



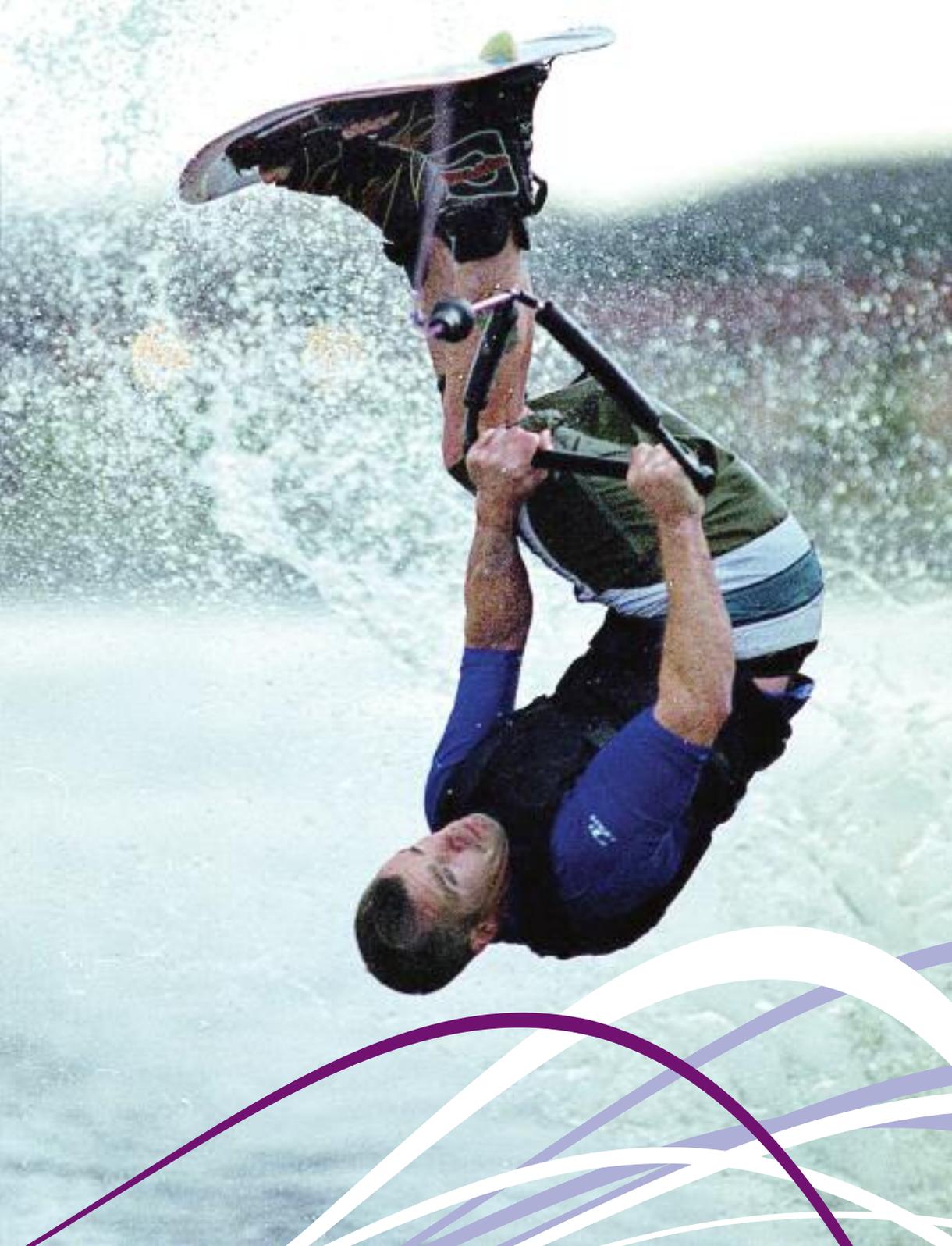
Stockton-on-Tees
BOROUGH COUNCIL



Sport

Playing its Part

**A Sport & Active Leisure Strategy
for the Stockton Borough 2011 - 2014**



Contents

1. Foreword	1 2
2. Introduction	3 4
3. Purpose	3 4
4. Context	5 6
5. Vision	7 8
6. Challenges	7 8
7. Strategic Plan	9 10
8. Monitoring	17 18
9. Appendices	21 22

