

Milton Keynes Sport & Active Communities Strategy



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Colleagues

I have much pleasure, on behalf of the Milton Keynes Sports Board, in introducing the Milton Keynes Sport and Active Communities Strategy (2014-2023). The board has been closely involved with the Council in the evolution of this new body of work.

Sport and recreation are an integral part of our cultural offering and play an important role in the City from the provision of physical activities, sporting challenge, relaxation, stimulation of the mind and making the borough an attractive place to our community, our businesses and our visitors.

Our aspirations for Milton Keynes are to build an active, healthy, safe and successful community through increased participation in sport and recreation. Our City is an enterprising place to live, work and visit and we will continue to work tirelessly to make it even better.

A recently published report from Public Health England revealed 72.5 per cent of over-18s are overweight or obese in Milton Keynes compared to the national average of 64 per cent. There are a whole range of factors to explain this high number, but sport and active recreation are not the only panacea to solve this issue, but they do form a part of the solution.

Many strategies tend only to look forward. In developing this strategy the Council has taken stock of where we are and what we have already achieved; and there is much to be proud of, as the case studies in this strategy identify. Our vision however, is to further build Milton Keynes's reputation as a sporting destination for both participants and competitors, where facilities, events and programmes inspire people to make the active choice, instil a sporting habit, engage people in using their local facilities and create a lasting legacy.

The document sets out a range of activities to take forward the overall aims of the strategy so that all members of the community are able to access and benefit from a variety of

choices in sport and the wider recreational opportunities available in Milton Keynes. It also recognises that delivery is only possible by engaging with new and existing partners within the city and throughout the South East and Midlands Local Enterprise Partnership (SEMLEP) region.

Sport and leisure play a positive role across a number of broader agendas – improving awareness of health, community safety, increasing skills, employment, economic growth, and instilling a sporting identity and local pride. Its impact will be felt within every part of the city and sits comfortably alongside the cultural development of our emerging society.

The Milton Keynes Sports Board sees its role as the co-ordinator of these relationships and will provide the leadership to more effective delivery by our many partners in the city. We must however concentrate on the outcomes of our joint work; demonstrably delivering access, participation, and learning skills in order that we can celebrate at all levels. There is an exciting and demanding programme of leisure and community building developments - not only addressing an aging portfolio but also providing for the newly arrived residents of Milton Keynes. Encouraging their participation and engendering a sense of belonging will be vital to the wellbeing of these new communities.

I hope you will join the Sports Board in achieving this vision and working towards the challenging growth targets, we, as a City which savours a challenge, have set ourselves; addressing issues of health inequalities, driving up participation in our diverse communities and optimising the use of facilities. Together we can create a sporting ethos which will be truly recognised by 2023 as world class.

Dr Philip H Smith

Chairman

Milton Keynes Sports Board

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This strategy has been compiled following extensive consultation and research. Specific information regarding facilities for Sport, Leisure and Community use, including overview, planning standards and recommendations can be found in the main Facilities Report or Facilities Summary. See website for details.

1. Introduction and Long-term Vision

1.0 Introduction

Sport and leisure play a positive role in many people's lives. It is valued in its own right for the friendship, fun, challenge and enjoyment it brings, and it also has the power to change communities and help places thrive. Developing sporting opportunities will help us to achieve stronger, more prosperous and cohesive communities, as well as improving health, tackling obesity and transforming the lives of young people by giving them new skills.

Jennie Price, Chief Executive, Sport England

The importance of sport and having active communities provides a means to achieve wider social, health, economic and environmental outcomes for individuals and communities.

Having active communities has the capacity to bring together people of different generations, cultures and backgrounds. It improves health, is a source of new friendships, can be used to tackle exclusion and isolation, can engage those who otherwise may become involved in antisocial behaviour and is a key component in regeneration.

Sport and active leisure time matters to a lot of people. Not just those performing at the highest level, but also those seeking activities for fun, exercise and enjoyment.

Our aspiration in Milton Keynes (MK) is to build active, healthy, safe and successful communities through increased participation in sport and active recreation.

