APPENDIX 1 – EVIDENCE BASE
INDOOR LEISURE FACILITIES STRATEGY – NEEDS ASSESSMENT
2016

SHROPSHIRE COUNCIL

Strategic leisure

CONTENTS

APPENDICES TO APPENDIX 1: EVIDENCE BASE

1. STAGE A – ASSESSING NEEDS AND OPPORTUNITIES GUIDANCE (ANOG) INTRODUCTION AND SCOPE

INTRODUCTION

1.1 Shropshire is a large, diverse, predominantly rural inland county, situated in the far western corner of the West Midlands Region, on the border with Wales. The eastern part of Shropshire also has strong links with the West Midlands conurbation. Parts of north east Shropshire have connections with the Potteries and towns within south Cheshire. Western and southern parts of Shropshire have strong links with adjacent areas in Wales, but are more self-contained and are remote from the influence of the major urban areas of the West Midlands.

1.2 Shropshire covers 320,000 hectares, 94% of which is classed as rural and 6% urban. Around one third of the County is upland, mostly to the south and west and almost 81,000 hectares is designated as the Shropshire Hills Area of Outstanding Natural Beauty (AONB). To the south east, land between the River Severn and the Shropshire border forms part of the West Midlands Green Belt.

1.3 The total population based on the ONS sub-national projection estimates is 313,000 as at 2016, with a projection of growth to 336,000 by 2037 (Population figures provided by SC). Shropshire is one of the most sparsely populated counties in England; Shrewsbury is the county town and the largest settlement; this is where around a quarter of the total population live. It is the main commercial, cultural and administrative centre for Shropshire, with a catchment that extends into mid Wales. The main Market Towns of Oswestry, Bridgnorth, Market Drayton, Ludlow and Whitchurch are much smaller and together contain about 20% of the total population. They provide a range of facilities and services for their resident communities and surrounding rural hinterlands. There are a further 13 smaller Market Towns and Key Centres.

RATIONALE FOR DEVELOPING AN INDOOR LEISURE FACILITIES STRATEGY

1.4 In 2009 Shropshire Council became a new unitary authority and at that time, Strategic Leisure Limited (SLL) was commissioned to produce an Indoor Facilities Strategy to bring together the supply and demand from the existing local authorities and identify priorities for the new authority. The 2017 Strategy represents an update on the previous work undertaken in 2009.

1.5 Since 2009 the unitary authority has moved forward in terms of their local policy and strategic planning. There have been changes in national policy of which the requirement to produce a Community Plan under the NPPF has been significant. In 2014, Sport England introduced the ANOG approach for facility planning. In early 2016, the Department for Media, Culture and Sport launched the national Sports Strategy, ‘Sporting Future’, and Sport England published ‘Towards an Active Nation’**.**

1.6 The Council has a statutory duty to meet the requirements of the National Planning Policy Framework. The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 73 and 74 outline the planning policies for the provision and protection of sport and recreation facilities.

"Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning Policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision are required."

'Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- **An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or**
- **The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or**
- **The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss'.**

1.7 An important driver for the 2017 Indoor Leisure Facilities Strategy is the reducing resources available to Shropshire Council for the provision of non-statutory services, and therefore the absolute need to ensure that investment in future sports and leisure facility provision is affordable, sustainable and future-proofed, and very importantly, delivers value for money

1.8 It is therefore, the right time for Shropshire Council to revisit and refresh their existing Indoor Facilities Strategy to reflect these local and national changes. This updated document will provide a robust and evidenced based approach, providing clarity on how and where available investments should be targeted and how the Council can use their own resources and work with others to ensure that the right facilities are delivered in the right places, to deliver the right outcomes.

1.9 Part of future service delivery will be key partnerships, developed around facility provision, and specifically to protect community access moving forward, whether there is Shropshire Council funding in place or not, and irrespective of formal community use arrangements. Whilst such arrangements are preferable, it is recognised that in the context of reducing Council resources, Shropshire Council will need to be more of a facilitator than deliverer, and develop the ethos of shared use, as opposed to directly contributing to this.

NEEDS ASSESSMENT SCOPE

1.10 The scope of the work included is summarised as:

- **Review existing facilities strategy using the Sport England ANOG guidance**
- **Revisit countywide demographics**
- **Building on existing information and knowledge base to audit leisure facilities**
- **Update existing facility supply county wide for swimming pools, halls and fitness facilities**
- **Revisit and identify the countywide supply and demand position**
- **Make recommendations on facilities needed**

N.B Some additional consultation has been undertaken to update this Strategy with NGBs, operators and key stakeholders, but it is important to note that the 2017 Strategy is a refresh, as opposed to a total new Strategy development.

1.11 The project scope includes the following type of facilities:

- **Sports Halls**
- **Fitness Facilities (gyms)**
- **Indoor Tennis Centres**
- **Swimming Pools – indoor and outdoor**
- **Indoor Bowls Centres**

1.12 The key sports covered by the facilities included within the scope include:

- **Badminton**
- **Volleyball**
- **Health and Fitness (Fitness Suites and dance studios)**
- **Bowls**
- **Basketball**
- **Indoor Netball**
- **Swimming (all disciplines)**
- **Indoor Tennis**
- **Table Tennis**
- **Indoor Football**

TERMS OF REFERENCE

1.13 This document seeks to identify optimum locations and to review levels of existing facility provision. The brief developed by Shropshire Council identifies the key purpose and objectives of the strategy review as being to:

- **Analyse the supply and demand of facilities and to identify gaps in provision and opportunities for improved facility provision**
- **Ensure that the delivery of leisure provision is undertaken with full reference to relevant strategic and local influences including financial constraints.**
- **Clarify the role of the Council as strategic director, provider, partner and/or enabler of leisure facility provision**
- **Identify different leisure provision options**
- **Maximise engagement with key stakeholders**

STRATEGY STRUCTURE

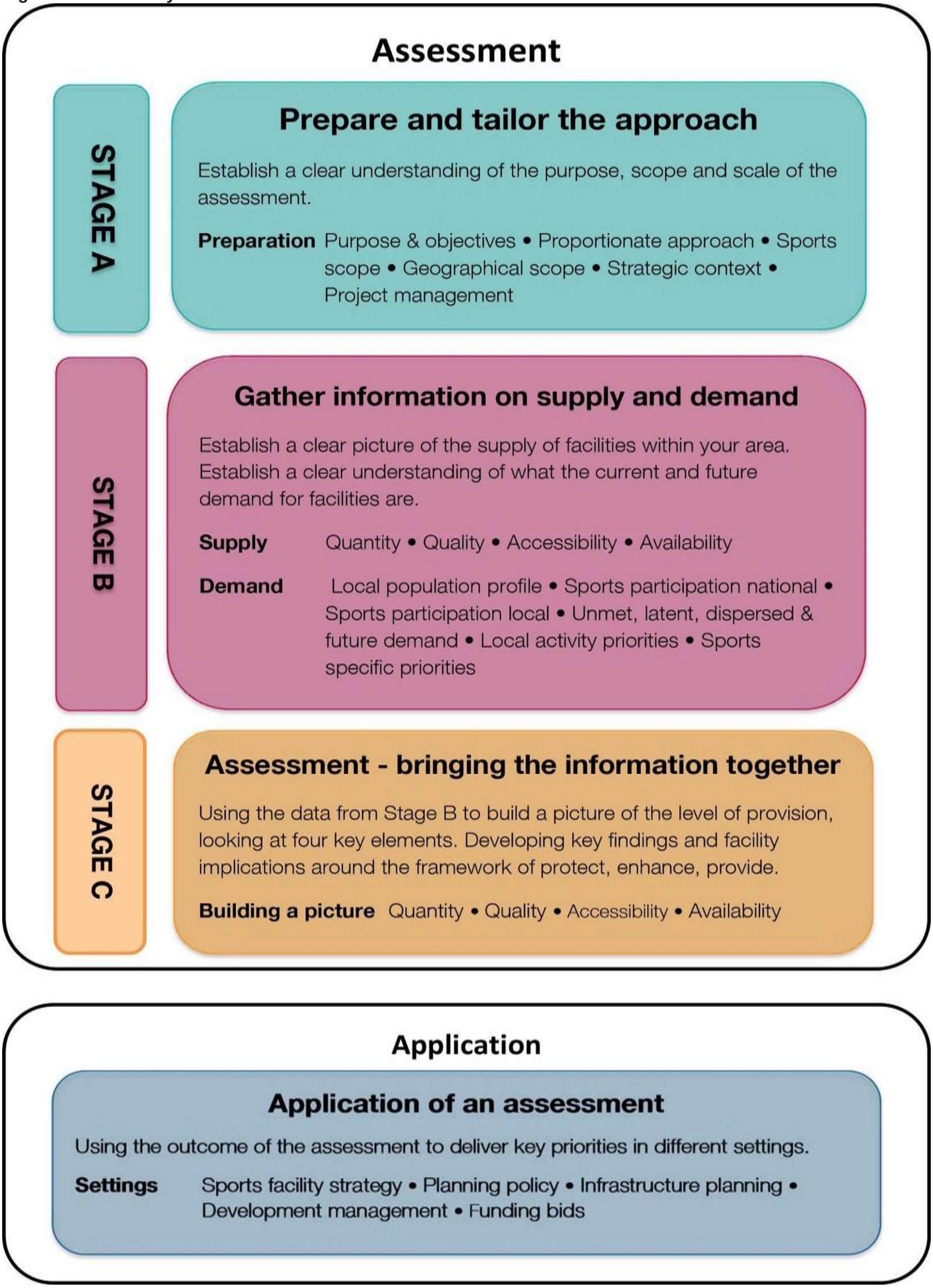
1.14 The overall document is essentially in two parts:

- The **Assessment** of Need – developed based on the ANOG approach, as set out in Figure 1.1 below:
- The **subsequent** Strategy- this sets out the proposed response to the issues identified in the Needs Assessment

PROJECT MANAGEMENT

1.15 The development of this Needs Assessment and subsequent Strategy has been informed and influenced by a number of key national and local strategies and policies. The majority of the national policies and references are summarised in Appendix 1 (to this Evidence Base). Other key policies and strategies are summarised below and referenced in subsequent sections of the Needs Assessment as appropriate.

Figure 1.1: Summary of ANOG



2. STAGE A - STRATEGIC POLICY AND CONTEXT

INTRODUCTION

NATIONAL LEVEL

2.1 The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 73 and 74 outline the planning policies for the provision and protection of sport and recreation facilities.

2.2 "Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required".

2.3 **'Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:**

- **An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or**
- **The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or**
- **The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss."**

2.4 Sport England is a statutory consultee on all planning applications that affect sports facilities. It looks to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires local authorities to have an up-to date assessment of sports facility needs and an associated strategy including a recommendation that the evidence base is reviewed every five years.

2.5 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide leisure facilities as follows:

- **Protect:** To provide evidence to inform policy and specifically to support site specific provision which will protect sports facilities and their use by the community, irrespective of ownership

- **Enhance:** To ensure that sports facilities are effectively managed and maintained and that best uses are made of existing resources - whether facilities, expertise and/or personnel to improve and enhance existing provision – particularly in the light of pressure on local authority budgets

- **Provide:** To provide evidence to help secure external funding for new facilities and enhancements through grant aid and also through CIL and Section 106 agreements Sport England and local authorities can then use the strategies developed and the guidance provided in making key planning decisions regarding facility developments in the area and to support or protect against planning applications brought forward by developers.

A NEW STRATEGY FOR SPORT – DEPARTMENT FOR CULTURE, MEDIA AND SPORT

2.6 The Department for Culture, Media and Sport following a consultation paper in 2015 launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the upsurge after the 2012 London Olympics.

2.7 The sport strategy is targeting five outcomes which each sports organisation, public or private sector, will be measured against:

- **Physical Wellbeing**
- **Mental Wellbeing**
- **Individual Development**
- **Social and Community Development**
- **Economic Development.**

2.8 Government funding will go toward organisations which can best demonstrate that they will deliver some or all of the five outcomes

2.9 The Delivery of the outcomes will be through three broad outputs;

- **More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.**
- **A more productive, sustainable and responsible sports sector**
- **Maximising international and domestic sporting success and the impact of major sporting events**

SPORT ENGLAND STRATEGY 2016

2.10 The Vision for this Strategy is:

We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.

2.11 The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.

2.12 This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- Focusing more money and resources on **tackling inactivity** because this is where the gains for the individual and for society are greatest
- Investing more in **children and young people from the age of five** to build positive attitudes to sport and activity as the foundations of an active life
- **Helping those who are active now to carry on, but at lower cost to the public purse over time**. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
- **Putting customers at the heart** of what we do, responding to how they organise their lives and helping the sector to be more **welcoming and inclusive, especially of those groups currently under-represented in sport**
- Helping sport to keep pace with the **digital expectations** of customers

- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but **encouraging stronger local collaboration** to deliver a more joined-up experience of sport and activity for customers

- Working with a **wider range of partners**, including the private sector, using our expertise as well as our investment to help others align their resources

- Working with the sector to encourage innovation and share best practice particularly through applying the principles[1] and practical learning of **behaviour change**

2.13 The remaining national policy context is summarised in Appendix 1 (to this Evidence base), National Context.

LOCAL CONTEXT

2.14 A number of current strategic polices, strategies and factors influence current and future supply and demand for leisure facilities in Shropshire. These include:

- **Shropshire Council Corporate Plan 2016/17**
- **Shropshire Partnership - 'Shropshire's Community Strategy 2010-2020'**
- **Council Business Plan and Financial Strategy 2014-2017**
- **Shropshire Local Development Framework – Core Strategy adopted 2011**
- **Shropshire's Draft Health & Wellbeing Strategy 2015**
- **Shropshire Joint Strategic Needs Assessment Priorities 2012**
- **Shropshire Children's Trust Children, Young People and Families Plan 2014**
- **Population Profiles and Projections**
- **Participation Trends and Rates**

2.15 These current strategies, plans and policies are summarised in Table 2.1.

Table 2.1: Summary of current Strategies, Plans and Policies

CURRENT STRATEGIES, PLANS AND POLICIES	KEY POINTS
SHROPSHIRE COUNCIL CORPORATE PLAN 2016/2017	The new Corporate Plan identifies the following outcomes to be achieved: • **Healthy people** ➢ Potential for future good health is improved ➢ Demand for health and care services is reduced • **Resilient communities** ➢ The range of opportunities for leisure, culture and community participation has increased, with low or no funding. ➢ Local Members are leading their communities ➢ A clean and attractive environment is maintained ➢ Vulnerable people are safe and all are enabled to realise their individual goals ➢ Needs have been met to prevent demand from escalating ➢ Enabling and supporting people and communities to do more for themselves and each other • **Prosperous Economy** ➢ The economy has diversified into higher added value businesses ➢ Children and young people are encouraged and enabled to achieve their potential ➢ Jobs for young people have been created ➢ The skills base is strengthened and meeting current and future business needs ➢ Main market towns grow as hubs for their rural areas ➢ Investment into Shropshire has been secured ➢ Digital and physical infrastructure has developed creating the conditions for success • **Operating the Council** ➢ Corporate support and overheads reduce ➢ The efficiency of the Council has improved ➢ Commercial operating is increasing across the Council The future provision of opportunities for participation in sport and physical activity has a clear role to play in contributing to the aims for a healthier population; equally given that facilities and participation opportunities may be provided differently moving forward, there is potential to also contribute to the development of more resilient communities.
SHROPSHIRE'S COMMUNITY STRATEGY 2010-2020	To achieve the Shropshire Community Strategy 2020 vision of a 'Flourishing Shropshire', three key priorities have been identified; • **Enterprise and growth, with strong market towns and rebalanced rural settlements** • **Responding to climate change and enhancing our natural and built environment** • **Healthy, safe and confident people and communities** The Indoor Leisure Facilities Strategy can make a contribution to the following aims and priorities**:** • **Enterprise and growth:** strong market towns and rebalanced rural settlements with services which meet the needs of local people and access is easier developments. Shropshire's reputation will be as a great place to live, work and visit. • **Healthy, safe and confident people and communities**. Communities will be strong, healthy, safe and inclusive, and encourage cultural diversity, voluntary effort and participation in community life. By 2020 communities will be more vibrant, cohesive and residents take personal and collective responsibility for their wellbeing. Local people, particularly those who are younger, have better social, cultural and leisure facilities. Health inequalities between men and women and between affluent and non-affluent will be reduced. People are healthy and more active, and healthcare provision will be accessible and meet the needs of the community.

CURRENT STRATEGIES, PLANS AND POLICIES	KEY POINTS
SHROPSHIRE COUNCIL BUSINESS PLAN AND FINANCIAL STRATEGY 2014-2017	The Strategy looks to address the key challenges which the council faces by is responding to a once in a lifetime, irreversible shift in funding by redesigning everything they do resulting in better and more responsive services at a lower cost. The Council is changing how it works to become a commissioner rather than direct deliverer of services. In looking to achieve the changes the Council sees customers at the *'centre of everything we do.'* The Indoor Leisure Facilities Strategy can support the Council to deliver against their desired strategy outcomes of: **Your health:** Live a long, enjoyable and healthy life. **Your life:** Feel valued as an individual and to live my life, with my choices respected and with as few compromises as possible **Your environment:** Live in an attractive, vibrant and safe environment, in a place which is right for me During the period 2014-2017 the Council will review adult social care, children and young people's services, public health, commissioning, resources and support. In relation to the sports facility strategy the proposed reviews for public health and commissioning should be noted. PUBLIC HEALTH Promoting the health and wellbeing of the population by enabling individuals, families and communities to lead healthier lifestyles the Council will review areas of activity including obesity management and health checks in terms of how they are best commissioned and delivered. This work will address the key challenges for Shropshire which include the rising levels of obesity amongst children and adults, the low levels of physical activity and rural health inequalities. COMMISSIONING The Council will review all current contractual arrangements with partners – whether large scale or smaller and more local – with schools, community groups and town councils to get the best possible deal for Shropshire residents. Other key areas on which the Council will focus include: • **Community based leisure facilities** • **Re-design within Community Action, Positive Activities, Outdoor Recreation and Sports Development to create a Community Enablement Team (CET)** • **Redesign of the Outdoor Recreation service that will lead to locally led approaches with a focus on physical activity** • **Redesign across Positive Activities, Arts Development and Sports Development to create a new model for Activities for Young People** • **Review of joint use Leisure Facilities to identify how they are best delivered on a local basis.** Shropshire Council's strategic outcomes **(Source: Commissioning for the Future 2014) are:** • **Your money – feeling financially secure and believing in a positive future** • **Your health – living a long, enjoyable and healthy life** • **Your life – feeling valued as an individual** • **Your environment – living in an attractive, vibrant and safe environment**

CURRENT STRATEGIES, PLANS AND POLICIES	KEY POINTS
SHROPSHIRE LOCAL DEVELOPMENT FRAMEWORK – CORE STRATEGY ADOPTED 2011	Looking ahead to 2026, and in planning for a "flourishing Shropshire", the key issues and challenges the Council need to respond to and address are identified in the LDF and Core Strategy. The key challenges for Shropshire are: • **The needs of a growing but ageing population, and encouraging more young people to remain in, or move to, the area;** • **Sustainable communities – a thriving county town performing strongly as a sub-regional centre, revitalised Market Towns and more resilient, self- reliant rural communities;** • **A strong, diverse and prosperous economy, promoting Shropshire as a business location with a growing enterprise culture;** • **A mix and type of housing to meet the needs and aspirations of local people, particularly affordable housing;** • **A lower carbon footprint, ensuring development mitigates and adapts to the effects of climate change;** • **Transport facilities and services which offer improved accessibility and help people reduce their car dependency;** • **The protection and enhancement of our natural and historic environment, its character, quality and diversity;** • **Access to new and improved facilities and services – education and training, health, cultural, leisure and sport;** • **Opportunities for local people of all ages to enjoy active, healthy safe and secure lives.** The Strategy has identified a series of 11 objectives which will be met through the development of Spatial Planning Policy (See Map 2.2). Key objectives which the indoor facility strategy can support are: • **Objective 1** ➢ Support the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of Shropshire have access to decent affordable homes, jobs, education and training, multifunctional open space and the countryside, healthcare, leisure, cultural, shopping and other facilities and services, and the provision of infrastructure, to meet their needs • **Objective 12** ➢ Improve the quantity, quality and accessibility of multifunctional open space, rights of way, and sport, recreation and cultural facilities to provide varied opportunities for people of all ages to enjoy physical activity, cultural activities and lifetime learning, helping to improve health and well-being. The core strategy focuses across 5 zones which have their own key characteristics and issues. Growth during the period through to 2026 takes into the characteristics of the zone. In terms of housing development and land for employment approximately 25% will take place in Shrewsbury, 40% in market towns and key centres and 35% in rural areas.

Key Settlement Characteristics

ZONE	KEY SETTLEMENTS (POPULATION)	KEY CHARACTERISTICS	ESTIMATED NEW HOMES AND EMPLOYMENT LAND 2006-2026
NORTH EAST	Market Drayton (11,773) Whitchurch (9,710) Wem (5,400)	• Significant housing affordability issues. High proportion of existing housing is 4 - 5 bed or larger, smaller properties are in short supply. • Weighted towards industrial sector. Rural economy important. • 3 secondary school, 3 locations for post 16 education • Low wage levels associated with local employment, an ageing workforce and a significant part of the workforce that is unskilled or poorly qualified. Significant homeworking • High levels of out commuting. In proximity to the Potteries, Crewe, Chester, Telford and in, commuter zone for Manchester • Good transport accessibility by road (A41, A49, A53) and rail	5,500 -6,050 dwellings 50 – 60 hectares' employment land
NORTH WEST	Oswestry (18,743) Ellesmere (3,700)	• Significant housing affordability issues • Weighted towards industrial sector. Oswestry dominates but rural economy important. Above average numbers employed in routine, low skilled, low paid jobs. Low levels of employment in high value sectors; • 4 secondary school, 2 locations for post 16 education • Good transport accessibility by road (A5, A483, A495) and rail. Strong cross border links to mid and north Wales.	5,5775 -6,325 dwellings 55 – 65 hectares' employment land

CURRENT STRATEGIES, PLANS AND POLICIES	KEY POINTS

Zone	Key Settlements (population)	Key Characteristics	Estimated new homes and employment land 2006-2026
CENTRAL	Shrewsbury (71,715) Minsterley (1,400) Pontesbury (1,500) Shrewsbury acts as a sub-regional service centre for a large area including much of mid Wales.	• Significant housing affordability issues; • Strong service sector with concentration in public administration, education and health. Below average employment in manufacturing. Workforce has a high skill level employed in higher value jobs. Growing entrepreneurial culture. • 6 secondary school, 3 locations for post 16 education • Centre of Shropshire road and rail transport networks, A5/M54 key east-west corridor to West Midlands conurbation and north-west to Wales. • Links with Telford and Powys	8,250-8,800 dwellings 95-105 hectares' employment land
SOUTH	Ludlow (10,515) Craven Arms (2,300) Church Stretton (4,500) Bishop's Castle (1,800, circa 4,000 including surrounding settlements) Cleobury Mortimer (2,400)	• High and growing proportion of older people; • Significant housing affordability issues with highest house price to earnings ratio • Pockets of rural deprivation and restricted access to community services. • The most rural part of Shropshire, with a localised economy reliant on small businesses as well as agriculture and tourism. High levels of entrepreneurship and home working. • 4 secondary school, 2 locations for post 16 education • Major north-south road (A49) and rail transport corridor but poor east-west accessibility. • High levels of car ownership and commuting to work. Cross border public transport is an issue. • Strong links with mid Wales (Welshpool, Newtown) Herefordshire (Leominster, Hereford, Tenbury) and Worcestershire (Kidderminster).	3,575-4,125 dwellings 35-45 hectares' employment land
EAST	Bridgnorth (12,657) Shifnal (5,600) Albrighton (5,100) Broseley (4,500) Much Wenlock (2,200) Highley (3,400)	• Significant housing affordability issues. • Most businesses are small or micro enterprises providing predominantly low waged, low value added employment. High level of out commuting. Traditional reliance on agriculture and manufacturing. Tourism sector important and well established. Growth in 'lifestyle business'. • 4 secondary school, 4 locations for post 16 education • Major east-west (M54) and north-south (A41, A442) road transport corridor and east-west rail route to Wolverhampton and Birmingham (stations at Shifnal, Cosford & Albrighton). River Severn is a natural barrier to accessibility limiting east west travel to crossing points. • Located between Telford (growth point) and the West Midlands conurbation (regional urban development focus). High levels of out-commuting to Telford, Kidderminster and the West Midlands conurbation. Influenced by Wolverhampton to Telford Technology Corridor. Land and property values strongly influenced by proximity to West Midlands Conurbation.	3,025-3,775 dwellings 30-40 hectares' employment land

SHROPSHIRE'S DRAFT HEALTH & WELLBEING STRATEGY 2015

The Strategic vision is:

'To help as many people as possible live long, happy and productive lives by promoting health and wellbeing at all stages of life.'

