (first, middle and high), 31 have a hall used for PE, 6 a gym, 4 a sports hall, 5 a dance/drama studio, 2 an indoor swimming pool, 3 an outdoor pool and 37 access to outdoor space for pitches. The key to their future use lies in the resolution of issues relating to cost, supervision, management and maintenance. The role of schools in the future development of community activities should be considered as part of the Extended Schools Programme.

INFORMAL RECREATION

There is a whole range of other opportunities for physical activity in the borough arising from the location of Great Yarmouth on the coast and near the Broads. Access to the countryside is available through a network of footpaths and bridleways. Long distance routes such as Angles Way (Great Yarmouth to

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Thetford), Weavers Way (Great Yarmouth to Cromer) and Wherrymans Way (Great Yarmouth to Norwich) pass through the borough, but there are footpath links to many other areas of countryside, cliff and forest.

Norfolk County Council publishes circular walks for Bradwell, Filby and Winterton and there is a Broads Authority marked circular walk based on Stokesby. The Great Yarmouth PCT as part of its Local Exercise Action Pilot scheme has published a set of Great Yarmouth Walks as a means of increasing access to the borough and increasing levels of activity.

By virtue of its flatness, Norfolk is ideal cycling country. Purpose built cycle routes are relatively scarce, but Regional Route 30 of the National Cycle Network, the Norfolk Coast Cycleway, runs from Great Yarmouth round the coast through Cromer to King's Lynn, although the precise route is planned rather than in place at present. The local cycling forum is active in promoting cycling as a green and healthy activity, and various initiatives with the local community, schools etc have already been undertaken. A map-guide is produced by the Norfolk Coast Cycling Initiative, which includes the local authority and other bodies.

The sea, rivers and Broads offer plentiful opportunities for a range of leisure activities such as angling, sailing, canoeing and other water sports.

While a detailed audit of other areas of open space has not been done as part of this study, there are many parks, commons, countryside sites, coastal locations and other areas, including a trim trail in Gorleston, which offer the opportunity to become active in an informal way. An audit of sites is set out in a recent Strategy for Parks and Open Spaces prepared by the Borough Council, and the importance of such areas should be considered in this strategy for physical activity.

The Community Activity Park Project

The CAP (Community Activity Park) project is a social enterprise currently being promoted in the south part of the borough, which aims to provide a 25 acre landscaped park freely available to local people.

Funding of £23m is currently being sought from the Living Landmarks Fund of the Big Lottery, and if successful, a range of amenities including managed workspace, conference and meeting rooms, cafeteria and restaurant and facilities for sport and physical activity will be provided for local people.

Tournament sized fishing lakes, nature trails, exercise and cycling paths, garden, climbing wall, children's play and an ice/roller skating rink are all planned, and it is hoped that the park will open in 2007.

3.2.2 Village by Village Assessment⁶

This section has been developed in conjunction with the Parish Councils.

Ashby with Oby

The parish has a dispersed population of only 55, and no organised facilities or opportunities for physical activity.

Belton with Browston

Belton has a population of 4,370 and a wide range of activities. The John Green Institute was reopened in September 2005, and while a full programme of activities has not yet been achieved, already includes martial arts, keep fit and aerobic classes. New Road playing fields have been taken over by the parish council, and plans are afoot to upgrade facilities to include permanent changing rooms, tennis courts and bowls green. Local clubs include football and martial arts. Children's play is accommodated at Bell Lane Recreation Ground. There are commercial leisure facilities at Browston Hall and Caldecott Hall, comprising golf, bowls, swimming and health and fitness. Informal access is available to the River Waveney and other surrounding countryside, and there are parish council run allotments and a large area of common land within the village confines.

Bradwell

Bradwell is a large parish of 10,475 people, comprising the main built-up southern part of the Borough. Sports facilities include Green Lane playing fields, with football, bowls, hard court and play facilities, and Mill Lane playing field, with five existing football pitches, Floodlit Multi Use Games Area (FMUGA) and new Lottery-Funded changing, with a large area of grass for further expansion. The Community Centre on the same site provides indoor sports opportunities for table tennis, short mat bowls and other activities. Bradwell Community Centre in Lords Lane also provides scope for local clubs. There are six children's play areas and a number of green spaces in the parish, including Gypsy Green (common land), footpath access to the river and Breydon Water and a number of well kept allotments. The Bradwell Community Woodland Project has recently been formed to help the local residents create and manage their own woodland, which will improve opportunities for leisure, learning, health and wildlife, and has acquired land near Mill Lane for woodland. The parish council considers there is a potential need for a small sports hall in the south ward of the parish.

Burgh Castle

Burgh Castle is a small street village with a population of 975. There is one football pitch at the Village Hall, though little indoor activity at the Hall itself, or the village in general. The existing holiday villages, mainly available to visitors, include squash court, bowls and outdoor pools. There is informal footpath access to the river, and Garionnum Roman Fort is a large grassed area owned by the Norfolk Archaeological Trust and accessible to the public. The village has

⁶ Population based on 2001 Census

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the private Burgh Castle complex offering squash and an outdoor swimming pool.

Caister on Sea

Caister is a large parish of 8,620 people with a wide range of sports facilities particular the King George V Playing Field, with new pavilion under construction, bowls, football and cricket pitches and Ball Park. There are other pitches at the High School and other school sites and a small indoor hall at the High School. A large number of local clubs and organisations offer sports activities in the village. Community Halls at Caister Youth and Community Centre, ATC Hut, Scout Hut, Community Centre and Day Centre, cater for a range of activities including youth opportunities, martial arts, short mat bowls and tea dances. There are large areas of open space on some housing estates and four equipped play areas. Informal access is available to the beach and dunes. Commercial health and fitness is provided at the Old Hall and there are holiday sites with private facilities.

Filby

Filby has population of 740, and has formal facilities for football and bowls, each with a clubhouse, and a children's play area. The Village Hall and Church Hall offer some indoor activities. Informal recreation is provided by allotments, a village circular walk and fishing and rowing boat hire on Filby Broad. The Parish Council has identified a local need for an indoor recreation centre.

Fleggburgh

There are 950 residents in Fleggburgh, which contains a village playing field, used mainly by the primary school, bowls green and separate private bowls club. A large new village hall is a focus for village life, and has a wide range of activities including short mat bowls, short tennis, line dancing, youth club, martial arts, as well as accommodating tumble tots and the village post office and Methodist service. There is an equipped children's play area at the village hall. A small area of allotments is provided, and informal access to surrounding countryside and local broads is available by footpath. A large private health and fitness club at Broadlands Sports Club offers squash, swimming and gym facilities, as well as outdoor courts for tennis and five a side.

Fritton with St Olaves

Two small villages on the south western edge of the borough, Fritton and St Olaves have a joint population of 540. St Olaves Village hall has a surrounding informal amenity area, and runs keep fit and dog training classes. Fritton has a bowls green, play area and allotments. Fritton Lake is a commercial leisure facility with fishing lake, 9 hole golf course and adventure play area. There is a good network of footpaths, including the Angles Way as it enters Great Yarmouth, giving access to woods, countryside and the River Waveney.

Hemsby

With a population of 3,045, Hemsby has a wide range of opportunities for physical activity. The main playing field has football and cricket pitches, bowls green, tennis and separate pavilions. There are four indoor venues and clubs and activities exist for line dancing, country and western, bowls, youth groups and a variety of sports. A new private health and fitness club has recently opened at the village hall. There are two children's play areas in the village. Holiday venues also provide recreation facilities, primarily available to visitors. Footpath access is available to the dunes and beach, though countryside access is limited.

Gorleston

Gorleston and Great Yarmouth have a combined population of 46,780. Gorleston has an extensive range of physical activity opportunities. Sport England is funding a project through the Active England campaign to encourage local residents to participate in a range of activities on the beach including kite surfing, kayaking, surfing, power kiting, beach volleyball and football. There are informal recreation opportunities offered through several allotment sites and play areas across Gorleston as well as a trim trail on Marine Parade.

In terms of outdoor sport there is football and cricket pitches at Southtown Common as well as plans to provide a Multi Use Games Area. There are four senior and 2 mini soccer pitches at Magdalen Recreation Ground and football and cricket pitches at Gorleston Recreation Ground. There is a floodlit multi use games area, tennis courts and a skate park at Mill Road in Gorleston. Cliff Park High School and Specialist Sports College has a full size synthetic turf pitch available for community use and a four badminton court sports hall is under construction.

Phoenix Pool has a 25m swimming pool and there are several commercial fitness centres in the area.

Broadland Rugby Club, Gorleston Football Club, Gorleston Golf Club and Gorleston Lawn Tennis Club are all based in the area.

Great Yarmouth

In Great Yarmouth there are opportunities for indoor recreation at the Marina Centre which has a fitness suite, swimming pool, sports hall, bowls, studio and indoor play area. Great Yarmouth High School has a 22m indoor swimming pool which is used by Great Yarmouth Swimming Club. York Road Drill Hall has a four badminton court size sports hall and changing rooms. This facility is used for football, basketball, martial arts and yoga classes.

There are many play areas and allotment sites in Great Yarmouth. Beaconsfield Recreation Ground has four football and two cricket pitches. At Bure Park there is an 18 hole pitch and putt golf course and fishing lake. St Nicholas Recreation

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Ground has a football pitch and informal sports facilities. There are also plans to provide a wheeled sports park on the site. On Wellesley Recreation Ground there is a 400m athletics track, a football pitch and informal recreation opportunities.