1.0 Foreword

2011 sees the launch of the 'Sport Playing its Part', A Sport & Active Leisure Strategy for Stockton on Tees. Our borough has a lot to celebrate in terms of sport & leisure provision and I am personally delighted that this strategy seeks to develop cohesion and coordination between all providers of sports activities, facilities and events. By providing direction and leadership in the development of policy and practice, Stockton Council and its partners intend to use sport and active leisure to improve lives by supporting the social, economic and health regeneration of our borough.

We are committed to ensuring that everyone, despite their age, ability or ethnicity is provided with the opportunities to achieve their personal sporting goals, whatever they may be and that they can do this supported by a range of well organised agencies, fit for purpose accessible facilities and high quality information. In these tough economic times where resources are at a premium, only by working together can we deliver the services and outcomes that our communities want and deserve.

Councillor Kenneth Lupton, Leader of Stockton Borough Council





2.0 Introduction

Sport and active leisure has a unique 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 anti-social behaviour and is a key component in urban regeneration. Through sport and active leisure we learn about co-operation and teamwork, self-discipline and resourcefulness, and the life skills, which are essential to each of us if we are to play our part in today's society.

Sport and active leisure matters to a lot of people. Not just to those teams and individual participants who aspire to reach the highest levels of performance and competition, but also to the wider community who take part in a wide range of activities for fun and exercise.

This Sport & Active Leisure Strategy has been produced in order to provide a commonly agreed direction for sport within the Borough for the next five years. It is a Strategy not only for Stockton Council but one for our partners in the public, private and voluntary sectors. It builds upon many related policies and existing partnerships, and aims to provide quality opportunities for participation in sport and active leisure in order to meet the needs and aspirations of the entire community.

Councillor Mary Womphrey, Cabinet Member for Leisure & Culture

3.0 Purpose - What the strategy will do

3.1 Stockton's Strategy for Sport & Active Leisure seeks to ensure the effective planning and co-ordination of an integrated range of opportunities for participation, to meet the needs and aspirations of the Borough's residents, and to support of the objectives of the Council and its strategic partners.

3.2 To harness the efforts and resources of the wide range of institutions, groups and individuals critical to existing and future sport and active leisure opportunities, the Strategy must provide a framework, illustrating links and making connections between the separate parts of the leisure sector, and between leisure and other sectors.

3.3 People taking part in sport don't need to know about the structures and institutions involved, but they should enjoy a seamless transition from one achievement level to another or from one age range to another. They should also be able to enjoy support and guidance, and access to equipment and facilities in ways, which make it as easy as possible for them to take part. So, the structures and institutions need to be designed to reflect the needs and aspirations of the people whom they ultimately serve, in a joined-up way. In doing so, the strategy will also define the priorities for investment and, over time address inequalities of opportunities and provision.

3.4 For sport and active leisure to contribute fully to the wider social and economic objectives of the Council and its partners, including education & lifelong learning, community safety & cohesion, economic regeneration, and health, this strategy must also highlight how and where it might be relevant to those sectors.

3.5 To contribute fully to health and well-being for example, we must illustrate how and under what circumstances sport contributes to particular health targets, and suggest how these contributions could be maximized. To do this it will be necessary to represent sport and leisure programmes in categories, or using definitions, which are borrowed from the health, and well being strategies to which they are being shown to contribute. This representation, or interpretation, can sometimes be read as a distraction from the core purpose for the majority of participants. For example, we might describe a running club as a means by which cardio vascular fitness can be improved, whilst for the participants it is actually a means by which they enjoy a social, group activity in the fresh air. But the cardio vascular benefits rather than the social interaction might justify the resources that sustain the group. If it is effective, this strategy will be referred to in other, non-sports strategies. And these connections must be shown over a period of several years to achieve

substantial and sustainable improvements. It is hoped that with the responsibility for the delivery of public health moving to local authorities from the NHS that the partnerships between the relevant public sector bodies can and will be strengthened further leading to greater service cohesion and improvements.