Overall the health and wellbeing of people in Shropshire is good and life expectancy is higher than the national average. Many people in Shropshire can expect to live a long life, have a good education, earn a decent wage and live in appropriate accommodation. However, this is not the case for everyone, health inequalities do exist meaning that some people do not have the same life chances due to where they live, the jobs and education they have, or other factors such as having a physical or learning disability. Other influences that can affect health and wellbeing are the lifestyle choices such as smoking, drinking alcohol and levels of physical activity.

The Shropshire Health and Wellbeing Board has identified the following outcomes, which will have an impact upon improvements to health and wellbeing:

- **The reduction of health inequalities**
- **Increasing healthy life expectancy**

CURRENT STRATEGIES, PLANS AND POLICIES	KEY POINTS
	Improving the quality of life needs to ensure that we live well at all stages of life by; starting well, living well and, aging well. The strategy identifies that these priorities can be achieved through: • **Strengthening the community resources (buildings, people, groups) that underpin health;** • **Investing in services and programmes that reduce the risk of disease (e.g. walking for health or healthy eating classes);** • **Supporting people to make positive behaviour changes such as taking more physical activity and stopping smoking through community development;** • **Working closely with our GPs, other primary care services such as pharmacies, and our hospitals to improve the health and wellbeing.** In addition, 3 areas focusing on reworking the whole system along the principles/ objectives set out in the strategy have been highlighted. • **Healthy weight and diabetes care** • **Carers** • **Mental health**
SHROPSHIRE JOINT STRATEGIC NEEDS ASSESSMENT (JSNA) PRIORITIES 2012	Evidence and data gathered for the JSNA highlighted the following overarching areas which will impact on health in Shropshire in the future. • **Ageing population** • **Health Inequalities** • **Lifestyle risk factors to health** • **Long term conditions and non-communicable disease including rising obesity** • **Child poverty** • **Mental health, including dementia**
SHROPSHIRE CHILDREN'S TRUST CHILDREN, YOUNG PEOPLE AND FAMILIES PLAN 2014	Children and Young People's Plan highlights four key outcomes for Shropshire: • **Ensuring all children and young people are safe and well looked after in a supportive environment** • **Narrowing the achievement gaps in education and work** • **Ensuring the emotional wellbeing of children and young people by focusing on prevention and early identification** • **Keeping more children healthy and reducing inequalities** To deliver on these outcomes consultation and engagement exercises with practitioners, children and young people and the voluntary and community sector helped identify four key priorities of which, Building Communities, is most relevant to this strategy. Building communities - The JSNA tells us that overall Shropshire is a good place to grow up; however, pockets of deprivation mean that there are over 6,800 children living in poverty. These children have significantly higher health inequalities. Actions to address the Building Communities priority include; in conjunction with the Health and Wellbeing Board to support the development of services that work to reduce inequalities, including the wider determinants of health (income, employment, housing) Focus on the prevention agenda (including healthy weight, active lifestyles, physical activity and emotional wellbeing for young people).
LILLESHALL SPORTING FUTURE, OUTLINE BUSINESS CASE 2007-2017, NOVEMBER 2008, AT KEARNEY	Following an initial feasibility assessing a number of options a business model was developed based upon Lilleshall operating as a Commercial Residential Sports Centre. The advantages of this model were described as a reasonable investment requirement, higher revenue potential and room for community participation increase. The key components of the Commercial Residential Sports Centre model were described as follows: • **World Class Sports facilities including two multi-sport halls, a gymnastics hall, and tennis centre to attract elite sports either for resident National Training Centres or pre-competition training** • **Modern meeting/conference facilities and technology infrastructure for the use of the Sports clients as well as other businesses** • **Modern residential facilities of 224 bed night/day (from 180 currently) with 25% premium capacity to respond to the demand of key customers.**

<table>
<tr><th>CURRENT STRATEGIES, PLANS AND POLICIES</th><th>KEY POINTS</th></tr>
<tr><td></td><td>The study claimed that the new model would result in Lilleshall breaking even operationally by 2009/10. In order to ensure the commercial success, there was a need to:
Invest £3m in the residential and meeting facilities (including technology) to upgrade the infrastructure to the required standard
Invest £5m in upgrading current sports facilities and building a new multi-sport hall to increase business with current customers such as BGA or Home Office and attract new indoor sports customers
Provide concessions on land and accommodation to attract £6.5m investment and £0.4m annual revenue from Win Tennis
Set-up a professional management team with a CEO and a commercial organisation dedicated to the site
Secure Shropshire Council as a guarantor to protect Lilleshall against financial fluctuations and provide subsidies for maintenance capital expenditure.
Lilleshall has now been managed by Serco since 2011 and continues to provide for both performance sport (training and competition), and some community use.</td></tr>
<tr><td>TELFORD AND WREKIN SPORTS AND LEISURE FACILITIES FRAMEWORK 2007 – 2027</td><td>As Shropshire's partner authority in the sub region it is important to consider developments within Telford and Wrekin as this may impact upon future facility provision within Shropshire.
The Strategic Framework for the provision of leisure facilities within Telford and Wrekin has the following vision:
"To create a network of inclusive high quality community and specialist sport and leisure facilities within Telford and Wrekin that will encourage an increase in its communities' sports and physical activity levels, and enhance the quality of life of existing and future communities".
The facilities framework makes the following observations relating to facility provision within the borough.
Swimming - Demand for swimming is largely met, however the main issues are the distribution of pools across the borough, the lack of pool time for teaching and school curricular swimming programme
Sports halls - Whilst sport hall provision appears to meet demand there was an unbalanced distribution of community accessible sports halls across the borough. Building Schools for the Future provided a good opportunity to 'open up' access to education sites
Health and fitness – there are few gaps in health and fitness provision.
Other provision – the ice rink was identified as a valued asset, there is adequate STPs and English Netball is in support of the Regional Netball centre proposed at Wrekin College.
The Framework proposes that sports facilities in Telford and Wrekin operate within a notional hierarchy based upon several key principles:
Community sport and physical activity provision be developed around 'hubs' of provision encompassing schools and community-based facilities. There will be one 'hub' centre in each of the five 'cluster' areas: Newport, Wellington, Telford North, Telford Central and Telford South
The hub sites will provide a range of quality facilities and opportunities and will be supported by partner sites, local sites complementing the hub sites and specialist sites catering for specific sports.
The original TESLEC (Telford Sports, Learning and Enterprise Community) vision was superseded by facilities being delivered through a network of sports and learning communities across the borough
Whilst initial proposals focused upon one particular area of the borough, the facility strategy aims to extend this across the borough as a whole, ensuring that the future network of provision is strategically located and accessible to all.</td></tr>
</table>

DEPRIVATION

2.16 In terms of average rank, Shropshire ranks 101st out of 149 counties in England. In 2004, it ranked 105th and in 2007 it ranked 101st. This ranking has remained unchanged since 2007. Generally, there are higher deprivation rates in urban areas than in rural areas

2.17 The five most deprived areas in Shropshire are located within the former district wards of Harlescott, Meole Brace, Monkmoor, Battlefield and Heathgates (all in Shrewsbury) and Market Drayton East. The district with the highest proportion of its population living within the most deprived fifth of areas in England is Shrewsbury and Atcham (6.6%).

2.18 The following wards in the county fall within the 30% most deprived in England.

- **Central zone: Harlescott (most deprived), Meole Brace, Monkmoor, Sundorne, Battlefield and Heathgates, Castlefields and Quarry, Sutton and Reabrook.**
- **North West zone: Castle, Gobowen, Gatacre, Cambrian.**
- **North East: Whitchurch North.**
- **South District: Ludlow Henley, Stokesay.**
- **East zone: Highley**

2.19 Unemployment rate is below the regional (6.1%) and national averages (5.2%) at 3%.

2.20 Attainment at GCSE (5+ Grade A-c including English and maths) is 56.5% slightly above the regional and national averages. In terms of the adults age 16-74 years 28% have no qualifications which is below the regional average and in line with national figures.

2.21 The Community Safety Partnership reports that there has been a continued decrease since 2004 in recorded crime and anti-social behaviour in Shropshire. A survey undertaken by the partnership identified the key concerns for residents, when those answering were asked what crime and anti-social behaviour issues most affect them the most frequent comments were: Youths - groups loitering / hanging around (12.5%), Youth nuisance (11.8%), Neighbour disputes / nuisance neighbours (5.9%)

2.22 Due to the rural nature of the County car ownership is high with 84.2% of households owning 1 or more cars. Car ownership is higher in the south of the county.

HEALTH PROFILE

2.23 The health of people in Shropshire is generally better than the England average. Deprivation is lower than average, Life expectancy for both men (80 years) and women (83.9 years) is higher than the England average. Life expectancy is 5.4 years lower for men and 3.6 years lower for women in the most deprived areas of Shropshire than in the least deprived areas.

2.24 In Year 6, 16.3% (418) of children are classified as obese, better than the average for England. In 2012, 23.4% of adults are classified as obese in line with national average.

2.25 Levels of physical activity are better than the England average and cardiovascular diseases and early deaths from cancer are better than average. The health costs associated with physical inactivity are therefore lower than the regional and national figures. The cost of inactivity in Shropshire is £1.5m per 100,000 of the population with the largest costs associated with coronary heart disease.

2.26 Table 2.2 summarises the overall demographics of the District:

Table 2.2: Summary of Shropshire Demographic Profile

KEY FACTORS	SHROPSHIRE DISTRICT
POPULATION 2015 (ALL AGES) (Office for National Statistics mid-year estimates 2015)	311,400
POPULATION 2037 (ALL AGES)	Increase of 7.5% to 336,000
POPULATION CHARACTERISTICS	98.3% white or white British; 1.7% BME 3.9% unemployment rate 8.4% with a disability
RURAL AREAS	Levels of deprivation tend to be higher in rural areas. The LDF has identified a need to develop more resilient rural areas South of the county is the most rural
CAR OWNERSHIP	84.2% of households own one or more cars
DEPRIVATION	101st out of 149 areas in England Unemployment levels and educational attainment perform better than the regional and national figures Crime and ASB levels continue in a downwards trend

KEY FACTORS	SHROPSHIRE DISTRICT
OBESITY	Adult obesity rate is 62.5%, slightly lower than the regional and national averages Childhood obesity rate is 16.3%, lower than the regional and national averages
HEALTH COST OF INACTIVITY	£1,536,555 per 100,000 population, lower than the regional and national figures
HEALTH ISSUES	• Ageing population • The need to reduce health inequalities • Increasing healthy life expectancy • Healthy weight and diabetes care • Carers • Mental health

(Sources: Shropshire Local Plan, Sport England Local Sports Profile 2017)

THE ECONOMIC VALUE OF SPORT

2.27 Sport has a valuable role to play in benefitting the health and social economy of the nation and at local level. It is estimated **(Source: Sport England Local Sports Profile 2017, and the Economic value of sport, 2013)** that sport makes an £11.3 billion contribution to the health economy of England. In 2010, sport contributed gross value-add of £20.3 billion to the economy in England. In Shropshire, 2,576 jobs are in sport or sport related sectors. Total GVA (gross value-add) as a result of sport in Shropshire is £70 million.

PHYSICAL ACTIVITY AND PARTICIPATION

THE VALUE OF PARTICIPATION

2.28 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be under estimated. This is true for both younger and older people; participation in sport and physical activity delivers:

- **Opportunities for physical activity, and therefore more 'active living'**
- **Health benefits – cardio vascular, stronger bones, mobility**
- **Health improvement**
- **Mental health benefits**
- **Social benefits – socialisation, communication, inter-action, regular contact, stimulation**

2.29 In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a 'disciplined' environment in which participants can 'grow' and develop.

2.30 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure and physical activity in Shropshire. There is an existing audience in the County, which already recognise the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in the County can support the delivery of the desired outcomes across a number of regional and county Strategic priorities and objectives.

CURRENT PARTICIPATION RATES

2.31 In terms of the Public Health England definition for physical activity (150 minutes or equivalent of at least moderate intensity activity per week) 63.2% of adults aged 16+years are classed as being active, higher than the regional (55.5%) and the national (57%) averages. 24% of Shropshire's population are classed as inactive, lower then both the regional and national averages.

2.32 The Sport England Active People Survey (APS) shows a steady increase in participation in the first 4 years of APS for once a week participation in sport for adults age 16+ years. Participation rose to around 38% and remained around this level until a drop off in 2014/15 to 34.9%. Throughout the ten-year APS period Shropshire has fluctuated in terms of participation levels being above, and below, both the regional and national averages. The APS 10 2015/16 participation level rose to 43.3% compared with 34.7% for the region and 36.1% nationally.

2.33 Comparing the 2005/06 APS figures to the current 2015/16 APS figures (at least once a week) participation by men has increased from 36.4% to 46.3%, whilst there has been an increase in female participation from 30.4% to 40.4%. Levels for male and female participation are now above both regional and national averages.

2.34 Participation rates for 3 x 30 minutes per week (formally NI18) show an increase for females. The overall participation level at APS 9 /10 (2014-2016) is 26.3%. Participation levels are above both regional and national averages for males and females, and overall.

2.35 The number of adults wanting to do more sport is 43.8% which is below the regional and national figures.

2.36 The SE Small Area Estimates maps for the County indicate in geographic terms the areas where there is greatest participation. Once a week participation is highest in the central zone around Shrewsbury and is classed as middle - high levels in the north-west and east zones. The lowest rates of participation are in the more rural south of the County. The Small Area Estimates map for 3 x 30 min per week shows a comparable geographical distribution.

SPORT ENGLAND KEY PERFORMANCE INDICATORS

2.37 Sport England, the Government agency for sport, measures 5 key areas in relation to sport activity. Tables 2.3 and 2.4 set out the performance of Shropshire, compared with the West Midlands region and England.

Table 2.3: Participation – Comparison with Sport England KPIs

INDICATOR	SHROPSHIRE				WEST MIDLANDS				ENGLAND			
	2012/13	2013/14	2014/15	2015/16	2012/13	2013/14	2014/15	2015/16	2012/13	2013/14	2014/15	2015/16
KPI3 - Club Membership in the last 4 weeks	23.9 %	21.5 %	22.7 %	22.9 %	19.7 %	20.6 %	19.5 %	20.2 %	21.0 %	21.6 %	21.8 %	22.0 %
KPI4 - Received tuition or coaching in last 12 months	19.7 %	16.2 %	16.4 %	16.1 %	15.8 %	14.5 %	12.8 %	14.1 %	15.8 %	16.4 %	15.6 %	15.8 %
KPI5 - Took part in organised competition in last 12 months	15.6 %	*	14.3 %	15.8 %	13.1 %	11.7 %	11.8 %	12.1 %	11.2 %	13.3 %	13.3 %	13.3 %
KPI6 - Very/fairly satisfied with local sports provision	63.3 %	60.8 %	64.6 %	68.5 %	62.2 %	60.3 %	62.8 %	62.5 %	60.3 %	61.6 %	61.8 %	62.2 %

Source: Active People Survey. Measure: Key Performance Indicators 3,4,5,6. Time Period(s): 2012/13, 2013/14, 2014/15, 2015/16

2.38 Club membership is fairly static at around 22% and is slightly above the regional and national averages. Participation in tuition, coaching and competition is above regional and national averages.

2.39 Satisfaction levels with local sports provision has increased to 68.5% above regional and national averages.

SPORTS ACTIVITY

2.40 Active People Survey 10 (APS10) identifies that Swimming (10%), Gym sessions (8.9%), Athletics (7.9%), and Cycling (7.5%) are the top sports in which people participate at least one a month in Shropshire.

2.41 Preference of the settings in which people prefer to participate are outdoor settings (21.9%) and locations for running and cycling (15.4%); this has increased from APS8 (12.3%). Participation in an indoor setting is 19%, a decline from APS8 (26%).

MARKET SEGMENTATION

2.42 Sport England's market segmentation model comprises of 19 'sporting' segments. It is designed to assist understanding of attitudes, motivations and perceived barriers to sports participation and to assist agencies involved in the delivery of sport and recreation to develop tailored interventions, communicate more effectively with the target market and to better understand participation in the context of life stages and cycles.

2.43 In Shropshire, the dominant segments are Tim, Philip, Roger & Joy, Elaine and, Elsie and Arnold as summarised below;

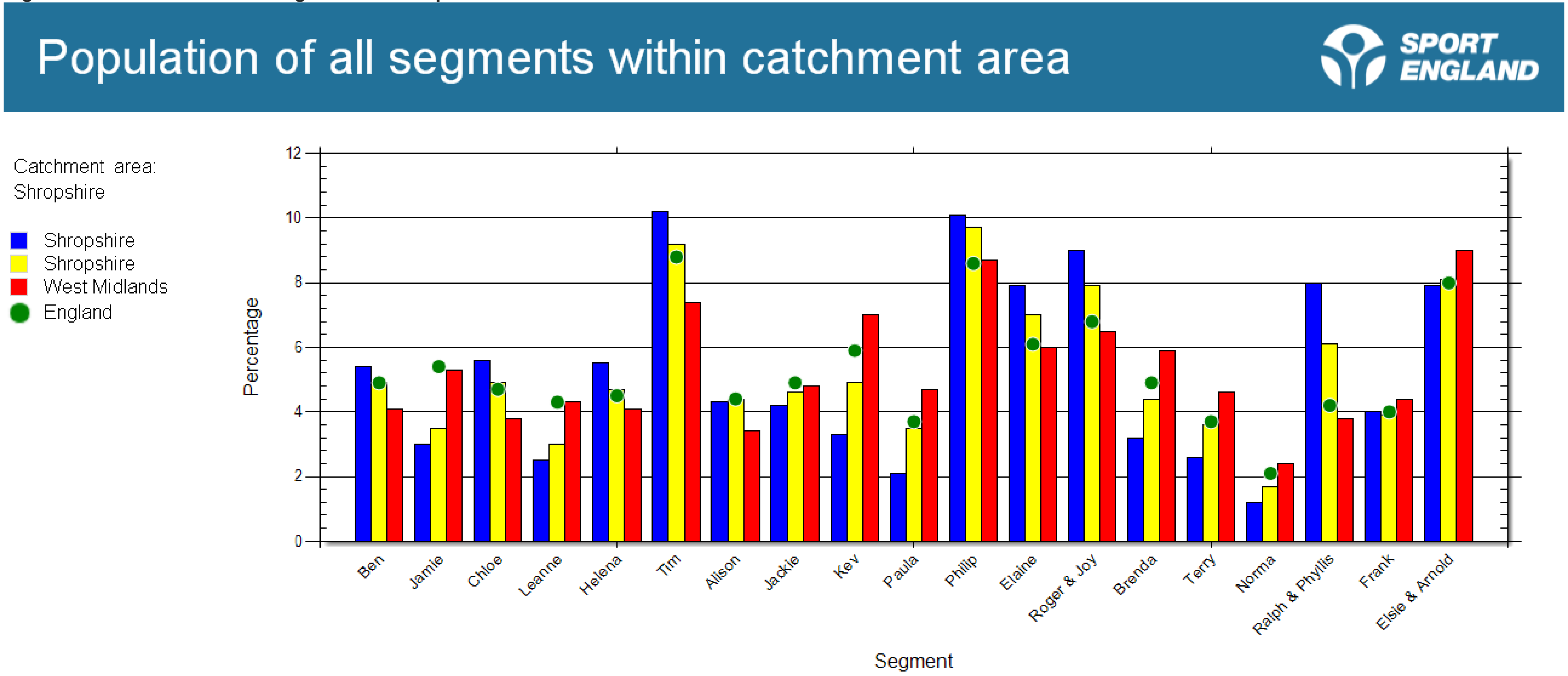
Table 2.4: Summary of Market Segmentation for Shropshire

MARKET SEGMENT	KEY CHARACTERISTICS	% SHROPSHIRE	ACTIVITIES / SPORTS THAT APPEAL TO SEGMENT
TIM, SETTLING DOWN MALES	Tim is an active type that takes part in sport on a regular basis. He is aged 26-35, may be married or single, is career professional and may or may not have children. Tim participates in very active, technical sports, team sports, individual activities and is likely to have a gym membership	10.2	Cycling, Keep fit/gym, swimming. Football, athletics or running, football
PHILIP, COMFORTABLE MID-LIFE MALES	Mid-life professional, sporty males with older children and more time to themselves. Philip's sporting activity levels are above the national average. The top sports that Philip participates in are cycling and 16% of this segment do this at least once a month, almost double the national average. Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.	10.1	Cycling, Keep fit/Gym Swimming Football, Golf, Athletics or Running
ROGER & JOY, EARLY RETIREMENT COUPLES	Free-time couples nearing the end of their careers aged 56-65 years. Roger & Joy are slightly less active than the average adult population. The top sports that Roger & Joy participate in are keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%). Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.	9	Swimming, Keep fit/gym Cycling, Golf, Angling

MARKET SEGMENT	KEY CHARACTERISTICS	% SHROPSHIRE	ACTIVITIES / SPORTS THAT APPEAL TO SEGMENT
RALPH & PHYLLIS, COMFORTABLE RETIRED COUPLES	Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range. They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less. The top sports that Ralph & Phyllis participate in are shown 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% bowls	8	Keep fit/gym, swimming, golf
ELAINE & ARNOLD RETIREMENT HOME SINGLES	Retired singles or widowers, predominantly female, living in sheltered accommodation. Aged 66+ years. Elsie & Arnold are much less active than the average adult population. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports that Elsie & Arnold participate in are 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% in bowls	7.9	Keep fit/gym, Swimming, Bowls
ELAINE, EMPTY NEST CAREER LADIES	Mid-life professionals who have more time for themselves since their children left home, aged 46-55 years. Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators. The top sports that Elaine participates in are Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%). Her participation levels are above average for keep fit/gym and swimming	7.9	Keep fit/gym, Swimming, Cycling

2.44 The geographic spread of the dominant segments indicates Tim, Roger and Joy are most prevalent in the Central, North East, North West and East zones of the County. The South zone is dominated by Ralph and Phyllis.