The Sport and Active Communities Strategy provides a



strategic direction to all the organisations and individuals, who have a role in enabling, directing, developing, co-ordinating and delivering sport and active recreation within Milton Keynes. The Strategy recognises that Milton Keynes Council is not the only provider of sport and active recreation and, therefore, the responsibility of meeting the targets and delivering actions falls across a wide range of partners.

The Sport and Active Communities Strategy will cover three main areas:

- Developing sporting opportunities
- Maximising the use of facilities including community centres
- Preserving, enhancing and providing playing pitches.

This strategy requires the many different providers of sport and active recreation to work together. Through local partnerships, the providers should improve co-ordination, reduce duplication and maximise resources, in order to achieve the shared strategic outcomes, and give Milton Keynes communities the greatest opportunities to participate.

Previous strategies (Sport and Leisure 2008 and Leisure Facilities 2003) have been vital in enabling the delivery of increased participation in sport and the development of new facilities in the area. Facilities provide infrastructure to underpin provision of sport, leisure and recreational opportunities, the delivery of such opportunities is dependent upon people and policy.

Milton Keynes Council sports and community projects alone



Case Study: Wolverton Swimming and Fitness Centre

£7.4m of Growth Area funding was secured to deliver the new Swimming and Fitness Centre at Wolverton. The new facility has brought life to the west end of Wolverton and provided a link to the old town and the new housing development surrounding the site. The new pool provides a 25m 6 lane swimming pool with sauna and steam room, a 50 station fitness suite and dance studio and café area. It is open 7 days a week and has been well received both locally (65% of members have a local postcode) and across Milton Keynes with membership numbers exceeding expectations in the short time since opening in April 2013.

have created around £44m of investment in new facilities in the area since 2008, of which £42m was from external sources. This has been made possible by using the strategy to make the case for funding priorities.

The selection of Milton Keynes as a host venue for major events such as the Rugby World Cup in 2015 offers unique opportunities to enthuse, motivate and stimulate the borough, to increase participation in sport and active recreation, as well as celebrate the culture and diversity of our local communities.

The successes of the previous strategies, the investment that has been secured and the burgeoning reputation as a sporting destination means that Milton Keynes is well placed to achieve its own ambitions to become an International Sporting City; renowned for providing opportunities to ensure that people make the active choice whether they live, work, learn or play in the City.

1.1 Cultural Vision

Culture may be described simply as that which makes life worth living

TS Eliot

The Sport and Active Communities Strategy is one of three strategies that have been produced to support a wider cultural offer in Milton Keynes. Alongside the Art and Public Art Strategy and the Heritage, Museums and Archive Strategy, the three strategies underpin a strategic cultural statement and vision:

“Culture in Milton Keynes is a term that means different things to different people. We believe that cultural participation is where people of all backgrounds come together with shared interests and passions. Together with the environment in which cultural activities take place, culture includes all the things that define our lives, connect our communities and us and represent the values we pass on to other generations”.

Jointly the strategies will aim to deliver the Cultural Vision:



“By 2023 we will be recognised as being world class”

The vision for Sport and Active Communities is:

“To further build Milton Keynes reputation as a sporting destination, where facilities, events and programmes inspire people to make the active choice, instil a sporting habit and create a lasting sporting legacy.”

By 2023, the Strategy will have helped achieve the following objectives:

- Created an environment where talent can be nurtured and sporting habits can be started and maintained.
- Supported a strong community network of sports clubs and community volunteers.
- Provided a network of new and existing sport and community facilities serving the needs of the population i.e. the right facilities in the right place.
- Created greater use of the redways, parks and open spaces for more affordable opportunities for participation.
- Established sport and active recreation as a key intervention for preventing long term health conditions, improving an individual’s wellbeing, increasing participation equality and creating greater community cohesion.
- Positioned sport and active recreation as a key component of the Milton Keynes vision to be a ‘World Class’ destination.