Hopton on Sea

A self contained village in the south east of the Borough, Hopton has a population of 2,525. The main playing field has football pitch, small MUGA, play equipment, including climbing wall and Skate Park, changing rooms and toilet. The main village hall holds classes during the week for archery, yoga, tai chi, kidz dance, short mat bowls, sequence dancing and karate, and is the venue for a daily play group. Informal recreation is catered for by walks through the village and to the beach. The Parish Council has identified the need for a club house specifically for young people. Palms Leisure Centre (Potters) is a major holiday destination, and includes a wide range of sports facilities, primarily available to visitors and clubs.

Martham

Martham has a population of 3,310, and is a centre for the northern part of the borough, with a High School and other facilities. The main recreation ground has recently been extended, and incorporates facilities for football, cricket, bowls and tennis. There are indoor facilities at Flegg High School (and a sports hall is currently under construction), Youth Club and Village Hall, and a range of clubs including martial arts, boating, athletics, and gardening. There are informal facilities at Martham Pits (for fishing) and allotments, and access to the River Thurne. There are two children's play areas in the village.

Mautby

Mautby and Runham are small hamlets within the parish. Mautby has no facilities. Runham contains a small village hall (which holds arts classes), village green with seats and amenity area, a small bowls green and clubhouse and children's play area.

Ormesby St Margaret with Scratby

A largish village with 4,135 residents, Ormesby St. Margaret has a good range of facilities. The main sports ground on the edge of the village includes football and bowls facilities, and children's play area. Indoor halls at the Community Centre, Village Centre and Bracecamp Parish Hall can accommodate keep fit, short mat bowls and badminton. Other clubs include yoga. There are four equipped children's play areas, and a large area of village allotments. Informal recreation is available on the Green, and there is some footpath access to the surrounding countryside and to the cliff tops and beach. Various holiday camps provide opportunities mainly for visitors. The Parish Council has identified a need for facilities for cricket and tennis.

Ormesby St Michael

A small dispersed hamlet with 340 people, the only opportunities for activity are (former) allotments on the main road, and a small village hall which hosts line dancing

Repps with Bastwick

The two hamlets of Repps and Bastwick have a joint population of 405. Repps Village Hall is the main venue in the parish, with a hall with a main room capable of use for activities, and a playing field with one football pitch and a bowls green and clubhouse, and a children's play area. The nearby allotments contain 23 plots, on two sites. There is footpath access to the surrounding countryside, and the River Thurne. The Parish Council is particularly keen to improve facilities and opportunities for local young people.

Rollesby

Rollesby comprises two main settlements with a population of 1005. The main playing field contains one football pitch and a tennis court (in need of repair), together with a pavilion and play area. The main village hall accommodates keep fit, line dancing and other activities. There are private sports facilities for bowls and cricket. Allotments on the outskirts of the village are three-quarters occupied, and other informal activities include access to the local broads for fishing and sailing, and local footpaths.

Stokesby

A small village on a loop of the River Bure, Stokesby has 300 residents. There are no sports facilities (the bowls green and club having recently closed), but the village green contains a small play area and is the starting point for a circular walk signposted by the Broads Authority.

Thurne

A small hamlet by the River Thurne with a population of 120 people, Thurne has an informal playing field, with a small children's play area. The Weavers Way long distance route and other footpaths serve the parish.

West Somerton

There are 250 residents in this small village. A village hall and children's playground are located on the edge of the village. There are good footpath links to the coast, River Thurne and Martham broad.

Winterton on Sea

Winterton has 1,390 residents and is located in the north east corner of the borough. The main playing field includes cricket and football pitches and temporary changing rooms (which the Parish Council is keen to upgrade), together with bowls green. The Village Hall accommodate keep fit and nearby Church Room yoga. There are a number of local group including aerobics, marine cadets, gardening club and playgroup. A children's play area is situated

within the main housing estate. Village allotments are well used and the Duffles Pond Conservation Area provides outdoor amenity. Access to the local countryside, woods, dunes and coast, which are areas of high landscape value, is good, and beach is a local tourist venue.

3.3 Consultation Feedback⁷

The following consultation has been undertaken in order to clearly identify the key priorities for this Leisure Strategy to address over the next ten years:

- **Questionnaires to Local Sports Clubs**
- **Questionnaires to Parish Councils**
- **Workshops with Local Organisations**

Local Sports Clubs

The full findings from all the consultation are detailed in separate documents, available on request. The main points are summarised below:

Aerobics/Dance

Dancing for Pleasure is based at St Mary's Church Hall on Southtown Road and runs classes on social dancing and line dancing. **Hartley's Fitness** operates aerobics classes at Winterton on Sea Village Hall. **Alegria** offers dance coaching across the borough.

Angling

Martham and District Angling Club is based at Martham Sports and Social Club. The club has a membership of 65. They would like support to increase the number of disabled fishing platforms at Martham Pits.

Athletics

Flegg Athletic Running Club offers recreational and competitive opportunities for its members and the club competes in local cross country and road races.

Great Yarmouth and District Athletic Club is based at Wellesley Road Recreation Ground and is focused on track and field athletics. The club competes in the Anglian Athletics League and Norfolk Sportshall League. The club has approximately 140 members. They welcome new members over the age of nine and are seeking to improve the lighting and security at their facility to reduce vandalism.

Badminton

The main venue for basketball is York Road Drill Hall. The clubs that play there are **Lowestoft and District Junior Badminton Club** which is junior club with

⁷ Full Consultation Findings are available separately on request

150 members playing friendly matches, the recreational **Sports Club 88** with 100 members and **Ashleigh Print Badminton Club** which has 30 members and plays in the Norwich and District Badminton League.

Basketball

PCC Gunners Basketball Club is based at York Road Drill Hall and competes in the Norfolk Basketball League. The club has 25 members and is looking for more suitable training facilities as the current facility is not regulation size and the court is poorly positioned in the hall.

Boxing

Kingfisher Amateur Boxing Club is affiliated to the Amateur Boxing Association of England and has 50 members. They are currently attempting to purchase additional premises to improve their facilities. They currently work with disruptive pupils from Cliff Park High School.

Cycling

Great Yarmouth Cycling Club has 25 active members and takes part in cycling time trials.

Martial Arts

There are a wide range of opportunities for those interested in martial arts.

The **Shukokai Karate Group** in Gorleston has approximately 20 members. **The Tai Chi Qigong Health Centre** is based at Cliff Park Middle School and the Methodist Church in Gorleston. **East Coast Karate** has over 300 members and uses a range of venues across the district. They compete in regular competitions in Ipswich. They currently have difficulty in finding suitable venues and are willing to use accessible, local locations to encourage people to participate without the need to travel. The **Banzai Judo Kwai Club** has 12 juniors aged 6 – 16 years old and are currently trying to build up the membership. There are regular **Tai Chi and Qigong classes** at the York Road Drill Hall.

Short Mat Bowls

Short Mat Bowls is a very popular and thriving sport in Great Yarmouth.

Martham Short Mat Bowls Club has 45 members and with its base at Martham Village Hall plays in the **Coastal Friendly League**. **Fleggburgh Short Mat Bowls Club** uses Fleggburgh Village Hall and its 28 members play friendly matches and club competitions. **Hemsby Bowls Club** plays at Water Lane in Hemsby and has three teams of mixed age and sex that play in a range of local leagues. **Mill Lane Bowls Club** plays at Mill Lane Community Centre in Bradwell and has 24 playing members. **Great Yarmouth and District Visually Impaired Short Mat Bowls Club** also operates from Mill Lane Community Centre and the eight members play bowls on a recreational basis. **Ormesby Short Mat Bowls Club** is based at Bracecamp Hall in Great Ormesby. The club has 22 playing

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members and received funding to help them start up from Age Concern. They meet twice a week and play on a recreational level although they are currently seeking funding to improve the place mats and bowls.

The clubs are all looking to attract younger members to their clubs.

Squash

Potters Squash Club is based at Potters Leisure Resort. They play in the Norfolk Squash League and have 40 members.

Sub Aqua

The Great Yarmouth Sub Aqua Club uses Phoenix Pool for its Scuba Diving; the Marina Centre is too expensive. They run free try dives for anyone who is interested in taking up the sport. The club has 30 members. They are looking for support for the purchase of new training equipment and gas supply equipment.

Swimming

The main club is **Great Yarmouth Swimming Club** and use GY High School and Phoenix Pool as their bases. The club competes in the Speedo League, Easter Junior League and Suffolk Summer and Winter League covering ages 9 to adult. In 2005 they had 470 members which is a steady decline from 470 in 2002.

Table Tennis

The Great Yarmouth and District Table Tennis League has 20 teams with participants aged 15 -90. The League uses two venues, Northgate Hospital and Mill Lane Community Centre in Bradwell and is looking for additional venues to cater for demand.

Teams that play in the league include:

- **Hospital Crown Table Tennis Club**
- **Hospital Sparks**
- **Hospital Beacons**
- **Hospital Police**
- **Mill Lane Table Tennis Club**
- **Northgate Hospital Table Tennis Club**
- **Hospital Telecom**

The feedback from local clubs shows that there is a wide range of sporting opportunities within the Borough.