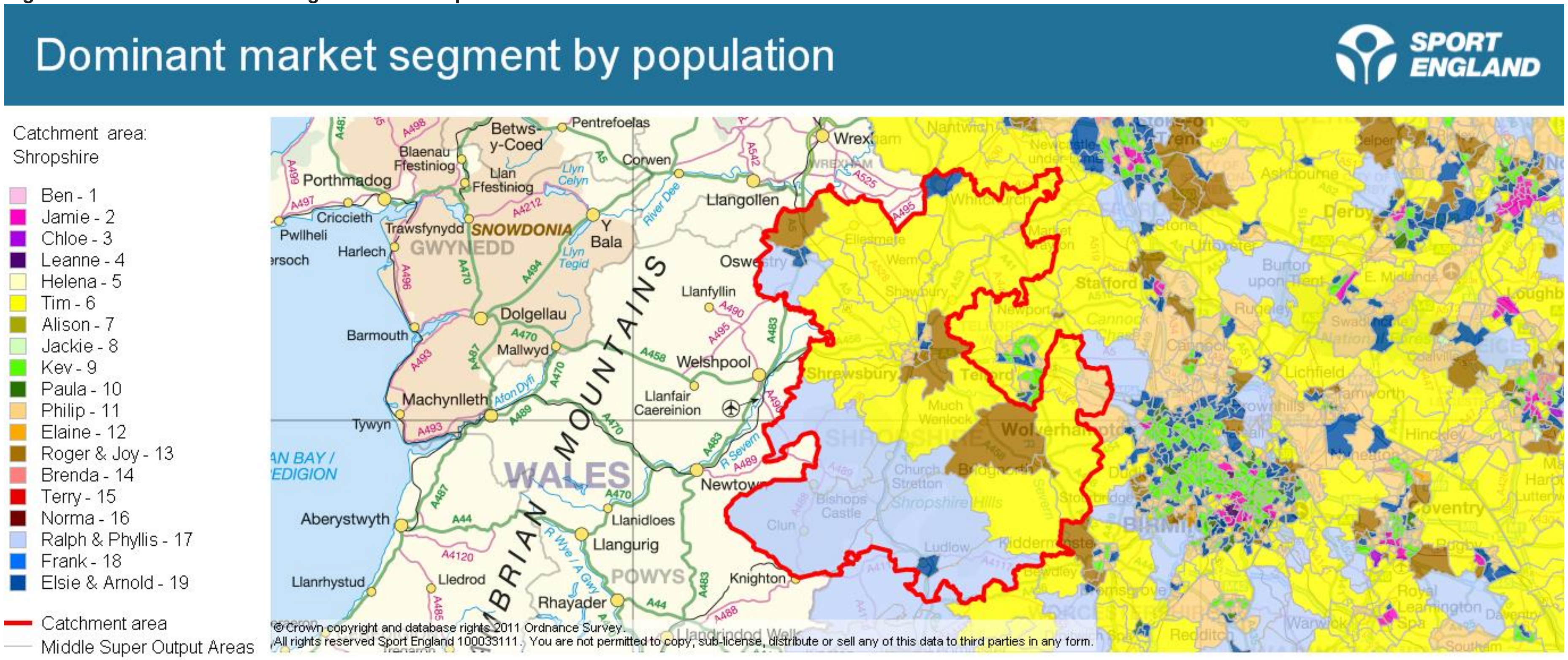
Figure 2.1: Dominant Market Segments in Shropshire



Source: Sport England October 2015

2.45 The implications of the above analysis are that there is a need to ensure accessible and high quality facilities are available for keep fit/gym, swimming, bowls, and safe accessible places to cycle.

Figure 2.2: Dominant Market Segments in Shropshire



STRATEGIC CONTEXT - SUMMARY

2.46 In terms of planning for future provision of community sports facilities in Shropshire the key factors to be taken into account, based on the identified strategic context are:

Table 2.5: Strategic Context Key FactorS

FACTOR	IMPLICATIONS
DEMOGRAPHICS	Small, but growing population, predominantly around Shrewsbury; low percentage of minority ethnic groups; relatively affluent population with increasing levels of car ownership. Ageing population, particularly in the south of Shropshire. Rural population.
SHROPSHIRE COUNCIL FINANCIAL POSITION	Reducing resources in the future for non-statutory services, including all community sports facilities. Partnerships for future delivery, combined with rationalisation and alternative access arrangements will be key to maintain a network of provision to facilitate, grow and support community participation.
PARTICIPATION	Participation has remained relatively constant, but is now steadily increasing. Participation levels remain above regional and national averages. Need to align facility needs with the aim of increasing participation in sport and physical activity. Differentiation in dominant market segments between the 5 spatial zones.
SATISFACTION WITH FACILITY PROVISION	Satisfaction with the provision of sports facilities is increasing.
EDUCATION	Opportunities for investment in sports facilities on school sites providing for both community and curriculum use, and also the potential for schools to take on the management of these assets.
GROWTH OF SHREWSBURY	Increased population will result in increased demand for community sports facilities; there is a need to resolve the issue of replacement for the existing Quarry Pool and Fitness Centre.
NGB PRIORITIES	Need to continue to reflect facility development priorities at club and county level.
LILLESHALL	Role of this facility in continuing to provide for NGB and community needs.
SUB REGIONAL FACILITY PROVISION	Development of a hierarchy of provision at sub regional and county level.

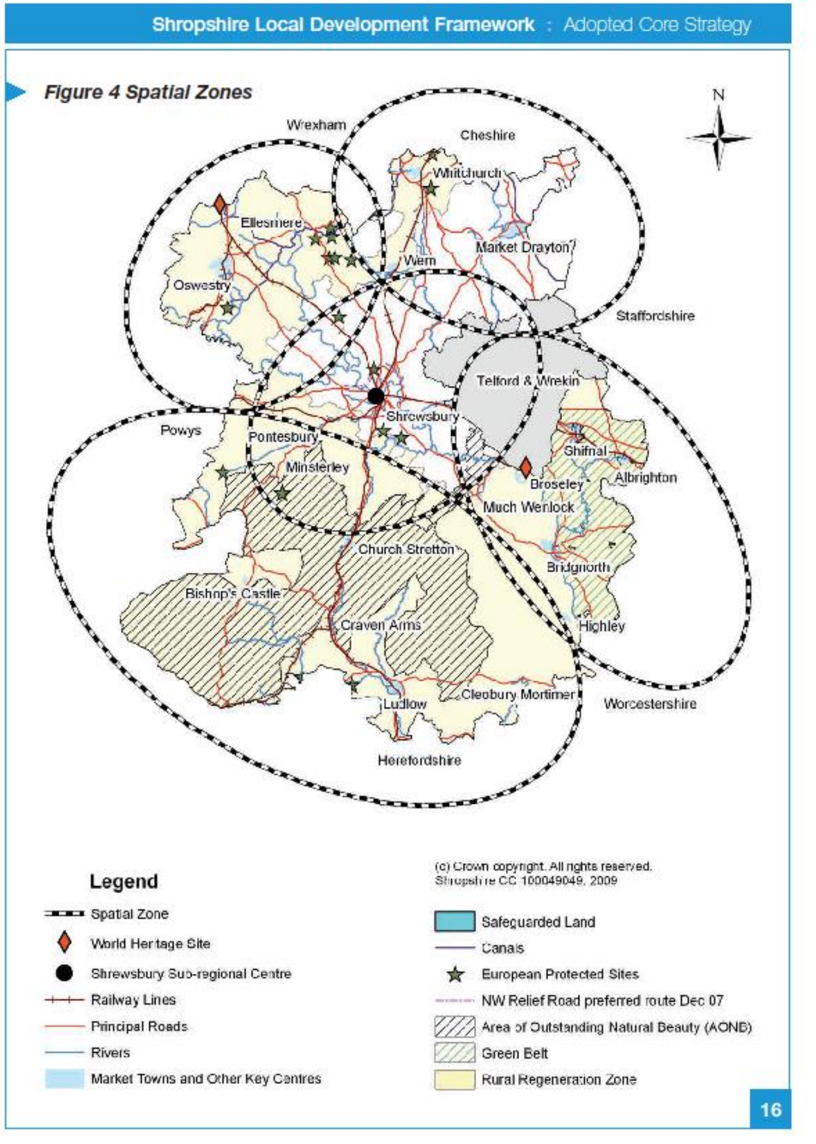
3. STAGE C – SUPPLY - EXISTING FACILITY PROVISION

INTRODUCTION

3.1. The current level and nature of facility provision in Shropshire has been assessed overall on the basis of the Council's 5 spatial zones. Each of these 5 zones includes at least one key population centre, where many in the community will travel for education, employment, retail, etc. Aligning future provision with these zones and the key population centres makes strategic sense given this is close to where the majority of people live, and they already make journeys there, so participating in sport and physical activity does not have to mean additional travel.

3.2. The extreme rural nature of some areas of Shropshire, particularly the south-west should also be a major criteria in identifying strategic locations for indoor leisure facilities.

Map 3.1: Shropshire showing Analysis Sub Areas



SUPPLY OF LEISURE FACILITIES IN SHROPSHIRE

3.3. The following summarises the existing provision of the indoor sports facilities (within the scope of this Strategy), across Shropshire:

Table 3.1: Existing Indoor Sports Facilities – Shropshire

FACILITIES	SHROPSHIRE	NORTH EAST	NORTH WEST	CENTRAL	EAST	SOUTH
HEALTH & FITNESS SUITE	50					
SPORTS HALL	84	12 (6 sports halls 3 courts +; 2 main halls on education sites)	14 (7 sports halls 3 courts +; 5 main halls on education sites)	22 (12 sports halls 3 courts +; 7 main halls on education sites)	21 (8 sports halls 3 courts +; 4 main halls on education sites)	15 (9 sports halls 3 courts +; 5 main halls on education sites)
SQUASH COURTS	38	4	6	10	13	6
SWIMMING POOL	44	5 pools and 1 lido; 1 learner pool	14 pools and 1 lido; 2 learner pools	8 pools, 1 lido; 3 learner pools	7 pools; no learner pool	8 pools; 2 learner pools
INDOOR TENNIS	1	N/A	N/A	1	N/A	N/A
INDOOR BOWLS	1	N/A	N/A	1	N/A	N/A
TOTAL	215					

N.B Outdoor facilities are covered in the 2009 Shropshire Playing Pitch Strategy

3.4. Based on the Active Places database, the Sport England Facility Planning Model (FPM), the local sports profile data (Sport England), and the audit undertaken to inform the evidence base, the maps used in the following facility assessments show the extent of existing sport and leisure built facility provision in Shropshire.

3.5. Active Places facilitates identification of sports facilities in an area. Nationally, it contains information regarding 50,000 facilities, across eleven facility types.

3.6. Users of sport and recreation facilities do not recognise administrative boundaries and will use facilities that are convenient and/or provide a quality/value for money experience. Ownership and management are, in this context, a minor consideration for most users.

3.7. The availability of facilities in neighbouring areas can and does influence sports facility usage patterns; however, in Shropshire, usage patterns are more affected by accessibility, given the rurality of the area, levels of car ownership (72.5% of the population have access to private transport), and limited public transport.

CATCHMENT AREAS

3.8. Catchment areas for different types of provision provide a means of identifying areas currently not served by existing indoor sports facilities. It is, however, recognised that catchment areas vary from person to person, day to day, hour to hour, and are also very different in rural and urban areas. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users. The Maps in Section 3 demonstrate catchment areas for facility provision in Shropshire, based on this approach. Catchment areas shown are 20 minutes and 30 minutes; the latter to reflect the rural nature of the area and the former which is more applicable in built up areas. In rural areas it is recognised that the population is generally more dispersed, and there are longer travel times to reach community facilities (due to narrow roads, and or agricultural traffic), plus facilities cater for a wider area than would be the case in a town or city; therefore, a 30 minute drivetime catchment has been used.

PUBLIC TRANSPORT

3.9. Due to the rural nature of the County levels of car ownership are high, with 84.2% of households owning 1 or more cars. Car ownership is higher in the south of the county than in the north.

3.10. For a rural county, Shropshire has a fairly extensive bus network. However, a dispersed population and long distances, combined with high levels of car ownership in rural areas, make it difficult to provide bus services that are economical and convenient. Improving accessibility, the ease by which people can get to key services and destinations, is a key challenge in Shropshire.

3.11. The destinations to which accessibility (by public transport, walking or cycling) is poorest are hospitals and major towns, such as Shrewsbury and Telford. 35% of households cannot get to a major town within an hour by public transport. Access to post 16 education establishments and to public libraries is also poor.

STAGE B - ASSESSMENT OF EXISTING INDOOR LEISURE FACILITY PROVISION IN SHROPSHIRE

OVERVIEW

3.12. Given the range of facilities in Shropshire, each type is summarised below and assessed separately, to provide a more detailed picture of the current supply and demand, and critically future need.

3.13. The facility types assessed are:

- **Sports Halls**
- **Swimming Pools**
- **Indoor Bowls Centres**
- **Indoor Tennis Centres**

3.14. The quality assessments undertaken have focused on Shropshire Council owned and operated facilities. However, commentary has also been provided in Section 3 on the other facilities, but detailed quality audits have not been undertaken for them all.

3.15. The quality audits comprise an independent visual assessment of the quality and condition of the facilities; results are recorded on the ANOG assessment sheet, developed by Sport England. Details of the audits undertaken are included in Appendices 6a-6h.

3.16. The audit scores are based on a numerical value, detailed on each assessment sheet, as follows:

Table 3.2: Audit Scoring System

KEY	RATING
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

3.17. A facility scoring highly in terms of visual quality and condition is likely to require less investment than one which is in a poorer visual condition. The combination of the scores results in the facility rating, and identification of investment need (significant, moderate etc.).

Table 3.3: Summary of SC Facilities in Shropshire – Quality Audits

FACILITY	QUANTITATIVE AUDIT SCORE	QUALITATIVE AUDIT SCORE	NEED FOR INVESTMENT
CHURCH STRETTON POOL AND SPORTS CENTRE	61%	Good	Significant – pool very poor Dry side facilities relatively new.
MARKET DRAYTON SWIMMING CENTRE	78%	Good	Some
OSWESTRY LEISURE CENTRE	92%	Excellent	Some
SHREWSBURY SPORTS VILLAGE	91%	Excellent	Minimal in existing, but significant development potential
SpArC CENTRE	68%	Good	Some
SOUTH SHROPSHIRE LEISURE CENTRE	94%	Excellent	Some
THE QUARRY SWIMMING AND FITNESS CENTRE	38%	Poor	Significant
WHITCHURCH SWIMMING CENTRE	79%	Good	Some

3.18. Shropshire Council wishes to ensure that quality leisure and sporting facilities are provided for the local community, through a range of different operations and partnerships sites across the borough. Given the financial position of Shropshire Council and the fact these are non-statutory services, there is a need for the Council to work with a range of partners to facilitate delivery of opportunities for participation in sport and physical activity.

SPORTS FACILITIES- OVERALL SUPPLY

3.19. The existing indoor facilities within the Council's leisure portfolio are outlined in the table below, along with consultation and site visit commentary. In most cases the transfer of the facilities' management to the School (name of facility shown in italics) is accompanied by a short term funding agreement. All of these are due to end by 2025, and the majority by 2018. Much Wenlock Sports Centre and Idsall Sports Centre are the only facilities without an end date in place in relation to management and funding support.

Table 3.4: Existing Local Authority operated/subsidised Leisure Facilities within Shropshire – all facilities have formal community use

NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT / CONSULTATION COMMENTS
NORTH WEST			
OSWESTRY LEISURE CENTRE	• 25m x 6 lane swimming pool • Learner pool • 45 Station fitness suite • Workout Studio • Meeting/training room • 4 badminton court Sports Hall • Cafeteria	Operated by SCLT on behalf of Shropshire Council.	The leisure centre in Oswestry provides a flagship facility in the North West of Shropshire.
LAKELANDS SPORTS CENTRE¸ ELLESMERE	• 2 court sports hall • 20 station fitness suite • Multi-Suite (dance and fitness classes) • ATP • 4 tennis courts	Built in 1999, the Academy is now operating the facilities (from 2014).	Only a 2 court hall which limits the number of activities that can take place.
ST. MARTIN'S SPORTS CENTRE (FORMERLY RHYN PARK SPORTS HALL)	• 4 Court sports hall • 25m x 4 lane swimming pool	A dual use site with community use of a 4 court hall after 5pm. The facility was built in 1991 and refurbished in 2004. The sports hall is now managed by the School (from 2015).	The facility represents the only publicly accessible indoor facility within St Martins.

NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT / CONSULTATION COMMENTS
		The School also manages a swimming pool on site.	
NORTH EAST			
MARKET DRAYTON SWIMMING CENTRE	• 25 metre x 6 lane swimming pool • 12 m x 5m learner pool • 12m x 5m outdoor pool • 34 station fitness suite	A wet and dry facility with main and learner pool. In addition, there is an outdoor pool open between May and September. The facility was built in 1995, underwent refurbishment in 2003 and 2012 to incorporate a fitness suite Community leisure centre operated by SCLT, on behalf of SC.	A well-used and well maintained facility.
THOMAS ADAMS SPORTS CENTRE¸ WEM	• 4 court sports hall • Small hall for aerobics and martial arts • 25 station fitness suite	A dual use site at Thomas Adams School. School has operated facility since 2013.	The fitness facility and sports hall are only accessible out of school hours
WHITCHURCH LEISURE CENTRE	• 4 Court Main Sports Hall • Small gymnasium • 25 station fitness suite • Theatre • ATP 39.5m x 21.5m • Outdoor pitches	Whitchurch Leisure Centre is a Joint Use Centre with Sir John Talbot's Technology College (now part of Marches Academy). The facility was built in 1996 and in addition to the leisure facilities there is a theatre on site. Operated by the school since 2014.	Well-used facility; some potential for investment in the fabric of the building, due to heavy use.
WHITCHURCH SWIMMING CENTRE	• 25 metre x 5 lane swimming pool	A single pool facility with changing built in 1972. Community leisure centre operated by SCLT, on behalf of SC.	Given the age of the centre issues were raised with the current quality of the facility. Any replacement pool would potentially be better located within a wet and dry Whitchurch Leisure Centre.

NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT / CONSULTATION COMMENTS
MARY WEBB SPORTS CENTRE	• 3 court multi-purpose sports hall • 18 station gymnasium	Sports hall also used as a dining hall. Now managed by the School. No community use agreement in place (ended January 2016).	Facilities accessible to the community; some need for investment in provision given the age of the buildings.
ROMAN ROAD SPORTS CENTRE	• 3 court sports hall • Sand based ATP	Managed by SC (contract ends 2025) on behalf of Meole Brace School.	Facilities accessible to the community; some need for investment in provision given the age of the buildings and ATP
SHREWSBURY SPORTS VILLAGE AND INDOOR BOWLS CENTRE	• 8 court sports hall • Climbing wall / bouldering room • Multi-function room & education room • 6 rink indoor bowls centre • Café • 16 grass pitches, 1 ATP • 65 Station Fitness Suite	The Sports Village was completed in 2006 and has extensive indoor and outdoor facilities. The indoor bowls rink was added in 2008. Community leisure centre operated by SCLT, on behalf of SC	A flagship facility serving the Central area of Shropshire. Facility in excellent condition.
QUARRY SWIMMING AND FITNESS CENTRE	• Four swimming pools • 37 station fitness suite & dance studio • Café • Sauna, steam room and spa pool	This facility is currently the subject of a feasibility study to identify the way forward for a replacement centre. Site options have also been considered. Community leisure centre operated by SCLT, on behalf of SC.	Existing facility is in poor condition and requires significant investment/replacement. Main pay and play swimming facility in Shrewsbury.
BRIDGNORTH SPORTS AND LEISURE CENTRE	• 25 metre Swimming Pool • 4 Court Sports Hall • 27 station fitness suite • 1 Small Sports Hall • Licensed Lounge Bar	Joint use facility on site of Bridgnorth Endowed School. Managed by Halo Leisure on behalf of the Academy.	Facility in need of investment and modernisation.

Name Of Facility	Facilities Provided	Facility Description	Site Visit / Consultation Comments
Church Stretton Pool and Sports Centre	• Small pool • 4 badminton court Sports hall • 16 Station Fitness suite	Pool - Managed by Teme Leisure on behalf of Shropshire Council but on Primary School site. Sports Centre managed by Teme Leisure on behalf of Shropshire Council and Academy Trust	New sports hall and fitness suite on site – excellent condition. Pool in very poor condition.
Cleobury Mortimer Sports Centre	• 4 badminton court sports hall • Viewing gallery • 22 station fitness suite • 2 x full size ATPs • Outdoor pitches	Dual use facility on site of Lacon Childe School. Managed by Teme Leisure, on behalf of SC.	All facilities accessible to the community. Investment required to increase fitness provision.
SpArC Leisure Centre¸ Bishops Castle	• 20m x 4 lane pool • Health suite • Multi-purpose Sports Hall • 3 x Badminton Courts • 2 x Squash Courts • 22-Station Fitness Suite • Arts facilities theatre • Studio and gallery space • Green Room • Tennis courts • Outdoor grass pitches	Community College manage all school swimming. Outdoor pitches are on adjacent site across the road. Managed by Teme Leisure on behalf of SC.	Pool, squash courts and fitness suite available to the community during the school day but total availability limited. Pool hall roof requires replacement. Tennis courts in poor condition.
South Shropshire Leisure Centre¸ Ludlow	• 25m, 6 lane Swimming Pool with Water Slide, Diving Plunge Pool and Two Leisure Pools with Water Features • 55 Station Fitness Suite with Air Conditioning • 2 x Exercise Studio • 6 Badminton Court Sports Hall • Coffee Shop • Crèche • Recently upgraded health suite that includes:	Sports halls and first floor rooms only subject to joint-use agreement and operational lease. Managed by Teme Leisure on behalf of SC.	Facilities in excellent condition.

NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT / CONSULTATION COMMENTS
	➢ Saunarium ➢ Salt Inhalation Room ➢ Sauna ➢ Spa Pool ➢ Heated Loungers ➢ Monsoon Showers		
EAST			
IDSALL SPORTS CENTRE¸ SHIFNAL	• 4 court sports hall • Gymnasium • 27 station fitness suite • Conference facilities • MUGA • Outdoor pitches	Joint use facility with Idsall School. Negotiations to transfer responsibility to school and operations to third party operator expected in 2017.	Facilities in need of investment.
MUCH WENLOCK LEISURE CENTRE	• 25m x 6 lane pool • 4 court hall • 25 station health and fitness • Dance Studio • Small gymnasium (2 court hall) • 1 x Full size ATP (not floodlit initially) • Floodlit 4 court MUGA (asphalt) • Outdoor grass pitches • 200m athletics track	Constructed as part of the William Brooks School re-development (Pathfinder School) through Building Schools for the Future. Managed by SC on behalf of the School.	All facilities will be accessible to the community.

3.20. In addition to the community and formal dual use facilities summarised above (i.e those facilities which either have a formal joint-use agreement (JUA) and those operated as full-time community use facilities), there are a significant number of school sports facilities in the county, which are available for community use, but which are operated by organisations other than the local authority.

3.21. The fact that they offer community access is important, particularly in the more rural areas, where the population is less; however, the issue is how the facilities are managed and by whom, as community access may in fact be limited by membership costs, hours of opening etc.

3.22. School facilities identified as offering at least some form of community access (i.e the community can use the facilities, but there is no formal JUA under-pinning this, so use could be withdrawn at any time) are summarised in Table 3.5. Those that appear in Table 3.4 are not duplicated in Table 3.5.

