

Coventry Sport Strategy 2014 – 2024  
Report on the stakeholder and public consultation

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## 1. Introduction and purpose

This report analyses the results of the Coventry Sport Strategy 2014-2024 public and stakeholder consultation. The consultation was designed to find out what stakeholders, partners and local people thought about the strategy's aims and objectives and to ensure their priorities for sport in Coventry were included.

## 2. Background and context

Work to develop the Coventry Sports Strategy 2014 – 2024 started with a detailed review of current sporting provision in the city. The findings of this review were then considered, taking into account various local, regional and national strategies.

In 2012, local people were asked to take part in the Coventry Sports and Leisure Survey. The survey attracted 1,532 responses and provided valuable insight into which sports were enjoyed by people in Coventry, where they took part in these sports and their satisfaction with local facilities.

Assessments of the city's indoor sports facilities and outdoor playing pitches were also carried out. These assessments provided a detailed picture of current indoor and outdoor sports provision in Coventry, showing the number, location, quality and use of the city's indoor facilities and pitches.

Discussions with key stakeholders and partners further informed and shaped the Strategy, until eight Vision Aims and 37 supporting Strategic Objectives emerged. The Vision Aims will remain constant, whilst it is intended that the Strategic Objectives should continue to evolve in response to changes in the local, regional and national context. It is proposed that a Coventry Sports Network will manage and monitor the implementation of the Strategy and will work with sporting partners, clubs and organisations to develop and deliver specific action plans.

Coventry is looking to build upon the significant investment that it has made in sport over the last ten years. This Strategy will ensure that the city continues to grow and improve its sporting structures and the opportunities and experiences they offer, ensuring that the benefits of sport are seen across all aspects of city life.

### 3. Setting the Scene

#### **Coventry Sports and Leisure Survey (2012)**

The results of the Coventry Sports and Leisure Survey (2012) and the associated desk top research were first published in 2013, and a detailed paper outlining these findings can be viewed at [www.covsport.org.uk](http://www.covsport.org.uk).

The headline findings from this detailed paper are summarised below:

- (i) In Coventry, the proportion of women regularly taking part in sport is less than half that of men.
- (ii) The proportion of disabled people taking part in sport in the city is less than both national and regional averages.
- (iii) The sports that people most take part in are keep fit / gym; football; swimming; athletics; and cycling.
- (iv) Swimming and keep fit / gym are the sports that attract the most participants from all backgrounds.
- (v) Swimming is the activity most likely to encourage new participation.
- (vi) The survey also identified the need for increasing the availability of activities for children and young people and children's gym facilities.
- (vii) Coventry Sports and Leisure Centre, Xcel Leisure Centre and the Alan Higgs Centre are the most-used public leisure centres.
- (viii) Just over a third of Coventry Sports and Leisure Centre users only use that facility for their sport and leisure centre needs.
- (ix) The Xcel Leisure Centre and Alan Higgs Centre are the public sports centres that draw the highest levels of satisfaction.
- (x) Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre are the public sports centres that draw the lowest levels of satisfaction.
- (xi) Cleanliness of changing rooms/toilets, friendliness of staff, enjoyment of the activity, feeling safe and secure, cost and being in a comfortable environment were factors which were most important to respondents when choosing a sports and leisure centre.
- (xii) Although participation rates are generally lower in deprived areas of the city, a high number of members of Coventry Sports Trust and Coventry Sport Foundation members come from lower income and social housing households.

## **Indoor and Outdoor Facility Audits**

Detailed assessments of Coventry's indoor sports facilities and outdoor playing pitches have provided a picture of the number, location, quality and current use of the city's facilities and pitches. The Key Findings that have emerged from these studies are summarised below:

### **Indoor Sports Facility Audit**

- (i) The quality of indoor facilities varied greatly - from those that were of 'very poor' quality to those that were of 'very good' quality.
- (ii) Many of the city's indoor facilities were found to be located within schools, which offered varying levels of community use.
- (iii) Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre were both deemed to be no longer 'fit for purpose'.
- (iv) Funding being used to support these ageing public sports and leisure facilities could be used to invest in new, modern and more accessible sports and leisure facilities.
- (v) Swimming pool provision across the city would need to be considered in light of the proposed closure of Coventry Sports and Leisure Centre.

### **Playing Pitch Audit**

- (i) It was deemed that the city wide use of playing pitches should be coordinated and managed more effectively.
- (ii) Future investment in pitches will be required to meet the expected growth in Coventry's population.
- (iii) The development of larger clubs should be encouraged so that more play can be effectively managed on fewer sites.
- (iv) Pitches at education sites should be managed in ways that make them easier for the community to access.
- (v) Some community club house / changing facilities need improving to encourage more juniors and females to take part.
- (vi) Some clubs have concerns over the long-term future of their sports facilities and pitches.

## 4. Methodology

Public consultation on the draft Coventry Sports Strategy 2014-2024 took place from 12 February 2014 to 24 March 2014. A survey was available online via a new website [www.covsport.org.uk](http://www.covsport.org.uk), which was established to represent the partnership approach of the strategy.

This was linked to the Council's website and the CSF and CST websites, Twitter feeds and Facebook profiles. A link to the survey was further sent to CSF and CST members, to local community groups and to the Council's database of local people who have registered an interest in taking part in consultations/surveys (potentially xxx email recipients). All Coventry schools also received a link to the survey, and paper surveys (to complete by hand) were made available at the following diverse range of settings:

- Alan Higgs Centre
- Brandon Wood Golf Club
- Centre AT7
- Community centres
- Community sport clubs
- Council House and other civic buildings (e.g. Civic Centre 1, Civic Centre 4);
- Coventry Sports and Leisure Centre
- Coventry University
- Foleshill Sports and Leisure Centre
- Libraries (all the city's libraries)
- Moat House Leisure and Neighbourhood Centre
- University of Warwick
- Xcel Leisure Centre

Midway through the consultation, an analysis of responses showed there had been a low take up from Black and Minority Ethnic (BME) representatives. The survey was then sent directly to a range of representative groups with support from Coventry Partnership, Voluntary Action Coventry and through direct contact with religious groups.

In addition to the above, two engagement events were held for local sports clubs (one event in the north of the city and one in the south). An offer for members of the strategy project group to attend to present on the strategy was also sent to all neighbourhood forums, of which nine accepted and received a presentation and one received a briefing note. Attendees at these neighbourhood forums were encouraged to complete the survey. Face-to-face meetings were also held with representatives of individual stakeholder groups or bodies where requested.

All of the related strategy documents were available in full online and a summary document of the Coventry Sport Strategy 2014 – 2024 was produced and available at all the venues listed above.

A total of 1,056 survey responses were received during the public consultation on the draft Sports Strategy. Of these, 704 were received online and 352 were received via the paper questionnaire, by letter or at the club nights.

## 5. Main Findings

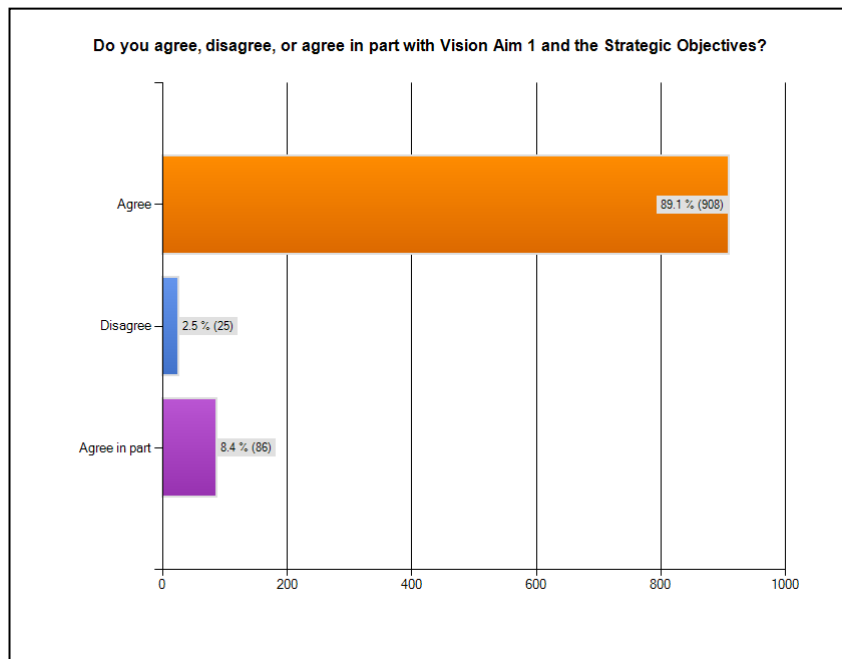
### **Vision Aim 1 – To inspire more people within the city to take up and regularly take part in sport**

Coventry faces a real challenge to inspire more people to take up and regularly take part in sport. In Coventry, there is a higher than average number of people that never take part in sport and this is particularly true for females, disabled people and people with a long term limiting illness. Currently, 16 – 25 year olds are those most actively involved in sport. Coventry has a particularly young population (partly as a result of having two universities) so that the levels of sporting activity amongst this group influences, more than usual, the wider measures for people taking part in sport across the city as a whole.

### **Strategic objectives**

1. To increase the number of children and young people that regularly participate in sport.
2. To increase regular adult participation in sport to a level higher than national and regional averages.
3. To increase regular participation in sport by disabled people to a level higher than national and regional averages.
4. To increase regular participation in sport by females to a level higher than national and regional averages.
5. To increase regular participation in sport by those on lower incomes to a level higher than national and regional averages.
6. To increase participation in Coventry's key sports to levels higher than national and regional averages for each of these sports.





