

Stakeholder Event (session One) |

Record of Event and Feedback Report | 2nd May 2006



Contents

1.0	Introduction	2
2.0	The Context for Active Design	3
3.0	Workshop Timetable and Format	5
4.0	The Three A's	7
5.0	Exemplar Case Studies.....	9
6.0	Case Study Findings.....	12
	Case Study Findings; Tattenhoe Pavilion	12
	Case Study Findings; Talacre Community Sports Centre.....	14
	Case Study Findings; Cambridge Parkside Pools	16
	Case Study Findings; Priors Hall, Corby.....	18
7.0	Emerging Design Principles.....	22
8.0	Conclusions and Further Work.....	25
9.0	Appendices.....	27

1.0 Introduction

- 1.1 The objective of the Active Design Stakeholder Event was to assist selected stakeholders to take an informed and collaborative role in the development of emerging design principles. The workshop invited participants representing a range of stakeholders and groups to come together to share expertise and find common ground.
- 1.2 This report fully documents both process and findings, and will begin by outlining the background and context for this stakeholder event, and the overall objectives. The programme for the day was based on a structured and clear methodology, the purpose being to identify key issues and facilitate the formulation of emerging design principles. The outcomes of the event achieved a high level of consensus among the participants. These outcomes are fully documented and analysed, and include recommendations for further work.
- 1.3 This report is divided into eight sections;
 - The Context for Active Design
 - Workshop Timetable and Format
 - The Three A's
 - Exemplar Case Studies
 - Case Study Findings
 - Emerging Design Principles
 - Conclusions and Further Work
 - Appendices

2.0 The Context for Active Design

- 2.1 The potential exists for master planning to influence the opportunities for people to participate in sports and physical activity, thereby promoting public health and well being. In response to this, Sport England has set out a vision for England to become the most active and successful sporting nation in the world. The *Framework for Sport* promotes a 'balanced scorecard' of key performance indicators, including the following targets which are directly relevant to participation in sport or active recreation and master planning and design;
- An activity target of 30 minutes per day;
 - Participation in sport or active recreation three times a week as part of the 30 minutes per day (60 minutes three times a week for young people); and
 - Addressing the equity gap for women and girls, ethnic minorities, people with a disability and people in the lowest socio economic groups.
- 2.2 Sport England's current guidance already provides a solid basis for assessing the need for new facilities, negotiating contributions towards new facilities through planning obligations, and for the detailed specification of facilities. However, Sport England does not have any guidance for designers, developers and local planning authorities between the strategic planning tools and detailed design specifications that guides how these elements might be integrated into the master planning process to promote sport and physical activity.
- 2.3 David Lock Associates have been commissioned by Sport England to investigate the contribution that master planning can make to create new environments that maximise opportunities for participation in sport and physical activity. Through an analysis of the current health agenda and urban design principles and good practice, the term Active Design has been adopted to describe ways in which master planning can promote healthy environments through creating the conditions for participation in sport and physical activity and the use of active travel modes (walking and cycling). Subsequent documentation produced by David Lock Associates '*Active Design; the role of master planning Phase One (September 2005)*' has identified three overlapping Active Design objectives that should be promoted by master plans; improving accessibility, enhancing amenity and increasing awareness.

- 2.4 The objective of this first stakeholder event was to introduce the Active Design project to participants and to test the application of the emerging Active Design principles (the Three A's). This was achieved through the interactive analysis of a number of case studies, the feedback from which led to the derivation of a number of emerging design principles, produced and endorsed by the event participants.

3.0 Workshop Timetable and Format

3.1 The stakeholder workshop was run by David Lock Associates and Sport England at Victoria House, London on 2nd May 2006.

- Welcome and introduction

This introductory session presented the workshop timetable and format, and explained the aims and objectives for the day.

- Active Design; Introducing the Three A's

This presentation by DLA outlined a brief history of the work undertaken so far and the three key design principles established in Active Design Phase One; awareness, accessibility and amenity. This was followed by a group question and answer session.

- Introduction to the case studies

Delegates were given a brief overview of the four case studies before being asked to break into groups; each group was asked to analyse two case studies each.

- Breakout to analyse case studies

Participants were asked to identify and explore issues raised by the location, design and layout of sports and recreational facilities, under the three broad headings of awareness, accessibility and amenity. Facilitators were allocated to each case study, to record the issues.

- (break for lunch)
- Report back on case studies

The delegates reconvened as a whole, and the facilitators reported back the findings for each case study. Following this, the participants were given the opportunity to add to or amend any of the recorded findings.

- Establishing design principles

Under the three headings of accessibility, awareness and amenity three groups were established to derive a set of at least ten design principles. Delegates were not assigned to groups, but were offered the opportunity to address the issue that they felt most strongly about. Facilitators were allocated to each group, to record the design principles.

- Report back on emerging design principles

The delegates reconvened as a whole and each group nominated a spokesperson from among the participants to report back on the emerging design principles. Groups were also given the opportunity to voice any important issues to be recorded even if no consensus could be reached at this time.

- Summary and close

DLA gave a closing presentation which included a brief summary of the agreed design principles and the achievements of the day.

- Next steps

Delegates were given an outline of the next steps to be undertaken and the second session workshop to be held. Participants will be sent a follow up letter and a copy of this report.

4.0 The Three A's

- 4.1 Three key objectives are outlined in Active Design Phase One, and include pointers to good practice and general guidance for master planners, developers and local planning authorities.
- 4.2 Increasing *Awareness*; raising the prominence and legibility of sports and recreation facilities and providing opportunities for exercise through the layout of development. Delegates were asked to consider the issue of awareness for each case study aided by the following prompts;
- Is it visible, prominent and legible? Does it have a strong street presence?
 - Does it attract?
 - How is it integrated with open space and movement networks (all modes)?
 - Does it require signage to find it and identify it?
 - If you can see it, can you get to it?
 - Is the facility co located with other uses (e.g. health centre, school, community facility)?
 - What would make the facility more useable?
- 4.3 Improving *Accessibility*; providing easy, safe and convenient access to a choice of opportunities for participating in sport, active travel and physical activity for the whole community. This includes careful consideration of the location of new sports facilities, their co location with regard to other key destinations (e.g. homes, workplaces, shops, schools) and the nature and design of links. Delegates were asked to consider the issue of accessibility for each case study aided by the following prompts;
- Is it accessible by a range of transport modes?
 - How is it located with respect to home, work, school, shops and community facilities?
 - Is it on main routes / desire lines between two main destinations (e.g. home / school / work)?
 - Does / could it form part of an active travel network?

4.4 Enhancing *Amenity*; promoting environmental quality in the design and layout of new sports and recreational facilities, links to them and their relationship to other development and the wider public realm. Well designed, attractive facilities are likely to be better used, and can enhance their surroundings. Delegates were asked to consider the issue of amenity for each case study aided by the following prompts;

- Does it form part of a wider landscape framework?
- Is it well surveilled and feel safe to use? At all times of day / evening?
- Is the main entrance prominent and welcoming?
- Does the facility look attractive and contribute towards the character of the area?
- Does it relate well to other neighbouring buildings and uses? (e.g. noise / light pollution / traffic)
- Does the facility have active frontages (doors / windows fronting onto public spaces)
- Are streets, paths and recreational routes safe, overlooked and well lit?
- Does the facility and its use contribute activity to the public realm?
- Is the facility flexible?

5.0 Exemplar Case Studies

- 5.1 During the first part of the event, participants were divided into four groups with each group being asked to analyse two case studies each. Copies of the case study exhibition material are included in the appendix to this report.

Group A (red)

Case Study: Tattenhoe Pavilion

Case Study: Talacre Community Sports Centre

Group B (yellow)

Case Study: Talacre Community Sports Centre

Case Study: Cambridge Parkside Pools

Group C (blue)

Case Study: Cambridge Parkside Pools

Case Study: Priors Hall

Group D (green)

Case Study: Priors Hall

Case Study: Tattenhoe Pavilion

- 5.2 Information was provided for each case study including layout plans illustrating both detailed and strategic issues, photographs and written details intended to provide prompts for discussion. Copies of the case study exhibition sheets are included within the appendix of this report. These case studies were suggested by Sport England and are intended to represent examples of good practice to date.

- *Tattenhoe Pavilion*

5.3 Tattenhoe Pavilion in Milton Keynes is a stand alone facility within an open space setting. The striking modernist building is highly visible, and the built form is notable for its prominent security and anti vandalism measures. The sports centre is situated off a main road with ample car and coach parking. Although within a predominantly residential area, the facility is primarily intended to serve local schools, sports teams and community groups with the view to raising the profile of sport in general and potentially providing an event venue with nationwide appeal.

5.4 Facilities include;

- 4 football pitches;
- cricket pitch;
- bowls area;
- floodlit artificial turf hockey / football pitch;
- multi purpose sports hall with associated facilities;
- conference facilities with external viewing platform;
- children's playground; and
- bar and cafeteria.

- *Talacre Community Sports Centre*

5.5 Talacre Community Sports Centre is located in the heart of urban Kentish Hill, adjacent to Kentish Town West railway station, in a largely residential area. It is served by good public transport links (both bus and underground services) and is situated in close proximity to other community uses. The centre sits within a wider park setting, and provides flexible and inclusive facilities for all ages and abilities.

