



Contents

	Page
1 Introduction and Long-Term Vision	3
1.1 Cultural Vision	3
1.2 Strategic Position	4
1.3 Promise	5
2 Strategic Priorities	6
2.1 Strategic Priority 1: Enhance Identity	6
Aim A: People	6
Aim B: Places	7
2.2 Strategic Priority 2: Increase Opportunities	7
Aim C: Community Participation	7
Aim D: Learning	8
2.3 Strategic Priority 3: Actively Celebrate	8
Aim E: Events	8
Aim F: Communications	9
3 Delivery	10
3.1 Programme Plan 2014 - 2023	10
3.2 Annual Review Reporting	17
4 Appendices	0
4.1 <i>MK Sport and Leisure Strategy Review Report 2009 - 2014</i>	0
4.2 <i>Background – Sport and Active Communities</i>	0
4.3 <i>Sports and Community Facilities Methodology and Conclusions</i>	0
4.4 <i>Engagement and Consultation in Developing the New Strategy</i>	0

1. Introduction & Long-term Vision

1.0 Introduction

“Sport is more than a luxury or a form of entertainment. Access to and participation in sport is a human right and essential for individuals of all ages to lead healthy and fulfilling lives. Sport is critical to a child’s development. It teaches core values such as cooperation and respect. It improves health and reduces the likelihood of disease. It is a significant economic force providing employment and contributing to local development, and it brings individuals and communities together bridging cultural or ethnic divides”

(Source – U.N. Toolkit – Sport for development)

The importance of sport and having active communities provides a means to achieve wider social, health, economic and environmental outcomes for individuals and communities.

Having active communities has the capacity to bring together people of different generations, cultures and backgrounds. It improves health, is a source of new friendships, can be used to tackle exclusion and isolation, can engage those who otherwise may become involved in antisocial behaviour and is a key component in regeneration.

Sport and active leisure time matters to a lot of people. Not just those performing at the highest level, but also those seeking activities for fun, exercise and enjoyment.

Our aspiration in Milton Keynes is to build active, healthy safe and successful communities through increased participation and active recreation.



The Sport and Active Communities Strategy provides a strategic direction to all the organisations and individuals, who have a role in enabling, directing, developing, co-ordinating and delivering sport and active recreation within Milton Keynes. The Strategy recognises that Milton Keynes Council are not the only provider of sport and active recreation and, therefore, the responsibility of meeting the targets and delivering actions falls across a wide range of partners.

The Sport and Active Communities Strategy will cover three main areas :

- Sports Development,
- Facilities including Community Centres,
- Playing Fields.

This strategy requires the many different providers of sport and active recreation to work together. Through local partnerships, the providers should improve co-ordination, reduce duplication and maximise resources, in order to achieve the shared strategic outcomes, and give Milton Keynes communities the greatest opportunities to participate.



Case Study: Wolverton Swimming and Fitness Centre

£7.4m of Growth Area funding was secured to deliver the new Swimming and Fitness Centre at Wolverton. The new facility has brought life to the west end of Wolverton and provided a link to the old town and the new housing development surrounding the site. The new pool provides a 25m 6 lane swimming pool with sauna and steam room, a 50 station fitness suite and dance studio and café area. It is open 7 days a week and has been well received both locally (65% of members have a local postcode) and across Milton Keynes with membership numbers exceeding expectations in the short time since opening in April 2013.

Previous strategies (Sport and Leisure 2008 and Leisure Facilities 2003) have been vital in enabling delivery of increased participation in sport and the development of new facilities in the area.

Milton Keynes Council sports and community projects alone have created around £44m of investment in new facilities in the area since 2008, of which £42m was from external sources, this has been made possible by using the strategy to make the case for funding priorities.

Milton Keynes has an ethos of local people generating communities and involving themselves in their locality. Community facilities have benefited from local people investing considerable amount of personal time in managing, promoting and maintaining these important facilities for their local community. The providers of sport and active recreation must continue to work together to ensure training and financial opportunities are identified, to support these important local volunteers.

The selection of Milton Keynes as a host venue for the Rugby World Cup in 2015 offers a unique opportunity as a catalyst to enthuse, motivate and stimulate the borough, to increase participation in sport and active recreation, as well as celebrate the culture and diversity of the local communities.

The successes of the previous strategies, the investment that has been secured and the burgeoning reputation as a sporting destination means that Milton Keynes is well placed to achieve its own ambitions to become an International Sporting City; renowned for providing opportunities to ensure that people make the active choice whether they live, work, learn or play in the City.