This underpins the overarching participation targets:

- Year on year growth in people who play sport once a week for 30 minutes culminating in 50% (113,000) of the adult population playing sport regularly by 2023.
- Year on year growth in people who participate in sport and active recreation three times a week for 30 minutes culminating in 40% (90,000) of the adult population participating by 2023.

1.2 Strategic Position

Sport and active recreation has a prominent position within the Council's Corporate Plan under the theme World Class MK; "Milton Keynes will be recognised internationally as being a premier sporting city" and in addition to that specific contribution, the Corporate Plan provides opportunities for sport and active recreation to contribute under the themes 'Living in MK', 'Working in MK' and 'Visiting MK'. Additionally sport and active recreation continues to work across the local authority and wider political landscape to support the delivery of the outcomes identified within a number of key strategic documents such as the Core Strategy, its successor document the emerging Plan:MK, the Economic Development Strategy, the Local Investment Plan, the Joint Health and Wellbeing Strategy and the Cycling Strategy¹.

The published Joint Health and Wellbeing Strategy² clearly identifies the role physical activity has in positively impacting on an individual's mental and physical health. The Sport and Active Communities Strategy has a clear role and mandate to support the objectives of the Joint Health and Wellbeing Strategy and prove the value of the sector in a wider context.

The development and growth of sport and active recreation particularly the built infrastructure has been led by Milton Keynes Council and underpinned by our national partners Sport England, various sporting governing bodies and the local sporting network. This has led to the delivery of a number of new facilities such as the redevelopment of Bletchley Leisure Centre and the creation of a new rugby site on the West of the Borough as well as improvements to existing facilities. This successful model of partnership working



and matching Council and external funding with third sector support will be a continuing focus in this new strategy, as well as seeking opportunities to work with the private sport and active communities sector to develop additional accessible facilities.

1.3 Challenges

Milton Keynes is a rapidly developing borough. Like every borough, there are distinctive features which provide a sense of place, however there are some key challenges that must be addressed.

We need to:

Target health inequalities

Health outcomes vary widely between different sectors of the populations and different areas across the borough.

Life expectancy varies dramatically across the borough with a difference of 11 years between some neighbouring wards.

There is a correlation between high levels of health deprivation and low levels of participation in sport and active recreation.

The estimated annual cost of inactivity in Milton Keynes was £18.9 million per 100,000³ Milton Keynes struggles to meet the national averages for many health related indicators.

Heart disease and chronic pulmonary diseases, occurring at substantially higher rates than the national average.

Increase participation with MK's diverse communities

Milton Keynes is increasingly becoming ethnically diverse – with 18.5% of the local population born outside the UK (against a national average of 13.8%.) Black, Asian and Minority Ethnic (BAME) groups now account for 20% of the population and 29.1% of school children. Traditionally these groups have much lower levels of participation in sport and active recreation and higher levels of long term illness related to inactivity.⁴

¹ Milton Keynes Council (2013), Cycling Strategy for Milton Keynes

² Milton Keynes Council (2012), Milton Keynes Joint Health and Wellbeing Strategy 2012-2015

³ UK Active, (2014) Turning the Tide of Inactivity

⁴ MK Community Foundation (2013), Vital Signs MK: The Full Report

Develop the sport and community facility infrastructure to meet growth demands and opportunities

Our population is growing faster than the national average. In 2013 the population was 255,300 and is expected to grow to 296,300 by 2023.

Milton Keynes fastest two growing demographics are 0-4 year olds and 60 – 64 year olds. With MK continuing to develop at pace, the challenge of ensuring that the allocation of recreational space is not lost requires sufficient land allocation and consistency in application of funding with the Tariff, Community Infrastructure Levy (CIL) and Section 106 funding. This will ensure that there are sufficient sport and community facilities for new residents in the new housing development areas.

Tackle economic inequalities

Whilst Milton Keynes is relatively affluent, the wealth is unequally distributed. Twelve estates within Milton Keynes are in the top 10% most deprived areas of the country. People living in deprived areas have lower levels of participation in sport and active recreation and have higher levels of inactivity and obesity.



