MILTON KEYNES INTERNATIONAL SPORTING CITY

Prepared for the ISC Steering Group

Final Report

November 2011

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planning • regeneration • health • sport • leisure • events
An International Sporting City

Milton Keynes aims to become an International Sporting City (ISC). The International Sporting City has four key concepts, and although it started as a Milton Keynes project alone, its value and opportunities have now been recognised across the South East Midlands area. The concepts are:

- to strengthen the “offer” for top-class sportsmen and women, so as to attract new athletes to Milton Keynes (and the wider South East Midlands area) and to enable local athletes to base themselves in and around Milton Keynes for their training;

- to host major international, national and regional events and provide some essential pre-event training facilities for the competitors (teams and individuals);

- to support a larger number and more varied mass participation sports events for everyone in the community and encourage pathways from grass roots to elite;

- to support community sport, health and wellbeing.

The ISC will help to ensure that high quality sport, leisure and cultural facilities are developed and maintained. Similarly that high profile sports events, both high-performance and mass participation, are attracted and retained as part of a wider cultural offer. The ISC will also create new jobs, bring in new income and investment, and support Milton Keynes’, and potentially the wider South East Midlands Local Economic Partnership (SEMELP) area’s, economic progress.

The proposal brings together a wide range of partners, including athletes, clubs, Milton Keynes Council, the private sector, health sector, education, other sports interests. The ISC, led at least in the short-medium term by Milton Keynes, would attract and support regional, national and international sport which will enhance the City’s and area’s reputation as a young and vibrant place, and one which is good to live in and work.

The concept and proposals have been the subject of wide-ranging consultation with organisations and the community across Milton Keynes, and with potential partners across the SEMELP area. A strong feeling emerged from the consultation that the ISC was a “good thing”. The International Sporting City First Report of January 2011 was welcomed and it was broadly agreed that its recommendations should be progressed.

Key Objectives of the ISC

The brief for the International Sporting City originated from the emerging Milton Keynes Core Strategy “To develop Milton Keynes as an International Sporting City ... a concept which seeks to attract and support regional, national and international facilities and events, and to improve people’s health and wellbeing through new opportunities to participate in sport and active recreation.”

Whilst the ISC focuses on sport and leisure it does so in the context of a wider cultural, tourism, and health agenda, and with a main priority to support growth and inward investment, delivering economic prosperity. This applies in MK, and also has potential for the wider SEMELP area.

For Milton Keynes, the ISC has the following objectives:

1: To support MK’s role as a regional centre, promoting its image, attracting inward investment for skilled employment, quality housing and infrastructure;

2: To support the vitality and viability of CMK as a regional office centre;

3: To enable local communities to achieve improved health and well-being;

4: To provide facilities that are of a national standard, and are located and designed to offer a
robust and flexible platform from which a variety of future bids for major events can be launched and delivered;

5: To make the best use of MK’s accessibility and its natural and built infrastructure, to host national and international events, and so strengthen MK as one of the UK’s major event and visitor destinations;

6: To build upon the strengths of MK’s image as a young, vibrant and forward looking City;

7: To embrace the best of new technology and green sustainable development;

8: To adopt “smart” approaches to international level sport services, such as sports medicine and education, working in collaboration with a range of regional education and health organisations;

9: To provide opportunities for National Governing Bodies of Sport (NGBs) and major club services to be provided from the City;

10: To ensure all ISC proposals (facilities and events) are deliverable and viable. To do this there will be some need for innovative, enabling development, both on-site and off-site;

11: To seek to ensure the ISC is attractive to potential investment from major, national level companies, including those based in MK and in the wider area, as well as offering smaller local companies the opportunity to engage with it;

12: To set the ISC within the context of the South East Midlands Local Economic Partnership (SEMLEP) so as to support wider growth, jobs and economic prosperity through a collaborative partnership across the SEMLEP area.

ISC and other Strategies

The ISC will provide a limited number of high quality, flexible facilities and a platform from which major events and high level sports training needs can be delivered. As well as directly supporting the sporting and healthy lifestyles agendas, the ISC is an integral part of the wider cultural offer of MK and potentially the wider SEMLEP area, so having a very significant impact on the economy. The potential central role of the ISC, linking sport participation, health, inward investment and economic prosperity is illustrated by the figure below, which makes specific reference to the strategy links in Milton Keynes.

The Sport and Leisure Strategy Refresh was completed in March 2011 and contains both the sports development and sports facilities strategy. The Refresh takes account of the slow-down in the planned growth of Milton Keynes and also the changing circumstances facing the public sector. The Refresh focuses on community sport, and covers these needs up to 2026. The recommendations take into account the ISC concept and the emerging proposals outlined below. The MK Events Strategy has now reached full draft stage and will be actively used as a framework for future events.

The figure below shows how the strategies link together.

HEALTH AND THE ECONOMY

Sport and health

The ISC will play a significant role in supporting participation in sport and active recreation and so improve health and well-being. The health benefits of participation in physical activity are well known, as is the increase in sports participation at the time of high profile events.

The ISC will also lead to the further development of a wide range of mass participation events, aimed at increasing the involvement (and therefore activity levels) of local people.
Inward investment

Sport makes a major contribution to the local and national economy. The ISC will support, enable and promote a range of major events and other sports participation opportunities, which will raise the image of MK as a place to invest in, and make it a great place to live, work, shop and visit. As and when the ISC concept is extended to the wider SEMLEP area, similar benefits linked to the ISC could be expected elsewhere.

It is essential that the ISC proposals are realistic but ambitious, and the ISC is well placed to build on the City’s (and SEMLEP’s) existing strengths. In relation to MK, these include providing high quality, day and short-stay breaks focusing on urban sports, adventurous sports, major events and festivals, often linked with retail opportunities. There are also potential benefits linked to the London 2012 Olympics, especially if there is appropriate marketing, facilities and events; perhaps aimed at providing a base for both UK and overseas visitors.

In support of the technology sectors, the ISC should seek to support leading-edge technology and make best use of science and IT in its proposals (e.g. using social network sites to engage local young people and visitors).

EVENTS

It is known that there are wide economic benefits from the hosting of major regional and national level sports events, and high quality facilities with high profile events help “place-marketing”. At the other end of the spectrum, an individual’s commitment to taking part in a mass participation event may be the reason for improving their own levels of fitness. The ISC therefore addresses both high performance events and mass participation events.

The ISC will provide an excellent range of high quality flexible facilities and support services which will be able to respond effectively to a variety of major event bidding opportunities.

In Milton Keynes it is envisaged that the key facilities would include amongst others: The Arena:MK; a new 12-court sports hall; an 8-lane competition pool; an enhanced National Bowl as a sports hub, an improved and better connected Willen Lakeside, Campbell Park, an international standard team training base, and supporting infrastructure such as hotels, public transport and car/coach parking.

Mass participation events such as the MK Marathon 2012 and Sky Ride Cycle Event will attract mainly local people and will use a number of locations and facilities across the City. It is hoped that these will become established as regular events.

Other events will have a wider appeal, for example those linked to the Olympics 2012. MK will promote itself as a touring base for visitors and competitors’ families, host an “Olympic Fanfest”, and the Cultural Olympiad “Godiva Awakes” procession.

Hosting visiting teams

It is anticipated that the proposed mix of facilities which might make up the ISC will position MK as the venue of choice for visiting international teams, for a number of different sports. Some visiting international or top level club teams from abroad could hold competitions in MK, others could use the ISC facilities as a training base, for major events elsewhere in the country. They would be attracted by the excellent sporting facilities, a range of high quality hotel accommodation and high quality support services, such as sports medicine capabilities.

A key outcome of the ISC is a long term, high quality grass team training base, which will be located in MK. This would have three functions: hosting international teams (mainly football) when they visit the UK; supporting other teams when they are playing international matches at the Stadium:MK; and as the MK Dons training base.

As well as providing a venue for football, the combination of the team training camp and the Stadium:MK could offer facilities for other sports, such as an alternative venue to host the Rugby World Cup 2015, and perhaps a European base for International American Football.

SUPPORTING COMMERCE

Commercial leisure is strong in MK and in the wider SEMLEP area. Milton Keynes’ facilities include Xscape/SNO!zone, Planet Ice, and David
Lloyd. MK also has a strong commercial headquarters presence from companies such as Red Bull Technology, Mercedes Benz and Trek Bicycles. The opportunity to further target the commercial sports and leisure sector, particularly the motorsports sector (given that SEMLEP is the home of British Motorsports) should be taken. For example there may also be opportunities for these companies to benefit from sponsoring ISC events and facilities.

**SPECIALIST INFRASTRUCTURE**

As well as the proposed sports facilities, the supporting facilities such as the hotels and the enabling development (to help pay for some of the sports facilities), there is also a need for specialist infrastructure.

**Sports science/medicine hub**

There will be a requirement for sports medicine and sports science facilities to support visiting teams, local elite and performance athletes, and potentially the wider local community. Rather than aim to deliver a rival facility, a “virtual” or “cloud university” approach could be complimentary and bring together the very best of current practice, providing diagnostic and treatment services to elite athletes based in or visiting MK but serviced from facilities located in the wider SEMLEP area.

The hub would bring together both on-site and off-site expertise. It would have some support facilities that would be responsive and flexible, so as to allow the right level of support for major training camps and/or events. Specialised expertise could be brought in (physically or virtually) as required, without the need to have all these services located within MK.

**House of Sport**

Smaller NGBs and larger clubs need a range of back office services that are not sport-specific, such as administration, legal, accountancy, HR and IT. Offering a “House of Sport” that provides these services to a number of clients would offer economies of scale, financial savings and opportunities to share expertise. This facility would help encourage NGBs and others to locate to MK (or nearby), and in the longer term lead to opportunities to attract larger, national sporting organisations and/or relevant Government Departments.

**Disability Sport**

The needs of disability sport must be fully integrated into the ISC concept. The nearby National Centre for Disability Sport at Stoke Mandeville has excellent facilities and hosts many national events, including the World Wheelchair and Amputee Games. These and other facilities across the SEMLEP area potentially provide a special focus for disability sport at an international level.

**ISC LOCATIONS AND CLUSTERS**

The ISC will include existing facilities and some of these are identified for enhancement, expansion, or as sites for co-location of new facilities. In relation to new facilities, whilst some will need specific locations, perhaps dictated by the land area needed, or a site specific need such as access to clean open water, the majority will be best located where they can be easily and sustainably accessed by the community and by visitors. This will favour locations which are on main transport corridors, and close to train and bus stations.

The following proposals relate to the ISC delivery within Milton Keynes, and for simplicity, the ISC is based on 3 clusters. Whilst some facilities will have options to be located at different sites within a single cluster, some may have site options in more than one cluster. The main proposals are outlined below and more detail on each is given in the Appendix. These proposals are at an early stage and detailed feasibility studies will be required to test them.

**Cluster One: Central MK**

Central Milton Keynes is already a major visitor attraction as it encompasses facilities such as Xscape/SNO!zone, sports-related and other retail sectors, food and drink, and wider cultural opportunities such as the Milton Keynes Theatre. Locating new ISC facilities to take advantage of these would provide benefits, for both day visitors and competitors.

MK Core Strategy policies support the intensification of CMK for retail and culture including sport and leisure. By imaginative use of the CMK public realm (current and planned) there are great opportunities for urban sports activity, supported by planned sustainable transport links.
Willen Lakeside
There are already significant sport and leisure facilities taking place at Willen Lakeside and these could be enhanced. Examples could include: establishing a National Dragon Boat training and competition venue; increasing car parking; better linkages with Campbell Park; increasing the amount of visitor accommodation.

Newlands
Support the link from the Grand Union Canal to Willen Lake. This is a potential site for the proposed new 12-court sports hall, 8-lane swimming pool and sports medicine hub in a “sports quarter”.

Campbell Park
Campbell Park is used for informal and formal recreation but can offer opportunities for the ISC as a location: to hold major outdoor events; new outdoor adventure related facilities such as a major skate park; enhanced venue for Northamptonshire County Cricket Club’s regular programme of 20-20 matches; a site option for the Sports Medicine Hub and/or a “House of Sport”.

CMK Community Sports
A full sized artificial grass pitch with a sports pavilion and room for other community sport has funding agreed as the “hockey stadium replacement site”. This is close to the station and adjacent to the new Network Rail HQ where the hockey stadium once stood. It is due to open in 2013.

Planet Ice
Planet Ice provides both a significant leisure destination for MK and the ISC, and a training and event venue for Ice Hockey. Its continued presence and enhancement should be supported through the planning process.

CMK Block 4 Sports Quarter
CMK Block 4 (part of) offers one of three site options for the proposed 12-court sports hall, 25m x 8-lane competition pool and sports medicine hub. To be more viable this would be best developed as part of a wider mixed use development (e.g. multi-storey car park, hotel, ground floor retail, commercial leisure and residential). This site would however have significant opportunity costs if the ISC proposals replaced other, higher value development options, and this would need to be balanced against the benefits that would be brought in by the ISC.

Cluster Two: South and East MK

MK Bowl and Elfield Park
The ISC proposals are to maintain and enhance the Bowl as a cultural events venue. Elfield Park is adjacent to the Bowl and is partly brownfield land. If brought together these sites potentially offer more options for multiple ISC sports uses, for example as a team training base/ training ground for various visiting international sports teams, as well as for the MK Dons.

To ensure that a team training base at the Bowl is fully viable and to continue to provide a wider cultural offer on site, enhanced on-site infrastructure is likely to be required. This should include a 3*/4* hotel, backstage facilities, commercial leisure and enhanced car parking. The Bowl could also be a potential site option for the location of the Sports Quarter with its 12-court sports hall, 25m x 8-lane pool and sports medicine hub.

The current cycling facilities could be retained, enhanced and extended, with potential links to, and use of, Furzton Lake and the Loughton Valley Country Park (“Tear Drop Lakes”).

Stadium: MK and Arena: MK
The Arena:MK is adjacent to Stadium:MK and is partially complete. When finished it will provide an indoor space for sporting and cultural events which would have an audience capacity of up to 5000. A facility of this type would provide a suitable location for some of the higher level matches and competitions which were raised in discussion with various sports, and in particular with badminton and basketball.

Woughton on the Green
The Woughton on the Green site is an important resource for sport in MK. It is currently used in part by MK Dons as their training ground, but it also has a double water based artificial grass pitch for hockey, an indoor artificial turf pitch, a number of grass football pitches, tennis courts, and ancillary facilities. It has recently been agreed that the site will become the national training centre for baseball and softball, and there are aspirations for the site to become a Regional Coach Education and Development Centre.
Mount Farm Lake
The development of this MK Parks Trust site as a Lawn Tennis Association Regional Indoor Tennis Centre is being promoted by the Trust. It is proposed to comprise of 8 indoor and a minimum of 4 outdoor courts for high level performance athletes, as well as casual pay and play for the community.

Bletchley Leisure Centre
This is mainly a community leisure facility, but with its 25m x 8-lane pool, a large sports hall (6 court), gym studios and other facilities all with excellent disabled access throughout; it has a role to play in the ISC. This would be both as a support venue for major events, and a specialist venue for ISC disability sport.

Caldecotte Lake
Enhancement of this lake would help to attract major water-based events.

Big Rock Climbing Centre
The Big Rock Climbing Centre is located on the Kingston Business Estate. It has a both large bouldering area and a large number of routes of varying degrees of difficulty. Such facilities meet the suggested MK adventure sports focus, and its long-term future should be supported as part of the ISC.

Cluster 3: North MK

Stanton Low Country Park
The creation of Stanton Low Country Park provides an opportunity for a facility which can be used for both informal and formal recreation, potentially including triathlon, enabling the staging of regional and national level events.

Stantonbury Campus
The site is already important for athletics as it has the only track in Milton Keynes. The proposals should enhance the venue, perhaps with an indoor athletics training facility. The site may also be able to also offer other facilities in support of major events.

North MK Lakes Area
This area, north of the City, includes Haversham Lake and other lakes by the River Great Ouse and Grand Union Canal. They may have a future focus for developing triathlon, cycling and sailing.

DELIVERY
With the current financial pressures and the scale of the ISC aspirations, it is clear that delivery needs to be over a 10-15 year period.

The ISC is not an “all or nothing” concept but one that is based both on existing and new facilities, and can be brought forward in phases as funding, planning and other delivery opportunities become available.

Given the current constraints on public sector finance, a particular the focus should be on supporting opportunities for the private and third sectors to fund elements of the ISC, albeit through close partnership working with the public sector.

To support ISC facility delivery, especially in the first few years, it will be necessary to support enabling development through the planning process where this can provide additional funding over and above normal planning contributions. Enabling development examples could include housing or commercial developments.

NEXT STEPS
The consultations undertaken in relation to the ISC confirm that it should be progressed and that there is a need to deliver some early priorities to build confidence and momentum for the ISC in line with the four key concepts outlined at the start of this summary.

Specific proposals for action include feasibility work, master-planning and continued political, planning policy, and partnership support of the options and facilities presented in the ISC First Report. These should include as priorities:

1. team training base for grass pitch sports community sports coaching hub (grass roots to elite)
2. sports quarter site options for competition swimming pool and 12 court (or larger) sports hall, health and fitness centre (Newlands or CMK Block or the Bowl)
3. mass participation events platform at Willen Lake/Newlands/Campbell Park
4. major venue for cycling (and triathlon)

There is also need for:
6. A more detailed strategic analysis of existing and proposed ISC facilities across the SEMELP area.
7. Further detailed discussions with relevant national governing bodies of sport to encourage them to confirm their aspirations for specific facilities and events.
8. The adoption of the draft MK Events Strategy and consideration of its possible extension to encompass the SEMELP area, including existing and proposed high level and mass participation events.
9. Discussions with Sport England and potential funding agencies in relation to capital and revenue funding opportunities.
10. Further desk-based research to strengthen the economic case and the health case for investment in sports facilities and events.

It will also be essential to hold further discussions, led by the existing ISC Steering Group in relation to political links to SEMLEP and the existing partnerships, such as Bucks and Milton Keynes County Sports Partnership. This will need to address the role that Milton Keynes should play; the extent to which the ISC should be a partnership project; and, the need to support community health and well-being.

To move the ISC forwards, partners who are already involved with the ISC have agreed to take on specific elements of these actions which are summarised in the table below.

<table>
<thead>
<tr>
<th>Action</th>
<th>Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team training base identification of options for and delivery of a Team Training Base Camp</td>
<td>MK Dons</td>
</tr>
<tr>
<td>Community sports coaching hub Proposed at Woughton on the Green. Work with FE/HE skills training organisations and NGBs.</td>
<td>MKC</td>
</tr>
<tr>
<td>Site options in MK sports quarter site options for competition swimming pool and 12 court (or larger) sports hall, health and fitness centre (Newlands or CMK Block or the Bowl) mass participation events platform at Willen Lake/Newlands/Campbell Park major venue for cycling (and triathlon)</td>
<td>MKC, private sector</td>
</tr>
<tr>
<td>Sports medicine / sports science A detailed feasibility study on the deliverability of the proposed Sports Medicine/Education Hub and Portal feasibility study</td>
<td>FE / HE, and possibly the professional sports clubs</td>
</tr>
<tr>
<td>Events Strategy Adoption of MK Events Strategy and possible extension to SEMLEP. Including consideration to support proposals for the 2012 Olympics, the MK Marathon 2012, the UK Corporate Games in 2013 or 2014, Rugby World Cup 2015 and other events, so as to best catalyse inward investment and economic growth</td>
<td>Destination MK and MKC</td>
</tr>
<tr>
<td>SEMLEP Identification of options to have the ISC formally addressed via the new organisational arrangements</td>
<td>MKC and SEMLEP Developers’ Working Group rep</td>
</tr>
<tr>
<td>Cross-boundary co-ordination Co-ordination and review of the existing sports networks across MK and the SEMLEP area to deliver ISC</td>
<td>MKC, Bucks &amp; MK CSP, Sport England</td>
</tr>
</tbody>
</table>
The outcomes of these actions will be reviewed by the ISC Steering Group in spring 2012. It is anticipated that this group will remain closely involved with overseeing the deliverables of the ISC, and also with monitoring its progress. As such it will continue to meet on a regular basis.

In the longer term the Steering Group may evolve to take into account the potential partnerships across the SEMLEP area, although the existing group or something similar will continue to have a critical role in Milton Keynes itself.

