

Continuum Enews

Spring 2008



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Now the weather seems to have turned (dare we say it?) and everyone is dusting off their running shoes, bikes and tennis rackets, we can look forward to a Spring and Summer of what is set to continue as a very exciting year for sport.

With such a busy end to 2007 and a very hectic start to 2008 this Spring newsletter presents a bumper edition of projects, news and views which we're sure you'll find useful in keeping abreast of what's been happening here at Continuum, as well as the industry as a whole.

The excitement continues to grow as the countdown to London's host city status heats up and the planning of the cultural Olympiad, the allocation of Pre-Games Training Camp venues, and our work with the East London Legacy Plan begins to take shape.

As ever we have been providing all of our wide range of Clients with the high level of service we ourselves expect, the ethos and core values of the company, bringing together leading research tools on needs, demands, supply, planning and development, extending the opportunities for all levels of sport and physical activity.

We hope you enjoy this extended version of the newsletter. Coming soon we will be providing all our partners with regular industry updates and news features. As we all know, the industry moves at such a pace it is often hard to keep track, but fear not our research staff are on hand to provide bite size updates for easy digestion.

For now, see the news round up at the end of this edition with some interesting headlines and developments so far in 2008. We look forward to seeing you soon.

A handwritten signature in blue ink, appearing to read "Nick Trim".

Nick Trim, Director



Pro-Active East London and Continuum Sport & Leisure – Creating A Legacy For 2012 In East London

Proactive East London appoint Continuum to develop the first ever area specific Olympic and Paralympic Legacy Plan for Sport and Physical Activity. Continuum has been working closely with Pro-Active East London since its inception; developing the Framework for Sport and Physical Activity and Delivery Plan for East London, and establishing and making fit for purpose East London's CSPANs.

The next exciting step in this relationship is well underway; Pro-Active East London has appointed

Continuum to produce the sub-regional sport and physical activity 2012 Legacy Plan for the Olympic and Paralympic Games for East London.

Unlike previous events London 2012 will be the first Games to have legacy planning at its very core. Putting this focus into practice, and utilising Continuum's expertise and skills, East London is the first sub-region to commission its own legacy plans. Continuum is excited to be working in partnership with Pro-Active East London to ensure that the legacy of 2012 is the growth in sport and community involvement that the region deserves.

If you would like to know more about Continuum's work with Pro-Active East London as well as our Legacy planning and development work contact grace@continuumleisure.co.uk

Haggerston Baths, Hackney – Stage Two Feasibility Report and Project Management

One of London's oldest and most historic swimming pools is more hopeful of a better future and the chance of being brought back to life as a community facility thanks to Continuum's on-going work with Hackney Council.



Following Continuum's earlier work on the project, Hackney Council re-engaged Continuum to conduct an updated second study, which retested the proposed facilities mix within the wider context of the regeneration of the Haggerston West and Kingston Estates and the developments within the Borough.

Continuum were also retained as Project Managers for the Haggerston Baths project overseeing a range of works including full structural and measured surveys as well detailed discussions with English Heritage on the proposals.

If you would like to know more about Continuum's work regarding the Haggerston Baths contact grace@continuumleisure.co.uk.



Lewisham Talent ID Strategy

Continuum were appointed by the London Borough of Lewisham to develop the first specific talent identification strategy for any of the London Boroughs.

With the 2012 Olympic Games and Paralympic Games being staged on Lewisham's doorstep it was an ideal time for the borough to create a Strategy to identify and nurture talent. Knowing that Continuum is ahead of the game when it comes to the opportunities associated with the 2012 Games, Lewisham Council worked alongside our experienced team to develop a challenging, robust and innovative strategy.

The vision of Lewisham to move forward with their talent ID strategy with eyes on 2012 should be congratulated. We are all excited as we watch as the borough and its partner use the evidence

based, robust, user friendly document provided by Continuum to identify and nurture talented young athletes and allow them to participate, compete and achieve their full potential.

We look forward to Lewisham based athletes making progress and perhaps leading the way in London in 2012 and beyond.