1.4 Commitment

Milton Keynes is unique and must meet the demands of an ever increasing population and number of challenges. To do this, the following principles will be embedded into delivery plans and strategic decisions:

We will:

- Offer diverse sport and active recreation opportunities.
- Ensure that the 'offer' is available and accessible across the borough within established and emerging communities.
- Capitalise on opportunities to sustain investment within the sport and active community sectors, additionally seeking new investment through strong partnerships, commitment to deliver and a strong track record of success.
- Use sport and active community to improve health, wellbeing, reducing early deaths and addressing health inequalities for the residents of Milton Keynes.
- Enable people to make informed choices about the development, management and use of their local sports and recreation facilities.



Case Study: Activemate

In 2013 Make a Difference launched the Activemate disability sports project with the support of Sport England funding. The programme recruits and trains volunteer befrienders to support disabled young people aged 13 to 30 to become more active. The programme has offered taster sessions in a range of sports, delivered by NGB accredited coaches such as tennis, yoga, street dance, crazy golf and circuit training, and consequently has established a weekly programme of activities and also exit routes from the programme into local clubs.

2.0 Strategic Priorities

Through a strong partnership approach, we will create more opportunities for people to participate in sport and active recreation and support individuals to achieve their potential. In order to achieve this, a framework has been adopted with the following headings:

SP1. Enhance Identity	<i>we will enable the infrastructure that creates a sense of pride and place</i>
SP2. Increase Opportunity	<i>we will work with others to create activities that raise participation</i>
SP3. Actively Celebrate	<i>we will create experiences, recognise achievement, and share stories of success</i>

2.1 Strategic Priority One – Enhance Identity

Creating a sporting identity is a key priority for Milton Keynes which is still relatively young as a place. Building a reputation as an International Sporting City is a stated ambition of partners and permeates throughout the sporting community as follows:

“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.”⁵

In order to fulfil this ambition, we have to ensure that the primary building blocks are in place within the voluntary sport



sector and that the local infrastructure can sustain lifelong participation both in terms of the built facilities that are available and the human resource that exist within community sports clubs.

Aim A – People

Clubs and organisations are fundamental to sport and recreation provision. They provide facilities, training and opportunities for MK residents to participate. The wealth of knowledge, enthusiasm and commitment of volunteers and staff of clubs and organisations and their contribution to sport and recreation provision in the community is not only significant but vital and therefore must be recognised and nurtured.

- Volunteering workforce:** Providing the courses and support functions to facilitate individuals progressing through a coaching / officiating pathway. Support volunteers to ensure they have the knowledge and tools to provide for the local community. Ensuring the continued development of the Community Groups Registration Scheme that ensures policies and procedures are in place with police checks (Vetting and Barring Scheme) of volunteers where appropriate.



Case Study: Bletchley Leisure Centre

Over £21m of funding was invested in the new Leisure Centre in Bletchley. The Centre was the catalyst for the regeneration of that area of Bletchley, involving new residential homes alongside the new Leisure Centre for local residents. The new development included an 8 lane competition pool, sports halls, squash courts, fitness suite and purpose built community gymnasium.

⁵ Milton Keynes Council. (2011). International Sporting City Report

Case Study: Marshall MK Athletics Club

Marshall Milton Keynes Athletics Club is one of the largest voluntary sports clubs in Milton Keynes and arguably the most successful. It regularly produces athletes who represent their country, the most well-known after his gold medal winning performance at the London Olympics being Greg Rutherford. Whilst being successful in developing athletes, the club also has very good administrative structures, recruiting volunteers, securing sponsorship and developing coaches. The club has been acknowledged for its outstanding work by winning England Athletics Club of the Year on two separate occasions.



- **Club Development:** Supporting clubs to improve their sporting offer to current and potential new members with advice and guidance on facility improvement, funding, volunteer recruitment and retention and good management of finances and assets.
- **Athlete Development:** Ensuring that athletes in Milton Keynes have access to the correct facilities and support networks to achieve their potential as they move along the performance pathway.

Aim B – Places

Investing in our existing sports and active recreation facilities physical infrastructure, whilst identifying opportunities for new developments.