5.6 Facilities include;

- floodlit astroturf pitch;
- gymnastics hall;
- multi purpose sports hall with associated facilities;
- multi level soft play centre for the under 10s;
- the wider setting accommodates car parking, a children's playground, a small public park and an area for dog exercising; and
- bar and cafeteria.

- *Cambridge Parkside Pools*

5.7 The distinctive Cambridge Parkside Pools have become a well known local landmark, situated at a main cross road at the heart of Cambridge city, in a predominantly residential / mixed use area. The facility has excellent pedestrian and cycle access, is sited adjacent to a public car park and is also well served by public transport. The pool is co located next to a cricket pitch and pavilion and overlooks two public parks, each with a children's play area.

5.8 Facilities include;

- 25m swimming pool and combined teaching and diving pool with moveable floor;
- leisure pool with 2 flumes;
- specialist changing and access facilities for the elderly and disabled;
- group exercise room;
- sauna and steam room;
- spa;
- conference facilities; and
- bar and cafeteria.

- *Priors Hall, Corby*

5.9 This exemplar comprises a masterplan for a sustainable urban extension to the north east of Corby. The layout successfully demonstrates how the strategic provision of sports and recreational facilities should be an integral part of the masterplan process from the earliest stages of any project. At the heart of the mixed use local centre, an educational academy will provide the focus and catalyst for development, in addition to other education facilities within the new neighbourhood, all of which provide opportunities for the co location of sporting facilities at key activity areas.

5.10 The Priors Hall development is fully integrated within its landscape setting which includes a golf course and a network of green open spaces throughout the development layout. A fully permeable street layout links a number of focal spaces within the residential areas. In the wider context, a green landscape corridor also provides a pedestrian cycle link from Priors Hall into the heart of Corby Town Centre.

6.0 Case Study Findings

- 6.1 For the sake of clarity and brevity, recorded responses from individual groups have been amalgamated for each of the four case studies. In addition to the discussions focussing on each of the Three A's, groups were also given the opportunity to raise and record any other issues considered important. The notes taken during this exercise are included within the appendix of this document.

Case Study Findings; Tattenhoe Pavilion

Awareness

- The lack of signage was considered a key problem, and was criticised several times. Participants could not immediately perceive what the building was for, or who it was intended to serve;
- It was considered that the lack of windows and views into the building gave no indication of the activities taking place inside, and did not encourage people 'to have a go';
- The marketing and identity of the building was queried. It was felt that there was an obvious mismatch between the local authority's aspirations for a regional facility close to the M1 and residents needs for a facility serving primarily the local community. There was a strong feeling that the building should have a clearly defined local role and that a sense of ownership by the community should be encouraged;
- Dual use in terms of parent and child was suggested as being important (as often parents may bring a child to the sports centre but then sit outside in their car to wait, rather than also using the facility themselves), encouraging family patronage and raising awareness within various age groups;
- The facility has no links to the adjacent woods and linear park. This was considered a lost opportunity; and
- Participants concluded that despite some negative criticisms this facility has great potential to become a key community facility (possibly including a Hub Club or After School Club) and that improved marketing, signage and management could encourage awareness and participation.

Accessibility

- Concerns were raised regarding the location of the building set far back from the primary through road serving the area, and isolated from other facilities such as shops and schools;

- It was considered that a facility located in a residential area should primarily provide services for the local community, but that this sports centre is probably not considered a local facility by residents due to its size and style of management;
- It was noted that certain aspects may exclude or discourage certain age groups or members of the community. For example, access and priority is given to car users, demonstrated by the large number of car and coach parking spaces provided.
- The number of football and cricket pitches indicates that the facility favours and emphasises team sports, which are more attractive to specific age groups and genders, possibly to the detriment of others. It was queried if this number of pitches was necessary and who was provided with access to them. It was felt that there needed to be a more diverse and visible range of activities on offer;
- An apparent mismatch was perceived between accessibility and management. For example, anecdotal evidence recalled the hard surface pitch and building being locked and closed during peak time on a bank holiday Monday
- The lack of signage welcoming visitors or providing information was once more strongly criticised;
- Participants felt that despite the provision of footpaths and cycle routes, the sports centre is nevertheless not within easy walking distance of many residents and most users will be required to arrive by car;
- The lack of links to other facilities was strongly criticised. For example, concerns were raised that the sports centre may be located too far away from any local school to be fully accessible during the school term;
- It was suggested that more informal recreation should also be encouraged, and that direct access to the woods should be provided for use by ramblers and cyclists;
- It was suggested that the sports centre would greatly benefit from having a coffee shop and information area at the building entrance, both to encourage people to access and use the facility and also making them aware of other opportunities for sports or activities within the local area;
- The term 'gateway leisure' was mentioned, and it was queried as to whether funding via S106 agreements is the most suitable mechanism for providing the appropriate sporting or community facilities;
- Discussions also queried the walkable distance to local employment areas and access to the sports centre either during a lunch hour or after work; and
- Delegates considered the facility isolated and introspective, with not enough being done to broaden its appeal;

Amenity

- Participants stated that the defensive and sterile image of this facility needs to be addressed (illustrated by locked gates and blocked access to pitches out of hours);
- It was suggested that there is an increasing need for sports centres to provide a greater choice of activities, such as a 'hang out space' for young people or an equal emphasis on culture and the arts. Further discussions then concluded that the building was also poorly located and unattractive, as well as lacking in amenities. Delegates described the facility in its current form as a 'white elephant';
- There was further debate as to the practicality of some of the facilities provided and how appealing or popular they may or may not be. For example, the skate park appeared too small and enclosed;
- It was felt that team based pitch facilities such as football and cricket dominated, to the detriment of other uses and activities. However, it was felt that care had been taken to prevent these activities impinging on the surrounding residential neighbourhood (illustrated by the absence of pitch flood lighting);
- It was considered important that pitches and outdoor facilities should not be fenced or locked but should be available for use at any time; and
- Participants agreed that the facility demonstrates a lack of joined-up-thinking, lacking diversity and flexibility.

Case Study Findings; Talacre Community Sports Centre

Awareness

- Participants noted that the main entrance is set back from the street and therefore less visible. It was suggested that signage to the sports centre from Kentish Town Road may be required;
- It was suggested that the area lacks legibility and any obvious nodal points within the urban form by which potential users may be made aware of and easily navigate their way to the sports centre;
- One group suggested that the open space separating the sports centre from the street reduced visibility whilst the other group felt that the open nature of the site (not dominated by the sports centre building) was a positive point;
- It was suggested that a comprehensive form of commercial branding is required to reinforce the identity of this facility;
- It was noted that the main entrance does not clearly indicate that this building is a sports centre, and suggested that the facility could potentially suffer from lack of patronage were it not for the comparatively high residential density of the surrounding urban area; and

- The current signage is considered negative in tone, detailing only those activities which are prohibited in the park. Positive messages were preferred and suggested; perhaps asking for patron feedback, or providing directions and stating distances / walking times to other community facilities and places of interest;

Accessibility

- Participants suggested that the current access arrangements could give rise to issues of personal safety. The sports centre itself is not overlooked and it was felt that the footpaths leading through the park may be unsafe at night;
- It was noted that the sports centre building has few or no active frontages, and may therefore be perceived as inaccessible;
- It was felt that the placement of the sports centre building backing onto the railway line reinforces this physical barrier which limits movement and separates the facility from its surroundings;
- Participants criticised the limited parking area at the Sports Centre entrance as being inadequate;
- It was felt that more attention should be paid to small but vital details which could aid pedestrian / cycle access e.g. dropped kerbs;
- It was agreed that any sporting or recreational facility should ideally be located to provide easy access to a network of transport routes and options;
- It was considered that this facility is well related to surrounding uses such as retail, community and residential but in especially to schools; and
- There were concerns that the footpath provision and layout does not adequately reflect pedestrian desire lines;

Amenity

- It was agreed that the provision of informal open space may encourage the use of sports facilities and sporting activity.
- Participants felt that the outdoor areas should also be useable at night (some courts left open);
- It was suggested that noise from pitches is likely to be more of a concern for local residents than light pollution from pitch flood lighting;
- It was felt that a larger number of smaller courts / pitches is generally considered more effective, and that the current number of courts / pitches is insufficient;
- It was suggested that a path around the site is required to provide people with a circular jogging route;
- It was suggested but not agreed that the whole of the site could be given over to formal sport uses, with public open space being catered for elsewhere, and not as an afterthought;

- Participants agreed that the sports centre forms a community hub;
- It was agreed that strong community support and involvement is beneficial to this type of facility, and can help to reduce problems with vandalism and security;
- It was felt that the provision for informal use as well as formal activities is very positive;
- The multi-use open space area was seen as providing an effective buffer between the sports centre and the surrounding residential areas;
- It was noted that playground is situated in the heart of the facility and therefore secure and well overlooked; and
- The sports centre was commended for offering a range of different sports / facilities for all year round use although there were concerns that it doesn't necessarily cater for all age groups.