If you would like to know more about Continuum's work on Lewisham's talent identification strategy please contact richard@continuumleisure.co.uk



Maximising Potential – A Strategic Review of The London Youth Games

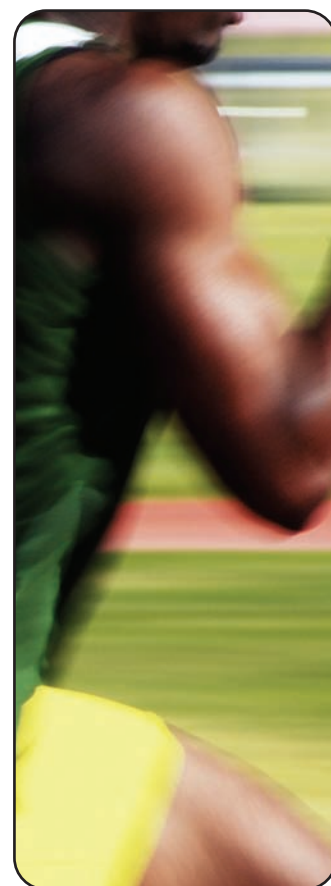
The London Youth Games (LYG) were at a critical juncture in 2007, following the end of their three year Sport England Lottery Fund Grant.

Sport England and London Youth Games Ltd commissioned Continuum to carry out an independent strategic view of the Youth Games, aware that Continuum's approach and insight would allow the Youth Games to take the best path going forward. LYG is Europe's biggest sporting event for young people, and gives thousands of young people a change to participate.

The review ensures LYG will continue to grow and enable hundreds of thousands of young people to participate in this prestigious sporting event each year.

Continuum would like to thank LYG and its partners, Sport England and all the London Boroughs who contributed to this detailed study.

If you would like to know more about Continuum's work on behalf of the London Youth Games please contact richard@continuumleisure.co.uk

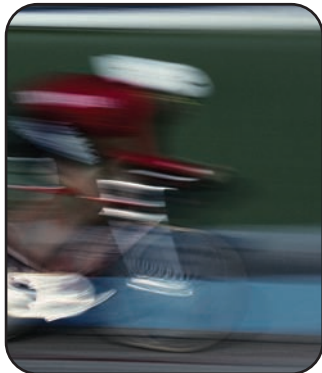


Continuum Lead In Successful Bid to the LDA Olympic Opportunities Fund

Over the course of 2007, the London Development Agency (LDA) invited the Thames Gateway London Partnership (TGLP) to submit a number of proposals to engage the sub-region in the delivery of a project related to the London 2012 Olympics and Paralympic Games which would ensure real and tangible access to the numerous wider benefits.

Continuum (the only Sports Consultancy company retained by TGLP on their Cultural Framework) developed a detailed proposal and business plan on behalf of TGLP which detailed specific sports and cultural activities.

Through extensive consultation and visioning across boroughs and with external partners including DPA, PAEL and ACEL, Continuum have developed a sound proposition to launch the **Gateway Boroughs' 2012+ Engagement Programme**.



The vision for the Programme is: 'to increase active participation of residents and businesses in sports and culture, encourage volunteering, develop partnership working, enhance skills and extend the benefits of the 2012 Games to local people

across the Gateway Boroughs'. The project was granted over £125K from the LDA's Olympic Opportunity Fund.

For more information on this work or further details on how Continuum are working across London and the Thames Gateway on 2012 projects contact grace@continuumleisure.co.uk.



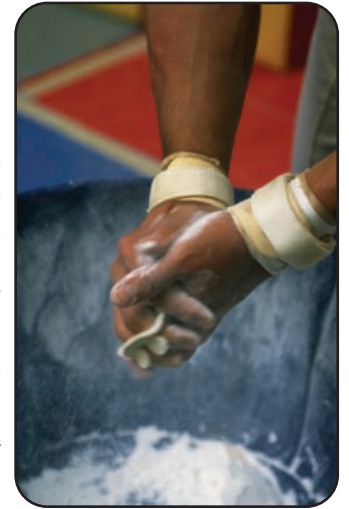
Sporting Club Thamesmead and the Southern Arches Youth Leisure Zone

Continuum and Trust Thamesmead continue to work together on two exciting major capital development projects; Sporting Club Thamesmead and the Youth Leisure Zone at the Southern Arches.

Sporting Club Thamesmead

This exciting project has gathered considerable momentum in the last few months. February saw Bexley Council grant full planning permission to the scheme, some considerable feat by the Project Team and the Trust given the scheme's location on Metropolitan Open Land.

The scheme is also in line for additional funding support from the London Marathon Trust (who awarded the project the maximum grant of £150,000 back in December), the Department for Communities and Local Government, as well as grants from football governing bodies UEFA and FIFA towards the scheme.

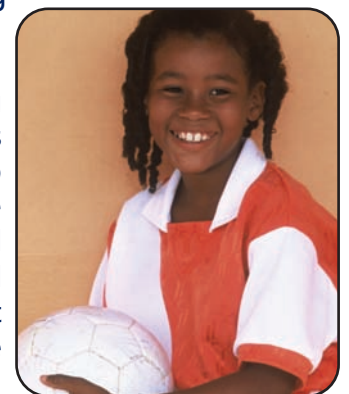


The project has just been submitted for grant aid funding from the Football Foundation as a major sponsor. As with all our bids a detailed needs assessment and consultation base provides the Football Foundation with a strong case for funding the proposed football development outcomes.