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The key issues for many clubs are:

- Finding affordable facilities that can be booked regularly at peak times
- Having appropriate local mechanisms for publicising their clubs
- The need for more people to become involved in coaching in clubs
- Funding for equipment and to develop clubs

Workshop conclusions

Existing Barriers to Participation: **Issues/Potential Solutions**

The following were identified through the consultation process:

- **Apathy/Lack of motivation** Find/ Recruit/ Engage people in the local community to lead activities and act as mentors
- **Sub groups of young people – disabled, special needs, learning difficulties/Phoenix Pool too cold for people with disabilities** Consider these groups in planning activities and facilities, invite reps of hard to reach groups onto the Local Sports Council. Need user friendly venues and well trained, informed staff
- **Cost/flexible pricing structures/recycle or pool equipment and kit/residents cards/ concessions**
- **Confidence of individuals/clubs** need to make newcomers more welcome, e.g. Provision of welcome packs
- **Time – Distance to travel, waiting time –** Put in local activities – walks from work place in lunchtime
- **Childcare arrangements/Consider childcare provision alongside activities and facilities**
- **Travel, accessibility particularly in rural areas, parking at venues (Marina Centre)/outreach activities, responsive transport**
- **Access to information/Lack of awareness of opportunities, and promotion/better use of internet, local papers, Community Info bus, libraries**
- **Culture, class and tradition – leisure is still a predominantly middle class pastime/get participants young before they have ingrained attitudes, restore element of competitive sport**

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- **Community safety – being out at night, issues concerning outdoor activities**
- **Education – Make it clear and obvious what is involved in activities e.g. equipment and kit required**
- **Sport is too structured and formal to appeal to many people and perception of physical activity Show what can be done without getting too sweaty or having to go to a facility or wear certain types of kit**
- **Language for those who have English as a second language – Ensure information is available in appropriate languages**

Existing Leisure Facilities

The findings show that there are concerns over access to existing leisure facilities, particularly on school sites.

There is also concern over the location of key facilities, particularly the Marina Centre on the seafront in Great Yarmouth which has no parking and is especially difficult to access during the summer.

There is some confusion over who owns and manages facilities in the borough, particularly allotments, village halls and bowls greens and as a result the difficulty in accessing these facilities.

It was felt that there is lack of informal facilities for young people without having to join a club or go to a leisure facility

Opportunities for Physical Activity

There is a need to promote the use of the unique landscape of Great Yarmouth – beaches, sea, river and broads. It is important to teach parents about the type of activities they can do with their children in parks and on the beach.

Cycling offers a great opportunity for improving physical fitness. Improved cycle routes, secure bike racks and promotion of routes would all encourage this activity.

Green gyms are viewed as a concept that should be explored across Great Yarmouth, along with mobile gyms, organised walks, promotion of gardening and allotments and buddy schemes to help people take up new activities.

Future Needs and Requirements

The following were identified:

- The need for a **one stop shop** for all leisure activities, irrespective of management or ownership
- A fundamental acknowledgement by individuals and groups that healthy activity is a must
- Political commitment – Local agencies to put healthy living at the **top of the agenda**
- Address particular **target groups** who are currently low participants (e.g. economic migrants)
- Develop a **hierarchy of facilities** which provide sport/recreation for different levels of activity – e.g. recreation, competition, coaching, etc
- Any new leisure facilities should be on a good bus route e.g. near James Paget Hospital
- Promote work-based and workplace activities
- Develop the role of healthy activity in everyday life – promote walking up stairs, cycling to the shops
- Create better links with private sector facilities to improve community access to health clubs and sports facilities
- Improve **partnership working** with schools to coordinate facility provision
- Incorporate the role of sport and healthy lifestyle in plans of Urban Regeneration Company
- Ensure leisure benefits from **Section 106 agreements**
- Make better use of opportunities and facilities which already exist
- Use of more appropriate language and communication to engage economic migrant community
- Better design of facilities for leisure which incorporate a range of different but linked activities e.g. sports hall, surgery, clinic, library, cycle hire, etc
- Development of **area based youth facilities**
- Countryside Access – more hard routes for wheelchairs/ disabled fishing platforms/designated areas needed for allotments – raised beds etc

4. Key Priorities for Great Yarmouth

The development work has to be **prioritised** in order to make the best use of existing and new resources. This will enable the programmes, projects and initiatives to be **sustainable** and produce **long term benefits** where they are needed most.

Having taken all of the current national, regional and local influences on sports services into account, we have identified **seven priority areas for action** in the ten year strategy timeframe. These priorities are designed to address the most urgent issues whilst drawing on known resources.

The key priority areas for action over the next ten years are detailed below.

4.1 Priority One: Improving the Health of Local People through Physical Activity

The DCMS and Sport England (national and regional strategies) have set ambitious targets for increasing physical activity. The Department for Health, in its 'Choosing Health' White Paper, also identifies increased activity as a key way of improving health.

["It's not about spending hours and hours in the gym, but it is about finding ways to build activities into our daily lives"⁸](#)

It is clear that there are a number of **urgent health issues** in Great Yarmouth that can be improved by participation in leisure activities. The main areas of concern are:

- Great Yarmouth has one of the **shortest male and female life expectancies in the East of England** and the inequality between Great Yarmouth and the rest of England continues to widen
- Great Yarmouth's population is **older than that of England** and the east of England – above average numbers of elderly people and below average numbers of children
- One in five people report that that a **long term illness** is limiting their lifestyle
- One in 10 people report that their health is "not good" which is considerably higher than England and the East of England

⁸ Chief Medical Officer Sir Liam Donaldson

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- The wards with the poorest health status are **Nelson and Regent** wards and the **Magdalen estate** where overall deprivation levels are also most severe

This offers a real opportunity for leisure providers to link with local health organisations, promote the benefits of sport and physical exercise and play a central role in improving the health of people in Great Yarmouth

The health of children and young people is particularly important and links between Extended Schools and the Healthy Schools initiative are a particular priority.

Case Study – Local Exercise Action Pilot (LEAP)

One group to have benefited from the LEAP pilot is the Fibromyalgia, Sjogrens and Thyroid group. This group meets monthly and has a large number of people who suffer with of a wide range chronic health conditions such as arthritis, chronic fatigue syndrome, diabetes and lupus.

Linda Clemmitt the FST organiser arranged for the local LEAP Coordinator, Paul Brice to talk at one of the group meetings to explain how exercise can benefit people with long-term medical conditions. So many of the group were motivated by this meeting that Paul helped start up an exercise class specifically for the group. Helen Pybus, an experienced fitness consultant was employed to lead a weekly chair based exercise class at the Gorleston Library.

Paul explains: 'We wanted to show people who would normally be housebound and isolated that they can exercise, albeit at there own pace and intensity.'

Linda said of the class. Helen is a wonderful instructor she is so enthusiastic and fun that everyone feels better after the class. Helen focuses on what people can do, rather than what exercise they can't, and she has been teaching us Pilates and this is helping many of the group reduce their daily pain levels."

Philippa Adams who attends the class said 'I had been having to use my hands to push myself of my chair when I stood up, now with Helens help I came away from the first class being able to stand up without using my hands.'

A number of people who go to the class regularly commented on how surprisingly easy it was to progress. Janet Webb said that 'I used to have a lot of neck pain, but the gentle exercises have helped me tremendously, and now I can look over my shoulder properly.'

The classes have been so successful that the group is now self-sustaining and the programme will now only need a small amount of support from the PCT.



4.2 Priority Two: Increasing and Widening Participation in Physical Activity particularly among low participant groups

A key thread throughout the national and regional issues and priorities is increasing the number of people becoming and staying involved in sport and physical activity.

Game Plan states that the Government wants to see a major increase in participation in sport and physical activity. Sport England in **The Framework for Sport** has a target of increasing participation by a minimum of 1% annually.

The Sport England East Regional Plan for Sport is aiming for a 1% year on year increase in participation in sport in the region.

“Norfolk Live” - the County Cultural Strategy is **“aiming to increase participation in cultural activities”**.

We fully intend to ensure we increase participation at a local level within Great Yarmouth. Emphasis will also be placed on widening participation amongst hard to reach groups, such as females, young people, the elderly, ethnic minorities and disabled people. Our target must be to **exceed the national and regional targets** in view of the low existing levels of activity in Great Yarmouth

4.3 Priority Three: Providing High Quality, Affordable and Accessible Facilities across the Borough

We need to ensure that we are providing a **wide range of good quality leisure facilities** in accessible locations across the borough to ensure people have the opportunity to take part in healthy activities.

We will examine our existing provision in terms of **facilities, usage, location and management** to assess if we are meeting community needs and make recommendations for future provision.

Whilst it is important to provide traditional facilities such as swimming pools and sports halls we need to **make better use of existing resources** including libraries, allotments, open space and community centres.

4.4 Priority Four: Maximising Funding Opportunities

The importance of providing quality facilities and activities is essential in improving the health and vitality of our local community.

However, we have to be realistic about what can be provided directly by the Borough Council with all the pressures that are placed on its budgets. We, therefore, need to **explore funding streams** that most closely match our needs and work in partnership with a wide range of organisations to deliver our priorities. We must ensure that all opportunities for funding, from the public, commercial and voluntary sectors, are considered.

4.5 Priority Five: Developing innovative and robust methods of communication and evaluation

We need to introduce **robust measurement** and **monitoring** systems so that we are in a strong position to provide evidence that enables us to take advantage of **Government investment in leisure facilities and activities** at a local level. We also need robust evidence when applying for other external funding opportunities to support and enhance our existing resources.

Frequently a **lack of awareness** of leisure and physical activity provision is put forward as a reason for non participation. We need to publicise our services in a coordinated manner using innovative methods to reach our communities.

We must improve our **internet based information** and booking services by making better use of existing technology to reduce the barriers to participation.

4.6 Priority Six: Promoting the Unique Assets of Great Yarmouth

Great Yarmouth displays some of the worst levels of deprivation in the region, and associated activity levels. However on the positive side, Great Yarmouth has a number of unique selling points, including a location that embraces the **natural resources** of coast, river and beach (and climatic conditions). The borough is **self contained** and opportunities provided within the borough are taken up mainly by local people. There is also a strong **sporting organisational infrastructure** in Great Yarmouth, and well-developed links with the health sector. These unique assets must be utilised in any strategy.

4.7 Priority Seven: Maximising the opportunities presented by the 2012 Olympics

The award of the 2012 Olympics to London offers an unprecedented opportunity to focus attention on existing levels of activity particularly in Great Yarmouth where they are so low. The awareness created nationally will be used to **promote activity not just in sport, and create a legacy for future generations.** The location of Great Yarmouth so close to the main events centre in London will also give Great Yarmouth the opportunity to become involved in accommodating athletes nearer the Games when **training bases** are required, and making a **contribution to the hospitality** associated with the Games itself in 2012, with all the associated economic benefits.

At the same time, the initiatives arising from 2012 in Great Yarmouth must be coordinated with all other regional and national efforts to ensure the best possible impact.

5. Making a Difference

In this section we have identified for each of our key priorities how and where we will concentrate our efforts by stating what our main objectives over the next ten years will be **(these are grouped into short, medium and long term actions)**.

5.1 Priority One: Improving the Health of Local People through Physical Activity

Our Key Objectives are to:

(Health Authorities)

- Continue to develop links with the Great Yarmouth Teaching Primary Care Trust **Short Term**
- Strengthen links between Sports Development and Health Professionals **Short Term**
- Improve and expand the Exercise Referral Programme and promote the recommendation to undertake physical activity through all GP's and a wide range of facilities **Short Term**
- Implement activity programmes aimed specifically at reducing obesity **Short Term**
- Develop Activity Programmes at hospitals **Medium Term**

(Community Groups)

- Develop a range of sustainable community activities **Medium Term**
- Create a programme of community led physical and recreational activities for older people **Short Term**
- Help community groups to develop physical activities **Short Term**
- Develop buddy schemes to help new participants **Medium Term**
- Devise a template for organising activities **Medium Term**

(Schools)

- Develop active and safe routes to schools and walking buses **Medium Term**
- Develop links between schools and extended schools teams **Short Term**
- Promote links with healthy schools teams **Medium Term**
- Educate parents and carers on healthy lifestyle choices **Medium Term**

(Workplace)

- Establish workplace activity steering groups **Medium Term**
- Institute healthy workplace awards **Long Term**
- Work up green travel plans – walking, cycling to work incentives **Medium Term**

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- Develop active retirement schemes **Medium Term**
- Extend corporate membership of H&F clubs **Medium Term**
- Develop workplace sports leagues/lunchtime kickabouts and other organised activities **Long Term**
- Extend flexible working hours to facilitate access to healthy activities **Long Term**

(General)

- Promote and develop the concept of green gyms across the borough **Medium Term**
- Develop the concept of “Healthy Vouchers” across the borough **Medium Term**
- Extend the concept of Healthy Living Centres **Long Term**
- Promote gardening as a healthy activity – promote gardening competitions **Medium Term**
- Develop the keeping of allotments as a healthy activity **Short Term**
- Work towards family orientated lifestyle changes **Long Term**
- Link activity to nutrition **Long Term**
- Extend the existing programme of healthy walks/ self led/guided walks /rides and promote cycling activities in the same way/ rides **Short Term**
- Promote the use of long distance routes (e.g. Wherryman’s Way), and develop good public transport linkages **Long Term**
- Promote physical activity courses **Long Term**
- Develop fitness clinics **Long Term**

5.2 Priority Two: Increasing and Widening Participation in Physical Activity particularly among low participant groups

Our Key Objectives are to:

(Older People)

- Organise more casual/unstructured exercise **Short Term**
- Promote healthy lifestyle among older people **Medium Term**
- Reduce social isolation **Long Term**
- Target older people – weight management programmes, Sports Development Officers, workplace **Medium Term**
- Develop residential and care establishment activities **Medium Term**

Never too old to play

In response to research done in Finland, and the initiative of a manufacturer of appropriate equipment, Great Yarmouth BC is working on a community playground in Magdalen Square, where people other than youngsters can use play equipment.

Emma Dixon, the Council's Environmental Strategy Officer says that the robust equipment will be available for a range of groups, including arthritis groups, youth groups and all members of the local community. The play area will be particularly suitable for those people who want to be active in an unstructured environment, without needing the skills associated with many other pastimes.

- Increase gardening and allotment opportunities and publicise extensively **Medium Term**
- Create physical activity for O65s with emphasis on social interaction **Short Term**
- Develop programmes of adaptive exercise for O70s **Medium Term**
- Provide seated exercise classes **Short Term**
- Train staff in care homes on benefits and application of appropriate physical exercise for older people **Long Term**
- Ensure information on physical activity is readily available **Short Term**
- Increase the number of qualified instructors with empathy for older people **Medium Term**
- Focus on the provision of rehabilitation services after falls and illness **Medium Term**
- Introduce flexible pricing structures/concessions/ residents' card **Medium Term**

(Children and Young People)

Pre School

- Audit all pre school programmes of activity **Short Term**
- Promote play as a healthy activity **Long Term**
- Promote PE as standard in pre school **Medium Term**
- Identify and recruit parents as helpers for sports, leisure and physical activities **Medium Term**

School

- Promote 2 hours PE in all local schools **Medium Term**
- Improve and use innovative methods of consultation with young people **Medium Term**
- Promote active break times **Short Term**
- Implement sympathetic charging for school sports facilities **Medium Term**
- Increase the number of school and breakfast activity clubs **Short Term**
- Provide Multi activities in school and link with healthy foods **Short Term**
- Engage parents and carers in family learning opportunities (including joint activity sessions with children) **Medium Term**
- Educate parents on the benefits of healthy lifestyles **Medium Term**

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Secondary age

- Design innovative physical activities for 12-16s **Medium Term**
- Provide programmes of street games across Great Yarmouth **Short Term**
- Improve youth facilities (e.g. skateboard parks, OBBI) **Medium Term**
- Promote the importance and benefits of school sports competitions **Short Term**

Sport and activity outside school

- Improve links between clubs and YP – taster days, development **Short Term**
- Clarify the pathways from school to clubs **Short Term**
- Promote holiday activity schemes **Short Term**
- Develop and promote equipment loans for clubs **Short Term**
- Improve access to at least 2 hours of sport/PE beyond the curriculum **Medium Term**

Active England

Great Yarmouth's Active England programme started delivery in April 2005, with the benefit of funding from Sport England. To date three distinct products are in place:

East Coast Kiting, which encourages adventure holiday activities, school clubs and East Coast weekend clubs

The transport project which comprises a mobile sports stadium and is run in conjunction with NACRO

Active Schools, consisting of multi skill and multi sport after school clubs, and sports specific activities

The project has affected the lives of over 750 regular members, and 4500 visits have been made overall to Active England sessions. The 2006 targets are 1000 visits per week, and new initiatives include beach activities in Gorleston a bike track at North Denes and other niche activities

Disability

- Organise separate or integrated activity sessions where appropriate **Short Term**
- Develop leaders, coaches and volunteers with specific skills to promote activities for disabled people **Medium Term**
- Develop role of the Friendship Club **Short Term**
- Increase community support for disabled people with specific needs **Medium Term**
- Promote needs of disabled – sportsability clubs **Short Term**
 - Links with special schools **Short Term**

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- Good practice promotion **Medium Term**

Rural Areas

- Promote outreach schemes to people in outlying villages **Medium Term**
- Develop local facilities appropriate in scale to small settlements **Long Term**
- Improve transport links to Great Yarmouth for specialist opportunities **Medium Term**
- Promote access to and use of the countryside **Short Term**

Wider Community

- Consider constructive charging policies for low income groups **Short Term**
- Develop specific marketing campaigns to promote activity **Short Term**
Promote the database of physical activity opportunities **Medium Term**
- Prepare and distribute resource packs for minority groups **Medium Term**
- Improve education in the community about access to school sites **Medium Term**
- Open up schools and other facilities to wider community use for physical activity **Medium Term**
- Improve access to opportunities with better transport links **Medium Term**
- Identify needs of particular groups e.g. economic migrants **Short Term**
- Develop diversionary programme of sports / recreational activity for young people in identified areas **Medium Term**
- Deliver promotional literature in different community languages **Medium Term**
- Increase the number of leaders, coaches, motivators and other volunteers in local communities to inspire involvement in physical activity **Short Term**

Gifted Individuals

- Devise and refine system of talent identification and development **Medium Term**
- Offer practical support to talented individuals **Medium Term**
- Identify and target funding **Medium Term**

Sports Clubs

- Identify training and development needs of local clubs **Short Term**
- Attract lapsed participants **Medium Term**
- Improve club links with schools **Medium Term**
- Develop child friendly policies **Short Term**
- Encourage and support clubs to develop junior sections **Short Term**
- Provide more coaches/leaders/helpers/officials – encourage past players to return and help **Medium Term**
- Encourage mentoring and support groups **Medium Term**

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- Continue to develop coach education **Short Term**
- Support clubs through LA/GYSP grant aid **Short Term**
- Move towards multi activity clubs – economies of scale **Long Term**
- Seek Clubmark accreditation **Medium Term**

5.3 Priority Three: Providing High Quality, Affordable and Accessible Facilities across the Borough

Our Key Objectives are to:

- Invest in refurbishing and improving leisure facilities within the borough (See detailed facility strategy at end of this section) **Medium Term**
- Ensure all facilities are available to all through careful design and adaptation (if necessary) **Medium Term**
- Work closely with local schools to maximise community use of leisure facilities - primary, secondary, CUAs, extended schools, 'Building Schools for the Future' **Medium Term**
- Develop the role of Cliff Park as a SSC in conjunction with its feeder schools **Short Term**
- Promote better use of village halls and community halls for physical activities **Short Term**
- Make better use of countryside footpath, cycling and equestrian routes and access by good design, signing and promotion **Short Term**
- Work with Sustrans and others to complete Regional Route 30 of the National Cycle Network **Medium Term**
- Maximise recreational activities in parks and open spaces/beaches/dunes/broads, by the use of marked out routes, distance markers **Medium Term**
- Make quality improvements to playing fields and ancillary facilities **Short Term**
- Ensure that play facilities are provided in new areas to promote activity among young people, and refurbished at existing venues where appropriate **Short Term**
- Ensure that healthy activities are an integral part of the development of the Community Activity Park project **Medium Term**
- Maximise the role of sport and physical activity in the regeneration of the brownfield and waterfront areas of Great Yarmouth through 1st East and its ongoing Area Action Plan **Medium Term**
- Ensure the provision, management and coordination of new facilities through the establishment of a Great Yarmouth Sport and Leisure Trust **Short Term**

5.4 Priority Four: Maximising Funding Opportunities

Our Key Objectives are to:

- Continue to source and lever external funding to improve and extend services and facilities (see attached Appendix 2) **Long Term**
- Develop in conjunction with the emerging Local Development Framework a system of developer contributions to sport and physical activity through S106 agreements, as part of a Supplementary Planning Document **Medium Term**
- Work closely with 1st East to incorporate sport and physical activities in regeneration projects **Medium Term**
- Promote new development through partnership schemes between the private and public sectors **Medium Term**
- Secure financial savings through the establishment of a Leisure Trust to manage and coordinate facility provision and related aspects **Short Term**

5.5 Priority Five: Developing innovative and robust methods of communication and evaluation

Our Key Objectives are to:

- Develop one stop shop approach to accessing leisure opportunities, possibly in connection with the new Sport and Leisure Trust **Short Term**
- Enable online booking of leisure facilities by the end of 2007 **Short Term**
- Create a comprehensive, innovative and interactive website detailing local leisure and physical activity opportunities **Medium Term**
- Continue to promote and produce a regular clubs handbook **Short Term**
- Identify the specific needs of target groups particularly economic migrants **Short Term**
- Provide leisure and physical activity resource packs aimed at minority groups **Short Term**
- Develop partnerships with local libraries to improve access to information on leisure provision **Short Term**
- Continue the role of regular newsletters in disseminating information (e.g. Sportslink) **Short Term**
- Provide robust data and evidence of the impact of physical activity by improving the way we measure service outcomes **Medium Term**
- Use the results of the forthcoming national Active People research to establish baseline figures for activity levels **Medium Term**
- Develop award and incentive scheme to encourage participation **Medium Term**
- Develop innovative ways of promoting all activities **Short Term**

5.6 Priority Six: Promoting the Unique Assets of Great Yarmouth

Our Key Objectives are to:

- Provide a range of healthy activities exploiting use of our sea, beaches and dunes **Medium Term**
- Make closer links with Broads and surrounding countryside **Short Term**
- Offer advice to parents about healthy activities they can participate in with their children in parks and on the beach **Short Term**
- Explore the creation of an artificial reef for surfers **Long Term**
- Develop the Gorleston Beach Project **Short Term**

5.7 Priority Seven: Maximising the opportunities presented by the 2012 Olympics

Our Key Objectives are to:

- Use 2012 to promote healthy lifestyles **Long Term**
- Link our programmes and activities to London 2012 Olympics **Long Term**
- Promote disabled activities in connection with Paralympics **Long Term**
- Work towards creating a legacy from the 2012 Olympics **Long Term**
- Use 2012 resources to promote the development of volunteers in sport and physical activity **Long Term**

6. A Sports Facilities Plan for Great Yarmouth

Sports Halls

While acknowledging the shortcomings of the strategic planning tools currently available to estimate future need, it is reasonable to conclude that by 2016, up to 7 sports halls, comprising 25 courts should be available throughout the borough to meet the needs of the wider community. These should be located to satisfy demand from existing and future centres of population. It is clear that the sports hall currently provided at the Marina Centre, the only 'public' facility available in the borough, must be retained, either on site or in an alternative location elsewhere in the borough. A number of possible options are available to meet these requirements for 7 halls:

- **Retention or replacement of the Marina Centre sports hall.**
 - **Retention/enhancement** – the Marina Centre has been established in its current location since 1981, and has a significant client base. Discussions are currently underway about transferring the management of the Centre to a Trust, and there would be significant financial and other advantages in so doing. However the future of the site depends on wider aspects of the redevelopment of the Seafront. The Centre is not well related to bus routes in winter, car access and parking are substandard, and there is a public perception that the centre no longer meets the needs of the 21st century. If retained significant refurbishment and redevelopment of the existing space is required
 - **Relocation** of the sports hall to an alternative site in Great Yarmouth. The alternative site should be accessible by all forms of transport and on foot and better related to residents and other potential users. Suitable sites might include Bure Park, the Coach Park and the area near the Tesco superstore or a site within the URC area. The provision of a 6-court hall would increase the range of activities which could be accommodated. The relocated facility could be provided by the private or public sector – if privately funded, community access must be assured by means of a Community Use Agreement to ensure that sports and community development targets are met. Similarly, any joint venture between the local authority and the commercial sector must ensure that the dual aims of financial viability and community access are compatible.
- **Enhancements to and refurbishment of the York Road Drill Hall** to ensure full community use within a modern specification

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- **Detailed negotiations with East Norfolk Sixth Form College** to permit full community use, including possible physical enhancements to provide enhanced changing, other social and ancillary facilities on site
- **Formal community use of the existing halls at Lynn Grove High School, Great Yarmouth High School and Great Yarmouth College (and the new halls currently under construction at Cliff Park and Flegg High Schools)**, including any necessary alterations and extensions to encourage and facilitate community use. It is understood that a similar facility is planned at Oriel High School, and similar community use should be negotiated. It is unlikely that the availability of existing high schools alone would satisfy the community's total requirement for sports hall use.
- **Development of an indoor space in the Caister area.** A two court hall is currently under construction at John Grant Special School, and there are plans for a four court hall at Caister High School, and community use should be negotiated.

In addition, it must be acknowledged that all the existing centres that were built in the 1970s and 80s will be coming to the end of their useful life by 2011 and will require at the very least significant refurbishment.

Swimming Pools

The shortcomings of the Facilities Calculator (the tool developed by Sport England to help the strategic assessment of sports provision) need to be borne in mind when assessing the future need for pools in Great Yarmouth. However, there appears to be an adequate supply of pools and water space to meet current and future demand, although facilities are generally not in good overall condition. The loss of the borough's main swimming facility at the Marina Centre would severely undermine the balance of swimming pool provision, and retention or replacement of this pool is essential in the interests of public swimming provision. Any strategy for future pool provision should seek to ensure that about 900m² of water space is available to the wider community, in locations that best meet their needs. It is unlikely that new pools will be viable in the outlying parts of the borough, though improved access might be sought to the existing commercial pools. The options for future pool provision therefore are:

- Retention or replacement of the Marina Centre swimming pool. Similar considerations apply as with the sports hall.
 - **Retention/enhancement** – the pool with its variety of water areas including 25m laned area, beach area, disabled access and leisure area, and with attractive views out to sea, is well liked by many, and Trust management could overcome some of the existing perceived

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problems. However the locational problems and the future of the site are common to the sports hall. If retained some refurbishment and modernisation are required.

- **Relocation of the pool** to an alternative site in Great Yarmouth. There is merit in retaining both wet and dry facilities on the same alternative site, and suitable sites are the same as for the sports hall. While the leisure elements of the existing pool could be replicated, there is a current surfeit of water space in Great Yarmouth, and a new 25 x 13m pool with smaller learning and leisure facilities (comprising 400m²) might be considered. Similarly, public, private or joint provision could be made, with the same provisos about community access.
- **Modernisation of Phoenix Pool** to bring up to current standards (250m²)
- **Enhancements to Great Yarmouth High School** pool to allow more intensive use by the wider community (264m²), particularly changing provision
- **Negotiations with the operators of health and fitness pools** to allow more general public access, particularly in the rural parts of the borough
- **The use of holiday village pools** to meet local community needs is not favoured as a long term solution due to logistical issues with casual community use throughout the year

Indoor Bowls

There are **sufficient facilities** in Great Yarmouth for indoor bowls now and up to 2016, although a **growing and ageing population** will increase demand and impose pressures, particularly on existing 'public' facilities, and there is no allowance made for any development initiatives planned by the centres and governing bodies which could stimulate participation.

A 'public' centre of at least the size of the Marina Centre hall should be retained in the borough, and a multi sports site, in conjunction with a new sports hall and pool, or freestanding facility might be considered.

Synthetic Turf Pitches (STP)

In the absence of a detailed statistical assessment of STP requirements, it is appropriate at this stage, in line with other similar studies elsewhere, to adopt a local standard of one STP per 30,000 people in Great Yarmouth. Compared with this standard there is a shortfall of up to two STPs in the borough. The **options for future provision** therefore include:

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- The provision of an **additional STP** in the Great Yarmouth town area
- The possibility, subject to a more detailed feasibility study, of one **further STP on a high school site** in conjunction with existing sports facilities, and the establishment of a formally adopted Community Use Agreement, possibly in the rural north part of the borough.

Any further STP provision will need to be based on an identified need from particular users, in addition to this strategic assessment.