- **New Facilities for New Areas:** Ensuring appropriate new leisure and community facilities are developed to meet the needs of new communities in Milton Keynes.
- **Improve Aging Facilities:** Replacing or refurbishing aging facilities which are strategically important in the sports and community facility network across Milton Keynes.

- **Facility Management:**

Procuring the management contracts for leisure/community facilities that meet local needs, ensures best value and are fit for purpose.

Volunteer Management Committees: to continue the ethos of MK citizens involving themselves in the management of community facilities ensuring local aspirations are delivered and met.

Community Asset Transfer: Providing the freehold or leasehold of sport and community assets to local organisations to manage and operate whilst ensuring they remain accessible to local people particularly in identified areas of deprivation.

- **International Sporting City:** Providing facilities and associated support to enable top class sports men and women to train, and where possible to compete, in Milton Keynes whilst also offering new opportunities and inspiration for community participation in sport.
- **Achieve the Funding:** Ensuring that Milton Keynes maximises the potential benefits from development including via developers contributions, and responding to funding opportunities as they arise.



Case Study: Broughton Community Sports Pavilion

The eastern expansion area is delivering 4,500 new homes in Milton Keynes. Broughton Pavilion was completed by MK Council in 2012 for these new residents and funded by the MK Tariff, s106 developer gain and Milton Keynes Council capital funding. The facility provides an important central hub for the community to meet, play sport, provision for pre-school and youth activities, and a new office for the Parish Council to operate from.

Case Study: Sport Relief Mile

Milton Keynes has hosted three flagship Sport Relief Mile events in the City Centre. Across the three events, over 8000 people have run 1, 3 or 6 miles raising money for Sport Relief. Hosting the races has also meant that local sports clubs have been able to access £50000 of funding through the MK Community Foundation to develop and improve their sporting offer. The races have been televised locally and nationally, with runners coming from across the region to take part.



2.2 Strategic Priority Two – Increase Opportunities

Sport and active recreation offers a range of opportunities that people can become involved in for social, competitive or health reasons. It has the ability to bring people and communities together. Sport and active recreation provides an opportunity to have a positive impact on an individual's mental and physical health and wellbeing, therefore supporting the wider public health agenda.

Aim C – Community

Enabling individuals and communities to experience, engage and participate in sport at a level of their choosing and a range of active recreation activities and opportunities.

- **Participation in Sport:** Increasing the number of opportunities for children, young people and adults participating in sport across Milton Keynes.
- **Participation in Active Recreation** Increasing the number of adults participating in active recreation across Milton Keynes.
- **Active Interventions:** To use sport and active recreation as an intervention to prevent long term health conditions, to increase wellbeing and equality and build community cohesion with prioritised and targeted groups and communities.

Aim D – Learning

Providing sport and active recreation opportunities within educational and community settings, supporting the development of a quality early years and physical education curriculum married to a diverse and expansive extra-curricular programme.

- **Improving Physical Education (PE) and School Sport:** Supporting teachers and coaches to improve their knowledge and skills of sport within an education setting, maximising investment opportunities to enhance the quality of PE delivery and increasing competitive sporting opportunities across the educational sector (primary, secondary, special, higher and further education).
- **Transition from School Sport to Community Clubs:** Develop seamless pathways between the school setting and professional / community clubs allowing young people to participate at their chosen level and reach their potential.
- **Early Education and Childcare:** through the potential expansion of existing facilities and all new developments.



Case Study: Walking for Health Programme

MK Council's Walking for Health programme encourages adults to become more active as a means to improving their health and is delivered in different locations around the Borough, utilising the network of parks, Redway routes and lakes. Each walk is led by a walk leader and over 140 people have been trained and now volunteer as walk leaders. Currently there are 17 weekly walks throughout the year, of differing difficulty and distances taking place with some walks attracting nearly 50 people per session. The programme is now supported nationally by the Ramblers Association and MacMillan Cancer Support.