Other Issues

- It was suggested that the three A's could be expanded to include the issue of affordability;
- Many felt strongly that public participation is key to the successful development of schemes like this and the needs of all potential users considered;
- The perceived success of the scheme was questioned and it was again suggested that high levels of patronage may be partly due to the centres location within a comparatively high density urban residential area.

Case Study Findings; Cambridge Parkside Pools

Awareness

- The striking architecture was commended, particularly the glazed wall which allows passers by to see the activities within and acts as an advertisement. However concerns regarding glare (sunlight on water) and possible 'stranger danger' to children were also raised;
- It was agreed that the location of the sports centre at a prominent location/junction and its co location with other sports is beneficial and raises awareness;
- Participants noted that in comparison to some other sports centres, this building is immediately recognisable as a swimming pool, and has also become a local landmark;
- It was felt that this facility has, in all probability, positively raised awareness and increased sporting activity in the locality; and
- Participants felt that this building positively addresses and 'reaches forward' to the street and is a part of the surrounding open spaces.

Accessibility

- It was noted that this facility has a good central location, with easy access to bus and rail services, which ensures high levels of accessibility and patronage;
- The central location of this facility ensures good local patronage within a walkable catchment area although some felt that visitors may be put off by having to cross one or several busy main roads to reach the building entrance;
- Queries were raised as to how the range of facilities on offer encourages or discourages certain user groups. For example, a leisure pool will encourage family and recreational use, whereas a sport or diving pool will encourage competitive or club use.
- Discussions led to the conclusion that swimming is not necessarily an impulse or spontaneous activity (i.e. during a shopping trip a person is unlikely to notice the pool and decide to go swimming at that moment). Some suggested that the facility could combat this by offering customers the option to hire bathing clothes or towels;
- Queries were raised as to the differences between private and publicly managed facilities, and how this could in turn affect issues of accessibility. It was suggested that more could be done to harness commercial sponsorship and investment;
- Negative comparisons were drawn between this and other similar facilities which are located out of town and rely heavily on car based patronage. The pool was commended for providing easy access for cyclists, although it was also noted that cycling is culturally popular throughout the city as a whole;
- It was noted that although the facility adjoins several residential neighbourhoods, there are also several large scale neighbouring land uses which frustrate permeability and have to be circumnavigated. Many felt that more could be done to provide clear and convenient links and resolve poor connectivity to the rear of the facility;
- The path across the public park was criticised as it does not reflect pedestrian desire lines or lead directly to the building entrance, resulting in people taking short cuts across the grass and climbing the fence.
- It was noted that the bus services to the facility are compromised by heavy traffic congestion in the city centre. Particular concerns were raised regarding poor connections to less prosperous communities in the north. This led to further discussions regarding the advantages and pitfalls of town centre based facilities compared with satellite or out of town facilities; and
- It was suggested that accessibility to facilities could be assessed based on a 'five minute rule'.

Amenity

- In general, it was felt that in some cases co-location of facilities with schools could be problematic, raising concerns regarding both security and management;
- It was noted that the adjacent parks and play spaces provide excellent opportunities for informal sports and activities;
- Many felt that the parkside setting was most attractive and beneficial, particularly in summer when the parks are very busy. The glazed building also gives its users with a feeling of 'swimming in the park';
- There were concerns that the high student population in Cambridge may lead to a distorted impression of both patronage and amenity; and
- It was felt that more could be done to foster links with other sports centres or schools nearby, thereby providing a wider or linked range of amenities;

Other Issues

- The issue of co location was discussed at length. It was felt that rather than simply locating individual sports centres adjacent to schools or mixed use areas, more could be done to encourage linked networks of diverse and complimentary facilities throughout a wider urban area;
- it was felt that the provision of multi use games areas could do most to raise levels of participation;
- Affordability was specifically noted as being a key issue;
- It was felt that more needs to be done to improve social inclusion;
- In general, many felt that swimming facilities prioritise organised sport, and should also encourage informal swimming and family style recreation.

Case Study Findings; Priors Hall, Corby

Awareness

- There was a general discussion regarding advertising campaigns such as the 10,000 steps per day initiative. Opinion was divided as to how much positive impact these campaigns may have on people's daily lives, and whether these are achievable levels of activity for the majority of individuals;
- It was agreed that we are becoming an increasingly sedentary and obese society, and that a variety of measures will be needed to combat this, and that raising awareness and facilitating positive change will take a long time;
- The point was reiterated that we have influence but limited controls; therefore we can only encourage and facilitate more active lifestyles, not force measures upon society;

- The key issue identified was the question of how we make the concept of active lifestyles marketable and appealing to the public. It was agreed that a developer would be much more likely to market dwellings based on sustainability or environmental issues (for example) and very unlikely to market dwellings based on the issue of active lifestyles.
- The issue of awareness was considered specifically in relation to Corby, and it was suggested that this area may have specific problems regarding poor health and low levels of activity (e.g. steelworkers job losses due to workplace injury);
- It was agreed that the issue of awareness needs to cover a broad agenda in addition to that of formal sports provision, including public parks, access to woodland, and providing opportunities for informal play;
- The role of the residential street (including Homezones) was considered to be an important factor in encouraging people to become more active;
- There was a lengthy discussion regarding how the public read / perceive open spaces. The group reiterated the importance of individual public spaces always having a meaningful identity and purpose, and not simply being those areas left over following development; and in addition

Accessibility

- It was suggested that the primary access into the site from the west should provide a stronger, more direct road link between the site and Corby town centre;
- It was noted that the site is potentially constrained by incompatible neighbouring land uses, particularly to the west, which may impede both site access and overall permeability, and also prevent the development successfully knitting together with its urban surroundings;
- The walkable green links within the development were considered very positive, although it was not always clear if these followed actual pedestrian desire lines or linked specific destinations;
- Public transport (bus) is considered a top priority, particularly concerning people travelling to work;
- It was agreed that the permeable street network would be a key factor in encouraging people to walk and cycle around their neighbourhood and that cul-de-sac layouts are unacceptable; and
- It was agreed that the character and function of the street (particularly residential streets) has as much of a role to play in active design as the straightforward provision of open space.
- It was noted that Corby as a whole has very poor rail links, which will also be a disadvantage to this development;
- Bus links are considered a priority, both within the new development and also to other key destinations within Corby and the town centre. There were concerns regarding how existing services could be further extended to the outskirts of the town;

- The walkable green links within the development were considered very positive, although it was suggested that these should extend further into the wider countryside (assuming this is deliverable by the developer);
- It was noted that opportunities for co-location of sports facilities with other uses may be restricted by the site topography and other physical constraints; and
- The role of the residential street (including Homezones) was considered to be an important factor in encouraging people to become more active. Discussions then focused on the inclusion of play facilities within residential streets, and how children's activities may be perceived as enlivening the street, or could be perceived as being a nuisance or even threatening. It was suggested that play facilities only for children under the age of seven are suitable for Homezones.

Amenity

- Discussions focussed on the role of retail / mixed use within the development proposals, and how people can be encouraged to walk to the shops and other community facilities;
- It was agreed that people would be unlikely to walk more than 400m / 5 minutes either to visit a local centre or catch a bus;
- The question was raised as to the impact of internet shopping / services on our lifestyles; and
- It was accepted that we can only encourage and facilitate more active lifestyles, not force measures upon society.
- Discussions focused on the role of the academy and secondary education within the overall masterplan and the benefits or disadvantages of co locating sports facilities and pitches with education. It was noted that this approach is strongly supported by legislation in the UK but not necessarily the rest of Europe, and that we should consider other approaches. Issues such as parental choice and travel options were also raised;
- It was noted that NPFA guidance regarding formal sports provision is shortly due to be revised / updated;
- Strong concerns were raised regarding the delivery of individual facilities as being too market based, with detailed issues not being addressed at an early enough stage and no one party providing an accurate overview of the development process;
- The balance of open space and residential built form throughout the masterplan was considered to be unevenly distributed. The question was raised as to whether it is more desirable for the built form to be surrounded by a landscape setting or conversely the built form should enclose and define green open spaces. It was felt that individual public spaces should always have a meaningful identity and purpose, with a clear distinction between formal open space and landscape setting;

- It was recognised that there is a natural desire for any masterplan layout to be 'as green as possible'. However, this is not always compatible with other key issues such as viable residential density, public transport patronage etc; and
- The group agreed that the delivery and long term management of both sports facilities and open spaces should be considered a top priority.

Other issues

- It was suggested that the Three A's could be extended to include One D; the D being Delivery.

7.0 Emerging Design Principles

7.1 Under the three headings of awareness, accessibility and amenity, participants then worked together in groups to devise and agree ten design principles. These design principles are not all encompassing but will form the basis for further work. The notes taken during this exercise are included within the appendix of this document.