1.1 Cultural Vision

The Sport and Active Communities Strategy is one of three strategies that have been produced to support a wider cultural offer in Milton Keynes. Alongside the Art and Public Art Strategy and the Heritage, Museums and Archive Strategy, the three strategies underpin a strategic cultural statement and vision: "Culture in Milton Keynes is a term that means different things to different people. We believe that cultural participation is where people of all backgrounds come together with shared interests and passions. Together with the environment in which cultural activities take place, culture includes all the things that define our lives, connect our communities and us and represent the values we pass on to other generations"

Jointly the strategies will aim to deliver the cultural vision:

"By 2023 we will be recognised as being world class"

The vision for sport and active communities is
"To establish Milton Keynes as a sporting destination, where facilities, events and programmes inspire people to make the active choice and create a lasting sporting legacy."

1.2 Strategic Position

Sport and active recreation has a prominent position within the Council's Corporate Plan under the theme World Class MK; "Milton Keynes will be recognised internationally as being a premier sporting city" and in addition to that specific contribution, the corporate plan provides opportunities for sport and active recreation to contribute under the themes Living in MK, Working in MK and Visiting MK. Additionally sport and active recreation continues to work across the local authority and wider political landscape to support the delivery of outcomes identified within a number of key strategic documents such as the Core Strategy, Community Strategy, Joint Health and Wellbeing Strategy and the Cycling Strategy.

The published Joint Health and Wellbeing Strategy¹ identifies clearly the role physical activity has in positively impacting on an individual's mental and physical health. The sport and active recreation community and this Strategy have a clear role and mandate to support the objectives of the Joint Health and Wellbeing Strategy and prove the value of the sector in a wider context.

The development and growth of sport and active recreation particularly the built infrastructure has been led by Milton Keynes Council and underpinned by our national partners Sport England and the various sporting governing bodies. This has led to the redevelopment of Bletchley Leisure Centre and the creation of a new rugby site on the West of the Borough. This successful model of partnership working and matching Council and external funding with third sector support will be a continuing focus in this new strategy.



1.3 Promise

Milton Keynes is unique and must meet the demands of an ever increasing population. To do this, the following principles will be embedded into delivery plans and strategic decisions:

We will:

- Offer diverse sport and active recreation opportunities.
- Ensure that the 'offer' is available across the borough within established and emerging communities.
- Capitalise on opportunities to expand inward investment within the sport and active recreation sectors
- Use sport and active recreation to improve wellbeing, reduce early deaths and reduce health inequalities.
- Enable communities to make informed choices with the development, management and use of their local facilities



¹ Milton Keynes Joint Health and Wellbeing Strategy 2015

2.0 Strategic Priorities

Working in partnership, we will create more opportunities for people to participate in sport and active recreation and support individuals to achieve their potential. In order to achieve this, a framework has been adopted with the following headings:

Enhance Identity when we enable the infrastructure that creates a sense of place

Increase Opportunity when we create activities that raise participation

Actively Celebrate when we create experiences and share stories of success

2.1 Strategic Priority One: Enhance Identity

Creating a sporting identity is a key priority for Milton Keynes which is still relatively young as a place. Building a reputation as an International Sporting City is a stated ambition of partners and permeates throughout the sporting community.

*"To develop Milton Keynes as an International Sporting City ... a concept which seeks to attract and support regional, national and international facilities and events, and to improve people's health and wellbeing through new opportunities to participate in sport and active recreation."*²

In order to fulfil this aim, we have to ensure that the primary building blocks are in place within the voluntary sport sector and that the local infrastructure can sustain lifelong participation both in terms of the built facilities that are available and the human resource that exist within community sports clubs.



Aim A: People

The clubs, coaches, officials, and volunteers who provide the workforce to deliver sport and active recreation opportunities. The athletes that provide the success and enhance the reputation Milton Keynes as a "premier sporting city". The people that volunteer to manage our community facilities to create a sense of community and space for personal recreation

- **Leadership, coaching and officiating workforce:** Providing the courses and support functions to facilitate individuals progressing through a coaching / officiating pathway.
- **Sporting Heritage:** Working with the Heritage sector to recognise the sporting history of Milton Keynes and accurately document the successes and events which shape the sporting landscape.
- **Club Development:** Supporting clubs to improve their sporting offer to current and potential new members with advice and guidance on facility improvement, funding, volunteer recruitment and retention.
- **Strategic Infrastructure:** Providing leadership through a co-ordinated, dynamic approach for sport and active recreation ensuring local connectivity across a wide range of partners to shape and enable growth (revenue and capital) in the sports and community sector.