Case Study: Milton Keynes School Swimming Programme

Since July 2010, the Milton Keynes School Swimming Programme has delivered Module 1 and 2 swimming teacher training courses. Over 150 Milton Keynes school staff are now trained. The qualification equips staff to actively assist and support a level 2 swimming teacher in teaching a range of core aquatic skills. The training has reduced swimming class sizes, increased staffs knowledge and confidence and most importantly increased the number of swimmers.



2.3 Strategic Priority Three – Actively Celebrate

Working in partnership to create an environment in which the promotion of sport will be co-ordinated, where sporting events are used as a means of increasing economic investment, inspiring participation and where achievements are celebrated.

Aim E – Events

Delivering, promoting and evaluating events that will instil a sense of pride amongst local communities, inspire people to participate and enthuse people to visit the City. Sporting events will be used to promote Milton Keynes externally and deliver economic investment.

- **Lead Up and Legacy:** Maximising the impact of any major sporting event which is held in Milton Keynes by placing an emphasis on creating a sustainable legacy of sport and active recreation participation.
- **Elite Sporting Events:** Devising a strategic approach to the creation of an elite sporting events programme working with partners across the South East Midlands Local Enterprise Partnership.

- **Community Events:** Supporting and developing events that encourage community sports participation and collaboration between sports. Contribute and make nominations to the volunteer awards (e.g. Pride of MK) recognising the value and work of volunteers.
- **Insight, Research and Evaluation:** Evaluating, measuring and understanding the impact that sporting events are having in Milton Keynes both economically and socially and how participation rates might be impacted.



Case Study: Door Step Clubs

Early in 2013 MK Dons SET (Sport and Education Trust) working with Moorlands Community Centre on Beanhill offered a number of turn up and play football sessions for young people, under 13, of both genders and all abilities. Within a few weeks the group had grown to 30 participants. The SET is now using this club as a model to take forward top other areas of deprivation and hard to reach groups.

Aim F – Communications

Informing those people that live, work, learn and play in Milton Keynes about opportunities to participate in sport and active recreation and share the successes and achievements taking place in Milton Keynes regionally, nationally and internationally.

- **Sporting Destination:** Sport and active recreation are a key tourism component through the Destination Management Plan and there is appropriate signage [physical and virtual] to sites and activities/events across MK.
- **Sporting Heritage:** Working with the heritage sector to recognise the sporting history of Milton Keynes and accurately document the successes and events which shaped the sporting landscape.
- **Engage, Brand and Promote:** To increase awareness of facilities and opportunities for sport and active recreation by all providers through branding and an improved communication network.
- **Celebrating Achievements** – Celebrate the success of our clubs, coaches athletes and volunteers.



Case Study: Reactivate MK

Reactive MK was launched in 2009 by MK Council and Bucks Sport as the umbrella brand for adult sport and physical activity delivered by a range of partners across Milton Keynes. The brand was a way of maximising resources and generating maximum impact across the City. Annually, three 'Give it a Go' months are organised, using the latest Active people and market segmentation data to identify and target specific groups. These provide a platform for national and local partners to promote and launch new products to encourage greater participation in sport and active recreation.

3.0 Implementation and Accountability

We are committed to achieving the shared vision and targets for sport and active recreation in Milton Keynes. To ensure that the Sport and Active Communities Strategy is a success, it is essential that the document is owned by partners across the borough. We will achieve this through the following mechanisms:

3.1 A Strategic Group for Sport and Active Recreation – MK Sports Board

The MK Sports Board is independently chaired and works to a formal terms of reference quarterly meeting. The Board is responsible for overseeing the implementation of the Strategy and the associated action plans, ensuring that linkages are made into other partnerships and decision making bodies within the Borough and the wider South East Midlands Local Enterprise Partnership (SEMLEP) region.

3.2 Milton Keynes Sporting Network

Milton Keynes has an array of diverse providers within the Borough who are directly and indirectly involved in offering sport and active recreation opportunities. Each one of these providers has a role to play in achieving the vision, aims and targets within the Strategy and we are keen to maintain an effective dialogue with all those involved. To do this, we will deliver an annual event to remind partners of the vision, targets and aims, celebrate the achievements and progression made and identify the areas for improvement. It will also provide an opportunity for partners to discuss key issues, share good practice and keep informed.

