

Case Study

North East Derbyshire District Council (NEDDC) - Sharley Park

Strategic Leisure Limited (SLL) was appointed by NEDDC in July 2018 to undertake a local engagement exercise within the Clay Cross community. This was to focus on gathering insight to inform the re-development of the existing leisure centre.

Sharley Park Leisure Centre is an ageing, inward-facing building, located on the edge of a park which also comprises other sport and recreational provision. None of the existing provision is linked in any way, and there is no connectivity between the open space, existing facilities and the adjacent town centre.



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The existing facility is poorly designed and does not offer an attractive environment for participation; there is no café, the fitness suite is small, the sports hall too big, and the pool has a traditional, club-focussed programme, which fails to provide the flexibility needed by local people. The current membership offer completely fails to provide for families or younger people.

The Clay Cross community is one of the most deprived in North East Derbyshire A former mining area, the majority of public services have been re-located from the town, the centre of which predominantly now consists of supermarkets. The community feels disconnected, and that everything has been done to them, as opposed to with them.



There are high levels of worklessness, physical inactivity and obesity, and ill health. Educational attainment is low, as is car ownership. Social isolation is a significant challenge, as is mental health, and many people also suffer from life limiting health conditions. Anti-social behaviour is an issue.

New housing is being developed around the edge of the town, which will bring a different demographic to the area.

SLL's initial focus was to develop and undertake a comprehensive and detailed local engagement process. We met with all identified key stakeholders, and many local community groups and networks, comprising young people, single parents, older people, families, etc to identify what they would like to see from a new leisure and physical activity facility, and why. We had significant success using social media surveys and worked closely with the Council to maximise use of their websites, newsletters etc to try and reach the inactive in the community.

Following analysis of the consultation feedback, the overwhelming need expressed was for a café, where people could socialise and interact. This was closely followed by a wide range of activities, indoor and outdoor, that people felt they would like to do, if they felt more socially connected, and supported into being more active.

Consultation with stakeholders had also identified significant opportunity for partnership between public sector providers, given the One Public Estate planning on the site adjacent to the existing leisure centre, and the proposals for changes to the existing community hospital, immediately next door to Sharley Park Leisure Centre.

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The engagement work, and the partnership with health provide a significant opportunity for long term co-delivery of services and investing in integrated service provision, targeting those most in need in the community.

NEDDC is already working with key partners across the District to address and tackle identified local priorities. The engagement work recognised that services are all trying to support the same people in the Clay Cross community, but that it could be more effective and sustainable by co-locating services and resources- and, in so doing make services more accessible for local people.

The collective Vision for this important open space and the Clay Cross community it serves is transformation to a co-located, active community hub, comprising life changing and supporting services.

Following the engagement work, SLL and NEDCC approached Sport England with the concept of the Sharley Park Active Community Hub, comprising health, education, physical activity, and community support.

Shared local strategic outcome indicators have been identified as:



Tackling inactivity;



Increasing physical activity amongst young people;



Inclusivity and engagement;



Working collaboratively;



Wider local partnerships;



Making a difference and changing life behaviours;



Improving accessibility; and



Building community capacity and resilience

SLL and GT3 architects were engaged to undertake more detailed feasibility work to translate need into the Activity Hub, so that a greater understanding of design, operational working, revenue impact and capital cost could be developed.

Working together, we consulted with identified partners to develop detailed understanding of their spatial and operational needs to masterplan the site for both indoor and outdoor provision. This phase of work has also identified and discussed opportunities, sources and levels of partnership funding, both capital and revenue to enable development of an accurate picture of operational viability; at this stage in principle funding is committed by NEDDC, NGBs, health, FE and the CAB.

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Analysis of the Insight feedback and further engagement with stakeholders and partners has identified a proposed facility mix for an Active Community Hub in Clay Cross, to replace Sharley Park Leisure Centre, the existing ageing facility. However, working with partners it is recognised the opportunity for future provision is far more than just a replacement leisure centre. Partners want to develop an Active Community Hub, delivering health, physical activity, wellbeing, sport and community support services, including a library and social space for the local community. The Active Community Hub will facilitate a focus for services targeting those most in need in Clay Cross, but also provide across the community.

Investment in an Active Community Hub in Clay Cross will contribute to the Healthy North East Derbyshire Plan, because it could provide facilities and activities which can directly deliver or link with projects on the three themes of: **Starting well, healthier living and healthy aging** and support the **5 Ways to Wellbeing** by:



Being a place where people can **connect** with others in the local community.



A place to **be active- physically and mentally**, to provide opportunities for improved health and well-being.



Provide opportunities to **keep learning**, try something new, sign up for a course, new skills, attain qualifications



Provide opportunities to **give**, through volunteering, being a venue for community groups



Take notice through the experiences and activities available.



A place where people can **access advice and help** for a range of life challenges and feel supported

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Outcomes

The development of the Active Community Hub will therefore provide both indoor and outdoor physical activity facilities, a mixture of free to use, pay as you go and membership activities, as well as the lifestyle support services. The Sharley Park offer, will, for the first time be connected, co-ordinated and designed to meet the needs of those who live in the locality, to encourage and support a behaviour change journey for those who are inactive. These people are also those who are most likely to be facing a number of other life challenges; providing economic, learning, support, social and clinical services from the Active Community Hub will enable individuals and families to engage, become involved and be helped to access the support they need.

It will contribute to identified outcomes as follows:

