



CHELTHENHAM
BOROUGH COUNCIL

Our action plan for promoting physical activity and sports

2025 - 2028

[cheltenham.gov.uk](https://www.cheltenham.gov.uk)



Introduction

As Leader of Cheltenham Borough Council, I am proud to introduce Cheltenham's Physical Activity and Sports Action Plan. This plan is a vital step towards creating a healthier, more active, and inclusive community for all our residents, regardless of age, background, or ability.

We know that regular physical activity is essential for maintaining both physical and mental health. But today's world is constantly throwing challenges at us - illness, inequality and anxiety can all undermine our health and so many distractions on screens and TVs draw us into less healthy, sedentary lifestyles.

This action plan is designed to address those barriers and create an environment where everyone in Cheltenham can enjoy the benefits of sport and physical activity. Developed in partnership with local sports clubs, national governing bodies, Sport England, and community stakeholders, this plan lays out a roadmap for improving our facilities, supporting local initiatives, and fostering a culture of active living throughout the borough.

Through collaboration, investment, and a clear focus on inclusion, we aim to ensure that Cheltenham is a place where physical activity is accessible, enjoyable, and part of daily life for all. Together, we can create a vibrant and active community that thrives on well-being, connection, and the joy of movement.

Cllr Rowena Hay

Let's get active!



Summary of progress to date

In the Council's corporate plan 2023-2027, we set out our commitment to develop a sports strategy.

In 2023, the Council worked collaboratively with stakeholders, including our local sports clubs and the national governing bodies of sport across Cheltenham to develop an overarching [vision for physical activity and sport](#). This vision was agreed by Cabinet in July 2023.

Cheltenham is a place where everyone has the opportunity to enjoy and benefit from physical activity and sports, creating active, healthy and happy communities.

This vision was supported by three outcomes:

- Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable;
- Cheltenham is a place where all our communities enjoy and benefit from physical activity and
- We will collaborate to create active and inclusive communities.

The Council also committed to updating its playing pitch and built leisure and sports facilities strategies. These strategies provide a picture of current infrastructure and how well it meets future needs, along with a set of recommendations to improve provision. It provides a snapshot in time and will need to be reviewed in the future

Work on the supporting strategies commenced in July 2023 with work on the [Built Leisure and Sports Facilities strategy](#) being endorsed by Cabinet in April 2024. [The Playing Pitch strategy](#) was prepared on a longer timeframe to enable the full assessment of both winter and summer sports provision. This was endorsed by Cabinet in July 2024.

Cabinet, in April 2024 also agreed to commission consultants to undertake an options appraisal of the future provision of Leisure at Cheltenham and the Prince of Wales stadium as these are important civic facilities which both face maintenance and development challenges ahead given the age of these facilities.

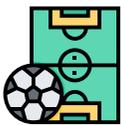
Cabinet also endorsed the move to the third phase which will see an overarching physical activity and sports action plan which is presented in this document.



The key findings from the built leisure and sports facilities and playing pitch strategies

Although key findings and recommendations from the built leisure and sports facilities and playing pitch strategies have already been approved by Cabinet, the summary below identifies those recommendations that are being taken forward in the action plan. The full list is provided in appendix 1.

The key findings and recommendations from the **Built Facilities Strategy** include:



Sports Halls (Leisure At Cheltenham)

Given its importance as the only year-round public sports facility in the borough, plus its extensive off-peak availability and proximity to communities that might have greater health inequalities, it is recommended that the Council considers options for the future of the site



Sports Halls (schools-based)

Recommendation to work in partnership with schools to increase community access to their sports halls via community use agreements, and to encourage investment and/or modernisation where community access is given;



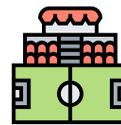
Swimming Pools (Leisure At Cheltenham)

Recommendation to consider options to replace and/or reconfigure the 52 year old Leisure at Cheltenham to ensure future water space meets the demand of the local population and major clubs like the Cheltenham Swimming & Water Polo Club and maximises programme flexibility;



Tennis

Recommendation to support the LTA identify a suitable venue for indoor tennis, plus to secure investment into tennis facilities as part of the strategic housing developments and to maintain park tennis which provides important accessible opportunities to play the sport;



Prince of Wales Stadium (Athletics)

Given that England Athletics (EA) see the venue as being strategically important in the South West with three affiliated athletics clubs based there, the recommendation is to work with EA to lever capital investment into the resurfacing the track to protect its long-term future. Disability access should also be included in any track or facility upgrade. Given the stadium's regional importance, the Council should look beyond its own boundaries in considering the scope of Community Infrastructure Levy which could be drawn on to support this facility;



Community use agreements

Recommendation to protect community access to school-based sports facilities wherever possible with formal community use agreements;



Cheltenham, Gloucester and Tewkesbury Strategic & Local Plan

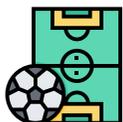
Protect built leisure and sports facilities required to meet the need and demand of Cheltenham's population in the SLP and develop a detailed approach to the use of developer contributions e.g. through a Supplementary Planning Document.

