

GUIDE TO PRODUCING A BRIEF FOR A PPG 17 STUDY

INTRODUCTION

This is a generic guide to producing a brief for a Planning Policy Guidance Note (PPG17) study. A PPG 17 study is a shorthand title for an audit and assessment of need for indoor and outdoor sports and recreation facilities and open space. This brief is intended to set out the background to this work, its aims and objectives, timescales, outputs and management arrangements.

A PPG 17 study can include all of these three types of provision, or, any combination of them. The purist definition is that to undertake what is requested of a local authority in the National Planning Guidance in PPG 17, it should include indoor and outdoor provision and open space. An example of the purposes for a local authority completing a PPG 17 needs assessment might be:

“Undertake a facilities needs analysis as the first stage in preparing a Sport Facility Strategy or a Sport & Physical Activity Strategy, which will support the Council’s aim to ‘...make more people more active ‘and inform the planning and regeneration processes over the next 5 to 15 years”.

GENERAL CONTEXT

This section usually provides facts and figures context for the local area. For example:

- **Type and size of local authority:** Is it a Unitary Authority? What land area is covered? How many and the name of the local authorities in the sub region? Population: total; breakdown by age and sex bands; trend changes
- **Description of the local area:** Urban character; housing densities; main land uses and percentages, eg 30% of the land is classified as housing; sport and recreation land use and features, physical and developed.
- **Description of the local economy:** Main drivers, employment; type of retail, main employers, service or manufacturing; trends in the economy; deprivation and other national statistics/indices; types and percentages of housing ownership



- **Drivers for change:** New capital investment programmes such as housing or urban renewal; flagship capital projects; university growth; commercial/sporting events.
- **Community:** The preparation of a sport and physical activity needs assessment is set within the context of the Sustainable Community Strategy which is a shared commitment and programme of action from all communities and organisations to help the local area achieve a defined and stated vision. Then citing of the local authority's partners to achieve the vision.
- **Relationships and who does what:** Description of who leads in the local authority on sport and physical activity work, what they are responsible for and who they work with in delivering this area of work and the relationships to other strategies/departments.
- **Relationship to key national drivers and programmes:** For example the Government's Respect Agenda, the White /Green Papers, Every Child Matters, Youth Matters the Extended Schools Initiative and the Building Schools for the Future Programme; Game Plan: a strategy for delivering the Government's sport and physical activity objectives. (DCMS 2002); 'Healthy Weight Healthy Lives' Dept of Health (2008) 'Choosing Activity: A Physical Activity Action Plan' Dept of Health (2008) (*not comprehensive but illustrative*).
- **Key local drivers and policies:** For example ... *"for 70% of the local adult population to be reasonably active (i.e undertaking at least 30 minutes of moderate exercise five times a week) by 2020."*

[NB. In terms of current levels of adult participation, the 2005/06 Active People Survey commissioned by Sport England under the guidance of the Department of Media Culture and Sport, established that the national baseline figure was lower than was originally thought with only 21% of the population achieving the recommended amount of weekly physical activity. The second Active People Survey (2007/08) showed a modest increase to 21.3%.]

"...For all local children (aged 5-16) to have the opportunity to take part in five hours of sport a week."



PLANNING CONTEXT

- Description of the planning context Planning Policy Guidance (PPG) 17: *Planning for Open Space, Sport and Recreation* (ODPM, July 2002) advises local planning authorities (LPAs) to provide the strongest protection for open space, to resist development pressures that could diminish recreational provision and to adopt a strategic approach to the provision and protection of sports facilities.
- Relationship to any local planning studies on need and what this brief is replacing/retaining/reviewing, for example a Greenspace strategy or an open space audit.
- PPG 17 context – the guide to PPG17, *Assessing Needs and Opportunities: A Companion Guide to PPG17* (ODPM, 2002) gives advice on the undertaking of local assessments, and it is expected that the work will use, follow or adapt the methodology set out in that document.

