Strategic Update & Active Environments

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Levels of activity

25.2% of people (11.3M) do less than 30 minutes a week

12.5% (5.6M) are fairly active but don't reach 150 minutes a week

62.3% (28.0M) do 150 minutes or more a week
Look at environments collectively

Neighbourhoods
what conditions generate activity

- Walkability
- Streets and Active Travel
- Blue and Green Spaces
Walkability

- Compact neighbourhoods
  - Increased housing density

- Good street connectivity

- Co-location

- Mixed land use

- Public transport links

(Image Courtesy Centre for the Built Environment)
Streets & Active Travel

• Active travel infrastructure

• Public transport provision

• Street connectivity

• Road safety and road calming measures

• Exposure to air pollution

(Image Courtesy of Arup – Cities Alive)
Blue & Green Spaces

- Walkability
- Green infrastructure
  - Parks and open spaces
  - Routes and pathways
- Reduce air/noise pollution
The Environmental conditions that generate physical activity

Built Environment:
- High Densities
- Co Location
- Mixed Land Use

Connectivity:
- Connected Streets
- Active Travel Infrastructure
- Good Public Transport Links
- Road Safety measures

Walkability:
- Quality & lack of vandalism
- Tree Lined Streets
- Low Pollution

Natural Environment:
- Variety and Scale of Open Space

Trees
- Low Pollution

Road Safety measures
Active Environments – In Practice

High Density Mixed Use
- Encourage more cycling and walking

Co-Location of formal sports facilities
- Linked into green grid & creation of seamless journeys

Accessible Parks
- Informal and formal physical activity
- Mix of amenities encourage activity and improve safety

Green Grid
- Proximity to homes to provide access to green space for activity
- Underpins Active Travel

Urban Fringe
- Linked into green grid
- Informal physical activity

(Image courtesy of AJ – Barton Wilmor)
Greater range of facilities – more engagement and use

- Swimming Pool
- Changing rooms
- Café/social area
- Crèche
- Library
- Dance studio
- Sports hall and courts
- Swimming Pool
- Gym / fitness suite with wellbeing assessments
- GP Practice
- Extensive outdoor facilities
- Primary Care Trust Social Services
- Changing rooms
ORFORD JUBILEE PARK

WARRINGTON
Status: Completed 2012
Client: Warrington Borough Council
Operator: LiveWor
Value: £28 million

Orford Jubilee Park is the biggest Olympic legacy site outside London. It represents the culmination of a 15-year project to develop a flagship community, leisure, health and education centre for Warrington. Officially opened by HRH Queen Elizabeth II on 17 May 2012, it is the first example of a sustainable community sports hub.

The project was developed through a unique partnership involving over twenty national, regional and local funding partners from the public, private and voluntary sectors and the 25-year risk/costs will be met from the Community Investment Fund.

Situated on a former landfill site next to a Victorian park, the development includes the private sector Decathlon retail unit and provides externally link pathways around the outdoor sports facilities and park.

Visitor numbers for the new ‘Hub’ building are three times higher than the leisure centre it has replaced. Compared to the previous year, there has been a sevenfold increase in the numbers joining the library.

Unique Features
The project is situated in a newly-created community park that is easily accessed from a number of existing routes used by the wider community. It co-locates a variety of high-quality indoor and outdoor leisure facilities with a range of additional community services. This promotes inclusive and social regeneration on a single site in line with Warrington’s regeneration strategy.

Main reception area with views through to extended seating area and parkland beyond

Indoor leisure facilities include an 8 lane 25 m competition pool, a 15 x 6 m teaching pool with movable floor, two dance studios, a 4 court sports hall, an activity hall and a 90 station health and fitness gym. The community facilities comprise an education unit, a library, three GP surgeries, a Primary Care Trust (PCT) lifestyles team and a central café area with views on to the rear sports fields.

Outdoor leisure facilities include a full-sized floodlit artificial football pitch, an enclosed five-a-side PowerPlaque centre, flat green bowls, a BMX and skateboard park and a campus-wide trim trail.

Ground floor plan
First floor plan

Key
- Entrance
- Main hall
- Pool
- Changing rooms
- Fitness
- GPs
- Library
- Cafés
- Club
- Class rooms
- Offices
- Public toilets
- Accessible toilets
Conclusion

• Strategy is showing a wider impact of Sport and Physical Activity.
• Place is a significantly huge element.
• Active Environments is the approach we would like to see adopted.