The key findings and recommendations from the **Playing Pitch Strategy** include:



Football

44 sites currently provide 95 pitches, 54 available for community use, 39 in good condition and 19 in poor condition. Protect all existing sites, seek to secure community use of sites not currently secured for community use, and work with Gloucestershire Football Association and the Football Foundation to update the Local Football Facilities Plan for Cheltenham;



3G pitches

There is only one full-sized 3G pitch in Cheltenham at All Saints Academy meaning a shortfall of 4 full size artificial grass pitches. Via the local football facility plan, the recommendation is to develop a prioritised plan to secure investment to provide additional 3G pitches and encourage feasibility work at sites identified as having 3G potential, e.g. Prince of Wales Stadium, Pittville School and Bournside School and ensure longer term maintenance plans are in place at existing sites;



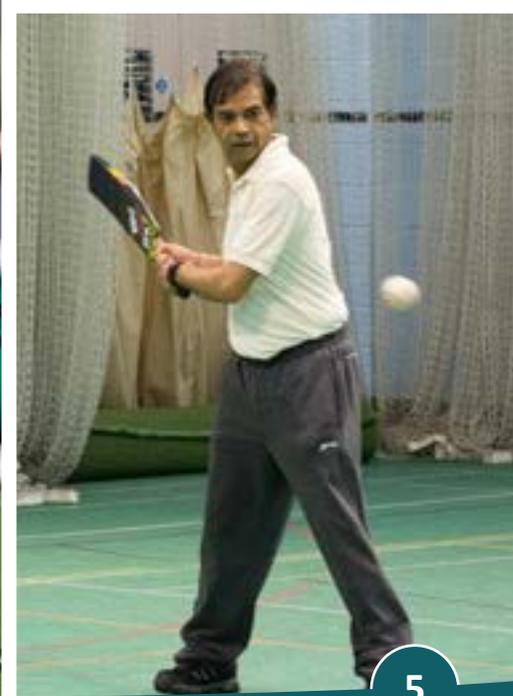
Cricket

12 sites in the Borough that provide 22 grass cricket pitches, 20 in good condition but there are current and future shortfalls at peak periods. The recommendation is to protect existing cricket pitches, explore opportunities to bring unmarked pitches back into use, support local clubs to improve ancillary provision including parking, explore how new housing developments can help to meet demand;



Rugby

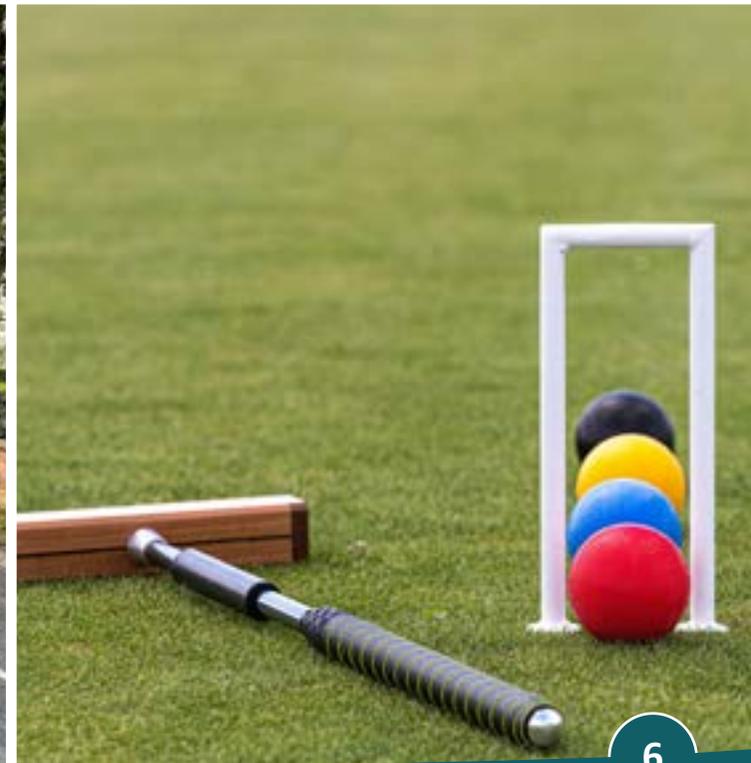
43 rugby union pitches within the Borough across 15 sites, 28 pitches are on education sites. The recommendation is to protect and improve pitches and work with clubs and the RFU to improve pitches and ancillary facilities and improve clubs' security of tenure. Identify opportunities for Cheltenham Phoenix rugby league club within Cheltenham;



Other sports

As the format for the built leisure and sports facilities and playing pitch strategies follows national guidelines, it sometimes means that smaller sports are not considered. In Cheltenham's case these smaller sports include two – archery and croquet – where Cheltenham boasts clubs of national significance as well as novel sports and new physical activities with potential to reach less engaged demographics such as bouldering and padel.

The Council recognises the value of these sports and holds an open door to conversations and wider engagement with organisations such as Archery GB, Croquet England, Parkrun and the wide range of local clubs and stakeholders to identify needs and opportunities for these activities as well.