**SUMMARY FACILITY PROPOSALS MAP**

A map is provided below that shows a summary of the facility proposals and the three clusters.
MK ISC Clusters: Major facility proposals and venue options
## Appendix: Detailed Cluster Proposals

### Cluster 1: Central MK

<table>
<thead>
<tr>
<th>Location</th>
<th>Activity / Facility</th>
<th>ISC Function</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Training</td>
</tr>
<tr>
<td>Newlands Area <strong>or</strong> CMK Block 4 <strong>or</strong> The Bowl (see Cluster 2)</td>
<td>Sports Quarter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sports Medicine Hub</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>12 court hall</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Indoor athletics (option)</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>8 lane pool</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Other “Urban sports”</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>5 star hotel (option)</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Housing land swap</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Car parking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sports Medicine Hub</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>House of Sport</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commercial leisure</td>
<td></td>
</tr>
<tr>
<td>Campbell Park</td>
<td>County/national level cricket (incl: 20/20)</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Major skateboard park</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Outdoor adventure</td>
<td>✔</td>
</tr>
<tr>
<td>Willen Lakeside</td>
<td>Dragon boat racing</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>5 star hotel (option)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Car parking</td>
<td></td>
</tr>
<tr>
<td>National Badminton Centre</td>
<td>National level badminton training (NB Also adjacent undeveloped land).</td>
<td>✔</td>
</tr>
<tr>
<td>Daytona Racing</td>
<td>Racing and potential for other off-peak training using track</td>
<td>✔</td>
</tr>
<tr>
<td>Urban adventure</td>
<td>Public realm event space</td>
<td></td>
</tr>
<tr>
<td>David Lloyd</td>
<td>Tennis, health and fitness</td>
<td>✔</td>
</tr>
<tr>
<td>Xscape/Sno!zone</td>
<td>Snow sports</td>
<td>✔</td>
</tr>
<tr>
<td>Planet Ice</td>
<td>Ice skating and Ice Hockey</td>
<td>✔</td>
</tr>
</tbody>
</table>

(The facility mix would change depending on the location – not all uses listed here are suitable at all sites)

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International Sporting City

Executive Summary October 2011
<table>
<thead>
<tr>
<th>Location</th>
<th>Activity/Facility</th>
<th>ISC Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>MK Bowl and Elfield Park and Furzton Lake (part)</td>
<td>Major cultural events</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Training Base Camp and MK Dons training ground</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>Major cycling centre option (and triathlon)</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>Hotel</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>Commercial Leisure</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>(NB Location is also one of options for the Sports Quarter)</td>
<td>Sports Medicine Hub</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>12 court hall</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>Indoor athletics (option)</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>8 lane pool</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>House of Sport</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Up to international level football matches (and other sports)</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Stadium: MK</td>
<td>Concerts</td>
<td>✔</td>
</tr>
<tr>
<td>Arena: MK</td>
<td>Concerts/ cultural events</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>High level sporting competitions e.g. European Cup Basketball</td>
<td>✔</td>
</tr>
<tr>
<td>Woughton on the Green</td>
<td>MK Dons training ground (part option)</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>High level community sports club/coach training</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td></td>
<td>National training centre – Baseball and softball</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>Hockey Centre (tbc)</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Mount Farm</td>
<td>LTA Indoor Tennis Centre</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Big Rock Climbing Centre</td>
<td>Climbing and conditioning</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Western Expansion Area</td>
<td>Team training base (alternative)</td>
<td>✔ ✔</td>
</tr>
<tr>
<td></td>
<td>MK Dons training ground (alternative)</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Hotel (alternative)</td>
<td>✔ ✔</td>
</tr>
</tbody>
</table>
## Cluster 3: North MK

<table>
<thead>
<tr>
<th>Location</th>
<th>Activity/Facility</th>
<th>ISC Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stantonbury Campus</td>
<td>Athletics track</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Indoor athletics (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Other sports</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Event accommodation?</td>
<td>✓</td>
</tr>
<tr>
<td>North MK Lakes (Haversham) and Stanton Low Country Park Area</td>
<td>Sailing and rowing clubs</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Triathlon venue (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Major cycling centre (option)</td>
<td>✓</td>
</tr>
</tbody>
</table>

Function: Training, Event, Support, Enabling development.
# Table of Contents

## Introduction

**Examples of International Sporting Cities**
- Existing facilities: 9
- Elite and performance sport: 10
- Financial viability: 11
- Tourism: 11
- Regeneration: 11

## The Case for the International Sporting City

- The ISC and Milton Keynes: 12
  - Sports participation and health: 12
  - Inward investment and economic prosperity: 13
  - Jobs and employment: 14
  - Event income: 15
  - Health and social savings: 17
  - Wider economic benefits: 18
  - The Delivery Strategies: 18
  - Refresh of the Sport and Leisure Strategy: 19

## SEMLEP and the International Sporting City

- Co-ordinating partners: 22
- Co-ordinating projects and proposals: 24

## The ISC Objectives

## Delivering the ISC

- Current picture in Milton Keynes: 28
- Sporting Need - Community
  - Sport and Leisure Strategy Refresh: 28
  - Facility proposals: 32
  - Swimming Pools: 32
  - Sports Halls: 33
  - Artificial Grass Pitches: 35
  - Natural turf pitches: 36
- Sporting Need – Performance Level
  - Badminton: 38
  - Baseball/Softball: 38
  - Basketball: 39
  - Cricket: 39
  - Football (training base camp and stadium): 40
  - Rugby: 40
  - Cycling: 41
  - Tennis: 41
  - Adventure Sports: 43
- Events in Milton Keynes: 46
Football World Cup 46
MK Marathon 2012 47
Sky Ride Cycle Event 47
Olympics 2012 49
Rugby World Cup 2015 49
Hosting of visiting teams 49
Other Events 49

OTHER OPPORTUNITIES 51
Commercial Sector 51
Supporting Infrastructure 52
Hotels 52
Culture and Retail 52
Accessibility 52
House of Sport 53
Disability Sport 53

SPORTS SCIENCE AND SPORTS MEDICINE 54

ISC LOCATIONS AND CLUSTERS 56

Determining priorities and options 56
ISC locations and clusters for MK 57
Locations 57
Clusters 60
Cluster One: Central MK 62
Willen Lakeside 62
Newlands 62
Campbell Park 62
Wider CMK 63
CMK Community Sports 64
Planet Ice 65
CMK Block 4 Sports Quarter 65
Cluster Two: South and East MK 66
MK Bowl and Elfield Park 66
Major Cycling Centre 66
Team Training Base 66
Sports Quarter 67
Stadium: MK and Arena: MK 68
Woughton on the Green 68
National Baseball and Softball Training Centre 68
Regional Coach Education and Development Centre 69
Mount Farm Lake Tennis Centre 69
Bletchley Leisure Centre 69
Caldecotte Lake 69
Big Rock 70
Western Expansion Area 70
Cluster Three: North MK 71
Stanton Low Country Park 71
Stantonbury Campus (Athletics and Events) 71
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>North MK Lakes Area (Watersports, Triathlon and Cycling)</td>
<td>71</td>
</tr>
<tr>
<td>Sports Quarter Site Options Comparisons</td>
<td>73</td>
</tr>
<tr>
<td>Clusters – a summary</td>
<td>74</td>
</tr>
<tr>
<td><strong>DELIVERY OF THE ISC</strong></td>
<td>77</td>
</tr>
<tr>
<td>Funding and statutory planning for facilities</td>
<td>77</td>
</tr>
<tr>
<td>Proposed action</td>
<td>79</td>
</tr>
<tr>
<td><strong>GLOSSARY</strong></td>
<td>82</td>
</tr>
</tbody>
</table>
### TABLE OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1</td>
<td>Other sporting cities</td>
<td>9</td>
</tr>
<tr>
<td>Figure 2</td>
<td>“Team Bath” a major elite athlete focussed sports city</td>
<td>10</td>
</tr>
<tr>
<td>Figure 3</td>
<td>Relationship with other strategies in Milton Keynes</td>
<td>12</td>
</tr>
<tr>
<td>Figure 4</td>
<td>Regional employment and expenditure</td>
<td>14</td>
</tr>
<tr>
<td>Figure 5</td>
<td>Unemployment Trends, 2000-2010</td>
<td>15</td>
</tr>
<tr>
<td>Figure 6</td>
<td>Economic impact of sporting events</td>
<td>15</td>
</tr>
<tr>
<td>Figure 7</td>
<td>Sport and Physical Activity Benefits</td>
<td>17</td>
</tr>
<tr>
<td>Figure 8</td>
<td>Wider economic benefits</td>
<td>18</td>
</tr>
<tr>
<td>Figure 9</td>
<td>The SEMLEP Area</td>
<td>23</td>
</tr>
<tr>
<td>Figure 10</td>
<td>Key Objectives of the International Sporting City (Milton Keynes)</td>
<td>25</td>
</tr>
<tr>
<td>Figure 11</td>
<td>Major and smaller sports facilities across MK</td>
<td>30</td>
</tr>
<tr>
<td>Figure 12</td>
<td>Major facilities across MK</td>
<td>31</td>
</tr>
<tr>
<td>Figure 13</td>
<td>Large Sports Halls and Pools in SEMLEP area</td>
<td>34</td>
</tr>
<tr>
<td>Figure 14</td>
<td>Cycling In MK</td>
<td>42</td>
</tr>
<tr>
<td>Figure 15</td>
<td>Adventure Ropes and Big Rock, MK</td>
<td>44</td>
</tr>
<tr>
<td>Figure 16</td>
<td>Adrenaline Alley (Corby), and</td>
<td>45</td>
</tr>
<tr>
<td>Figure 17</td>
<td>Aspirational Adventure Sports Potential</td>
<td>46</td>
</tr>
<tr>
<td>Figure 18</td>
<td>Olympics 2012 opportunities</td>
<td>48</td>
</tr>
<tr>
<td>Figure 19</td>
<td>Sports Medicine/Science Hub</td>
<td>55</td>
</tr>
<tr>
<td>Figure 20</td>
<td>Public Transport Corridors</td>
<td>57</td>
</tr>
<tr>
<td>Figure 21</td>
<td>Population density at 2010</td>
<td>58</td>
</tr>
<tr>
<td>Figure 22</td>
<td>Population density at 2020</td>
<td>58</td>
</tr>
<tr>
<td>Figure 23</td>
<td>Areas of population growth 2008 - 2020</td>
<td>59</td>
</tr>
<tr>
<td>Figure 24</td>
<td>Major facility proposals and venue options</td>
<td>61</td>
</tr>
<tr>
<td>Figure 25</td>
<td>MK Bus Station Plaza Skate Park (L) and Stoke Skate Plaza (R)</td>
<td>64</td>
</tr>
<tr>
<td>Figure 27</td>
<td>Big Rock Climbing Centre</td>
<td>70</td>
</tr>
<tr>
<td>Figure</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>27</td>
<td>Sports Quarter Site Options Comparisons</td>
<td>73</td>
</tr>
<tr>
<td>28</td>
<td>Cluster 1 – Central MK</td>
<td>74</td>
</tr>
<tr>
<td>29</td>
<td>Cluster 2 – South &amp; East MK</td>
<td>75</td>
</tr>
<tr>
<td>30</td>
<td>Cluster 3 – North MK</td>
<td>76</td>
</tr>
</tbody>
</table>

**APPENDICES**

APPENDIX 1  
Steering Group Membership

APPENDIX 2  
Future leisure trends

APPENDIX 3  
Consultation results

APPENDIX 4  
MK Dons training ground requirements

APPENDIX 5  
Milton Keynes Events Strategy and Action Plan (draft)
INTRODUCTION

1. The International Sporting City has four key concepts, and although it started as a Milton Keynes project, its value and opportunities have now been recognised across the South East Midlands area. The concepts are:
   - to strengthen the “offer” for top-class sportsmen and women, so as to attract new athletes to Milton Keynes (and the wider South East Midlands area) and to enable local athletes to base themselves in and around Milton Keynes for their training;
   - to host major international, national and regional events and provide some essential pre-event training facilities for the competitors (teams and individuals);
   - to support a larger number and more varied mass participation sports events for everyone in the community and encourage pathways from grass roots to elite;
   - to support community sport, health and well-being.

2. The brief for the International Sporting City (ISC) work initially derived directly from the emerging Milton Keynes Core Strategy:

   “To develop Milton Keynes as an International Sporting City ... a concept which seeks to attract and support regional, national and international facilities and events, and to improve people’s health and wellbeing through new opportunities to participate in sport and active recreation.”

3. This in turn was based upon the strong partnership between the public, private and voluntary sectors in the City built around the 2018 football World Cup bid, led by the MK Dons. The bid process generated a robust legacy, which has been used to drive forwards the wider ISC vision and its delivery across the whole range of sporting and cultural opportunities in the City.

4. The First Report of January 2011 set the ISC in the context of Milton Keynes’ key policies, strategies, issues and opportunities, and a desire to bid for other major sporting events. To confirm the report’s findings and recommendations and to give them legitimacy in policy terms, the next step was to consult the community across the City. It was also recognised that the opportunities presented by the International Sporting City have major potential for the wider South East Midlands Economic Partnership (SEMLEP) area. The ISC First Report was therefore circulated, then presented and discussed at a consultation event in June 2011 to which both Milton Keynes (MK) organisations and those from across the SEMLEP area were invited. This event attracted a large number of delegates from a range of bodies including sports clubs, national governing bodies of sport, local authorities, health interests, higher and further education, economic partnerships, and the private sector.

5. A strong feeling emerged from the consultation that the ISC was a “good thing”. The International Sporting City First Report was welcomed and it was broadly agreed that its recommendations should be progressed. Sport England followed up the consultation event by saying:
“Sport England is delighted to support the sporting aspirations of Milton Keynes and its neighbours within the South East Midlands Local Enterprise Partnership area. The plans to enable elite events and mass participation sporting events, together with national quality training venues to be delivered through the realisation of the International Sporting City strategy, coupled with the development of grass roots community sport, through the refreshed Sport and Leisure Strategy, are extremely welcome. Sport England believes that this joined-up approach will drive economic, health and sports participation benefits, in equal measure, to further position Milton Keynes, and the broader locality, on the sporting map”.

6. The opportunities which the ISC could potentially bring to the wider sub-region were confirmed. There will now be a need to consider how effective partnerships can be established which cross traditional political boundaries in an area which covers parts of three previous government regions and several local authorities. The emerging role of SEMLEP may offer new structures for co-ordination but this organisation itself is still at an early stage of development.

7. The ISC proposals were developed with the close involvement of a steering group, chaired by the Chief Executive of Milton Keynes Council. The steering group comprises of senior representatives of a wide range of stakeholders including the public, private and third sectors, interested parties, major landowners and leading sports interests (see Appendix 1 for the Steering Group membership). It is intended that this group will continue to support the delivery of the ISC and will meet to review progress. However as the ISC develops into a more sub-regional partnership, the existing ISC group will need to evolve.

8. As the ISC facilities, events and supporting infrastructure must be viable and sustainable in capital and revenue terms, this report provides the justification of supply, demand, need and opportunity for facilities and events, and wherever possible offers practical options that have the potential to be deliverable and viable. It is also clear from the consultation on the First Report, that the place of community sport must be integral to the ISC. The ISC is therefore relevant both to top class sport, and also to the whole community.

9. In relation to some of the specifics which were contained within the football 2018 World Cup bid, there is still a clear need for a major new training ground in MK as one of the cornerstones of the ISC, where visiting international and national squads can be hosted for high quality training and events, in football and other sports.

10. There would also be benefit in increasing the capacity of Stadium:MK and it is now proposed to raise the seating level to 32,000, which can be done without the need to lift the roof. The larger capacity will support opportunities which might arise such as those potentially linked to the 2015 Rugby World Cup, and build on the growing track record of hosting international football matches.

11. These requirements are explored in more detail, together with opportunities to provide for a wide range of sports with which Milton Keynes residents are already involved.
EXAMPLES OF INTERNATIONAL SPORTING CITIES

12. One of the first questions to be addressed at the outset of the work on the ISC was, “What should the overall nature of an International Sporting City in Milton Keynes be?” There are a number of variations on the theme of Sporting Cities in the UK and elsewhere, some being tourism led, others performance sport, others stadia, and others have a wider goal. The table in Figure 1 illustrates how widely different the concepts of a “Sporting City” can be.

Figure 1: Other sporting cities

<table>
<thead>
<tr>
<th>Types of Sports City</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism and leisure led</td>
<td>Abu Dhabi, Dubai and Doha Sports Cities</td>
</tr>
<tr>
<td></td>
<td>La Manga Sports Club</td>
</tr>
<tr>
<td></td>
<td>Center Parcs</td>
</tr>
<tr>
<td></td>
<td>David Lloyd Tennis Centres</td>
</tr>
<tr>
<td>Stadia led</td>
<td>Manchester Sports City</td>
</tr>
<tr>
<td></td>
<td>Sheffield Sports City</td>
</tr>
<tr>
<td>Elite athlete led</td>
<td>Team Bath</td>
</tr>
<tr>
<td></td>
<td>Aberdeen Sports Village</td>
</tr>
<tr>
<td></td>
<td>Loughborough University</td>
</tr>
<tr>
<td></td>
<td>The Regional Institutes of Sports</td>
</tr>
<tr>
<td>Regeneration led</td>
<td>Cardiff International Sports City</td>
</tr>
</tbody>
</table>

13. An early meeting of the ISC steering group considered the broad question about what an ISC should mean to Milton Keynes. They took into account a number of different factors which are summarised below.

Existing facilities

14. The existing major facilities in MK are not found in one location, and any new facilities may need a variety of locational criteria such as; triathlon near water, and urban sports needing a more central venue. The ISC therefore needs to be a network of facilities and opportunities, perhaps in the form of a central hub, or hub with spokes.

15. The ISC facility network, particularly for the larger, strategic facilities and those targeted at attracting high level events should initially be considered SEMLEP-wide. Again a hub with spokes approach will be relevant, but the hub for some facilities will be outside Milton Keynes itself. A good example is the new aquatic centre in Luton, which will be the major venue for major swimming competitions in this part of the SEMLEP area.
**Elite and performance sport**

16. There are relatively few elite athletes and the income generated from their use of facilities would be low. However their use would largely be off-peak, and so, for most facility types, relatively easily be matched with community demands, which are primarily during evenings and weekends.

17. Any elite athlete facilities which were developed would be likely to find significant competition from existing University Sports Cities and the Institutes of Sport and Sports Medicine network, such as at Bath (Figure 2). Also if any were developed it seems unlikely that they could rely in any significant measure on grant aid support from the National Governing Bodies (NGBs) post the 2012 Olympics.

*Figure 2: “Team Bath” a major elite athlete focussed sports city*

18. If the focus for the ISC was to be at the performance sport level, which is below elite but above normal participation levels, this would also generate low levels of use and income but still need a lot of space (e.g. a whole sports hall). Performance level sport would be more likely to need facilities at the same time as the community, with a consequent clash of priorities at peak time.

19. The ISC in MK therefore needs to cater for a range of abilities, from elite through performance sport, but recognising that the facilities will usually also be required for some community use.
Financial viability

20. With the ongoing pressures on public sector finances it seems unlikely that the local authority, schools, and higher education sectors will be able to contribute very significantly to the capital development or on-going costs of any new large separate “sports city”, such as the one at Bath.

21. It will therefore be necessary to generate income directly from some of the users. As such it must have a commercial aspect, targeting those with disposable incomes. The funds generated can then be used to support of the wider ISC objectives.

Tourism

22. The models of the “tourism focussed” sporting cities built in Dubai and Abu Dhabi are not appropriate for MK and are unlikely to be so for any other of the SEMLEP cities and towns, but the attraction of day and short-stay visitors would be a welcome boost to the local economy, as well as supporting the viability of both community and elite needs.

23. As MK and the wider SEMLEP area does not have a legacy of major facilities built to host international games such as the World Student or Commonwealth Games, more intensive use of Stadium:MK and Arena:MK, and more coordination with potentially supporting and complimentary facilities is needed. Some new facilities are envisaged linked to the ISC, and these too will be able to attract more events and therefore benefit the economy and the image of the City and the SEMLEP area as a whole.

Regeneration

24. Within Milton Keynes itself, whilst there are pockets of deprivation it does not have the urban regeneration needs of parts of older cities such as Cardiff or Manchester where “sporting cities” have helped regeneration. However MK would significantly benefit from maintaining its ongoing growth and regeneration. The ISC could have a significant role to play in this by attracting inward investment and supporting the wider economy.

25. Elsewhere in the SEMLEP area there are some areas of more significant areas of deprivation, and where appropriate, a good case may be able to be made for high levels of investment in sport and related culture, reflecting the aspirations and objectives of the ISC.
THE CASE FOR THE INTERNATIONAL SPORTING CITY

26. Whilst the ISC focuses on sport and leisure it does so in the context of a wider cultural, tourism, and health agenda and with a main priority to support growth and inward investment, and deliver economic prosperity. The following section of the report makes the case for the ISC within Milton Keynes which was ISC’s starting point. As similar wider agendas apply across the whole of the SEMLEP area, there is a similar case to be made elsewhere.

The ISC and Milton Keynes

27. The ISC will provide a limited number of high quality, flexible facilities and a platform from which major events and high level sports training needs can be delivered. As well as directly supporting the sporting and healthy lifestyles agendas, the ISC is an integral part of the wider cultural offer of MK, and has potentially a very significant impact on the economy. The potential central role of the ISC, linking sport participation, health, inward investment and economic prosperity is illustrated by Figure 3.

Figure 3:  Relationship with other strategies in Milton Keynes

Sports participation and health

28. The ISC will play a significant role in supporting participation in sport and active recreation and so improve health and well-being for the people of MK. The ISC role is in relation to; the development of some new sports facilities, the inspiration brought by major events, and through mass participation events aimed at residents.

29. The health benefits of participation in physical activity are well known. Adults who are physically active have a reduced risk of premature death and of developing
chronic diseases such as Coronary Heart Disease (CHD), stroke, diabetes and cancers. These so called ‘lifestyle diseases’ of which obesity is the most common, are creating a future of rising chronic disease and long-term ill health.

30. Physical inactivity is one of the major causes of this crisis, but other key factors are involved, such as poor diet, alcohol and smoking. The promotion of healthy lifestyles through sport and active recreation is one of the most cost effective routes to achieving significant health improvements in a number of areas.

31. The increase in sports participation at the time of high profile events is a well-known fact. For example, around the Wimbledon Tennis Championships the tennis courts all over the country are at their busiest; during an England Test series at home, more pick up (and buy) cricket bats; cycling’s Tour of England sets off a spate of increased cycling around the country. In the same way that a successful Olympics legacy will be one where sporting activity is increased, the ISC seeks to use major events to capture a sustained increase in participation, and so more people with a long term healthier lifestyles.

32. The inspiring of spectators at major events and the taking part in mass participation events, such as running, cycling, walking and swimming all support the important objective of encouraging more active participation, and therefore a healthier lifestyle for everyone.

**Inward investment and economic prosperity**

33. Sport makes a major contribution to the local and national economy, and the ISC will support, enable and promote a wide range of sports and physical activity based events and participation opportunities. These will raise the image of MK as a place to invest in; a great place to live, work, shop and visit.

34. The ISC proposals need to be set within the context of the current market and also the expected future market. Detailed information on emerging future trends in the leisure and tourism sectors is provided in Appendix 2, but the key issues and opportunities via the ISC for MK (and potentially the wider SEMLEP area) are:

- MK could provide for a wider range of high quality, day and short stay breaks particularly focusing on packages that offer a unique sporting experience, e.g. urban sports, adventurous sports, major events and festivals, and so develop a niche market;

- The ISC should seek opportunities to keep at the forefront of technology, including IT based fitness games at facilities (e.g. Wii/Kinect, dance/wall mats, interactive gym equipment etc); and to look at best alignment of events, facilities and services to personal IT gadgets and home based games;

- The ISC should make best use of IT in its proposals. The marketing would benefit from a use of social network sites, e.g. to best engage local and visiting young people;
• MK being so close to London may have a good opportunity to benefit from the London 2012 Olympic overseas market, given the appropriate marketing, facilities and events (e.g. Fanfest);

• Opportunities should be taken to provide longer and short break leisure based holidays that offer alternative destinations for people wishing to have a lower carbon footprint, as well as those that wish to reduce the risk of travelling. These should include adventurous activities and other activities associated with the green environment;

• As well as the youth market, opportunities should be provided that support the fast growing, older “silver-market”.