FMGAs (Floodlit Multi Use Games Areas)

Floodlit multi use games areas are **cost effective** ways of providing local facilities that can be used for a range of sports and recreational activities in close proximity to residents. It is desirable that FMGAs are available within a **reasonable walking/travel distance to all residents of the borough**, although there are no prescribed planning standards for their provision and distribution. In studies in other similar areas, a local requirement of 1 FMGA per 3000 population has been adopted, though this has started from a position of better initial provision.

In the case of Great Yarmouth, it is reasonable to plan in the first instance for a strategic distribution of such facilities in all the main neighbourhoods and villages. On this basis there are gaps in the following village locations – **Belton, Ormesby St Margaret and Fleggburgh/Rollesby**, and potential for further provision in the first instance in 3 additional locations in **Great Yarmouth and Gorleston**. It is understood that facility is planned in the short term for Southtown Common, for which a funding submission has been made. In the areas with the larger catchments, double court areas could be considered. In addition improvements are required to some existing facilities including the possibility of lighting to those currently unlit, subject to planning permission. External funding for a new FMGA and other facilities at Martham is nearly secured

Playing Pitches

Great Yarmouth Playing Pitch Strategy was produced for the Borough Council in 2003. The study was undertaken with the main objective of helping the Borough Council meet the demand for sports pitches bearing in mind the sports development requirements of the individual sports considered (football, cricket, rugby and hockey, though tennis, bowls and netball were also appraised). It incorporated an action plan for individual projects, included guidance on finance and recommended the development of a new planning standard for the future provision of new pitches. The study concluded that there were broadly enough pitches to meet the then current and estimated future needs of pitch sports in the borough, though there were issues about the distribution of pitches and particularly the quality of pitches and ancillary facilities.

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The 2003 study has been revisited as part of this needs based leisure assessment, mainly to review the current situation three years on, but also to assess the contribution of pitch sports to overall physical activity and leisure opportunities in the borough. In view of the need to concentrate the wider aspects of the assessment, information on pitch sports has been sought only from existing records, handbooks, web sites and the like, and no further consultation has been undertaken with clubs.

Football

The increase in teams, particularly among girls and mini, has produced an additional demand for pitches, reflected in the availability of an additional 8 pitches in the borough since 2003 (a 26% increase). The balance between supply and demand is broadly maintained – in addition to those pitches currently in use, there are school pitches that may become available in the future, pitches on public sites not currently in use for football and room at some venues for additional pitches to be accommodated. Most of the additional demand is from small-sided games (7 a side), which require smaller pitches, and wear and tear is less. The conclusion of the 2006 study is that there remain sufficient pitches overall to meet anticipated demand, with the proviso that some senior pitches should be converted for use by juniors, and that some quality improvements are necessary.

The implications of this brief study for the overall leisure strategy are as follows:

- The recent upsurge in junior activity in football is unlikely to be maintained at the present rates, as participation levels in mini, junior and girls' football plateau
- The ageing population may give rise to more veterans' activities, though significant increases will depend on a competitive or recreational infrastructure being maintained
- There is no women's football at present in Great Yarmouth, and this is a potential growth area, as girls reach the top of the junior age groups
- There is little evidence of organised adult 5 a side activity at leisure centres or purpose built football centres, and this could be promoted as an activity in the future

Cricket

Participation levels in cricket are very low in Great Yarmouth, and there is much scope for cricket to contribute to higher levels of activity among the population, particularly among the following groups:

- Junior boys and girls
- Women
- Veterans and recreational teams

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The availability of artificial cricket wickets at Beaconsfield Rec, Gorleston Rec and Martham means that expensive pitch preparation and maintenance are not required. The major constraint on cricket activity is time, as games tend to be lengthy, but the move towards limited over (and particularly 20/20) cricket could overcome this. There is a great opportunity for the development of work based midweek cricket leagues on the parks, and junior development based on schools and clubs. Any increase in cricket will depend on further coaches, helpers and volunteers becoming available, and the involvement of clubs and the County Cricket Association will be vital.

Rugby

The main rugby club in the East Norfolk and Suffolk area, Great Yarmouth and Lowestoft, is based at Gunton Park in Lowestoft, and operates 2 senior teams with a comprehensive programme of junior rugby from minis to under 17s, with strong fixture lists. This club is likely to remain the focus for the development of rugby in the area in the future. It is likely that Broadland RFC will retain its place as a limited venue for adult rugby. However, the club may consider that the introduction of junior development is necessary in order to ensure the club's future, and remains the 'local' club for Great Yarmouth, and is relatively easily accessible to local young people. In any case additional pitches at the existing ground are unnecessary, although some clubhouse improvements are planned.

Hockey

The same clubs and teams exist in the borough as in 2003, Gorleston HC with 1 men's team, Yarmouth HC 3 women's teams and Drifters and Norfolk Nomads 2 teams, all playing in county and regional leagues Little apparent progress has been made on junior participation. One pitch at Cliff Park HS caters for current demand, but this is located in the far south of the built up area and is remote from residents in the north. Future growth depends on coaching, volunteers, umpires and sports development initiatives. As with most pitch sports in Great Yarmouth, there is significant scope for more hockey activity, especially among juniors and in conjunction with schools.

7. Monitoring and Review

In order to ensure that we achieve our aims and objectives the actions identified within this strategy will be led by the **Great Yarmouth Sports Partnership**. They will work closely with the Great Yarmouth Sports Council and the Great Yarmouth Sport and Leisure Trust and report to the Great Yarmouth Local Strategic Partnership.

The progress we make against each of the actions will be reviewed annually and new actions added where appropriate.

A **detailed review** will be undertaken at the end of the lifetime of this strategy to show the achievements made and ensure that this continues with the development of new aims and actions.

A key future requirement is the need to **develop baseline information about current activity rates** against which to judge future progress, and further consideration will need to be given to this when the results of the Sport England Active People research are known.

Appendix 1: Acknowledgements

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Paul Ryan	NCC Countryside Team
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Marc Snout	GYBC Sports Development
Mark Barrow	GYBC Corporate Director
Terry Easter	GY Sports Council
Carol Congreave	Police
Mark Marshall	Cliff Park High School Volunteer Coordinator

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Appendix 2: Sources of Funding

Sports specific	Criteria	Contact
Barclays Spaces for Sport	Barclays Spaces for Sports focuses on regeneration and sports, creating sustainable sports sites for people to engage in sport and physical activities in areas without such facilities. Free packs of coaching equipment and clothing. For groups that have the greatest need in disadvantaged areas.	www.barclays.co.uk/spacesforsports/project.htm
Dickie Bird Foundation	Established in March 2004 with the aim of helping disadvantaged young people, nationwide, to participate in sport.	www.thedickiebirdfoundation.org
Football Foundation	The Football Foundation has been established to provide a source of combined funds for the maximum benefit of the community through grass roots football. It seeks to achieve its objects through three charitable goals: - to put into place a new generation of modern facilities in parks, local leagues and schools - to provide capital/revenue support to increase participation in grass roots football - to strengthen the links between football and the community and to harness its potential as a force for good in society.	www.footballfoundation.org.uk
Foundation for Sport and the Arts	Provides discretionary grant aid assistance for the support of athletic games, athletic sports, recreation games/sports and the arts. The maximum amount available is £75,000	tel. 0151 2595505
Lord's Taverners	The Lord's Taverners is accredited by the England & Wales Cricket Board as the official national charity for recreational cricket. Grants are distributed on the recommendation of the ECB. The annual disbursement of grant aid is broken down in the following way: - 50% Youth Cricket - 35% Specially Adapted Minibuses - 15% Sport & Recreation for young people with Special Needs	www.lordstaverners.org
NGBs of Sport	Some governing bodies have their own grant schemes. It is advisable to check with the governing body for your sport to ascertain whether: a) they offer grant aid; b) they know of other funding sources for your sport.	http://www.sportengland.org/index/get_resources/resource_ul.htm
Ron Pickering Memorial Fund	Applications are invited for grants from the Ron Pickering Memorial Fund from young athletes who are in education and may need financial help towards training or provision of equipment. Applicants must be aged between 15 and 23 years, All-England Schools finalists or at County representative level and above.	www.rpmf.org.uk
Sport England Community Investment Fund	Capital and revenue schemes - funded through Sport England by the Regional Sports Board	www.sportengland.org
Sports Aid	Direct financial assistance to young sportsmen and women	www.sportsaid.org.uk
Sportsmatch	A grass roots sports sponsorship incentive scheme. The Scheme can match £ for £, a sponsor's new investment in a bona fide development programme.	www.sportsmatch.co.uk
Other Lottery		-