A total of 328 comments were received regarding Vision Aim 1. These are themed below:

Need for a 50m pool in the city	153 comments
Inspiration/link to health	48 comments
Facilities	32 comments
Young people/older people's participation	29 comments
Definition of sport	18 comments
Issues around disability	15 comments
Need to encourage participation	12 comments
Neighbourhood provision	6 comments
Cost of participation	5 comments
Existing users	3 comments
Evaluation	2 comments
Other equalities issues	2 comments
Competition	1 comment
Sports clubs	1 comment
Disagree with vision and aims	1 comment

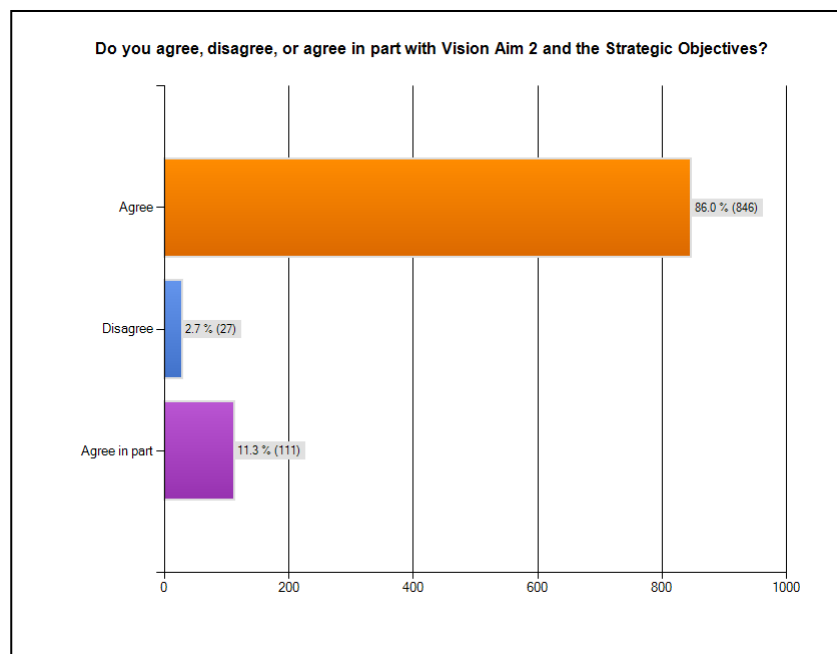
## Vision Aim 2 – To provide a wide range of high quality and exciting sporting opportunities and experiences

People are more likely to regularly take part in and enjoy sport if they have good first time experiences of sport and then receive quality tuition and coaching in their preferred or chosen sport. In Coventry, the number of people receiving high quality sports coaching and tuition is lower than both the national and regional averages and is seen to be declining. Females are less likely than males to become involved in structured or competitive sport in the city. The number of Clubmark accredited sports clubs in Coventry is also declining, at a time when national strategies support a clear need for clubs to play a more active role in working with schools and community partners to improve the quality of local sports provision.

Through the launch of the Coventry Sports Strategy, the city has a unique opportunity to introduce a new Sports Charter, highlighting how local sports clubs and organisations will work together to offer high quality sporting opportunities and experiences across all communities and neighbourhoods.

### Strategic Objectives

1. To increase the number of people receiving structured sports coaching or tuition to a level higher than national and regional averages.
2. To have 120 National Governing Body accredited sports clubs, associations and organisations committed to the Coventry Sports Charter.
3. To form delivery partnerships between a range of community sports clubs and forty-five schools throughout the city.
4. To have ten sports implementing local strategic Sports Implementation Plans within the city.



A total of 293 comments were received regarding Vision Aim 2. These are themed below:

Need for a 50m pool	94 comments
Ability	77 comments
Range of opportunity	33 comments
School and club involvement	24 comments
Opportunity for all	23 comments
Need for good facilities	17 comments
Young people	13 comments
Disagree with aim and objectives	10 comments
Agree with aims and objectives	4 comments

### **Vision Aim 3 - To inspire more people to volunteer, coach and be facilitators of sport**

Volunteers, coaches and officials (e.g.referees) are the life blood of sport and without them, taking part, improving and competing in sport would not be possible for many people.

The proportion of adults in Coventry now volunteering in sport is lower than the national and regional averages. Volunteers are vital for leagues to run smoothly and clubs to survive and thrive in their local communities. There is a need to increase the levels of investment and support offered to those adults who are prepared and able to give their time to be volunteers, coaches and facilitators of sport, along with a need for improved structures to coordinate their efforts. There is also a need for initiatives and structures that will inspire and support the next generation of young people to become the future volunteers, coaches and facilitators of sport.

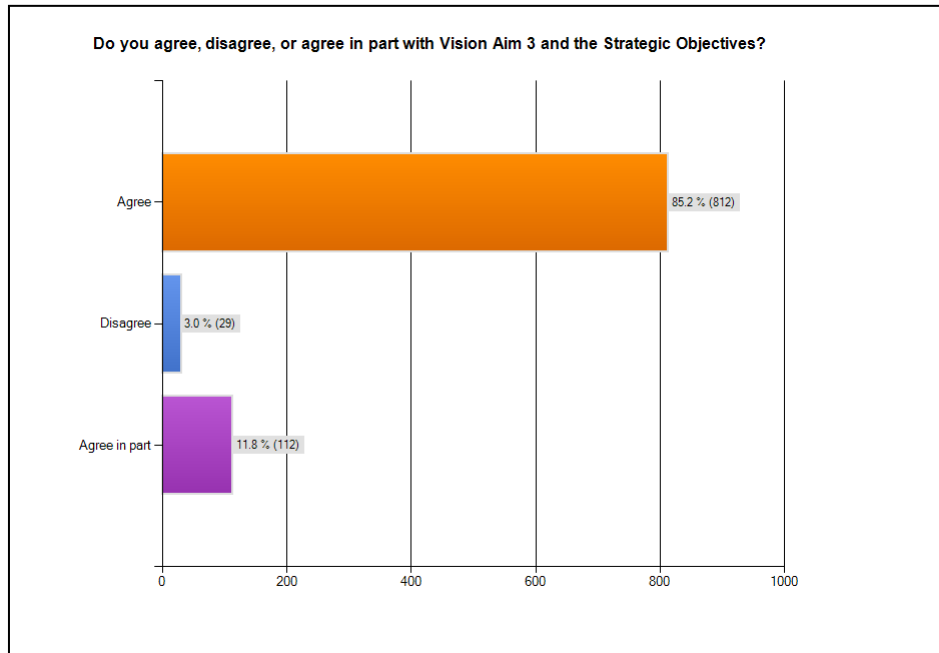
#### **Strategic Objectives**

1. To establish a funding and investment programme to encourage and develop new and existing volunteers, coaches and facilitators of sport.
2. To increase the number of adults volunteering in sport for at least one hour per week to a level higher than national and regional averages.

3. To deliver initiatives that support and develop children and young people as volunteers, coaches and facilitators of sport.

4. To create and be actively operating a sports volunteering network within the city.

5. To create a comprehensive club, volunteer and coach education programme that includes pathways to employment



A total of 277 comments were received regarding Vision Aim 3. These are themed below:

Need for a 50m pool	158 comments
Training/funding	49 comments
Agree with aim and objectives	32 comments
Need for good facilities	11 comments
Role models	10 comments
Disagree with aims and objectives	11 comments
Existing volunteer support	6 comments

## Vision Aim 4 - To identify and support talented athletes to reach their sporting potential

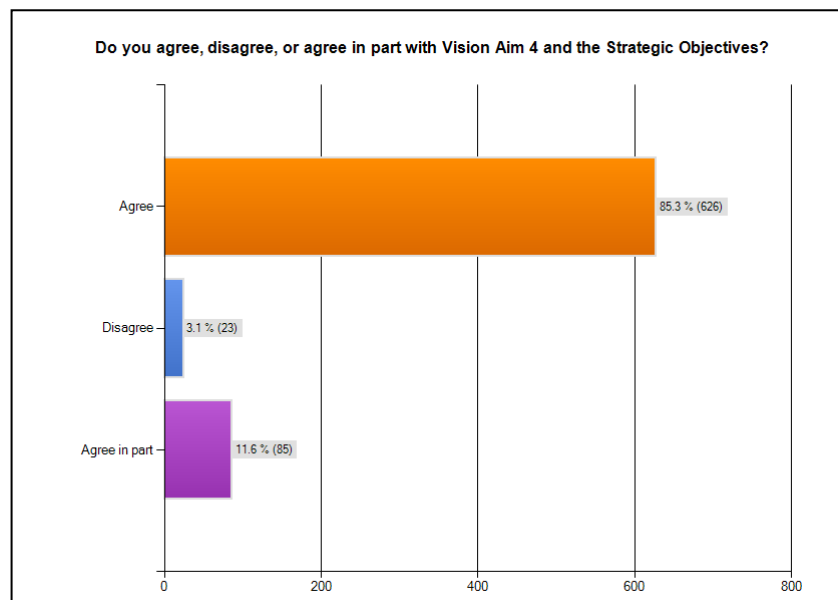
Coventry has a very proud sporting heritage, as recently demonstrated by Coventry athletes representing Team GB at the London 2012 Olympic and Paralympic Games.

To build on these levels of success, schools, sports clubs, coaches and partner organisations must work together to identify and support emerging talented athletes in the city. Using expertise held within Coventry's sports clubs, the universities and partner organisations, the city must bring together and coordinate the services needed by talented athletes, to enable them to fully progress in their field and to achieve their sporting potential. A particular focus must be given to widening and developing talent pathways within disability sport, where (with some notable exceptions) support for talented athletes within the local club network is often more difficult to access.

Coventry's central location means the city is also ideally placed to attract the development of key regional sports hubs to act as a focus for talent development and for the achievement of excellence.

### Strategic Objectives

1. To establish and embed a Coventry Institute of Sport that provides early specialist support services for the benefit of talented athletes.
2. To establish local talent identification programmes which are fully integrated into all strategic Sport Implementation Plans.
3. To establish talent identification and development programmes across ten sports that support disabled people to reach their sporting potential.
4. To work in partnership with National Governing Bodies of sport to establish four Midlands-based development hubs in Coventry.