Case Study: Marshall Milton Keynes Athletics Club

Marshall Milton Keynes Athletics Club is one of the largest voluntary sports clubs in Milton Keynes and arguably the most successful. It regularly produces athletes who represent their country, the most well-known after his gold medal winning performance at the London Olympics being Greg Rutherford. Whilst being successful in developing athletes, the club also has very good administrative structures, recruiting volunteers, securing sponsorship and developing coaches. The club has been acknowledged for its outstanding work by winning England Athletics Club of the Year on two separate occasions.

² International Sporting City Report, 2011

- **Athlete Development:** Ensuring that athletes in Milton Keynes have access to the correct facilities and support networks to achieve their potential as they move along the performance pathway.
- **Volunteer Development:** Provide support for volunteers to ensure that they have skills, knowledge and tools to provide for the local community.

Aim B: Places

Investing in our existing sports and active recreation facilities physical infrastructure, whilst identifying opportunities for new developments.

New Facilities for New Areas: Ensuring appropriate new leisure and community facilities are developed to meet the needs of new communities in Milton Keynes.

Improve Aging Facilities: Replacing or refurbishing aging facilities which are important in the sports and community facility network.

Community Asset Transfer: Providers of sport and active recreation ensure that facilities continue to provide a range of opportunities and remain accessible for local people, particularly in identified areas of deprivation.

International Sporting City: Providing facilities and associated support to enable top class sports men and women to train, and where possible to compete, in Milton Keynes in agreed priority sports, whilst also offering new opportunities for community sport.

Achieve the Funding: Ensuring that Milton Keynes maximises the potential benefits from development including via developers contributions, and also being able to respond to funding opportunities as they arise.



2.2 Strategic Priority Two – Increase Opportunities

Sport and active recreation offers a range of opportunities that people can become involved in for social, competitive or health reasons. It has the ability to bring people and communities together. Sport and active recreation provides an opportunity to have a positive impact on individuals' mental and physical health and wellbeing, therefore supporting the wider public health agenda.

Aim C: Community Participation

Enabling individuals and communities to experience, engage and participate in sport at a level of their choosing and a range of active recreation activities and opportunities

- **Participation in Sport:** Increasing the number of opportunities for children, young people and adults participating in sport across Milton Keynes
- **Participation in Active Recreation** Increasing the number of adults participating in active recreation across Milton Keynes
- **Active Interventions:** To use sport and active recreation as an intervention to prevent long term health conditions and to increase wellbeing



Case Study: Broughton Community Sports Pavilion

The eastern expansion area is delivering 4,500 new homes in Milton Keynes. Broughton Pavilion was completed in 2012 for these new residents and funded by the MK Tariff, s106 developer gain and Milton Keynes Council capital funding. The facility provides an important central hub for the community to meet, play sport, provision for pre-school and youth activities, space for the local community police officers to link with local people and a new office for the Parish Council to operate from.

Case Study: Bletchley Leisure Centre

Over £21m of funding was invested in the new Leisure Centre in Bletchley. The Centre was the catalyst for the regeneration of that area of Bletchley, involving new residential homes alongside the new Leisure Centre for local residents. The new development included an 8 lane competition pool, sports halls, squash courts, fitness suite and purpose built community gymnasium.



Aim D: Learning

Providing sport and active recreation opportunities within educational and community settings, supporting the development of a quality early years and physical education curriculum married to a diverse and expansive extra-curricular programme.

- **Improving Physical Education:** Supporting teachers and coaches to improve their knowledge and skills of sport within an education setting and maximising investment opportunities to enhance the quality of PE delivery.
- **Transition to Clubs:** Improving the pathway from school sport into more formal voluntary sport club sessions.
- **Offering competitive School Sport:** Supporting and developing the competitive school sport structures that exist in Milton Keynes
- **Increasing the number of pre-school places:** through the potential expansion of existing facilities and all new developments

2.3 Strategic Priority Three – Actively Celebrate

Working in partnership to create an environment in which the promotion of sport will be co-ordinated, where sporting events are used as a means of increasing economic investment, inspiring participation and where achievements are celebrated.