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Arts Council	Arts Council England is the national development agency for the arts in England, distributing public money from Government and the National Lottery. Grants are for individuals, arts organisations, national touring and other people who use the arts in their work.	www.artscouncil.org.uk
Active England	This programme aims to fund innovative community projects in areas of social, sport and health deprivation in England that introduce new and creative ways of helping people to get involved in sport and physical activity. It will address the difficulties people have in taking part in sport and physical activity, for example, a lack of money or transport. As such, projects will support the implementation of new partnerships and will help to create new training and development opportunities for people such as coaches or voluntary workers. Grants now allocated.	www.nof.org.uk
Awards for All	Small grants of between £500-5,000.	www.awardsforall.org.uk
Big Lottery Fund	A new fund combining the previous NOF programme and Community Fund. A variety of grants are available under this programme, constantly changing.	www.biglotteryfund.org.uk
Heritage Lottery Fund	The aim of the Heritage Lottery Fund is to safeguard and enhance the heritage of the United Kingdom. Heritage includes many different things and places that we have inherited from previous generations. Amongst these are: - Countryside, parks and gardens - Objects or sites linked to our industrial, transport or maritime history - Local history, photographic collections or spoken history records - Historic buildings - Museum and gallery collections.	www.hlf.org.uk
Charities & Trusts		-
Abbey National Charitable Trust	Seeks to help good causes in the communities local to their branches. Priorities include equality of opportunity for disabled people, training and employment for disadvantaged groups.	www.abbeynational.com
Asda Foundation	A variety of fundraising initiatives - including Get Involved! where colleagues are given a special grant towards a customer nominated practical project for a local good cause.	0113 2417184
B & Q Better Neighbours	Schools, community groups and charitable organisations can apply to their local B&Q store for funding to support a local community project. Grants of between £50-£500. The use of sustainable materials is encouraged.	applicants will need to contact the environmental champion, diversity champion or store manager at their local B&Q store, to discuss project details.
Barclays New Futures	Barclays New Futures presents opportunities for students to develop skills for life, work and citizenship through active partnership projects involving schools and their communities. Wards range from £500 to £20,000 for projects that reflect the increasing focus on citizenship education, and have included anti-bullying campaigns, student-friendly drugs education programmes and the delivery of IT skills to unemployed parents	www.personal.barclays.co.uk
Baring Foundation	'Strengthening the Voluntary Sector' programme for national voluntary organisations working in England and Wales	www.baringfoundation.org.uk
BBC Children in Need	Organisations working with disadvantaged children and young people aged 18 years and under	www.bbc.co.uk/pudsey

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Bernard Sunley Charitable Foundation	Around 300 grants under £5,000 each year, covering a wide range of charitable activity.	tel. 020 7408 2198
Boots	Community Investment programme, Healthy Communities, focuses on building active partnerships in order to develop projects and initiatives with real health benefits.	www.boots-plc.com/communityinvestment/information
BT Community Connections	The scheme offers voluntary and community groups and organisations the opportunity to connect to the Internet. More than 1,700 PC's worth £1,000 each are supplied per annum, together with a financial contribution towards 12 month's internet subscription.	www.btcommunityconnections.com
Camelot Foundation	Transforming Lives programme - small to medium sized groups.	www.camelotfoundation.org.uk
Carnegie Trust	The Carnegie Trust is interested in supporting activities that encourage young people to take an active part in decision-making in their communities and more widely in society; and help rural communities to shape and influence change. Grants usually range from £1,000 to £30,000.	www.carnegieuktrust.org.uk
Charles Hayward Foundation	A community grants programme - providing community facilities with services that meet basic needs and will accommodate new programmes of social inclusion and participation. Also an older people programme aiming to fund improvement of quality of life.	www.charleshaywardfoundation.org.uk
Comic/Sport Relief	Comic Relief monies fund a range of types of projects, including: - Sport relief projects - Projects supporting young people - Programmes for refugees & asylum seekers - Local communities' projects	www.comicrelief.com
Countryside Trust	The Countryside Trust is a charitable trust dedicated to conserving the English countryside by helping people raise funds and recruit enthusiastic volunteers. It does this by making available small grants, typically £1500 - £2000 to organisers of events designed to attract people to work to protect or improve their favourite bits of England. These might be existing local beauty spots or even run down or derelict bits of land on the edge of town, which they want to turn into something of value and use to the community.	www.countryside-trust.org
Esmee Fairbairn Foundation	Make grants and loans to organisations which aim to improve the quality of life for people and communities in the UK, both now and in the future.	www.esmeefairbairn.org.uk
Garfield Weston Foundation	Aims to support large and small projects from national and local groups equally, covering education, arts, health, environment, community, youth religion and welfare. Proposals will only be accepted from organisations with registered charitable status, although this may be on behalf of another organisation	020 7589 6363
H B Allen Charitable Trust	Will consider grants to a wide spectrum of areas and topics	www.peter.shone.btinternet.co.uk/HBACT1.htm
HBOS Foundation	Set up to support local communities. Projects may include helping voluntary & community groups become more effective and efficient; initiatives designed to encourage the involvement in the community of those too often excluded.	www.hbosplc.com

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Help the Aged	The grants programme is currently being reviewed (2004) and new grant applications are not currently being accepted. However, when funding does recommence, the types of project that are likely to be supported will be: - Used mainly by older people and their carers. - Managed by voluntary organisations. - Reach local communities and target vulnerable or disadvantaged older people. - Meet a need where there is a clearly defined gap in services and opportunities. Specific project types previously funded include - Specialist care services including day care centres and disability projects. - Projects which help older people to maintain independence, such as meals on wheels and home repair services. - Advice on welfare benefits and other entitlements. - Improving access to buildings. - Transport services such as community transport. - Leisure, arts and exercise programmes.	www.helptheaged.org.uk
Lankelly Foundation Grant Programme	The foundation seeks to support organisations working in any field of charitable endeavour. Priorities include older people, unemployed, those with disabilities, ethnic minorities, and young people.	www.lankelly-foundation.org.uk
Learning Through Landscapes	Learning through Landscapes is a national charity that provides a range of grants and support measures to schools and key groups within school communities to promote and enhance the development, use and value of school grounds in diverse and innovative ways. Learning through Landscapes works primarily on a regional basis and eligible organisations for support include Early Years Partnerships as well as primary, secondary and special schools	www.ltl.org.uk
Lloyds TSB	Funding supports charities working in the fields of social and community needs and education and training, and our main grants programmes are designed to address essential community needs	www.lloydstsbfoundations.org.uk
Marks & Spencer in the Community	Focus on building sustainable communities through initiatives such as Marks & Start which aims to create opportunities for people to get into work. Also community funding of supporting projects that encourage employability.	www2.marksandspencer.com/thecompany/ourcommitmenttosociety
Nationwide Foundation Supporting Communities	The Foundation makes charitable grants to UK based organisations whose aim is to improve the quality of life and the range of opportunities for those in need. Through its grants The Foundation seeks to promote social inclusion and achieve real and sustainable benefit to communities.	www.nationwidefoundation.org.uk
Paul Hamlyn Foundation	The Foundation's primary concern is to address issues of inequality and disadvantage, particularly in relation to young people. Support concentrates on projects in the UK which respond to these challenges through the arts and education.	www.phf.org.uk
Prince's Trust	The Prince's Trust is a UK charity that helps young people overcome barriers and get their lives working. Through practical support including training, mentoring and financial assistance, the Trust helps 14-30 year olds realise their potential and transform their lives. Efforts are focussed on those who've struggled at school, been in care, been in trouble with the law, or are long-term unemployed.	http://www.princes-trust.org.uk
Scarman Trust	A national charity committed to helping citizens bring about change in their community, in the way that they want.	www.thescarmantrust.org

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Shell Better Britain	Projects look at sustainable development and encourage community groups to tackle local issues such as pollution, energy use, waste minimisation, transport and wildlife habitats to improve local environments.	www.sbbc.co.uk
Waterways Trust Small Grants Scheme	The Waterways Trust scheme supports organisations, community groups or schools whose project fulfils the following criteria: - A waterway related project - Projects providing lasting environmental enhancement - Projects encouraging involvement in the waterways - Projects involving and benefiting the community	www.thewaterwaystrust.co.uk
Youth Bank	Youth Bank is a grantmaking initiative run by young people, for young people. Local Youth Banks provide small grants to projects led by young people, of benefit to the community and that also benefit the young people that take part.	www.youthbank.org.uk
European Union		-
European Regional Development Fund	A fund to stimulate economic development in the least prosperous regions of the European Union	www.go-east.gov.uk
European Social Fund	Provides sources of funding for activities to develop employability and human resources in line with the European Employment Strategy	www.esf.gov.uk
Government Funds		
Children's Fund	Operated by the Children, Young People and Families Directorate (which absorbed the work of the former Children and Young People's Unit in 2003). Supports services to identify children and young people showing early signs of disturbance and provide them and their families with the support they need to get back on track.	www.cypu.gov.uk/corporate/childrensfund/index.cfm
Community Champions Fund	Supports the work of local people who can encourage others to get more involved in renewing their neighbourhoods. Max of £2,000	www.dfes.gov.uk/communitychampions
Future Builders	Futurebuilders is the government's new £125 million investment fund which will provide a mix of grants, loans, and capacity building i.e. support, training and advice, to the voluntary sector.	www.futurebuilders-england.org.uk/
Local Network Fund for Children & Young People	The Local Network Fund for Children and Young People provides grants to small, local community groups in England to support vulnerable children and young people. The Fund aims to counter child poverty and youth disadvantage by providing opportunities for children and young people to achieve their potential.	www.cypu.gov.uk
Sure Start	Sure Start is a Government programme which aims to achieve better outcomes for children, parents and communities by: - increasing the availability of childcare for all children - improving health, education and emotional development for young children - supporting parents as parents and in their aspirations towards employment.	www.surestart.gov.uk
Positive Activities for Young People	PAYP provides a broad range of constructive activities for 8 to 19-year-olds at risk of social exclusion. The programme aims to reduce crime and to ensure that young people return to education, have opportunities to engage in new and constructive activities, and can mix with others from different backgrounds.	www.nof.org.uk