A total of 360 comments were received regarding Vision Aim 4. These are themed below:

Need for a 50m pool	198 comments
Agree with aims and objectives	66 comments
Facilities and coaching	49 comments
Schools/young people	18 comments
Disagree with aim and objectives	16 comments
Funding	13 comments

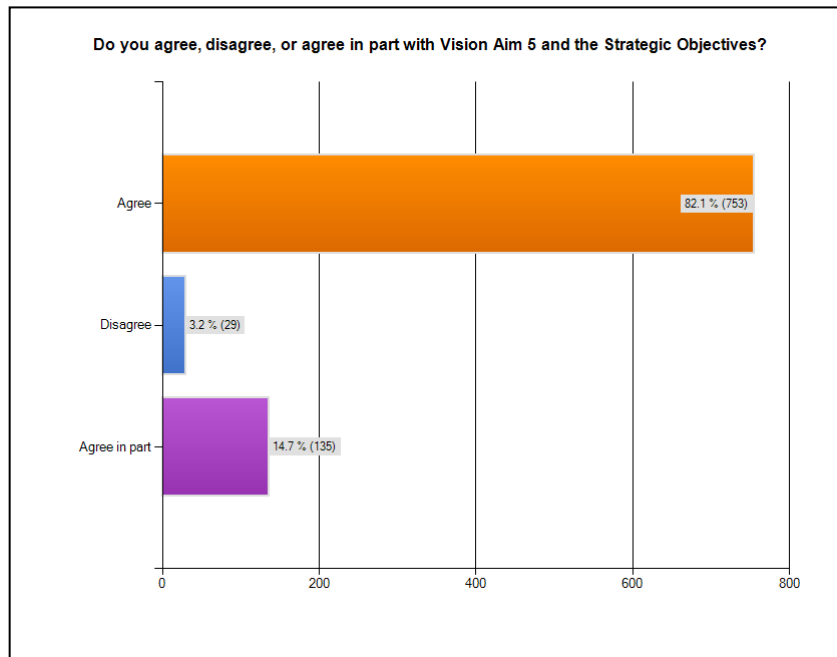
### **Vision Aim 5 - To provide a range of modern, accessible and high quality sports facilities in the city**

Coventry has made significant investment in its public sports and leisure facilities over the last ten years, but the city still has some facilities that require improvement or replacement. Foleshill Sports and Leisure Centre and Coventry Sports and Leisure Centre are no longer fit for purpose. Foleshill Sports and Leisure Centre is due to close in August 2014 upon the opening of new facilities at Centre AT7, but there is still a clear need to invest in public sports and leisure facilities in the city centre.

There is an opportunity to use the money currently used to support the running of Coventry Sports and Leisure Centre to build a new and more modern city centre facility. Investment in outdoor sports facilities must be focused towards education sites that are accessible to local communities and towards larger club and community 'hub' playing pitch sites.

### **Strategic Objectives**

1. To develop city centre sports and leisure facilities that are accessible, high quality, sustainable and of significance to the Midlands.
2. To invest in the development of sports and leisure facilities where justified by demand, strategic programming needs and financial sustainability.
3. To provide accessible and high quality outdoor sports, leisure and ancillary facilities across the city.
4. To support sports clubs, venues and schools to secure a total of £4m of investment into their community sports facilities.
5. To partner with National Governing Bodies and funding agencies to support the development of facilities for Coventry's key sports.



A total of 400 comments were received regarding Vision Aim 5. These are themed below:

Need for a 50m pool	264 comments
Neighbourhood Provision	36 comments
Agree with aim and objectives	35 comments
Variety of provision	28 comments
Quality of provision	21 comments
Disagree with aim and objectives	7 comments
Need for provision for disabled	5 comments
Need for a skatepark	4 comments

### **Vision Aim 6 - To attract high profile sporting events to the city and to celebrate sporting achievement**

Coventry has a proud history of attracting and hosting high profile and successful sporting events, including Olympic Football, the Women's FA Cup Final, the British Transplant Games, the UK Corporate Games, the International Children's Games and Davis Cup Tennis.

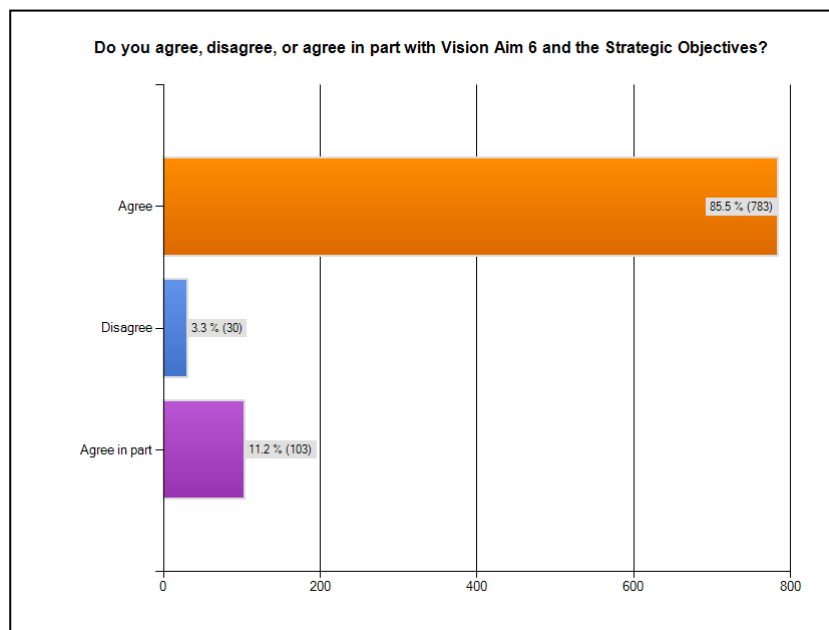
Coventry's ambition is to be recognised as a dynamic city, as a visitor destination and as a centre for events. Linked to these ambitions, the city is striving to deliver a range of high quality sporting events, a number of which will be closely connected to the city through

local sports club and coaching initiatives. The challenge for sport in Coventry is to work strategically with National Governing Bodies of Sport and a wide range of local events, sports and tourism partners to grow local and regional sporting events and to develop a strong city offer when bidding to attract major sports events.

Having secured the hosting of these major events, the challenge within the city will then be to bring these events to life, not only at the events venues, but also within the communities from where the spectators will inevitably be drawn.

### Strategic Objectives

1. To create a strategic events and tourism partnership that will bid for and host fifteen major sporting events in the city.
2. To develop a regular events programme within the city for each of Coventry's key sports.
3. To develop and support high-profile events which celebrate local sporting achievement, volunteering and coaching.



A total of 338 comments were received regarding Vision Aim 6. These are themed below:

Need for a 50m pool	224 comments
Location/facilities	30 comments
Good for Coventry	27 comments



Football club issues	20 comments
Agree with aim and objectives	14 comments
Cost	7 comments
Young people	7 comments
Disagree with aim and objectives	4 comments
Disability issues	4 comments
Skatepark	1 comment

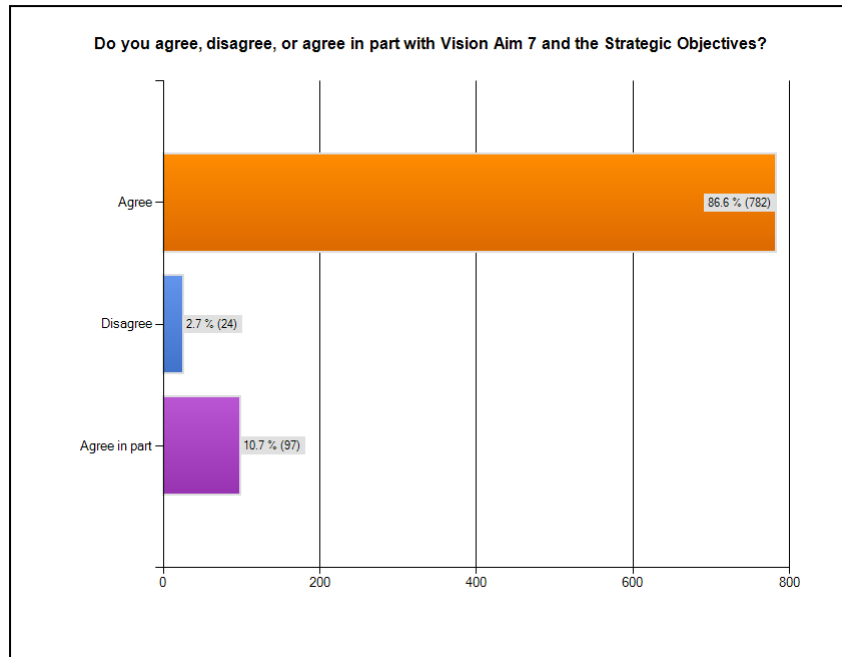
### **Vision Aim 7 - To grow and promote sport in the city through effective partnerships**

Effective partnerships are essential to growing and promoting sporting opportunities in Coventry. It is important from the outset that partners from business, education, public services and sport are drawn together by the spirit, mission and aims of this Strategy.

The development and agreement of action plans to deliver the Strategy will be dependent on collaboration between partners. The formation of a new Coventry Sports Network (CSN) will be crucial in shaping and developing these relationships. This umbrella organisation will be the driving force for the delivery of the Strategy, and the ongoing commitment of partners to the Network will be central to the Strategy's success. The CSN will need to be fully informed about the progress being made and the performance of all partners in delivering the Strategy. The CSN will also play a central role in advocating for sport in Coventry, by presenting a coherent, coordinated and efficient structure for delivering sport across the city to national and regional partners and investors.

### **Strategic Objectives**

1. To establish a strategic Coventry Sports Network that comprises key decision makers from the organisations that influence sport across the city.
2. To secure £10m of investment in sport through a strategic Coventry Sports Network.
3. To ensure that all sports providers in the city have access to a network of support through a strategic Coventry Sports Network.
4. To ensure that Coventry is represented within all relevant partnerships that clearly contribute to the achievement of the city's sporting objectives.