Demographic data

From the latest Sport England data (Nov 22-23) from Sport England, 71% of Cheltenham's population are considered to be active (exercising for at least 150 minutes a week) and 18.9% are considered to be inactive (exercising for fewer than 30 minutes a week).

Although this compares favourably with national and county rates, there are areas of Cheltenham and groups of people where inactivity levels will be higher. Reasons for this include:

- **Low income** - People living in our lower income neighbourhoods are at risk of lower activity levels. Nationally, 1.5 times people are classed as inactive in our most deprived communities when compared to the least deprived communities.
- **Disabled people** – Nationally, we know that 40.8% of people who class themselves as disabled are inactive compared to only 20.7% who class themselves as non-disabled – a participation gap of c.20%.
- **Ethnicity** - Nationally, 33% of people from the Asian ethnic group are classed as inactive, compared to 24.3% of people from white British origin.
- **Younger women** - Whilst similar rates of adult women are classed as active when compared to men, school data from the Gloucestershire online pupil survey showed that whilst 60% of boys do the recommended level of activity, only 48% of girls achieve this.
- **Children and young people** – from Sport England's active lives data for children and young people (2023-24), whilst 48.3% of children are active in Cheltenham (doing the recommended average of 60 minutes or more a day), 30.9% are classed as less active (less than an average of 30 minutes of activity a day).

Deprivation and the link to health inequalities

In an update report titled [“Tackling Multiple Deprivation”](#) that was presented to the Council's Overview and Scrutiny Committee in October 2024, it was noted that whilst Cheltenham has a close to county average life expectancy for males and females, there is significant inequality in life expectancy between the most and least deprived residents.

The report also mentioned that data from One Gloucestershire showed that health inequalities are most acutely seen in West Cheltenham, in the wards of Hesters Way, St Marks and St Peters. These areas have a higher prevalence of chronic obstructive pulmonary disease, obesity, smoking and depression.



Consultation and Engagement

The Council carried out a physical activity survey between January and March 2024 and which had 163 responses. A summary of these responses is provided below.

- 87% of respondents felt either reasonably or very active;
- 90% of respondents are either reasonably or very interested in being more active;
- Over 60% of respondents enjoy being active either around their neighbourhood, in local parks or in the countryside.

People were asked what activities they took part in to keep active, the top 5 ways included:

Option	Total	Percent
1. Walking	104	63.80%
2. Cycling	45	27.61%
3. Running	44	26.99%
4. Pilates / yoga	44	26.99%
5. Indoor Swimming	38	23.31%

People were also asked what they considered the barriers to keeping active were, the top 5 responses received were:

Option	Total	Percent
1. Costs of taking part	68	41.72%
2. Lack of time	53	32.52%
3. Having to book in advance, or be a member	38	23.31%
4. Feeling nervous to start a new activity or go to a new place	34	20.86%
5. Getting to places to be active	29	17.79%

In the summer of 2024, the Council worked with the St. Giles Trust to engage with local young people. This engagement included a survey, which had 578 responses and which was reported to Cabinet in February 2025. Young people told us that their most popular free time activities were:



hanging out with friends (62%);



online activities (59%);



and sport/physical activity (45%).

Given the interest of young people in sport and physical activity, there are three recommendations from the St. Giles Trust relevant to this action plan. These are:

1. Enhance sports infrastructure: Investment in youth-specific sports facilities such as more gyms, football pitches, and recreational areas to meet demand;
2. Offer affordable physical activity programmes: Collaborating with local sports organisations to offer free or low-cost programmes to help remove financial barriers and increase participation;
3. Promote inclusive sports opportunities: Developing programmes that cater to a wide range of interests and abilities will ensure all young people, regardless of skill level, feel welcome to participate.

In the Council's experience, it is potentially easier to build voluntary capacity for project management, fundraising and development projects in more affluent communities than in less affluent communities, yet as the data presented here shows very clearly, it is in those latter communities that the health inequalities are greater and there is greatest need for more active lifestyles. While resource is a challenge, the Council will seek ways e.g. through seeking external funding to add capacity to voluntary clubs in the communities that are facing the greatest challenges.