35. The following sections provide more detailed justification for investment in sport, physical activity and events as part of the ISC.

Jobs and employment

36. Sport and active recreation provides quality skilled jobs (Figure 4). As a sector, sport contributes significantly to the economic well-being of the region, accounting for about 2% of total consumer expenditure.

Figure 4: Regional employment and expenditure

<table>
<thead>
<tr>
<th>Employment and Expenditure in Sport</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>South East</td>
<td>66,000 full time jobs</td>
</tr>
<tr>
<td>East</td>
<td>62,100 full time jobs</td>
</tr>
<tr>
<td>East Midlands</td>
<td>37,900 full time jobs</td>
</tr>
</tbody>
</table>

(Economic Value of Sport, Sport England and Hallam University, 2010)

37. The sport and active recreation economy had been growing year on year, up until the recession. During the period 2003-08, England’s gross value added from sport increased by a strong 22% (Sport England/Hallam University 2010).

38. The recession has hit MK relatively hard, compared to the rest of the South-East and England (see Figure 5 below) and therefore it will be important to invest in economic areas likely to grow well over the coming years, such as in sport.
Event income

39. Sporting events have been shown to add economic value to the local area. Various studies have been undertaken analysing the economic benefits of hosting and promoting major sporting events and these are summarised in Figure 6 below. It is recognized that these are all well embedded national and international events and that it would take some time for events in MK to become as well established. Nonetheless the figures provided give an indication of the benefits which may accrue over time.

40. In addition to the purely economic benefits there are significant less tangible benefits which accrue from the hosting of major events including an improved image and profile for the City, the development of a sense of local/civic pride, and links to sponsors.

**Figure 6: Economic impact of sporting events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Daily Economic Impact</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999 European Show Jumping Championships, Hickstead</td>
<td>£439,000</td>
<td>£2,196,000</td>
</tr>
<tr>
<td>1999 World Indoor Climbing Championships, Birmingham</td>
<td>£133,000</td>
<td>£398,000</td>
</tr>
<tr>
<td>1999 World Judo Championships, Birmingham</td>
<td>£486,000</td>
<td>£1,943,000</td>
</tr>
<tr>
<td>2001 World Amateur Boxing Championships, Belfast</td>
<td>£186,000</td>
<td>£1,485,000</td>
</tr>
<tr>
<td>2001 World Half Marathon, Bristol</td>
<td>£584,000</td>
<td>£584,000</td>
</tr>
<tr>
<td>2002 World Snooker Championship, Sheffield</td>
<td>£133,000</td>
<td>£2,265,000</td>
</tr>
<tr>
<td>2006 Great South Run, Portsmouth</td>
<td>£1,000,000</td>
<td>£1,000,000</td>
</tr>
<tr>
<td>2006 World Rowing Championships, Dorney Lakes, Eton</td>
<td>£355,000</td>
<td>£3,270,000</td>
</tr>
<tr>
<td>2009 Great East Swim, Ipswich</td>
<td>£400,000</td>
<td>£400,000</td>
</tr>
<tr>
<td>2010 UK Corporate Games Liverpool</td>
<td>£754,000</td>
<td>£3,018,000</td>
</tr>
</tbody>
</table>

41. The average daily economic benefit per event from the table above was in the region of £450,000. This derives mainly from visitor spend, typically at 70% to 90% of all event expenditure and this in turn is primarily “subsistence spend”; food, drink and accommodation. Average competitor spend was estimated at £78 per day by UK Sport 2007 (“Measuring Sports Impact”, based on the average of 6 events).

42. The UK Corporate Games were last held in MK in 1993/94. The event now typically attracts 5,000 competitors, as it did this year at Loughborough University. The Liverpool 2010 games had 4,880 participants with 72% staying overnight. There was £2,490,000 spent in accommodation, food and drink; £390,660 in shopping and attractions and; £136,150 in travel and other activity.

43. The Northampton Saints versus Ulster rugby match held at Stadium:MK in April 2011 contributed nearly £1 million to the Milton Keynes economy during the Heineken Cup quarter final weekend. The key facts taking into account only the Ulster fans were:
   - 3,500 travelling supporters spent an average of £250 per person;
   - 38% of this spend went on food and drink, with 23% going on accommodation/ hotels. 6% went on other shopping activities;
   - 60% of travelling supporters stayed for one-two nights in Milton Keynes hotels. 12% stayed for three-four nights;
   - There were strong satisfaction indicators about the friendliness of locals and the welcome received; the local area as a whole; the standard of accommodation and food and drink; and whether those surveyed would think positively about visiting the area again.

44. The Northampton Saints will return for another Heineken match in January 2012, this time against Munster. The economic benefits of the match will again be assessed, but it is planned this time to measure the income from the Saints’ supporters, in addition to the visitors.

45. Taking another event in more detail, the “Great East Swim” at Ipswich in 2009 the following economic benefits were identified in a commissioned econ9mic benefits study:
   - 1250 swimmers and 4000 spectators were involved;
   - Expenditure by participants and visitors was over £100,000, being £25 per competitor excluding other income;
   - Event promoters spent in the region of £375,000;
   - Advertising value equivalent was £186,000;
   - Sponsorship raised by participants £85,360;
   - For every £1 spent, £1.84 was generated in the local economy (accommodation etc).

(Source Suffolk County Council and Nova International 2009)

46. There are therefore significant economic gains in hosting events. With the ISC developed and several major event venues operational across a variety of sports and
cultural festivals, then MK might reasonably expect to host above average sized events, and attract several million pounds from event related expenditure.

**Health and social savings**

47. There is a sound economic case to make significant investment in increasing physical activity as the estimated cost of treating diseases and sickness absence across England is £8.2 billion. (*National costing report of Physical activity and the environment [NICE Jan 2008] and; Department of Health [2004]; Dept of Health Commissioned Foresight Centre Report Tackling Obesity 2007*). This would indicate that, on a simplistic pro-rata basis, the current cost to MK of physical inactivity is around £38m per year. Taken up to 2016 this would equate to about £600m for the period.

48. The steering group are keen to ensure that the health benefits that will flow from any ISC developments are maximised and these will, wherever possible, be taken into account when determining the details of any delivery proposals.

49. As well as health benefits there are other social benefits as outlined in the Figure 7 below.

**Figure 7: Sport and Physical Activity Benefits**

<table>
<thead>
<tr>
<th>Sport and Physical Activity Benefits Other Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>“70% of young people believe that a lack of positive activities provision leads to more youth crime and 76% of people believe that participating in sporting activities reduces antisocial behaviour/crime amongst young people”.</td>
</tr>
<tr>
<td>(MORI research, 2002 and 2004)</td>
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<tr>
<td>“The public health threat posed by obesity in the UK is a potential crisis on the scale of climate change”.</td>
</tr>
<tr>
<td>(Alan Johnson, Health Secretary, 2007)</td>
</tr>
<tr>
<td>&quot;We are now in a situation where levels of childhood obesity will lead to the first cut in life expectancy for 200 years. These children are likely to die before their parents.&quot;</td>
</tr>
<tr>
<td>(Dr Colin Waine, National Obesity Forum)</td>
</tr>
<tr>
<td>“Obesity costs, in terms of health care provision and lost work hours, could reach £45bn a year by 2050, with 60% of adult men and 50% of adult women being clinically obese”.</td>
</tr>
<tr>
<td>(Dept of Health commissioned Foresight Centre Report Tackling Obesity 2007)</td>
</tr>
</tbody>
</table>

Better sports and recreation facilities such as youth sports clubs, community centres, parks and open spaces are an important part of quality of life and are among the most effective ways of building community cohesion. Antisocial behaviour/crime weakens communities, yet this is avoidable as 76% of people believe that participating in sporting activities reduces antisocial behaviour/crime amongst young people.  
(MORI research, 2004)
As a community we think the lack of teenage facilities is a key social issue, indeed 70% of young people believe that a lack of positive activities provision leads to more youth crime and providing sports facilities and sports leaders is critical to delivering this. Sport and exercise are the single greatest contributors to social participation.
(MORI, 2002 and; Home Office Citizenship Survey 2001)

Wider economic benefits

50. In addition to the direct benefits above, there is potential through the ISC for significant place-marketing benefits, which would raise the profile of MK through media coverage as well as through the positive experiences of the competitors and spectators.

51. There are also the factors that affect locational decisions by companies such as; the level of skills and the health of the local workforce, the quality of life for their employees which includes access to quality leisure and recreation facilities. The ISC can help deliver these. These wider economic benefits are summarised by Figure 8.

Figure 8: Wider economic benefits

![Diagram](image-url)  
(After Chris Gratton, Simon Shibli, and Richard Coleman, 2006)

The Delivery Strategies
52. Enhanced inward investment, economic prosperity and healthier lifestyles are also underpinned by the ISC, which in turn is linked to the MK Sport and Leisure Strategy Refresh, and the draft MK Events Strategy.

Refresh of the Sport and Leisure Strategy

53. The Refresh of the Sport and Leisure Strategy (March 2011) considers a wide range of sporting provision, at the “community” level. The sporting community in Milton Keynes is vibrant and growing and in addition to three professional sports clubs (MK Dons, MK Lions and MK Lightning), there are also over 250 local sports clubs which provide a diverse range of opportunities for everyone.

54. Similarly to the case being made for the ISC itself, it is the wider ‘agenda’ benefits that sport and recreation can offer towards improving health, education, the environment and economic growth, which will help justify the continued investment in sport and activity programmes and facilities. The updated Vision in the Refresh reflects this:

“By 2014, Milton Keynes will have created a legacy as an International City for sporting excellence and achievement, inspiring the local population to become more active, more often and achieve their potential within a world class sporting infrastructure.”

55. The Refresh provides the justification and policies which will be needed to deliver both facilities (built facilities and playing fields) and sports development. The evidence presented is based on existing needs, the planned growth of Milton Keynes, and the anticipated increases in sport and active recreation participation over time as people become more active.

56. The main findings in relation to the future facility needs are included in more detail later within this report, as any facilities supported by or developed for the ISC must have a clear justification in relation to demand, meeting the needs of both the established communities across the authority, and planned future growth.

MK Events Strategy and Action Plan 2011-15 (draft)

57. MK has recently produced a draft Events Strategy and Action Plan for the period 2011-15 which will help to underpin and deliver the proposed ISC and some cultural events. It is expected that these will include:

- Events for elite athletes, such as international football matches, but where the community can benefit from being spectators and being motivated to take part themselves;
- Mass participation events where large numbers of people can participate at a variety of levels; benefit from the training for these events and retain a legacy of increased sporting activity;
• Festivals where sport and active recreation play a central role.

58. The ISC will provide the venues to support these events and also provide the necessary ancillary facilities that are essential for their successful delivery and operation. Events will also provide a great opportunity for spectators to watch elite athletes/sports stars, to view them as role models and be inspired to take part in sport as a result. However there may need to be a major events fund/programme to help deliver some of the event opportunities, particularly meeting the up-front costs.

59. The draft Events Strategy and Action Plan (Appendix 5) provides a framework in which this development process can be harnessed and delivered in a partnership approach ensuring engagement across all sectors. The Strategic Aims of the draft Events Strategy are:

• To bring economic benefits to Milton Keynes through the staging of major events.
• To increase the profile of Milton Keynes regionally, nationally and internationally through a portfolio of events which reflect the Milton Keynes “brand”
• To create a sustainable environment that nurtures and supports events
• To enhance the quality of life in Milton Keynes as a place to live, work and visit.

60. The objectives are:

• Attract events of national and international significance to Milton Keynes
• Develop existing events in Milton Keynes which are or have the potential to be of national and international significance
• Create and support new events which meet the priorities for Milton Keynes and contribute to the delivery of the vision
• Events which increase economic impact, increase the profile of Milton Keynes, create a vibrant and animated town and improve the quality of life for residents will be created and supported through this strategy.
• Liaise with partner organisations and agencies to create a focused, cohesive and coordinated approach to events
• Assist event organisers in the management and delivery of events through support and co-ordinated working.
• Through events, improve the quality of life for the people of Milton Keynes and contribute to making Milton Keynes a better place to live, work and visit

61. The Strategy differentiates between events and regular or routine entertainments and sport. The sub-categories of “event” are noted as being:

• Major event
An event which attracts significant visitor numbers (over 5000) and media interest to Milton Keynes and also brings in excess of £1m to the Milton Keynes economy through either direct or indirect benefits
• International Event
An event of international significance which presents activity by people from different countries attracts international visitors and / or international media coverage

- National Event
  An event of national significance which attracts visitors and performers from all over the UK and / or national media coverage

- Regional Event
  An event of regional significance (SEMLEP area) which attracts regional visitors and / or regional media coverage

- Local Event
  An event which is of significance to the local community and attracts local interest, investors and visitors

62. The draft Strategy has a number of points for action are given, a selection of the most relevant include:

- Develop and deliver a “Summer of Culture”. A programme of sports, arts and community events inspired by London 2012;
- Support the development of the Milton Keynes Marathon;
- Devise a programme of sports, arts and community events linked to the major international sporting and cultural events e.g. Cricket World Cup in 2013;
- Support events which encourage healthy lifestyles;
- Prioritise events which leave a legacy in terms of infrastructure or long term participation by local people in Milton Keynes;
- Through the International Sporting City concept, seek to attract and support national and international facilities and events;
- Work with major event venues (e.g. The Theatre and Stadium:MK) to explore and implement development and investment opportunities which would attract national and international events to those sites.
SEMLEP AND THE INTERNATIONAL SPORTING CITY

Co-ordinating partners

63. A clear message from the consultation on the ISC is that it is exciting and worthwhile, and that it should be promoted and developed as both a Milton Keynes and as a sub-regional concept. Milton Keynes sits within the South East Midlands Local Economic Partnership area (SEMLEP), consisting of: Bedford, Central Bedfordshire, Luton, Aylesbury Vale, Milton Keynes, Corby, Daventry, Kettering, Northampton, South Northamptonshire, Cherwell, and Dacorum. SEMLEP therefore straddles the long established regional government boundaries of the East Midlands, East, and South East, and it is at an early stage of establishment. The objective of SEMLEP is that it should offer the opportunity for the constituent parts to work together to support economic and housing growth, in a natural economic area, with strong partnerships including a significant private sector role. The organisational structure of SEMLEP is still being developed, but it is possible that sport and culture will have a place in at least one sub-group.

64. A particularly strong interest in the ISC has been demonstrated by the response to the consultation by those authorities and organisations located closest to Milton Keynes. Those further away have less immediate interest in the idea, as they have less to gain and/or lose from its progression. The ISC within Milton Keynes needs to be at least compatible with the existing network of high level facilities and events across the sub-region, which will help to ensure that there is little direct competition between facilities and opportunities. At best, the ISC should be developed as a holistic strategy across the SEMLEP area, with the close involvement of each of the partner authorities and organisations.

65. To progress the ISC at the SEMLEP level will require the ISC to gain real support from the SEMLEP partners and County Sports Partnerships (CSP). This is complicated by the fact that the existing sporting structures below national level are primarily linked to the well-established County Sports Partnerships (CSP), which are based on the previous county and regional boundaries. Milton Keynes is linked to Bucks and Milton Keynes County Sports, but has no formal links to either Northamptonshire Sport, or the Bedfordshire and Luton County Sports Partnership, although the authority borders both.

66. One proposal which has emerged from the consultation process is for the establishment of a SEMLEP Sports Steering Group, but at minimum the ISC should become a regular agenda item for SEMLEP. Whatever approach is adopted, it will be important to find a practical mechanism to co-ordinate the partners across the SEMLEP area without duplicating the existing networks.

67. Sport England has offered its support to find a way forwards, and Milton Keynes itself is also considering how this might be addressed. This is in the light of feedback from the consultation on the ISC First Report which favoured Milton Keynes continuing to lead on the ISC, including any partnership arrangements that may emerge. There will also be a need to consider how to achieve the balance between Milton Keynes progressing the ISC within its own boundaries, at a pace to suit the
delivery of its Core Strategy’s objectives, and developing the wider partnerships across the sub-region. These wider partnerships will help ensure the long term success of the ISC.

Figure 9: The SEMLEP Area
Co-ordinating projects and proposals

68. The blue circle around the SEMLEP area in Figure 9 identifies an approximate 25 mile radius from the Milton Keynes boundary. Given the reasonably central location of Milton Keynes city within SEMLEP and the fact that most day trips to major events are probably at least of this length, it likely that such events in MK will draw interest from across the SEMLEP area, and potentially beyond.

69. The criteria for determining the ISC priorities therefore need to include the geographical spread and complementarity of the ISC facilities and events across the SEMLEP area, as well as the role of community sport. For example, in relation to large (50m) pools for competition swimming, there will shortly be two 50m competition pools in the SEMLEP area, one at Corby and one in Luton. These may well meet much of the identified demand for high level competition facilities, thereby reducing the need for a similar size competition pool in Milton Keynes. The needs for appropriate training facilities and a 25m competition pool in MK would however still exist.

70. There is therefore a need for a strategic gap analysis to help determine the sports, facilities and events which will form part of the ISC and which should be developed in the short, medium and longer term at the sub-regional level. In the meantime however, there is general support for the facilities, events and overall approach outlined in the International Sporting City First Report, and it was recognised that some are already progressing, such as the MK:Arena.

71. The planning of events across the SEMLEP area through and the use of co-operative timetabling and marketing strategies can benefit all partners. Major event bids which draw on the strengths of the SEMLEP partnership and geographical area will generally be more viable, successful and deliverable as they are likely require significant numbers of team bases and generate a need for hotel capacity, tourist facilities etc that would exceed the capacity of even MK alone. As an illustration of this, the bid for the 2018 Football World Cup, involved facilities across the SEMLEP area. The draft MK Events Strategy is a useful model, and could be extended and expanded to cover the wider sub-region (see Appendix 5).

72. Other proposals such as the Sports Medicine and Education Hub and Portal can also be planned at a SEMLEP level, drawing on expertise from across the sub-region.
THE ISC OBJECTIVES

73. The key objectives which should drive the ISC have been derived from consultation and the direction of established policies, such as the draft MK Core Strategy. Although these will need to be reviewed as the ISC develops more into a SEMLEP wide project and programme of delivery, the main themes will remain and will be applicable across most of the sub-region. They are summarised in Figure 10.

Figure 10: Key Objectives of the International Sporting City (Milton Keynes)

<table>
<thead>
<tr>
<th>Key Objectives of the International Sporting City</th>
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</thead>
<tbody>
<tr>
<td>1. <strong>To support MK’s role as a regional centre, promoting its image, attracting inward investment for skilled employment, quality housing and infrastructure.</strong></td>
</tr>
<tr>
<td>MK acts as a regional centre for the SEMLEP area and the ISC needs to support the planned continued growth of the City. The City needs to attract new employers by creating both a high quality image and real benefits for both the companies and new employees. The City also needs to retain existing employers and employees. These in turn will help to attract new residents and retain the existing ones.</td>
</tr>
<tr>
<td>The ISC has a role in helping to provide the right quality, level and amount of cultural and leisure infrastructure as befits a Regional City to serve its needs and that of the wider region. The ISC will particularly help attract those employers whose workforces are young and skilled.</td>
</tr>
<tr>
<td>2. <strong>To support the vitality and viability of CMK as a regional office centre.</strong></td>
</tr>
<tr>
<td>MK’s success is based on a variety of factors, but a major one giving strength and depth to the MK and SEMLEP offer, is the function of CMK as a regional business centre capable of attracting regional, national and international headquarters. It is therefore important to have facilities and events that can highlight and support the role of CMK, in some case being located within it, as well as wider network of facilities.</td>
</tr>
<tr>
<td>3. <strong>To enable local communities to achieve improved health and well-being.</strong></td>
</tr>
<tr>
<td>Healthy lifestyles can help overcome the obesity health crisis, generate other health benefits, and make major economic savings to the NHS and businesses. The ISC and its associated events and activities can support increasing participation and healthier lifestyles. A healthy environment, workforce and community with good leisure infrastructure also have major advantages when seeking inward investment.</td>
</tr>
<tr>
<td>4. <strong>To provide facilities that are of a national standard, and are located and designed to offer a robust and flexible platform from which a variety of future bids for major events can be launched and delivered.</strong></td>
</tr>
<tr>
<td>Facilities need to be robust and flexible so as to offer both a venue for national and international sport but and support use by the local community. Facilities ideally</td>
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should have the ability to be used for more than one sport, and sometimes more than one sport at a time, as well as being able to cope with the demands of large events. Examples of previous success, such as Stadium:MK, Xscape, National Badminton Centre and Planet Ice, can be further built upon by other new facilities.

5. To make the best use of MK’s accessibility and its natural and built infrastructure to host national and international events and so strengthen MK as one of the UK’s major event and visitor destinations.

ISC facilities should be able to be reached by both public transport and by coach and car, and be accessible to both the local population and to visitors from further afield. Locations that are close or adjacent to existing cultural, leisure facilities and existing hotels, car parking and other support infrastructure and services will be the most attractive.

6. To build upon the strengths of MK’s image as a young, vibrant and forward looking city.

The future demographics of MK show how the existing population is ageing, but with new housing, there will be a continuing inflow of younger people, who will particularly benefit from the ISC and other sports and leisure facilities. There is however increasing interest and trends amongst older people who want to keep fitter than their predecessors. The ISC will therefore support the City’s strengths and help to retain the young and vibrant image, and associated new investment.

7. To embrace the best of new technology and green sustainable development.

In line with overall city objectives, facilities, wherever viable, should be exemplars of modernism, green design and sustainable operation.

8. To adopt “smart” approaches to international level sport services, such as sports medicine and education, working in collaboration with a range of regional education and health organisations.

There a number of expert organisations and institutions within SEMLEP and the wider area. The ISC can encourage collaboration and joint-working in order to offer an early delivery on a range of sports education, medicine and science services to elite athletes and to clubs. This will also support the development of higher education, sport-health tourism, and expand the skills base of the indigenous businesses.

9. To provide opportunities for National Governing Bodies of Sport (NGBs) and major club services to be provided from the City.

MK already is the headquarters of Badminton England and has the opportunity to attract some of the smaller NGBs and also to provide support services for larger clubs.