Table 3.5: Existing Schools' Sports Facility Provision – available for at least some community access, but do not have formal Joint Use Agreements (CUAs)

NAME OF SCHOOL (SECONDARY UNLESS OTHERWISE INDICATED)	TOWN/VILLAGE	EXISTING SPORTS FACILITIES	JOINT USE	COMMUNITY USE
CRIFTINS PRIMARY SCHOOL		• 1 x 1 Court Sports Hall		Y
ELLESMERE PRIMARY SCHOOL	Ellesmere	• 20m Pool		Y
MARCHES SCHOOL	Oswestry	• 4 Court Sports Hall • Dance Studio • Gymnasium • 1 X Full size ATP – No Run Off Area, Floodlit		Y
GROVE SCHOOL	Market Drayton	• 4 Court Sports Hall • Lots of Land Available	N	Y
BASCHURCH PRIMARY SCHOOL		• Tennis Courts – community use scheme in place; key operated	N	Y
CORBET SCHOOL	Baschurch	• 2 Court Sports Hall (2004/5)	N	Y
SUNDORNE SCHOOL	Shrewsbury	• 3 Court Sports Hall • Gymnasium		Y
BELVEDERE SCHOOL	Shrewsbury	• 3 Court Sports Hall (2006)		Y
WAKEMAN SCHOOL-	Shrewsbury	• Large Hall • Separate Pitch Site (No Changing/Toilets)	N	Y
WILFRED OWEN SCHOOL (MONKMOOR CAMPUS)	Shrewsbury	• 1 X 1 Court Hall • ATP – Not Full Size, Floodlit	N	Y
SEVERNDALE SCHOOL (MONKMOOR CAMPUS)	Shrewsbury	• 1 X 1 Court Hall	N	Y
PRIORY SCHOOL	Shrewsbury	• 3 Court Sports Hall • 1 X Grass Pitch		Y

NAME OF SCHOOL (SECONDARY UNLESS OTHERWISE INDICATED)	TOWN/VILLAGE	EXISTING SPORTS FACILITIES	JOINT USE	COMMUNITY USE
MEOLE BRACE SCHOOL	Shrewsbury	• 1 X 1 Court Hall • 9 Grass Pitches	Y	Y
BICTON PRIMARY	Shrewsbury	• 1 Court Sports Hall	N	Y
BROCKTON PRIMARY SCHOOL	Brockton	• 1 Court Sports Hall		Y
NEW PRIMARY SCHOOL (REPLACING CABONNELL AND CAYNHAM PRIMARY SCHOOLS)	Ludlow	• Possibly One; • Site of Village Hall – If So, Will Have Lots of Pitches		Y
OLDBURY WELLS (GRADE 2 LISTED)	Bridgnorth	• 4 court Sports Hall • 2 court hall • Tennis Courts • Outdoor Pitches • Swimming pool – pupil use only	Y	Y
ALBRIGHTON PRIMARY SCHOOL	Albrighton, Adjacent to RAF Cosford	• Outdoor Pool, Run by Swimming Club, (Easter to Autumn Half Term) • Refurbished Changing Rooms • Outdoor Changing Rooms for Cross Country • Skateboard Park • Mini Football Pitch • 2 X Junior Football Pitches – Managed by Junior Club	N	Y
BROSELEY PRIMARY SCHOOL	Broseley	• 45m x 25m ATP floodlit is now in place	N	Y

3.23. There is also potential for shared use of school/village halls (community and other partner) at Corvedale Primary School, and Sheriffhales Primary School (South area).

3.24. The facilities in Table 3.5 offer at least some degree of community access, but there are no formal community use agreements covering the facilities; this means that community access could be withdrawn at any time.

3.25. There is also a range of other facilities under various different ownerships. These include:

- **Lilleshall National Sports Centre (owned by Sports Council's Trust Company, SERCO operated)**
- **The Shrewsbury Club (formerly the Welti Tennis Centre) (private ownership and operation)**
- **Maurice Chandler Leisure Centre (private ownership, operated by a community Trust)**
- **Wem Swimming Centre (operated by Friends of Wem supported by Town Council)**
- **London Road Sports Centre (owned Shrewsbury College of Arts and Technology, operated by a commercial operator on behalf of the College)**
- **Severn Centre (owned by Shropshire Council, operated by a local Trust with support from Halo Leisure)**

3.26. These facilities along with private health and fitness providers and education facilities are discussed in more in Table 3.6.

Table 3.6: Other Facility Provision, Shropshire

NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
NORTH WEST				
POOLS				
OSWESTRY SCHOOL	Oswestry School owned and operated	• 25m Swimming Pool	Facility located at public school; some community use, but no formal agreement	Good quality
WYNNSTAY COACH HOUSE HEALTH CLUB	Wynnstay Coach House Health Club	• Small pool	Membership use only, plus guests	Good quality
MORETON HALL SCHOOL	Owned and managed by school	• 2m x 10m pool used by community clubs	Community use/no formal dual use agreement	
SPORTS HALLS		**COURTS**		
MORETON HALL SCHOOL	Owned and managed by school	• 5	Community use/no formal dual use agreement	
ELLESMERE COLLEGE	Owned and managed by school	• 4	Community use/no formal dual use agreement	

NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
NORTH EAST				
POOLS				
-MARKET DRAYTON LIDO	Local Authority, but only operates 3 months of the year	• 25m outdoor pool	Limited opening hours; dependent on weather	Some investment needed
WEM SWIMMING CENTRE, WEM	Operated by Friends of Wem supported by Town Council	• 20m pool • Small meeting room • Large car park • Outdoor/portacabin facilities for community groups	Small community facility, adjacent to secondary school	In need of some investment; limited opening hours
SPORTS HALLS				
MAURICE CHANDLER LEISURE CENTRE, MARKET DRAYTON	Registered Charity run by a volunteer committee	• 40m x 20m indoor ATP • 10 x badminton courts • 9 station fitness suite • 2 x indoor bowls mats	Pay and Play	Incorporates Shropshire Roller Arena
CENTRAL AREA				
POOLS				
BANNATYNES SHREWSBURY	Privately owned and operated	25m pool	Membership use	Good quality
CASTLE COUNTRY CLUB	Privately owned and operated	Small pool	Membership use	Good quality
CONCORD COLLEGE	Privately owned and operated	Small pool	Limited community use – no formal agreement. Primary school use.	Good quality
MERCURE ALBRIGHTON HOTEL	Privately owned and operated	Small pool	Membership use	Good quality

NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
PRESTFELDE	Owned and managed by school	25m pool	School use only	Good quality
SHREWSBURY SCHOOL	Privately owned and operated	25m x 6 lane pool	Limited community use – no formal agreement	Good quality
THE SHREWSBURY CLUB	Privately owned and operated	20m swimming pool	Membership use	Good quality
SPORTS HALLS		**COURTS**		
CONCORD COLLEGE	Owned and managed by school	4	Community use/no formal dual use	Good quality
SHREWSBURY HIGH SCHOOL SPORTS CENTRE	Owned and managed by school	4	Community use/no formal dual use	Good quality
THE SHREWSBURY CLUB	Privately owned and operated	4 (plus other indoor facilities e.g. studio, indoor tennis, and outdoor tennis courts)	Registered Membership use	Good quality
BELVEDERE SCHOOL	Owned and managed by school	3	Community use/no formal dual use	Good quality
SHREWSBURY SCHOOL	Owned and managed by school	3	Community use/no formal dual use	Good quality
THE PRIORY SCHOOL SPORTS HALL	Owned and managed by school	3	Community use/no formal dual use	Good quality
LONDON ROAD SPORTS CENTRE	Owned by the College; operated by a commercial company on their behalf	4 court multi-purpose sports hall 2 court sports hall	Community use/no formal dual use A dual use site with Shrewsbury College of Arts and Technology built in 1987.	Dry side facilities average; pitches good quality Facilities accessible to the community; some need for investment in provision given the age of the buildings.

NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
SOUTH AREA				
POOLS				
HAUGHTON HALL HEALTH CLUB	Privately owned and operated	Small pool	Membership use	Good quality
SPORTS HALLS		**COURTS**		
CRAVEN ARMS COMMUNITY CENTRE	Local authority owned and operated by Shropshire Furniture Scheme	3	Pay and Play	Good quality
EAST				
POOLS				
ELYSIUM HEALTH CLUB, ALBRIGHTON	Privately owned and operated	Small pool	Membership use	Good quality
SEVERN CENTRE, HIGHLEY	Owned by Shropshire Council	25m pool	Community use – funding agreement in place agreement Seasonal use of swimming pool as outdoor but quite extensively used – weather permitting.	Some investment needed
HALLS				
LILLESHALL NATIONAL SPORTS CENTRE, EDGMOND	Owned by the Sports Council Trust Company; operated currently by SERCO	12 (plus a range of other indoor and outdoor facilities (see section 4)	Pay and Play	Good quality

3.26. In addition to the above there are also a number of key facilities in and around Telford which, should be taken into account in considering any additional developments at Lilleshall and in Shrewsbury, given their geographical proximity.

LILLESHALL NATIONAL SPORTS CENTRE

3.27. Owned by the Sports Council Trust Company, Lilleshall is currently operated by SERCO, a commercial leisure operator. Part of the West Midlands English Institute of Sport (EIS), Lilleshall is both a national and regional facility, whilst also providing a venue for social events and local sports clubs.

3.28. Lilleshall provides a range of sports facilities, catering for both elite athletes and use by the local community (there are 83 local sports clubs comprising members of the local community and from the Shropshire catchment area, based from Lilleshall). It is also a popular venue for functions such as weddings, as it is set in countryside, with gardens laid out by Adams. Use by elite athletes is for training, as Lilleshall has no spectator facilities (except for Archery).

3.29. Existing facilities on site provide for the training needs of weightlifting, gymnastics, archery, hockey and football. In addition, comprehensive provision exists for rehabilitation and physiotherapy services; these are well used for football and squash players. Existing facilities on site include an 8 court sports hall, gymnastics hall (not high enough to cater for trampolining), an archery hall, fitness suite (rehabilitation use only), outdoor grass pitches, and an STP. 2 water-based pitches have been constructed to cater specifically for hockey and football training; the England Youth Hockey Squads will be based from Lilleshall in the future. There is accommodation on site which provides basic facilities for training athletes or other residents on site for courses etc.; these residents also have use of the sports facilities in the evenings while on site. Lilleshall is also used extensively by other agencies and local community sports clubs (but it is not currently a pay and play facility except by residents). There is a 60-year agreement with the Home Office (33 years remaining) for use of the facilities to train PTIs.

3.30. A number of significant challenges need to be considered in the future operation of Lilleshall, given the fact the main house is a beautiful but ageing building, not designed to function as a sports facility, the accommodation badly needs ongoing investment to modernise it e.g. heating, decor, and some sports facilities no longer provide the appropriate environment for elite athlete training. The gymnastics hall cannot accommodate either trampolining or rhythmic gymnastics; a purpose built facility is needed. A new archery facility (for use by the Archery Association) has been developed.

3.31. Given the fact that community access to the existing facilities at Lilleshall is limited i.e. no pay and play fitness suite, and that it is predominantly through use by local sports clubs, which operate on a membership basis, there is also potential to consider this aspect of future use of the facility. There is potential with a clearer focus on sport (participation, training, coaching and coach education, to develop Lilleshall’s role in relation to community access, accepting that this will have implications for operational management, programming and access.

ASSESSMENT OF INDIVIDUAL FACILITY TYPES

SPORTS HALLS - SUPPLY

QUANTITY – SPORTS HALLS IN SHROPSHIRE

3.32. Indoor multi-sports halls are defined as areas where a range of sport and recreational activities are carried out. They are at least 10m x 18m (e.g., the size of one badminton court including surrounding safety area) and include specifically designed venues such as leisure centres and school sports halls. The definition also applies to halls where activities can take place, such as school assembly halls, community buildings and community centres (the main ones are included in the table below). Specialist centres, e.g. dance centres, are not included. 1 badminton court halls are only included as facilities where they are provided on the same site as a minimum 3 badminton court sports hall.

3.33. Strategic sized sports halls are a minimum of 3 badminton courts.

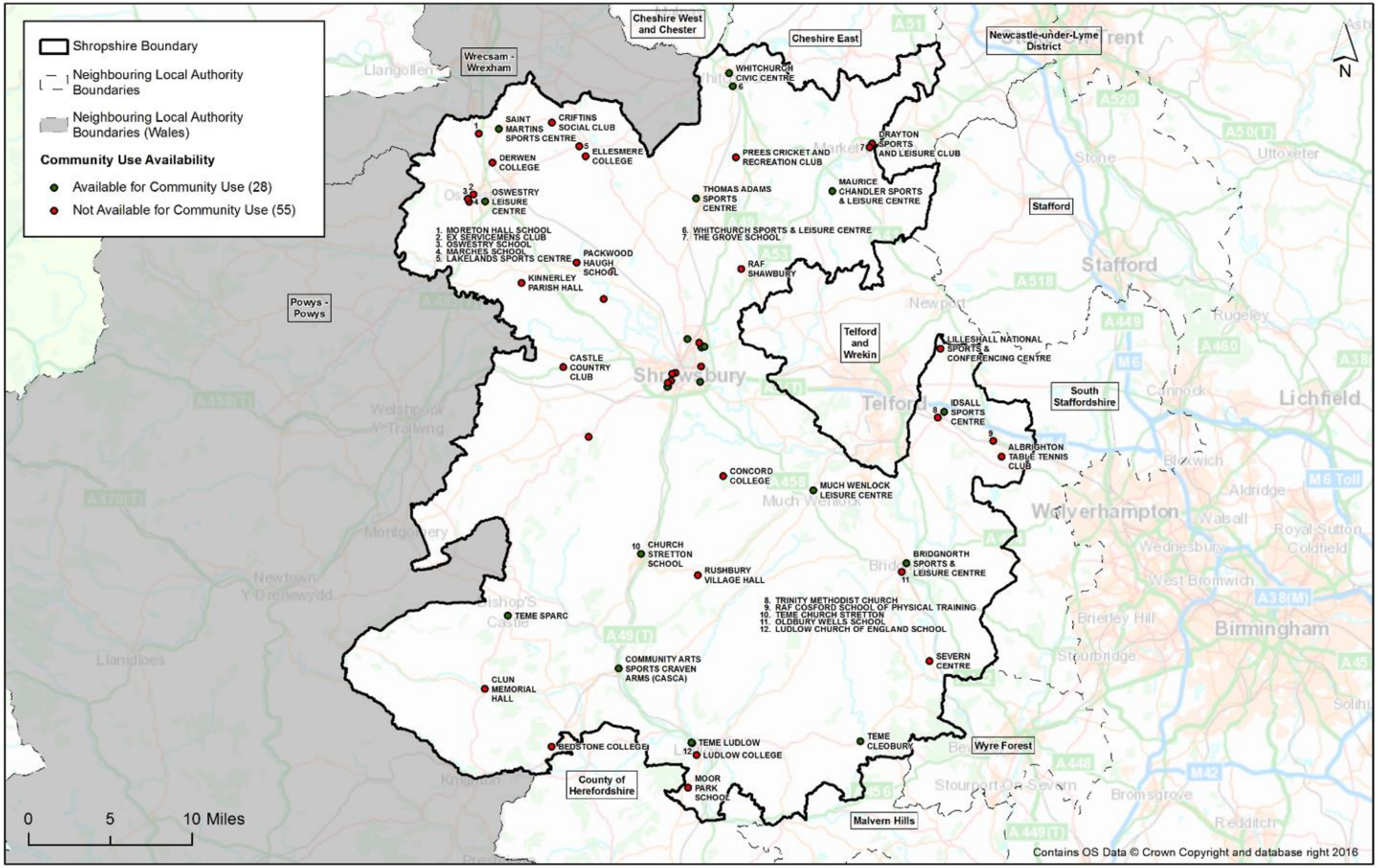
3.34. Table 3.7 summarises sports hall supply in Shropshire:

Table 3.7: Summary of Sports Hall Supply in Shropshire

TOTAL BADMINTON COURTS	207
TOTAL SPORTS HALLS	84
TOTAL COMMUNITY ACCESSIBLE 3+ COURTS SPORTS HALLS	19
COMMUNITY ACCESSIBLE 3 COURT	3
COMMUNITY ACCESSIBLE 4 COURT	13
COMMUNITY ACCESSIBLE 5 COURT	0
COMMUNITY ACCESSIBLE 6 COURT	1
COMMUNITY ACCESSIBLE 8 COURT	1
COMMUNITY ACCESSIBLE 10 COURT	0
COMMUNITY ACCESSIBLE 12 COURT	1
TOTAL ACTIVITY HALLS 2 COURTS OR LESS	17
COMMUNITY ACCESSIBLE ACTIVITY HALLS	14

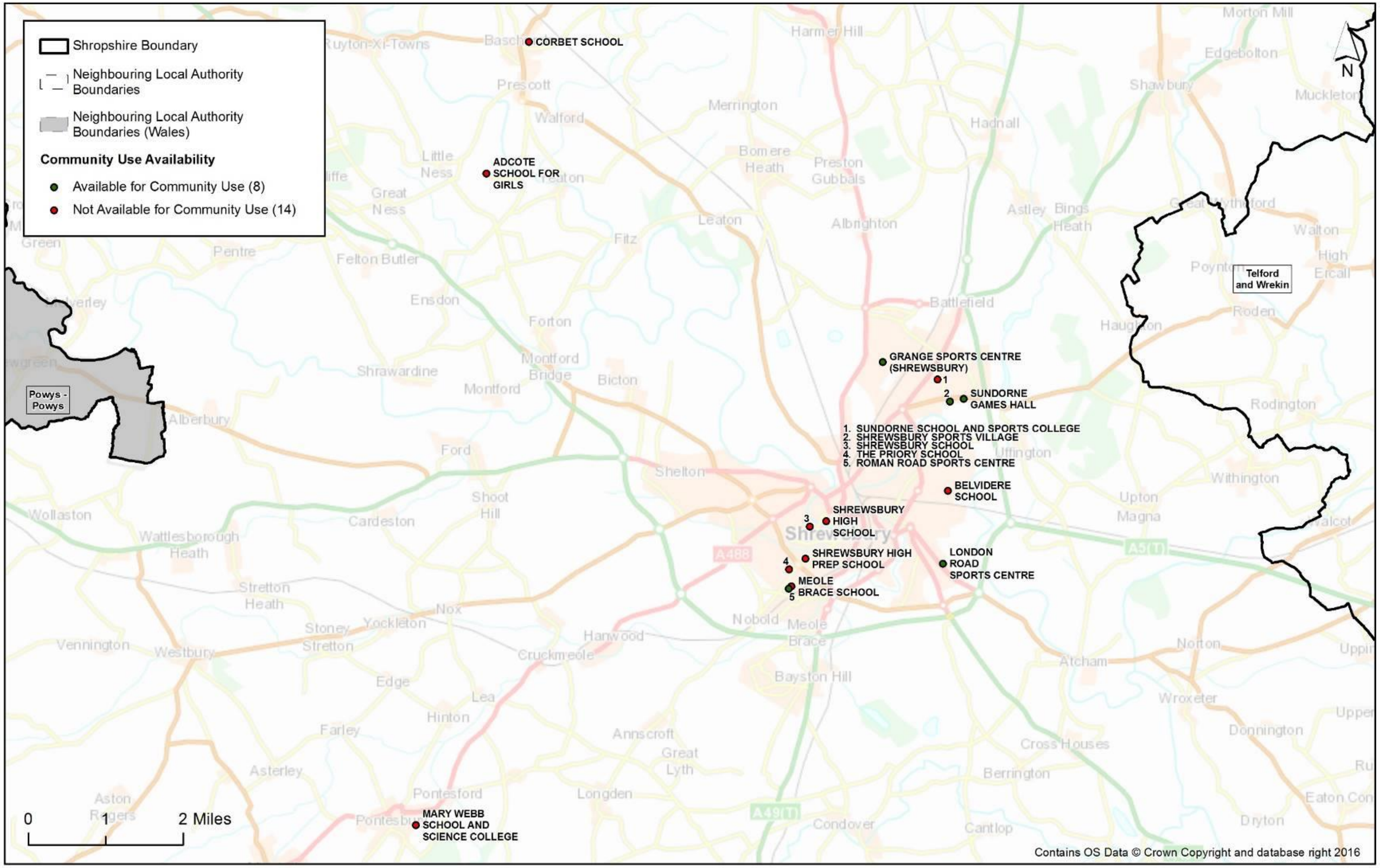
3.35. The supply analysis identifies that Shropshire has a total of 84 sports halls across 59 sites. The sports halls and activity halls are shown in two maps - Maps 3.3 and 3.3a (this map focusses on the Central area of Shropshire).

Map 3.3: Main Sports Halls and Activity Halls in Shropshire



Sports Halls by community use availability in Shropshire

Map 3.3a: Main Sports Halls and Activity Halls in Shropshire - CENTRAL



Sports Halls by community use availability in Central Shropshire

QUALITY- SPORTS HALLS IN SHROPSHIRE

3.36. Detailed quality assessments have been undertaken on all SC facilities. These are summarised in Table 3.4.

3.37. It is clear from these assessments that the majority of the SC facility sports halls are in good or better condition. All SC facilities are 4 court sports halls except that at SpArC, Shrewsbury Sports Village and South Shropshire Leisure Centre.

3.38. The majority of existing sports halls in Shropshire were built and /or refurbished in the late 1970s to the late 1980s. The newest sports hall is at Oswestry Leisure Centre built in 2011, and the oldest is Maurice Chandler Sports Centre. Built in 1960, this facility is a conversion of a previous facility, so is not purpose built. Sports halls in Shropshire are generally of a reasonable to good condition, although several facilities on education sites are now ageing. The SpArC Centre Bishops Castle, Much Wenlock Sports Centre, Oswestry Sports Centre, Shrewsbury Sports Village and Teme Church Stretton are the newer facilities built since 2006.

ACCESSIBILITY- SPORTS HALLS IN SHROPSHIRE

3.39. Geographical distribution of sports hall provision is identified below, based on the SC Spatial Zones. It is clear from this map that there is community accessible strategic-sized sports hall provision in every spatial zone. Each of these strategic –sized sports halls are either a community leisure facility, or has a formal community use agreement in place, so community access is secured, at least in the medium term.

3.40. Whilst not every community is within a 20-minute drive time of a 4 court sports hall (typical urban area drivetime), the more likely catchment area in rural areas is a minimum of 30 minutes. All communities in each spatial zone have access to a 4 court hall within 30 minutes drivetime.

AVAILABILITY – SPORTS HALLS IN SHROPSHIRE

3.41. Table 3.8 details the overall supply of community accessible strategic size (3 + court) sports halls in Shropshire.

Table 3.8: Community Accessible 3 court + sports halls in Shropshire

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
East	Bridgnorth Sports & Leisure Centre	Main	4	Pay and Play	Trust (Halo Leisure)	1976	
South	Community Arts Sports Craven Arms (CaSC)	Main	3	Pay and Play	Other	1996	2001
East	Idsall Sports Centre	Main	4	Pay and Play	Local Authority (in house)	1970	2007
Central	London Road Sports Centre	Main	4	Pay and Play	Commercial Management	1987	2004
North East	Maurice Chandler Sports & Leisure Centre	Main	12	Pay and Play	Community Organisation	1960	
East	Much Wenlock Leisure Centre	Main	4	Pay and Play	Local Authority (in house)	2010	
North West	Oswestry Leisure Centre	Main	4	Pay and Play	Trust (SCLT)	2011	
Central	Roman Road Sports Centre	Main	3	Pay and Play	Local Authority (in house)	1993	2010
North West	St Martin's Sports Centre	Main	4	Pay and Play	Education	1991	2004
Central	Shrewsbury Sports Village	Main	8	Pay and Play	Trust (SCLT)	2006	
Central	Sundorne Games Hall	Main	4	Pay and Play	Local Authority (in house)	1973	2004
South	Teme Church Stretton	Main	4	Pay and Play	Trust (Teme Leisure)	2010	
South	Teme Cleobury	Main	4	Pay and Play	Trust (Teme Leisure)	1985	2007
South	Teme Ludlow	Main	6	Pay and Play	Trust (Teme Leisure)	1995	
South	Teme SpArC	Main	3	Pay and Play	Trust (Teme Leisure)	2006	
North East	Thomas Adams Sports Centre	Main	4	Pay and Play	Education	1975	2004
North East	Whitchurch Civic Centre	Main	4	Pay and Play	Local Authority (in house)	1960	
North East	Whitchurch Sports & Leisure Centre	Main	4	Pay and Play	Education	1996	

3.42. There are 42 strategically sized sports halls (i.e. 3 courts or larger) of which 19 are community accessible i.e. provide pay and play access. These are operated by either SC, a commercial operator or a leisure trust (SCLT, Teme Leisure or Halo – see Tables 3.5 and 3.6 for details). There is one 8 badminton court sports hall at Shrewsbury Sports Village and one 6 badminton court sports hall at South Shropshire Leisure Centre, Ludlow.