A total of 246 comments were received regarding Vision Aim 7. These are themed below:

Support needed	79 comments
Need for a 50m pool	49 comments
Representation on CSN	44 comments
Agree with aim and objectives	28 comments
Need to reference existing partnerships	23 comments
Equalities issues	10 comments
Disagree with this aim and objectives	7 comments
Minority sport representation	6 comments

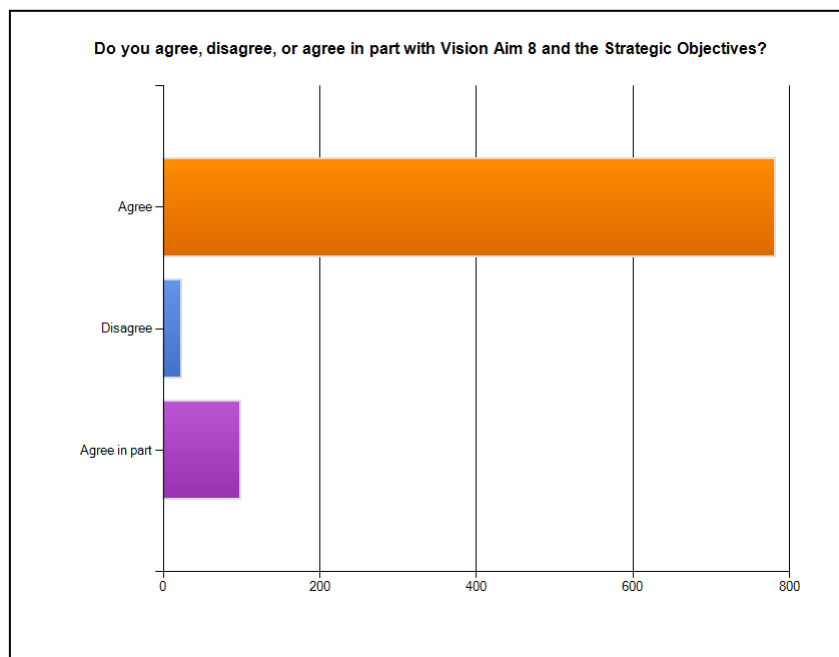
### **Vision Aim 8 - For sport to make Coventry a better place to live, work and visit**

Taking part in sport has clear health benefits, but also provides opportunities to improve social inclusion and cohesion within and between communities. Sport has a major part to play in raising Coventry's profile nationally and internationally, by attracting major events to the city, and is also at the heart of the city's cultural, tourism and heritage offers - all of which increase visitor numbers and bring economic benefit to the city.

Finally, sport is a driver for regeneration - both in reshaping and redefining the physical landscape of the city; and in helping to provide training and employment opportunities for local people.

### Strategic Objectives

1. To actively demonstrate the positive impact that regular sports participation has in addressing public health inequalities in the city.
2. To harness the power of sport to promote and encourage social inclusion and community cohesion within the city.
3. To connect sport to the city's cultural, heritage, events and tourism offers.
4. To increase visitor numbers and secure economic benefit from hosting high-profile sporting events.
5. To ensure that all proposed regeneration schemes within the city consider the potential for incorporating sustainable sporting provision.
6. To increase training and employment within the city as a consequence of investment in sport.



A total of 275 comments were received regarding Vision Aim 8. These are themed below:

Need for a 50m pool	112 comments
Need to link to heritage and history	56 comments
Agree with this aim and objectives	27 comments

Equalities issues	24 comments
Will improve Coventry's reputation	17 comments
Need to link more effectively with health	13 comments
Disagree with this aim and objectives	12 comments
Football club/Ricoh issues	7 comments
More employment links	6 comments
Skateboarding	1 comment

### **Other comments**

Finally respondents were asked to make any further comments about the Coventry Sports Strategy or any of the online documents. These documents are:

- a. Coventry Sports Strategy (full version)
- b. Aquatics Strategy
- c. Indoor Facilities Assessment Report
- d. Indoor Facilities Strategy
- e. Playing Pitch Assessment Report
- f. Playing Pitch Strategy

A total of 505 comments were received. These are themed below:

Need for a 50m pool	321 comments
Facilities	34 comments
Agree with strategy	31 comments
Support for minority sports	24 comments
Support for existing clubs	20 comments
Equalities issues	18 comments
Disagree with strategy	11 comments
Rate relief for sports clubs	9 comments
Funding/resources	9 comments
Young people	6 comments
Ricoh/football club issues	5 comments
Schools	4 comments

Links to health

3 comments

What are the priority sports?

2 comments

## 6. Summary of issues/comments raised

Many of the comments raised in the feedback above overlapped or were repeated in one Vision Aim to another. For the purposes of presentation, key comments on the areas highlighted above have been grouped and summarised below, by themes across the Vision Aims:

### **Links between sport, physical activity and healthy lifestyles:**

- The word 'sport' is off-putting for some.
- There is a need to for an equal focus on physical activity

### **Opportunities for all**

- Sport should be a part of people's lives from childhood to old age
- It is important that people of all ages can participate
- Increased participation in sport throughout the age spectrum will have many benefits (e.g. fitness, well-being, self-confidence, national pride in Olympians)
- With regards to public health, I believe GP's should be using sports for treatment in mild depression, post natal low mood, childhood depressive disorders and for people who are borderline overweight and above. This way it tackles obesity before it starts.
- People need a 'good first experience' without having to invest in equipment etc.
- Need greater access to adult swimming lessons
- The Strategy needs to address ensuring equality of access across the city
- Trying to achieve high-level sport is not the panacea for increasing activity levels.
- With finite resources and funds it is better to focus on high general participation rather than individuals; although high profile athletes can also be inspirational.
- Concern that when funding cuts are announced 'talented athletes' funding would be prioritised ahead of sport for the masses programs which encourage participation
- More people will do sport if they enjoy the experience. It should be sociable and fun.
- New facilities provide a great opportunity to consider new sports and wider choice
- The Strategy will result in less opportunities in the Coventry area

### **Comments relating to age (e.g. younger people/older people's participation)**

- Clubs/creches for younger people can inspire children to take part
- There needs to be more provision for toddlers to take part at convenient times
- Need to provide facilities for young people
- Teenage years are the key age for dropping out of sports (significant gaps in appropriate opportunities appear for this age group)
- Need to support people aged 40+ to come back to sport having stopped and concentrated on family life
- What are the sports objectives for older people?
- Need to incentivise and cater for the needs of older people
- Older people need more than just swimming – older people appear to be by-passed as 'unimportant'
- There should be more emphasis on older people as volunteers – there is a clear opportunity to extend the sporting and active life of older Coventry citizens

## **Disability**

- The specific needs of disabled people and people with special needs must be considered and addressed to increase participation
- Current facilities do not encourage or facilitate participation by disabled people (e.g. gymnastics)
- Easy access for the disabled - including those that have been 'temporarily disabled' - needs to be given more priority.
- Easy access to swimming pools (with broad shallow steps into the pool) makes a huge difference to speed of recovery of anyone with an injury.
- The current facilities available do not provide adequately for disabled sport.
- The development of Boccia for wheelchair users should be supported
- Need to consider assistance for people who can't access facilities independently
- Council has a poor track record of encouraging and signposting disabled people to opportunities and organisations that would be able to support their aspiration
- Costs need to be kept low. Disabled access needs profiling
- Activity offers should be more tailored towards people with disabilities (i.e. swimming for the disabled, as with the exception of the Xcel Centre this area is weak. Prices should reflect often these people will struggle to afford classes if on disability benefit.

## **Gender**

- Competitive swimming has more female than male swimmers
- Informal running (e.g. parkrun) has more female than male participants
- Female sportswear can be oppressive for women
- Include nice gardens play area (creche) so mothers (or parents) can keep fit.

## **Range of opportunities**

- Concerned regarding the key sports – a lot of talent is wasted by having the wrong focus.
- Need to support community sports clubs
- Need to provide opportunities from initial participation right through to talent development (examples include 'learn to swim' through to competition squads)
- Having high quality coaches and facilities is key to offering opportunities for all levels and abilities in a sport
- Need to support minority community sports into the mainstream (e.g. Kabaddi; Tug of War) and build facilities for sports favoured by different nationalities
- Need to reflect a broader spectrum of sports in both participation and talent development (examples include table tennis, gymnastics)
- Need to foster an interest in no-competitive sports and activities (e.g. Pilates; Yoga; keep-fit classes; free weights, aerobics)
- The sporting offer in schools should be widened – not just traditional sports
- Need for more summer sports camps – it helps parents, children love them and they get to try/learn a variety of sports in a fun environment
- What about the contribution of uniformed groups (e.g. Scouts, St. John Ambulance, Sea Cadets)?