Awareness; emerging design principles

1. A continuous strategy for community engagement and involvement should be put in place from the outset, with the issue of awareness thereby being part of the planning process;
2. Clear, realistic and deliverable objectives should be established from the outset based upon proven needs rather than speculation or 'wish lists', allowing for the positive management of expectations, timeframe and outcome;
3. Any leisure or sports centre building should be an advert or signpost in itself (e.g. K2 Leisure Centre, Crawley), with a balance of aesthetics and functionality that allows the public to see the activities taking place inside;
4. The main entrance to any leisure or sports centre building should be clearly signposted and easy to find;
5. Delivery and long term management should both be considered as equal priorities with good design;
6. Sport England should be as concerned with enthusing people and making them aware of opportunities to enjoy sports and activities as with developing the technical guidance to ensure the provision of facilities that are fit for purpose;
7. The local community should be encouraged and allowed to undertake the management of leisure and sports facilities, even if these facilities are in the ownership of the local authority; and
8. The concept of awareness should extend throughout the public realm and be linked to convenient means of travel, allowing people to easily locate facilities and activities within their locality.

- 7.2 Two issues regarding awareness remained unresolved and have been left open for further discussion.
9. There was a discussion regarding issues of signage, identity, branding and quality and how these might relate to the local identity of an area and build upon its existing strengths (e.g. Keighley Sports Centre, Yorkshire). A phrase mentioned was 'use what is already there'.
 10. The concept of co-location was supported in principle but concerns were raised as to how successful this is when put into practice, particularly concerning those facilities located or managed in conjunction with education. Part of the group considered it more important that facilities be co-located with community or health uses, but others disagreed. It was also noted that it is often only possible to locate facilities in the town centre in the case of new developments or when replacing existing facilities that have become outdated or fallen into disrepair.

Accessibility; emerging design principles

1. Leisure and recreation facilities should be visible, welcoming and seek to embrace the local community;
2. Access provision and linkages should prioritise non car modes of travel and include access for the disabled and vulnerable users;
3. Design and management should promote 'active travel modes', particularly walking and cycling;
4. The marketing and promotion of sporting activities and opportunities should be an integral part of the design and management of facilities from the outset;
5. Sports and recreation should be part of a connected network of local facilities, landmarks and attractions within the local context;
6. Opportunities for sport and recreation should be affordable and accessible for all users;
7. Facilities should be operationally sustainable, and 'standalone' facilities are to be discouraged;
8. Freely accessible and safe green open spaces with opportunities for informal play should be provided for children and teenagers;
9. The co location or linking of facilities is a key aspect to minimising travel and transport impacts and should be encouraged; and
10. The provision of leisure and recreation facilities should be planned for strategically;

Amenity; emerging design principles

1. Existing case studies and examples should not be used to set standards, we should constantly strive to encourage innovation and raise the benchmark;
2. Design and provision of facilities should focus on non car based modes of travel;
3. Provision should include both formal and informal activities, set within a positive and inviting environment;
4. Every journey should be a pleasure and a delight;
5. Public spaces should be flexible and creative in their design and layout;
6. Information advertising facilities and activities should be clearly displayed on trails, footpaths and cycle routes throughout the locality;
7. People should be able to see out of and see into facilities, and their uses and activities should be easily perceived and attractive to passers by;
8. Opportunities should be found wherever practicable to make connections with the landscape and natural environment;
9. A fully inclusive and continuous strategy for community engagement should be out in place from the outset; and
10. All facilities and environments should be well maintained and managed.

8.0 Conclusions and Further Work

8.1 In conclusion, the concept of the Three A's was successfully tested and endorsed by those attending the workshop. Significant positive feedback was received from participants on the day, stating that the event was informative, constructive and enthusing.

8.2 In addition to this, a number of concluding principles have emerged following an analysis of the recorded event outcomes. These concluding principles reflect issues that initially arose independently among two or more groups during the case study analysis process, and subsequently received consensus among two or more groups as emerging design principles. These concluding principles are listed below.

- A continuous and inclusive strategy for community engagement should be in place from the outset;
- Buildings and facilities should be an advert in themselves, with an appropriate emphasis on transparency and visibility. A judicious balance of aesthetics and functionality will allow passers by to see activities taking place and thereby encourage participation;
- Both the building entrance and signposting / information should be priority design and building management issues;
- The wider community should be encouraged to share or undertake the ownership / management of sporting and recreational facilities;
- Facilities should not be 'standalone' but have clear links to their context, firstly as part of a wider network of transport links and travel options, and secondly as part of a wider network of public facilities, landmarks and attractions within the locality;
- Planners and designers should seek to prioritise non car based modes of travel and also encourage 'active travel modes', particularly walking and cycling;
- Facilities should aim to provide not only formal sporting provision but also informal opportunities for activities and children's play. Wherever possible, opportunities should be found to utilise or create links to areas of public open space, woodland and the natural environment;
- In the long term, facilities must be flexible, well managed and well maintained;
- Marketing and promotion should be considered from the outset both to raise the profile of sport and activity and also to raise overall expectations and standards;
- Through innovation and advertising, we should seek to make sport and activity an integrated or spontaneous part of everyday life rather than an afterthought additional to the daily routine.

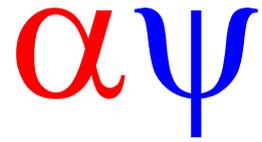
- 8.3 In addition, relating to observations made by the facilitators during the workshops and the formulation of this report, and addressing those outstanding or unresolved issues recorded on behalf of the participants, we have identified the following three issues to be explored further.
1. The concept of co location found support in principle. The practical benefits and pitfalls of this approach need to be explored in greater depth. On the whole, the principle of providing a linked network of facilities rather than clusters of facilities received equal support. In addition, there was further debate regarding preferences for town centre or out of town facilities.
 2. There was much discussion regarding the branding and local identity of sports centres and facilities without any satisfactory conclusion being drawn at this time. Principles supporting inclusion and diversity were often found to be at odds with those principles supporting individuality and innovation. This was further complicated by differing opinions as to whether facilities should primarily serve the local community or first provide an event venue for a wider patronage, provoking the question 'who does it serve?'
 3. A number of vital 'stepping stones' were identified regarding process and implementation;
 - Strategic allocation;
 - Funding;
 - Affordability;
 - Deliverability; and
 - Long term management.
- 8.4 In relation to further work we make the following recommendations;
- The design principles identified and endorsed during the workshop process should be audited against current planning legislation and Sport England design guidance;
 - The project team needs to identify those principles and issues which can be accommodated within subsequent guidance and those which need further exploration or research;
 - The project team must take into account the necessarily limited scope of any workshop outcomes and ensure that subsequent or additional key issues are afforded equal emphasis and importance; and
 - The content of this report should contribute to and support the development of '*Active Design; the role of master planning Phase Two*'.

9.0 Appendices

- Appendix 1 - Invitation letter and accompanying information
- Appendix 2 - Participants details and attendance
- Appendix 3 - Case study exhibition material
- Appendix 4 - Case study analysis; recorded output and follow up notes

Further information can be found at the Active Design website www.sportengland.org/activedesign.pdf or by contacting your local Sport England regional office.

**APPENDIX 1 - INVITATION LETTER AND ACCOMPANYING
INFORMATION**



Dear Sir/Madam,

Active Design – Production of a National Guide

Thank you for accepting our invitation to be on the stakeholder group for the production of Part 2 of Sport England's Active Design Guidance. The guidance seeks to incorporate participation in sport and physical activity into the design of new development.

I am writing to confirm the arrangements for the first of two stakeholder working sessions which will be held in 'The Terraces' at Sport England's London office on **Tuesday 2nd May from 10.00am until 3.30pm**. The address is 3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE. The offices are a 10 minute walk from Holborn tube station. Refreshments and Lunch will be provided. If you have any special dietary requirements please can you let me know in advance.

Please find attached a locational map our London office as well as an itinerary for the day. If you have any queries before the day please contact me below.

We look forward to seeing you and hope you will find it a stimulating day.

