

Maidstone Borough Council

Sports Facilities Strategy

Record of Comments and Action Points: January 2019

Consultee & Comments	Action taken																				
<p style="text-align: center;"><i>Maidstone Borough Council Councillors</i></p> <p>Cllr Garten – Were the clubs who book sports halls included? Should there be a reference to roller dance/roller hockey?</p> <p>Cllr David Burton – Made reference to golf facilities.</p> <p>Cllr Clark – There is no reference to Pegasus Gymnastics Club, Unit 2-4 Farleigh Hill, Maidstone ME15 6RG; and the YMCA Sports Centre, Melrose Close, Maidstone ME15 6BD.</p> <p>Document refers to Swadelands School, Lenham – now called The Lenham School.</p>	<p>Noted in section 5.1 (page 24)</p> <p>New section included at 1.4.2 (pages 2-3) explaining the rationale for excluded facility types including golf</p> <p>New section included at 1.4.2 (pages 2-3) explaining the rationale for excluded facility types including specialist gymnastics facilities. YMCA sports centre is included in the sports halls and health and fitness chapters</p> <p>Amended throughout the document</p>																				
<p style="text-align: center;"><i>Kent Sport</i></p> <p>Section 2.4 references Active People Survey. Sport England introduced the Active Lives Survey 2 years ago, so Active People may now be seen as out-of-date, although I recognise Active People does provide more sport specific information. However, this affect other sections in Strategy such as:</p> <p>Section 3 Key findings inc 3.6.1 – Maidstone participation rates are not necessarily higher that the Regional or County average now based on the latest Active Lives Survey. Current figures (out last week) indicate:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th></th> <th style="text-align: center;">Active (150 mins +)</th> <th style="text-align: center;">Fairly Active (31-149 mins)</th> <th style="text-align: center;">Inactive (less than 30mins)</th> </tr> </thead> <tbody> <tr> <td>South East</td> <td style="text-align: center;">65.2%</td> <td style="text-align: center;">12.5%</td> <td style="text-align: center;">22.3%</td> </tr> <tr> <td>Kent CSP</td> <td style="text-align: center;">62.5%</td> <td style="text-align: center;">13.3%</td> <td style="text-align: center;">24.2%</td> </tr> <tr> <td>Kent (KCC area)</td> <td style="text-align: center;">62.9%</td> <td style="text-align: center;">13.3%</td> <td style="text-align: center;">23.8%</td> </tr> <tr> <td>Maidstone</td> <td style="text-align: center;">60.7%</td> <td style="text-align: center;">15.3%</td> <td style="text-align: center;">24%</td> </tr> </tbody> </table> <p>Similarly, the reference to volunteering at 3.6.2 the following data is available:</p>		Active (150 mins +)	Fairly Active (31-149 mins)	Inactive (less than 30mins)	South East	65.2%	12.5%	22.3%	Kent CSP	62.5%	13.3%	24.2%	Kent (KCC area)	62.9%	13.3%	23.8%	Maidstone	60.7%	15.3%	24%	<p>New section 3.7 (page 11) added with most recent Active Lives results (which differ from the older figures in the table submitted by Kent Sport) and conclusions amended to reflect the lower rates of participation in section 3.10 (page 15)</p>
	Active (150 mins +)	Fairly Active (31-149 mins)	Inactive (less than 30mins)																		
South East	65.2%	12.5%	22.3%																		
Kent CSP	62.5%	13.3%	24.2%																		
Kent (KCC area)	62.9%	13.3%	23.8%																		
Maidstone	60.7%	15.3%	24%																		

	Volunteered in Sport and physical activity at least twice in the last 12 months	Volunteering data from the most recent Active People Survey is listed in section 3.6.2 (page 10)
South East	15.6%	
Kent CSP	15.9%	
Kent (KCC area)	15.6%	
Maidstone	15%	
<p>This is followed through in assertions in section 3.8 (Implications for Sports Facilities provision) which would need changing if Active Lives data is to be used.</p>		<p>Conclusions amended to reflect the lower rates of participation in section 3.10 (page 15)</p>
<p>Section 4 - Findings 3rd Bullet point (County priorities) – should also refer to the need to tackle inactivity and encourage under-represented groups and the additional specific statements from the Strategic Framework:</p>		<p>Bullet point amended in the findings section (page 16)</p>
<p><i>Facilities should be welcoming and provide a varied programme, including traditional and non-traditional sport / physical activities, to encourage and support a diverse range of people to become active or engaged in sport. This should include investigating new and innovative facilities and equipment, and should also take account of access, cultural, or gender requirements of users.</i></p>		<p>New priorities added in section 4.5 (pages 17-18)</p>
<p><i>Partners should promote the outdoors environment, including the countryside, as a means for people to become and stay active.</i></p>		
<p><i>Partners should consider and promote the use of local community assets (e.g. community halls and open spaces) in order to provide local, accessible opportunities that people can build into their everyday life.</i></p>		
<p><i>The training of facility staff and volunteers should be undertaken to ensure high standards in health and safety, customer service and awareness of the needs of inactive people and under-represented groups, to ensure facilities cater for a wide range of customers.</i></p>		
<p>Section 4.5 p17 refers to the Strategic Framework (2012) and the 10 priorities. This is the old Strategic Framework and our latest one 'Towards an Active County' was produced in Summer 2017. www.kentsport.org/about-us/towards-active-county/</p>		<p>New themes added in section 4.5 (pages 17-18)</p>
<p>The key themes have been changed to the following:</p> <p>Supporting the inactive to become active</p>		

<p>Maximising the benefits of sport and physical activity to other social agendas , such as physical wellbeing, mental wellbeing, social and community development, individual development and economic development.</p> <p>Increasing participation in sport and physical activity and providing appropriate opportunities to help ensure habits become resilient and the core market is sustained.</p> <p>Providing appropriate opportunities for children and young people to be active as they transition through different stages of their lives.</p> <p>Addressing the inequalities in sport and physical activity engagement, with a particular focus on those in lower socio-economic groups, women and girls, disabled people and older people.</p> <p>Improving facilities for sport and physical activity, ensuring they attract new customers, meet customer need and provide a good customer experience.</p> <p>Supporting the voluntary sector and volunteering, ensuring diversity amongst volunteers.</p> <p>Supporting and developing talented performers</p> <p>Maximising the use of major events to promote participation and volunteering opportunities.</p> <p>In Section 13.2 Strategy Applications – whilst I can see that Kent Sport may be able to assist with advice and some areas of support, the delivery of the strategy is very unlikely to be the responsibility of Kent Sport (or Sport England). I mention this as the role of County Sports Partnerships (as defined by Sport England) is very much now geared towards tackling inactivity and has moved a little away from the traditional sports sector (although we have tried to position ourselves between the traditional sector and new sectors). I only mention this to manage expectations, as we don't have the capacity or expertise in facility development – particularly since the retirement of Chris Metherell.</p>	<p>Kent Sport included as a stakeholder on the basis of their ongoing role in promoting increased participation in the county.</p>
<p><i>Sport England</i></p> <p>Suggested removing section 4.9 completely – these are summaries of whole sport plans that are now finished. The NGBs are on to new plans and funding cycles and the positions/strategic aims of a number of them have changed from what is stated for the 2013-17 period.</p>	<p>Section 4.9 (pages 20-22) amended to remove Whole Sport Plan details, but to include all current sports facilities strategies</p>