A big thank you to all the team at Trust Thamesmead, Thamesmead Town FC, Josie Clifford at London FA and Stuart Lamb from the FA for the support in moving this fantastic project forward.

Youth Leisure Zone

Working closely with Gallions Housing Association, Bexley and Greenwich Youth Services and Saville Jones Architects, Continuum have been developing a Youth Leisure Zone which incorporates a range of leisure and community facilities for young people providing both activity space and training opportunities. Looking into funding opportunities, business planning and partnership work, Continuum are developing a detailed project brief and specification for Trust Thamesmead as the project turns from aspiration into reality.



If you would like to know more about either project contact richard@continuumleisure.co.uk or nick@continuumleisure.co.uk

Sport England North West – Club Development Project

Continuum have been commissioned by Sport England North West to develop a Regional Club Database. Working with the five County Sports Partnerships of Merseyside Sports Partnership, Greater Manchester Sports Partnership, Cheshire and Warrington Sports Partnership, Cumbria Sports Partnership and Lancashire Sport Partnership Continuum are collating a detailed database of clubs across all sports to ensure a uniform manner of data collection. Capacity support is also being provided for the County Sports Partnerships to collate additional data on clubs where this is missing to ensure all details can be made available and provide as much opportunity for people in the North West to participate and become club members.

The work will culminate in a prioritised list of interventions and investments required into the club structure across the Region and assist Sport England, National Governing Bodies and the County Sports Partnerships in future planning and action. For more information contact warren@continuumleisure.co.uk



2012 Pre-Games Training Camps

Continuing our 2012 work, Continuum provided support for Host Boroughs of Hackney and Newham to ensure that the Stage 2 Pre-Games Training Camps applications were submitted on time and with as much information as possible for LOCOG for the end of March deadline.

Through our previous application work with both boroughs, LOCOG had chosen 14 out of the 17 Newham facilities and 7 out of the 10 Hackney facilities, which was fantastic news for both boroughs.

The potential of hosting international teams in both Newham and Hackney (for both Pre-Games and Games-Time Training Camps) brings with it considerable sporting, cultural and community benefits which both boroughs are very keen to exploit, bringing the 2012 Games right to the heart of the diverse communities for which Hackney and Newham are home.

Continuum's work ensured there was clear identification of the equipment requirements and detailed design review of the international

specifications across the chosen facilities so that detailed planning for the impact of hosting international teams can now start to take place. For more information please contact: nick@continuumleisure.co.uk or grace@continuumleisure.co.uk



Brent Feasibility Study

The London Borough of Brent selected the expertise of Continuum to undertake a strategic review of their municipal sports facilities within the borough. Significant change is planned for Brent as a borough as well as the Council continuing their aim to increase participation in sport and physical activity. Continuum's in-depth review was underpinned by a detailed research and consultation process. The review investigates and explores the opportunities for redevelopment, demolition, refurbishment or modernisation of these leading municipal facilities.

The review culminated in Continuum providing site specific advice to Brent as to their best options as well as a prioritisation process for development and funding moving forward. If you would like to know more about this project or other feasibility work undertaken by Continuum please contact matt@continuumleisure.co.uk.



New Staff

The start of 2008 has brought significant additions to our team and we welcome three new staff members: **Joe Thompson**, having graduated with a first class honours degree in History from Kings College, London and **Deirdre Cole**, who received her degree in English and Philosophy from Trinity College, Dublin, both join as Research Consultants. Both are passionate about sport and are keen to put their research, communication and excellent writing skills to good use and promote the wider value of sport to society.

Warren Tucker - Warren joins as Senior Consultant. Warren has significant experience within the sports and leisure industry, within both public and private sectors. He has experience of managing large scale national projects, writing detailed funding bids, producing facility feasibility work and strategic policy development documents. He has an in-depth understanding of sports and leisure structures within the UK. We are delighted to welcome all three, and look forward to a continued successful 2008 with our newly expanded team.