Yours sincerely

Mick Anson
Planning Manager

Direct Line 07799 348202

Email : mick.anson@sportengland.org





ACTIVE DESIGN: ITINERARY FOR STAKEHOLDER SESSION ONE

Sport England
Victoria House
2 May 2006

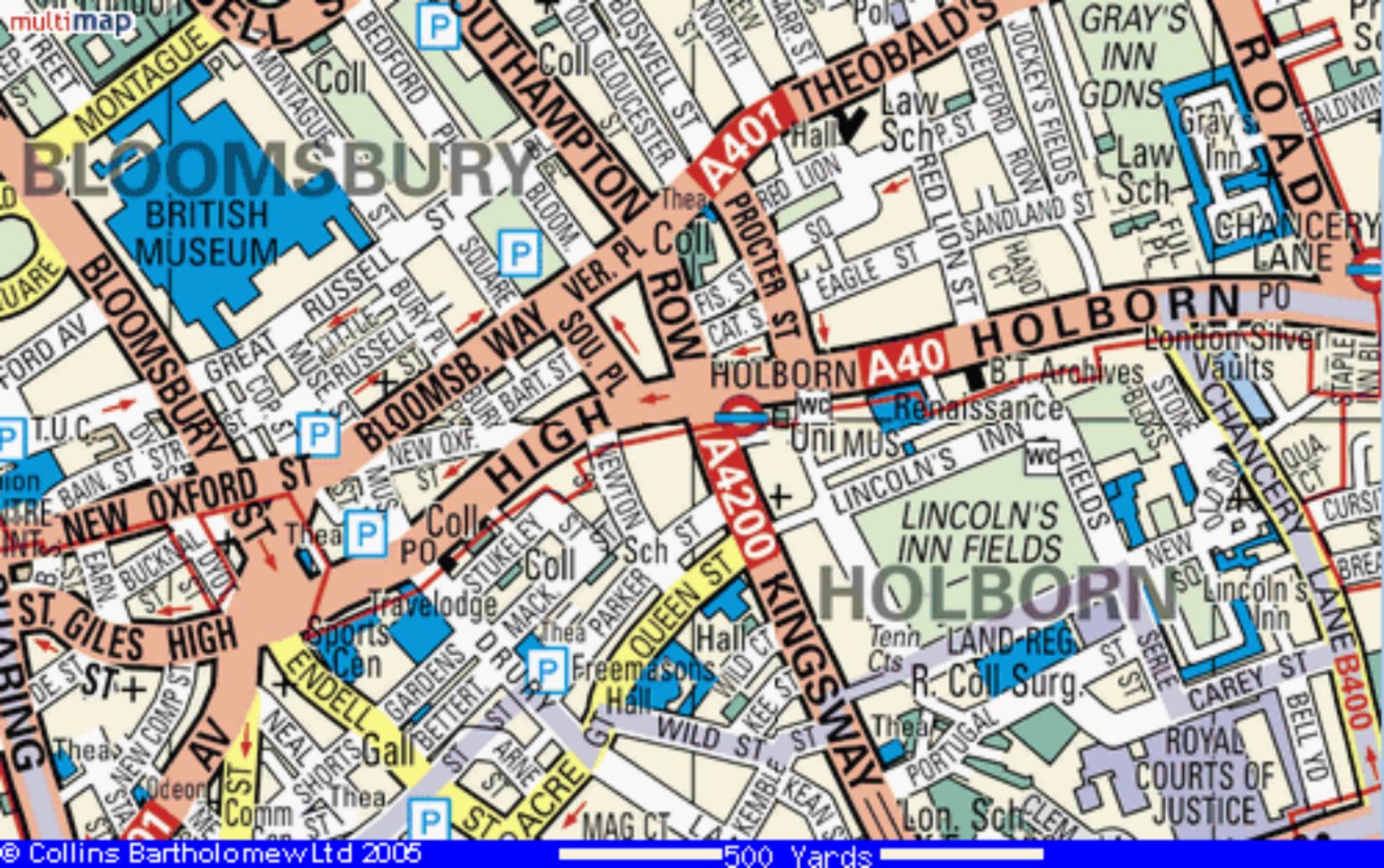
Purpose of Session

The first stakeholder session will introduce the Active Design project to participants and to apply Active Design principles through the interactive analysis of a number of case studies. The feedback from this analysis will feed into the production of a set of draft design principles. The key output from the day will be the derivation of emerging design principles that can be supported by all participants.

The stakeholder session will be run by David Lock Associates and Sport England.

Timetable

10.00 am	Coffee and welcome
10.30 am	Active Design – introducing the three As
10.50 am	Introduction to the case studies
11.00 am	Breakout to analyse case studies
12.30 pm	Lunch
1.30pm	Report back on case studies
2.00 pm	Establishing design principles
3.00 pm	Feedback – emerging design principles
3.30 pm	Close

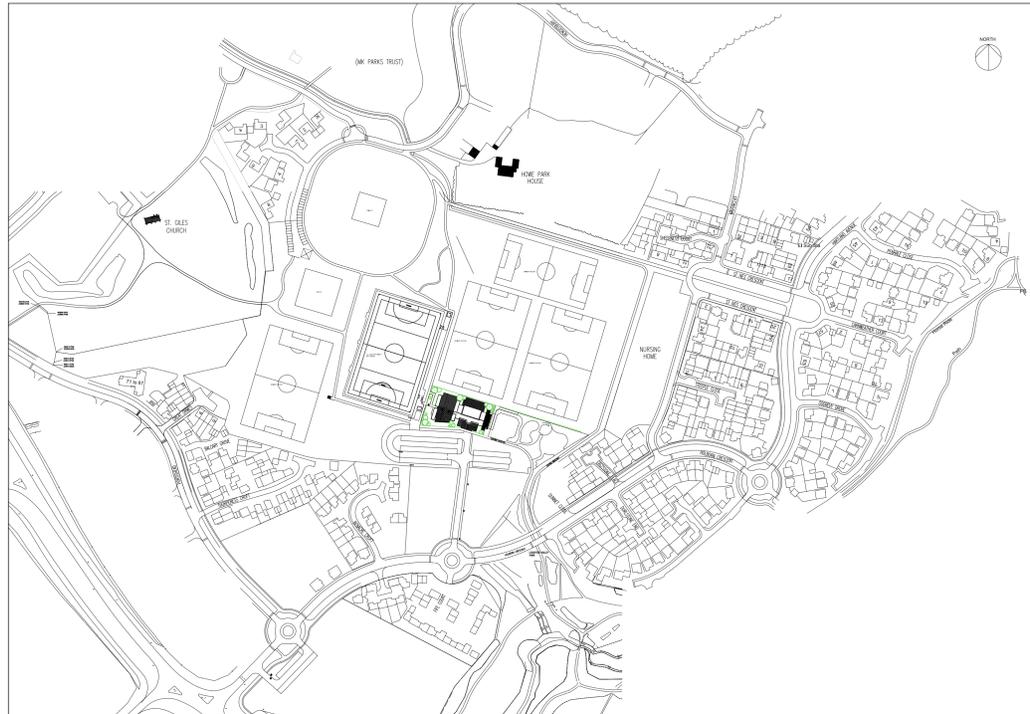
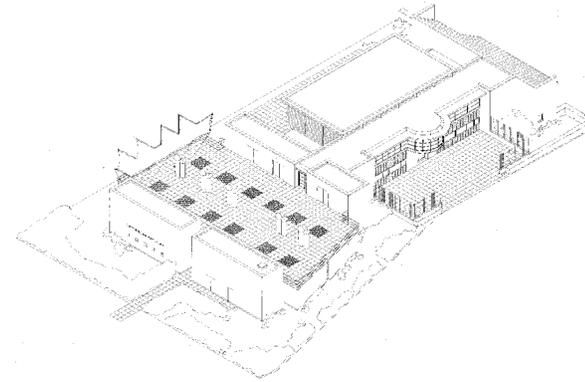


APPENDIX 2 - PARTICIPANTS DETAILS AND ATTENDANCE

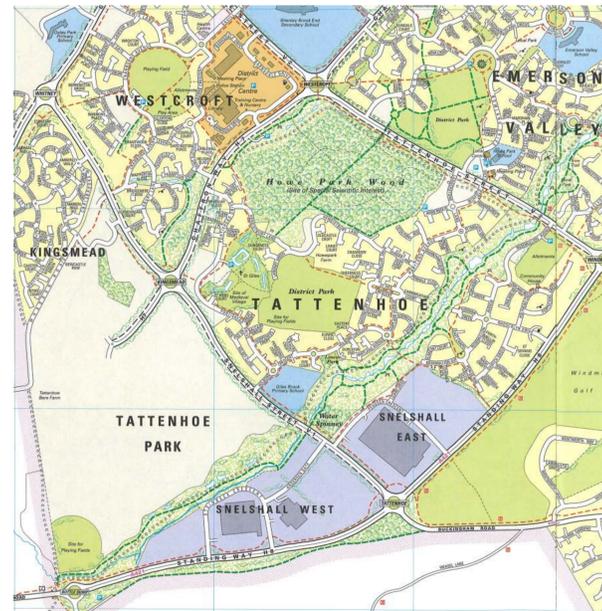
NAME		COMPANY	
Anson	Mick	Sport England South East	
Baulch	John	Lacey Hickie Caley Urban Design	
Blakely	Simon	Doncaster BC	
Brown	Alasdair	Leeds City Council	
Buckley	Danny	Shoreline Housing Partnership	
Cavill	Nick	Cavill Associates	
Conway	Mark	Bee Bee Developments Ltd	
Copsey	Phil	David Lock Associates	facilitator
Cousins	Will	David Lock Associates	facilitator
Crawshaw	Timothy	Darlington BC	
Dennis	John	Sport Keighley	
Earley	Don	NPFA	
Edwards	Tim	???	
Feetam	John	Sport England South East	
Haugh	Kevin	Countryside Agency	
Heaton	Mark	Institute of Highway Engineers.	
Holt	Rob	Sport England	
Lake	Dr Amelia	University of Newcastle	
Leventon	Clare	English Institute of Sport	
Liddiard	Mark	East/East Mids FA	
Locke	Helen	David Lock Associates	facilitator
Lovell	Ross	David Lock Associates	facilitator
Parker	Jon	Integrated Transport Planning	
Parsons	Gary	Sport England South West	
Revill	Gail	David Lock Associates	facilitator
Speak	Sue	Leeds City Council	
Tallowin	Roger	O&H Hampton Ltd	
Thompson	Jane	South Cambridgeshire DC	
Thompson	Wendy	Countryside Agency	
Warren	Roy	Sport England East	
Wright	Laura	David Lock Associates	facilitator

APPENDIX 3 - CASE STUDY EXHIBITION MATERIAL

CASE STUDY - TATTENHOE PAVILION - MILTON KEYNES



LAYOUT PLAN
SCALE 1:2500



LOCATION PLAN
SCALE 1:10000

Facilities include;

- 4 football pitches;
- cricket pitch;
- bowls area;
- floodlit artificial turf hockey / football pitch;
- multi purpose sports hall with associated facilities;
- conference facilities with external viewing platform;
- children's playground; and
- bar and cafeteria.