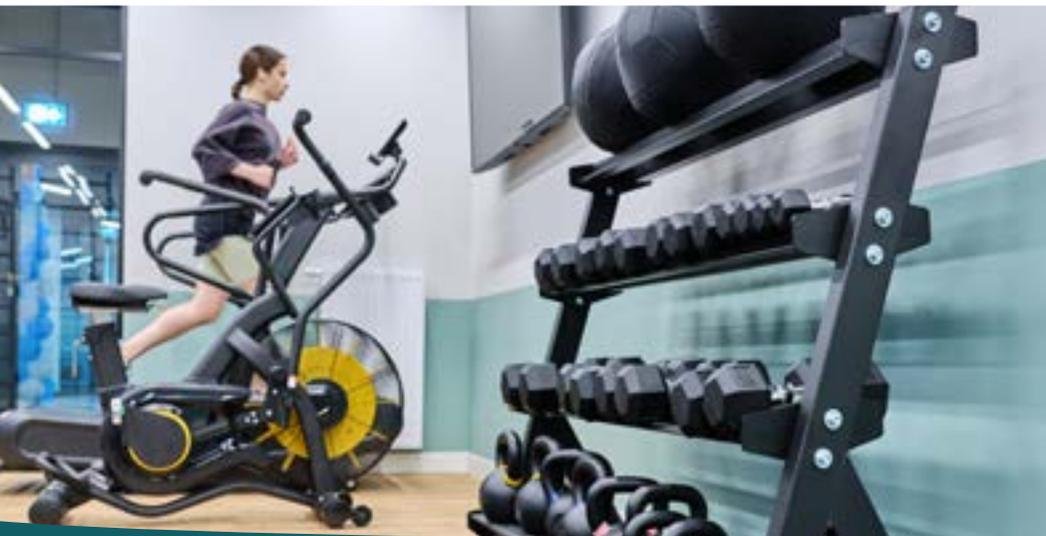
Future stakeholder engagement

For this action plan to make meaningful change, it will require the whole system to work together - not just the Council. Working with stakeholders creates more capacity across different sectors, and longer-lasting impacts.

Examples of organisations that could be involved include:

- Sporting clubs and their national governing bodies
- Local physical activity providers
- Community-based partners
- Health and wellbeing partners
- Business partners that share values around social responsibility

The action plan proposes that a sports and physical activity steering group is established to bring these partners together - but with a clear focus on outcomes and monitoring the progress of this action plan. Active Gloucestershire, the county's active partnership, have committed to supporting the Council with future engagement.



PRIORITY: Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>3G pitches</p> <p>The Playing Pitch Strategy indicates that there is a shortfall of four full-sized 11v11 3G pitches.</p>	<p>The Council will work with key stakeholders including Football Foundation, Gloucestershire Football Association, clubs and sites to support the creation of new 3G pitches in the following locations:</p> <ul style="list-style-type: none"> Bournside School Pittville School <p>The following sites need more work in terms of feasibility, funding and community engagement:</p> <ul style="list-style-type: none"> Prince of Wales stadium King George V playing fields <p>For potential 3G pitches, providers should include consultation on use and potential external funding with local clubs and bodies representing other sports including rugby and lacrosse who will benefit from 3G pitches</p>	CBC – communities team	Delivery – medium and longer-term	Target of 2 new 3G pitches to be available by 2028
<p>Grass Football Pitches</p> <p>The forecast demand is for 34 new teams across the borough. 19 existing pitches were assessed as poor quality, all 12 of those available for community use being Council-owned. The PPS recognises that these pitches need investment to sustain the level of activity on them:</p> <ul style="list-style-type: none"> Brizen - youth 11v11 KGV - three poor quality adult pitches Priors Park - two poor quality adult pitches & one poor quality youth 9v9 pitch Springfield Park - one poor quality adult pitch Swindon Village - one poor quality adult pitch, 2 poor quality youth 11v11 pitches 	<p>Continue to work with the Gloucestershire Football Association and the Football Foundation to update and publish the Local Football Facilities Plan.</p> <p>With £12.5k allocated from the UK Shared Prosperity Funding, the Council will commission detailed pitch assessments for the 5 sites and then work with key stakeholders including Football Foundation, Football Association, clubs and sites to secure investment via the Football Foundation pitch improvement funds, via the Council's own grounds maintenance budgets, and where appropriate, via s106 and Community Infrastructure Levy contributions</p> <p>Explore opportunities to bring unmarked pitches back into use for football.</p> <p>As per the health inequalities section above, the Council will prioritise its own resources on supporting improvements in areas facing the highest health inequalities.</p>	CBC – communities team & green space team	<p>Seek external funding for pitch improvements – short to medium term</p> <p>Delivery – medium and longer-term</p>	<p>Target to complete pitch assessments of the 5 sites by end of March 2026.</p> <p>If funding permits, seek to secure improvements to 4 pitches by 2028.</p>

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Ancillary Football Facilities</p> <p>The Playing Pitch Strategy indicates that there are a number of Council-owned and managed sites across the Borough that have poor quality ancillary facilities and need investment to maximise their contribution to sports and physical activity.</p>	<p>From the Local Football Facility Plan, the priority projects are:</p> <ul style="list-style-type: none"> • Petersfield Park • Swindon village; • Priors; • King George V playing fields. <p>Subject to external funding being available, the Council will work with key stakeholders including Football Foundation, Football Association, clubs and sites to secure investment via the Football Foundation pitch improvement funds and via the Council's own grounds maintenance budgets, plus the potential for off-site contributions via Planning Section 106 agreements and where appropriate submit schemes CIL contributions for potential funding via Community Infrastructure Levy.</p> <p><i>As per the health inequalities section above, the Council will prioritise its own resources on supporting improvements in areas facing the highest health inequalities.</i></p>	<p>CBC – communities team & green space team</p>	<p>Seek to secure external funding – medium term</p> <p>Delivery – medium and longer-term</p>	<p>If funding permits seek to secure improvements to at least 2 sites' ancillary facilities by 2028</p>
<p>Cricket pitches and ancillary facilities</p> <p>The Playing Pitch Strategy recommends that the Council should protect existing cricket pitches, explore opportunities to bring unmarked pitches back into use</p>	<p>Subject to external funding being available, the Council will explore how best to improve pitch capacity on Council-owned sites</p>	<p>CBC – communities team & green space team</p>	<p>Seek external funding – short to medium term</p> <p>Delivery – medium to longer-term</p>	<p>Measure – number of cricket pitches improved</p>
<p>Leisure At Cheltenham</p> <p>The Built Facilities Strategy recognises the importance of Leisure At Cheltenham for Cheltenham given that it is the only public facility in the borough, its extensive off-peak availability and its proximity to some of more deprived areas. The Built Facilities Strategy also recognises that Leisure At Cheltenham requires a long-term programme of investment.</p>	<p>The Council is undertaking an analysis of the existing Leisure At Cheltenham facilities.</p> <p>The review will consider a needs analysis, site assessment, facility mix options, financial appraisal and will make recommendations for the Council to take forward.</p>	<p>CBC - Leadership Team</p>	<p>Options study is short term</p> <p>Implementation will be longer term</p>	<p>Target - delivery of options appraisal by Q3 25/26</p> <p>Council agreement to longer-term strategy for the site by Q1 26/27</p>