Many NGB and club needs are generic and include some function of administration, membership services, finance, legal, nutrition and sports science. By offering some of these centrally (and through IT, virtually) then it may be possible to attract a cluster of
smaller NGBs to MK, especially if event venues are also accessible to them.

<table>
<thead>
<tr>
<th>10</th>
<th>To ensure all ISC proposals (facilities and events) are deliverable and viable, there will be a need for innovative and enabling development both on-site and off-site.</th>
</tr>
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<tr>
<td></td>
<td>Some of the proposed ISC operations should be commercially viable in their own right. Others that would have historically relied upon public sector finance, either locally or via national grant schemes, will struggle to secure funding from these diminished sources. Some private sector sponsorship will also be restricted due to the recession. Therefore more innovative ways of funding need to be sought and formally supported by public and private bodies. The ISC is likely to need enabling development, such as new housing schemes, to support the financing of key facilities. There will also be a need for a fund to be built up to support the bidding and hosting costs of international events.</td>
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<tr>
<th>11</th>
<th>To seek to ensure the ISC is attractive to potential investment from major, national level companies, including those based in MK and in the wider area, as well as offering smaller local MK companies the opportunity to engage with the ISC.</th>
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<tr>
<td></td>
<td>Alignment of the ISC opportunities and activity with major national companies’ commercial aims will better attract investment from these bodies. For example BUPA supports the Great North Run to promote health and for example in MK perhaps non-competitive, sports events that align well with young, independent, adventurous and culture-conscious youth may be attractive to several brand led sponsors as well as match a wider MK image. Opportunities should also be considered to support local businesses, for example, in the supply of services to the ISC, their employee’s health and wellbeing, and suitable local sponsorship or partnership opportunities.</td>
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<tr>
<th>12</th>
<th>To set the ISC within the context of the South East Midlands Local Economic Partnership (SEMLEP) so as to support wider growth, jobs and economic prosperity through a collaborative partnership across the SEMLEP area.</th>
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<tr>
<td></td>
<td>Early opportunities should be taken to work across the SEMLEP area to the net advantage of MK and SEMLEP, and to support a timely and viable delivery of the ISC in MK. The ISC will have a core cluster of facilities in MK, but there are clear mutual benefits to set these alongside other national and international level facilities, services and expertise from the SEMLEP area. The ISC-MK market will draw heavily from, and provide services to, the whole SEMLEP area.</td>
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DELIVERING THE ISC

74. The following sections consider how the ISC can be delivered, with as specific focus on Milton Keynes simply because most of the work to date on the ISC has been MK based. As the ISC is developed further across the SEMLEP area similar delivery opportunities will arise elsewhere.

Current picture in Milton Keynes

75. Milton Keynes has a reasonable spread of good standard “community sports facilities” as well as a number of specialist and private sites. Figure 11 shows the network of all major and smaller sports facilities across the City and Figure 12 shows just the major facilities.

76. The community facilities can add support to the current and proposed ISC facilities, in some cases by providing additional venues for events, and also by providing part of the hierarchy of facilities that supports participation and progression through the sporting continuum. Whilst the overall network of facilities is essential to cater for all of the sporting needs within the City the ISC work focuses on the major sites, and those others which can offer facilities that can help support delivery of the ISC objectives primarily relating to high level, elite sport, and major events.

Sporting Need - Community

Sport and Leisure Strategy Refresh

77. In 2009 the Council produced a Sport and Leisure Strategy for Milton Keynes. This document analysed supply and demand, calculated the facility requirements and suggested suitable locations for the provision of new facilities. It identified a shortfall in provision of sports hall space and water space, and an approximate balance in the number of artificial grass pitches. Since then a number of facilities have been developed or confirmed. Also however since the 2009 strategy was adopted, a number of new factors have arisen which impact upon the Strategy’s recommendations, including:

- Slow down in the housing market;
- Economic slowdown;
- Lower projected population growth, and higher proportion of older people within the community (because of fewer people moving into MK);
- Decrease in the future housing in the South-East SDA, and removal of the South West SDA;
- Decision not to go ahead with the proposal for a 50m pool and other major community facilities at Radcliffe School;
- The provision of a new 50m pool complex in Luton;
- The desire for a “multi sport performance hub”;
- The opportunities arising from the emerging ISC proposals.
78. The 2011 Refresh therefore identifies the current community needs, and forecasts what will be required by 2026, based on the latest population projections. The findings include the number and best locations for major facilities such as sports halls and swimming pools, so helping to identify where dual use with elite and performance sport, and events is appropriate and practical.

79. The results and recommendations of the Refresh of the Sport and Leisure Strategy have been used to inform the needs of the ISC. The key difference between the two documents is that the Refresh primarily considers the general community’s sporting needs, whereas the ISC focuses on those facilities best able to meet the ISC objectives. The ISC facilities are driven by a combination of providing for local use, the needs of visiting elite teams and players, and the servicing major events. The following summaries are derived from the Sport and Leisure Strategy Refresh report, and focuses on the opportunities which may become available for links with the ISC.
Figure 11: Major and smaller sports facilities across MK
Figure 12: Major facilities across MK
Facility proposals

Swimming Pools

80. Retention of the adopted Strategy rate with the development of the following pools in the period up to 2026, and with the current approximate percentage split provided by the commercial sector:

Public pools

- a new 25 m x 8 lane competition pool plus teaching pool (equivalent to 625 sq m) in the central area of Milton Keynes by 2021;

- a new 25 x 8 lane pool plus teaching pool (equivalent to 625 sq m) either in the western or eastern expansion area of the authority, possibly linked to the proposed schools as an adjacent leisure centre facility.

Commercial pools

- Water space equivalent to:
  - a new 25 m x 8 lane pool plus teaching pool (equivalent to 625 sq m);
  Or
  - 1 x 25 m x 6 lane pool plus teaching pool (equivalent to 475 sq m) and 1 x 25m x 4 lane pool (equivalent to 213 sq m);
  Or
  - 1 x 25 m x 5 lane pool plus teaching pool (equivalent to 413 sq m) and 1 x 25m x 4 lane pool (equivalent to 213 sq m);

81. Should Watling Way be closed new additional provision will be required. All main pools should be a minimum size of 160 sq m. Three of these pools will need to be in place by 2021 to meet the needs of the population by this date, if the rate of provision is at adopted Strategy rate.

82. In numerical terms although there is adequate total demand for a 50m pool, when considering the wider picture across the SEMLEP area (see Figure 13), it can be seen that there will shortly be two 50m competition pools, at Corby (already open) and Luton. Should a 50m pool option be considered for MK, then it would be better to be a training type pool rather than a competition venue. However on balance, a 25m x 8 lane competition pool centrally located in MK is the preferred option. This will then be able to meet the needs of the community whilst also acting as a venue for some higher level club training and “short course” swimming competitions. The map in Figure 13 identifies major swimming pools across the SMLEP area.
Sports Halls

83. The Refresh also identified that there will be a significant shortfall in sports hall space across the City in the period up to 2026. This shortfall is spread across the whole of Milton Keynes but with the greatest amount of unmet demand within the central MK area.

84. It is not anticipated that new these facilities will be provided all at the same time, but phased to match the identified needs of the community and the International Sporting City, and with a mixture of halls of different sizes. Halls which are 4 and 6 court in size should be developed primarily to serve new local communities whereas a 12+ court hall should be developed as a strategic facility, providing both for local community use and serving the needs of the whole authority as a training and events venue, potentially up to international level. Such a hall would be of particular interest to badminton and basketball.

85. This large hall should be located in an accessible central MK location, and be designed to be a flexible space with a sprung floor and seating. It is anticipated that it might be able to meet a significant proportion of the future community use demand, which will also help in relation to revenue. However detailed feasibility assessments are needed to determine the most appropriate balance between community use, training, and major events. Should the amount of time allocated for training and events significantly impact upon community use, then there even be a need to look at additional hall space for the community in the longer term.

86. The new large hall should work in tandem with the Arena:MK. When completed the Arena:MK will offer up to 4,500 seats, good car parking and public transport, and a high volume ticketing system. As such it is designed, managed and will be able to host the larger events, while the 12- court hall would mainly focus on ISC training needs and those events requiring a smaller seating capacity. Having the choice of two large venues will in itself widen the attractiveness of MK as a major event destination.

87. The 12 court hall also needs to be considered in the light of other similar facilities across the SEMLEP area, and these are mapped in Figure 13.
Figure 13: Large Sports Halls and Pools in SEMLEP area
Artificial Grass Pitches

88. The strategy Refresh identifies the following future needs in relation to Artificial Grass Pitches (AGPs):

- A requirement for new pitch space directly linked to new growth;
- Additional pitch space to meet the anticipated extra demands through increasing participation from the existing population.

89. The modelling shows that up to 2026 there will be a requirement for the equivalent of 8 additional full sized pitches, 3 of these relating directly to housing growth. One new full size AGP with 3G surface will be developed in Central Milton Keynes close to the new Network Rail Headquarters, as a replacement for the National Hockey Stadium pitch. This is due to open in 2013.

90. There are a number of alternative sites and locations that could potentially meet the anticipated increases in demand, and with the adopted rates of provision maintained, the following options should be actively explored in relation to new provision.

- Radcliffe – full size AGP
- Secondary School in WEA – full size AGP
- Secondary School in EEA – full size AGP

- The remaining demand may be met through a combination of:
  - Increased use of the existing facilities, in particular longer opening hours on school sites;
  - Commercial sector small-sired football provision, particularly if this is in multi-pitch venue(s) (at a conversion ratio of 1 large size pitch : 3 small-sided);
  - The development of new large size pitch(es), particularly linked to school sites.

91. The detail and phasing of these development options will depend upon a number of factors.

92. When pitches are due for resurfacing, the nature of the new carpet will need to be carefully considered as the change from one surface to another will have major impacts on the community’s (and school’s if appropriate) usage, not least in relation to which sports can be provided for.
93. Woughton on the Green currently houses two outdoor water based artificial grass pitches as well as a small sized indoor 3G facility. This, plus the fact that it caters for a range of sports including tennis, baseball, hockey, football and cricket makes it a key site, as it is capable of hosting local, regional and national competitions. The future of the site is explored in more detail in the section dealing with Cluster Two.

**Natural turf pitches**

94. The following paragraphs provide a short summary of the findings from the Playing Pitch Strategy Refresh in relation to community use of pitches. Whilst the focus is on the demand for provision in relation to participation, there are some links and crossovers with the requirements for performance sport and these are dealt with in the following sections.

**Football**

95. Football on grass has grown at a faster rate than the 1% pa objective of the 2009 Strategy for both adults and juniors, but the participation rate in minis has fallen somewhat. The supply and demand analysis was reworked for the Refresh based on the new population forecasts and updated team numbers. Revised recommendations have emerged based on the key findings that: there will be sufficient space in most areas for football up to 2026, except for the north part of the City; and that the space allocated for community pitches in the West would appear to exceed the potential demand in the period up to 2026.

96. The Refresh recommendations are:

- that the priorities for future investment are for a new multi-pitch site in the North;
- improvements should be made to the quality of pitches and ancillary facilities elsewhere;
- that the playing field provision in the West should be reviewed to reduce the total amount of provision here and to concentrate resources on the best and most flexible sites which can cater for a number of teams at different age groups. If redevelopment is acceptable then surplus funds should be used to improve playing field sites elsewhere in the City.

97. This could mean that sites such as Woughton on the Green, or community accessible pitches on the Team Training Base Camp, may be able to receive some funding from such surpluses.

98. In the Central area the decision about the long terms future of MK Dons training base has a major impact on the situation. If the MK Dons remain at Woughton and continue to use the same number of grass pitches as at present then by 2026 there will a shortfall in the area equivalent to 2 full size pitches. If however they were to...
relocate elsewhere then there would be a surplus of 2 pitches by 2026. This would mean that the site can therefore accommodate a national training centre for baseball/softball, as set out in the next section of this report.

**Cricket**

99. Cricket has experienced growth in participation approximately in line with what was anticipated by the 2009 Strategy. The Refresh’s recommendations relating to cricket reflect are:

- In the period up to 2016 seek to develop one community cricket pitch in the South area;
- In the West and Central areas consider refocusing cricket use on to pitches which have the best opportunity for high quality provision (both pitch and ancillary facilities), in particular reducing the overlap with winter sports, and focus investment on improving quality. If sites are redeveloped for other uses, the funding raised should be used to improve other playing field sites;
- In other areas direct any funding available towards improving the quality of the existing facilities; North, Rural East;
- Support Sports Development initiatives to encourage stronger club development;
- Review the balance in supply and demand by 2013 in order to confirm site provision.

**Rugby**

100. There has been a slightly higher rate of growth in rugby than anticipated for the adult and mini game, although junior rugby has stayed steady. Even with these revised team numbers, there is some impact on the expected number of teams by 2026 based on the new population projections.

101. Recent developments at Emerson Valley to where the MK Rugby Club has recently been relocated, and the success of the Olney and Bletchley clubs in securing more pitch space for their clubs, means that there is now no additional requirements for new rugby pitches, or any new separate sites, beyond the three existing club sites.
Sporting Need – Performance Level

102. Having established the theoretical position in relation supply and demand for community sport, consultation has been undertaken with a range of key clubs, organisations and National Governing Bodies of Sport in order to determine which facilities and activities would be viable/ desirable as part of the ISC concept in Milton Keynes.

103. Set out below is a brief summary of the findings. Full details of the individual consultations are set out in Appendix 3.

Badminton

104. The National Badminton Centre is based in Milton Keynes and consists of an 8-court sports hall specifically designed for training. It has 8 courts in a linear arrangement, a sprung wood floor and specially designed lighting.

105. The site also contains associated conditioning facilities, a hydro therapy pool and sports medicine suite. The English Institute of Sport operates an elite athlete support service using these facilities.

106. Whilst the sports hall is of a high quality there are no spectator facilities and so it is not suitable for hosting competitions. The facility is very well used by local badminton clubs (8 in all) and does not have space within its programming schedule to cater for all of the demand.

107. The National Governing Body is keen to host major national and possibly international competitions in Milton Keynes. A flexible space, possibly a 12 court hall, with a seating capacity of approx 2,000 – 3,000 and a sprung floor, would cater for such demand and enable them to host competitions such as the All England Badminton Championships, which are currently held at the Manchester Velodrome.

Baseball/Softball

108. This sport previously had its academy based at Upper Heyford but needed to move as the site was being redeveloped. The National Governing Body therefore required a new national training venue with indoor space (approx 8 badminton courts in size) and outdoor space (roughly equivalent to 2 football pitches). Ideally this facility also needed to be able to host international events and have athlete accommodation close by/on site.

109. An agreement has now been made between the NGB and officers at Milton Keynes Council to enhance the facilities at Woughton on the Green to accommodate the national training facility, and this site is now being used by both the academy and national training squads. However this new use will have some impact on both the MK Dons and potentially the football community use of the pitch area on this site.
110. Major league baseball also wishes to bring international games to Europe, and there is also an aspiration to host professional games (European cup type) in the UK. A site for this has yet to be formally identified or confirmed.

**Basketball**

111. MK Lions Basketball Club currently has a full time professional 1st team, and academy and age group teams from U18 through to U13, all of which need to be training at the same venue at least 2 – 3 times per week.

112. The club has recently converted an industrial unit to contain 2 courts, one show court plus a separate training court. This offers a secure facility in the short to medium term, however the club also aspires to have a facility which can cater for big games with an audience of up to 5,000 together with all its training and development needs.

113. This would require almost exclusive use of a 3 or 4 basketball court facility (the equivalent of 12 or 16 badminton court size hall), which would be difficult to accommodate in a shared use venue such as is proposed within the ISC. However it may be that the club’s larger matches could be played at the proposed 12-court hall whilst the highest level fixtures (potentially European competitions) could be accommodated within the completed Arena:MK.

**Cricket**

114. The cricket ground at Campbell Park is an extremely high quality pitch and has been used in recent years to host a number of Northamptonshire Twenty20 matches. Consultation with Northamptonshire County Cricket Club indicates that they would welcome the opportunity to further develop their audience base for Twenty20 games in MK, and would like to establish a regular programme of these matches throughout the summer months.

115. Some improvements to the ground would be required, including upgrading of the pavilion and car park and improved access for TV and media coverage. If suitable indoor training facilities could be made available, the club may also consider basing all or part of their academy at the ground.

116. Buckinghamshire County Cricket Board is also keen to increase their use of the site and initial discussions have taken place between the Board and the Parks Trust. Early indications are positive and, in the first instance, they are considering staging a number of junior matches after senior ones, thus reducing site preparation costs.

117. Appropriate financial terms would need to be agreed between Milton Keynes Parks Trust who manage the site and any future users as the facility currently operates at an annual revenue deficit and this cannot be sustained in the long term.
**Football (training base camp and stadium)**

118. The requirements for a team training base/ MK Dons training ground (dealt with in more detail in section “Cluster Two”) will require an area of land in the region of 15 ha. This has to be considered as being in addition to the identified community pitch needs, as the team training base will have limited access by the community.

119. The venue needs not only to cater for MK Dons’ day to day training requirements but also have the flexibility to enable it to host visiting professional/international teams and matches from other sports i.e. rugby and American football.

120. If all the ISC team training base/MK Dons facilities are to be provided on one single site then potential locations will need to be explored and tested through the Site Allocation DPD process. One possible location that might fulfill the necessary criteria would be on land adjacent to the Western Expansion Area, with a search area that might incorporate the Council’s farm land holdings and “Site 10.4” currently known as Shenley Dens Farm.

An alternative would be to consider a split site at one of 2 possible pairs of locations:

- either at MK Bowl and Elfield Park;
- or
- at MK Bowl and Woughton on the Green.

122. MK Dons has a history of bringing in international football teams. In November 2007 the stadium hosted its first FIFA sanctioned international football match when the England Under 21 team hosted their Bulgarian counterparts in a UEFA Euro 2009 qualifier. Since then, the stadium has been used a number of times to host England Under 21 internationals, such as a warm-up game for the 2009 European Championship against Azerbaijan. The stadium also hosted warm-up games before South Africa World Cup 2010 featuring Ghana and Nigeria.

123. Stadium:MK currently has a seating capacity of 22,000. As part of the development of the ISC concept it is proposed that this should be increased to 32,000. This can be achieved without the need to remove the roof and will enable the venue to host a wider range of competitions as well as higher standard games.

**Rugby**

124. Stadium:MK also hosts rugby union fixtures, such as the 2008 Championship play-off semi-final, and Northampton Saints matches in the Heineken Cup. There may also be an opportunity to be part of the 2015 Rugby World Cup as final confirmation of venues progresses, particularly if this can be offered together with the proposed Team Base Camp.

125. In the longer term MK, as a regional sized city may aspire to host a Premiership Rugby Club of its own.
126. Cycling is very popular in MK. There are strong cycling clubs, an active users group and cycling association, and excellent commercial cycle shops. Existing facilities include: BMX at Pineham (likely to move to a new site), track facilities at the National Bowl, Bike hire at Willen Lake, cycling routes (including a national Sustrans cycling route), and 120 miles of Redways for commuting and leisure. Figure 14 illustrates some of this range of cycling opportunity in MK.

127. MK has hosted a stage of the Tour of Britain in 2008 and there have been previous plans, supported by the British Cycling Federation, to provide enhanced cycling facilities at the National Bowl. New proposals for a major cycling centre are discussed in the cluster two section of this report.

128. At present, David Lloyd Club is the only site that provides indoor tennis in Milton Keynes. It has a total of 13 courts and is situated near CMK.

129. Based on the standards of provision set out in the 2009 strategy there is likely to be demand for an additional 8 courts.

130. At present there is a proposal to develop a new indoor facility at Mount Farm Lakes. This is a joint initiative involving MKPT and the LTA. It will complement the private David Lloyd club at Newlands and provide facilities for performance athletes who are, at present, having to travel to Aylesbury or Bedford to access indoor facilities.

131. It is also envisaged that the site will host county, regional and national competition venue.
Figure 14: Cycling In MK

Build on what we do well

Bowl Cycling

Team Milton Keynes

BMX

CMK

New Trek Bike HQ at Tilbrook,

120 miles of Redways

Tour series
132. **Adventure Sports**

Indoor, urban and outdoor adventure sports are increasing in popularity, particularly in places like MK. Because of the “unstructured” nature of some activities such as parkour and skateboarding it is very difficult to measure participation in the same way as for more traditional sports. The Active People survey for example does not record a high number of participants in these sports.

133. Some sports do offer participation data. In the period between 2007/8 (Active People Survey 2) and 2009/10 (Active People Survey 4), a number of sports including cycling, and mountaineering show a statistically significant increase in participation rates at the national level:

- Cycling has grown from 1.7 million adults (4.3%) in 2007/8 to 1.9 million adults (4.4%) in 2009/10, an increase of over 99,000 participants;

- Mountaineering has grown from 86,100 adults (0.21%) in 2007/8 to 111,300 adults (0.26%) in 2009/10, an increase of 25,200 participants;

- British Triathlon reported increased participation of 20% in 2009;

- UK Skateboarding Association estimate there are now over 600,000 active boarders in the UK; the industry belief, ratified by park attendance at key facilities such as Adrenaline Alley, Corby and elsewhere, is that there are at least as many BMX freestylers as skateboarders giving an estimation of 1.2m boarders, BMXers and skaters in the UK;

- The British Gas Great Swims (open water swimming) has increased over a period of 3 years from one event with 3000 participants in 2008, to 5 events and 20,000 participants in 2010, and 25,000 in 2011.

134. To a large extent the fact that there are a number of successful urban adventure facilities already in MK provides the evidence for the demand for this type of activity. These facilities include:

- Willen Lakes high ropes course (Figure 15)
- Big rock climbing centre (Figure 15)
- Xscape (SNO!zone; Airkix and Vertical Chill)
- Planet Ice
- BMX at Pineham
- Daytona Racing
- Dragon Boat Racing
Figure 15:  Adventure Ropes and Big Rock, MK
135. These sports are clearly popular particularly amongst young people and these types of activities are in line with the MK image of a young, vibrant, skilled, healthy, adventurous, can-do city. The activities also lend themselves well to co-location with retail and cultural opportunities, and to day trips and weekend breaks.

136. Any new “offer” in MK should ideally be complementary to the existing facilities in MK and in the SEMLEP area. The following examples in Figure 16 and 17 below are only indicative of the potential that MK might have for such facilities. There would be opportunities for partners in the ISC to support and facilitate approaches by individuals or bodies wishing to bring such facilities to MK.