Tattenhoe Pavilion is located in a developing residential area. It is a stand alone public building in a relatively remote open space setting;

This facility is situated off a main road, with good links to the M1. It is designed to provide a venue for hosting sporting events, with a nationwide catchment. The sports centre has ample car and coach parking;

The pavilion building is sited adjacent to an existing pedestrian cycle link, which is used by many residents to walk their children to and from school, and connects into the extensive Milton Keynes redway network;

The sports centre has a bold yet practical modernist design that creates a striking landmark building which is highly visible, being situated on an axial view from nearby Holborn Crescent;

The building is designed to be architecturally robust and vandal resistant. It is protected by fencing and security shutters and has few external openings. The white façade allows unsightly graffiti to be easily painted over;

The project strived to achieve the maximum value from limited public funds;

A key objective is to provide multi use facilities which have the long term flexibility to benefit and serve this growing community. This resource is also specifically tailored to serve local schools, sports teams and community groups with the view to raising the profile of sport, both within the locale and nationwide.



■ MAIN ENTRANCE AND BUILDING EXTERIOR



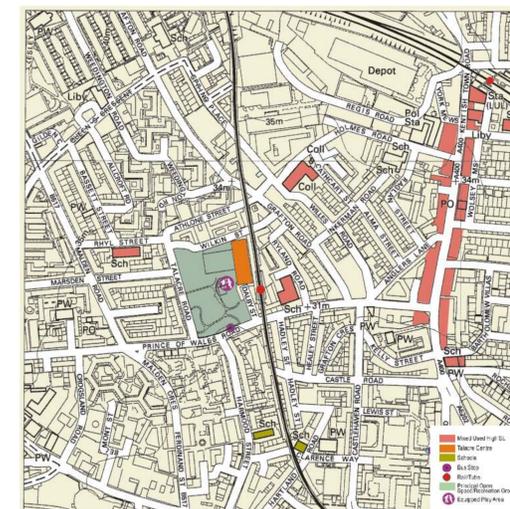
■ BUILDING INTERIOR



CASE STUDY - TALACRE COMMUNITY SPORTS CENTRE - KENTISH TOWN



LAYOUT PLAN
SCALE 1:500



LOCATION PLAN
NTS

Facilities include;

- floodlit astroturf pitch;
- gymnastics hall;
- multi purpose sports hall with associated facilities;
- multi level soft play centre for the under 10s;
- the wider setting accommodates car parking, a children's playground, a small public park and an area for dog exercising; and
- Bar and cafeteria.

Talacre Community Sports Centre is located within urban London, in a largely residential area and in close proximity to other community uses;

The sports centre is adjacent to Kentish Town West railway station and within easy walking distance of various bus / underground services;

The main building is set within a wider open space setting, with car parking to the front of the building and the main entrance set back from the street;

The built form and architectural detailing have been designed and constructed to a high standard;

Care has been taken to ensure that sports pitches are not located immediately adjacent to residential areas;

A key objective is to provide flexible and inclusive facilities for all ages and abilities.



■ SPORTS CENTRE



■ CHILDRENS PLAY



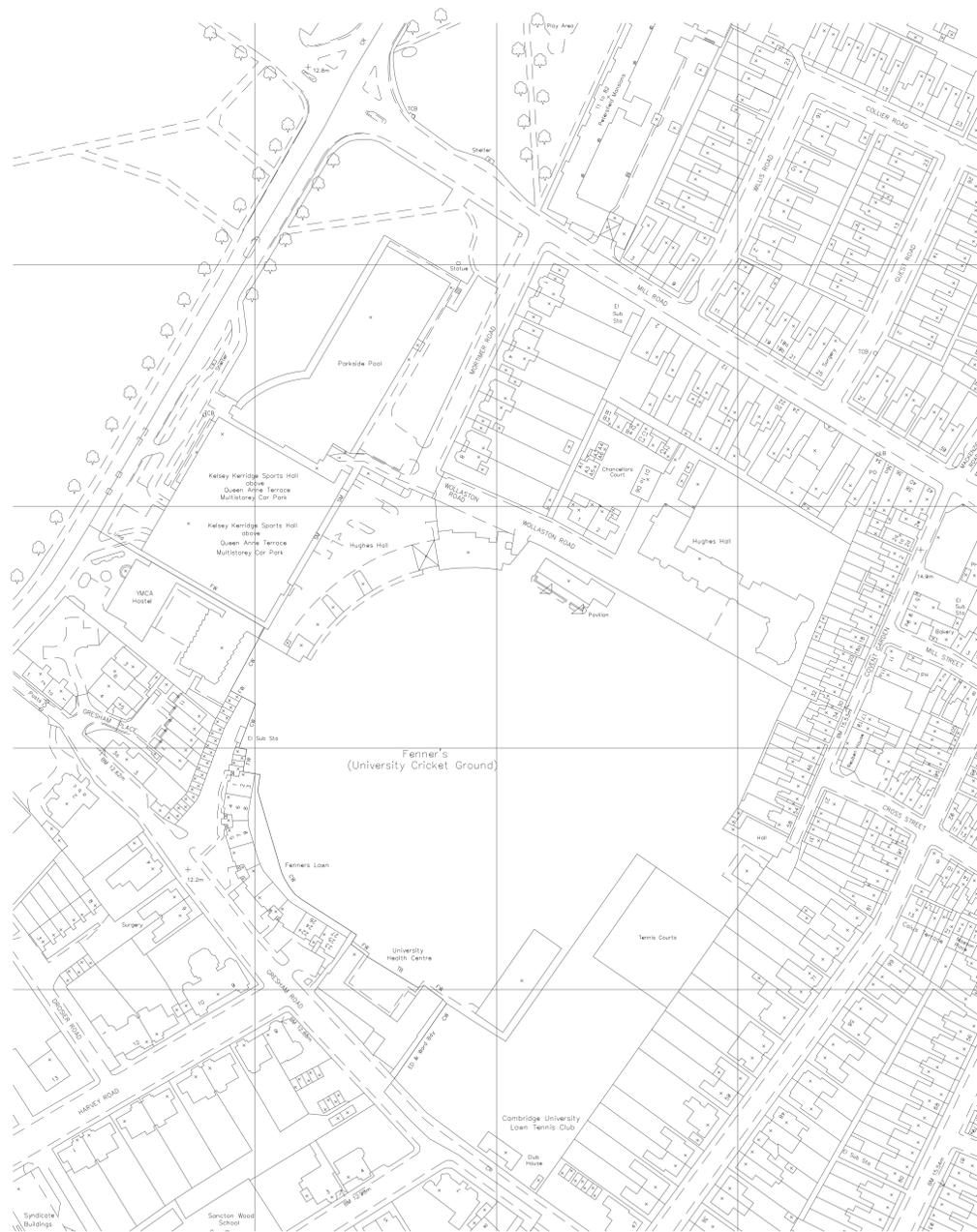
■ PUBLIC PARK



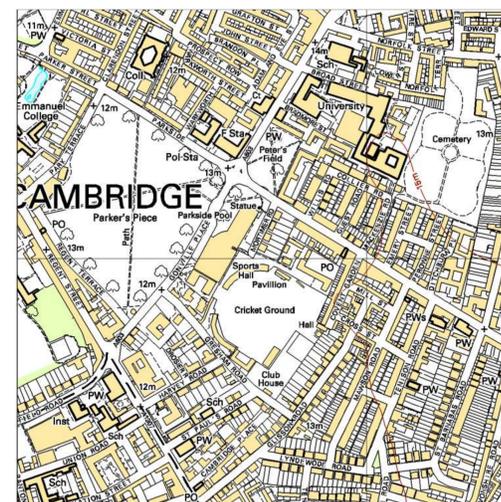
■ OUTDOOR SPORTS



CASE STUDY - CAMBRIDGE PARKSIDE POOLS - CAMBRIDGE



LAYOUT PLAN
SCALE 1:1000



LOCATION PLAN
SCALE 1:5000

Facilities include;

- 25m swimming pool and combined teaching and diving pool with moveable floor;
- leisure pool with 2 flumes;
- specialist changing and access facilities for the elderly and disabled;
- group exercise room;
- sauna and steam room;
- spa;
- conference facilities; and
- bar and cafeteria.

Cambridge Parkside Pools are located in the heart of urban Cambridge, in a mixed use / residential area;

The sports centre is co-located next to a cricket pitch and pavilion. It also overlooks two public parks, each with a children's play area;

The sports centre is located at the crossing of two key city streets, and has excellent pedestrian and cycle access, and is also well served by local public transport. Car parking is available in the adjacent public car park;

The facility replaced a former indoor swimming pool which had become outdated and fallen into disrepair. The new building has a striking contemporary design, and its prominent location has made it a well known and popular local landmark.