- Please put swimming as one of your key sports. It is the highest participation sport in the country.
- A few targeted sports may benefit from the Strategy at the expense of wider activities

### **School, academy and club involvement**

- Most first-time experiences of sport are forged in schools. Schools can inspire young people by working with top coaches (examples given)
- There are great opportunities for clubs to work with schools to develop plans for sports across the city (example provided is judo)
- It is important to actively involve local clubs with the schools in the city. The clubs have the facilities, equipment, qualified coaching staff, enthusiasm and in most cases opportunities for people to take part.
- This must start with schools – working parties of primary and secondary schools need to be set up
- Sports clubs/associations will need to engage with children in schools much earlier to make it part of their life
- The school curriculum for sport needs to be modernised
- Partnerships with schools can be very successful but getting access to school facilities is challenging
- Schools are reluctant to open up. This is a major restriction to the development of sport in Coventry.
- Better use of school facilities and integrate sports to maximise use of facilities and sports grounds
- Education partners (schools, academies, colleges and universities) should do more to support community based coaching programmes
- Talent development is huge for schools. How can schools pool resources and bring talented young people together?
- Make access to sporting facilities easier, reduce the cost for one-off usages of facilities and increase opening times, to assist shift workers.
- Sport should not be used as some form of political egalitarianism. While all parts of the community should be encouraged to participate, singling out certain sectors can alienate those who are already involved and feel that their views are being ignored in favour of 'politically correct' policies

### **Cost of participation:**

- Need for fees to be structured to suit all incomes
- Need to support local, free, community events
- All people on low incomes (not just those on benefits) should be able to access reduced prices
- The cost of car parking impacts on levels of participation
- Parking is a big draw back - it needs to be free and there needs to be enough spaces.
- Accessing grant funding is so hard it means the agencies don't push and promote what they have to offer
- The cost of attending water parks make this an occasional treat for most people, not a regular Saturday afternoon activity



## **Talent and Ability**

- There is too much focus on participation and not enough on achieving high standards
- Creating competition in sport is what pushes people to perform to their full potential
- People moving from casual play into informal/formal competitive play could sometimes do with more support/advice on the rules of the sport. This would ease the transition and improve their experiences.
- Performance athletes encourage younger club athletes – they know this is where they have come from
- More support to athletes in the city should be available from the two universities
- Better to give money to support communities than talented athletes
- How many Coventry residents will benefit from investing in talented athletes – invest instead in more affordable community facilities for residents
- Children should not be denied the opportunity to compete at their full potential because their parents cannot afford to support them in doing so.
- Must ensure that schools are given sufficient funds to enable talented pupils to be allowed to participate at regional and national levels. Not all parents can afford this.
- What is lacking is funding for exceptional young athletes aged 12-16 years.
- Talented athletes, in many cases, become stuck and do not know where to go to get further development.
- Some clubs promote elitism which most people don't like. The clubs only want stars.
- Elitism for the few, do the real job, elite athletes go to training camps, not leisure centres.

## **Need for a 50m pool in the city**

- How can the city provide high quality and exciting sporting opportunities and experiences without a 50m pool?
- If you don't replace the 50m pool the Strategy is working against itself.
- Replacing the 50m pool with a 25m pool shows a hindered ambition and will deliver nothing but push the once proud city into some provincial backwaters of sport
- A 50m pool is financially sustainable and affordable. It may not make as much money as a Water Park but even that is a moot point.
- A well planned 50m pool can be viable and appropriate as demonstrated in many other British cities who have recently built such facilities.
- There are many swimming pools in the City at sports centres, schools and hotels. A new swimming pool is being built at the AT7 centre. There is only one 50m pool in the City at the sports centre and this should be replaced with a new 50m pool to be able to meet the aims of the sports strategy.
- The demand for the leisure centre and Olympic pool is clearly there, however lack of investment over decades has taken its toll.
- Too much emphasis is being placed on leisure in the strategy – replace like for like or better.
- A 50m competition facility has the ability to inspire young people to swim
- A 50m pool offers opportunities to train and compete at the highest level

- A 50m pool enables volunteers, coaches and officials to get experience of their roles at higher-standard competitions and events
- A 50m competition pool is unique to Coventry in the West Midlands and attracts people to the city for regional and national events/galas
- A 50m pool would attract people from across the region and nationally
- Why did no Olympic swimming squad visit the city in 2012, being the only 50m pool in the Midlands?
- A world class facility will draw swimmers from far away and will help defray expenses
- The city should produce a new facility it can be truly proud of
- The ASA are trying to increase the number of 50m pools, not reduce them
- A new 50m would be more inspirational for all swimmers
- Losing a 50m pool will harm the prospects for the city of an Olympic Legacy
- Losing the 50m pool will result in the City of Coventry Swimming Club losing Beacon Status, and a reduction in the Club's funding and coaching standards
- Families whose children are competitive swimmers will not want to come to Coventry unless the facilities are there.
- The closure of the 50m pool could see the migration of the top coaches to the new 50m pool facility in Birmingham
- The majority of children aged 7-11 cannot swim more than 25m. Losing the 50m pool will reduce opportunities for young people to progress.
- Going from a 50m pool to a 25m pool will create capacity issues for swimming in the city, as well as access difficulties for other sports that rely on larger areas of water space (e.g. water polo, canoeing)
- Look at the example of Manchester which has flourished, and one reason is exemplarily sports facilities enabling high profile events to be held. e.g. Dual in the pool, which had TV exposure.
- Flexibility in the city's pool offer is important for serious swimming, water polo, synchronised swimming, diving etc.
- A water park facility will not encourage people to swim on a regular basis
- A water park will provide leisure opportunities not sporting opportunities
- By all means tag on a water park to help support running costs, but do not pretend a water park is a high quality sports facility.
- It would be most beneficial to Coventry and the surrounding region should we build a multi-purpose waterpark/swimming facility to encourage children and adults alike to become more active
- The needs of the whole spectrum of swimming need to be considered – from 'learn to swim' through to national competition
- Cities and towns are not just cultural and historical. Sports make them competitive and healthier.

### **Comments on facilities (other than those relating to a 50m pool)**

- Take-up and participation are dependent on the standards of facilities.
- Even if you have the facilities it is a minority that will use them. Money would be better spent on helping those less well off. If you do not have the basics for health, why on earth would you be motivated to take part in sport?

- Not selling off sports pitches for development would be a good start
- Improve park facilities to ensure that we do not waste what we already have in place
- As a club we are keen to work in partnership to secure investment into community sports facilities and are interested in exploring further the community hub playing pitch sites envisaged in the strategy.
- Attracting funding for Investment in Artificial Grass Pitch and changing room provision (in conjunction with other sports) would enable pressure to be taken off grass pitches, and maximise outdoor provision. The Council with other partners could generate sustainable funds to employ a bid writer to assist clubs to maximise the approach to external funding.
- A closed circuit cycle track - suitable for wheelchair racing - would be a huge plus for the city
- A new city centre skatepark, preferably indoor, including a skateboarding arena area for shows. The skateparks and facilities within the city have long been classed as below average by the local skateboarders, and time and time again attempts have been made to raise awareness and improve the skateparks in Coventry. More council assistance is required to help the young people achieve this goal.
- Coventry Sports Centre and Foleshill are old and no longer fit for purpose
- It is still fit for purpose and is an excellent swimming pool.
- The Council doesn't want the burden of the "listed" Coventry Baths, so give the problem to someone else
- Why can they not be repaired? Restoration grants would be the way forward not dumbing down to smaller buildings and facilities.
- Coventry Sports and Leisure Centre is an iconic part of the city centre and could do with more money invested into it for renovation rather than starting again.
- Whatever facilities are provided must have maintenance budgets in place that do not allow such terminal decline.
- Please don't lose the Elephant. That is an iconic piece of Coventry architecture. Surely there is a way in which it can be incorporated into the new plans? If there is so much to be invested, invest in the history of Coventry for a change, instead of trying to erase it with every new plan.
- It is unrealistic to think that the Local Authority can be the main provider of facilities for the future
- Coventry should have facilities befitting of a city of its size
- How is this new centre being funded?
- It sounds such a good idea. High aspirations. But will we end up spending a lot of money we can ill afford and to no good result. Do not price our citizens out of using the new facilities. Keep costs down, entrance fees low and do not charge for car parking.
- If we are to compete seriously we should be building for the future seriously
- Please consider all aspects (i.e. men's water polo needs a 30m pool, minimum depth 2m throughout.
- I strongly believe it's far more important to have high quality facilities with a smaller pool than to have sub-standard facilities with a larger pool.
- Linking the sports strategy into the wider regeneration plans for the City Centre/Friargate is essential. Coventry has a strong history of links to sport and with

the right facilities in place this can only get stronger! Targeting resources to flagship sports will encourage overall sports participation

- Facilities should be of a high standard accessible to all
- Facilities have been allowed to become run-down over the past few decades
- The city needs an appropriately diverse mix of quality facilities (examples provided included: open air swimming pools; floodlit training facilities; closed cycle storage facilities; permanent dojo for judo; gymnastics facilities; wheelchair basketball facilities with spectator provision; skate parks; climbing walls; ski slope; archery; squash; outdoor pitches in the city centre; 3G pitches at Alan Higgs Centre)
- Cricket facilities need expanding and enhancing
- Community centres can play a key role in supporting and developing sport
- Closing Coventry Sports and Leisure Centre will result in the loss of facilities other than just pools – valued facilities for bowls; indoor roller skating, gymnastics.
- How do you determine what sports have preference?
- The proposed plans don't accommodate an increasing population
- Coventry has a strong history of links to sport and with the right facilities in place this can only get stronger! This will only happen if the council and partners have a clear and positive vision that will allow the city's athletes to train and compete in world class facilities. The legacy of London 2012!
- Including a spa / relaxation therapy centre will also increase visitors in the city, as there are gaps in this area and limited places to go to in the west midlands as a whole - would suggest investing in this.

### **Neighbourhood provision**

- Facilities should be centrally located
- Indoor sports in the City Centre is not necessarily ideal because parking charges can double the cost of participation
- Facilities should be easily accessed throughout the city, without the need for travel
- Facilities are needed in local neighbourhoods to ensure accessibility and use
- Community sports facilities attached to existing educational facilities are ideal, as there is usually ample free parking. Public transport links to out of town venues need to be considered too.
- Divide the city into four and put in place sports facilities in each quartile. Where possible, use parks and re-establish park/sports keepers to look after them, with accommodation on site, as it used to be. Make sure there is free parking space.
- Each area should have a full range of sports, unless it is very specialist, in which case one centre covers these for the whole city.
- We should be developing more local swimming pools example Alan Higgs centre should be further developed to include a pool.
- The North West of Coventry deserves a fit for purpose sports facility which meets the needs of its community.
- Would like to see Xcel type facilities in Allesley/Allesley Park/Coundon
- Hubs are essential. One large sports complex in the centre of Coventry is not the answer. Expensive bus fares, parking? Financially accessible is important.
- These facilities should consist of a high quality central centre with further centres within the community. Importantly, they should work together to ensure a complimentary

range of activities/facilities are available. No centre should consider itself a stand-alone facility.

- If a bold strategy is being considered, why not approach the Football Clubs' owners to repatriate the club back where it belongs and negotiate their financial involvement in creating an enviable sporting complex (including Olympic sized pool) around the Ricoh Arena venue?