3.43. Maurice Chandler Sports Centre has 12 courts but is also the oldest sports hall in the county.

3.44. The strategic sized sports halls are distributed across Shropshire as shown in Table 3.9.

Table 3.9: Distribution of strategic sized sports halls in Shropshire

ZONE	NO. HALLS 3 COURTS +	NUMBER OF COMMUNITY ACCESSIBLE COURTS	FORMAL COMMUNITY USE AGREEMENT IN PLACE N/Y
NORTH EAST	4	24	Maurice Chandler N; Whitchurch LC – until 2018; Thomas Adams N; Civic Centre N; (Lakelands SC 2 Court Only)
NORTH WEST	2	8	Oswestry LC – Community Facility; St Martins Sports Centre – N
CENTRAL	4	20	London Road N; Sundorne N; Shrewsbury Sports Village – Community Facility; Roman Road Y;
EAST	3	8	Bridgnorth LC Y; Idsall L Y; Much Wenlock LC Y; There is a formal community use agreement in place at Bridgnorth through the funding from Shropshire Council to the school. Ends 2020.
SOUTH	5	20	CaSC N; Cleobury Mortimer SC Y; Church Stretton SC Y; SpArC Until 2019; Ludlow LC – Community Facility There is a formal agreement at Cleobury Mortimer until August 2017
TOTALS	**18**	**80**	

3.45. Based on the above analysis, there are a total of 6 sports halls of 3 courts or more, which have formal community use arrangements i.e. a formal signed community use agreement (CUA), which means the community has access out of school hours. There is 1 such facility in every spatial zone; there are 2 in the Central zone where 25% of the total population of Shropshire currently live. Population in the Central Zone is set to grow significantly with two major Urban Extensions before 2026.

3.46. There are currently 3 sports halls of 3 courts or more which have formal community use agreements in the South Spatial Zone, but one of these is due to end in 2019. There are 3 such facilities in the East Spatial Zone.

3.47. This means that every settlement area can provide communities with access to a strategic-sized sports hall, which is either a community leisure centre, or has a formal agreement relating to community access.

3.48. There is a total of 37 activity halls (may be smaller than a badminton court, or be 1 or 2 court size, but without formal courts marked), of which only 16 are community accessible i.e. they are managed on a pay and pay basis by SC, a commercial operator, a trust or a community organisation.

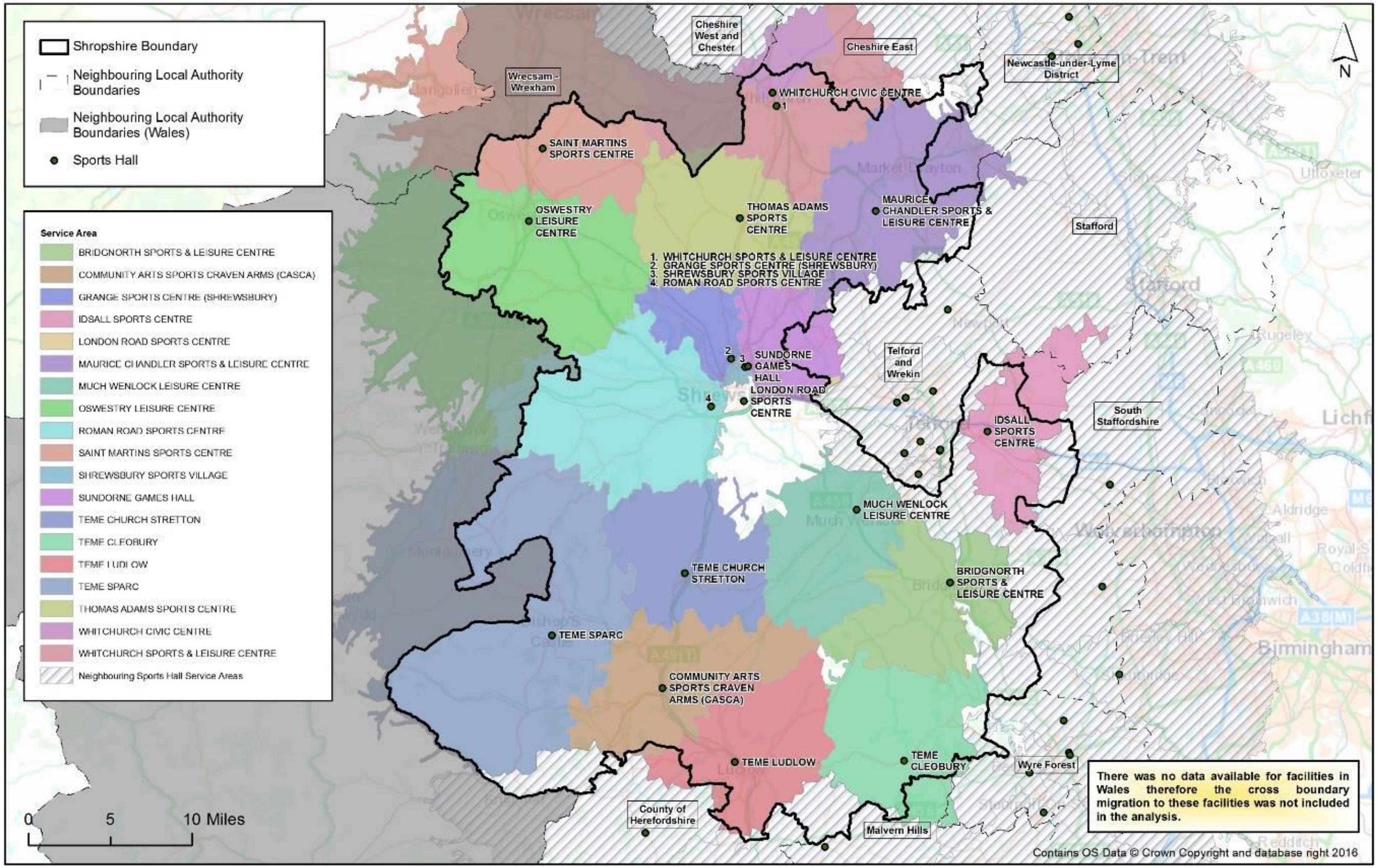
Table 3.10: Total Activity Halls in Shropshire

ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
East	Bridgnorth Sports & Leisure Centre	Activity Hall	1	Pay and Play	Trust	1976	
South	Clun Memorial Hall	Activity Hall	1	Pay and Play	Community Organisation	1986	2007
Central	Corbet School	Activity Hall	1	Private Use	Education	1960	2011
Central	Corbet School	Activity Hall	2	Limited - bookings	Education	2005	2011
North West	Criftins Social Club	Activity Hall	0	Limited - bookings	Community Organisation	2011	
North East	Drayton Sports and Leisure Club	Activity Hall	0	Pay and Play	Sport Club	1975	
North West	Ellesmere College	Activity Hall	0	Limited - bookings	Education	1950	
North West	Ex Servicemen's Club	Activity Hall	0	Limited - bookings	Community Organisation	n/a	
East	Idsall Sports Centre	Activity Hall	1	Pay and Play	Local Authority (in house)	1970	
North West	Kinnerley Parish Hall	Activity Hall	0	Pay and Play	Community Organisation	n/a	
North East	Lakelands Sports Centre	Activity Hall	2	Pay and Play	Education	1999	
East	Lilleshall National Sports & Conferencing Centre	Activity Hall	0	Limited - bookings	Trust (SCLT)	1920	2002
Central	London Road Sports Centre	Activity Hall	2	Pay and Play	Commercial Management	1987	2005
North West	Marches School	Activity Hall	1	Limited - bookings	Education	2008	

ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
Central	Meole Brace School	Activity Hall	1	Limited - bookings	Education	1960	
South	Moor Park School	Activity Hall	2	Limited - bookings	Trust	1998	
East	Much Wenlock Leisure Centre	Activity Hall	1	Pay and Play	Local Authority (in house)	2010	
East	Oldbury Wells School	Activity Hall	1	Limited - bookings	Education	1955	
East	Oldbury Wells School	Activity Hall	0	Limited - bookings	Education	1955	
East	Oldbury Wells School	Activity Hall	1	Limited - bookings	Education	1955	2005
North West	Oswestry School	Activity Hall	1	Limited - bookings	Education	1980	2001
North East	Prees Cricket and Recreation Club	Activity Hall	0	Pay and Play	Sport Club	2005	
East	RAF Cosford School of Physical Training	Activity Hall	0	Limited - bookings	MOD	1948	2008
East	RAF Cosford School of Physical Training	Activity Hall	0	Limited - bookings	MOD	1948	1994
South	Rushbury Village Hall	Activity Hall	1	Pay and Play	Community Organisation	1996	
East	Severn Centre	Activity Hall	2	Pay and Play	Trust	2004	
East	Severn Centre	Activity Hall	0	Pay and Play	Trust	2004	
Central	Shrewsbury High Prep School	Activity Hall	1	Private Use	Education	2008	
Central	Shrewsbury High School	Activity Hall	0	Private Use	Education	1970	
Central	Shrewsbury Sports Village	Activity Hall	0	Pay and Play	Trust (SCLT)	2006	
Central	Sundorne School and Sports College	Activity Hall	1	Private Use	Education	1954	
South	Teme Cleobury	Activity Hall	2	Limited - bookings	Trust	1985	
South	Teme SpArC	Activity Hall	0	Pay and Play	Trust	2006	
North East	The Grove School	Activity Hall	1	Limited - bookings	Education	1960	

ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
East	Trinity Methodist Church	Activity Hall	0	Pay and Play	Community Organisation	N/A	
North East	Whitchurch Sports & Leisure Centre	Activity Hall	0	Limited - bookings	Trust (SCLT)	1997	
North East	Woodlands School	Activity Hall	1	Private Use	Education	2003	
South	Teme Church Stretton	Main	4	Pay and Play	Trust	2010	
South	Teme Ludlow	Main	6	Pay and Play	Trust	1995	

Map 3.4: Sports Halls in Shropshire – Service Areas



Sports Hall service areas in Shropshire (up to 20 minute rural drive time)

3.49. The challenge in Shropshire is that the area is very rural, and one of the least densely populated in England. Whilst these factors in themselves do not justify either less provision, or lower quality provision, they do mean that there are less people in the area to use the facilities provided. This means that in order for facilities to be sustainable, the catchment areas are larger than would be the case in more densely populated, or urban areas. In addition, 84.2% of the Shropshire population have access to at least one car; this high level of car ownership reflects the rural nature of the area, and the fact that people are reliant on cars to access services.

SPORTS HALLS - DEMAND

CONSULTATION

3.50. Consultation was undertaken with National Governing Bodies (NGB's) in relation to the 2009 strategy. NGB's were asked to review their feedback from the 2009 strategy and asked to provide updated information based on their developments and priorities since 2009 and going forward.

Table 3.14: Summary of National Governing Body Consultation – Sports Hall Sports

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
ENGLAND NETBALL	There are 31 venues in Shropshire being used for netball activity. 73 outdoor courts, 20 of which are floodlit, no outdoor covered courts and 36 indoor courts. The provision of outdoor courts in Shropshire is higher than the national average. The provision of indoor courts in Shropshire is higher than the national average. 38% of the venues are based on educational sites. Nearly two thirds of the clubs believe changing facilities to be inadequate for their needs. 46% of clubs rate the condition of venues used in Shropshire as very good, with remaining given a good or average rating. 77% of clubs find it either very easy or easy to book venues for netball activity.	**ISSUES AND OPPORTUNITIES** Burton Borough - no outdoor provision. Club have previously experienced access issues and in the process of re-engaging. Ellesmere College - courts outside are in poor condition, needs new posts. Lilleshall National Sports and Conference Centre - needs outdoor courts to increase participation. Leagues and B2N sessions run out of Lilleshall. New community use consultation group formed. Moreton Hall School - great facility but some issues with restricted access. Phoenix Academy - not an approved UKCC centre. Needs floodlights to be able to increase participation. Car parking is an issue. Underutilised. Shrewsbury High School - needs floodlights to support increasing leagues. 6 courts at school site and 2 more courts at second site.

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
		Recommended priorities for inclusion in County plans are: Explore the potential for installing floodlights at Phoenix Academy and Shrewsbury High School. Support the improvement of outdoor court surfaces and posts at Ellesmere College. Investigate the potential for outdoor courts to be provided at Lilleshall National Sports and Conference Centre.
BASKETBALL	Nothing to add since 2009 Strategy	
TABLE TENNIS	No response	
VOLLEYBALL	Nothing has significantly changed strategically since 2009 Strategy. Shropshire is part of our Volleyball England investment zones (1 of 5 in the country). The zones predominately focus on delivery support of projects, programmes and club development through Relationship Managers (Liz Fletcher covering the area).	
BADMINTON	Having supported the refurbishment of Abraham Darby Leisure Centre with capital funds, the sports hall has since become unfit for purpose with a number of badminton clubs relocating due to the slippery floor, which unfortunately caused some injuries to club members. The Shropshire Junior Badminton Academy had initially planned to use Abraham Darby as a high performance venue to train the County's juniors but this is now no longer the case and junior developments in the county have been hindered due to this. It was also planned to hold Coaching and Young Leader training courses but due to the floor these have been arranged at TCAT instead.	With the ABLC issues in mind, a priority going forward would be to re-establish Abraham Darby LC as an appropriate venue for high level badminton by addressing the flooring, which has not been maintained to the appropriate standard and may need replacing or re-surfacing.

SPORTS HALLS - SUPPLY AND DEMAND ANALYSIS

3.51. In 2009, the assessment of need for sports hall provision in Shropshire was undertaken on the basis of three identified areas as follows:

Table 3.11: 2009 Assessment of Need for Sports Hall Provision

	NORTH	CENTRAL	SOUTH
SPORTS HALLS	**2009** 36 accessible badminton courts Demand for 28 badminton courts ***Oversupply*** *of 8 courts.* **2019** 24 accessible badminton courts Demand for 32 badminton courts ***Undersupply*** *of 8 badminton courts.* Assumes closure of Maurice Chandler by 2019 and hence the large change in the supply and demand picture.	**2009** 34 accessible badminton courts Demand for 27 badminton courts ***Oversupply*** *of 9 courts.* **2019** 34 accessible badminton courts Demand for 29 badminton courts ***Oversupply*** *of 5 badminton courts.*	**2009** 37 accessible badminton courts Demand for 26 badminton courts ***Oversupply*** *of 11 courts.* **2019** 37 accessible badminton courts Demand for 29 badminton courts ***Oversupply*** *of 8 badminton courts.* This assumes the continued availability of Lilleshall for community sports hall usage.

3.52. Table 3.11 clearly highlights that in 2009 there was an over-supply of sports halls in all three identified spatial areas. By 2019, the 2009 assessment identified a continued surplus of provision in the Central and South areas, albeit slightly reduced, and an under supply of 8 courts in the North area, based on the closure of Maurice Chandler Sports Centre.

3.53. Since the 2009 Strategy and assessment of need analysis, the level and nature of sports hall provision has changed across Shropshire; new facilities have opened at Oswestry Leisure Centre (replacement), Church Stretton (new facility), Much Wenlock (new facility) and community use is available at an increased number of sites (not necessarily under-pinned by a formal community use agreement). Maurice Chandler Sports Centre has now secured long-term sustainability due to investment and is managed by a community trust.

SPORT ENGLAND'S FACILITIES PLANNING MODEL

3.54. Strategic Leisure was provided with Sport England's Facilities Planning Model National Run (May 2016 report, based on January 2016 data) for sports hall provision in Shropshire.

SHROPSHIRE

3.55. The report sets out an assessment of the current situation regarding sports hall supply, based on 2015 population. The key findings are summarised below.

SUPPLY

3.56. The Sport England Facilities Planning Model analysis for Shropshire identifies that there are 49 strategic sized (i.e. 3 badminton courts and above) sports halls on 32 different sites in Shropshire with 13 halls in the northern sub areas, 13 in the central and 23 in the southern areas.

3.57. Overall provision equates to just under 39,000 visits per week in the peak period (vpwpp); this equates to 11,500 vpwpp in the north, 10,500 vpwpp in the central are and 17,000 vpwpp in the south of the county.

3.58. There is an excellent level of supply with 8.8 courts per 10,000 population which is double the regional average of 4.3 courts/10,000. The supply varies from 4.6 courts/10,000 in the north sub area to 16 courts/10,000 in the south sub area. The figure for the Shropshire South sub area is very large and reflects the location of the National Sports Centre at Lilleshall.

NB: "Supply of total hall space in courts" - this figure is NOT the count of 'marked courts' that will be found in Active Places. This figure is the 'equivalent in courts' to the total hall space that is used in the model to calculate the sites capacity.

CURRENT DEMAND

3.59. The Sport England Facilities Planning Model analysis identifies that the 2016 population of just under 314,000 demands provision of 18,172 vpwpp. The demand and population is evenly distributed across the north, south and centre of the county.

3.60. This level of demand equates to just over 83 badminton courts, allowing for the Sport England 'comfort factor' (the 'comfort factor' models sports halls as being full at 80% capacity, given that at 100% occupancy there is actually no capacity to play sport in them).

3.61. 14.9% of the Shropshire population do not have access to a car; this compares to the regional average of 24% which means that in general, Shropshire residents are more mobile (nearly 85% of Shropshire residents have access to at least one car).

3.62. Based on the FPM analysis, there is a current demand for 83 badminton courts to meet the demand for this type of provision in the peak period. There are currently 142.7 badminton courts (FPM) analysis available for community use in Shropshire. This means there is significant over-provision of 59.49 badminton courts against current demand.

3.63. Of the 18,172 vpwpp demanded, 91.5% (16, 623) are met within Shropshire (just above the regional average of 91%). Levels of satisfied demand are highest in the central area (93%), and lowest in the south (90%); nearly a fifth of visits to sports halls are exported to neighbouring authorities. This reflects the very rural nature of the area, and the fact that people will use the facility most accessible to them, whether it is in Shropshire or not. There are a number of sports halls very close to the Shropshire borders in Tenbury Wells, Herefordshire and Wyre Forest District, which may be more accessible to Shropshire residents, particularly given that the large sports hall at Lilleshall does not provide for significant community use.

3.64. The majority of visits to sports halls are made by car (85.47%), although in the central area, 12.2% of visits are made on foot. Across the County, only 4.94% of visits to sports halls are made using public transport.

3.65. 93.2% (15,493) of all satisfied demand for sports halls visits is retained within Shropshire; only 6.2% (1,130) of demand is exported to neighbouring authorities.

3.66. 8.5% of demand for sports hall provision is unsatisfied in the County; this equates to 1,549 vpwpp. Almost 99% of this unmet demand is due to people living in very rural areas, outside of the catchment of a community accessible sports hall. Of this figure, around 73% of unmet demand reflects the fact that just under 15% of people do not have access to a car. In other words, there are a very few people living in the rural areas who are unable to access sports halls because they have no private transport, and choose not to use public transport, or maybe this is not suitable.

3.67. Table 3.12 summarises the analysis described in paragraphs 3.55 – 3.65.

Table 3.12: Summary of 2016 Supply and Demand Analysis

2016 Demand for Courts	2016 Supply of Courts	Surplus (+)/ Deficiency (-) of Courts	Visits per week in the peak period (vpwpp) demanded by current population	Visits per week in the Peak Period (vpwpp) Satisfied	Visits per week in the Peak Period (vpwpp) Unsatisfied	Demand met in Shropshire	Demand Unmet in the District
83	142.7	**+59.49**	18,172	16,623	**1,549**	91.5%	**8.5%**

3.68. Overall the existing sports hall provision in Shropshire is very good, and meets the demands of the majority of the population. Effectively, there is a balance between supply and demand.

3.69. Those with private transport are able to access other facilities outside the County, which may be more convenient. The majority of unmet demand is a result of people with no private transport living outside the catchment area (20 minutes) of a community accessible sports hall. These people may, however have access to a community hall.

FUTURE DEMAND

3.70. The Sport England FPM analysis undertaken does not address future demand. The Sports Facility Calculator (SFC) has therefore been used to identify a global figure to estimate the future level of sports hall provision demanded by the population of Shropshire by 2037.

3.71. The SFC does not take into account specific locations of future demand; in Shropshire given that current supply meets demand, any additional demand is most likely to be in areas of population growth i.e. in and around Shrewsbury, where the majority of new homes will be built.

Table 3.13: Future Facility Demand (2030) – Shropshire

FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP
SPORTS HALL	99.69 badminton courts	24.92 sports halls	21,773

3.72. Clearly future population growth will increase demand for sports hall provision, as illustrated in Table 3.13.

3.73. Taking into account that there is an existing supply/demand balance (i.e. 83 badminton courts demanded, and 80 badminton courts provided, although it is recognised that not all of these have a formal community use agreement securing community access), future demand for sports halls equates to an additional 19.69 courts. These could be provided through new build, or through increasing access, in partnership to existing facilities, given that there are several sports halls in the County without community access/formal community use agreements in place.

3.74. It is important to highlight that overall there are 204 existing badminton courts available in Shropshire, 80 of which are currently accessible for community use. Whilst the others may not be in strategic-sized sports halls i.e. 3 courts or larger, in a rural area like Shropshire this provides the opportunity to ensure that communities have access to both halls of 3+ courts, and in the more rural areas, badminton courts, or spaces in which badminton and other sports hall sports can be played in village or community halls, or smaller sports halls.

3.75. The identified need for a further 19.69 badminton courts by 2037 can be met within the existing supply of sports halls; delivering this will require a range of different partnerships and access arrangements, developed to complement the strategically located multi facility hubs.

SWIMMING POOLS

SWIMMING POOLS - SUPPLY

QUANTITY – SWIMMING POOLS IN SHROPSHIRE

3.76. The supply analysis identifies that Shropshire has a total of 45 swimming pools across 34 sites. Appendix 8 details the overall pool supply in Shropshire; data source SE Active Places March 2016.

3.77. There are marginally more community accessible pools (i.e. pay and play and those which have limited bookings) than non-accessible. There are 12 pools of 25m in length with 4 or more lanes, of which 8 are community accessible.