3.6 Whether sport is being used as a tool for health or social outcomes, or whether it is the end in itself, we believe it is important and should be promoted and celebrated. By showing what is achieved and how, and by connecting the groups and bodies that make it possible, it will be easier to tell the story of sport and leisure, through the media and social networks, raising the profile of sport locally and helping to improve perceptions of the area.

3.7 If the strategy is to shape what we do and influence others it must also include feedback mechanisms, it must be informed by the views of many and it must be able to evolve to respond to changing circumstances. It must also provide a means by which we measure the impact we have, in meaningful and relevant ways.

3.8 The Strategy needs to be complimentary to the other many related Council and partner strategies and plans, which relate to this subject area. This document is the overarching Strategy for Sport & Active Leisure and will be supported by a series of



coordinated delivery plans which will be developed through a number of multi-agency, multi-sector groups. The themes of the plans to be developed are as follows:

- Children & Young People
- Adults & Older People
- Sports Facilities/ Planning
- The Voluntary Sector
- Sports Events & Activity Tourism
- Information, Marketing & Communications
- Access & Inclusion in Sport
- The 2012 Olympic & Paralympic Games

4.0 Context – What we've got to start with

4.1 It is important to note that within Stockton we are not starting from the scratch, or from a position of weakness. Through strong partnership working, sport and active leisure within Stockton has lead and is leading to a great many successes including:

- 91% of young people 5-16 years participating in 2 hours high quality PE/ School sport per week.
- 35% of young people 5-16 years participating in 5 hours of PE and Sport
- 23.8% participation rates for adults (3 x 30 minutes moderate intensity physical activity per week), which is above the national and regional averages
- Significant committed investment in an improving public sector leisure facility stock, alongside a strong private sector offer.
- High quality parks, countryside sites and green spaces to support participation in sport & active leisure
- A commitment to maximising the opportunities for both schools and communities by making the most of our built and natural facility stock
- A vibrant voluntary sector capable of providing cradle to grave opportunities
- An ongoing commitment to promoting high level performance and support to individuals

for the achievement of personal goals, demonstrated through investment in the River Tees White Water Course

- Use of sport to engage the unemployed and most disadvantaged, promoting the development of skills for employment
- Enhancing opportunities for the most hard reach groups through initiatives such as the Stockton Sportsability Club
- We are well served by the quantity and quality of leisure facilities within the borough as a whole although there are local variations
- An ongoing commitment to collaborative working across the public, private and voluntary sectors

4.2 Despite the positives there is still a significant proportion of society who do not currently participate in sport and/ or active leisure to the recommended weekly levels and we need to develop plans and interventions to reduce the numbers of people currently inactive. As anyone who is physically active will testify, sport and active leisure not only has a positive effect on physical health, but also significantly on mental health and well-being. We feel there is a great deal to be positive about and despite the issues we intend to face the challenges with realism and positivity.



5.0 Vision – What we'd like to see happen

To use the adaptability of sport & active leisure to positively impact upon the key strategic priorities of Stockton Council and its partners through the development of high quality facilities and activities that are strong on innovation, highly accessible and promote the achievement of personal goals.

5.2 We will deliver the vision by concentrating on the following aims:

- Extending opportunities for people of all ages and backgrounds to participate in high quality physical education, sport & active leisure
- Raising aspirations, supporting our elite performers to reach their potential, and exploiting all opportunities to support the delivery of performance level sport
- Supporting the development of a well structured, organised and sustainable workforce and voluntary sector
- Ensuring the built and natural environment meets the sporting & active leisure needs and aspirations of local communities
- Raising the profile of sport & active leisure as a key element of a healthy and happy life
- Change perceptions about Stockton as a place to visit to participate in high quality sport & active leisure events/ opportunities

5.3 Many projects or programmes will touch on more than one of the above aims. Within the Strategic Plan (section 8) to simplify presentation we have grouped the actions under three headings, which it is felt embrace the longer list of aims. The headings bring together opportunities for all to participate and excel, robust infrastructure, and profile and communications.