### **Institute of Sport**

- This is off-putting. Let's encourage healthy living.
- Not sure that establishing an Institute is a good investment of government money.
- An Institute of Sport and local talent identification programmes are a waste of money for most sports as the infrastructure is already in place and grants are available.
- There is no point in having an Institute of Sport if there are no high quality facilities for people to train or compete in.
- An Institute of Sport needs a decent swimming pool
- The number of hubs, partner organisations and clubs required may make this over-bureaucratic
- This is huge for schools. How can schools pool resources and bring talented young people together?
- Coventry needs to be a hub for sports again. So many talented athletes have left Coventry to train elsewhere. We need these to stay to inspire the next generation.
- This is not, nor should it be the role of the Local Authority. This should be done by individual sports.
- The role of the local authority is to provide quality public facilities which athletes can use, then hand over their day to day management to a competent body
- It should be the NGB's who provide the support. I agree the CCC initiative is to support these but we should not introduce more bureaucracy.
- It is best to have a single lead for each sport – there is little overlap between sports and it is unlikely the Coventry Institute of Sport would have the required level of expertise.
- Support clubs in delivering this – not do it yourselves.
- Will this cater for teams – not just individual athletes?
- The criteria for having access to these opportunities should not be decided by postcode or where Council Tax is paid. If a child is part of a club in the Coventry district, that should be enough to demonstrate their commitment.

### **Football Club/Ricoh Arena**

- Given the situation with the Football Club, what can be done to support the Coventry City Academy for Football?
- Please make greater use of the Ricoh Arena
- This would be much easier if the Ricoh was being used for its intended purpose, a football team playing in Coventry!
- Get Coventry (FC) back to the Ricoh
- Getting football back to the Ricoh would be a start..... We are in a situation where young fans have nothing to support and will turn off sport completely

- Until the issues are fully thrashed out satisfactorily between the Council and the Football Club to the approval of the fans, I believe the Council will struggle to meet this objective comfortably.
- Look at the Ricoh. It's still empty.

### **Coventry Sports Network/Partnerships**

- Another network – another waste of money!
- Jargon/waffle
- Coventry is a diverse city with talent and needs infrastructure/organisation behind its sports provision.
- There are some strong sporting partnerships within the city and their experiences and expertise need to be accessed to help move the strategies forward
- Why not use private funding to build a 50 metre swimming pool in the city centre
- As a Regional resource, a 50m pool would be a significant contribution to partnership working.
- The Council surely has an excellent relationship with the COC Swimming Club and taking away the sport centre would destroy the soul of club, as it's their home!
- Good objective, but the ASA is unlikely to partner with facilities that can't be used for much more than teaching school children and providing someplace wet to play.
- You need to ensure that ALL stake holders have a voice and recognise that most stake holders are volunteers and are usually employed full time in jobs unrelated to the sport they represent. Meetings must be arranged at times and in venues that recognise the contribution of these volunteers.
- There are so many diverse sporting partners in the City - it would be fantastic to have a local forum that is more accessible to the general public, where all the partners can be contacted. This would greatly enhance participation in sports.
- This is great in principle, but I fear decision by committee - and a committee where everyone has a vested interest. Must ensure some unbiased voices on this group too - and the community voice - not just the pro-sports people
- I agree in principle but I am always concerned when partnerships are mentioned, are we doing these things for the right reasons or is this a money maker business venture for the relevant partnerships? Are we are doing these things for children and the youth who want to benefit through sport, not for someone who wants to make a quick buck?
- Don't minoritise residents by not including them
- Who are the partners? Will they include people who have a perspective on disability?
- Strong partnerships with local clubs and organisations are essential to guiding and moving the strategy forward.
- Partnerships usually involve people who have the financial resources to deliver outcomes to the benefit of the City of Coventry. As starters, I'd like more information on some financial stalwarts of Coventry...to have their business names linked to at least some annual events of their choice in order to achieve the wider strategic picture sought for Coventry.
- I think municipal authority should retain ownership of sites and have a steering role.

- At present secondary school heads of department, lost their link Coventry City person. This has not been replaced. We must get all heads of PE to develop City wide plan that links into aims being addressed.
- Coventry already has strong sporting partnerships but their experience and expertise need to be accessed to help the strategies move forward.#
- The danger is that the changes being implemented materially affect existing networks and weaken rather than strengthen relationships
- I worry that sport will be the loser whilst the planning for delivery, strategy planning, partnerships etc. eat away at the budget which should be about sport and activity. It sounds as if there are too many layers of bureaucracy which may be getting in the way.
- This panel must have people that understand sport and not just a bunch of pen pushers and yes men/women
- Commercial partnerships should provide funding but have to be managed properly
- But only if you actually talk to stakeholders. This has not happened.
- It's right to work together so that thinking is joined up across the city - this will only work if all sports providers are part of it, you all learn from each other and if you listen to Coventry people.
- Money must be used wisely and facilities should be properly cared for and maintained - with enough budget ring-fenced to do this. It is true in most fields that what is needed is not necessarily a shiny new building, but a shiny new approach to creatively renewing an old building.
- Would CSN be one committee or will there be small ones representing an individual sport, because the larger sports activities will always have bigger say to where the grants and money will end up
- The strategy has been developed on the basis of a few questions asked of the club coach and chairman, how is this partnership? The club has worked effectively with the Coventry Leisure Centre and many other sporting facilities for years, it has worked to build relations with other sports centre to promote the pathways programme and secure funding from sporting organisations. As a key stakeholder in the Aquatics Strategy you would of thought that the club would of have been part of shaping the Strategy
- Decision makers should come from a broad spectrum of people. Past and present GB athletes, GB coaches and preferably parents of talented athletes who are able to give insight into the plights of their children. It is highly frustrating to know that despite making various applications to sports charities none so far have been able to provide financial assistance for an exceptional athlete. The main problem seems to be that financial assistance will be not provide to individual athletes. There are many individual sports in the UK. We need financial assistance at the initial years of our children's progress and not when they become successful athletes.
- Does this include small specialist groups like martial arts and different sports, dance and games? Will they get rate rebates and other support? It will have to be properly administrated and monitored, but some 'street' based activities attract the marginalised youth.
- The club supports the establishment of a Coventry Sports Network but this has to reach beyond the big institutions and National Governing Bodies and engage the clubs on the ground that are delivering sports to young people and adults.

- So long as partnerships are not lining the pockets of the company directors. Partnerships should be with community groups and schools and colleges - and sharing of facilities.
- This seems a laudable aim but how realistic it is in practice it would remain to be seen. Many clubs are run by volunteers and have pressures from many different stakeholders. Introducing another stakeholder (CSN) into the frame would increase the level of work from these clubs and could stretch resources. Clearly an additional investment and collaboration between partners would be of benefit but the practicalities would need to be carefully thought out
- We need a 'plan on a page' to help clubs navigate through the maze of 'players' - Coventry City Council, CSW Sport, National Governing Bodies etc.
- All our sporting partners in the city need to have their expertise and experiences assessed to help move forward
- Need to use all expertise in each of the sports to direct facilities and provisions required to attain a good network of sports
- With the level of obesity in the city the focus should be on getting people active so a wider partnership including health for example is what necessary
- I agree in principle but don't see Coventry doing enough to promote culture, heritage, events and tourism anyway.

### **Funding/Resources**

- Sport needs investment to ensure that we have a first class base for the continuing wealth of the people and trade of this city. Funding can be found for less important matters and I am sure that the funding to keep the high level of sporting achievement in Coventry through coaching could be maintained.
- Investment is needed in a variety of sports especially where it is gender dominated or does not cater for those with disabilities
- What if you don't get the funding?

### **Volunteering**

- Clubs rely too heavily on volunteers who receive few perks or rewards
- There is too much emphasis on volunteering and not enough on paid opportunities and the value of employing professionals
- We are getting sport on the cheap.
- There is no point in having great facilities if you haven't got good coaches and volunteers
- There are great opportunities to volunteer at local schools (e.g. Sports Attendant)
- People are working longer and have less time to volunteer – we cannot rely on volunteers for our sport in the way that we used to.
- Pathways to employment are not clear in most sports and are far from straightforward
- Could volunteering be linked to getting benefits for a set period? It would give people who were unemployed something to get up for and encourage them to network.



- Are there opportunities to give students hands-on experience of volunteering in community sports clubs?
- Financial support for volunteers/volunteering programmes is a great idea and will really help clubs and individuals meet the costs of training, insurance etc.
- Incentives to volunteer don't have to be financial
- Need to find ways to recognise the contribution people make
- Volunteer officials are not adequately supported by the clubs and organisations they support. There won't be any referees in the future if they are not shown respect now.
- Volunteers need to know what they are doing, which requires a mature club structure, which in turn is strengthened by having a club base, and support mechanisms in place.
- It would help if better information and club based support could be made available to allow clubs to avail themselves of opportunities to support volunteers.
- A comprehensive club, volunteer and coach education programme that includes pathways to employment will give people life chances and experiences.

### **Coaching**

- Need to provide more local, accessible coaching courses to raise the standard of coaching

### **Competitions**

- Coventry has very little of this. We have a football team that doesn't even play in the city. The demise of the Godiva club and the rugby, speedway etc. are all very sad and we need to do something to re-energise the city.
- We should attract more competitions as these generate inspiration and aspirations
- Volunteers need things to volunteer for (e.g. events)
- National events only will come to facilities of a national standard (e.g. 50m pool, football arena, gymnastics)
- To help skateboarding in Coventry progress we need more events like the summer jam in 2012 outside of the transport museum to promote skateboarding and maybe charge an entry fee to raise money for a new skatepark
- To stage big events you need big venues. Football and rugby have been a success at the Ricoh Arena the same could be achieved with a shiny new swimming venue on a par with the existing one with a similar amount of spectator seating (e.g. biathlon, swimming, triathlon and diving).
- Without a 50m pool, events and galas would move elsewhere (for example the Warwickshire championships, Midland Championships and national squad events)
- You have listed 11 high profile events in the strategy document, what is not clear in this document is that at least four of those events would not even have entertained coming to Coventry if it had not been for the 50m pool.
- Do spectators = more people taking up sport?
- Events deliver knock-on benefits for jobs and the economy via local hotels, shops and restaurants. This is the fiscal sweet-spot of attracting visitors to Coventry.