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Prince of Wales – athletics track</p> <p>The Built Facilities Strategy recognises that the venue is strategically important in the South West with three affiliated athletics clubs based there, but that the track needs replacing and does not meet England Athletics standards for competitions.</p>	<p>The Council is undertaking an analysis of the existing Prince of Wales facilities.</p> <p>The review will consider a needs analysis, site assessment, facility mix options, financial appraisal and will make recommendations for the Council to take forward.</p>	<p>CBC - Leadership Team</p>	<p>Options study is short term</p> <p>Implementation will be longer term</p>	<p>Target - delivery of options appraisal by Q3 25/26</p> <p>Council agreement to longer-term strategy for the site by Q1 26/27</p>
<p>Cheltenham Zero</p> <p>In the 2023 vision document, it stated that the Council should explore how best to invest in energy reduction and climate mitigation projects for our sporting infrastructure to support their resilience as part of our commitment to Cheltenham Zero</p>	<p>It is proposed that specific sustainability guidance for sports and physical activity is developed that will provide practical advice to support community leads who manage and maintain built leisure & sports facilities and playing pitches to encourage sustainable transitions, to effectively target investment, and reduce negative environmental impacts.</p> <p>The guidance will sign post to nationally recognised organisations such as Sports England and the Local Council documents to support with improving facility energy efficiency, reducing greenhouse gases, and mitigating flood risk. Local case studies will also be included to showcase projects which are achieving effective energy efficiency and flood risk management.</p> <p>The guidance will also ensure actions taken within the Physical activity and sports action plan align with the Council’s net zero ambitions, mitigate negative environmental impacts and support with effectively targeting investment.</p>	<p>CBC – climate team</p>	<p>Short term, with implementation being medium to longer term</p>	<p>Measure – number of energy reduction and climate mitigation projects delivered by 2028 to benefit our sporting infrastructure</p>
<p>Strategic housing developments</p> <p>The Playing Pitch Strategy sets out strategic housing developments planned that will result in an increase in the population and demand for outdoor sports facilities.</p>	<p>The Council will use the information set out in the playing pitch strategy and built facilities strategy as the basis of negotiating with developers of housing sites for on-site provision and off-site contributions as part of the relevant planning applications and as an important evidence base to inform the preparation of the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan.</p>	<p>CBC – communities, planning policy and development management teams</p>	<p>Short term, with implementation being longer term</p>	<p>Measure – amount of investment secured for offsite contributions into sporting infrastructure</p>

PRIORITY: Cheltenham is a place where all our communities enjoy and benefit from physical activity

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Feel Good Pass</p> <p>Data suggests that 1.5 times people are classed as inactive in the most deprived communities (33.7%) when compared to the least deprived communities (20.5%).</p>	<p>The Council will work with partners to launch the Cheltenham Feel Good Pass that will incentivise users to take up memberships at Leisure-at Cheltenham and other physical activity providers. This will be funded from the Council's allocation of NHS funding.</p>	<p>CBC – communities team</p>	<p>Short term to medium term</p>	<p>Target to have 200 active users of the Pass by Q4 25/26</p>
<p>NCLB Youth Activity Pass</p> <p>Sports England data suggests that only 48% of young people are doing the minimum recommended level of physical activity.</p> <p>The St. Giles Trust survey suggests that young people want more programmes to remove financial barriers and increase their participation in sports and physical activity.</p>	<p>With an allocation of £20k from the UK Shared Prosperity Funding, the Council will scope out a Youth Activity Pass that will give young people growing up in low-income families or neighbourhoods the chance to improve their physical and mental health through an exciting range of physical, social, creative and cultural activities that they would not be able to access otherwise.</p>	<p>CBC – communities team</p>	<p>Delivery – medium and longer-term</p>	<p>Target – to develop a youth activity pass ready to go live by Q4 25/26</p> <p>Target to have 200 active users of the pass by Q4 26/27</p>
<p>Building capacity</p> <p>In the 2023 vision document, it stated a concern that some of our low-income communities do not have the same access to physical activity opportunities than more affluent communities. For instance, (at the time) there were no youth football teams serving West Cheltenham in the whole Cheltenham Youth League.</p>	<p>To help build capacity within our sporting clubs and activity providers, the Council will work with Gloucestershire Rural Community Council and Go Volunteer Glos to help advertise volunteering opportunities.</p> <p>The Council will also support clubs to identify national governing bodies funding that can help build the skills and capacity of local sporting clubs.</p> <p>In terms of increasing the capacity of specific sporting clubs and activity providers that serve our more deprived communities, approaches will also be made to some of the area's larger construction projects, businesses and public sector partners via their social value strategies to encourage volunteering and investment to support local grassroots sporting clubs.</p>	<p>CBC – communities team</p>	<p>Delivery – medium and longer-term</p>	<p>Measure number of organisations benefiting from additional capacity.</p>