5.4 In order to deliver outcomes of the Strategy we will (through multi-agency collaboration) be developing the following action plans, which will further detail and animate the Strategic Plan. These plans will take into account current and anticipated trends in participation along with the development of activities and facilities that meet the future needs and aspirations of our communities. The plans are as follows:

- Children & Young People (Active Play, School Sport/ Competition, Club/ School Links, Holiday Provision, Youth & Community groups)
- Adults & Older People
- Sports Facilities/ Planning
- The Voluntary Sector (Development of clubs, coaches)
- Sports Events & Activity Tourism (Inspiring greater participation and changing perceptions about Stockton as a place to live, work and visit)

- Information, Marketing & Communications
- Access & Inclusion in Sport
- The 2012 Olympics & Paralympic Games

5.5 In order to ensure these plans are responsive to the needs of our communities they will be regularly reviewed and amended appropriately to reflect new and established trends in relation to participation. We will maximise the use of ICT to ensure that our communities have the opportunity to contribute on an ongoing basis to the shaping, developing and delivery of sport & active leisure across the borough.

5.6 As the landscape in relation to many areas of society is currently in a state of flux, we want to ensure that the Strategy and subsequent plans provides the flexibility to respond to opportunities that arise, whilst consistently developing and providing core opportunities for our communities.

6.0 Challenges – Why it won't be easy

6.1 Along with the significant opportunities, a diverse borough like Stockton also faces its fair share of challenges. In relation to sport & active leisure participation/ engagement the following have been identified:

6.2 Socio Economic

- Stockton has a higher percentage of people in poor health than both the regional and national average
- 30% of households within the borough do not own a car and statistically those without a car are less likely to report an interest in sport/ active leisure
- 16% of the population are in receipt of key benefits and one of the biggest barriers to participation in sport/ active leisure is cost
- 7.6% of households are occupied by lone parents who identify childcare as one of the key barriers preventing participation
- Measuring deprivation against the Government's Index of Multiple Deprivation (2004), 40 of our Super Output Areas (SOAs) are amongst the worst 20% nationally, 20 within the most deprived 10% in England. Within the borough emergency admissions for coronary heart disease are two-and-a-half times more likely in the most deprived quintile of wards in

Stockton than the most affluent and early death from heart disease (age less than 75 years) is nearly three times as likely in the most deprived wards compared with the least deprived.

- The current economic climate is having a negative financial impact on both organisations and individuals with reduced resources available for service delivery

6.3 Geographical

- As the borough is 80 square miles it is essential to have leisure facilities, namely leisure centres in centralised locations on the basis of accessibility for all and affordability. However this can and does have negative effects on outlying communities
- 30% of households in the borough do not own a car and meaning a reliance on public transport to access leisure facilities
- There are local area variations in levels of facility provision, particularly within the South of the borough

6.4 Awareness

- Despite being well served for leisure facilities as a borough, there is a lack of coordination/ cooperation between providers which may be compromising the leisure offer to our communities

- The health risks of not being physically active are well documented, yet approximately three quarters of the adult population are not active enough to benefit health.

1. On current trends a third of men in the UK will be obese by 2010, according to a 2006 Department of Health report
2. Between 2003 and 2006, obesity in adults in the UK rose by nearly 40 per cent
3. The picture is just as worrying for youngsters - by 2010, it's predicted 22 per cent of girls and 19 per cent of boys in the UK between the ages of two and 15 will be obese, with girls under 11 at particular risk
4. Obesity is responsible for 9,000 premature deaths a year in this country, and is a major contributory factor to heart disease
5. Coronary heart disease (CHD) is still the leading cause of death in the UK, accounting for about a fifth of all deaths, according to the Office for National Statistics
6. About a third of deaths caused by CHD are among people aged under 75



6.5 Ageing Facilities

- The Council has a significant stock of building assets which need to be maximised and/ or rationalised.
- The Building Schools for the Future initiative cancellation creates a significant challenge as to how we can develop the educational environments that our young people deserve and that our communities can benefit from.
- The quality of our playing pitch sites are below the standard that we would aspire to have them and in the current economic climate finding significant sums to upgrade these facilities presents a significant challenge