3.78. The pools are distributed throughout the County.

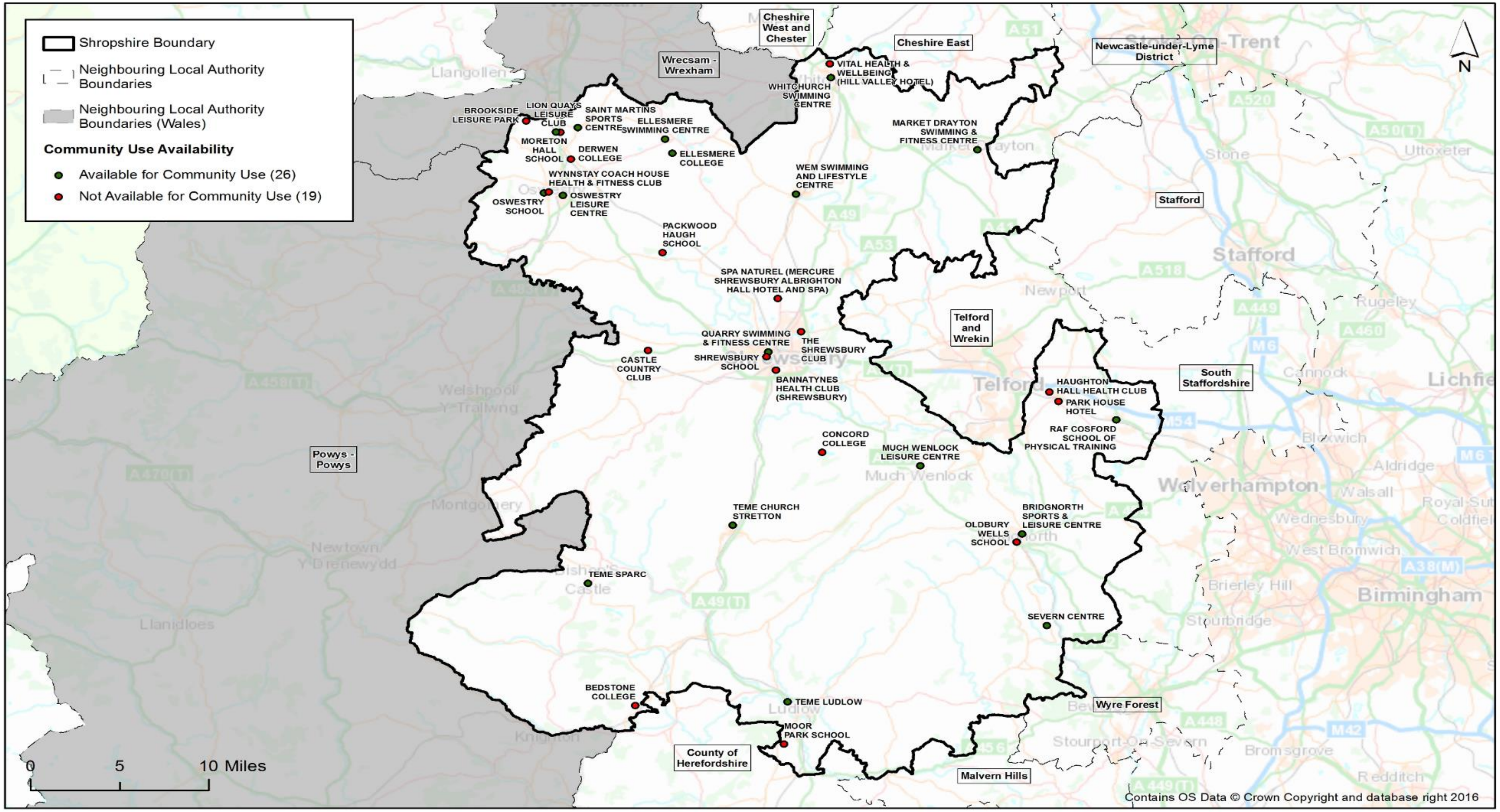
3.79. Map 3.5 shows the swimming pools in Shropshire and their location. The analysis of the overall swimming pool supply in Shropshire is as follows:

Table 3.17: Analysis of Swimming Pool Supply in Shropshire

	NUMBER OF POOLS	NO OF SITES
Total Community Accessible Swimming Pools	19 (excluding lidos and leisure pool)	15
Main Pools (250 sqm or more)	11	9
Learner Pools (approx. 160 sqm)	7	5
Diving	1	1
Leisure**	1	1
Lido*	3	3
Local Authority pools (5 main, 2 learner; 2 small pools (the Quarry)	9	5
Pools with Local Authority Funding subsidy (mostly education but includes the Severn Centre – agreement due to end in 2027)	3	3
Education Sector	6	2
Other Pools (may offer limited booking access)	1	1
Non Community Accessible Pools	21	18

***Excluded from analysis as seasonal facility**
****Excluded from analysis as not a standard pool tank**

Map 3.5: Swimming Pools in Shropshire



Swimming Pools by community use availability in Shropshire

QUALITY – SWIMMING POOLS IN SHROPSHIRE

3.80. Detailed quality assessments have been undertaken on the SC swimming facilities; these are **summarised in Table 3.5**. Quality assessments have also been undertaken on a number of other pools. Of all the pools in Shropshire, the existing small pools (20m x 5 lane) at Church Stretton and SpArC are in the worst condition. The Church Stretton pool facility is covered, but is not in a purpose built pool hall. It is in extremely poor condition and needs significant investment. There is no insulation to the pool hall, so it is also costly to operate.

3.81. The SpArC pool is in slightly better condition than that at Church Stretton; however, the pool building also needs significant investment.

3.82. The oldest swimming facilities in Shropshire are the pools at the Quarry Swimming and Fitness Centre. This facility was originally built in 1880, added to in 1950. This facility is also in need of significant investment in terms of both the swimming and fitness facilities, but also the building itself, which does not meet modern day standards in terms of inclusive access and operational sustainability. Feasibility work to look at replacement of this facility is ongoing.

3.83. The majority of Shropshire’s swimming pools were built in the late 1990s; the newest swimming pools are those in the Oswestry Leisure Centre, built in 2011, and the pool at Much Wenlock, built in 2010. Other pools were built in the late 1980s and late 1970s. Overall the swimming pools are in reasonable condition, with the main exceptions of the Quarry, Church Stretton and SpArC pools.

3.84. These swimming pools no longer provide an appropriate quality of provision, and an environment conducive to increasing participation in physical activity for health benefits.

3.85. The Church Stretton pool is located in an immediate community of around 4,671 (2011 Census), and the SpArC pool in a community of around 1,893 (including surrounding settlements 4,000); this means usage levels are relatively low (see Section 4), in comparison to pools in larger communities, and therefore operational costs are higher.

ACCESSIBILITY- SWIMMING POOLS IN SHROPSHIRE

3.86. SC Swimming pool facilities are located in each one of the main market towns, including Shrewsbury, the county town. Each one of these three facilities provides a main pool tank (although no swimming pool is 8 lanes wide and suitable for competitive swimming), and separate water space for learn to swim.

3.87. All communities in Shropshire are within 30 minutes drivetime of one of these facilities, except in the north of the county. Communities between Shrewsbury and Oswestry have access to two other SC swimming pools at Market Drayton and Whitchurch, the facility at Market Drayton comprises a main and a learner pool.

AVAILABILITY – SWIMMING POOLS IN SHROPSHIRE

3.88. The overall supply of community accessible pools is:

Table 3.16: Community Accessible Swimming Pools in Shropshire

		FACILITY TYPE (M^2)											
ZONE	SITE NAME	MAIN	LEARNER	DIVING	LEISURE	LIDO	LENGTH	WIDTH	LANES	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
East	Bridgnorth Sports & Leisure Centre	200					25	8	4	Pay and Play	Trust (Halo Leisure)	1976	
North West	Ellesmere College	250					25	10	4	limited - bookings	Education	1950	2007
North West	Ellesmere Swimming Centre	160					20	8	5	limited - bookings	Education	1972	2003
North East	Market Drayton Swimming & Fitness Centre	325					25	13	6	Pay and Play	Trust (SCLT)	1995	2012
North East	Market Drayton Swimming & Fitness Centre					239.25	16.5	14.5	0	Pay and Play	Trust (SCLT)	1995	2012
North East	Market Drayton Swimming & Fitness Centre		60				12	5	0	Pay and Play	Trust (SCLT)	1995	2003
North West	Moreton Hall School	250					25	10	0	limited - bookings	Education	1975	2008
East	Much Wenlock Leisure Centre	312.5					25	12.5	6	Pay and Play	Local Authority (in house)	2010	
North West	Oswestry Leisure Centre	287.5	126.5				25	11.5	6	Pay and Play	Trust (SCLT)	2011	
North West	Oswestry Leisure Centre						11.5	11	0	Pay and Play	Trust (SCLT)	2011	
North West	Oswestry School	180					20	9	5	Private Use	Education	1975	
Central	Quarry Swimming & Fitness Centre	412.5					33	12.5	6	Pay and Play	Trust (SCLT)	1971	1995
Central	Quarry Swimming & Fitness Centre						10.5	6.5	0	Pay and Play	Trust (SCLT)	1880	1995
Central	Quarry Swimming & Fitness Centre	250					25	10	4	Pay and Play	Trust (SCLT)	1880	1995
Central	Quarry Swimming & Fitness Centre	162					18	9	0	Pay and Play	Trust (SCLT)	1880	1995
East	RAF Cosford School of Physical Training	375					25	15	6	limited - bookings	MOD	1948	
North West	St Martin’s Sports Centre (Formerly Rhyn Park Sports Hall)	250					25	10	5	limited - bookings	Education	1981	2004
East	Severn Centre					237.5	25	9.5	4	Pay and Play	Trust	1970	
South	Teme Church Stretton	160					20	8	4	Pay and Play	Trust (Teme Leisure)	1980	

		FACILITY TYPE (M^2)											
ZONE	SITE NAME	MAIN	LEARNER	DIVING	LEISURE	LIDO	LENGTH	WIDTH	LANES	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
South	Teme Ludlow	325					25	13	6	Pay and Play	Trust (Teme Leisure)	1997	
South	Teme Ludlow				72		12	6	0	Pay and Play	Trust (Teme Leisure)	1997	
South	Teme Ludlow			85			10	8.5	0	Pay and Play	Trust (Teme Leisure)	1997	
South	Teme SpArC	180					20	9	4	Pay and Play	Trust (Teme Leisure)	1972	2006
North East	Wem Swimming and Lifestyle Centre	160					20	8	4	Pay and Play	Trust	1972	
North East	Whitchurch Swimming Centre	225					25	9	5	Pay and Play	Trust (SCLT)	1974	

3.89. Of these, the key SC community accessible pools are:

- **Oswestry Leisure Centre, Oswestry**
- **The Quarry Swimming and Fitness Centre, Shrewsbury**
- **South Shropshire Leisure Centre, Ludlow**

3.90. These facilities provide at least a main pool and a learner pool, although in the South Shropshire Leisure Centre the learner function is delivered through both the diving and leisure pool facilities.

3.91. In addition to these facilities, SC provides facilities through the Market Drayton Swimming and Fitness Centre, the Whitchurch Swimming Centre, (north of Shropshire), and in the south through the Church Stretton Pool and SpArC (Bishops Castle).

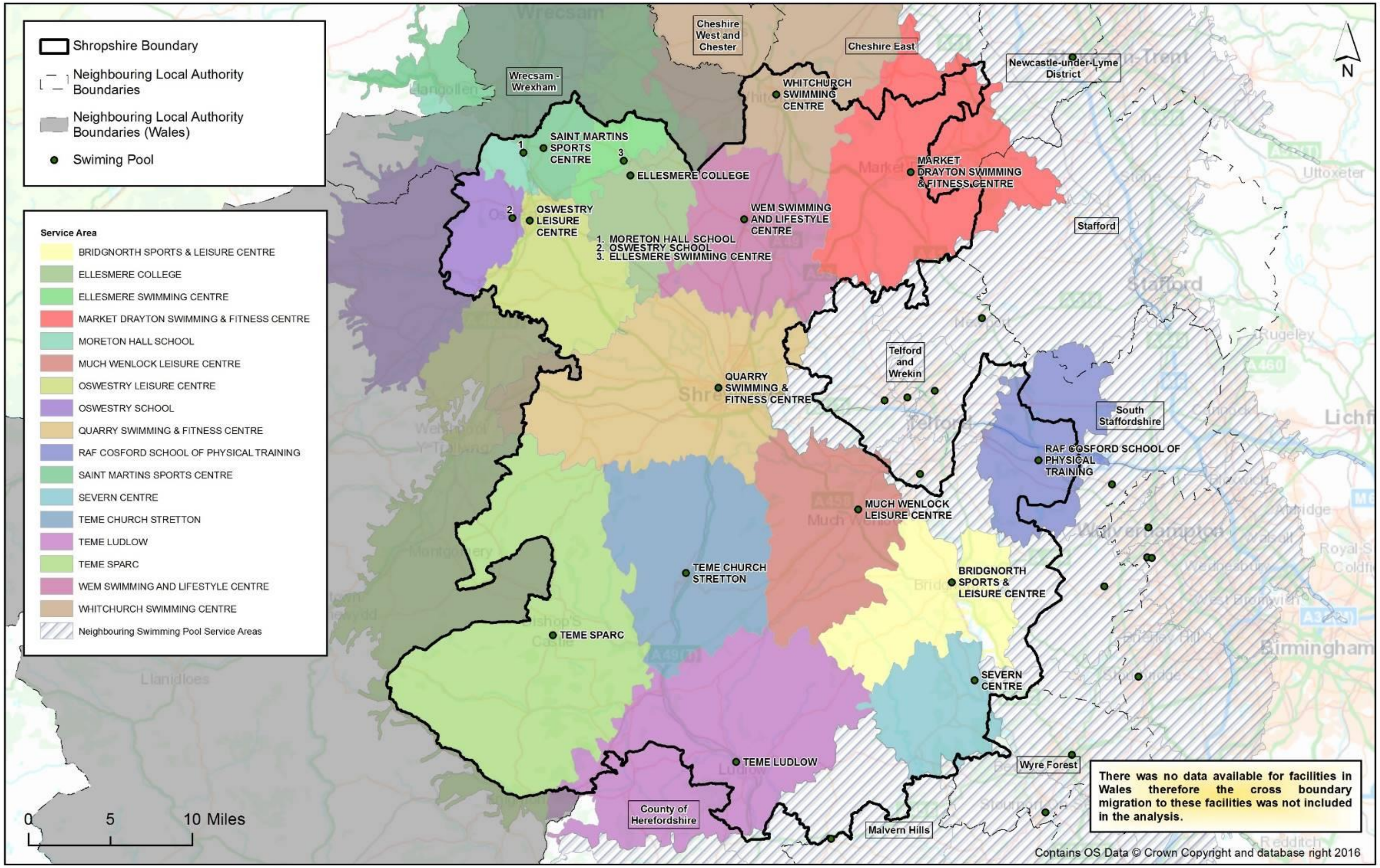
3.92. In addition to these SC facilities, there are a number of other swimming pools (usually small pools) which are available for at least some degree of community use.

3.93. Some of these are covered by a formal community use agreement, and some are education operated; some of the latter have a short term subsidy from SC.

3.94. All funding agreements for swimming pools are due to end by 2022 at the latest, except Much Wenlock, which has no current end date to its community use and SC funding support agreement.

3.95. Table 3.17 highlights that of the 16 pools with at least some form of community access, 9 are in SC community leisure centres. Of the total 44 swimming pools in Shropshire, 19 i.e. less than half are available for community use. However, of these 19 pools, 11 of are in a SC community leisure facility.

Map 3.6: Swimming Pools in Shropshire – Service Areas



Swimming Pool service areas in Shropshire (up to 20 minute rural drive time)

SWIMMING POOLS - DEMAND

CONSULTATION

3.96. Consultation with relevant National Governing Bodies (NGBs), and local clubs, highlights local factors in relation to supply and demand for swimming pool provision in the future.

Table 3.21: Summary of National Governing Body Consultation – Aquatic Activities

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
AMATEUR SWIMMING ASSOCIATION (ASA)	The ASA is now focused on the sustainability of swimming pools as this will ensure the ongoing provision of water space for community participation. This means that the facility needs to be accessible, and have the appropriate infrastructure e.g. parking, around it, and be operationally sustainable i.e. affordable operational costs. Co-locating a swimming pool with other community sports facilities is operationally more effective. An out of town location in Shrewsbury will provide increased opportunities for community participation, and will be more operationally sustainable. This is because an out of town location can be a larger site, with the potential to provide a greater number of facilities and therefore a wider range of participative opportunities.	The ASA is very keen to support the future use of pools by clubs, but community pay and play use is also a priority, as is the schools' programme; more children learning to swim at an early age in fit for purpose pools is likely to mean sustainable future participation.

SWIMMING POOLS - SUPPLY AND DEMAND ANALYSIS

3.97. The 2009 Shropshire Strategy assessment of need identifies the following for swimming pools across the county:

Table 3.18: 2009 Assessment of Need for Swimming Pools in Shropshire

	NORTH	CENTRAL	SOUTH
SWIMMING POOLS	**2009** 1, 357m^2 of accessible water space. 1, 011m^2 demand for water ***Oversupply** of 346m^2 of water* **2019** 1, 357m^2 of accessible water space. 1, 143m^2 demand for water ***Oversupply** of 214m^2 of water,* roughly equivalent to a 25m x 4 lane pool.	**2009** 1, 418m^2 of accessible water space. 962m^2 demand for water ***Oversupply** of 456m^2 of water* **2019** 1, 045m^2 of accessible water space. 1, 1034m^2 demand for water *Small **oversupply** of 11m^2 of water, therefore supply meets demand* Assumes replacement of Quarry Pools with facility discussed in recent Feasibility Study.	**2009** 1, 261m^2 of accessible water space. 1, 018m^2 demand for water ***Oversupply** of 330m^2 of water* **2019** 1, 261m^2 of accessible water space. 1, 018m^2 demand for water ***Oversupply** of 243m^2 of water*, roughly equivalent to a 25m x 5 lane pool.

3.98. Table 3.18 clearly shows that in 2009 there was an over-supply of water space across Shropshire. The 2009 assessment identified that this surplus of water space would still exist by 2019, although this is reduced in both the north and south of the county, and supply and demand are virtually the same in the central area.

3.99. The 2009 assessment identifies that by 2019 there would be an oversupply roughly equivalent to 1 x 25m x 4 lane swimming pool in both the north and the south of Shropshire.

3.100. Given this position it is clear there is already some over-provision of pools in Shropshire.

SPORT ENGLAND'S FACILITIES PLANNING MODEL

3.101. Strategic Leisure was provided with the Sport England's Facilities Planning Model National Run January 2016 (May 2016).

SUPPLY

3.102. The Sport England Facilities Planning Model analysis for Shropshire identifies that there are 29 strategic sized (i.e. above 20m) pools on 20 different sites in Shropshire with 12 halls in the northern sub areas, 7 in the central and 8 in the southern areas.

3.103. Overall provision equates to just under 33,711 visits per week in the peak period (vpwpp); this equates to 14,245 vpwpp in the north, 9,934 vpwpp in the central area and 9,532 vpwpp in the south of the county.

3.104. There is a very good level of supply with 18 sqm of water space per 1,000 population which compares to a regional average of 11.5 sqm/1,000. The supply varies from 23.1 sqm/1,000 in the north sub area to 14.2 sqm/1,000 in the central sub area.

CURRENT DEMAND

3.105. The Sport England Facilities Planning Model analysis identifies that the 2016 population of just under 313,000 demands provision of 19,300 vpwpp. The demand and population is evenly distributed across the north, south and centre of the county.

3.106. This level of demand equates to just over 3,200 sqm of water space, allowing for the Sport England 'comfort factor' (the 'comfort factor' models pools as being full at 70% capacity, given that at 100% occupancy there is actually no capacity to swim in them).

3.107. 14.9% of the Shropshire population do not have access to a car; this compares to the regional average of 24% which means that in general, Shropshire residents are more mobile (nearly 85% of Shropshire residents have access to at least one car).

3.108. Based on the FPM analysis, there is a current demand for 3,210 sqm of water space, to meet the demand for this type of provision in the peak period. There is currently 3,888 sqm of water space (FPM) analysis available for community use in Shropshire. This means there is over-provision of 678 sqm of water space, against current demand. N.B A 4 lane x 25m pool equates to approx. 212 sqm of water space.

3.109. Based on the FPM analysis there would appear to be over provision equating to just over 3 swimming pools of size 4 lane x 25m.

3.110. Of the 19,300 vpwpp demanded, 90% (17,409) are met within Shropshire (just below the regional average of 91%). Levels of satisfied demand are highest in the northern area (92.7%), and lowest in the south (86%); 13.5% of visits to swimming pools are exported to neighbouring authorities. This reflects the very rural nature of the area, and the fact that people will use the facility most accessible to them, whether it is in Shropshire or not. There are a number of sports halls very close to the Shropshire borders in Tenbury Wells, Herefordshire and Wyre Forest District, which may be more accessible to Shropshire residents.

3.111. The majority of visits to sports halls are made by car (86.26%), although in the central area, 83.9% of visits are made by car. Interestingly, only 8.98% of visits to swimming pools in the central area are made by foot, compared to 10.2% in the north and 6.18% in the south. Across the County, only 5.19% of visits to swimming pools are made using public transport.

3.112. 86.5% (15,059) of all satisfied demand for swimming pool visits is retained within Shropshire; 13.5% (2,350) of demand is exported to neighbouring authorities.

3.113. 10% of demand for swimming pool provision is unsatisfied in the County; this equates to 1,931 vpwpp. Almost 98% of this unmet demand is due to people living in very rural areas, outside of the catchment of a community accessible swimming pool. Of this figure, around 41.17% of unmet demand reflects the fact that just under 15% of people do not have access to a car. In other words, there are people living in the rural areas who are unable to access swimming pools because they have no private transport, and choose not to use public transport, or maybe this is not suitable.

3.114. Table 3.19 summarises the analysis described in paragraphs 3.106 – 3.117.

CURRENT DEMAND

3.115. The Facilities Planning Model analysis identifies that the 2015 population has a demand for swimming pool provision of 3,888 sqm; this is equivalent to 18.33 swimming pools 4 lane x 25m.

Table 3.19: Summary of 2015 Supply and Demand Analysis

2015 Demand For Pools Sqm	2015 Supply Of Pools Sqm	Surplus (+)/ Deficiency (-) Of Pools	Visits Per Week In The Peak Period (Vpwpp) Demanded By Current Population	Visits Per Week In The Peak Period (Vpwpp) Satisfied	Visits Per Week In The Peak Period (Vpwpp) Unsatisfied	Demand Met In Shropshire	Demand Unmet In The District
3,210	3,888 sqm	**+678**	19,300	17,409	**1,931**	90%	**10%**

FUTURE DEMAND

3.116. The Sport England FPM analysis undertaken does not address future demand. The Sports Facility Calculator (SFC) has therefore been used to identify a global figure to estimate the future level of sports hall provision demanded by the population of Shropshire by 2037.

3.117. The SFC does not take into account specific locations of future demand; in Shropshire given that current supply meets demand, any additional demand is most likely to be in areas of population growth i.e. in and around Shrewsbury, where the majority of new homes will be built.

3.118. The SFC for Shropshire identifies the following future facility demand (Table 3.20), based on a population increase to 336,000 by 20307.

Table 3.20: Future Facility Demand (2030) – Shropshire

FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP
SWIMMING POOL	3,415.49 sqm (64.29 lanes)	16.07 (equivalent to 16.07 x 4 lane x 25m pools)	20,573

3.119. Clearly, the growth in population results in additional demand for swimming pool provision by 2037.

3.120. There is existing provision of 3,888 sqm of community accessible water space in Shropshire which is an over-supply of +678 sqm against current demand of 3,210; population growth increases future demand by 215.49 sqm, which can clearly be accommodated within the existing oversupply in the county. It also needs to be highlighted that the FPM analysis is only based on strategic sized pools; there are in the county other existing pools smaller than 20m which provide opportunities for community use, although these may not be under-pinned by a formal community use agreement, and/or may only be open for limited operational periods.