THE NEED FOR THE PPG 17 STUDY

- Corporate/strategic and development planning - The project being undertaken and leisure needs will inform the Local Development Framework (LDF) and have impact on future reviews of the local Cultural Strategy and the Council/Corporate Plan.

[NB. In establishing the need for the PPG 17 Study, consider what the LDF suite of documents consists of - For example, the LDF Core Strategy, Development Plan Documents (DPDs) for Regeneration and Environment, a Supplementary Planning Document for Community Infrastructure Levy (CIL), and the timetable.]

- Relationship of the PPG 17 study to any corporate documents - For example, regeneration and Government policy programmes eg 'Pathfinder' housing renewal, Building Schools/Colleges for the Future.
- Evidence for capital funding - As well as proving the need for developer contributions towards facilities as part of the planning process, the work will provide evidence of need for a range of capital grants.
- How the study will help deliver government policies and those of the agencies operating in/under the Local Strategic Partnership and the Community Sport



Network - For social inclusion, environmental protection, community involvement and healthy living.

Facility Planning

- Description of how the PPG 17 study will provide a basis for establishing new sports facility requirements. It will provide a clear rationale for the planning of new sports facility provision and protection of facilities threatened by development.
- How it will link with work already undertaken and how it will provide a robust and up to date evidence base to inform land allocations and planning policies in the LDF, in relation to strategic sports and leisure provision.

Operational

- How the study will improve asset management in the various departments of the local authority that have responsibility for sport and physical activity provision, which should result in more efficient use of resources and reduced overheads.

Sports development

- How the study will help to identify where community use of school sports facilities is most needed. How it will provide better information to residents and other users of sports facilities. How it will promote sports development and will help unlock latent demand by identifying where the lack of facilities might be suppressing the formation of teams.

SCOPE OF THE STUDY

Setting out the scope of the study – for example.... *“The Council requires this project to consider the quality and quantity and accessibility of existing provision for sport and physical activity in XXXX to include walking and cycling and to consider the implications for latent demand. The Council’s main focus in making more people more active is to raise participation levels across the board but there is also an ambition to help residents, particularly young people, to achieve their full sporting potential and this should be considered.*



Therefore the Council sees the scope of this work to include an assessment of quality, quantity and accessibility of:

- *All existing built facilities for formal sport. Examples are; swimming pools, indoor sports halls and leisure centres, community centres, health and fitness facilities, indoor tennis courts, climbing walls and skate park / BMX facilities. PPG 17 itself provides a typology of all types of potential facilities to be included in the scope of the work*
- *Opportunities for other forms of physical activity within the urban environment e.g walking and cycling should be assessed."*

METHODOLOGY

The brief must set out the requirement for the work to complete a robust assessment of need for the scope of works. This methodology must adhere to the guide to PPG17, *Assessing Needs and Opportunities: A Companion Guide to PPG17* (ODPM, 2002), be clear and include/cover ALL of the specific requirements set out in the brief.

Assuming the work is outsourced, the successful consultant will have an established methodology with respect to local needs analysis and sport and physical activity strategies reflecting the PPG 17 Companion Guide and Sport England's guidance. The brief should emphasise the requirement for the agreed methodology to include both local facility audits and a comprehensive programme of consultation, for example with: Sports Clubs, Leagues, Schools, HE and FE Colleges, County/Regional Governing Bodies, Sport England Regional Office, County Sports Partnership, PCT, Adjoining local authorities (to explore cross-boundary issues).

The brief to include a requirement for an analysis of local demand factors using the Sport England strategic planning tools Active People Diagnostic and Sporting Market Segments. Similarly, in considering the quantity of facility supply, Active Places Power (APP) should be used to establish levels of provision of facilities for participating in sport and physical activity per 1,000 population in comparison with 'near neighbour' authorities.

Also ensure the methodology provides for identifying the effective local catchment for each facility (eg. by analysis of user survey / membership records), for mapping these facility catchments and identifying geographical gaps in provision.