6.6 Cultural

- According to research members of the BME community participate less in sport/ physical activity and are less likely to be a member of sports club

6.7 Accessibility

- Inclusive sporting opportunities particularly around disability have moved on significantly in the last decade however there are still significant discrepancies in participation rates with disabled people much less likely to participate in sport/ active leisure and than able bodied people

- Climate change has started to impact upon sports provision and will more so in the future and particularly around the provision of grass playing pitches

6.8 Funding

- The current financial climate presents a number of challenges and the ability to fund the activities and programmes in order to meet the needs and aspirations of our communities being one of the main ones we face.

6.9 Volunteering

- At 3.99% Stockton has a lower rate than both regionally and nationally of people who volunteer in sport for at least 1 hour per week. Clearly volunteers are the life-blood of community sports participation

6.10 Resident Satisfaction

- According to the Active People survey only 70% of the adult population have expressed satisfaction with sports provision within the borough

7.0 Strategic Plan – Outline objectives

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
A. Participate and Excel	A1. Develop opportunities for young children of pre school age to be physically active, developing good habits in early development	C&YP	1. The School Sports Partnerships
	A2. Develop coordination between the Play and Sports agenda to ensure opportunities and progressions from play into sport are established and maximised	C&YP	2. SBC Leisure & Sports Development
	A3. Provide progressive PE and School Sports provision within the borough	C&YP	3. Countryside & Green-space
	A4. Maximise the opportunities for young people through e.g. the Gifted and Talented programme	C&YP	4. Tees Active
	A5. Develop sport/ active recreation for young people and families based around 'fun participation.'	C&YP	5. NHS Stockton
	A6. Develop sustainable pathways and progressive sporting opportunities out of school hours (OOSH) and in the community	C&YP	6. FE/ HE institutions
	A7. Promote and develop sustainable physical activity/ leisure opportunities for adults and older people, targeting primarily the identified 40% non participants who could be tempted in sport	A&OP	7. The voluntary sector 8. The private sector 9. The Strategic Sports Network 10. Schools Capital Team

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
B. Robust infrastructure	A8. Develop opportunities for participation amongst under-represented groups	A&I	11. National Governing Bodies of Sport
	A9. Maximise sport/ active recreation participation through the development of cross cutting cultural programmes	A&I	12.SBC Regeneration
	A10. Develop a 'research bank' to inform the development of initiatives (capital & revenue) on a borough and neighbourhood level	I,M&C	13.SBC Leisure & Culture Services
	B1. Develop an online central portal for sport & active leisure in Stockton. The portal should demonstrate innovation, partnership, community engagement and effectiveness.	Overarching Strategy	
	B2. Develop a Framework for community based provision ensuring that a wide variety of activities are provided which are accessible to all	Overarching Strategy	
	B3. Raise the profile of the role sport and active leisure can play in the social and economic development of Stockton through the development of the Stockton Strategic Sports Network.	I,M&C	
	B4. Ensure the physical activity agenda is identified as 'everyone's business', utilising sport and active leisure as a vehicle, e.g. Transport	I,M&C	

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
	B5. Ensure strategic coordination and clarity (including with neighbouring authorities) in responding to external/ internal funding opportunities, e.g. Sport England/ 106 agreements	SF/P	
	B6. Maximise sport & active leisure opportunities presented by our biggest natural asset, the River Tees	All	
	B7. Where strategically identified develop fit for purpose, quality accredited leisure facilities that meet the needs and aspirations of the community	SF/P	
	B8. Ensure ongoing community participation in the development of policy and priorities	I,M&C	
	B9. Ensure community participation (adults & young people) in the design, development and implementation of capital/ revenue sport and leisure projects	I,M&C	
	B10. Maximise opportunities for schools and the community through support to the 'Schools Capital Programme'	SF/P	
	B11. Develop policy to ensure leisure and educational facilities are accessible to the community	A&I	