Aim E: Events:

Delivering events that will instil a sense of pride amongst local communities, inspire people to participate and enthuse people to visit the City. Sporting events will be used to promote Milton Keynes externally and deliver economic investment.

- **Rugby World Cup** – Maximising the impact of the third biggest international tournament to create a sporting programme to increase participation in sport and active recreation
- **Elite Sporting Events** – Devising a strategic approach to the creation of a sporting events programme working with partners across the South East Midlands Local Economic Partnership.
- **Access for All** – Supporting and developing events that encourage community sports participation.

Case Study

Milton Keynes has hosted three flagship Sport Relief Mile events in the City Centre. Across the three events, over 8000 people have run 1, 3 or 6 miles raising money for Sport Relief. Hosting the races has also meant that local sports clubs have been able to access £50000 of funding through the MK Community Foundation to develop and improve their sporting offer. The races have been televised locally and nationally, with runners coming from across the region to take part.



Case Study: Walking for Health Programme

The Walking for Health programme was launched in Milton Keynes in 2006 as part of the Everyday Activity Project. The programme encourages adults to become more active as a means to improving their health and is delivered in different locations around the Borough, utilising the network of parks, Redway routes and lakes. Each walk is led by a walk leader and over 140 people have been trained and now volunteer as walk leaders. Currently there are 17 weekly walks throughout the year, of differing difficulty and distances taking place with some walks attracting nearly 50 people per session. The programme is now supported nationally by the Ramblers and MacMillan cancer support.

Case Study: Sport Relief Mile

Milton Keynes has hosted three flagship Sport Relief Mile events in the City Centre. Across the three events, over 8000 people have run 1, 3 or 6 miles raising money for Sport Relief. Hosting the races has also meant that local sports clubs have been able to access £50000 of funding through the MK Community Foundation to develop and improve their sporting offer. The races have been televised locally and nationally, with runners coming from across the region to take part.



Aim F: Communications:

Informing those people that live, work, learn and play in Milton Keynes about opportunities to participate in sport and active recreation and share the successes and achievements taking place in Milton Keynes regionally, nationally and internationally.

- **Sporting Destination:** Sport and active recreation are a key tourism component through the Destination Management Plan and there is appropriate signage [physical and virtual] to sites across MK
- **Engage, Brand and Promote:** To Increase awareness of facilities and opportunities for sport and active recreation by all providers through branding and an improved communication network.
- **Celebrating Achievements** – Celebrate the success of our clubs, coaches athletes and volunteers



Case Study: Reactivate MK

Reactive MK was launched in 2009 as the umbrella brand for adult sport and physical activity delivered by a range of partners across Milton Keynes. The brand was a way of maximising resources and generating maximum impact across the City. Annually, three 'Give it a Go' months are organised, using the latest Active people and market segmentation data to identify and target specific groups. These provide a platform for national and local partners to promote and launch new products to encourage greater participation in sport and active recreation.

3.0 Delivery

3.1 Programme Plan 2014-2023

Successful implementation of this strategy will require all stakeholders to work collaboratively, in a co-ordinated manner and make a commitment to explore new ways of delivery and doing things differently to make the best possible use of resources to impact on participation levels.

Aspects of the strategy and delivery plan will be initiated and led by Milton Keynes Council Officers who will take responsibility for project, contract and budget management, monitoring and commissioning and partnership development. However, recognising the limited resources within the Sports Development and Leisure & Community Facilities team, a significant part of the delivery will be undertaken jointly, with Council Officers offering a strategic view, supporting our partners in identifying fund raising opportunities, providing the evidence base and when required business support and development.

Strategic Priority 1: ENHANCE IDENTITY				2014-2017	2018-2021	2022-2026
Aim A: People						
Programme	Programme Group	Outcomes	Outputs/Projects			
i) Leadership, Coaching and Officiating Workforce	MK Council MK College BMKSP External orgs	Providing the courses and support functions to facilitate individuals progressing through a coaching / officiating pathway.	a) Milton Keynes Coaching Centre: A family of facilities which can be used to host a range on national governing body coaching / officiating awards which are programmed on a yearly basis based on the needs of the sporting community			
			b) Walking for Health: To deliver the new training programme for walking for health volunteers across Milton Keynes.			
			c) Cycling Leaders: To utilise the partnership with British Cycling to identify and train cycle leaders to support the Skyride programme in Milton Keynes			
ii) Sporting Heritage	MK Council Badminton Eng. MK Collection MK Dons SET MKHA External orgs	Working with the Heritage sector to recognise the sporting history of Milton Keynes and accurately document the successes and events which shape the sporting landscape.	a) Our Sporting Life: MK: Building on the success of London 2012 by securing and profiling the sporting heritage of Milton Keynes.			
iii) Club Development	MK Council BMKSP Sport MK External orgs	Supporting clubs to improve their sporting offer to current and potential new members with advice and guidance on facility improvement, funding, volunteer recruitment and retention.	a) Clubmark: Encourage and support more clubs to go through the Clubmark or equivalent process			
			b) Club Seminars: Establishing an annual voluntary sports club seminar providing updates on funding, NGB initiatives and sharing good practice.			

Strategic Priority 1: ENHANCE IDENTITY

Aim A: People Continued...

Programme	Programme Group	Outcomes	Outputs/Projects	2014-2017	2018-2021	2022-2026
iv) Strategic Infrastructure	MK Council BMKSP Sport MK MK Sports Board	Providing leadership through a co-ordinated, dynamic approach for sport and active recreation, ensuring local connectivity across a wide range of partners to shape and enable growth (revenue and capital) in the sports and community sector.	<p>a) Sport:MK: Building on the success of Sport MK in distributing grants to be better placed to offer the strategic leadership and advocacy for voluntary sports organisations.</p> <p>b) Milton Keynes Sports Board: -Shaping the MK Sports Board to be recognised as a strategic enabler and advocate for sport across key local, regional and national organisations in light of a decreasing central resource.</p>			
v) Athlete Development	MK Community Foundation Sport MK Sports Aid External orgs	Ensuring that athletes in Milton Keynes have access to the correct facilities and support networks to achieve their potential as they move along the performance pathway.	<p>a) Talented Athlete Scheme: A formal scheme in place that recognises and supports talented athletes to develop and achieve their potential.</p> <p>b) Sports Science / Medical Hub: Work with partners to develop a sports medicine and sports science hub for access by local elite and performance athletes.</p>			
vi) Volunteer Development		Provide support for volunteers to ensure that they have skills, knowledge and tools to provide for the local community.	<p>Seminars to be held to inform and update volunteers – Committee Connections.</p> <p>Managed process of officer attendance at management committee meetings</p> <p>Steering groups developed at new facilities</p>			

Strategic Priority 1: ENHANCE IDENTITY

Aim B: Place

Programme	Programme Group	Outcomes	Outputs/Projects	2014-2017	2018-2021	2022-2026
i) New Facilities for New Areas:	NGB's MK Council	A Capital programme is in place for a range of sport and active recreation assets which will be realised throughout the life of this strategy	<p>a) Management Specifications: Ensuring that future management specifications for new facilities include sections on sports development and public health outcomes.</p> <p>b) Playing Pitches: Use new methodology to develop a new Playing Pitch Strategy for Milton Keynes</p> <p>c) New Facilities: Development of new facilities in developing areas of Milton Keynes to meet community and sporting needs.</p> <ul style="list-style-type: none"> • Brooklands Community Sports Pavilion • Tattenhoe Park Community Sports Pavilion • Western Expansion Area – Temporary Community House • Western Expansion Area Community Sports Pavilion and Pitches x 2 <p>d) Flexibility: Creating flexible spaces within local community facilities</p>			

Strategic Priority 1: ENHANCE IDENTITY

Aim B: Place

Programme	Programme Group	Outcomes	Outputs/Projects	2014-2017	2018-2021	2022-2026
ii) Improve Aging Facilities		Aging facilities in Milton Keynes are refurbished, or replaced that are important in the sports and community facility network.	a) Stantonbury Campus: Refurbishment and potential reconfiguration of existing facilities to improve community access and customer experience whilst supporting the development of the PE curriculum.			
			b) Sir Herbert Leon Academy: Refurbishment of existing facilities to improve community access and customer experience whilst supporting the development of the PE Curriculum.			
			c) Asset Management Plan –			
iii) Community Asset Transfer:		Providers of sport and active recreation ensure that facilities continue to provide a range of opportunities and remain accessible for local people, particularly in identified areas of deprivation.	a) Produce a guide to aid any potential new managers of facilities about supporting existing volunteer management committees			
			b) Signposting for best practice in facility management			
			c) Further devolvement of community assets under the localism agenda			
iv) Achieve the Funding:		Ensuring that Milton Keynes maximises the potential benefits from development including via developers contributions, and also being able to respond to funding opportunities as they arise.	Developer Investment – support continued negotiations for sport and community facilities developer contributions through Community Infrastructure Levy [CIL], Tariff, S106 and profile within planning documents & Neighbourhood Planning Frameworks			
v) International Sporting City:		Providing facilities and associated support to enable top class sports men and women to train, and where possible to compete, in Milton Keynes in agreed priority sports, whilst also offering new opportunities for community sport.	Priority Sports: Identifying Priority Sports which MKC will work more closely with offering strategic support and time.			
			Performance Centres: Development of performance centres to develop athletes and encourage grassroots participation: <ul style="list-style-type: none"> • Cycling Centre of Excellent • National Training Centre for Baseball / Softball 			

Strategic Priority 2: INCREASE OPPORTUNITIES

Aim C: Community Participation

Programme	Programme Group	Outcomes	Outputs/Projects	2014-2017	2018-2021	2022-2026
i) Participation in Sports Activities	MK Council BMKSP Other Ext orgs	Increasing the number of opportunities for children, young people and adults participating in sport across Milton Keynes	a) Sportivate: Utilising the Sportivate programme to create opportunities for young people and adults to participate in a wider range of sports and ensuring links with voluntary sports clubs to offer sustained engagement			
			b) Return to Sport: utilising NGB products and links with established voluntary sports clubs to initiate and retain interest in new sporting pursuits and create future club members.			
			c) Culture Card/App: Implement the recommendations of the Culture Card feasibility study to offer a co-ordinated sports and active recreation offer across all public sports facilities.			X
			d) Workplace Provision: Create a workplace sporting programme culminating in a Milton Keynes Corporate Games model			
			e) Community Games: Establish an annual delivery of parish based sporting competition across Milton Keynes			
ii) Participation in Active Recreation	Parks Trust Cycling Forum BMKSP Other ext orgs	To increase the number of adults participating in sport and active recreation across Milton Keynes	a) Health Walks: Increase the number of opportunities to take part in the Walking for Health programme utilising GP Surgeries, open space and community centres as meeting points.			
			b) Cycling: To support the delivery of the Cycling strategy objectives around participation and maximising the partnership with British Cycling and the network of cycle routes and Redways			
			c) Parks / Open Space: Look to maximise the local Park / open space infrastructure for active recreation pursuits creating cost effective delivery packages that can be replicated across the Borough.			
iii) Active Intervention	MK Council HWB Board MK Community Health Service Other ext orgs	To use sport and active recreation as an intervention to prevent long term health conditions and to increase wellbeing	a) Physical Activity: To develop an overarching Physical Activity framework which embraces sport, active recreation and everyday activity.			
			b) Exercise Referral: To further develop the Active Milton Keynes Exercise Referral Programme to encompass links to more sustainable activities outside of the referral programme.			
			c) Children's and Young People Weight Management: To improve the current programme to deliver an increase in participants and completion rates and support the Health and Wellbeing Boards objectives in decreasing childhood obesity.			
			d) Active Ageing To develop sport and active recreation programmes to support older people to continue to be active throughout their later years.			
			e) Active Communities: To directly target those areas in Milton Keynes that have been identified as having significant health inequalities and put in place a community based sports programme linked to the physical activity pathway			

Strategic Priority 2: INCREASE OPPORTUNITIES

Aim D: Learning				2014-2017	2018-2021	2022-2026
Programme	Programme Group	Outcomes	Outputs/Projects			
i) Improving Physical Education	MK Sport Partnerships MK Council BMKSP Other Ext org	Supporting teachers and coaches to improve their knowledge and skills of sport within an education setting and maximising investment opportunities to enhance the quality of PE delivery.	a) Physical Literacy: To work with the education sector to ensure that the physical literacy pathway from early years to secondary school is supported and developed.			
			a) Teacher Training: To increase the number of teachers accessing physical education specific training across Milton Keynes			
			b) School Swimming: To ensure that all children at the end of Key Stage 2 have progressed their ability to swim unaided.			
			c) Playground to Podium: Ensuring that opportunities are developed for young people with special educational needs			
ii) Transition to voluntary sports clubs	Sport:MK MK Sport Partnerships MK Council NGB's BMKSP	Improving the pathway from school sport into more formal voluntary sport club sessions.	a) Satellite Clubs: To deliver the Satellite Clubs programme in Milton Keynes across all the secondary schools.	X		
			b) Community Use: To support and increase those schools who wish to open or keep open their facilities for wider community sports users.			
iii) Offering competitive School Sport:	BMKSP MK Sport Partnerships NGB's	Supporting and developing the competitive school sport structures that exist in Milton Keynes	a) School Games: Working with partners to increase the opportunities available within the School Games framework.			
iv) Increasing the number of pre-school places	MKC	Areas of need will have facilities for pre-school use.	a) Consideration to be given in new and existing facilities for multi use activities e.g. pre-schools and badminton running together (vis a viz Broughton Pavilion).			
			b) ensuring that existing facilities have full potential for multi use seeking funding to extend and improve facilities where there is space and need.			

Strategic Priority 3: ACTIVELY CELEBRATE

Aim E: Events

Programme	Programme Group	Outcomes	Outputs/Projects	2014-2017	2018-2021	2022-2026
i) Rugby World Cup	MK Dons SET MK Council Rugby Football Union Other ext org.	Maximising the impact of the third biggest international tournament to create a sporting programme to increase participation in sport and active recreation	a) 'Legacy Programme: a delivery programme pre and post Rugby World Cup which maximises the interest in the sport and provides a lasting participation legacy			
			b) Volunteering: working with partners to create a workforce of volunteers which can be the 'face' of Rugby in MK during the world cup			
			c) Festival of Rugby: Working with the cultural sector to support the festival of rugby which will be delivered throughout the duration of the World Cup Tournament			
ii) Elite Sporting Events	MK Sports Board MK Events Board SEMLEP BMKSP	Devising a strategic approach to the creation of an elite sporting events programme working with partners across the South East Midlands Local Economic Partnership.	a) Sports Events Strategy: Identifying the opportunities for Milton Keynes to attract major sporting events to the City and the wider SEMLEP region.			
			b) Economic Impact: To put in place a framework to assess the economic impact of major sporting events that take place in Milton Keynes.			
iii) Access for All		Supporting and developing events that encourage community sports participation.	a) Participants: Increasing the number of participants involved in mass participation sporting events that take place in Milton Keynes.			
			b) Sporting Calendar: The creation of a formal calendar of sporting events			
			c) National Campaigns: Getting involved in national sport and active recreation campaigns as a tool to promote and increase participation.			

Strategic Priority 3: ACTIVELY CELEBRATE

Aim F: Communication

Programme	Programme Group	Outcomes	Outputs/Projects	2014-2017	2018-2021	2022-2026
i) Cultural Tourism	Destination MK, MKC, AHA-MK, SEMLEP	Sport and active recreation are a key tourism component through the Destination Management Plan and there is appropriate signage [physical and virtual] to sites across MK]	a) Destination Management Plan (DMP) – position sport and active recreation within the tourism plan for MK and support delivery of sports and active recreation related actions			
			b) Brown Signage – create clear signage to sports and community centres/facilities through tourism ‘brown signs’		x	
			c) Redways – Improve the network of Redways in line with the objectives of the Cycling Strategy			
ii) Engage, Brand and Promote:	MK Council BMKSP MK Sports Board Other ext orgs	To Increase awareness of facilities and opportunities for sport and active recreation by all providers through sector branding and an improved communication network.	a) Reactivate: MK: For a wider audience to utilise the Reactivate:MK logo.			
			b) Give it a Go: Increase the number of organisations involved in the Give it a Go campaign			
			c) Centre MK Games: Ensure the continued delivery and growth of a sporting exhibition in Middleton Hall for voluntary sports clubs and National Governing Bodies of sport.			
			d) The Message: Promoting the wider benefits of sport and active recreation through the relevant channels to both the consumer and the stakeholder.			
iii) Celebrating Achievement	BMKSP Sport:MK MK Sports Board	Celebrate the success of our clubs, coaches athletes and volunteers	a) MK Sports Awards: Increasing the number of applications and the range of sports applying for recognition.			
			b) Bucks and MK Sports Awards: Increasing the number of applications submitted from voluntary organisations, schools and individuals from Milton Keynes			

3.2 Annual Review Reporting

The strategy is a 'live' document which will need to adapt and respond to the changing national trends and funding priorities. The programme plan is both robust and flexible and projects will be delivered in the short, medium and long-term. Success will be monitored by an annual internal review, asset management planning and against the national performance indicators undertaken by Sport England through the Active People Survey.