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Overcoming barriers to activity</p> <p>Data suggests that disabled people, women and girls and people from ethnically diverse backgrounds can be at higher risk of not being physically active.</p>	<p>Recognising the barriers that some members of our community face; the Council will work with local partners and national governing bodies to secure additional investment for programmes that both listen and engage with communities and create more active opportunities where everyone feels welcome.</p>	<p>CBC – communities team</p>	<p>Seek external funding – short to medium term</p> <p>Delivery – medium to longer-term</p>	<p>Measure: the amount of additional funding secured to overcome barriers to activity</p>
<p>Working with Friends of Groups</p> <p>Feedback from a local friends of group to the playing pitch strategy has shown some concern that the Council is taking a narrow definition of physical activity and solely focused on investing in playing pitches within our parks and green spaces.</p>	<p>The Council will continue to work with local Friends of groups to ensure that, where funding is available, there is a range of non-sport activity in parks and gardens. Recent examples of this include the work with Friends of Sandford Park to install the outdoor fitness equipment and with Friends of Naunton Park to install a circular pathway.</p> <p>The Council will also prioritise the safety of park users and where appropriate, work with Friends of Groups to bid for community safety funding to install safety schemes such as lighting schemes.</p>	<p>CBC – communities team and green spaces team</p>	<p>Seek external funding – short to medium term</p> <p>Delivery – medium to longer-term</p>	<p>Measure: the amount of additional funding secured for park improvements</p>