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
	B12. Exploit the value of Stockton’s Green infrastructure in developing and promoting active leisure pursuits	SF/P	
	B13. Ensure that Stockton has a stock of fit for purpose sports playing pitches that are managed, maintained and developed in a coordinated way	SF/P	
	B14. Proactively support an increase in the capacity and capability of the voluntary sector, including voluntary sector sports clubs/ community organisations	VS	
	B15. Support the voluntary sector to provide effectively for aspiring elite performers	VS	
	B16. Work with partners in the development of strategically identified facilities/ programmes that support and promote excellence	SF/P	
	B17. Maximise available funding to support talented sports performers	A&I	
	B18. Increase support for high achievers amongst under-represented groups	A&I	
	B19. To develop pathways from training into employment through sport/ active leisure	A&I	

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
	B20. Investigate the possibilities for private and or public/ private investment in leisure facilities where there is a strategic justification	SF/P	
	B21. Where possible coordinate green, blue and built infrastructure facilitating active lifestyles and sustainable travel	SF/P	
	B22. Work with transport providers to facilitate greater access to leisure facilities (both built and natural)	A&I	
	B23. Consider the effects of climate change in the future development of facilities, e.g. Grass pitches	SF/P	
	B24. Promote the region as an attractive venue for 'countryside' sports such as walking, cycling, and golf	SE&AT	
	B25. Ensure new facility developments are attractive to both local people and tourists	SE&AT	
	B26. Work with Further Education & Higher Education institutes in the borough to develop complimentary facilities (where possible) to maximise the sport/ active leisure offer	SF/P	

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
C. Profile and Communications	B27. An Informal Recreation Plan to incorporate BMX, skateboarding, inline skating etc to be developed in order to take account of the high numbers of primarily young people engaged in these informal sports activities	SF/P	
	3A. Maximise the social, health, educational and economic benefits the 2012 Olympic Games can bring to the borough	O&P	
	3B. Proactively exploit opportunities to host sporting events of national/ international significance within the borough	SE&AT	
	3C. Harness the talents of the public, voluntary and private sector to develop events that support the aims of 'Playing its Part'.	SE&AT	
	3D. Through targeted campaigning continually promote the participation in sport & physical activity message of 3 x 30 (adults) and 1 hour per day (children and young people)	I,M&C	
	3E. To identify community sports champions and utilise their profile to inspire peoples of all generations	I,M&C	
	3F. To proactively promote the work of the Council and partners through coordinated marketing & promotions to improve access to available services	I,M&C	

Strategic Aim	Objectives	Plan Objective to be delivered through	Key Organisations (Not all of these organisations are likely to remain the same for the duration of the strategy)
	3G. To raise the profile of Stockton as a visitor destination to take part in sport and active leisure	SE&AT	
	3H. Utilise traditional and non traditional spaces for the delivery of sports events, e.g. to animate town centres	SE&AT	
	3I. Attain broadcast quality footage of events which can be utilised for promoting the borough as a place to visit to participate in creative sporting events	I,M&C	
	3J. Develop a range of events (and event concepts) that have the capability to attract external visitors, media interest and support changing perceptions of Stockton and the Tees Valley	I,M&C	

Key (Plans):

C&YP (Children’s & Young Peoples Plan)

A&OP (Adults & Older Peoples Plan)

A&I (Access & Inclusion Plan)

I,M&C (Information, Marketing & Communications)

SF/P (Sports Facility development/ Planning)

VS (The Voluntary Sector)

SE&AT (Sports Events & Activity Tourism)

O&P (Olympic & Paralympic Games Opportunities Plan)

8.0 Monitoring – how we will measure progress

8.1 The high level performance measures identified within this Strategy will be supported via targets/ outputs within the supplementary action plans (of which there will be 8). These targets and outcomes will be reviewed quarterly and will contribute to delivering improvements in the Performance Measures of this Strategy. The Performance Measures of the Strategy will be measured annually either via Active People Survey/ Viewpoint of IPSOS Mori Survey.

The Strategy will be adopted and by Stockton Renaissance and be monitored by the Culture and Leisure Partnership. The performance of the Strategy and supplementary plans will be reported through the Council's Corporate Performance Team.