■ SPORTS CENTRE AND SWIMMING POOL



■ CRICKET PITCH



■ PUBLIC PARK AND CHILDRENS PLAY

CASE STUDY - PRIORS HALL - CORBY

Priors Hall is a masterplan for a sustainable urban extension to the north east of Corby. It is recognised that the strategic provision of sports and recreational facilities should be an integral part of the masterplan process from the earliest stages of any project;

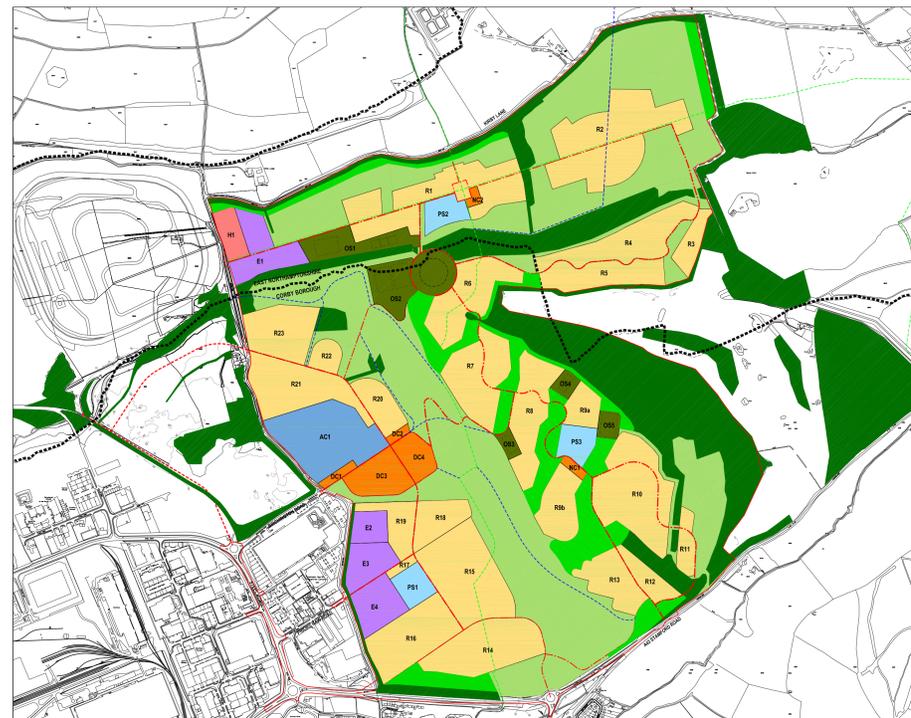
A fundamental urban design objective is the creation of a neighbourhood with attractive and successful outdoor areas. These public spaces can improve and enrich our lives, contributing to the economic, social, and environmental well being of the community;

A successful neighbourhood is structured around network of open and green spaces that celebrate the landscape and accommodate key historic and natural features;

Public and open spaces must function effectively and be easily accessible for all in society, including children, the disabled and the elderly. It is also vital that key public parks and spaces are well served by a network of pedestrian / cycle routes;

Public and open spaces should be overlooked by the surrounding buildings to ensure natural surveillance, and thereby provide a greater sense of safety and security for users;

Public and open spaces should be designed with a purpose in mind, and not be considered merely as the space left over after development.



DEVELOPMENT MASTERPLAN
SCALE 1:10000

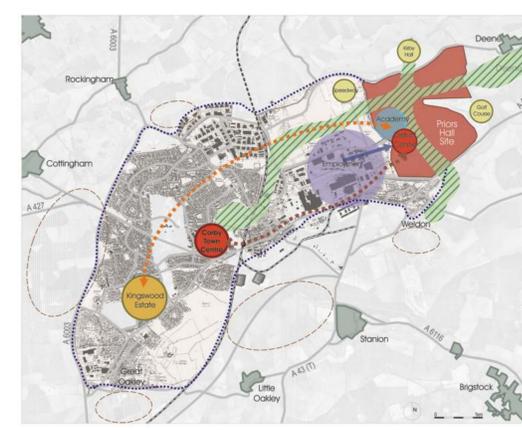
PROJECT LOCATION
SCALE 1:10000



ARTIST IMPRESSION: DISTRICT CENTRE



ARTIST IMPRESSION: THE NEW NEIGHBOURHOOD OF PRIORS HALL



A SUSTAINABLE URBAN EXTENSION



A NETWORK OF OPEN SPACES

**APPENDIX 4 - CASE STUDY ANALYSIS; RECORDED OUTPUT AND
FOLLOW UP NOTES**

Tattenhoe

- key site
- good at getting funding - but revenue

Accessibility

- concern about their assets
- no ind'l bldgs serving cricket, bowls etc.
- not welcoming
- Management issues - cost, rely on volunteers

* mis-match betw. accessibility & management.
 more of a community facility
 some free use play area / skate pk
 ↓
 closure at peak times.

Design issues to overcome mis-match

- need to be more visible ~~from~~ activity

reason to go is leisure -

'not for them' (local people) - more for 'sporty teams'.

• car dominated access

* link → cycle route → min. buses
 walking routes

→ access for disabled - mix of facilities
 gentle exercise

Positive

Pitches - yes

huge potential
practically - protect
grass

Hub Club - Junior FB
Cricket

grass v hard surface

activities
betw. 3-6 pm
not just providing
the pitches,
increase in
participation

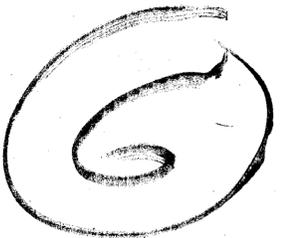
(rubber crumbs)

gd indoor usage - gd club building.
mixed option for links → wood
linear pk

after
school
clubs

deal w/ parents
+ child

behavior
change



Checklist?

- is ticking boxes enough?
- need to maintain interest
- it will work because.....

Are we seeing 'Sports Amendment'.

Why you are ticking the box?

- will people use the facilities provided?
- provide a bike? bus vouchers.



C POOL #1

no competing facilities (public or private)
need to explore cost of ament + operation

ACCESSIBILITY

Good central location - close to bus + rail station - walkable ^{high way} catchment via bus crossing roads issue.

Config. of pool affects user groups - leisure pool - family tank/lane - adults

Potential to hire trunks

AMENITY

Co-location with school problematic - safety, management

Other sports facilities adj

Parkers P. are used for informal sports

PP provides setting for dev. + users
Cambridge student pop. might give a distorted view.
All open space intensely used.

AWARENESS

Glazed wall promotes legibility BUT glare an issue + stranger danger to children.

Co-location with other sports raises awareness on inner ring road at prominent junction + clearly legible on swimming pool

ACC - Abbey Pool more distant + car based access
Harness commercial investment / users.

Levenshoyan co-location based on linear corridor - can more of a hub.

CAMBRIDGE POOL - GROUP 2

ACCESSIBILITY:

CYCLE ACCESS - CULTURAL PROFILE OF CAMBRIDGE

NEW BUILDING INCREASED USAGE.

RAISED PARTICIPATION / CENTRAL LOCATION

LARGE "CHUNKS" OF LAND HARD TO GET AROUND / THROUGH.

CLEAR CONNECTIONS - POOR RELATIONS AT THE BACK.

PEDESTRIAN ROUTE NOT OPPOSITE ENTRANCE - CROSSING GRASS IN WINTER

POOR BUS SERVICE, CAR CONGESTION

MAJORITY OF POPULATION ARE CUT OFF LIVING AWAY FROM CENTRE, MORE LIKELY TO

AMENITY:

NEEDS TO BE TOWN CENTRE BASED SO THAT EVERYONE CAN GET THERE. NEED TO IMPROVE TRANSPORT.

USE SATELLITE FACILITIES

LINKS TO ADJOINING SPORTS FACILITIES AND SURROUNDING NEIGHBOURHOOD / RESIDENTS

"FEELING OF SWIMMING IN THE PARK"

5 minute rule for travelling to sports facility.

CATERING FOR UNI STUDENTS OR POPULATION: - LINKS WITH LESS WELL OFF COMMUNITIES TO NORTH ARE POOR. NEED TO BE WELL RUN. ACCESS THROUGH SCHOOL?

↳ 25m POOL CO-LOCATED WITH SCHOOL TO THE NORTH

AWARENESS:

MORE RETURNS (PARTICIPATION WISE) FROM MUGA'S STRATEGY AND NETWORK OF FACILITIES

- AT THE FOREFRONT

- REACHES FORWARD, PART OF OPEN SPACE (+ AMENITY)

- RECOGNISABLE AS A SPORTS FACILITY

- COMPETITION WITH PRIVATE FACILITIES

↳ ALSO COST A LOT TO RUN - HEATING POOL etc.

"AFFORDABILITY" - PARKING, DRIVING COST, USAGE COST

- PROOF OF INCREASED PARTICIPATION

↳ SOCIAL ACCESS / INCLUSION.