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HEALTH AND FITNESS FACILITIES

HEALTH AND FITNESS FACILITIES - SUPPLY

QUANTITY - HEALTH AND FITNESS SUITES IN SHROPSHIRE

3.121. The analysis of the overall fitness suite supply in Shropshire is as follows:

Table 3.24: Analysis of Fitness Suite provision in Shropshire

TOTAL FITNESS SUITES	54
TOTAL FITNESS STATIONS	1910
COMMUNITY ACCESSIBLE FITNESS SUITES All require some form of prior payment/membership Ownership Local Authority/ Education Sector	17
COMMUNITY ACCESSIBLE FITNESS STATIONS	503
COMMERCIAL/PRIVATE MEMBERSHIP FITNESS SUITES	37
COMMERCIAL SECTOR FITNESS STATIONS	1407

3.122. Table 3.25 shows the breakdown of the size of fitness suites across Shropshire

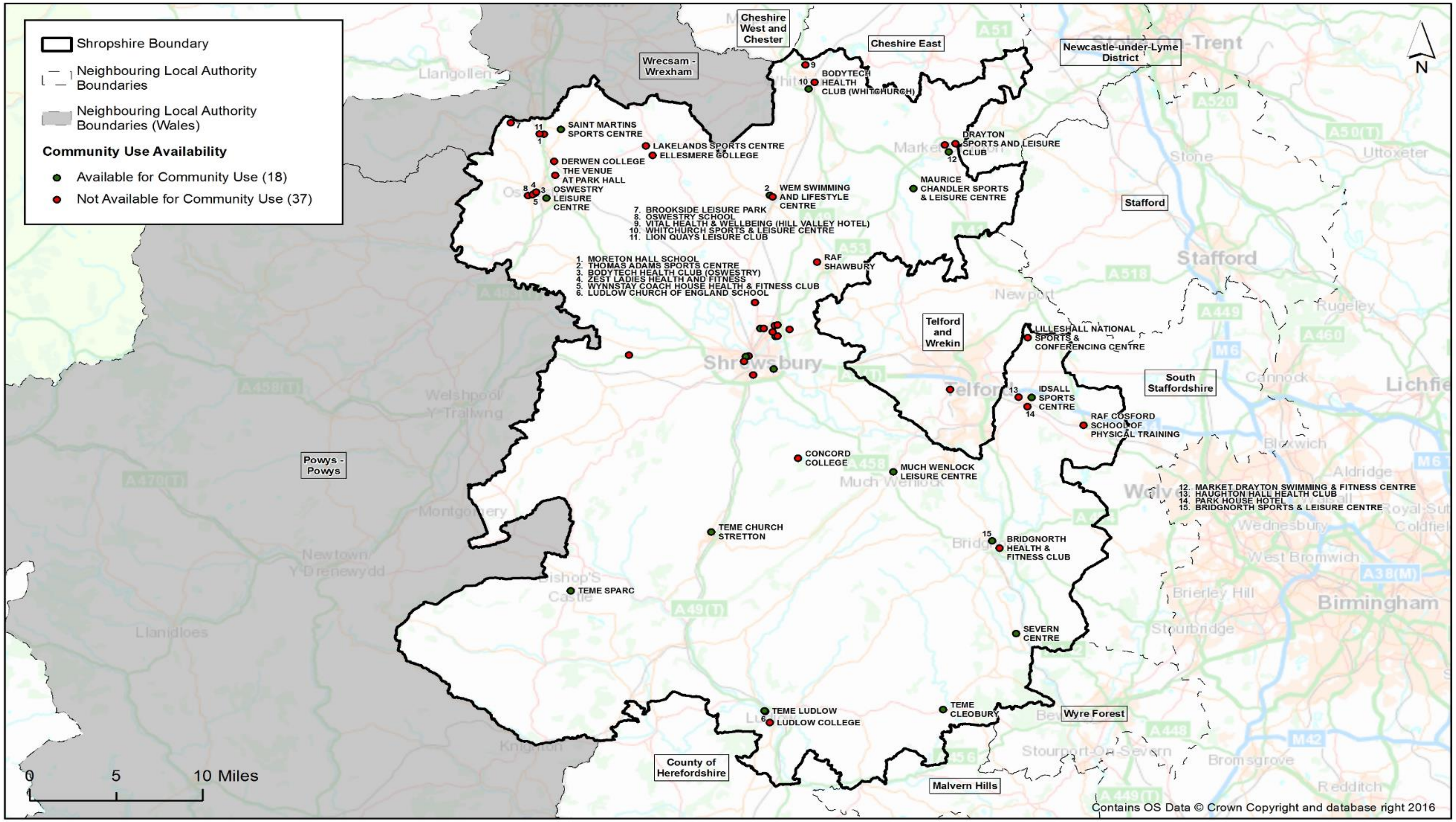
Table 3.25: Analysis of Fitness Suite provision in Shropshire

NUMBER OF FITNESS STATIONS	NO. FITNESS SUITES
150+	1
100 - 149	2
50 - 99	7
30-49	11
29 or less	32

3.123. The supply analysis identifies that Shropshire has a total of 54 fitness suites, although very few are of significant size in terms of the number of stations. Appendix 8 details the overall supply of fitness stations in Shropshire; data source SE Active Places March 2016.

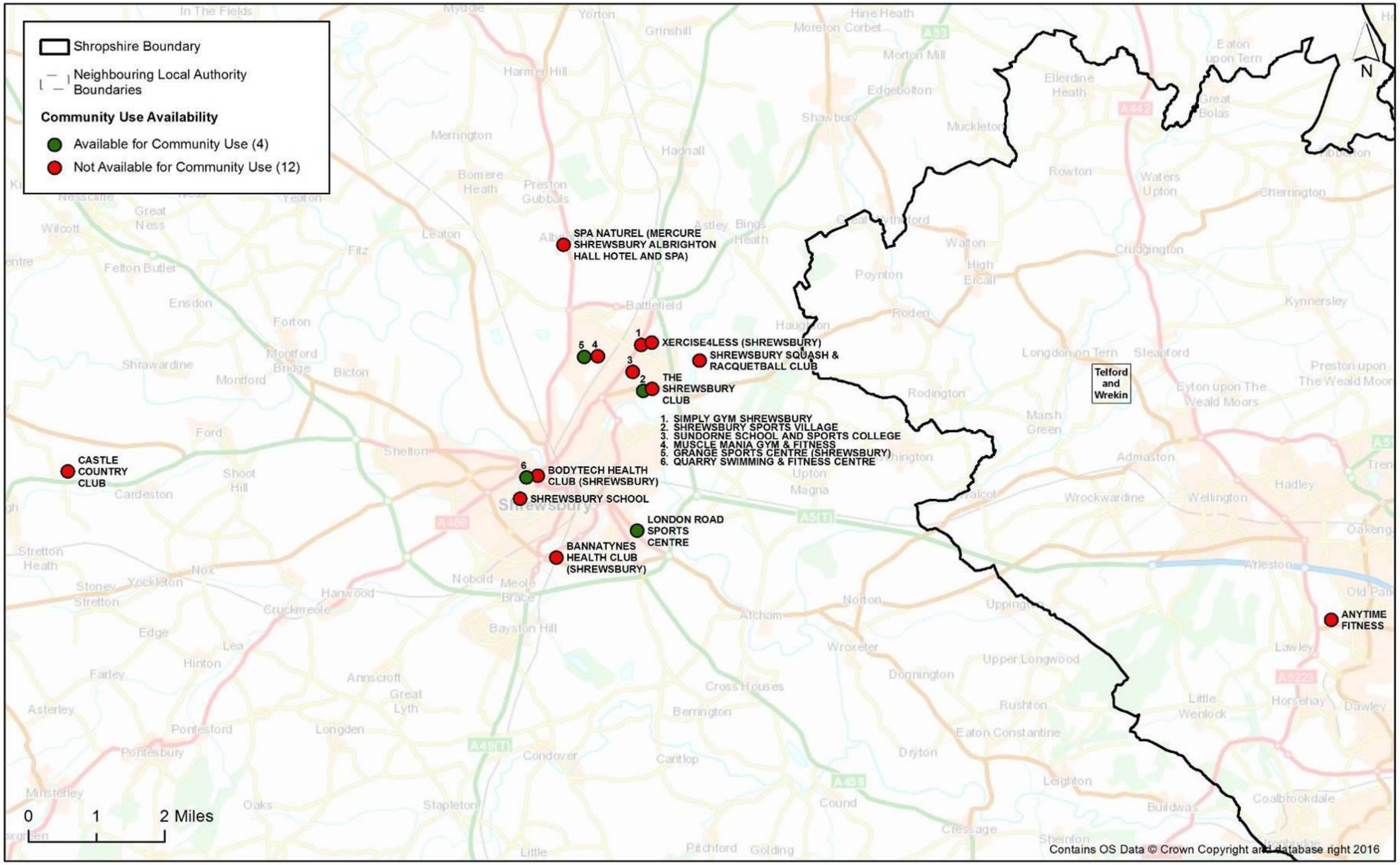
3.124. Map 3.7 shows all the fitness suites in Shropshire. Due to the high number of facilities within Shropshire, the Health and Fitness audit is shown through 5 separate maps, 1 for each zone and 1 for Shropshire as a whole.

Map 3.7: Health and Fitness Facilities Shropshire



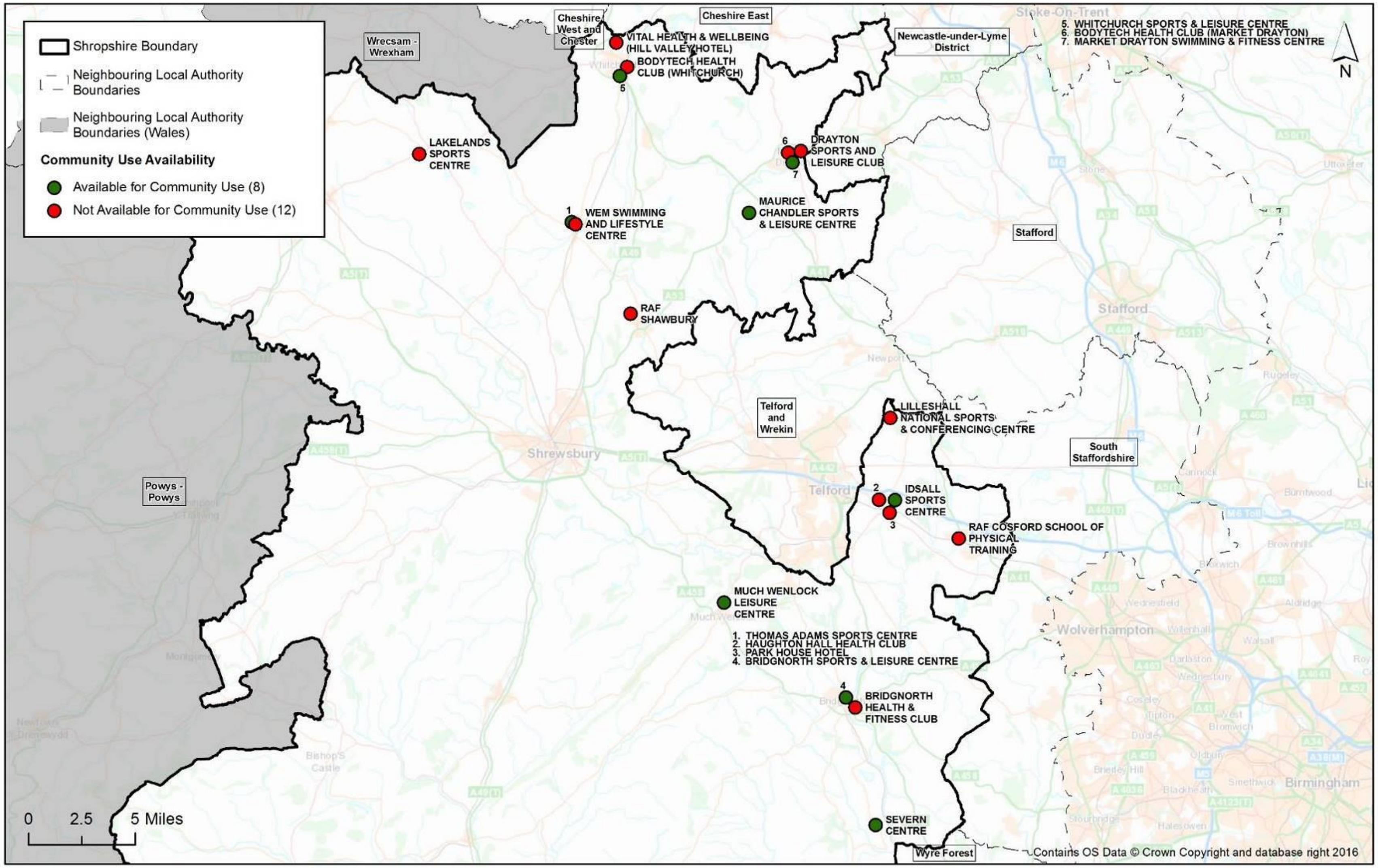
Health and Fitness by community use availability in Shropshire

Map 3.7a: Health and Fitness Facilities Shropshire – CENTRAL



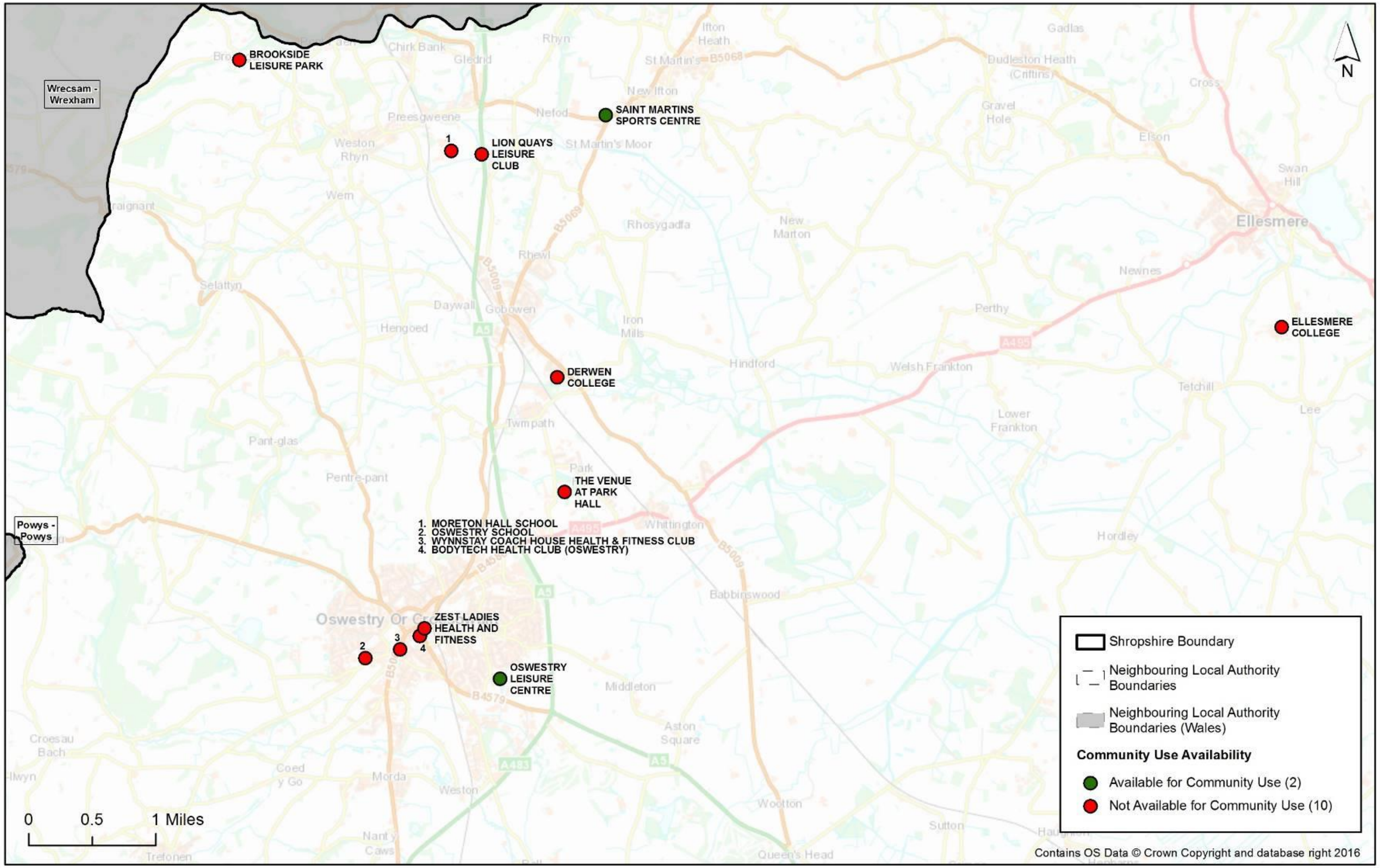
Health and Fitness Suites by community use availability in Central Shropshire

Map 3.7b: Health and Fitness Facilities Shropshire – NORTH EAST and EAST



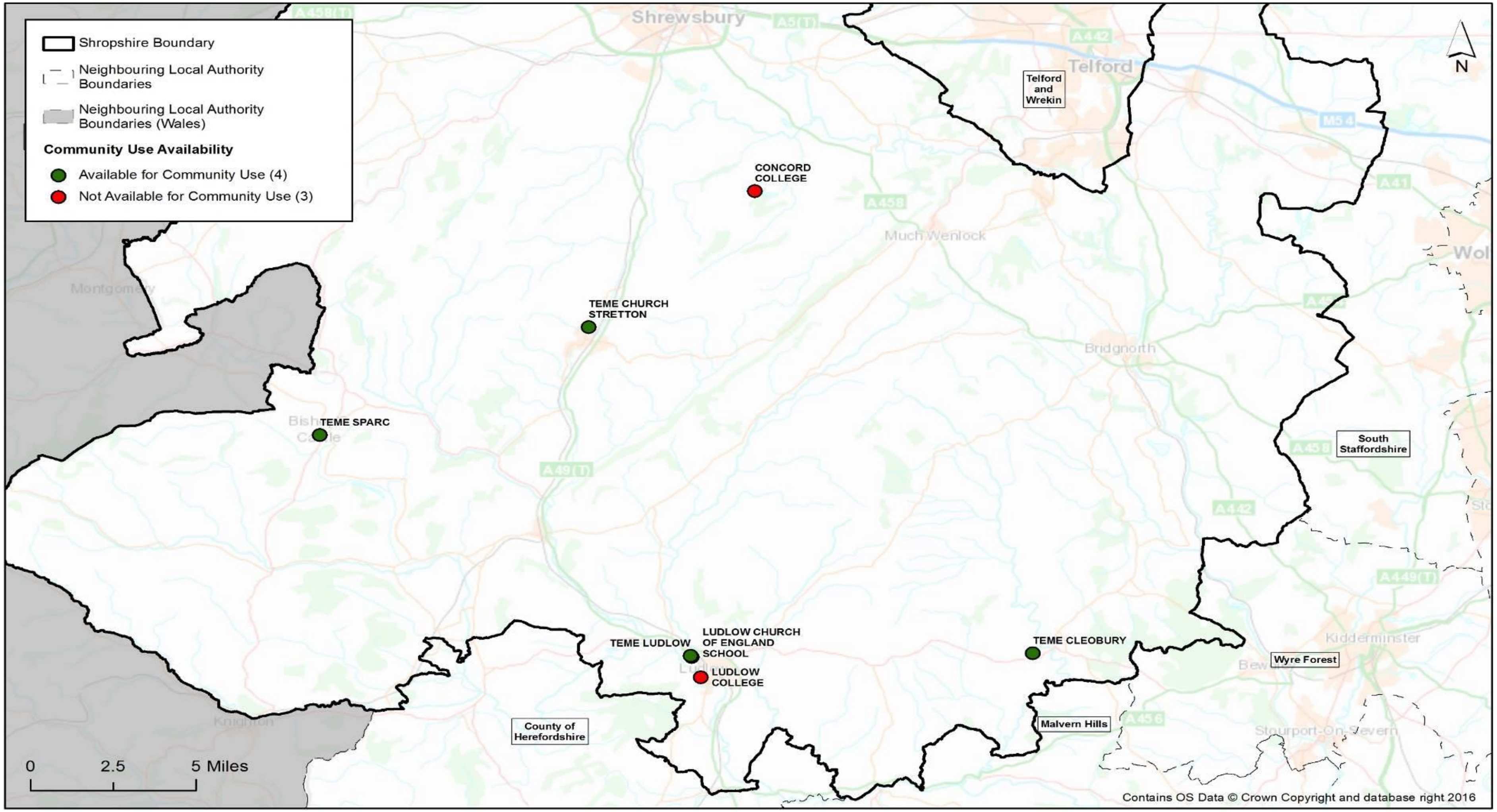
Health and Fitness Suites by community use availability in East and North East Shropshire

Map 3.7c: Health and Fitness Facilities Shropshire – NORTH WEST



Health and Fitness Suites by community use availability in North West Shropshire

Map 3.7d: Health and Fitness Facilities Shropshire – SOUTH



Health and Fitness Suites by community use availability in South Shropshire

QUALITY- HEALTH AND FITNESS SUITES IN SHROPSHIRE

3.125. Detailed quality assessments have been undertaken on the SC facility and other main sites (see Table 3.5). The oldest facility is the Quarry Swimming and Fitness Centre which has a small fitness suite (37 fitness stations), in a room converted from other uses. The room has a low ceiling and limited disability access. It is in need of investment.

ACCESSIBILITY- HEALTH AND FITNESS SUITES IN SHROPSHIRE

3.126. The geographical distribution of fitness suites is:

Table 3.22: Fitness Suite distribution in Shropshire

ZONE	FITNESS SUITES
CENTRAL	15
NORTH EAST	11
NORTH WEST	12
EAST	9
SOUTH	7

3.127. Appendix 8 details all fitness suites provided in Shropshire (Active Places March 2016, plus additional local research to update this. There are 1,905 fitness stations in total in Shropshire.

AVAILABILITY - HEALTH AND FITNESS SUITES IN SHROPSHIRE

3.128. The supply of community accessible fitness suites i.e. no requirement to be a registered member, even if a monthly DD is paid, is;

Table 3.23: Community Accessible Fitness Suites in Shropshire

SPATIAL ZONE	FACILITY NAME	NUMBER OF FITNESS STATIONS	ACCESSIBILITY	MANAGEMENT	YEAR BUILT	YEAR REFURBISHED
East	Bridgnorth Sports & Leisure Centre	25	Pay and Play	Trust (Halo Leisure)	1991	2016
East	Idsall Sports Centre	26	Pay and Play	Local Authority (in house)	2002	2009
Central	London Road Sports Centre	10	Pay and Play	Commercial Management	1987	2005

SPATIAL ZONE	FACILITY NAME	NUMBER OF FITNESS STATIONS	ACCESSIBILITY	MANAGEMENT	YEAR BUILT	YEAR REFURBISHED
North East	Market Drayton Swimming & Fitness Centre	34	Pay and Play	Trust (SCLT)	2012	
North East	Maurice Chandler Sports & Leisure Centre	12	Pay and Play	Community Organisation	2009	
East	Much Wenlock Leisure Centre	18	Pay and Play	Local Authority (in house)	2010	
North West	Oswestry Leisure Centre	56	Pay and Play	Trust (SCLT)	2011	2014
Central	Quarry Swimming & Fitness Centre	37	Pay and Play	Trust (SCLT)	1994	2016
North West	Saint Martin's Sports Centre	40	Pay and Play	Education	n/a	
East	Severn Centre	26	Pay and Play	Trust	2004	
Central	Shrewsbury Sports Village	65	Pay and Play	Trust (SCLT)	2010	2012/2016
South	Teme Church Stretton	16	Pay and Play	Trust	2010	
South	Teme Cleobury	22	Pay and Play	Trust	2001	2010
South	Teme Ludlow	52	Pay and Play	Trust	1995	2013
South	Teme SpArC	21	Pay and Play	Trust	1998	2006
North East	Thomas Adams Sports Centre	18	Pay and Play	Education	2000	2009
North East	Whitchurch Sports & Leisure Centre	25	Pay and Play	Education	1996	2007
	TOTAL FITNESS STATIONS		1910			
	TOTAL PAY AND PLAY FITNESS STATIONS		503			

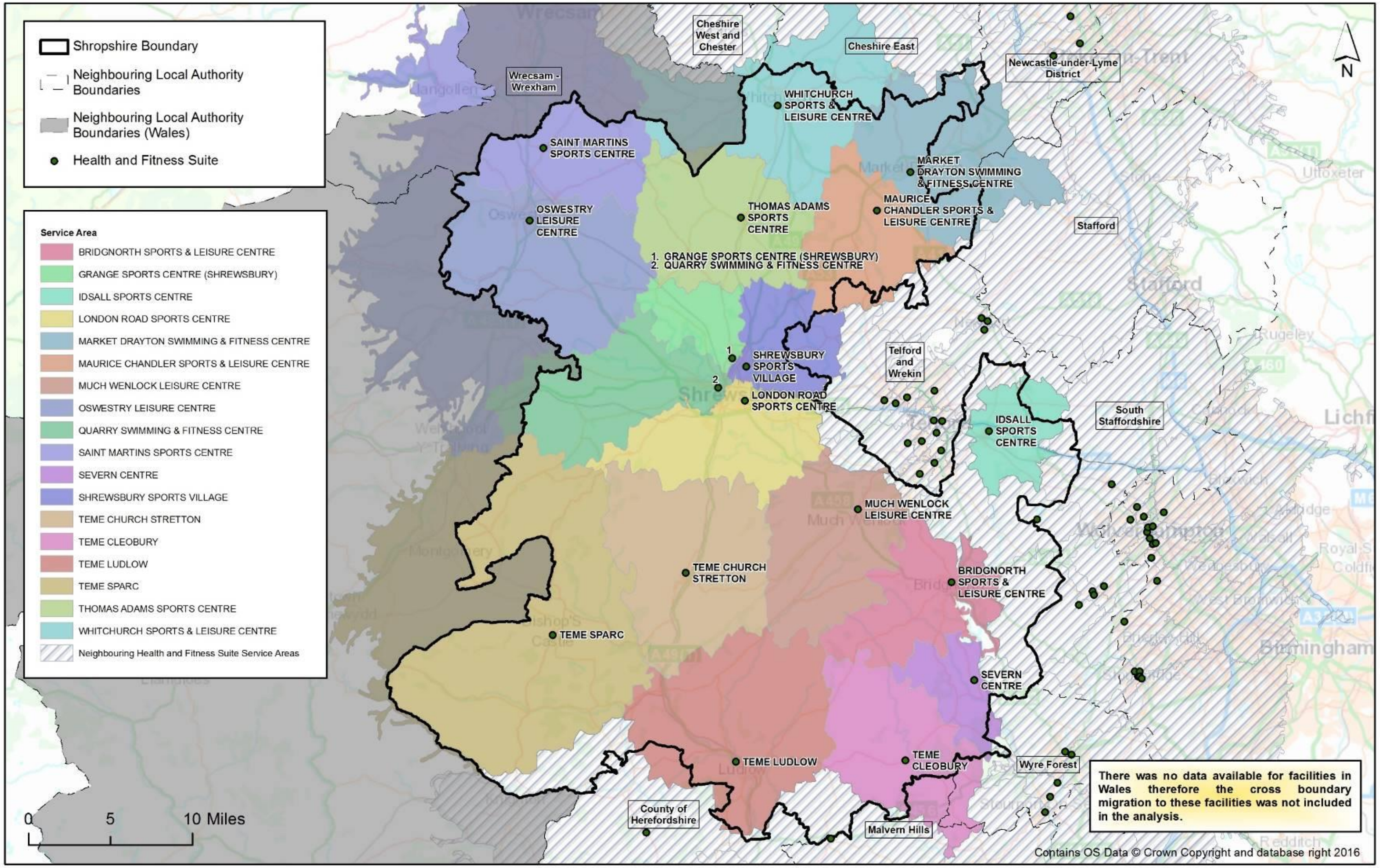
N.B Not all the fitness suites denoted as Pay and Play in Appendix 8 actually provide this; the table above reflects 'true' pay and play access

3.129. The supply of accessible fitness suites equates to 511 across Shropshire. These are complemented by some top end provision e.g. private registered membership clubs and some more affordable facilities e.g. Simply Gym.