8.2 Performance Measures

Performance Measure	Current Score	Target Score by 2013
% Of adults participating in 3 x 30 min's moderate intensity sport/ physical activity per week	23.8 % (Interim)	24%
% Of young people participating in 5 hours of PE and sport	35%	37%
% of young people participating in community sports organisations	Benchmark measured via School Sports Partnerships Host Schools Blakeston (North Shore Academy) – 38% Northfield – 44%	45%
% of adults participating in community sports organisations	Awaiting results from Active People 4 Survey	35%
% Of people volunteering in sport for at least 1 hour per week	3.99% (287th nationally)	4.2%
% Residents satisfied with leisure provision	70.99% (161st nationally)	72%
% Residents who feel that sports/ leisure provision in Stockton is improving	Baseline to be established through Ipsos MORI Survey in Summer 2011	TBC





8.2 Performance Measures

Performance Measure	Current Score	Target Score by 2013
% Residents satisfied with sports/ active leisure events within the borough	Baseline to be established through Ipsos MORI Survey in Summer 2011	TBC
% Residents participating in formal leisure provision (including private and voluntary sectors)	Baseline to be established through Ipsos MORI Survey in Summer 2011	TBC
% Of population living with 10 min's drive time of a locally determined high quality leisure facility	93%	100%
% Of people from hard to reach groups participating in sport/ active leisure:	To be measured in 2010/11	TBC
<ul style="list-style-type: none"> • Children looked after • BME community • People with disabilities • Carers • In receipt of benefits 		

8.3 Strategic Outcomes that the Strategy will support

The delivery of this Strategy has the capability to support the achievement of a wide range of strategic outcomes due to the cross cutting nature and values of sport & active recreation.

Strategic Outcome	Origin of Outcome (Accurate at the time of publication)
1. Increases in the % of 5-16 year olds participating in 5 hours of PE/ within the curriculum and OOSH	The PE & Sport Strategy for Young People
2. Increase % of adults participating in at least 30 min's of moderate intensity sport and physical activity or at least 3 or more days per week	National Target being adopted locally
3. Increased resident satisfaction with sports & leisure services within the borough	National Target being adopted locally
4. Increase in the number of people volunteering in sport	National Target being adopted locally
5. Increase in the % of residents living with 20 min's of a quality accredited leisure facility	National Target being adopted locally
6. An increase in the % of people participating in local authority sport/ recreation provision	National Target being adopted locally
7. Increase in positive activities for young people	Sustainable Communities Strategy
8. Halting the year on year rise in obesity amongst children under 11 years	Sustainable Community Strategy
9. Increased opportunities for young children/ young people in care (SCS)	Sustainable Community Strategy
10. Reductions in anti-social behaviour/ criminal damage	Sustainable Communities Strategy
12. Increases in residents accessing employment and training	Sustainable Communities Strategy

Strategic Outcome	Origin of Outcome (Accurate at the time of publication)
13. Improved access and quality of green spaces	Sustainable Communities Strategy
14. Increases in independent living for older people and adults with special needs	Sustainable Communities Strategy
15. Increased journeys to school and work by walking and cycling	Sustainable Communities Strategy
16. Increased use of public transport	Sustainable Communities Strategy
17. Improved personal well being of older people	Sustainable Communities Strategy
18. Real choice, control and equal access to facilities and services for older people	Sustainable Communities Strategy
19. Greater Equality of Opportunity	Sustainable Communities Strategy
20. Reduce health inequalities	Sustainable Communities Strategy

9.0 Appendices – Action Plans

The following documents accompany the Strategy and include the operational plans and information on how specific actions will be implemented. They will be available as an online suite of documents from June 2011:

- Children & Young People's Sport & Active Leisure Plan
- Adults & Older People's Sport & Active Leisure Plan
- Sports Facilities/ Planning
- The Voluntary Sports Sector
- Sports Events & Activity Tourism
- Information & Communications for Sport
- Access & Inclusion in Sport
- The 2012 Olympic & Paralympic Games





Stockton-on-Tees

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