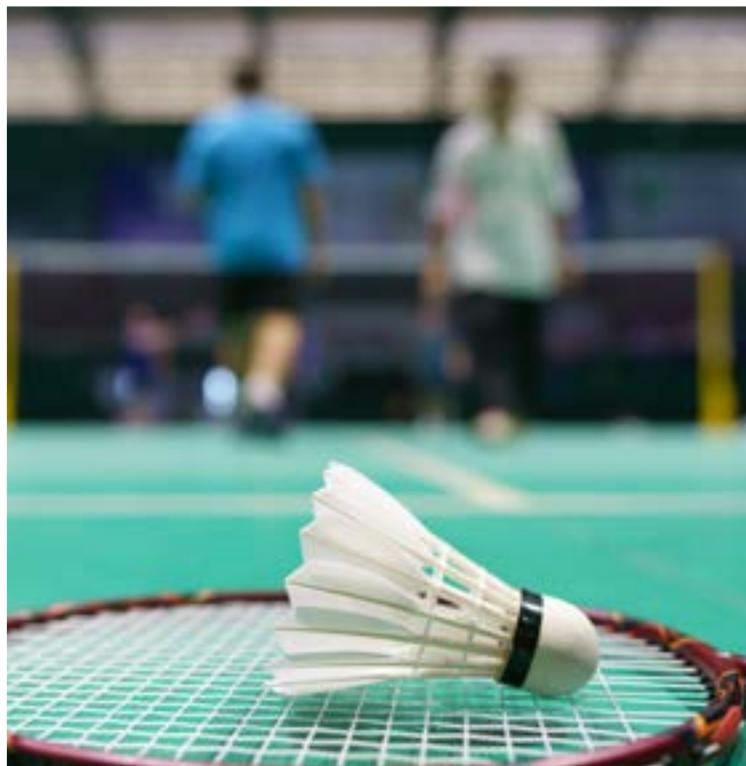


PRIORITY: We will collaborate to create active and inclusive communities

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Sports and physical activity steering group</p> <p>For the action plan to make meaningful change, it will require the whole system to work together - not just the Council. Working with stakeholders could create more capacity across different sectors, and longer-lasting impacts.</p> <p>Examples of organisations that could be involved include:</p> <ul style="list-style-type: none"> • Sporting clubs and their national governing bodies • Local physical activity providers • Community-based partners • Health and wellbeing partners • Business partners that share values around social responsibility 	<p>The Council will establish a sports and physical activity steering group to bring partners together - but with a clear focus on action.</p> <p>The group will help oversee the progress of the action plan identifying where partners can work collaboratively to support delivery and that there are also building links to wider priorities within the town.</p> <p>Active Gloucestershire, the county's active partnership, have committed to supporting the Council with future engagement.</p> <p>The Council will continue to work closely with Sport England, national governing bodies and local clubs to secure investment into both sporting facilities and into the programmes that encourage participation in physical activity.</p>	<p>CBC – communities team working with Active Gloucestershire</p>	<p>Establish the steering group in the short term</p>	<p>Measure – number of partners engaged with the steering group</p>
<p>Working with schools</p> <p>Local schools provide much of Cheltenham's sporting infrastructure.</p> <ul style="list-style-type: none"> • 4 schools provide swimming pools which the community can use • 11 schools provide community access to their sports pitches • 9 schools provide community access to their sports halls. 	<p>The Council will encourage investment and/or modernisation into school sporting infrastructure including sports halls where community access is given;</p> <p>The Council will also continue to liaise with local secondary schools on at least an annual basis to help secure investment into new sporting facilities whilst also protecting existing facilities via community use agreements, particularly for those pools and sports halls that do not have secured community access</p>	<p>CBC – communities team</p>	<p>Short to long term</p>	<p>Measure – number of review meetings held with local schools</p> <p>Number of community agreements secured.</p>

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Working with Parishes</p> <p>Parish Councils are key providers of sporting infrastructure as they have access to their own funding via their precepts and access to community infrastructure levy from any development occurring within their boundary.</p>	<p>The Council will work with parishes via the C5 group (representing the 5 Cheltenham parish councils) to encourage investment of their parish community infrastructure levy allocations into meeting the vision and outcome of this strategy.</p>	<p>CBC – communities team via C5 group</p>	<p>Medium term</p>	<p>Measure – amount of additional investment into the town’s sport and physical infrastructure from parish councils</p>
<p>Engagement with young people</p> <p>The St. Giles Trust survey suggests that young people want more programmes to remove financial barriers and increase their participation in sports and physical activity.</p>	<p>The Council will continue to work alongside No Child Left Behind as part of the Year of Youth Action to engage with local young people to explore how best we take forward the three recommendations from the St. Giles Trust report; enhancing sports infrastructure, offering affordable physical activity programmes and promoting inclusive sports opportunities.</p> <p>This may include identifying contemporary sports and leisure activities that are popular with young people, e.g. bouldering, wheeled-sports, and others, and opportunities to develop and promote them.</p>	<p>CBC – communities team</p>	<p>Short term - 2025</p>	<p>Measure: the number of young people engaged via No Child Left Behind</p>
<p>Engagement with the planning system</p>	<p>The council will ensure that vision and outcome of the physical activity and sports strategy is reflected in policies and requirements in the emerging Cheltenham, Gloucester & Tewkesbury Strategic and Local Plan. Specifically:</p> <ul style="list-style-type: none"> • Building in requirements as part of any allocations for development. • Protection of existing football pitches, cricket pitches, bowling greens, outdoor tennis courts and also the number of unmarked pitches where there is potential for these to be brought back into use. • Take findings of the playing pitch strategy and built leisure and sports facilities strategy and ensure appropriate policy framework within Strategic and Local Plan. 	<p>CBC – communities team</p>	<p>Short to medium term</p>	<p>Target – creation of an effective planning framework for sports and physical activity set out in the Strategic and Local Plan.</p>

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale - Short / Medium / Long	Targets / Measures
<p>Resources and capacity</p> <p>As a place leader, the council needs to take a leadership role in delivering the vision for sports and physical activity and the commitments set out in this action plan</p>	<p>The Council will review its financial and staffing resources that support sports and physical activity to ensure that wherever possible, they align with the aspirations of this action plan.</p> <p>The Council will also seek external funding for it to employ a sports development officer to support implementation of this action plan and also to add capacity to local clubs and potential new clubs to assist with start-up, project management and fundraising and grants applications with a focus on initiatives that will tackle inactivity inequalities in communities with the least capacity</p>	<p>Leadership Team</p>	<p>Seek external funding – short to medium term</p> <p>Delivery – medium to longer-term</p>	<p>Measure: the amount of additional funding secured to support delivery of this action plan</p>





Monitoring and reporting

The action plan sets out what actions will be taken under each of the outcomes. The actions are identified for those to be taken in the current year, in the medium-term and in the longer-term.

The plan also identifies which person or organisation is responsible for the action and suggested measures of success.

Progress against the action plan will be monitored via stakeholder group meetings at which those that are accountable for actions will be asked to supply updates.

The action plan will be placed on the forward plan for the Council's overview and scrutiny committee within 18 months of its cabinet approval to test the monitoring and performance in future years.