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Positive Futures	Positive Futures is a national sports based social inclusion programme aimed at marginalised 10-19 year olds in the most deprived neighbourhoods. The programme aims to create opportunities to address the multiple issues associated with problematic substance misuse. Positive Futures is managed within the Home Office Drug Strategy Directorate.	PositiveFutures@homeoffice.gsi.gov.uk
Volunteer Recruitment Fund	The Volunteer Recruitment Fund focuses on two key areas, namely building on tried and tested volunteer engagement methods to recruit volunteers at a local level and growing the level of group volunteering activities. The focus of the fund is on getting more people engaged in community activity who traditionally are the most difficult to reach, or who would not normally get involved.	http://www.homeoffice.gov.uk
Age Concern Grants to Voluntary Organisations	Three types of grant are available - Small Service Development Grants, Small Grants to Clubs and Opportunities for Volunteering scheme.	www.ageconcern.org.uk
Opportunities for Volunteering Scheme	The Department of Health sponsors the Opportunities for Volunteering (OFV) scheme. It is delivered in partnership with the voluntary and community sector in England. The scheme provides grants and development support to local health and social care projects, enabling them to involve volunteers in their work, to complement local statutory service delivery.	www.volunteeringengland.org.uk
Regional schemes		-
EEDA Rural Renaissance	A rural regeneration programme which aims to create a culture of enterprise for the development and sustainability of small businesses.	www.eeda.org.uk
EEDA Investing in Communities	A programme, funded by EEDA, designed to encourage an holistic partnership approach to tackling regeneration and renewal in deprived communities in the East of England	www.eeda.org.uk
Rural schemes		
DEFRA RDP	The Rural Development Programme contributes to the delivery of the Government's Strategy for Sustainable Farming and Food by helping farmers and foresters to respond better to consumer requirements and become more competitive, diverse, flexible and environmentally responsible. It also provides help to rural businesses and communities which need to adapt and develop.	www.defra.gov.uk/erdp/default.htm
Environmental Stewardship	A new agri-environment scheme which provides funding to farmers and other land managers in England who deliver effective environmental management on their land. It aims to conserve wildlife (biodiversity), maintain and enhance landscape quality and character, protect the historic environment and natural resources, promote public access and understanding of the countryside and act as a natural resource protection.	www.defra.gov.uk/erdp/schemes/es/default.htm
Woodland Grant Scheme	Provides grants to create new woodlands and to encourage the good management and regeneration of existing woodlands. This will help increase the production of wood, improve the landscape and provide new habitats for wildlife, and sport	www.defra.gov.uk/erdp/schemes/wgs/default.htm

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Rural Enterprise Scheme	The scheme provides assistance for projects that help to develop more sustainable, diversified and enterprising economies and communities. Its primary aim is to help farmers adapt to changing markets and develop new business opportunities. It also supports the adaptation and development of the rural economy.	www.defra.gov.uk/erdp/schemes/res/default.htm
Countryside Agency		
Aggregates Levy	The aim of the Aggregates Levy Sustainability Fund is to address the environmental and social costs of aggregate extraction by delivering environmental improvements, minimising the demand for primary aggregates and reducing the local effects of aggregate extraction. English Nature and The Countryside Agency have developed the ALSF Partnership Grant Scheme to fund Land and Community-based work.	www.english-nature.org.uk/about/alsf.htm and www.countryside.gov.uk/LAR/Regions/eastOfEngland/grants/index.asp
Environmental		
Biffawards	Biffawards are funded through the Landfill Tax Credit Scheme and since 1996 have distributed almost £60,000,000 to provide and improve public amenities within ten miles of a Biffa operation.	www.biffaward.org
BTCV	People's Places People's Places is run in partnership with English Nature and is funded by a grant from the New Opportunities Fund. The grant programme focuses on the creation and renovation of green spaces. Projects should be local and preferably in disadvantaged areas with little or no current access to green space.	www.btcv.org.uk
Civic Trust	The Civic Trust Regeneration Unit inspires and promotes improvements in the quality of urban life for everyone throughout the UK. It is devoted to enhancing the quality of life in Britain's cities, towns and villages: the places where people live, work, shop and relax. They create and develop partnerships between government, business and communities to help deliver improved local environments. They also set high standards of design and sustainability and recognise and reward the very best through the annual Civic Trust Awards and the Green Flag and Green Pennant Awards schemes.	www.civitrust.org.uk
Green Flag Award Scheme	The Green Flag Award scheme represents the national standard for parks and green spaces across England and Wales. The scheme recognises and rewards the best green spaces in the country with a 'Green Flag'. The Green Pennant Award scheme recognises high quality green spaces in England and Wales that are managed by voluntary and community groups.	www.greenflagaward.org.uk
Groundwork	Groundwork is a federation of Trusts in England, Wales and Northern Ireland, each working with their partners to improve the quality of the local environment, the lives of local people and the success of local businesses in areas in need of investment and support. Groundwork receives a grant from the Office of the Deputy Prime Minister (ODPM) to support its activities and is a partner in helping deliver the Government's Sustainable Communities plan.	www.groundwork.org.uk

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Hanson Environment Fund	Hanson set up its environment fund in 1997, using landfill tax credits accumulated by the company, to support environmental and community initiatives from not-for-profit organisations. The Hanson Environment Fund has distributed more than £15 million in the last seven years, to support more than 760 projects across the UK. The fund offers two levels of support:- Community Grants Scheme - grants between £250 and £4,000 for community amenities, and wildlife and habitat conservation. Applicants do not need to be enrolled with ENTRUST. - Main Grants Scheme - grants between £4,001 and £25,000 for the creation and improvement of parks and public amenities and the creation, restoration and management of areas specifically to safeguard and/or enhance biodiversity. Applicants must be enrolled with ENTRUST.	www.hansonenvtrust.org
Inland Waterways Association Restoration Grant Fund	In support of its restoration objectives IWA makes grants from its Restoration Grants Fund of up to £15,000 to organisations promoting the restoration of navigable or formerly navigable inland waterways.	www.waterways.org.uk
Landfill Tax Credits	The Landfill Tax Credit Scheme (LTCS) encourages and enables landfill operators (LOs) to support a wide range of environmental projects by giving them a 90 per cent tax credit against their donations to Environmental Bodies (EBs).	www.ltcs.org.uk
Living Spaces	Living Spaces is helping people improve neighbourhood open spaces and create valuable places for the whole community to enjoy.	www.living-spaces.org.uk
National Community Forest Partnership	This partnership programme involving 12 community forests, the Countryside Agency, the Forestry Commission, local authorities and many more, is helping to change urban landscapes for local people to visit and enjoy.	www.communityforest.org.uk
Onyx Environmental Trust	Supports the environment through funding community projects. These projects include reclaiming land that has been disused or used as a landfill site or coal mining site, installing and refurbishing play facilities, improving the natural habitat and encouraging biodiversity through the creation of nature reserves and preserving or restoring buildings of historical or religious importance.	www.onyxenvtrust.org/
Sustrans	Sustrans works on a range of practical projects to encourage people to walk and cycle more in order to reduce motor traffic and its adverse effects, such as the National Cycle Network, Safe Routes to Schools, and Active Travel.	www.sustrans.org.uk
Tudor Trust	Supports a variety of projects that increase people's capacity to cope, build their confidence and vision and give them greater control over their future.	
WREN	WREN can fund a wide range of projects under Objects D/DA and E of the Landfill Tax Credit Scheme. Funding of between £2,000 and £50,000 is available for, among other projects, the provision, maintenance or improvement of a public park or other public amenity in the vicinity of a landfill site.	www.wren.org.uk
Equity Organisations		
EFDS	The EFDS is the national body responsible for developing sport for disabled people in England. The aim of the EFDS is to be the united voice of disability sport, seeking to promote inclusion and achieve equality of sporting opportunities for disabled people.	www.efds.net

Getting Great Yarmouth Fit and Active

Inclusive Fitness Initiative	The EFDS is a key partner in the Inclusive Fitness Initiative (IFI). The Inclusive Fitness Initiative (IFI) is a Sport England Lottery Funded project which works with not for profit fitness facilities to support them to become accessible to disabled and non-disabled people.	www.inclusivefitness.org
Sporting Equals	Sporting Equals is a national initiative working to promote racial equality in sport throughout England. It is a partnership between Sport England and the Commission for Racial Equality.	www.cre.gov.uk/speqs/
WSF	The WFS is the UK's leading organisation dedicated to improving and promoting opportunities for women and girls in sport and physical activity.	www.wsf.org.uk
Other		-
Community Champions (COVER)	A grant scheme to develop the skills of the individual in a way that will either immediately or in the longer term benefit their community - grants up to £2000.	pam.hinds@cover-east.org
Local		
Norfolk		
Acorn Grant	Grants between £500 and £10000 to small voluntary and community organisations. Activities must relate to the broad aim of improving people's opportunities to get into work by increasing their skills and confidence.	fay.sheldon@norfolk.gov.uk
Local Network Fund	Funding for voluntary and community groups who support children and young people who may be in some way disadvantaged, such as after school clubs for children with behavioural problems, homework clubs for asylum seeker and refugee children, village play equipment, funds for youth groups.	Norfolk RCC - 01362 698216, and for Norwich and Gt. Yarmouth NVS 01603 883826
Leader +	Broads and Rivers LEADER+ Community Chest Fund - helps fund small local projects in the Broads and Rivers area, by supporting local communities in developing projects that improve the local environment and benefit the local economy by encouraging sustainable tourism.	www.broadsandrivers.org.uk
Rural Projects Fund	Grant aid for small community projects in rural Norfolk, that encourage voluntary or community activity especially where such schemes improve local services.	Rural projects Fund www.norfolkrc.org.uk

Appendix 3: Population Projections

	2005	2006	2007	2008	2009	2010	2011
0-15	16,800	16,590	16,410	16,200	16,010	15,850	15,700
16-44	31,570	31,410	31,140	30,860	30,490	30,100	29,750
45-64	25,620	25,930	26,330	26,560	26,870	27,120	27,250
65+	18,740	19,040	19,370	19,890	20,400	20,970	21,590
All ages	92,730	92,990	93,250	93,520	93,780	94,030	94,290

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⁹ Source - Norfolk County Council 2005