Figure 16: Adrenaline Alley (Corby), and
Events in Milton Keynes

137. The ISC concept seeks to provide a platform from which major events can be supported and delivered. Some events are currently being bid for, whilst others are at an early stage of consideration. The high quality and flexible facilities which will form part of the ISC should ensure that MK and the wider SEMLEP area is in a good position to successfully bid for and deliver these events. Some examples of events are given below.

Football World Cup

138. England’s bid to become one of UK host cities for the 2018 football World Cup led to a strong legacy in the form of the long-term partnership that it built up, and the positive global media positioning of MK alongside the likes of Liverpool, Newcastle and Birmingham.

139. A critical part of the bid involved an increase in the seating capacity at Stadium:MK as well as the provision of a training venue for visiting teams. In order to support
the ISC in attracting future international and major national events, and provide for the needs of the MK Dons, the MK Dons will now progress with the increase in seating capacity to 32,000 seats at the Stadium:MK.

140. Possible locations for the 15 ha team training base have been identified as either a single site or land adjacent to the Western Expansion Area or on a split site, jointly at the Bowl and one of two possible locations (Elfield or Woughton on the Green). More detail on these options is provided in the section “Cluster Two”.

MK Marathon 2012

141. MK hosted a half marathon in March 2011, and has plans to hold a full marathon in late April/early May 2012. The latter is expected to attract up to 12,000 participants. These used in 2011, and will use in 2012 the existing Redways/leisure routes network.

Sky Ride Cycle Event

142. The first Sky Ride event at Milton Keynes led by British Cycling took place in the centre of Milton Keynes in August 2011, with over 4000 participants. The event is sponsored by Sky and has the objective of encouraging one million more people to cycle regularly by 2013 across the country. Where this event has been established for longer, the numbers of participants are much higher, with 15,500 people taking part in Birmingham. There is one other city Sky Ride in the SEMLEP area, at Alyesbury. There is usually good spectator involvement at these events, with a festival/entertainment built around them. Given the success of the event in 2011 and the support to this type of event elsewhere, it is seems likely that the Sky Ride will grow in popularity year on year.
Figure 18: Olympics 2012 opportunities

Proposals “MK:Events” Base for 2012 Olympics?

Olympics 2012 MK Fanfest? Godiva Awakes?
Olympics 2012

143. Destination MK is considering the opportunities promote MK as a touring base for visitors, as well as competitors’ families. As well as watching the games in London, many visitors will want to see tourist attractions outside the Capital and there is a good opportunity to attract them to stay in MK and offer them a cultural, retail, leisure and sport experience. Specific activities are also planned as part of the MK Events Strategy, such as the “Godiva Awakes” procession that will pass through MK on its journey from Coventry to the Olympic Park in London.

Rugby World Cup 2015

144. England will host the Rugby World Cup in 2015. There may be opportunities for MK to secure a final team training/event location. With Stadium:MK and a new team training base, MK may become a good venue alternative for the RFU.

Hosting of visiting teams

145. The proposed mix of facilities which might make up the ISC could position MK as the venue of choice for visiting international teams from a number of different sports. The travel distance to major match/event venues (e.g. London, Sheffield, Manchester, Birmingham) is not great, and this combined with the proximity of Luton and Stansted airports, all contribute to the City’s accessibility and appeal.

146. A venue such as MK which is away from the media spotlight but which has excellent sporting facilities and a range of high quality hotel accommodation could provide an ideal training location for visiting international teams or top level club teams from abroad.

Other Events

147. The ISC should be designed to offer a range of robust, high quality, flexible facilities that can be responsive to a wide variety of, as yet unknown, bidding opportunities. Having both the MK: Arena and a well-positioned 12+ court hall will offer a choice of large, flexible, indoor event space with supporting infrastructure (such as parking).

148. Despite having its headquarters in MK, Badminton England it holds some of its major events at the NEC in Birmingham and at the Manchester Velodrome. Were suitable facilities available, it would welcome the opportunity to host these events in MK.

149. MK Lions needs a suitable venue in which to host important matches. A combination of MK: Arena and a new 12+ court hall should mean that they can accommodate a range of competitions from 1st team league games to European Cup matches.

150. Having an enhanced National Bowl, together with an improved and better connected Willen Lakeside and Campbell Park will offer a great range of venues for major
outdoor events and festivals including Dragon Boat Racing and mass participation events.

151. Having an international standard Team Training Base will not only support MK events such as international football at Stadium:MK, but also provide a team base for international football, rugby, American Football and other teams who might be competing at for example at Wembley or Twickenham. In terms of football, this is addressed in more detail under the team training base section.
OTHER OPPORTUNITIES

152. A key objective of the ISC is to encourage inward investment from company growth and relocation. Whilst this will cover all employment sectors there are particular opportunities to support investment from the commercial sports sector.

153. MK already has a strong headquarters presence from companies such as Red Bull Technology and newly arrived Trek Bicycles. The opportunity to target the commercial sports sector, and specifically the motorsports sector (given that SEMLEP is the home of British Motorsports) should be taken. The ISC gives a great platform from which to market MK to these companies.

Commercial Sector

154. There is a strong role for the commercial sector to play in the delivery of the ISC. This would be expressed through the SEMLEP as well as at an MK level.

155. Opportunities include:

- Commercial leisure companies procuring and delivering new facilities. This might for example be as a purely commercial operation or a partnership through a design, build, operate and maintain route;

- A Sports Medicine and Education Hub may include private sector medical companies. These could be co-located with clubs, health providers, charitable and other bodies in a set up which may support capital and revenue costs. For example therapists, pharmacies and other health retail operations, paying rent and contributing to shared equipment costs (e.g. scanners);

- Elite sports clubs and companies may have sports science, research, medicine/therapy needs for their own competitors, and may play a significant role in a Sports Medicine and Education Hub;

- Major events will offer opportunities for sponsorship and/or provision of event services to both large and small companies;

- Employment land opportunities could be marketed in a more targeted fashion to bring new sports related companies to MK, to build on and possibly link with the likes of Red Bull Technology, Trek Cycles and others. The resulting cluster effect could be beneficial, especially if supported by the ISC;

- There may be ways of looking at how developers’ contributions (s106/tariff/CIL) could be better aligned to support the ISC funding needs (at present the ISC does not appear in the tariff);
• There could be instances in which developers may provide “voluntary” sector contributions over and above that which is required, by paying for sports facilities that benefit both the company’s image and the local community;

• Private companies may be in a position to lead bids, such as for Regional Growth Funds, or consider developing a pilot scheme to use T.I.F. (Tax Increment Financing) to help deliver the ISC.

Supporting Infrastructure

156. In addition to the facilities themselves, there are a number of key supporting infrastructure elements (existing and proposed) which make Milton Keynes an excellent venue from which to host major events. As the ISC concept becomes adopted more widely in the SEMLEP area, similar opportunities may be identified elsewhere to those outlined below for Milton Keynes.

Hotels

157. There is a wide range of accommodation available in and around MK. However discussions with Destination MK as well as business leaders, event organisers and NGBs have identified that:

• For major events the total hotel capacity likely to be available may not be sufficient within MK alone;
• A 5* hotel would be of benefit for hosting visiting athletes, support staff, as well as business and other visitors;
• A 3*/4* hotel would add to the attractiveness and viability of a team base camp;
• Additional lower budget accommodation would also be helpful in attracting athletes and teams from developing nations.

Culture and Retail

158. There are many leisure and cultural opportunities (theatres, Xscape, retail and food and drink offer etc) based in and around CMK. Locating new ISC facilities to take advantage of these would provide benefits, for both day visitors and competitors.

Accessibility

159. MK is well located within the centre of the SEMLEP area with its population of 1.8m people. Research from MK Observatory indicates that 18 million people and live within 1.5 hrs drive of Central Milton Keynes (CMK).

160. As well as its excellent motorway and mainline train access, essential for hosting major events, the ISC facilities can also be easily accessed from nearby airports including Luton, East Midlands, Birmingham and Stansted.
161. The ISC facilities should be located where they are highly accessible, by public transport and by car to visitors and competitors, and to the majority of the current and planned local community. The most accessible locations lie largely in the area between the rail and bus stations, and M1/J14. These are the CMK/Campbell Park/Newlands/Willen Lake areas.

162. MK generally has good car parking, particularly at off-peak periods when most sports events take place. However for events with large spectator demands more parking is needed in the CMK/ Campbell Park/Newlands/Willen Lake area, and in the National Bowl/Elfield Park.

**House of Sport**

163. Smaller NGB’s and larger clubs need a range of back office services that are not sport-specific, such as administration, legal, accountancy, HR and IT.

164. Offering a “House of Sport” that provides these back office services to a number of clients would offer economies of scale, financial savings and opportunities to share expertise.

165. This facility would help encourage NGB’s and others to re-locate to MK. With Badminton England already in MK, the desire would be to achieve a cluster of smaller NGB’s in the first instance. There may be the longer term opportunity to attract larger, national sporting organisations and/or Departments to relocate from relatively expensive London-based offices, to more affordable and accommodation in MK.

**Disability Sport**

166. The needs of disability sport should be fully integrated into the ISC concept. Both Bletchley Leisure Centre and Stadium:MK are models of best practice in terms of disability access. At the Stadium there are 164 dedicated spaces for wheelchair users with adjoining seats for carers, and the flexible seating system enables the number of wheelchair accessible spaces to be increased if required.

167. At the nearby National Centre for Disability Sport at Stoke Mandeville there are the highest grade of facilities for the country’s leading sportsmen and women. It hosts many national level events including the World Wheelchair and Amputee Games.

168. These and other facilities give excellent opportunities of working within SEMLEP to provide, through the ISC, a special focus for disability sport at an international level.
SPORTS SCIENCE AND SPORTS MEDICINE

169. To support the ISC there is the possibility of developing specialist services to support visiting teams, local elite and performance athletes and potentially the wider local community. Some of these facilities would need to be close to the training and event facilities for each sport, for reactive and post training treatment. Other facilities for longer term treatment or conditioning may be located elsewhere, and this might be in partnership with the NHS or possibly private medical companies.

170. In relation to visiting teams and competitors, it is recognised that many elite athletes and top level teams travel with their own physiotherapy/sports medicine staff. The key priority for them is appropriate and accessible facilities.

171. In relation to existing demands for local elite and performance sport, badminton has a need for sports science and medicine, and the English Institute of Sport therefore has a base at the National Badminton Centre with a suite of treatment rooms and hydrotherapy pool. These facilities are currently restricted to use by badminton players competing at the international level.

172. The MK Dons also have a substantial requirement for sports medicine and science at their training ground, and these are set out in Appendix 4.

173. Across the SEMLEP area there are a number of Higher Education institutions, private health and therapy companies, sports clubs and others that offer sports science/medicine services, and consideration should be given to developing a specialist hub centre at MK. This hub could provide a teaching resource as well as treatment service, and should be linked to other facilities and expertise in the SEMLEP area and beyond. If developed this should be accessible to both elite athletes and the general community, albeit possibly at different times.

174. There is a strong desire to develop and enhance the higher education offer in MK as part of the ISC work. It is proposed to build upon the expertise already available in the MK/SEMLEP area in the field of sports science and medicine. A “virtual” or “cloud university” approach could bring together the very best of current practice and set up to provide diagnostic and treatment services to the elite athletes based in or visiting MK, but serviced from facilities located in the wider area. See Figure 19 as an illustration of this concept.

175. The hub would offer shared on-site and off-site expertise and facilities that can be responsive and flexible. It would be able to gear-up for major training camps or events, and to bring in specialised expertise as required, without the need to have all these services located within MK.
Figure 19: Sports Medicine/Science Hub

Smarter thinking: Potential Partners?
medicine. therapy. education. science
ISC locations and clusters

176. The ISC concept is not based around a single location, but builds on what is already in place and proposes a range of new and enhanced facilities, which within Milton Keynes will be based around “clusters”. The clusters in Milton Keynes are designed to meet the needs of residents and visitors alike and complement the existing facility network both within MK and the wider SEMLEP area. It should be noted that the terms “regional”, “national” and “international” vary from sport to sport and between sectors within a sport e.g. junior international versus senior national level. These definitions and their implications need to be clearly identified within the feasibility assessments for each of the potential sport facilities and opportunities.

Determining priorities and options

177. The criteria for determining the ISC priorities include considerations such as the geographical spread and complementarity of the ISC facilities and events, as well as the role of community sport. However, other useful points on a checklist should be:

- Delivery of high quality facilities and events
- Opportunities for enhancing health and community well-being sought in all relevant activities and facilities
- Prioritisation of those facilities and opportunities which attract the widest market and the greatest financial investment, and are economically most beneficial
- Future planned needs of community sport in Milton Keynes (for the growth up to 2026), and as appropriate elsewhere in the SEMLEP area, taken into account
- Prioritisation of what is achievable
- Facilities are justified, not pipe dreams
- Universities seen as centres of excellence for; facilities, research, skills training and possibly internships
- Funding via enabling development
- Business involvement and to wider the business partnerships supported and encouraged
- Sponsorship
- Grant aid opportunities exploited wherever possible
- No reliance on public subsidy
- Encouragement of cultural and social diversity
- Opportunities on the cultural/sport interface explored and developed where relevant e.g. dance, skateboard, parkour, and cultural opportunities such as urban art set around sports events
ISC locations and clusters for MK

178. The following proposals relate to the ISC delivery within Milton Keynes, but as the ISC concept is developed and delivered across the wider SEMLEP area other facilities and opportunities will be identified and proposed.

Locations

179. The ISC will include existing facilities (e.g. Xscape, national Badminton Centre, the Bowl, Stadium:MK, Arena:MK and others). Some of these are identified for enhancement, expansion or as sites for co-location of new facilities.

180. Whilst some new facilities need specific locations, perhaps dictated by the land area needed, or a site specific need such as access to clean open water, the majority of the proposals where community and visitor use will be high, are best located where they can be easily and sustainably accessed by the MK community and by visitors. This will favour locations which are on main public transport corridors and the train and bus stations, and be accessible from major road junctions such as J14/M1. Figure 20 shows the network of public transport routes across Milton Keynes. The issue of accessibility is less crucial for very specialist facilities which have lower numbers of users or which only hold smaller or very occasional events.

Figure 20: Public Transport Corridors

181. The ISC facilities should therefore where possible, be located where they are accessible to the majority of the population. This is well demonstrated by the maps in Figures 21 and 22 which show where most people live in Milton Keynes city, using the current (2010) population density as a guide, and also the future (2020) population density following further housing development. Figure 23 illustrates the impact of the housing proposals, in particular the increases anticipated in and around the Central MK area, and the growth of the city in the west and east.
**Figure 21:** Population density at 2010

(NB: The map does not include development in the Strategic Reserve Areas SE of the City)

**Figure 22:** Population density at 2020

(NB: The map does not include development in the Strategic Reserve Areas SE of the City)
Figure 23: Areas of population growth 2008 - 2020

(NB the map does not include development in the Strategic Reserve Areas SE of the City)
Clusters

182. Some facilities benefit from being co-located and/or clustered, benefiting from shared markets and support facilities as well as land assembly, construction and operational efficiencies (e.g. swimming pools, sports halls and gyms). Others will benefit from being part of a wider destination, perhaps clustered around other cultural attractions, retail accommodation, parking attractions (e.g. Xscape) and would favour locations in or near to CMK.

183. There is therefore a logic for the ISC to be based on a cluster approach, and it is proposed to identify three clusters for Milton Keynes. Each would have different roles, but all would serve the whole of the MK (and wider) area.

- Cluster One: Central MK
  - Based across the area from west of the rail station through CMK, Campbell Park, Newlands and Willen Lake;
  - This would particularly support the vitality and viability of CMK and would provide accessible facilities and events for the local community and visitors, as well as elite athletes.

- Cluster Two: South and East MK
  - Includes the Bowl, Stadium:MK, Arena:MK, Woughton on the Green and other facilities;
  - Based mainly around existing (but to be enhanced) major facilities catering for elite athletes and also hosting major sports and cultural events.

- Cluster Three: North MK
  - Includes Stantonbury Campus and wider area;
  - This area would provide specialist facilities, such as access to water and athletics tracks.

184. Details of these clusters and their roles are given below, and their locations are illustrated by Figure 24.
Figure 24: Major facility proposals and venue options
Cluster One: Central MK

Willen Lakeside

185. Significant sports and leisure activity takes place at Willen Lakeside. This area is part of the MK Parks Trust estate and is operated by Whitecap Leisure Ltd. There are facilities for waterskiing/wakeboarding, dragon-boat training and racing, canoeing, sailing, boating, jogging, walking and leisure cycling. There is also a ropes course as well as a pub, hotel, parking and other facilities. Opportunities should be taken to enhance these facilities, and other outdoor adventurous activities.

186. Willen Lakeside already hosts events, and in the longer term the opportunity should be considered to intensify this activity and improve the supporting infrastructure. Examples might be to:
   - strengthen the existing Dragon Boat training and competition offer so that it becomes the country’s main location for this activity;
   - provide increased car parking, more spectator and event space;
   - provide better linkage with Campbell Park; and
   - increase the amount of visitor accommodation at or very close by the area. As well as the current hotel offer at Willen Lakeside, this area might also support a second hotel;
   - some novel, commercial indoor leisure facilities might be able to be to be attracted to the Willen Lake/Newlands area (or elsewhere at a built leisure facility); such as a “wave rider” for surfing or a major scuba diving tank.

187. The lakeside area, jointly with Campbell Park and CMK could offer a range of fantastic venues for major events and festivals. Examples could include the UK Corporate Games and a Fanfest site for the 2012 Olympics, as described elsewhere in this report.

Newlands

188. There is an opportunity at Newlands, being promoted by the Bedford and MK Waterway Trust (B&MK), to link the Grand Union Canal from the bottom of CMK/Campbell Park across Newlands to Willen Lake, as part of a longer 26km waterway to Bedford. This would provide a direct opportunity to enhance the links between CMK and Willen Lake, and also to support nearby potential ISC facilities and events, as well as enhancing the wider MK cultural offer.

189. There have been some aspirations to develop a fire and rescue water training facility, possibly incorporating a white-water canoe slalom course, alongside any new canal arm. However with the Nene Whitewater Centre in Northampton, the new Olympic Broxbourne course, and facilities in Bedford, more feasibility checks would be needed to confirm the need for such a facility here.
190. Some parts of the Newlands site are as yet undeveloped. They are owned by the HCA, and the Local Plan considered them as suitable for commercial leisure. A more flexible approach to land use to support the ISC may be possible, either for commercial or other sports and leisure.

191. There is potential for Newlands, and parts of the existing Campbell Park housing and mixed development sites to be one of the options for the location of new sports hall, swimming pool and sports medicine hub in a “sports quarter”. However it is thought that there may restrictive covenants linked to other Newlands occupiers which would make this difficult to progress.

**Campbell Park**

192. Campbell Park is used for informal recreation but can offer opportunities for the ISC as a location to hold major outdoor events, and perhaps some new outdoor adventure related facilities, such as a major skate park.

193. Opportunities should be taken to plan for better physical and perceived connectivity between CMK, through Campbell Park and Newlands, to Willen Lake. As well as cycling, walking, jogging and perhaps an extension of Avebury Blvd over the canal, there are aspirations for a new canal arm (see Newlands above) to help with this linkage.

194. An intensification of the use of Campbell Park cricket ground would also help this connectivity. The land is owned by MK Parks Trust and is part of its green estate. The cricket pitch is of a very high quality but the adjacent pavilion does require some improvements. The site is close to the David Lloyd indoor tennis and fitness centre and also to Willen Lake. The pavilion is mainly used as the offices of the MK Parks Trust. Northamptonshire County Cricket Club is looking to establish a regular programme of 20-20 matches in Milton Keynes. This could be accommodated at Campbell Park provided the changing and ancillary facilities could be upgraded. There would also be a need to improve car parking and ideally to improve access for TV coverage. If indoor space were available then NCCC would consider basing some of their academy work at the ground. This indoor space might be provided (at least in part) via the proposed 12-court hall.

195. There may also be opportunities to relocate the Park Trust offices and use the Pavilion and adjacent land for other ISC sports facility needs, perhaps as a site option for the Sports Medicine Hub and/or a “House of Sport”. Alternatively these facilities may be better located as part of a CMK/West End Sports Quarter.

196. There is an active market for skateboarding in MK with an estimated total of 1,200,000 boarders, BMXers and skaters in the UK. Whilst there are a number of sites used for skating in MK, one of the best is the Central Bus Station Plaza, which has been recently been re-designed and improved to provide for skating with funding from MK Council, English Partnerships and EBMK. The larger skate park facilities can draw from a much wide area, as demonstrated by sites such as
Adrenaline Alley in Corby which is a largely indoor facility with over 30,000 visits per annum, spending an average of £15 per visit.

(Adrenaline Alley Feasibility Report 2008 by Joe Dickenson)

197. Should an outdoor skate park be considered then a location as within reach of CMK station would be useful, and one practical location may be in Campbell Park. A good example of a successful outdoor skate park is the Stoke Stake Plaza which is over 3200 sq m in size. This facility is free to users and is located in the Central Forest Park which adjoins the city centre.

*Figure 25: MK Bus Station Plaza Skate Park (L) and Stoke Skate Plaza (R)*

Wider CMK

198. Core strategy policies support the intensification of CMK for retail and culture including sport and leisure.

199. CMK already is a major focus for leisure activity with Xscape, Planet Ice, skateboarding and skydiving. It also has the main retail and cultural offer within the SEMLEP area.

200. Imaginative use of the CMK public realm, current and planned, offers a great opportunity for urban sports activity. Stockholm recently ran an urban square cyclo-cross event. Street sports events can be run in such locations using existing buildings supported by temporary structures such as climbing towers. The masterplanning of all new CMK developments including roads and paths should therefore consider the potential to support sport and wider healthy lifestyle opportunities.

CMK Community Sports

201. A full sized synthetic turf pitch (3G-STP), with a sports pavilion and room for other community sport has been agreed with funding on the “hockey stadium replacement site” close to the station and adjacent to the new Network Rail HQ. HCA have provided the land, and Network Rail the funding through developer contributions. This will provide a leisure facility for CMK workers and residents, and can offer opportunities to support wider ISC objectives and events in the CMK area.
Planet Ice

202. Planet Ice provides both a significant leisure destination for MK and the ISC, and a training and event venue for Ice Hockey. Its continued presence and enhancement should be supported through the planning process although provision is always likely to be via the private sector.