<p style="text-align: center;"><i>British Triathlon</i></p> <p>Maidstone Harriers train at David Lloyd in Maidstone. Triathlon clubs struggle for pool time, it is the same across the region.</p>	<p>Comments noted in section 6.7 (page 42)</p>
<p style="text-align: center;"><i>England Boxing</i></p> <p>Lack of mention for boxing</p>	<p>Section 5.1 (page 24) amended to confirm the range of sports accommodated in sports halls, including boxing.</p>
<p style="text-align: center;"><i>Badminton England</i></p> <p>Firstly, in relation to our whole sport plan for this period (2017-2021) and our current strategy – Discover Badminton¹</p> <p>We do not have our own Capital Investment funding but we are keen to work with providers and leisure operators to ensure affordable, accessible and appropriate facilities are available locally to play our sport. We have partnerships with 5 of the major National Leisure Operators (Places Leisure, Fusion, Parkwood, Freedom Leisure, Everyone Active) and continually exploring how we work with local operators to improve experience.</p> <p>Within Kent Maidstone is a key area for us and the County Association (Kent Badminton Ltd) are particularly keen to see improved provision and opportunities available in the County Town. Working together this development work will see increased participation, particularly at junior level, and hence increased demand on facilities and court access. We are particularly focused in supporting and developing our Core Market which will see more clubs and players joining clubs. To support this we have funding available to support existing clubs grow – which have proven very popular and successful – as well as supporting the setup of new clubs. Some of the demand for this is created by the continued expansion of our primary programme – Racket Pack – which is seeing an increased number of primary aged pupils take up and play badminton.</p> <p>In Maidstone there are currently 4 clubs that play at the Memorial Hall, St Augustine’s Academy, Bower Grove School and slightly further afield at the RBLI.</p> <p>However these are all senior clubs so we will be looking to increase the provision for junior clubs in the near future that will obviously increase demand on courts. Maidstone Leisure Centre offers pay & play and our recreational adult programme (No Strings Badminton) as does the Maidstone YMCA. The number of courts</p>	<p>Comments added to section 5.7 (pages (28-29)</p>

<p>available in the area is good but as a number of these are in educational establishments they are not always the easiest to access.</p>	
<p style="text-align: center;"><i>Marden Parish Council</i></p> <p>7.7.2: Consider Putlands Leisure Centre, Paddock Wood</p> <p>9.2.2: Marden Tennis Club - amend address to "Maidstone Road, Marden" (new location along with Marden Cricket and Hockey Club) - revisit regarding courts/lighting</p> <p>9.3.5: Revisit Tennis Club regarding assessment</p> <p>9.5: Check with Tennis Club regarding costs and usage</p> <p>9.18.3 - Parish Council is not the Lead - in private ownership</p> <p>General:</p> <p>(1) No mention of rowing - Maidstone Invicta Rowing Club is well-known, and used with Junior, Senior and Veteran sections: should there be a short section on other sport facilities which are available in the borough?</p>	<p>Putlands Leisure Centre is not in Maidstone borough, but has been added to the list of facilities in neighbouring areas (sections 5.7.2, page 29 and 7.7.2, page 53) Section 9.2.2 amended (page 66)</p> <p>Section 9.3.5 amended (page 67)</p> <p>Section 9.18.3 amended (page 76)</p> <p>New section included at 1.4.2 (pages 2-3) explaining the rationale for excluded facility types</p>
<p style="text-align: center;"><i>Kent Squash</i></p> <p>The report did not include the 2 courts at the K Sports Centre (Cobdown) which have recently been built as part of their development plan.</p> <p>David Lloyd at Kings Hill in line with most DL clubs have now converted their courts into a fitness studio leaving 30 – 40 of their squash members short of courts.</p> <p>The Mote Squash club have increased their membership owing to the introduction of a robust schools programme linking with Invicta Girls, Roseacre , Eastborough and Madginford. These links are also trying to be extended to OPGS, Maplesden , Brunswick and Palace Wood.</p> <p>This has increased junior membership plus parents are joining as adults. Every month there are 5 to 10 enquiries about new members so the club is staring to thrive.</p> <p>Maidstone Squash Club has seen a drop in membership on the Junior side owing to my move to the Mote as the juniors followed me there. I am hoping with the introduction of a new coach this can be remedied and as the County Development officer I am keen to see this happen.</p>	<p>This facility is not in Maidstone borough</p> <p>This facility is not in Maidstone borough</p> <p>Comments added in section 8.7 (page 60)</p> <p>Comments added in section 8.7 (page 60)</p> <p>Comments added in section 8.7 (page 60)</p>