News Round Up - February 2008

Significant investment in facilities and club cricket planned by the ECB

The England and Wales Cricket Board (ECB) has developed a new five year strategy which will see the most significant injection of funding ever into cricket in England and Wales. The sport will receive around £30 million to help improve facilities and boost grassroots cricket under the new plan. More than 2,000 community clubs will benefit from grants worth £14 million. For more information see: <http://www.ecb.co.uk/ecb/about-ecb/media-releases/ecb-announces-record-funding,16203,EN.html>



LDA to put community at the heart of shaping London 2012 legacy

The London Development Agency (LDA) initiated an 18 month consultation process aimed at determining how the Olympic Park site will be used after 2012. Local people were given the opportunity to register their involvement at the very start of the planning process which will gather pace in 2009 by beginning to set the framework of homes, parkland, schools, workspace, health and sporting facilities in the Lower Lea Valley. For more info see: <http://www.lda.gov.uk/server/show/ConWebDoc.2507>



Grassroots Grants offers massive funding potential to community sector

The Office of the Third Sector announced a £130 million programme funding boost aimed grassroots community and voluntary groups. The funding will be delivered by the Community Development foundation. The programme will run until 2011, and will be distributed to community organisations via local funders. For more information see: http://www.cdf.org.uk/bfora/systems/xmlviewer/default.asp?arg=DS_CDF_TECHART_23/_page.xml/27&xsl_arg=//BF%5FCDF%5FPRA%5FGRT/&xsl_argx=3

Local communities missing out on millions due to problems with planning agreements

The London Assembly has warned that areas of the capital could be losing out on new roads, affordable housing, health facilities, new parks and enhanced transport capacity as many are not maximising the benefits of Section 106 agreements.

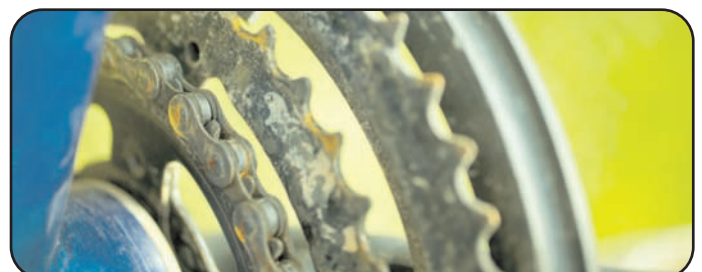
Over the next decade, London boroughs could be paid as much as £1bn by developers, and hundreds of millions more in terms of 'in kind' payments.

For more information see: http://www.london.gov.uk/view_press_release_a.jsp?releaseid=15794



Mayor unveils programme to transform cycling and walking in London

The Mayor announced revolutionary plans to transform cycling and walking in the capital city. For the first time, cycling will become a fully funded part of the public transport system. The new programme comprises many initiatives, including a Central London bike hire scheme, with up to 6,000 bikes available to Londoners, a dozen cycling super high-ways to provide excellent cycling routes in and out of Central London, bike and pedestrian zones in Inner and Outer London and improved signs to encourage people to make short trips around the capital on foot rather than by car, bus or tube. For more information see: http://www.london.gov.uk/view_press_release.jsp?releaseid=15612



News Round Up - March 2008

FA's £200m investment into grassroots

The FA has announced plans to plough £200m into grassroots football in England as part of its new five-year National Game Strategy. The aim is to improve standards in four key areas: participation, facilities, skills and coaching, and officiating. For more information see:

http://www.thefa.com/GrassrootsNew/News/Postings/2008/03/NGS_launchpreview.htm



Government to invest £225m in play

65 local authorities in England will be invited to bid for a total of £225m from the government's national play investment programme. 15 local authorities will be selected as play pathfinders from April 2008, each receiving around £2m in capital funding plus significant revenue funding. For information see:

http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2008_0035



New playing fields data released by Sport England

Sport England revealed that 97% of concluded planning applications affecting playing fields in 2005-06 resulted in improved or protected sports provision, whilst 3% of applications had a detrimental impact on sport. New data on Sport England's Active Places databases shows that there are over 53,000 playing pitches on more than 20,000 sites in England. For more info see: http://www.sportengland.org/index/news_and_media/news_pr/playing_field_safeguards_secure_a_better_deal_for_sport.htm



£3m cycle training grant announced for 80,000 children

Transport Minister Rosie Winterton announced that over £3m will be dedicated to providing cycle training to nearly 80,000 school children by March 2009. It is part of the record £140m package

announced in January, providing up to half a million 10-11 year olds cycle training by 2012. The new National Cycle Training Standard is known as 'Bikeability', is being promoted by Cycling England as the new cycling proficiency for the 21st century. For more info see:

<http://www.gnn.gov.uk/Content/Detail.asp?ReleaseID=360879&NewsAreaID=2>



News Round Up - April 2008

World Class Places for Young People's Leisure

'myplace', an exciting new multi-million pound government funded programme, has been launched by the Department for Children, Young People and Families. Channelled through the Big Lottery Fund, myplace will invest £190 million over the next three years in ambitious projects driven by the active participation of young people. The fund will help to create safe and exciting places for young people to go to in their leisure time to engage in a range of positive activities such as dance, sport and music. Grants of between £1 million and £5 million are available, and applications are being accepted now. For further information see:

http://www.biglotteryfund.org.uk/prog_myplace.htm?regioncode=-uk&status=theProg



New Programme to put Pools in Schools

The revolutionary 'Pools in Schools' programme will ensure that children will no longer have to travel to get to a pool – it will come to them. A temporary swimming pool is being built in Oldham that will give hundreds of children the chance to learn to swim and develop their skills, and also provide valuable swimming time for members of the local community. The innovative scheme was trialed last year and is now being rolled out across Britain. Oldham has been chosen as the first location for a temporary pool. The pool, funded by a variety of different partners, will stay in place for 6 weeks, offering over 500 hours of use for schools in the local area. Out of school hours programmes for adults, children, over 50's, minority groups and GP referrals will also be run at the temporary pool. DCSF have earmarked funding to support the further roll out of the programme during 2008. For more information see:

<http://www.sportcentric.com/vsite/vcontent/content/news/0,10869,5157-183729-200947-40069-284358-news-item,00.html>

Sport England reveals that Participation is Increasing

Early, first quarter results from the second year of Sport England's The Active People Survey show that the number of adults doing 30 minutes of physical activity at least three times a week has increased by 0.7%. The survey data has suggested that the 55+ age group has had the biggest increase in participation, going from 10.9% to 12.2%. Men's participation increased by 1.1% while there was no significant change in women's participation. The biggest increases in activities were in people going to the gym, playing football and road running. These preliminary results are based on one quarter only, and may or may not be replicated across the whole year. Full results of the second round of the survey are expected later in 2008. For more info see:

http://www.sportengland.org/index/news_and_media/news_pr/se_reveals_sports_participation_is_increasing,_with_the_over_55s_leading_the_charge_.htm



More New Deal for Communities Funding Confirmed for 2008-09

Deprived communities across the country will benefit from £230 million pounds of new funding in 2008-09 via the New Deal for Communities (NDCs) Partnerships. This funding will help to boost job opportunities, raise educational achievements and reduce crime. A recent study has shown increased satisfaction with the NDC areas as a place to live between 2001 and 2006. In addition the number of children gaining five or

more A*-C GCSEs and the number of people who reported feeling part of the community has also increased. For more information see: <http://www.communities.gov.uk/news/corporate/743404>



RAMP Keeps Kids at School

Sport England's Respect Athlete Mentoring Programme (RAMP) has achieved promising results, increasing school attendance by 22.5% and improving participation in active sport amongst young people from deprived neighbourhoods by 21%. The mentoring programme, for local schools and community groups, utilises elite sports people to target young people at risk of becoming

involved in anti-social behaviour. The scheme was delivered in fifteen deprived areas across England. For more information see:

<http://www.ispal.org.uk/newsdetails.cfm?codeID=63223>



New Local Government Network calls for obesity strategies

In a recent report the New Local Government Network (NLGN) has called for all councils in the UK to adopt an obesity strategy as part of their Local Area Agreement. The NLGN has suggested a reward being allowed to retain a sum equivalent to 50% of the NHS savings on treating future obesity averted as a result of early interventions. The report calls for local authorities to improve access to leisure facilities by providing free transport to and from local leisure services. For more info see:

<http://www.nlgn.org.uk/public/press-releases/weighing-up-the-advantages-a-new-role-for-councils-in-tackling-obesity/>



AND FINALLY, DID YOU KNOW...

- 96% of students at Sports Colleges receive 2 hours of PE each week, compared to a national average of 86% (Youth Sport Trust)
- A playground for the over 60's has opened in Manchester which encourages activity and fun, the project has received rapturous reviews (The Times)
- 61% of GPs believe that a supervised programme of exercise is effective in treating mild to moderate depression (The Mental Health Foundation)
- Boxing is being used to improve physical activity and school attendance among children in Peterborough (Leisure Opportunities article)
- Sport related activity in England increased from £10.37 billion in 2000 to £15.47 billion in 2005; an increase of almost 50% (Sport England)
- People who exercise more in their free time appear to be biologically younger than their less active contemporaries (King's College, London)
- Lonely Planet's newly published guidebook says that East London is now the best place to visit in London, in part thanks to the 2012 Olympics (Lonely Planet)

For more information on these stories contact: joe@continuumleisure.co.uk or deirdre@continuumleisure.co.uk further details can be found at www.continuumleisure.co.uk