CMK Block 4 Sports Quarter

203. CMK block 4 (part of) offers one of three site options for the proposed 12-court sports hall, 25m x 8-lane competition pool and sports medicine hub, as part of a wider mixed use development (e.g. multi-storey car park, 5* hotel, ground floor retail, commercial leisure and residential).

204. Some initial comparison of the three site options (Newlands, CMK Block 4 and the Bowl) is given in Figure 27 below, which acknowledges that Block 4 site would have significant opportunity costs associated with it.
Cluster Two: South and East MK

205. This area lies to the south and east of the City.

MK Bowl and Elfield Park

206. MK Bowl is already a well established cultural events venue. In the past it has been put forward as a possible location for a football team training base/ training ground for MK Dons whose current site at Woughton on the Green has significant quality issues, is not large enough to meet their needs, and has now been identified as the preferred national training site for baseball and softball. The Elfield Park site lies adjacent to the Bowl and is partly brownfield land and together they would offer a larger site more able to take multiple ISC sports uses. The following option for the MK Bowl and Elfield Park could all potentially be considered together i.e. the cycling, the team training base, enhanced cultural facilities, and the sports quarter. Further feasibility work is required to confirm the potential and to determine the final facility mix.

Major Cycling Centre

207. The Bowl has a much used closed road cycle track which needs improvement and potentially extension. Improved or new indoor training and changing facilities are needed. Other opportunities for enhanced cycling facilities should also be considered for this site.

208. Opportunities which should be considered to include use of part of the Furzton Lake site, for triathlon training (open water swimming and running elements), subject to improvements in water quality. The Knowhill Business Park “Tear Drop Lakes” open space could be considered as the site for the BMX facility (to replace the current facility at Pineham which suffers from flooding), and also for a running route, and potentially other cycling. Links between all these sites, and with the Redways system, should be strengthened.

209. In line with MKPT’s wider role in promoting cycling, healthy lifestyles and use of the Redways, the Trust may be a potential delivery partner for such a cycling centre, working in partnership with the relevant clubs. It would also be appropriate to allow some limited triathlon/cycling sport specific retail on this site.

210. Other suitable locations for the major cycling centre might also be considered for example as at the proposed Stanton Low Country Park (see Cluster 3).

Team Training Base

211. A key cornerstone of the ISC proposals is to develop a football team training base in MK. This would be a facility that would host international football teams when they visit the UK and who require access to a training camp, and also used to support
teams when playing international matches at the Stadium:MK. Critically it will additionally be the MK Dons training base. With the MK Dons managing, using, and preferably owning the site, there would be a financially viable and sustainable long-term future for the facility. It also means that there is a sponsor with the experience, ability, and drive to be able to deliver it.

212. As well as providing a venue for football, the team training base and Stadium:MK together could offer facilities for other sports, such as an alternative venue to host the Rugby World Cup 2015, and perhaps also a European base for American Football.

213. The training camp would need to be approximately 15 ha in size several grass pitches, two full-sized floodlit 3G synthetic turf pitches (one indoor and one outdoor), indoor facilities (including meeting rooms physiotherapy and other facilities), and a 3*/4* hotel. (Full details are set out in Appendix 4).

214. If the team training base was to be located in Cluster 2, initial analysis has shown that there is insufficient land available at the Bowl alone to deliver it and therefore a two-site option, with the Bowl and another venue, would need to be explored. Initial detailed site search and analysis identified two options as suitable sites to work alongside the Bowl - Elfield Park and Woughton on the Green. However the Woughton option now needs to be reviewed in the light of recent developments linked to the new role of this site as the baseball/softball national training ground.

215. Discussions with the HCA as current owners of the Bowl indicate that they are willing to consider a range of options to intensify the use of the Bowl, improve event facilities and make it more viable. This might include the possible transfer of ownership.

216. Discussions with the owners of the adjacent Elfield Park have not discounted the opportunity to consider its role as part of a wider solution for the football Team Training Base and/or as part of a solution to support the viability of the Bowl and the wider needs of the ISC.

217. A viable team training base at the Bowl will also need to support a better cultural offer at this location. To achieve this, and to improve the overall viability of the facility, planning and investment needs to deliver enhanced on-site infrastructure, including a 3*/4* hotel, backstage facilities, commercial leisure and enhanced car parking, in addition to the training base camp facilities.

*Sports Quarter*

218. The Bowl can also offer a site option for the location of the Sports Quarter (12-court sports hall, 25m x 8-lane pool and sports medicine hub). See Figure 27 below.

219. It is recommended that an early study is carried out to masterplan some or all of the above opportunities for the Bowl site.
Stadium: MK and Arena: MK

220. Arena:MK is adjacent to Stadium:MK and is partially complete. When finished it will provide an indoor space for sporting and cultural events which would have an audience capacity of up to 5000. A facility of this type would provide a suitable location for some of the higher level matches and competitions which were raised in discussion with various sports, and in particular with badminton and basketball.

221. The Arena:MK will have a solid rather than a sprung wood floor and this has implications for some sporting events. A portable sprung floor could be brought in for events, but this takes up to a day to erect and again to dismantle, thus increasing the hire costs significantly. The cost for larger more profitable events may be able to include this cost, but depending on the pricing structure, it would limit some other events use of the Arena.

222. Having in MK both the Arena and a 12-court sports hall (with sprung floor), will significantly increase the flexibility and offer of the City as a sports event venue.

Woughton on the Green

223. The Woughton on the Green (Woughton) site is used in part by MK Dons as their training ground. It contains a large number of grass pitches, 2 full sized water based artificial grass pitches (AGPs), 6 tennis courts and a small sized indoor AGP. The water based AGPs are specifically designed for hockey.

224. Responsibility for the site’s operation and management has recently been transferred back to MKC from the voluntary sector and as such the future direction of the site has yet to be fully determined. The double water based pitch is well used and valued by the local hockey club, and both pitches are planned to be resurfaced. The double water based pitch has important potential for high level hockey training and competition, and MKC are hoping to develop a stronger relationship with England Hockey to build on the opportunities offered by the site.

National Baseball and Softball Training Centre

225. It has recently been agreed that the Woughton on the Green site will become the national training centre for baseball/softball. The sport has a strong following in the South East and in MK in particular, and the proposals will initially impact upon two of the grass pitches. If the MK Dons are able relocate their training to a dedicated site elsewhere, Woughton on the Green has the potential to provide further enhanced facilities for baseball/softball. However, any new site for the MK Dons would need to be planned and established, and it is likely that the MK Dons would remain at Woughton for between 3 and 4 years.

226. Account additionally needs to be taken of the impact on community pitch needs, as the recent Refresh analysis shows that in the longer term (from about 2021) more
football pitches would be needed in the Woughton locality. Opportunities for more
community pitches therefore need to be considered, for example possibly on the
nearby Milton Keynes Parks Trust grazing land at Chaffron Way, which is big enough
for 2-3 pitches plus ancillary facilities such as a pavilion.

**Regional Coach Education and Development Centre**

227. There is a strong desire to increase the use of Woughton by a range of sports and to
develop it as a regional/SEMLEP level centre for coach education and development.

228. This proposal may form the basis of a bid for Lottery funding. Coupled with this there
may also be opportunities for innovative approaches to sports development at
Woughton and across the City, through the development of a Sports Trust, working
alongside the CSP/NGBs/clubs. This might involve the development of a new trust,
or possibly the expansion of an existing one.

**Mount Farm Lake Tennis Centre**

229. The development of this MKPT site as a Lawn Tennis Association Regional Indoor
Tennis Centre, is being promoted by MKPT. It will complement the private David
Lloyd club at Newlands, and raise the overall indoor tennis offer of the MK ISC. The
proposed facility will comprise 8 indoor and a minimum of 4 outdoor courts, and
would cater for high level performance athletes as well as casual pay and play use.

**Bletchley Leisure Centre**

230. This is mainly a community leisure facility, but with its 25m x 8-lane pool with
disabled access, and general excellent disability access throughout, as well as a large
sports hall (6 court), gym studios and other facilities, it has a role to play in the ISC.
This would both be as a support venue for major events, and a specialist venue for
ISC disability sport.

**Caldecotte Lake**

231. The Watersports Centre off the east shore of the south lake is home to MK Sailing
Club and MK Rowing. On the north lake, watersports are the responsibility of the
Caldecotte Project, an outdoor education centre which works principally with school
and youth groups but which also has public events. It offers caving and archery as
well as watersports.

232. Caldecotte Lake and Willen Lake along with Haversham Lake offer the main
watersports facilities in MK. Opportunities to enhance these facilities to support the
wider ISC objectives would be welcomed. The main focus should be on developing
facility needs to support the holding of major events.
Big Rock

233. The Big Rock Climbing Centre (Figure 26) is located on the Kingston Business Estate. It has a 1250 sq m of bouldering and roped climbing area, with a large number of routes of varying degrees of difficulty. Such facilities meet the suggested MK adventure sports focus, and its long-term future should be supported as part of the ISC.

Figure 27: Big Rock Climbing Centre

Western Expansion Area

234. A detailed site search has been undertaken to identify potential sites for a 15 ha training camp venue, suitable for professional and international visiting teams and for the MK Dons regular training needs. Liaison with the HCA, MK Parks Trust and MKC departments (including forward planning, development control, leisure, parks, property and estates) has identified one of the possible locations for a single site offer at land adjacent to the current development sites at the Western Expansion Area (WEA).
Cluster Three: North MK

Stanton Low Country Park

235. The creation of Stanton Low Country Park provides an opportunity to create a facility which can be used for both informal and formal recreation. Triathlon as a sport is already well established in MK but needs a clean water lake for swimming, and ideally a quality “rural” setting with some high quality changing, training and event facilities. Whilst Willen Lake and Caldecotte Lake have been used for swimming in the past, there are water quality issues. There may be alternative opportunities at Emberton Park, but whether the site has the capacity is debatable.

236. Stanton Low is accessible and could enable regional and national level events to be staged. The facility would need to be planned in as part of a masterplan and be balanced with other existing and planned uses.

Stantonbury Campus (Athletics and Events)

237. MK’s athletics track is hosted on the Stantonbury education campus. This facility can offer athletics and events functions to the ISC. The identified need in the future for an indoor athletics track might be delivered here, or at another ISC sports centre. The campus can offer a facility for some major events, perhaps including a part venue for the UK Corporate Games. Opportunities for on-site cheaper accommodation may be appropriate where it serves a wider market need and options for ISC events.

North MK Lakes Area (Watersports, Triathlon and Cycling)

238. This area, north of the City, includes Havesham Lake and other lakes by the River Great Ouse and Grand Union Canal, and currently has a watersports (sailing) facility. There are opportunities to enhance this area to support the wider ISC objectives. The main focus should be for developing triathlon, cycling and sailing, with facilities for both training and events.

239. Combined with Stanton Low Country Park and/or Country Park extension, opportunities can be considered in this area for a training and events venue for triathlon. Triathlon needs access to a suitable lake for swimming, running and cycling areas, a clubhouse and training/fitness centre and parking. (An alternative may be at The Bowl/Furzton Lake). Potential partners for this proposal may be MKC, MKPT, the relevant clubs and appropriate other organisations.

240. Building upon MK’s current strong cycling offer, there may in the longer term be an opportunity to extend any initial triathlon development to include a major cycling centre, should this not be located at the Bowl/Furzton Lake area. This might best include the relocation and enhancement of the current Bowl facilities along with BMX, mountain biking, cyclo-cross and other disciplines. These options would need to be the subject of a feasibility study, including early consideration of the current
masterplanning opportunities and how best to link them to the new housing at Stanton Bury Park Farm and country park.

241. As an example of the scale of what could be achieved at this extensive site; one of the largest cycling centres in the country will be the partially opened Cyclopark in Kent, which longs alongside the A2 road. This is a 43 hectares multi-sports park in north Kent costing about £9.7m and expected to attract a minimum of 100,000 cyclists, event visitors and local users. The key features of the site which is currently under construction are: 2.9 km x 6 m tarmac circuit with capacity to extend to 5.3 km; 340 sq m BMX track suitable for international competitions; BMX pump track for beginners; 6 km mountain bike tracks of varying degrees of difficulty; 3 km of running routes, multi-use games area, pavilion, skate park, playground and pavilion.
Sports Quarter Site Options Comparisons

There are 3 site options for the location of the Sports Quarter suggestions being: Newlands/Campbell Park area; the Bowl and; CMK Block 4. All of the sites have pros and cons and further information is set out in Figure 27. Further detailed work on each option is now needed to confirm the best location for the Sports Quarter.

![Figure 27: Sports Quarter Site Options Comparisons](image_url)

<table>
<thead>
<tr>
<th>Land ownership</th>
<th>Newlands/Campbell Park (development areas)</th>
<th>CMK Block 4</th>
<th>The Bowl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity costs</td>
<td>Will depend on which site is chosen. Some would have an opportunity cost if they were suitable for residential or commercial uses.</td>
<td>This site is also very suitable for city centre office, hotel, residential, retail and other uses so likely to have a higher opportunity cost, especially as it is the last remaining major undeveloped block in CMK.</td>
<td>The current land use identified for the Bowl is for culture/commercial leisure and so the opportunity cost would be low.</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Reasonable accessibility to most MK communities with public transport links, and to users/visitors from further afield with the train and bus stations being relatively near, and good road transport links. The facility would also be able to offer access to some the employees working in CMK.</td>
<td>Very accessible to most MK communities with its excellent public transport links, and to users/visitors from further afield with the train and bus stations being very close by, and good road transport links. The facility would also be able to offer excellent access to all the employees working in CMK.</td>
<td>Reasonable accessibility to most MK communities with public transport links, and to users/visitors from further afield with the train and bus stations being reasonably near, and good road transport links.</td>
</tr>
<tr>
<td>Economic benefits</td>
<td>Being located close to the Willen Lakeside, Gulliver’s Travel, David Lloyd Tennis and Campbell Park would mutually benefit visitors to these destinations.</td>
<td>Being located very close to the main MK retail and cultural offer this site would better attract users and would be able to offer a wider visitor experience for sports events based there. The location would also physically and functionally link well with the University, especially in relation to the Sports Medicine/Science Hub.</td>
<td>Would be able to strengthen the viability, vitality thus long-term future of the Bowl, especially if the team training base were located there assuming sufficient land were available.</td>
</tr>
<tr>
<td>Cluster benefits</td>
<td>Would strengthen this end of CMK as a destination, and area serving CMK, for sport, culture and recreation.</td>
<td>Would complement other CMK sport destinations (Planet Ice, Snozone, new AGP) and the cultural and retail offer.</td>
<td>Would complement the team training base and/or cycling centre if they were located here.</td>
</tr>
<tr>
<td>Other comments</td>
<td>Some covenants on some land parcels.</td>
<td>Previous mixed use planning permission. Significant current developer interest. Outline planning consent for Block 4.4 as residential mixed use development.</td>
<td>Existing legal agreements need consideration. May need some adjacent land if multiple ISC uses located here.</td>
</tr>
</tbody>
</table>

Whichever site was identified for the Sports Quarter (hall, pool and sports medicine hub) it would need enabling development, developer/tariff contributions and other funding in order to be viable.
Clusters – a summary

243. The tables in Figures 28, 29 and 30 summarise the facility proposals and their functions.

**Figure 28: Cluster 1 – Central MK**

<table>
<thead>
<tr>
<th>Location</th>
<th>Activity / Facility</th>
<th>ISC Function</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Training</td>
</tr>
<tr>
<td>Newlands Area</td>
<td>Sports Medicine Hub</td>
<td>✓</td>
</tr>
<tr>
<td>or CMK Block 4</td>
<td>12 court hall</td>
<td>✓</td>
</tr>
<tr>
<td>or The Bowl (see Cluster 2)</td>
<td>Indoor athletics (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>8 lane pool</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Other “Urban sports”</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>5 star hotel (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Residential</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Retail</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Housing land swap</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Car parking</td>
<td>✓</td>
</tr>
<tr>
<td>Campbell Park</td>
<td>County/national level cricket (incl: 20/20)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Major skateboard park</td>
<td>✓</td>
</tr>
<tr>
<td>Willen Lakeside</td>
<td>Outdoor adventure</td>
<td>✓</td>
</tr>
<tr>
<td>National Badminton Centre</td>
<td>Dragon boat racing</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>5 star hotel (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Car parking</td>
<td>✓</td>
</tr>
<tr>
<td>Daytona Racing</td>
<td>National level badminton training (NB Also adjacent undeveloped land).</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Racing and potential for other off-peak training using track</td>
<td>✓</td>
</tr>
<tr>
<td>Urban adventure</td>
<td>Public realm event space</td>
<td>✓</td>
</tr>
<tr>
<td>David Lloyd</td>
<td>Tennis, health and fitness</td>
<td>✓</td>
</tr>
<tr>
<td>Xscape/Sno!zone</td>
<td>Snow sports</td>
<td>✓</td>
</tr>
<tr>
<td>Planet Ice</td>
<td>Ice skating and Ice Hockey</td>
<td>✓</td>
</tr>
</tbody>
</table>
### Figure 29: Cluster 2 – South & East MK

#### Cluster 2: South & East MK

<table>
<thead>
<tr>
<th>Location</th>
<th>Activity/Facility</th>
<th>ISC Function</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Training</td>
</tr>
<tr>
<td>MK Bowl and Elfield Park and Furton Lake (part)</td>
<td>Major cultural events</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Training Base Camp and MK Dons training ground</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Major cycling centre option (and triathlon)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Hotel</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Commercial Leisure</td>
<td>✓</td>
</tr>
<tr>
<td>(NB Location is also one of options for the Sports Quarter)</td>
<td>Sports Medicine Hub</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>12 court hall</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Indoor athletics (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>8 lane pool</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>House of Sport</td>
<td></td>
</tr>
<tr>
<td>Stadium: MK</td>
<td>Up to international level football matches (and other sports)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Concerts</td>
<td></td>
</tr>
<tr>
<td>Arena: MK</td>
<td>Concerts/ cultural events</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High level sporting competitions e.g. European Cup Basketball</td>
<td></td>
</tr>
<tr>
<td>Woughton on the Green</td>
<td>MK Dons training ground (part option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>High level community sports club/coach training</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>National training centre – Baseball and softball</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Hockey Centre (tbc)</td>
<td>✓</td>
</tr>
<tr>
<td>Mount Farm</td>
<td>LTA Indoor Tennis Centre</td>
<td>✓</td>
</tr>
<tr>
<td>Big Rock Climbing Centre</td>
<td>Climbing and conditioning</td>
<td>✓</td>
</tr>
<tr>
<td>Western Expansion Area</td>
<td>Team training base (alternative)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>MK Dons training ground (alternative)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Hotel (alternative)</td>
<td>✓</td>
</tr>
</tbody>
</table>

Nortoft Partnerships Ltd

International Sporting City
Final Report November 2011

Page 75 of 82
### Figure 30: Cluster 3 – North MK

<table>
<thead>
<tr>
<th>Location</th>
<th>Activity/Facility</th>
<th>ISC Function</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Training</td>
</tr>
<tr>
<td>Stantonbury Campus</td>
<td>Athletics track</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Indoor athletics (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Other sports</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Event accommodation?</td>
<td>✓</td>
</tr>
<tr>
<td>North MK Lakes (Haversham) and Stanton Low Country Park Area</td>
<td>Sailing and rowing clubs</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Triathlon venue (option)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Major cycling centre (option)</td>
<td>✓</td>
</tr>
</tbody>
</table>

244. In addition to the above facilities identified within the three Clusters there may be some other important sites across the City which could form a vital part of the overall ISC package, but which do not geographically sit within the Clusters.
**DELIVERY OF THE ISC**

Funding and statutory planning for facilities

245. Given the current financial pressures and the scale of the ISC aspirations, it is clear that delivery needs to be seen over a 10-15 year period. This report may be seen as a “signpost” giving a clear direction of travel and a destination, but the ISC will still need a vehicle (with fuel) to get us there!

246. In the sections above references are made to the need for innovative and enabling funding to support the delivery of the ISC. This is particularly important in the light of the pressures on public funding for the foreseeable future.

247. The ISC will be made up of a range of current and new facilities located in venues across Milton Keynes, and potentially the wider SEMLEP area, and a range of different capital and revenue funding packages will need to be applied in order to deliver these. It is likely that the best way to deliver the ISC will be by the various stakeholders taking the relevant lead. For example the MK Dons could be expected to lead on the proposed team training base in Milton Keynes, and Destination MK has already led on the Milton Keynes Events Strategy. Early identification of costs, funding opportunities and funding gaps would be needed for each project, and each facility option will need more work to assess its viability.

248. The ISC is not an “all or nothing” concept, but one that is based both on existing and new facilities, events and opportunities, with the new ones being brought forward in phases as funding and prospects arise, and can be fully justified by identified needs.

249. The ISC will have facilities and events that are available for community use. Traditionally some of these have been funded by the public sector, perhaps through a combination of capital receipts, prudential borrowing, developers’ contributions/tariff, and grants from external public bodies, National Governing Bodies of Sport and other sports funding initiatives as they arise. All of these public sector related sources of income should continue to be rigorously considered for ISC funding, particularly as there are many community benefits that would arise. For example the Local Sustainable Transport Fund, has £560 million set aside in the 4 year period to 2014-15, and might be able to be considered for cycling proposals. However given the current constraints on public sector finance, the focus should be on supporting opportunities for the private and third sectors to fund elements of the ISC, albeit through close partnership working with the public sector.

250. The ISC facility, operations and event opportunities should be therefore be conceived so that they can provide business service benefits and investment opportunities, for both large and small companies in MK, and within the SEMLEP area as appropriate.

251. There are opportunities for the key landowners, including for example within Milton Keynes the HCA/MKP, and MKC and MKPT, who are also engaged in supporting the
delivery of the ISC, to releasing land for enabling development for the ISC. For example, surplus income from the release of open space or grazing land owned by the MKPT, may be agreed through the planning process for housing or other development, so long as the revenue is ring-fenced for reinvestment into MKPT/HCA/MKC land that supports off-site delivery of ISC facilities.

252. Another option may be agreement through the planning process for innovative exchange of current land uses between sites. In Milton Keynes this would most likely involve agreements between MKC and HCA/MKPT by planning policy. The mechanism would provide for the ISC whilst still ensuring a development return to the landowner, albeit from a different site.

253. There are also opportunities for the other landowners to release land for enabling development for the ISC. For example if new housing land areas were given planning permission, then significant contributions above normal tariff contributions may be captured from the uplift in land values (due to the granting of planning permission). This would however need to be adopted planning policy via the normal planning policy process (e.g. Site Allocations DPD).

254. Planning policy (including the Core Strategy, DPDs and AAPs/adopted masterplans) should therefore be flexible to enable land use changes and planning applications that support the delivery of the ISC.

255. Any review of Developer Contributions policies, such as the Tariff in Milton Keynes, CIL or S106, should also consider policies that support the ISC, based on the four concepts of the ISC and its 12 key objectives, as outlined in this report. This would also be in line with supporting the delivery of the International Sporting City “Core Strategy Objective” set out in the Revised Proposed Submission Version of the Core Strategy. It also underpins the support that the ISC gives to other Milton Keynes Core Strategy Objectives (1, 3, 4, 5, 7, 10, 11, 13, 14 and 16).

256. Innovative opportunities such as TIF (Tax Increment Financing) should also be explored. This new area of funding might follow the public sector model (as in Edinburgh), or perhaps a private sector pilot may be considered. TIF is a way of using future gains in taxes to finance current improvements (which theoretically will create the conditions for those future gains). This idea is based on the fact that when a development or public project is carried out, there is often an increase in the value of surrounding real estate, and perhaps new investment. This increased site value and investment sometimes then generates increased tax revenues (such as Business Rates). The increased tax revenues are the "tax increment."

257. The TIF dedicates the tax increments within a certain defined district to finance the debt incurred to pay for the project. TIF is particularly designed to channel funding toward improvements in distressed or underdeveloped areas where development might not otherwise occur. In effect it creates funding for "public" projects that may otherwise be unaffordable to localities, by borrowing against the future property tax revenue.
258. Working through a strong local partnership, now is a good time to press ahead with planning policies and applications, supported by the new Government approach to “Localism” – allowing local communities and councils to set the local priorities. In the case of the ISC such applications would be very defendable as it would be in support of the emerging Core Strategy(ies), widely supported by partners and helping to deliver benefits to the local area - in sport, leisure and health, as well as in economic prosperity, jobs, and supporting other inward investment.

259. The ISC has the potential to bring significant benefits to the whole of the SEMLEP area. Indeed there is an opportunity for elements of the ISC to become an early SEMLEP pilot project to help show how this emerging partnership can work together and to make bids for grants, such as to the Regional Growth Funds and Lottery.

Proposed action

260. The consultations undertaken in relation to the ISC confirm that it should be progressed and that there is a need to deliver some early priorities to build confidence and momentum for the ISC in line with the four key concepts outlined at the start of this report:

- to strengthen the “offer” for top-class sportsmen and women, so as to attract new athletes to MK and to enable local athletes to base themselves in and around Milton Keynes for their training;
- to host major international, national and regional events and provide some essential pre-event training facilities for the competitors (teams and individuals);
- to support a larger number and more varied mass participation sports events for everyone in the community and encourage pathways from grass roots to elite;
- to support community sport, health and well-being.

261. Specific proposals include:

- feasibility work, master-planning and continued political, planning policy, and partnership support of the options and facilities presented in the ISC First Report within Milton Keynes itself, to include as priorities:
  - team training base for grass pitch sports
  - community sports coaching hub (grass roots to elite)
  - sports quarter site options for competition swimming pool and 12 court (or larger) sports hall, health and fitness centre (Newlands or CMK Block or the Bowl)
  - mass participation events platform at Willen Lake/Newlands/Campbell Park
  - major venue for cycling (and triathlon)
- Sports Medicine/Education Hub and Portal, perhaps as a SEMLEP pilot project.

- A more detailed strategic analysis of existing and proposed ISC facilities across the SEMELP area.

- Further more detailed discussions with relevant national governing bodies of sport to encourage them to confirm their aspirations for specific facilities and events.

- The adoption of the draft MK Events Strategy to support community sport and health and well-being and culture, as well as top-class events, and its possible extension to encompass the SEMELP area. This would include a detailed review of the existing and proposed events (high level and mass participation) across the SEMELP area, to identify opportunities for new events and the scope for improved co-ordination.

- Discussions with Sport England and potential funding agencies in relation to capital and revenue funding opportunities.

- Further desk-based research to strengthen the economic case and the health case for investment in sports facilities and events.

262. There is also a clear need to hold further discussions led by the ISC Steering Group in relation to the geographical issues, particularly: the links to SEMLEP and the existing partnerships such as Bucks and Milton Keynes County Sports Partnership; the role that Milton Keynes should play; the extent to which the ISC should be a partnership project; and, the need to support community health and well-being.

263. Partners already involved with the ISC have agreed to take on specific elements of these actions to help keep the ISC moving forwards over the next few months. These are:

<table>
<thead>
<tr>
<th>Action</th>
<th>Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team training base</td>
<td>MK Dons</td>
</tr>
<tr>
<td>Identification of options for and delivery of a Team Training Base Camp</td>
<td></td>
</tr>
<tr>
<td><strong>Community sports coaching hub</strong></td>
<td>MKC</td>
</tr>
<tr>
<td>Proposed at Woughton on the Green. Work with FE/HE skills training organisations and NGBs.</td>
<td></td>
</tr>
<tr>
<td><strong>Site options in MK</strong></td>
<td>MKC, private sector</td>
</tr>
<tr>
<td>• sports quarter site options for competition swimming pool and 12 court (or larger)</td>
<td></td>
</tr>
<tr>
<td>• sports hall, health and fitness centre (Newlands or CMK Block or the Bowl)</td>
<td></td>
</tr>
<tr>
<td>• mass participation events platform at Willen Lake/Newlands/Campbell Park</td>
<td></td>
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</tbody>
</table>
- major venue for cycling (and triathlon)

<table>
<thead>
<tr>
<th>Sports medicine / sports science</th>
<th>FE / HE, and possibly the professional sports clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A detailed feasibility study on the deliverability of the proposed Sports Medicine/Education Hub and Portal feasibility study</td>
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</table>

<table>
<thead>
<tr>
<th>Events Strategy</th>
<th>Destination MK and MKC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adoption of MK Events Strategy and possible extension to SEMLEP. Including consideration to support proposals for the 2012 Olympics, the MK Marathon 2012, the UK Corporate Games in 2013 or 2014, Rugby World Cup 2015 and other events, so as to best catalyse inward investment and economic growth</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>SEMLEP</th>
<th>MKC and SEMLEP Developers’ Working Group rep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identification of options to have the ISC formally addressed via the new organisational arrangements</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross-boundary co-ordination</th>
<th>MKC, Bucks &amp; MK CSP, Sport England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-ordination and review of the existing sports networks across MK and the SEMLEP area to deliver ISC</td>
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</tbody>
</table>

264. The outcomes of these actions will be reviewed by the ISC Steering Group in spring 2012. It is anticipated that this group will remain closely involved with overseeing the deliverables of the ISC, and also with monitoring its progress. As such it will continue to meet on a regular basis.

265. In the longer term the Steering Group may evolve to take into account the potential partnerships across the SEMLEP area, although the existing group or something similar will continue to have a critical role in Milton Keynes itself.
GLOSSARY

AAP       Area Action Plan
B&MK      Bedford and Milton Keynes
CHD       Coronary Heart Disease
CMK       Central Milton Keynes
CSP       County Sports Partnership
DCLG      Department for Communities and Local Government
DPD       Development Plan Document
ECB       England and Wales Cricket Board
HCA       Homes and Communities Agency
ISC       International Sporting City
LTA       Lawn Tennis Association
MK        Milton Keynes
MKC       Milton Keynes Council
MKP       Milton Keynes Partnership
MKPT      Milton Keynes Parks Trust
NCCC      Northamptonshire County Cricket Club
NGB       National Governing Body
RFU       Rugby Football Union
SDA       Strategic Development Area
SEMLEP    South East Midlands Local Economic Partnership
STP       Synthetic Turf Pitch
TGR       Team Generation Rate
T.I.F.     Tax Increment Financing
WEA       Western Expansion Area
APPENDIX 1

International Sporting City Steering Group Membership

David Hill (Chair)  Milton Keynes Council
Hannah Bladen  Sport England
John Cove  MK Dons Sport and Education Trust
Nick Fenwick  Milton Keynes Council (planning)
David Foster/ Briony Sergisson  Milton Keynes Parks Trust
Clive Faine  Abbeygate Developments
Sue Frossell  Health
Jackie Inskipp  Destination MK
Ann Limb  Milton Keynes Partnership
Lee Mason  County Sports Partnership
Tim Roxburgh  HCA
Paul Sanders  Milton Keynes Council
Phil Smith  Commercial / Business
Steve Snelling/ Martin McElhatton  WheelPower Sport
Ruth Stone  Voluntary Sector
Keith Straughan  Milton Keynes University
Peter Thomas  County Sports Partnership
Mark Turner  MK Dons
Emma Wells  Facility Operators
Peter Winkleman  MK Dons
APPENDIX 2

Future trends

A number of emerging trends and issues are likely to impact on future tourism and recreation land uses, reflecting changes in the nature of production, consumption and regulation, and these need to be seen in their national and international context, particularly in relation to the potential MK International Sporting City with its potential market.

The following section on the analysis of future trends in tourism, recreation draws very heavily from, and takes direct abstracts from the recent leading report and analysis on leisure trends “Future play: tourism, recreation and land use” by A.M. Williams, G. Shaw (2009). The comments that relate to MK are not in that report.

Uneven growth of disposable time and incomes

Increases in disposable time will continue to be unevenly distributed by gender, age, ethnicity and social class, as in recent years (Euro Direct, 2002). Within these broad inequalities, increasing labour market flexibility will have polarising effects, increasing the availability and flexibility of disposable time for some, while constraining others. The long post-war growth in disposable incomes has been brought to at least a temporary halt by the recession which started in 2008. When growth resumes, a change in the relationship between consumption and savings, and the availability of credit, may lead to reduced growth in expenditure on tourism and recreation for the near future. While tourism and recreation may continue to expand, there may be realignment in the growth of expenditure on them.

For MK offering a wider range of high quality, day and short stay breaks, to a wide range of sectors, particularly focusing on experiences that offer a unique experience, including perhaps urban sports, adventurous sports, major events and festivals and those that relate to sustainable and green experiences.

Incorporating new technologies into recreation

Recent innovations which have blended different technologies, such as the Internet, mobile phones and cameras, are potent agents of change for the nature of tourism and recreation.

IT changes are also likely to contribute to further individualisation and personalisation of tourism and recreation activities (Urry, 2002b), with the supply of tourism and recreation opportunities having to become more responsive to user needs. In terms of land use, this may lead to more spatially dispersed patterns of tourism and recreation activity. Suppliers such as online intermediaries enable such diffusion, compared to the spatial concentration which is typical of mass tourism. Similarly in terms of recreation, individuals may be less tied to particular sites, especially as more individualised activities replace collective ones such as organised team sports.
The MK ISC should seek opportunities to keep to the forefront of technology, including IT based fitness games at facilities (e.g. Wii/Kinect, dance/wall mats, interactive gym equipment etc); and to look at best alignment of events, facilities and services to personal IT gadgets and home based games.

Changing consumption preferences: couch recreationists or sporting heroes?

There has been an increasing trend towards home-centred recreation, driven in part by technology changes, especially computer games and various forms of online entertainment. This has ‘opened up a world of indoors, sedentary entertainment’ with some 10% of 1–18-year olds in the UK spending at least 20hrs on line per week’ (Henley Centre, 2005a). Arguably, further technological changes – driven by a highly innovative games industry – may lead to virtual tourism replacing physically mobile tourism and recreation, with the UK increasingly becoming a nation of couch recreationists.

Indeed, one of most popular uses of the Internet is to search holiday and recreation sites, particularly amongst younger age groups. However, given the social content of most tourism and recreation activities, there are limits to the extent that virtual travel replaces corporeal travel. Face-to- face contacts remain essential to the sociability which is often central to tourism and recreation experiences, although younger generations may be becoming socialised via use of social network sites to more virtual and less proximate forms of sociability.

The MK ISC should make best use of IT in its proposals. The marketing and participation would benefit from a heavy use of social network sites, e.g. to best engage local and visiting young people.

Ageing: growing silver-segment recreation

Significant growth in tourism and recreation is likely to stem from the ageing baby boomer generation expanding the so-called silver segment of consumers, a trend that we have already noted for recent years (Euro Direct, 2002).

Baby boomers are expected to live longer and have greater propensity to travel, to be more active and to embrace healthier activities. This is likely to lead to further marked increases in rural and urban visits, particularly to engage in activities such as walking, cultural events and visiting heritage attractions.

The silver-segment is also more likely to have more disposable income than both younger cohorts, and the future silver-segment cohorts, as they have more generous pensions and savings available than is likely to be the case for many in the future.

Silver-segment people are also fitter and more likely to be able, and desire, to participate in a wider range of sports activities, from swimming, cycling and walking, to hall sports, fitness, studio and gym based activities and adventurous activities.
Policy and governance: managing public goods and externalities

Many tourism and recreation activities are characterised by public goods. Increasing pressures from other land uses, as well as growth in visitor numbers, will continue to pose challenges for public policy and governance. Increased partnership will be required in response to these challenges, working across activity sectors, sections of community, and levels of governance. Significant challenges also arise from the socially disruptive nature of many tourism and recreation land uses, whether raves, late night clubbing and drinking, the use of off-road vehicles, the demands of major events on the transport network and on parking needs. These will require imaginative and integrated public policy responses.

Tourism and recreation in the face of climate change

Climate change will have major implications for tourism and recreation activities and land use.

Climate is an important resource for tourism in particular. While increasing summer temperatures may make the Mediterranean less attractive for UK tourists, this does not automatically translate into increased domestic tourism. Outbound tourists may adapt by visiting the Mediterranean outside the summer season, or by travelling to other international destinations. However, an increase in temperatures, more rain in winter, and more unstable weather patterns, may all impact on tourism and recreation land uses (McEvoy et al., 2005).

Cities may also be affected as temperatures rise, leading to the need to enhance public spaces, with more vegetation to provide shade and softer grassed spaces in place of heat-reflecting concrete.

There may also be two contradictory pressures (WTO, 2008): on the one hand, the need to enhance water supplies in the summer, to maintain private and public green spaces and, on the other hand, for more all-weather tourism facilities, whether for sporting events or recreational shopping, in the face of increased winter rain and more unstable weather.

Outdoor lifestyles may also become more popular, involving activities in the home space (in the garden for example) and in local public and private ‘tourism and recreation spaces’.

Tourism may be affected by climate change mitigation policies and practices, most notably measures to reduce international (mainly air) travel (see Section ‘Transport: carbon-conscious travellers?’ below).

Tourism, uncertainty and risk

Tourism, and to a much lesser extent recreation, are highly susceptible to perceptions of uncertainty and risk. Aside from climate change, the global economic recession which commenced in 2008 is already influencing tourism and recreation activities via perceptions
of risks associated with incomes and savings, leading to decreases in planned trips, reduced consumer expenditure on recreation and more emphasis on cheaper alternatives.

Recent reports that after four years when global tourism and travel GDP grew by 3.6% per annum, growth fell to just 1% in 2008, and was expected to decline in 2009. Past trends show that 9/11, the July 2007 bombings in London and foot and mouth disease in the UK in 2001 all had significant effects on inbound tourism.

This evidence suggests that there are usually rapid recoveries in visitor numbers, especially in domestic markets, and that tourism and recreation are seen as a fundamental consumer activity. In spite of short-term declines, it will continue to increase in importance. However, recovery may be slow given the intensity of the recession, but have a boost from the London 2012 Olympics, for those who can take a competitive advantage of this.

The growing internationalisation of tourism

The UK will probably see a relative shift from net outbound to net inbound tourism, reflecting changes in the global distribution of disposable income. Historically, inbound tourism has focused strongly on London, which receives about 50% of such travel. Future long-haul tourism will probably continue to focus on London, compared for example to tourism from continental Europe which has a dense network of linkages to different UK regions. This will mean continued demand for tourism-related accommodation, transport, retailing and transport in the UK, but especially London.

MK is though increasingly accessible to London visitors, with train times of 50 minutes likely to decrease in the future, and marketing can improve the perception of how close MK is to London. There are two major caveats to note however: changes in climate and risk-related behaviour have the potential to significantly change demand in international tourism. This may mean that overseas visitor air travel demand to the UK does not increase, but if the MK offer is attractive to the UK market, then

Inbound tourism will be boosted to some extent by the London 2012 Olympics, which will redefine tourism and recreation land use in London and lead to an estimated increase of £81 million in revenue from visitors to the capital (DCMS, 2005). Their direct impacts will mainly be in the Lower Lea Valley, and there will also be a general impact on leisure facilities more widely. Evidence from previous Olympics suggests that the medium-term impact on tourism may be modest, particularly for a city with an established reputation as a tourism destination (Kasimati, 2003). The regional impacts will be highly polarised in and around London, and in sites such as Weymouth which will host the sailing events.

MK being so close to London may have a good opportunity to benefit from the London 2012 Olympic market, given the right marketing, facilities (e.g. hotels) and events (e.g. Fanfest).

Transport: carbon-conscious travellers?

There is evidence of growing environmental awareness in the UK, expressed through concerns about carbon footprints and the impacts of climate change. This is linked to
broader and longer running debates about sustainable tourism, recreational practices and ethical tourism. People are increasingly having to make discretionary judgements regarding travel patterns, which involve balancing different goals, motivations and values. Mintel (2007) found 53% of consumers were concerned about climate change, with 37% acknowledging that holiday air travel was having negative effects on the environment. However, only 20% said they were willing to take practical steps to lessen such impacts.

There are also significant transport impacts from the growth and changing geographical distribution of recreation, but these have received less attention than tourism air travel. Such concerns are increasingly shaped by government policies which increase real travel costs, either to reflect wider social and environmental costs or to reduce public subsidies to transport. Whether this leads to shifts from international to domestic tourism, or from long to short distance recreational trips, depends on the precise nature such policies as well as on energy costs and technology.

Consumers are reluctant to pay higher environmental taxes in the face of recession. It is difficult to predict how far individuals will voluntarily adjust their tourism and recreation behaviour, or how they will respond to state-imposed price increases. There is also uncertainty as to how any such shifts will influence the balance between inbound and outbound international tourism, and the regional and intra-regional distributions of domestic tourism and recreation.

With the right facilities and events offer, MK could benefit from the views of carbon-conscious travellers by offering breaks in the UK; to MK and SEMLEP populations, and also divert trips from London and the South-East, that were to more distant locations for outdoor adventurous activities (such as wall and ice climbing, caving, canoeing, sailing etc); with thee advantage or reducing recreational pressure in more sensitive areas such as National Parks.
APPENDIX 3

BADMINTON

Conversation with Jonathan Lee National Badminton Centre .
JonathanLee@badmintonengland.co.uk 01908 268400 .

01.11.10

Current National Bad Centre does not have sufficient seating for spectators. NGB currently hosts National Championships at Manchester velodrome. This is not ideal as the track separates the audience from the players. Ideally a competition venue with between 500 and 2000 seats is needed. There have been discussions with PW re the possible use of the Stadium KM but this has lost momentum.

There is a small hydro therapy pool at National Bad Centre and sports medicine is provided on site via English Institute of Sport. The pool is not used to its full potential and JL feels EIS would be open to discussions about expanding their service.

04.11.10

Current facility is perfect for training but has no spectator facilities. There are 8 badminotn clubs based at the centre which play in the evenings. The site is at capacity in community use terms. The new Bletchley LC is not suitable for club level badminton so there is increasing demand on the current centre.

BE need to cater for the following type of events:-

- Tour matches e.g. England V Denmark. Needs one court for one night. Min 1k audience
- All England Comps – 5 courts would be needed all week then 1 court for the finals. Approx 8k audience
- International games e.g. England V Japan – currently held at Bath and Loughborough. CEO very keen to bring international games to MK. Approx 3k audience.

If there were a suitable facility BE would also use it to help players acclimatise to playing in an “open” arena. Current facility is enclosed and has “perfect” conditions. Matches take place in large non specialist venues where there are draughts, noise distractions etc and players need to get used to this. This would take approx 10 days pa.

A sprung wood floor is critical. Currently the plans for the Arena are based on a solid floor. This would mean they would have to hire in a portable sprung floor which would increase the hire charge as they would need to allow an extra day to set up and take down. This makes it much less financially viable. NB BE would bring role out mats to lay on top of wooden floor.
Tiered seating in the round is ideal but can be flexible – not like tennis, people don’t watch from the side as the game is too fast.

BE want to establish a national league like netball.

A 12 bad court hall would be adequate to cater for performance area plus 1-2k spectators.

Ancillary facilities required – meeting rooms for refs and officials (what is available at Stadium MK would be ideal)

Accommodation on site for athletes is not essential but athletes and spectators will need somewhere to stay.
EIS based on site. In order to access EIS athletes need to be competing at international standard. EIS is not profit making and is about providing back up for elite athletes. At present they are not open to the idea of widening their role.
Conversation with Vince Macaulay Chief Executive
Marshall MK Lions Basketball Club
DSV House
Maidstone Road, Kingston
Milton Keynes MK10 0AJ
(O)01908) 512217 (m)07736 344 723

Club is about to take over (28th Nov) industrial unit on a 3 year arrangement. This may be extended following a review after 2 years. Unit has 2 courts, 1 show court plus separate training court. The club has portable sprung floor which it will be using.

In an ideal world the club would like a facility which can cater for big games with an audience of 5K plus 3 or 4 basketball courts for all training and development. The club currently has a full time professional 1st team, academy and age group teams from U18 down to U13. All of which need to be training at the same venue at least 2 – 3 times per week.

There would be little or no opportunity to share the ¾ court facility as almost all of the court time would be required by the basketball club.

Current matches - 20 – 28 regular league games per season. The club wishes to enter a European competition which would involve an additional 10-15 games a season. Clubs must make the facilities available to visiting European teams 24 hours in advance of the match so they have time to practice on the surface.

The club has its own portable sprung wood floor which requires 6 hours to set up.

The club has a sports injury facility based at the David Lloyd but would like access to better/more facilities - access to an MRI scanner would be very beneficial.

Club has arrangements with local hotels to provide accommodation for visiting teams but there is a need for accommodation for academy players (approx 20 twin rooms).
COUNTY SPORTS PARTNERSHIP

Conversation with Nick Fellows. County Sports Partnership Director 01296 585215

01.11.10

Likely that a competition venue for the likes of badminton would require more than 500 spectator seats.

**General sports**

Fencing and volleyball were looking for a “home” although latter may now be settled in Kettering.

Korfball not one of Sport England’s 46 sports therefore has very limited resources. May welcome the opportunity to move to MK but would contribute little to the overall picture.

Handball is focused mainly on London and Sheffield. May welcome a base mid way between the 2. John Brewer Director of Sports Science at Uni of Bedford is Chair of UK handball. Handball is an Olympic sport and is one of Sport England’s 46. There are one or two national squad players who live in and around MK.

Hockey have committed to moving to London post 2012. Hockey Trust have money from the hockey stadium.

**Snow and ice.**

National squads will do very little snow based training in the UK, most of their time will be spent abroad. Only the luge and bobsleigh teams have a base at Bath uni. So no real potential for Xscape to cater for elite / performance use.

There is only one curling rink in the UK so there may be potential but the sport does not have a natural base in MK so it’s probably not worth pursuing.

**Neighbouring authorities**

Only major facility proposals relate to Wycombe Community Stadium which will be a new home for Wycombe Wanderers and WASPS RFC. (potential WC venue?)

**Potential opportunities**

As a base for visiting international teams/athletes. Will want training/acclimatisation venue outside major cities e.g. recent American Football squads who played at Wembley would have needed quiet training facility between arriving in the country and match day. Other squads might include athletics/judo etc. Key requirement will be high standard indoor space plus high quality hotel and ideally access to sports science/sport medicine. **There might also be the opportunity to link with NHS/PCTs for shared use of scanners etc.** University of Surrey is a good model. It has attracted Harlequins RFC to train there and they are pitching to get visiting international teams e.g. Barcelona FC to use it prior to their matches at Wembley.
TENNIS

Conversation with Rob Ellis. LTA tennis development officer
Rob.ellis@lta.org 07939 016617 . 01.11.10

LTA have conducted a mapping exercise and have identified a lack of indoor space in and around MK. This is a particular issue for performance athletes who currently have to travel to Aylesbury to access indoor facilities. It is envisaged that the new facility at Mount Farm will be able to host county/regional and possibly national competitions as well as providing a training facility for elite players and pay and play opportunities for casual players. The facility will hopefully comprise 8 indoor and a minimum of 4 outdoor courts.

Tennis is strong in MK with club mark clubs at Olney, Newport Pagnell, Stoney Stratford and Wolverton. There is a drive to see the David Lloyd facility also achieve clubmark.
MK LIONS

Conversation with Vince Mcaully. MK Lions .
JonathanLee@badmintonengland.co.uk 07736 344723 . 01.11.10

MK Lions Basketball Club currently has a full time professional 1st team, academy and age group teams from U18 through to U13, all of which need to be training at the same venue at least 2 – 3 times per week.

The club has recently gained planning permission for a change of use for an industrial unit which it will convert to contain 2 courts, one show court plus a separate training court. This offers a secure facility in the short to medium term, however the club aspires to have a facility which can cater for big games with an audience of up to 5,000, and also for all its training and development needs.

This would require almost exclusive use of a 3 or 4 basketball court facility (the equivalent of 12 or 16 badminton courts), which would be difficult to accommodate in a shared use venue such as is proposed within the ISC. However it may be that the club’s larger matches could be played at the proposed 12-court hall whilst the highest level fixtures (potentially European Competitions10 – 15 games per season) could be accommodated within the completed Arena:MK.

The club has its own portable sprung wood floor.
NORTHANTS COUNTY CRICKET

Conversation with Mark Tagg CEO Northants County Cricket. Call 01604 609277

NCCC has been using Campbell Park for a number of years. Use has been on an ad hoc basis for 20 -20 games. There have also been some 2\textsuperscript{nd} X1 and academy games.

Current facilities – pitch is excellent but the ancillary facilities are not up to standard, the changing rooms are too small and there is no medical room (physio has to set up on the balcony!) Also car parking needs improving as cars have to drive down bank which is not good in wet weather.

NCCC would like to develop use of site. Research says high % of audience for 20-20 games comes from South , Beds/Bucks/north London. Want to expand audience in MK. Large % of audience for cricket is over 55. This age group less likely to travel therefore if they want to build fan base for NCCC it will be good to have more games in MK.

Current use is one 20-20 game per season but this is on an ad hoc basis. There are also (poss) 4 or 5, three day games, 3 or 4 one day games for the 2\textsuperscript{nd} X1. For 20-20 games there would be likely to be an audience of approx 7K. For 2\textsuperscript{nd} team and academy it would just be family and friends.

If there were suitable indoor facilities then the site could become the home for academy. There is an emphasis on the development of home grown players and if an academy could be established it would be welcomed (there would need to be an agreement with Bucks CC but this should be feasible). Academy would play home matches every other weekend. 2\textsuperscript{nd} team.

There is a need to provide facilities for women's cricket (they currently play at schools across the area but do not have a home base).

Indoor facility could be multi-purpose as long as it is sufficiently long and has netting, they will bring their own roll out mats.

There would not be a problem with shared used e.g. with baseball and softball as long as sensitive areas of the pitch e.g. the wicket were protected.

There is a need for physio and sports medicine. NCCC currently in talks with Moulton College who are developing their sports science facility but MT keen to keep options open re what is happening in MK.

NB if use of site were to be increased then there would be a need to improve access for TV crews. Previously heavy vehicles have got stuck on grass – it is important to keep TV sweet.

Financials – NCCC keen to have regular fixtures in MK but would want a deal re hire charges may be linked to sponsorship/merchandise etc. NCCC has no capital to invest in the site.
### APPENDIX 4:
MK Dons Training Ground Requirements

<table>
<thead>
<tr>
<th>Group</th>
<th>Pitches</th>
<th>Size</th>
<th>Size Actual</th>
<th>Grids</th>
<th>Grids Actual</th>
<th>Cumulative size (acres)</th>
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<tr>
<td>First Team</td>
<td>2</td>
<td>Full Adult</td>
<td>116m x 76m (8,816m² each)</td>
<td>3</td>
<td>60m x 40m (2400m² each)</td>
<td>2.5</td>
</tr>
<tr>
<td>Development</td>
<td>1</td>
<td>Full Adult</td>
<td>116m x 76m (8,816m²)</td>
<td>1</td>
<td>60m x 40m (2400m²)</td>
<td>1.5</td>
</tr>
<tr>
<td>U 18’s</td>
<td>1</td>
<td>Full Adult (Floodlit)</td>
<td>116m x 76m (8,816m²)</td>
<td>3 (2 for outfield training &amp; 1 for GK’s)</td>
<td>60m x 40m (2400m² each)</td>
<td>2.0</td>
</tr>
<tr>
<td>U 14 - 16’s</td>
<td>1</td>
<td>Full Adult</td>
<td>116m x 76m (8,816m²)</td>
<td>0</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>U 13’s</td>
<td>1</td>
<td>80 X 60 yds</td>
<td>96m x 56m (5,376m²)</td>
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<td></td>
<td>.8</td>
</tr>
<tr>
<td>U 12’s</td>
<td>1</td>
<td>70 X 50 yds</td>
<td>96m x 56m (5,376m²)</td>
<td>0</td>
<td></td>
<td>.8</td>
</tr>
<tr>
<td>U 11’s</td>
<td>1</td>
<td>60 x 50 yds</td>
<td>66m x 46m (3,036m²)</td>
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<td></td>
<td>.7</td>
</tr>
<tr>
<td>U 10’s</td>
<td>1</td>
<td>50 x 30</td>
<td>66m x 46m (3,036m²)</td>
<td>0</td>
<td></td>
<td>.6</td>
</tr>
<tr>
<td>U 8 - 9’s</td>
<td>2</td>
<td>40 X 20 (SSG’s)</td>
<td>66m x 46m (3,036m² each)</td>
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<td></td>
<td>.8</td>
</tr>
<tr>
<td>Any Age Indoor facility</td>
<td>1</td>
<td>Full Adult</td>
<td>116m x 76m (8,816m²)</td>
<td>0</td>
<td></td>
<td>2.0</td>
</tr>
<tr>
<td>Additional pitches</td>
<td>2</td>
<td>1 Full size Adult and 1 Full size Junior</td>
<td>116m x 76m (8,816m²) and 96m x 56m (5,376m²)</td>
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<td></td>
<td>2.5</td>
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<tr>
<td>All Weather pitch</td>
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<td>Full size Adult (Floodlit)</td>
<td>116m x 76m (8,816m²)</td>
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<td>1.8</td>
</tr>
<tr>
<td>Building</td>
<td></td>
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<td></td>
<td></td>
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Total excl. buildings, parking and ancillary etc. 115,600m² or 11.56 hectares or 28.57 acres
APPENDIX 5


DRAFT

Introduction

Milton Keynes is a young vibrant town of around 220,000 residents which enjoys an enviable reputation for shopping, theatre, cinema, leisure facilities and is increasingly well known for alternative cultural and leisure activities. There is little doubt that cultural events can bring together communities, can ignite the imagination of the private sector and encourage greater participation. Milton Keynes has to begin to create a portfolio and reputation of being able to deliver these type of events. In doing this, the challenge that presents itself is to harness the interest and imagination of the local communities and to build on the ‘wow’ factor.

The key to this strategy is to use the ‘event’ as a catalyst to further development and engagement and not just seeing the ‘event’ in isolation.

The Event Strategy provides a framework in which this development process can be harnessed and delivered in a partnership approach ensuring engagement across all sectors, both in terms of people and finance.

The development of this strategy which includes both business and leisure events has been led through the International Sporting City partnership.
Context
On January 23rd 1967, Milton Keynes was designated a new town to accommodate a predicted population migration from London of 150,000 residents. At the time of the designation, the borough of Milton Keynes encompassed a designated area of 9,000 hectares (22,000 acres) at the very tip of north Buckinghamshire. It included the existing towns of Bletchley, Stony Stratford, Wolverton and New Bradwell, together with 13 villages. The population in 1967 was 40,000.

Fast forward forty years and Milton Keynes is a borough with a population of 220,000 and is set to continue this growth trajectory for the next thirty years, building to 320,000 people by 2030. The borough is defining itself as an important regional centre and is part of the recently established South East Midlands Local Economic Partnership (SEMLEP). It is centrally placed to all major road and rail networks and serves a catchment of 17.5 million people within a 90 minute drive of the city centre.

As the population of Milton Keynes continues to increases, the emerging Economic Development strategy 2011, suggests that the vision for Milton Keynes will be “a major free standing city with diverse high value business base offering well paid employment opportunities to all those living within the city”.

As Milton Keynes aspires to become a City, the need to create a rich tapestry of diverse events becomes an important facet of the offer to its population and also to the ongoing desire for external investment to maintain the economic growth.

The economic impact of events cannot be underestimated. Whilst there is an associated cost with planning and implementation of an event there is a significant boost to the local economy simply because large numbers of people coming from outside the locality – from other regions of the host nation and from abroad – spend their money on accommodation, shopping, food and drink. A study into the economic impact of the Tour of Britain, undertaken by Sheffield Hallam University, concluded that for every £1 invested by partners, the event levered in an additional £3.50 in the visitor and organizational spend (The Tour of Britain 2006, Economic Impact on the South East).

Destination:MK’s (D:MK) business strategy 2011-14, states that Milton Keynes has a visitor economy worth £173,544,000 and anticipate that this will rise to £278,778,110 over the course of the next ten years. This is also reflected within the emerging Economic Development Strategy which shows an increase to the tourism economy to £300 million by 2022.

The 10 day International Festival which was held for the first time in 2010, saw a contribution of £4.5million to the Milton Keynes economy (Economic Impact Case Study). The Tour Series event which was held in 2009 saw a local net expenditure of £151,000 and 4000 people visiting Milton Keynes specifically to spectate (Economic Impact of the 2009 Tour Series)

Events provide a springboard for cultural development. The participation need not be on an individual basis, but focused on families and communities to become more active, by watching the best, being creatively challenged and being inspired to participate. This will support the visions that are outlined within the Arts and Sport and Leisure Strategies “Milton Keynes will flourish with artistic energy” (Milton Keynes Arts Strategy 2010-14)
“By 2014, Milton Keynes will have created a legacy as an International City for sporting excellence and achievement, inspiring the local population to become more active, more often and achieve their potential within a world class sporting infrastructure.”

(Milton Keynes Sport and Leisure Strategy 2010 – 2014)

Events, if used properly, provide the bait for business, tourists, and communities to engage and improve the Milton Keynes experience.

The Milton Keynes Brand

It is important that any events that are invited into Milton Keynes or want to establish themselves in Milton Keynes sit comfortably alongside the brand image that Milton Keynes is portraying. D:MK conducted interviews with people living, working or visiting the borough to define what is so important, different and special about Milton Keynes. This research has defined the Milton Keynes brand personality. Milton Keynes is:

- Surprising
- Optimistic
- Welcoming
- Vibrant
- Ambitious

The research also defined the values that Milton Keynes stood for:

- Purpose
- Variety
- Invention
- Design
- Ease

2 Figures are taken from the report on the Economic Impact of Tourism on Milton Keynes, commissioned by DMK from Tourism South East
Definitions
It is important to differentiate between events and regular or routine entertainments and sport. In the events industry, events are often referred to as Special Events and this is the key to defining them: events are something different, they are something out of the ordinary, and they are something special.

For the purpose of this document, the following terminologies will apply:

Event
A deliberate occasion with a specific purpose, specific objectives and a fixed time scale

Major event
An event which attracts significant visitor numbers (over 5000) and media interest to Milton Keynes and also brings in excess of £1m to the Milton Keynes economy through either direct or indirect benefits

International Event
An event of international significance which presents activity by people from different countries attracts international visitors and / or international media coverage

National Event
An event of national significance which attracts visitors and performers from all over the UK and / or national media coverage

Regional Event
An event of regional significance (SEMлеп area) which attracts regional visitors and / or regional media coverage

Local Event
An event which is of significance to the local community and attracts local interest, investors and visitors
Strategic Aims

To bring economic benefits to Milton Keynes through the staging of major events. Major events play a significant role in attracting visitors to Milton Keynes, increasing their spend in the city through enhancing their stay and strengthening the tourism offer of the city. Maximising the potential economic benefits to Milton Keynes from these events is a key priority.

To increase the profile of Milton Keynes regionally, nationally and internationally through a portfolio of events which reflect the Milton Keynes “brand”

Regional and national media coverage of major events in Milton Keynes can profile the area as a fantastic place to live, work and visit and utilise the old stereotypes (roundabouts and concrete cows) of Milton Keynes in a more positive light. The International Festival used the roundabouts as a key theme for 2010. The concrete cows are used for media images constantly and were used to promote Sport Relief. A positive and unique profile will attract future events, tourism and associated economic growth to the town.

To create a sustainable environment that nurtures and supports events

Investing in the infrastructure (people and facilities) to deliver events. Providing a supportive network of agencies to assist event organisers and venues in the development and delivery of events.

To enhance the quality of life in Milton Keynes as a place to live, work and visit.

Events can provide the enthusiasm and inspiration for individuals to become involved in their communities and create a sense of belonging. This is particularly important in an area which is growing quickly and has such a rich social diversity like Milton Keynes. Events can promote the Milton Keynes experience not just to a wider regional or national audience, but also to those communities that perhaps do not feel part of Milton Keynes and give them the opportunity to contribute to what is already a rich tapestry of cultural diversity. Events can also animate the town and create a sense of vibrancy all year round.
Objectives and Action Plans

1. **Attract events of national and international significance to Milton Keynes**
   The economic benefits and profile that these events bring will enhance the brand of Milton Keynes and help to support local and regional events through association. The infrastructure and support network must therefore be attractive to event organisers. The Milton Keynes Brand and convenient location are essential elements to promoting Milton Keynes as an events destination.

   **Actions**
   - Promote Milton Keynes as a cultural destination
   - Create an asset register of event sites and facilities in Milton Keynes.
   - Through the International Sporting City concept, seek to attract and support national and international facilities and events.
   - Work with major event venues (e.g. The Theatre and Stadium:MK) to explore and implement development and investment opportunities which would attract national and international events to those sites.
   - Work with conferencing venues to market Milton Keynes and its facilities to attract major business events
   - Enable Central Milton Keynes to be an events space in its own right. To create easy use of the boulevards for entertainment and create links from Station Square to Campbell Park

2. **Develop existing events in Milton Keynes which are or have the potential to be of national and international significance**
   Developing existing events which have the potential to become of national and international significance will enhance the overall offer of Milton Keynes in the major events arena and consequently increase the economic impact of events and the profile of Milton Keynes.

   **Actions**
   - Identify existing events in Milton Keynes which have the potential to develop into national and international events and work with organisers to successfully develop them.
   - Support the development of the MK International Festival as a biennial event in Milton Keynes.
   - Work with service providers to increase audiences and public engagement opportunities for potential high-level events e.g. FRINGE MK
   - Work with key agencies to future plan the development of the MK Bowl as a major events venue within the SEMLEP region.
   - Support the development of major events associated with local and regional industry

3. **Create and support new events which meet the priorities (what are the priorities?) for Milton Keynes and contribute to the delivery of the vision (What is the vision?).**
   Events which increase economic impact, increase the profile of Milton Keynes, create a vibrant and animated town and improve the quality of life for residents will be created and supported through this strategy.

   **Actions**
- Develop and deliver a “Summer of Culture”. A programme of sports, arts and community events inspired by London 2012.
- Support the development of the Milton Keynes Marathon.
- Devise a programme of sports, arts and community events linked to the major international sporting and cultural events e.g. Cricket World Cup in 2013.
- Develop a programme of seasonal themed events to widen the events offer in Milton Keynes beyond the summer season.
- Work with community groups and other organisations to create, develop and support events which are of local community significance.

4. **Liaise with partner organisations and agencies to create a focused, cohesive and coordinated approach to events**

The realisation of this strategy will only be possible through the continued partnership working of public, private and voluntary sector partners and taking collective action for the completion of actions, monitoring and evaluation of events.

**Actions**
- Ensure collaborative working between stakeholders on events where appropriate
- Create a multi-agency working group to oversee the implementation of the events strategy and additional groups for individual events where appropriate
- Maintain good communication between stakeholders using existing and new forums when necessary
- Arrange regular meetings of the events working groups to discuss events and a partnership approach to supporting events
- Continue to manage and promote a Milton Keynes events calendar to assist in programming events and identify clashes and gaps which can be managed strategically

5. **Assist event organisers in the management and delivery of events through support and co-ordinated working.**

Support the delivery of events through limiting bureaucracy and engaging appropriate key strategic partners is one of the key priorities for the strategy and this can be achieved through a coordinated approach to managing events in Milton Keynes.

**Actions**
- Develop a strong events brand in Milton Keynes which will encourage potential funders and sponsors to invest and contribute to events in the city
- Continue to promote a culture of sharing advice and best practice through the multi-agency working groups and the Milton Keynes Safety Advisory Group
- Create guidelines for event organisers which will incorporate planning, managing and funding events in Milton Keynes.
- Create a press pack to signpost event organisers with details of local media contacts, as well as requirements for marketing such as social media coverage, website articles, local news bulletins
- Identify key organisations, agencies and individuals who will be able to help with specific events enquiries
- Enable and facilitate the ‘dressing’ of Central Milton Keynes for events and to drive up public awareness
6. Through events, improve the quality of life for the people of Milton Keynes and contribute to making Milton Keynes a better place to live, work and visit

Milton Keynes wants to be recognised as a fantastic place to live, work and visit. A town vibrant and animated through a whole range of events can encourage a sense of belonging, community spirit and civic pride as well as adding value to the economy.

**Actions**

- Support events which encourage healthy lifestyles
- Support events which improve the quality and appreciation of the natural environment
- Encourage events which through participation or association, are inspirational and may encourage personal development through motivation for future participation or community action.
- Prioritise events which leave a legacy in terms of infrastructure or long term participation by local people in Milton Keynes.
- Provide opportunities for local people to be involved in events through volunteering and consequently develop their own skills.
Strategy Partners (Info about each partner)

Milton Keynes Council
Provides all the statutory guidance and support for the delivery of events in Milton Keynes including environmental health, licensing, waste management and highways. The Leisure, Learning and Culture department can support groups in achieving outcomes linked to events and adding value to event through various partnership networks.

Destination MK
Who they are, priorities

The Parks Trust
Who they are, priorities

Stadium MK
Who they are, priorities

MK Bowl / HCA
Who they are, priorities

The Centre: MK
Who they are, priorities

Invest MK
Who they are, priorities

FRINGE MK [they are programming midsummer place and thecentre:mk with arts]

IF

Midsummer Place Shopping Centre
Who else?? MK Theatre & Gallery Co? The Stables? Whitecap Leisure?
Stantonbury Theatre? Madcap?
Monitoring & Evaluation
Each event will be monitored and evaluated by the respective events organiser. An evaluation of the economic impact of major or significant events will be commissioned to provide evidence to support future inward investment in the events infrastructure of Milton Keynes.
Qualitative and quantitative evidence must be gathered, for example photographic evidence and anecdotal feedback via Facebook and Twitter.
References
Appendix 1
Economic Impact Case Study – Milton Keynes International Festival
The Milton Keynes ten day International festival (IF) 2010 demonstrated how high quality and diverse cultural programming can lead to significant local investment. The Festival economic impact assessment evidences the following benefits:

- IF contributed £4.5 million economic value to Milton Keynes
- IF attracted 90,823 people
- IF earned £528,000 grants and awards and received £772,000 in-kind goods and services.
- IF generated £376,000 worth of national media coverage for Milton Keynes (the Times, Independent, Guardian, Radio 2 & 4).

“Such has been the success of festivals in raising the profile and civic enterprise, its not surprising that every town and city wants one. The latest is Milton Keynes and its not doing anything by halves. Using the cities singular urban landscape, creative producer Bill Gee has melded new commissions and UK premiers....”

Lyn Gardner, The Guardian