The methodology should also allow for consideration of future increases in participation. For example, undertaking scenario testing of participation levels in: 2012 and 2020 - to tie in with Sport England and the Government's long term visions. Also, consider how increases in participation are applied within APP to test the adequacy of provision of sports halls and swimming pools to meet future demand.

This list is not exhaustive and the Project team will work with the consultant to agree a detailed methodology that is sufficiently robust to withstand challenge and addresses local drivers and needs.

PROJECT MANAGEMENT

A Project Steering Group - to guide the corporate approach to provision of opportunities for sport and to prepare the project brief. Representatives of all interested parties attend this group. There might also be a Project Management Group - to commission the sport and physical activity needs assessment and guide the work of the consultant (if outsourced).

Requirements on the Consultant

For example, to nominate one senior person to be in overall charge of the project and with whom the Council shall liaise.

The nominated senior person will present the draft final report to the Project Steering Group. The nominated senior person will present the final report to the Project Steering Group.

Information collected/presentation - in a form that is compatible with the Council's IT software and the Council's Geographical Information System

Output requirements – for example the Council requires six colour copies and one electronic copy of the final document. The Final document should include an Executive Summary that can be reproduced separately from the main document. The document should be capable of good quality reproduction in black and white. The final report should be laid out in accordance with any Council templates

Copyright – for example the Council shall hold copyright of all presented material. The Council shall be able to distribute the material in part or whole to any organisation or individual it determines, at no extra cost.



OUTPUT

Develop local standards of accessibility and provision, reflecting both qualitative and quantitative issues. The consultant may be expected to include in the draft and final reports the raw data and analysis of the all consultation, including mapping where applicable. Also results and implications of the scenario testing exercise with recommendations to inform short term planning decisions to 2012 and long term to ensure facilities are available to meet the 2020 vision of Sport England and the Government in terms of participation in sport.

Relationship to other planning documents – for the spatial / land use elements of the action plan or final report will be in a format which can be easily adopted as a supplementary planning document.

Monitoring and review – recommendations on the draft final report and final report regarding monitoring and review

QUOTATIONS

Set out what is required – for example ... *“three copies (one unbound) of the quotation should be received by a set date and marked private and confidential and addressed to -- . in an envelope clearly marked ----- Sport and Physical Activity Strategy and Local Needs Assessment ”*

All quotations must include:

- details of key personnel including qualifications, their areas of expertise and the roles they will play
- a description of the approach/methodology to be adopted and the methods of data collection to be used
- the appointed consultant will be responsible for producing their own detailed programme for carrying out the project and for completion of stages by key target date, a copy to be provided as part of the bid. This programme should include a detailed, step-by-step timed plan prescribing methodology, specific tasks, responsibilities and estimated time/resources to complete each step.
Contact details of three referees



- examples of similar commissions undertaken in the past three years.

Fee details for the project - for example inclusive of expenses, eg mileage, subsistence and exclusive of VAT. The fee quotation should be separated as follows:

Task		Fee
<i>(a) Research and consultation</i>		
(b) Analysis		
<i>(c) Reports/Mapping and Presentation</i>		
	TOTAL	£

Consultant selection – for example the consultant will be selected on the basis of their quote. The evaluation of their quote will consider ability to meet the timescale, price, quality, and experience in undertaking this type of project. The Council will not necessarily select the lowest quote. Consultants should be prepared for an interview and/or to give a presentation of their submission.

TIMESCALE

The envisaged timescale for the project completion – for example within five months of the commissioning date

Interview date for short listed contractors ---

Project to commence ---

Draft strategy to be produced ---

Final strategy to be produced ----

CONTACT DETAILS

Contact person all enquiries with regard to this brief should be directed to --



APPENDIX

EXISTING STRATEGIES AND PROJECTS IN THE COUNCIL AREA

It will be important to take consider the following strategies which are available on the Council's website or links.