- RETURN TO INFORMAL SWIMMING + RECREATION.

↳ FACILITIES LENDING TOWARDS ORGANISED SPORT

ACCESSIBILITY

- unsafe - not overlooked streets, night
- inactive frontages
- back reinforcing barrier
- car traffic (at entrance)
- cluster of uses - play area central?
- details eg for cyclists - drop kerbs
- shouldn't be isolated facility - network routes

AWARENESS

- signage from town
- unclear nodes + poor legibility
- desire lines
- wild areas by streets? - open space elsewhere

AMENITY

- use @ night - keep open
- noise prob - bunding? lighting etc
- not enough courts - smaller better
- path around
- dedicate all to sport
- focus for community
- consider interaction w/ diff groups

Affordability ?

- security? need open access
- public participation
- + trains + local courts
- civic approach - not single issue
- need relate to society around

PRIORS HALL, CORBY

ACCESSIBILITY

primary access to site
not direct?
could have stronger
links to Corby t.c.

site is constrained by
neighbouring uses.
long term / short term

walkable green links -
leading to where?
key destinations?

public transport
connections - key
issues esp. getting people
to work.

permeability of street
network - no cul de
sacs. not just green
space, also consider the role
of the street.

AMENITY

walkable links
to shopping
400m / 5 mins

impact of internet.

facilitating
activity

AWARENESS

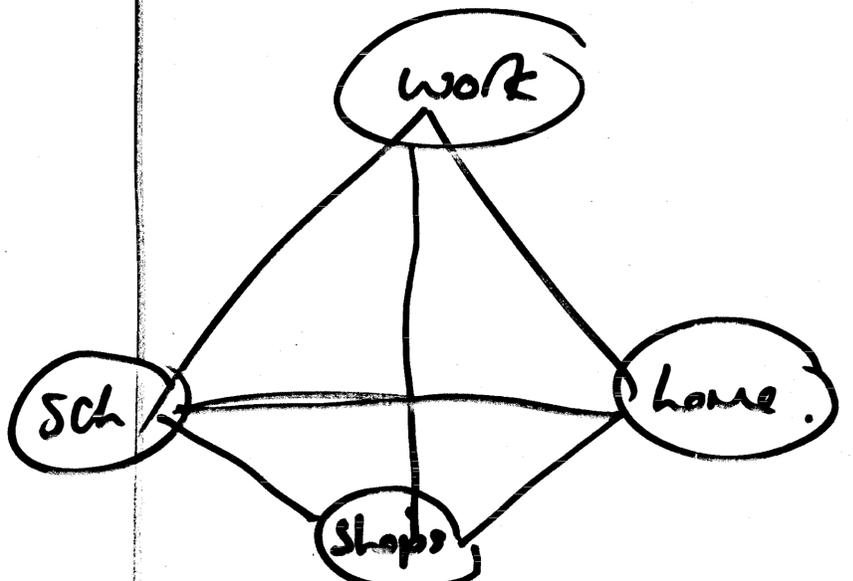
10,000 steps per day.

- becoming more
sedentary community

- variety of measures
raising awareness will
take a long time

- we only have
limited control/influence

- environmental issues



HOW DO WE MAKE IT HAPPEN?

" SELL IDEAS TO THE MARKET?

STRAPPING? DOES ACTIVITY SELL?

' GREENING SELL?

LIFESTYLE - PEOPLE BUY INTO THIS?

ACCESSIBILITY

improve rail link
Corby - intercity link.
issue for Corby as a whole.

public transport - buses.

links into wider
countryside? - not just
C. Corby.
eg. Thames Gateway.
what is in developers
gift to deliver?

linking local provision +
outskirts of the town.

co-location - restricted
by topography + site
constraints. - balance of
aspirations + the
reality

- balance - role of
the street/homezone.
7 retrofitted /
new. } role of play
in the
street, not over 7 yrs.

link to

AMENITY

role of -
1. academy
2. secondary schools
working both long +
short term
issue of parental choice
+ travel options.

Should we link
pitches with schools?
NIPFA.
Why is this happening
+ is it best way forward?

- lack of awareness
" " control
delivery of detailed issues
based on goodwill/market.

balance of green space
within overall m'plan. uneven

Management? } cash cov.
public/private

brighton delivery +
management.

"nuisance" factor
what is sport/play
and what is
antisocial?

AWARENESS

Steelworks - poor health
+ loss of jobs - local
issue.

- woodland } not just
- parkland } formal
informal play } sports

role of the street.

- how people read/
perceive spaces
needs to be truly
meaningful, not just
left over space, be clear.

- balancing LHS.
eg. density,
public transport
local services



Should open space
switched d'neut
or d'neut enclose
open space?

3 A's + 1 D?
"DELIVERY"

Amenity

Plays its layout ← amenity awareness

Flexibility? — back to management.

Diversity? — imagination ^{use} from local firms

Scale — too big for 'local community'

Marketing — accessibility.

— joined up thinking missing — doesn't achieve either one thing or another.

Awareness

- signage

- can't see the activity - not enticing in.
(amenity issue too)

- difference btw. those groups based there
& new persons arriving.

- community ownership debatable?
(revenue implications)

- defining what it is?

- 'ownership' issues

- Need more indoor facilities weighted on the outdoor pitches.
- playing pitch strategy pushed for this final outcome
- Barriers in trad'l committees -
 - matches on the hard surface.
 - Seasonality.

* priority - CAR USERS
para. 3.19 - does not meet these criteria

Group 2

Accessibility

• linked to
Howe Pt Wd - &
informal bikes/walks

- management issue - closed on B/Hd. Monday
- proj to dictating to community
 - 4 football pitches - is that needed???
 - what do we need to serve community?
- public consultation - S106
 - ↳ gateway
 - ↳ leisure
- white elephant
 - ↳ skate area not adequate - & not a managed event

Use the words more.



Facilities provided in too focuses
to certain age & gender
to many f'ball pitches.

Schools - not accessible enough in in school
time. Are schools actually
using.

Should we be concentrating on young
people? Are they accessible for people
provided for - what about older people.

Make more use of woods/cycle routes.

Awareness -
User groups - target young people
Social marketing - make it a
cool place

Signage

Old be a community hall but not
used.

Management - different organisation could
change it round.

* Cafe shld be used to attract wider
users.

What criteria to change rd :-
client base - different to David Lloyd -
target appropriately

barriers? - might can be a barrier
entre a different mix

• Corby - arts / music / equipment for young people.

• sport - parents - engage them

Increase awareness by widening users

• 'Hang out space'

• How do we get to know how people use space? an understanding -

- connecting in local community

- to take ownership.

- Amenity is the bly in the right place?

- urban rangers - Surveillance.

4

MKC - what are they doing to make people use it?
Too much emphasis on team sports.

Need structure in place to actively promote use (by the Council)

Access from main rd -

Amenity - sterile gates close

Management issue.

5

AWARENESS

10

AWARE OF 'IT' - WHAT IS IT? - TRANSPARENT PROCESS.

CONTINUOUS COMMUNITY

① ~~INVOLVED~~ INVOLVED FROM THE START OUTSET
ENSURING AND ACTING UPON IT.

② SET CLEAR + REALISTIC/DELIVERABLE OBJECTIVES FROM THE OUTSET (management of expectations, timeframe and outcome).
establish 'NEED'

↳ (K2 lesson core strategy)

③ A building should be a signpost/advert in itself; people should be able to see activity taking place.

④ balance of aesthetics/functionality?
THE ENTRANCE TO THE BUILDING SHOULD BE CLEAR

⑤ In addition to good design, should also consider long term management and delivery.

⑥ In the wider context we should be as concerned with enthusing people as creating facilities that are fit for purpose.

7 (Awareness of local community)

the local community should be encouraged to manage and contribute to ~~their~~ facilities even if they are owned by local authorities make it 'their' place.

8 'equity' / 'sense' / 'identity' / 'branding' / 'quality'

Keithley

Branding should relate to ^{existing} local identity, thereby building upon existing strengths.

USE WHAT IS ALREADY THERE.

9

?? re: colocation with: education (in its wider sense) priority list(??) - community

proximity - key issue

- health
- school.

principle vs detail/opportunity.

private sector: regard not positive aspects.

locate at 'town centre' / ^{extra} activity hub - new dev only?

10

AWARENESS SHOULD INCLUDE CONVENIENT MEANS OF TRAVEL / OPTIONS / LEGIBILITY

- overall guidance eg '5 a day'
- local awareness eg 'signage'

ACCESSIBILITY

"ACCESSIBILITY"

- Leisure + rec.
Sports facilities should be welcoming + embrace local community.
- Safe + conveniently accessible to all users
- Access should be prioritized to non-car modes and vulnerable users
- Need to ~~promote~~^{market} sports opportunities on site - integrated through design marketing + linkages (design concept)
- ~~to~~ Connectivity - make most of networks + wider public realm
- ~~Development~~^{opportunities} should be affordable for users
- Facilities should be operationally sustainable
- Management imp.
- Freely accessible open spaces for children + young people
- Co-location of facilities imp. - minimise transport impacts
- Should be planned strategically



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