- No 50m pool and you're going to get exactly nothing.
- Some of the events that might be attracted to Coventry, such as an annual Horse Show Jumping event for a 'City of Coventry' Cup at the War Memorial Park are not within the Coventry key sports list which suggests to me that if any event cannot be organised by Coventry City sports management then it has to be outsourced to those who can deliver the attraction
- Coventry doesn't host enough sport. 11th largest city but we are being left behind.
- Not sure Coventry has the national appeal to pull in such events
- Coventry as a City is not attractive, however many sporting events are at the Ricoh Arena (i.e. tennis, and Olympic football). Not many people who visit the Ricoh for sporting events actually stay on in Coventry to experience it's delights because there aren't any!
- The City will need a major clean-up if it's serious about hosting events like this. The road infrastructure as one enters the city centre is poor and dirty.
- Good idea and would promote Coventry for the right reasons and I would be in favour of this.
- This is great to hear. I'm proud of my City and I feel we as a City are capable of so much more. It's crucial that the council takes the lead in driving the ambition of our city forward.
- If events come to the city, it gives people a chance to see how it is played properly at a competitive level and can encourage and inspire people to do the same.
- The selected events need to represent all target groups, differing ages, gender, able/disabled sports, team and individual activities, Some major "sport for all" events need to be included as well as those showcasing elite performance.
- Huge opportunities with NFL games being hosted at Wembley with potential partnerships to hold future events or possible games at the Ricoh.
- There should be a balance between profiting from these events and the inclusion of local people/sports clubs, potentially through free tickets, volunteering opportunities etc.
- Although it's good to have high profile events in the City (e.g. Olympic football) this shouldn't be at the expense of grass roots activities.
- Can't do this without a football team in their city. Use Ricoh Arena. We do not have provision for the general public, yet you wish to bid for events to which there is no interest.
- Get the basics right for the people who live here first before you try to get ahead of yourselves.
- Sometimes we aspire too high. Think about the citizens. How much can they afford to pay to use these super facilities? Do we want them to get great headlines once a year, or do we want a usable and affordable facility for the citizens of Coventry?
- The heritage of a successful swimming club in Coventry already created a profile nationally and internationally, but lack of investment over many years has undermined this. Closing the 50m pool works directly against these strategic objectives.

### **Sports clubs**

- Clubmark accreditation is a goal but sometimes needs a nudge

- Clubmark is not being adequately promoted or supported by the agencies
- Clubs in one sport can work collaboratively to support development in another
- The most important thing the Council can do to promote sport in the city is to promote and market the clubs
- Do not spend too much time focussing on the influence of National Governing Bodies
- As a club we fully support the Council's strategic aim to use sport to improve outcomes for local people. The recent proposal to reduce and remove funding from sports clubs through the removal and reduction in discretionary rate relief support is counter intuitive to this strategic objective, and should be reconsidered as part of the sports strategy for approval.

### **Making Coventry a better place to live, work and visit**

- Meaningless platitude.-it is the same for anywhere.
- A good/better place to work/ live is a healthier place - brings the community together
- Sport is a good way to help keep one's health and also the wellbeing of the mind. The NHS would also benefit as not so much money would be required in treating the people of this city and surrounding areas
- What specific objectives are there for using sport to address health inequalities in the community? Sporting facilities have historically been hard to access for community (e.g. closed for events) and there are limited support for further facilities. How is this ambition being integrated with the wider city development / pedestrianisation to encourage greater sporting participation as part of the new infrastructure? For example running/cycling trails; exercise challenges; discouragement of cars for short journeys.
- Need to have a very effective way of evaluating how regular sports participation addresses public health inequalities in the city and how they promote and encourage social inclusion and community cohesion.
- This is true of art as well though, and many other things - why not work with arts and culture too?
- With better facilities people will want to live near work and visit the city
- Coventry has a poor reputation. Sport events like we had at the 2012 Olympics would really unite everyone and make Coventry a happy and healthy place to live
- Coventry has been in decline with the recession and major industry moving out. New ideas and motivation definitely required.
- Sport is a cornerstone of attractive cities however other social factors must be considered.
- It would be good to improve Coventry's reputation and to inspire the youth
- Coventry Sports Centre is an important part of the city's cultural heritage - so I hope that when you mention "proposed regeneration schemes" you don't mean closing this down
- A lot of investment in other areas will be needed.
- Providing sporting opportunities and facilities to the wider population ought to make Coventry a more desirable place to be.
- This city needs a big uplift and sport can play a big part.
- Sport is the answer for many issues including health.

- Use of the canal for walking, cycling, fishing, canoeing stops it being a forgotten corridor for delinquents.
- Encourage cycling by ensuring dedicated routes with connections to local towns and cities
- Sport is something that breaks through religious, cultural and class barriers so the above is essential if progress is to be made.
- Need to link with key employers, groups to enable the services to be supported in the first instance
- Think it's going to take more than just sport to make Coventry a better place to live, work and visit!
- It will bring tourism into the city and create new jobs, as well as giving the people of Coventry something to be proud of.
- It would be good to hear some mention of sports apprenticeships in this. The regeneration has to be inspirational in attracting people to the city, and if the Ricoh is to be the centre for many sporting events, this has further implications for the transport infrastructure which have yet to be addressed. Coventry will be on a limb if HS2 is ever built, so pressure has to be maintained so that current rail links are not reduced.
- All sounds nice. Work on what we've got – i.e. the fabulous Memorial Park which hosts all types of sporting events. Good local rugby that seems to get little or no support from the local authority and the Ricoh arena which is a white elephant with our football team playing in a terrible venue miles away. To improve sports uptake locally needs a broad approach. Swimming as a family if on benefits is expensive and not accessible. We have a huge obesity problem and Education must play a part. Health visiting services to educate/ help parents about feeding young children are over stretched. Sports is part of the picture and joined up thinking is needed.

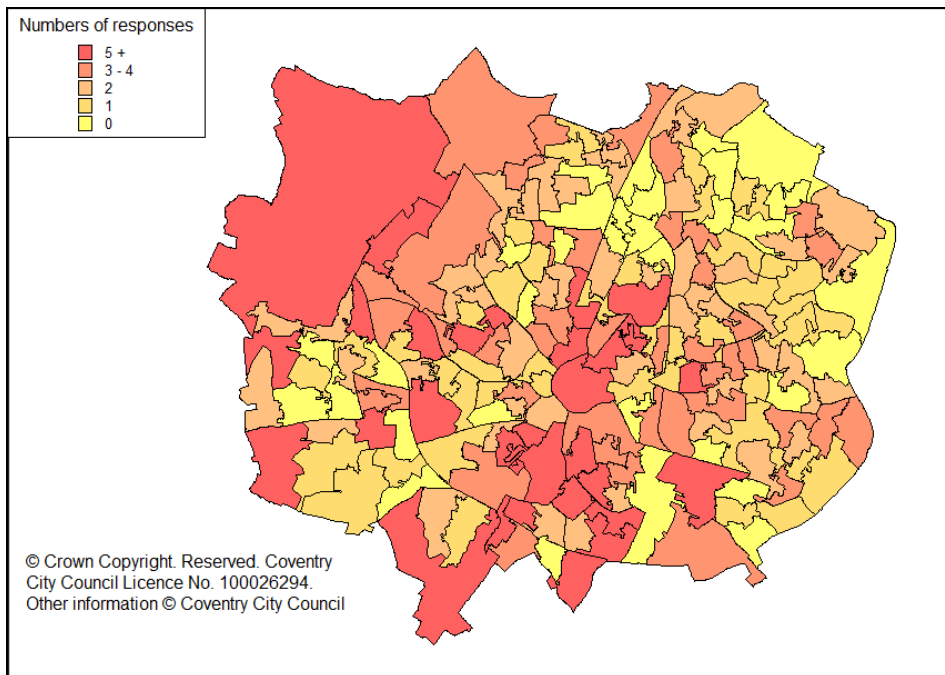
### **Disagree with vision and aims**

- There must be focus within the objectives – more and more will deliver less and less
- The draft Aquatic Strategy will hinder rather than support delivery of the Sports Strategy
- The strategy refers to Sport but the proposed changes to the pool relate to leisure
- The Vision Aims and Strategic Objectives are only there to hide the real intention to close Coventry Sports and Leisure Centre