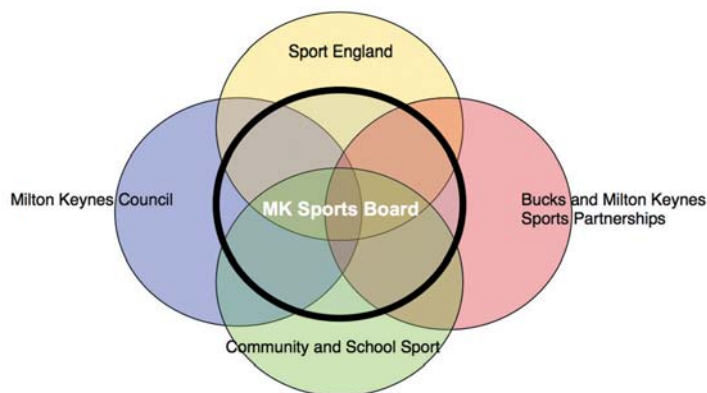
3.3 Buckinghamshire and Milton Keynes Sports & Activity Partnership (CSP)

Along with sport's National Governing Bodies, the County Sport Partnership has the overall responsibility for delivering the Government's sporting strategy across Buckinghamshire & Milton Keynes. Funding is invested into and through the CSP to increase participation. Funding is invested into the CSP from Central Government, Sport England, Public Health and Local Authorities. In turn the CSP finds economies of scale in bringing local sports providers together to drive up participation, until the banner of 'getting more people active for life'.

3.4 Community Connection Events

Ensuring volunteers running and managing facilities have the opportunities to meet and share best practice, knowledge and experiences.

Structure for Sport and Active Recreation in Milton Keynes



At the centre MK Sports Board

- Providing strategic direction
- Supporting the developing World Class Facilities
- Attracting elite athletes and events
- Securing inward investment
- Growing and sustaining participation

Coordinated through the following MK stakeholders:

Sport England:

- Funding (Capital and Revenue)
- National sports policy
- National Research and Insight
- Statutory Planning

Bucks and Milton Keynes Sports and Activity Partnership

- Interpreting national sports policy against local need
- Interface to National Governing Bodies
- Children & Young People - School Games, Sportivate, Satellite Clubs, Primary Pupil Premium
- Physical Activity – Reactivate, Get Active, Workplace Challenge

Milton Keynes Council

- Capital Infrastructure
- Public Health
- Sport and Leisure including School Swimming
- Planning

Milton Keynes Sporting / Community Network

- Clubs, Coaches and Volunteers
- Sport Milton Keynes
- Physical Education and School Games
- Voluntary and private sector organisations
- Leisure Trusts and facilities

4.0 Delivery

Successful delivery of this strategy will require all stakeholders to work collaboratively, in a co-ordinated manner and make a commitment to explore new ways of delivery and doing things differently to make the best possible use of resources to impact on participation levels.

Aspects of the strategy and delivery plan will be initiated and led by Milton Keynes Council Officers who will take responsibility for project, contract and budget management, monitoring and commissioning and partnership development. However, recognising the limited resources within the MK Council Officer team a significant part of the delivery will be undertaken jointly, with Council Officers offering a strategic view, supporting our partners in identifying fund raising opportunities, providing the evidence base and when required business support and development.

4.1 Annual Review and Reporting

The strategy is a 'live' document which will need to adapt and respond to the changing national trends and funding priorities. The delivery plan (which will incorporate revenue and capital projects) will be robust and flexible and projects will be delivered in the short, medium and long-term. We will use national, regional and local data sets and any other relevant research and consultation tools to help evidence the impact of the strategy. We will encourage the Milton Keynes Sporting Network to share their individual achievements against the strategy aims with us so that we can record and report back on these too.

The collation of this evidence base will then be presented as an annual review at the proposed Milton Keynes Sports Network Event.





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