Appendix 1

The key findings and recommendations from the Built Leisure and Sports Facilities Strategy are as follows:

- Sports Halls (Leisure At Cheltenham). Given its importance as the only year-round public sports facility in the borough, plus its extensive off-peak availability and proximity to communities that might have greater health inequalities, it is recommended that CBC consider options for the future of the site – **see action plan**
- Sports Halls (schools-based). Recommendation to work in partnership with schools to increase community access to their sports halls via community use agreements, and to encourage investment and/or modernisation where community access is given; **see action plan**
- Sports halls (community-based) Community halls are important local assets particularly in areas of greatest unmet demand and for sports that don't require high ceilings such as yoga, pilates and martial arts, and in turn freeing up capacity elsewhere for sports that do need high ceilings;
- Swimming Pools (Leisure At Cheltenham). Recommendation to consider options to replace and/or reconfigure the 52 year old Leisure at Cheltenham to ensure future water space meets the demand of the local population and major clubs like the Cheltenham Swimming & Water Polo Club and maximises programme flexibility; **see action plan**
- Swimming Pools (community-based). Despite Cheltenham having large supply of pool space, the recommendation is to retain and invest in the pool sites and encourage access to school sites through good communication, partnership and community use agreements;
- Gym and fitness – Change in fitness facilities will need to be considered to reach the potential growth in fitness numbers and provision of additional facilities should be tested for financial viability. Studios should be considered within new builds or refurbishments to ensure sports halls are not occupied by fitness classes;
- Prince of Wales Stadium (Athletics) – Given that England Athletics (EA) see the venue as being strategically important in the South West with three affiliated athletics clubs based there, the recommendation is to work with EA to lever capital investment into the resurfacing the track to protect its long-term future. Disability access should also be included in any track or facility upgrade. Given the stadium's regional importance, the Council should look beyond its own boundaries in considering the scope of Community Infrastructure Levy spending; **see action plan**
- Tennis - Recommendation to protect park tennis and explore opportunities for an indoor tennis centre and protect outdoor clubs at Prestbury and Leckhampton, for instance through the Local Plan;
- Village Halls – Recommendation to explore opportunities for village halls to take more sports that do not require a high sports hall ceiling;
- Bowls – protect existing bowls greens through the local plan and support improvements to meet disability access requirements;
- Indoor Cricket – consider working with Gloucestershire County Cricket to find and provide suitable accommodation for cricket clubs to access indoor cricket facilities. Consider cricket nets in any redevelopment of Leisure at Cheltenham and ensure indoor cricket is considered in any new sports hall development;
- Wheeled Sports – consider building a new skatepark as part of the strategic housing development at North-West Cheltenham;
- Gymnastics – support the Gym Centre Gymnastics Club and British Gymnastics to explore club-led development of new facilities;

- Indoor football – protect important facility at Leisure at Cheltenham in any redevelopment there;
- Cycling - protect existing indoor cycling spin studios, consider cycle infrastructure at planning stage if Leisure at Cheltenham is rebuilt and support community cycling hubs including pump tracks and learn to ride areas in future developments;
- Netball – all netball courts across Cheltenham should be protected and netball courts should be marked on all new MUGAs and look to negotiate community use agreements for netball through the planning process on education sites;
- Table Tennis - Start a dialogue with Table Tennis England about future provision of outdoor tables in schools, public places and new housing developments;
- Community use agreements – Recommendation to protect community access to school-based sports facilities wherever possible with formal community use agreements; **see action plan** and
- Strategic & Local Plan – Protect built leisure and sports facilities required to meet the need and demand of Cheltenham’s population in the SLP and develop a detailed approach to the use of developer contributions e.g. through a Supplementary Planning Document. **see action plan**

The key findings and recommendations from the Playing Pitch Strategy are as follows:

- Football – 44 sites currently provide 95 pitches, 54 available for community use, 39 in good condition and 19 in poor condition. Protect all existing sites, seek to secure community use of sites not currently secured for community use, and work with Gloucestershire FA and the Football Foundation to update the Local Football Facilities Plan for Cheltenham; see action plan
- 3G pitches - There is only one full-sized 3G pitch in Cheltenham at All Saints Academy meaning a shortfall of 4 full size artificial grass pitches. Via the local football facility plan, the recommendation is to develop a prioritised plan to secure investment to provide additional 3G pitches and encourage feasibility work at sites identified as having 3G potential, eg Prince of Wales Stadium, Pittville School and Bournside School and ensure longer term maintenance plans are in place at existing sites; see action plan
- Rugby - 43 rugby union pitches within the Borough across 15 sites, 28 pitches are on education sites. The recommendation is to protect and improve pitches and work with clubs and the RFU to improve pitches and ancillary facilities and improve clubs’ security of tenure. Identify opportunities for Cheltenham Phoenix rugby league club within Cheltenham;
- Hockey – 5 clubs with 25 teams, 11 full-size AGPs, 8 available for community use – the recommendation is to encourage all AGP owners to ensure maintenance is planned to maintain AGPs at hockey standard and work with clubs, sites and England Hockey to explore how to create sufficient future capacity to address the lack of access to artificial pitches;
- Cricket - 12 sites in the Borough that provide 22 grass cricket pitches, 20 in good condition but there are current and future shortfalls at peak periods. - the recommendation is to protect existing cricket pitches, explore opportunities to bring unmarked pitches back into use, improve pitch quality at Swindon Village Park, support local clubs to improve ancillary provision including parking, explore how new housing developments can help to meet demand; see action plan
- Lacrosse – Protect existing pitch at the Civil Service Sports Ground and consider how future 3G provision could help meet training demand



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