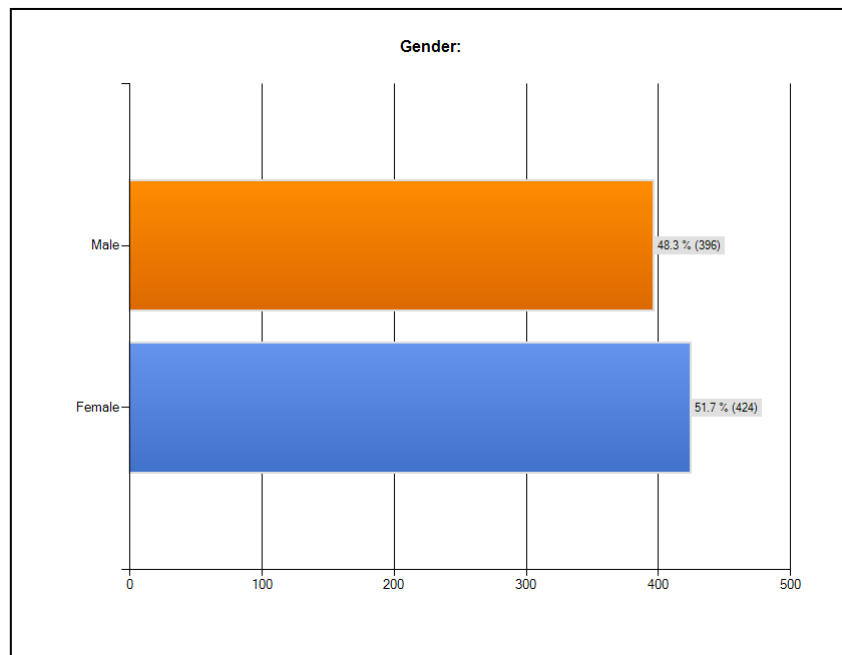
## 7. Profile of respondents

### Postcode

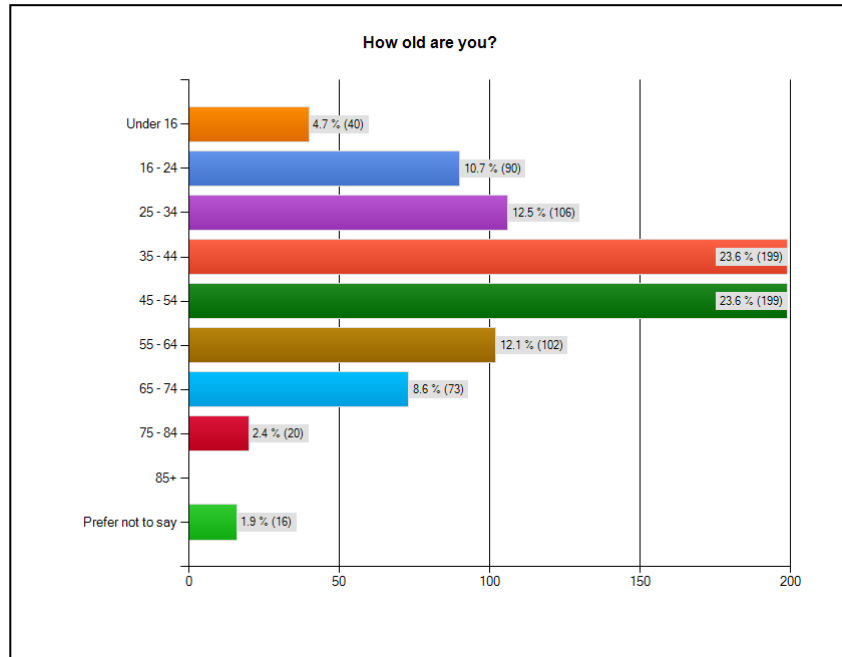
Category of postcode	Count	Percentage
Coventry	499	67.7
Not Coventry	166	22.5
incomplete or incorrect	72	9.8
<b>Grand Total</b>	<b>737</b>	<b>100.0</b>



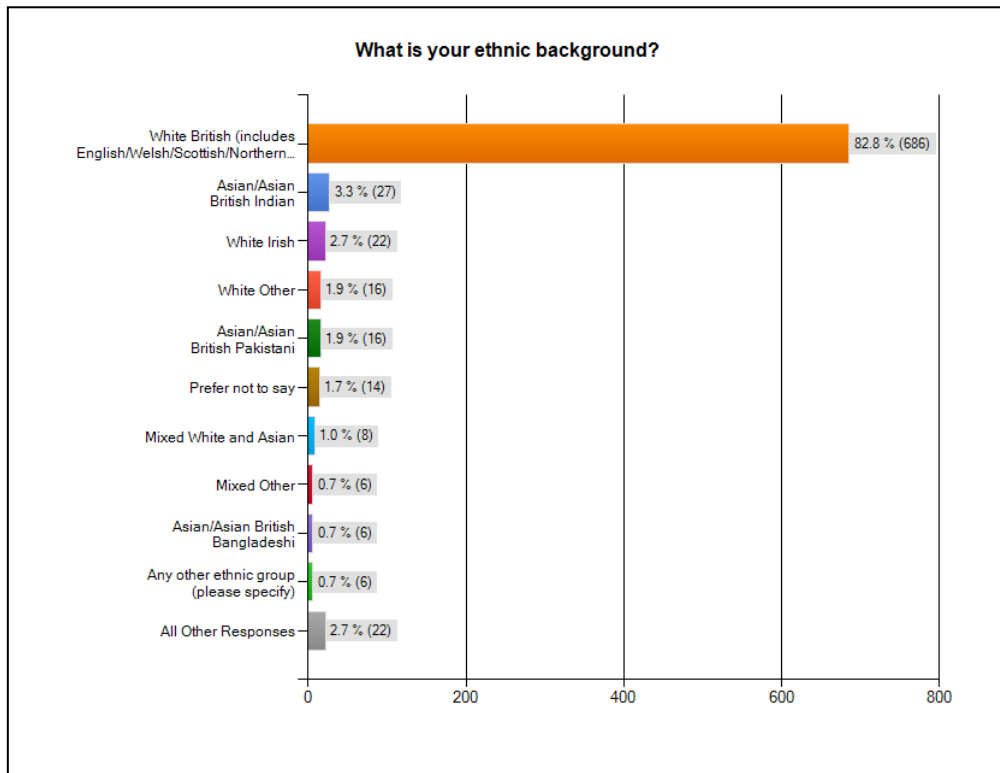
### Gender



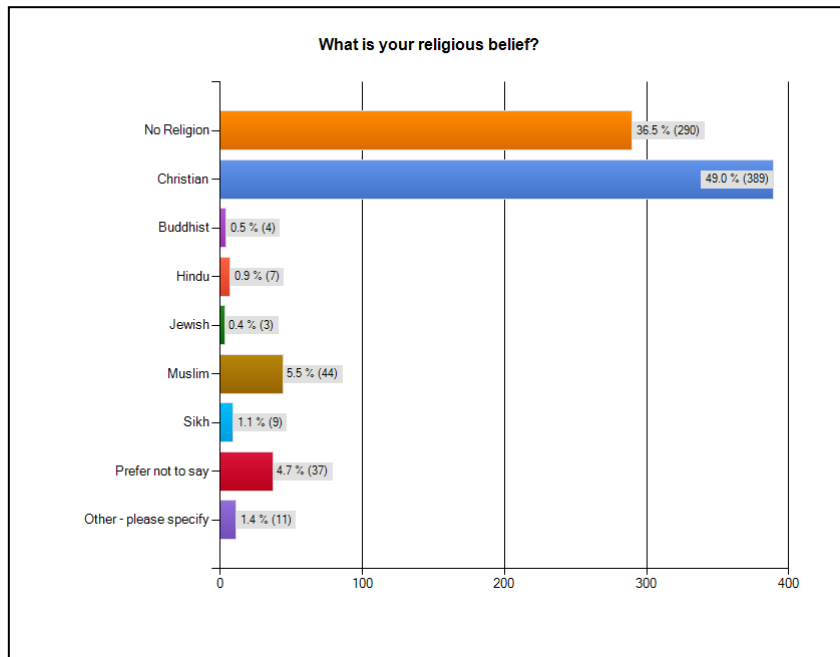
## Age



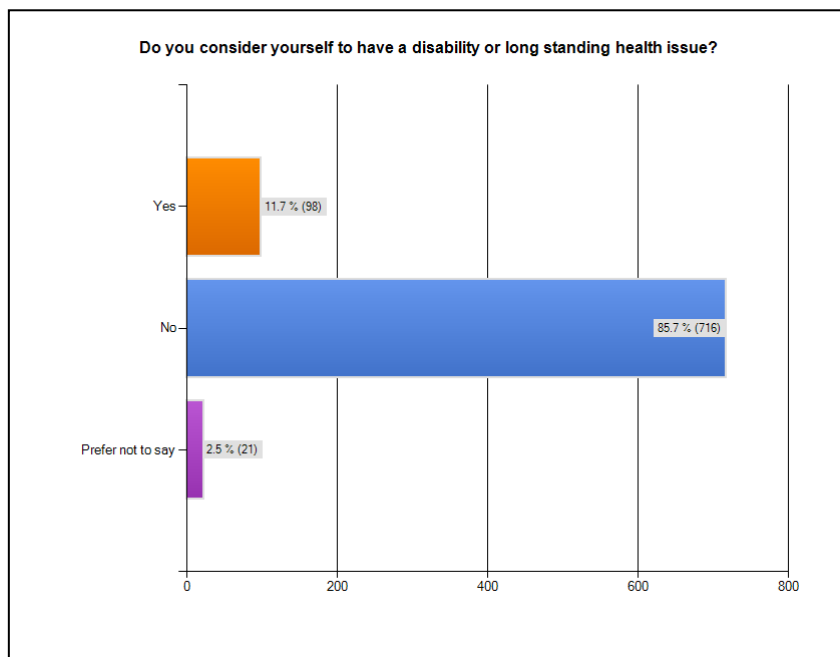
## Ethnic background



## Religious belief



## Disability/long standing health issue



## 8. Conclusions

- The strategy was very well received and there was little opposition to either the vision aims or the strategic objectives. There was agreement to all eight of the vision aims from at least 80% of all respondents.
- The biggest objection was around the proposed loss of the 50m swimming pool. Each vision aim invited comments and there was also a general comments section at the end. In total 3,022 comments were received, and of these 1,573 were objections to the loss of the 50m pool.
- A need to ensure sport provision and support for people with disabilities was also highlighted in the consultation. In total 101 comments were received supporting the need for increased participation from people with disabilities and for facilities for the disabled.
- Many of the respondents commented on the need for high quality facilities for all abilities. In total there were 250 comments relating to this, and many of these also referred to the need for facilities in neighbourhoods.
- The importance of links to schools and the need for opportunities for young people was highlighted, 101 comments were received on this subject.
- Linking sport to public health received 51 comments, with respondents wanting to see more done to improve the health of local people through sport.
- Vision Aim 7 refers to the creation of a strategic Coventry Sports Network. This was supported, but 44 comments were received regarding the potential membership and nature of the group/partnership.
- One of the strategic objectives within Vision Aim eight refers to connecting sport to the city's cultural, heritage, events and tourism offers. This was very well received and 56 individual comments were received supporting this.