<p>Overall all clubs have the facility for more daytime usage and targeting specific groups e.g. ladies squash (possibly through the Squashacise class), over 55's Racketball, schools etc. These groups could be introduced via the Council as I believe they have contacts with social groups in this field.</p>	<p>Comments added in section 8.7 (page 60)</p>
<p><i>Staplehurst Jubilee Fields Management Committee</i></p> <p>I've had a meeting this week about a possible gym installation which Staplehurst is absolutely crying out for! There is no gym facilities here at all and anyone wishing to expend their energy must travel to Maidstone, Cranbrook or Tenterden.</p>	<p>Demand noted in section 7.13.1 (page 55)</p>
<p><i>Maidstone Borough Council Leisure Manager</i></p> <p>Other facilities The Playing Pitch Strategy Final Draft in conjunction with the Sports Facilities Strategy Final Draft include the main sports in Maidstone.</p> <p>There are other sports and activities that take place in the borough and it will be hard to capture every sport that takes place. Many of these will take place in sports halls, facilities and on sports pitches which are already included in the document.</p> <p>Not included in the document are some single-sport facilities which focus on non-mainstream sports. Maidstone has a climbing centre, at Lower Grange Farm, which is not captured in this document. It is a stand-alone facility which caters for a specialist sport. Climbing is included in the 2020 Olympics for the first time and is expecting a growth in participation. A second climbing organisation has taken a lease on a building in St Peter's Street and is planning a climbing facility in that building too. In addition to climbing Maidstone has a trampoline facility, albeit one that is more a leisure attraction and less of a sports facility, so that is another specialist leisure facility that is not captured in the document. Pegasus Gymnastics Club runs a dedicated training centre for gymnasts of all levels. The sport-specific centre is used by Team GB gymnasts and community groups and its provision for Maidstone residents is not included in the document.</p>	<p>New section included at 1.4.2 (pages 2-3) explaining the rationale for excluded facility types</p>
<p><i>Lenham Parish Council</i></p> <p>The Community centre is used for a wide range of activities from Petanque (a new outdoor piste has been added recently), Badminton (as above), Zumba, Ballet, carpet bowls etc. I am sure my list is not complete.</p>	<p>New section included at 1.4.2 (pages 2-3) explaining the rationale for excluded facility types</p>

Lawn Tennis Association

‘Local tennis participation rates have been projected to remain static until 2031’. – **how has this been determined? Given the population increase estimates we would expect participation rates to increase. If we look at the development areas, there are areas on the border of Maidstone that will experience large population growth, Staplehurst for example. This could put more pressure on the courts in Maidstone especially given capacity in these areas isn’t great.**

‘All local providers have indicated that there is significant spare capacity at most courts’. – **Use of ‘most’ would suggest some courts/clubs are at capacity, where/why? Did you hear back from all clubs / what was asked, that allowed you to come to this conclusion? Our club data:**

	Courts	Lights	% Lit	Capacity	Members		
Harrietsham Lawn Tennis Club	4	0	0%	260	44	216	17%
Kent Police TC	2	0	0%	80	96	-16	120%
Marden Badminton and Tennis Club	2	0	0%	80	102	-22	128%
Sutton Valence Tennis Club	3	0	0%	120	43	77	36%
Freedom Fitness	5	1	20%	620	318	302	51%
Bearsted and Thurnham Lawn Tennis Club	5	5	100%	300	466	166	155%
Headcorn Cricket & Tennis Club	3	3	100%	180	123	57	68%
Maidstone Tennis Club	4	4	100%	240	148	92	62%
South Eastern Tennis	4	4	100%	240	0	240	0%

‘Large areas in the east and west of the borough are more than 10-minutes’ drive from the nearest ‘pay-and-play’ outdoor tennis court, although all areas are within 10-minutes of the nearest court if club facilities are included’ - **no reference to working with clubs to offer p&p in these areas within action plan (only references schools), would also help to increase usage at these clubs if currently under-capacity.**

I would also query the number of courts at Maidstone LTC (Giddyhorn Park) Sports facility strategy states there are 5 courts, when I believe there are only 4? Also club website states that “At most times there is at least one court available for any member of the public (adults or juniors) to come and play” Courts are situated within a park, but represent a club environment – I would therefore query how community use is managed and marketed to all?

Projected demand takes account of population growth in section 9.10.1 (page 72)

LTA data included in section 9.7.1 (page 71). The number of courts at Marden, Harrietsham and South Eastern differ in the strategy document based upon the observed number of courts during site visits.

Added as a new action point in section 9.18.2 (page 75)

Amended to 4 courts throughout section 9

Freedom Leisure say that they have just invested £100k plus in resurfacing all the courts so I think this needs to be noted back.	Quality scores amended in section 9.3.5 (page 67)
---	---