3.130. Overall there is significant provision of fitness facilities across Shropshire, but less community accessible provision in Shrewsbury, where there is a cluster of commercially operated facilities.

3.131. Based on Map 3.8 there are accessible fitness stations within 20-30 minutes of all communities in Shropshire; clearly there are clustered in the main towns and larger settlements as this is where the majority of the population lives.

Map 3.8: Fitness Suites in Shropshire – Service Areas



Health and Fitness Suite service areas in Shropshire (up to 20 minute rural drive time)

HEALTH AND FITNESS SUITES - SUPPLY AND DEMAND ANALYSIS

3.132. In 2009, the assessment of need based on the three areas – North, Central and South identified:

Table 3.26:2009 Assessment of Need – Health and Fitness Stations

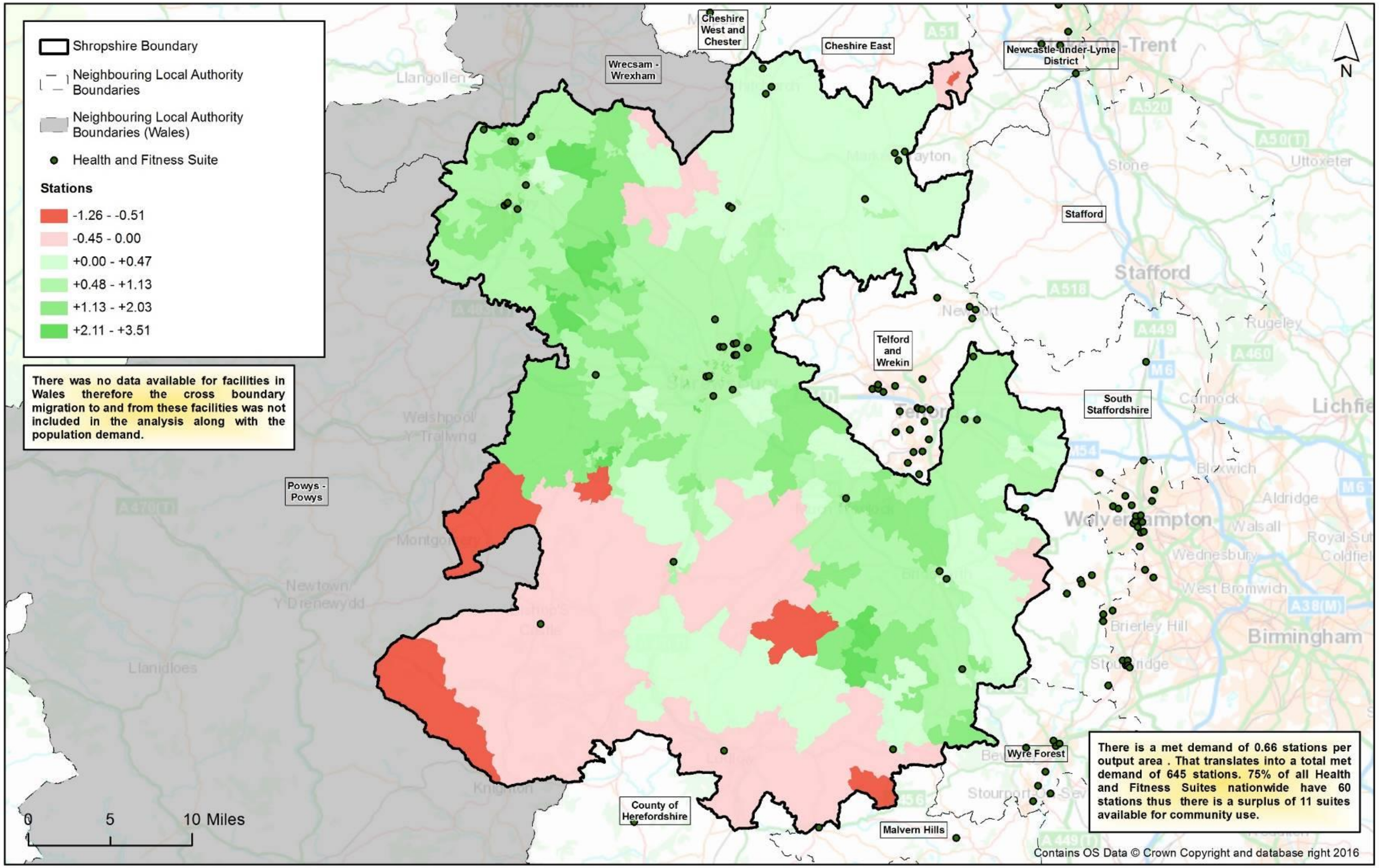
	NORTH	CENTRAL	SOUTH
HEALTH AND FITNESS	**2009** 262 accessible fitness stations Demand for 260 fitness stations ***Oversupply*** *of 2 fitness stations* **2019** 281* accessible fitness stations Demand for 391 fitness stations ***Undersupply*** *of 110 fitness stations.*	**2009** 244 accessible fitness stations Demand for 351 fitness stations ***Undersupply*** *of 1 fitness station* **2019** 244 accessible fitness stations Demand for 351 fitness stations ***Undersupply*** *of 107 fitness stations.*	**2009** 274 accessible fitness stations Demand for 248 fitness stations ***Oversupply*** *of 26 fitness stations* **2019** 274 accessible fitness stations Demand for 358 fitness stations ***Undersupply*** *of 84 fitness stations.*

3.133. Clearly the 2009 assessment showed an over-supply in each area, which becomes an under-supply in 2019. The 2016 assessment reflects the fact that new facilities have opened, plus additional pay and play facilities have been developed, therefore increasing the level of this type of provision.

3.134. Appendices 4 and 5 model the current supply and demand of community accessible fitness stations in more detail; based on current population demand for fitness in Shropshire, and likely demand by 2037.

3.135. Based on Appendices 4 and 5 there is a current and future oversupply of fitness facilities across the whole of Shropshire, against the demand generated by the current and future population (assuming no change in the number of fitness stations provided. Currently there is an oversupply of +149 fitness stations and by 2037, +123 fitness stations. This oversupply across the whole of Shropshire masks under supply of community accessible fitness stations in Shrewsbury, where the majority of provision is through the commercial sector.

Map 3.9: Fitness Suites in Shropshire – Supply and Demand Analysis



Shropshire Health and Fitness Suites latent demand in stations per output area

SQUASH

SQUASH FACILITIES - SUPPLY

QUANTITY AND QUALITY - SQUASH FACILITIES IN SHROPSHIRE

3.136. There are 37 courts of which 15 are glass backed across 15 facilities in Shropshire. Community accessible courts i.e. pay and play number 10 in total across 5 facilities.

3.137. The overall supply of squash courts is:

Table 3.27: Overall supply of Squash Courts

ZONE	SITE NAME	NO. OF COURTS		ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
South	Bedstone College		2	Private Use	Education	1980	
East	Bridgnorth Sports & Leisure Centre		4	Pay and Play	Trust	1976	2008
North West	Brookside Leisure Park	Glass-backed	2	Pay and Play	Commercial Management	1985	
Central	Castle Country Club	Glass-backed	2	Registered Membership use	Commercial Management	1985	2013
South	Concord College	Glass-backed	2	Private Use	Education	2007	
North East	Drayton Sports And Leisure Club	Glass-backed	1	Pay and Play	Sport Club	1975	
North East	Drayton Sports And Leisure Club		1	Pay and Play	Sport Club	1975	
North West	Ellesmere College		2	Pay and Play	Education	1970	
East	Lilleshall National Sports & Conferencing Centre		3	Limited - bookings	Trust (Serco)	1986	2010
East	Lilleshall National Sports & Conferencing Centre	Glass-backed	2	Limited - bookings	Trust (Serco)	1986	2010
North West	Packwood Haugh School		2	Limited - bookings	Education	1970	
East	Raf Cosford School Of Physical Training		2	Limited - bookings	MOD	1986	
East	Raf Cosford School Of Physical Training	Glass-backed	2	Limited - bookings	MOD	1986	
North East	Raf Shawbury		2	Private Use	MOD	2012	
Central	Shrewsbury School		4	Limited - bookings	Education	1985	2010
Central	Shrewsbury Squash & Racquetball Club		2	Limited - bookings/membership	Sport Club	1976	2005
Central	Shrewsbury Squash & Racquetball Club	Glass-backed	1	Limited - bookings/membership	Sport Club	2013	
Central	Spa Naturel (Mercure Shrewsbury Albrighton Hall Hotel And Spa)	Glass-backed	1	Registered Membership use	Commercial Management	1989	
South	Teme Sparc	Glass-backed	2	Pay and Play	Trust	1998	2006

3.138. Club and private squash courts are of good quality.

3.139. The number of available squash courts has reduced over recent years, predominantly due to the closure of smaller private clubs, which were unsustainable. There has been investment in some facilities e.g. Shrewsbury Squash and Racketball Club, which has a thriving junior section, and is very well used.

ACCESSIBILITY AND AVAILABILITY - SQUASH FACILITIES IN SHROPSHIRE

3.140. There are community accessible squash courts at the SpArC Centre, Bishop's Castle, Bridgnorth Sports Centre, and a number of the education sites in the county, but there are no community pay and play courts in Shrewsbury.

SQUASH - DEMAND

3.141. No need has been identified for additional squash courts in the area. Supplementing the pay and play accessible courts there are a number of local clubs and schools with squash courts which are available for community use, albeit on a limited basis.

OTHER SPORTS FACILITY NEEDS IDENTIFIED THROUGH CONSULTATION

INDOOR TENNIS

INDOOR TENNIS COURTS - SUPPLY

QUANTITY AND QUALITY – INDOOR TENNIS COURTS IN SHROPSHIRE

3.142. Indoor Tennis is located at:

Table 3.28: Indoor Tennis Locations

ZONE	SITE NAME	FACILITY TYPE	NO. OF COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
Central	The Shrewsbury Club	Indoor Tennis Centre	6	Registered Membership Use	Commercial Management	2005	

3.143. The Shrewsbury Club is located close to Shrewsbury Sports Village. Operated commercially, the Shropshire Club provides the only indoor tennis site in Shropshire. In 2009, the LTA prioritised investment into the then Rackets Centre in Telford; this is now a purpose built indoor tennis centre, providing the main facilities and resources for indoor tennis (community use) in the County.

3.144. The Shrewsbury Club provides very good quality indoor and outdoor tennis courts.

ACCESSIBILITY AND AVAILABILITY – INDOOR TENNIS COURTS IN SHROPSHIRE

3.145. There is one, centrally-located indoor tennis facility in Shropshire, in Shrewsbury. Access to the courts is by membership only.

INDOOR TENNIS – DEMAND

CONSULTATION

Table 3.29: Tennis Consultation

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
LTA	As well as the courts at The Shrewsbury Club there is now indoor court provision at Telford Tennis Centre based on the same site as Oakengates Leisure Centre in Wrockwardine Wood. There are 4 indoor acrylic courts (and 4 outdoor courts) which have been in action since 2012.	There are no plans for indoor courts within the LA area.

3.146. No additional demand for indoor tennis courts has been identified.

BOWLS

INDOOR BOWLS FACILITIES - SUPPLY

QUANTITY AND QUALITY – INDOOR BOWLS FACILITIES IN SHROPSHIRE

3.147. There is one indoor bowls facility at the Shrewsbury Sports Village.

Table 3.30: Indoor Bowls Locations

ZONE	SITE NAME	NO. OF RINKS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
Central	Shrewsbury Sports Village	6	Pay and Play	Trust (Serco)	2007	No

3.148. The Shrewsbury Sports Village Indoor Bowls Centre facility is located adjacent to the other Shrewsbury Sports Village facilities, in a separate building. It is operated by Shropshire Community Leisure Trust who work in partnership with the bowls club.

3.149. It is the only indoor bowls centre in Shropshire. By 2037, based on the SFC there will be a need in Shropshire for 4.62 bowls centres, or the equivalent of 27.74 rinks. This is clearly well above the current level of provision by nearly 21 rinks.

ACCESSIBILITY AND AVAILABILITY- SQUASH FACILITIES IN SHROPSHIRE

3.150. England Bowls recommend that 1 indoor rink is provided per 1000 people. On this basis it suggests that there is a lack of indoor bowling facilities in the County, however, this has not been identified as an issue by the bowling clubs themselves.

3.151. The centre is located in Shrewsbury, where over 25% of Shropshire's population are resident. Although this location means bowlers living out of Shrewsbury have to travel to participate, the centre is easily accessible from the ring road, and provides a significant amount of on-site parking. In more rural areas, it is inevitable that there is a need to travel to more specialist facilities, as they would be unsustainable in areas without large populations.

3.152. Access to the Indoor Bowling Centre is by club membership with pay and play access as well.

INDOOR BOWLS FACILITIES – DEMAND

CONSULTATION

Table 3.31: Bowls Consultation

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
EIBA – ENGLISH INDOOR BOWLS ASSOCIATION	Whilst the existing facility meets some of the demand: existing participants have a long way to travel for "Inter-Club Fixtures" and "National Competitions"	Potential participants (bearing in mind that 54% of the population are over 45 and 36% are over 55) must be switched off by the fact that they have to travel a long way to even "try out the sport".

3.153. No additional demand for indoor bowls provision has been identified at this time, but this should be regularly reviewed, given the ageing population, and the growth in numbers of older people.

PROVISION IN NEIGHBOURING LOCAL AUTHORITIES

3.154. In determining the nature, level and location of sports facility provision required for the future in Shropshire, it is also important to be aware of how neighbouring local authorities are planning for the future. Given that communities use sports facilities in areas other than where they live, the development of new or improved provision can impact significantly on both participation levels and capacity cross-boundary.

3.155. The development of new/improved sports facilities in Telford could provide increased access to Shropshire residents, and particularly those in the central area, given the proximity of Telford and indeed Wellington, to Shrewsbury and the surrounding area. In practice, although it is only around 15 miles to Telford centre and less to Wellington, both locations of swimming pools and sports halls, residents of Shrewsbury are more likely to use facilities in the town than travel, except to access more specialist provision such as indoor tennis.

3.156. In the north of Shropshire, some residents close to the border with Cheshire, or indeed North Wales, may find it easier to access facilities in these localities. However, the fact that the majority of sports facilities in Shropshire are located in and around the main market towns and larger settlements, to which people travel regularly for shopping, education and other services, Shropshire residents are likely to use the sports halls, fitness facilities and swimming pools in these locations. In the south of the county, residents on the border with Herefordshire or Worcestershire may choose to access facilities in Stourport- on Severn/Kidderminster (Wyre Forest DC opened a new facility in 2016 centre), Leominster, Tenbury Wells or Hereford, depending on accessibility. There are swimming pools, sports halls and fitness facilities in all these towns.

4. STAGE C - APPLYING THE ANALYSIS AND SUMMARY FACILITY CONCLUSIONS

4.1 Stage C of ANOG brings together all the data detailed in Stage B; based on the analysis undertaken, the summary conclusion for current and future provision of each facility type assessed in Shropshire is set out in Table 4.1:

Table 4.1: Summary Conclusions by Facility Type

FACILITY TYPE	SUMMARY CONCLUSIONS
SPORTS HALLS	• From the Sport England Facility Planning Model (FPM), which is only one element of the needs assessment, the simplistic analysis of supply versus demand in relation to sports halls within Shropshire has identified there are sufficient sports halls across the County to meet both current and future demand. • Based on the SFC analysis there is a need for a further 19.69 badminton courts by 2027. This need can be met within the existing supply of sports hall across the county through a range of partnership and delivery arrangements. • There is significant existing sports hall provision across Shropshire and importantly all identified spatial zones have access to a strategic –sized sports hall which is either protected for community use through a formal community use agreement, or is part of one of the three major community leisure facilities, located in Ludlow, Shrewsbury and Oswestry. • Given the need to ensure all communities have access to a strategic-sized sports hall, there will be a need to consider future arrangements in the North East and the East areas. This is because there is no SC operated community leisure centres in these areas and the halls which provide community access are not all part of a formal community use agreement. Even where there is a formal community use agreement, these are all, with the exception of Much Wenlock, time limited. • The three main SC community leisure facilities provide a strategic–sized sports hall, and given that SC has limited future funding for non-statutory provision, there is a need to ensure a mechanism is in place to protect and continue community access to sports hall provision across Shropshire, but especially in the North East where all existing halls will be without formal community use arrangements by 2018. • As SC withdraws from funding/supporting existing community use agreements in the short to medium term, it is critical that the partnerships for the future provision of sports hall facilities continue to provide community accessible facilities. Without this, there will be a significant deficit in community accessible sports halls across Shropshire.

FACILITY TYPE	SUMMARY CONCLUSIONS
SWIMMING POOLS	• All three of Shropshire's main market towns – Ludlow, Oswestry and Shrewsbury provide a main swimming pool, or the equivalent of this (minimum 25m x 6 lane) and a learner pool or a learner function. All communities in Shropshire are within 30 minutes of one of these facilities, with the exception of the communities in the north. • Currently, swimming pools in Market Drayton and Whitchurch address this gap in accessibility. The Market Drayton facility also provides a learner pool. • Swimming pools are costly facilities to operate and maintain; there is a need for SC, given the funding context for non-statutory provision, to invest in sustainable, fit for purpose and efficient swimming pools, which deliver a quality experience. Swimming pools are most sustainable in the areas with highest population; it is in these communities that there is likely to be highest school use, day time usage and peak time usage. • SC needs to ensure that any investment in non-statutory provision represents the best possible value in the long term; therefore, continued provision of all SC swimming pools does need to be carefully considered. • It is critical that opportunities for swimming are provided given it is an important life skill for young people, but it may not be necessary for SC to be the direct deliverer of the number of pools currently provided across Shropshire. • Similar to the analysis undertaken for sports halls, there may be a case for less, but better quality, more flexible provision, strategically located. • There is significant existing swimming pool provision across Shropshire and importantly all identified spatial zones have access to a strategic –sized swimming pool which is either protected for community use through a formal community use agreement, or is part of one of the three major community leisure facilities, located in Ludlow, Shrewsbury and Oswestry. • Given the need to facilitate all communities having access to a quality strategic size, swimming pool, there will be a need to consider future arrangements for all swimming pools not provided through the three main community leisure centres. SC has gradually been withdrawing from funding and community use agreements at many small, education-based pools.

FACILITY TYPE	SUMMARY CONCLUSIONS
	• The three main SC community leisure facilities provide a strategic–sized swimming pool, plus learn to swim opportunities, and given that SC has limited future funding for non-statutory provision, there is some need to ensure a mechanism is in place to protect and continue community access to other pools across Shropshire, • As SC withdraws from funding/supporting existing community use agreements in the short to medium term, it is important that the partnerships for the future provision of swimming pools continue to provide community accessible facilities. Under provision of swimming pools would only result if all pools closed, or if only the three main SC facilities remained open. There is therefore an opportunity to consider some rationalisation of swimming pools moving forward. • From the FPM, which is only one element of the overall assessment of swimming pools in Shropshire, it is clear that there is sufficient existing supply of swimming pools. It is also clear, using the SFC that there is sufficient provision in existing pools to accommodate future demand. The FPM only assess strategic size pools; across Shropshire there are other smaller pools which also have the potential to provide at least some community access (28 pools in Shropshire have not been included in the FPM analysis as these are smaller than 20m); whilst these may not have secured community access in the long term, this is an issue which may be possible to address through further partnership working, and/or alternative delivery arrangements. • Current need for swimming pools equates to 3,210 sqm; future need equates to 3,415.49 sqm. Existing community accessible provision equates to 3,888 sqm. Therefore, even taking into account future demand by 2037, there would remain an over-supply of water space of 472.51 sqm. This is roughly equivalent to 2 x 25m x 4 lane pools (225 sqm). • There is a need to consider the age, condition and quality of the existing pools in Shropshire as the quality of some facilities is poor. This is predominantly due to age and condition. The facilities which need to be considered in terms of quality are the Quarry, Church Stretton and SpArC; the long term future of Whitchurch also needs to be considered. Older pools, in poor condition have high investment needs and operational costs. However, there is some potential to consider investment in those which are strategically located, and in particular provide at a very local level, to enable development of community capacity and financial resilience to operate the facility, even if for reduced hours.
HEALTH AND FITNESS (FITNESS SUITES AND STUDIOS)	• There is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on mid-2012 and mid 2015 population estimates. There is an under supply of community accessible fitness stations in Shrewsbury, because most of the provision in the main county town is made through the commercial sector.

FACILITY TYPE	SUMMARY CONCLUSIONS
	• Across the rest of Shropshire, there is sufficient provision to meet demand; identified community accessible provision is complemented by provision made through the education, voluntary and commercial sectors, all of which has different limitations on accessibility. Overall, the majority of communities in Shropshire have access to a pay and play (community accessible) fitness suite within 20-30 minutes drivetime.
SQUASH COURTS	• No need for additional squash courts has been identified in Shropshire by England Squash and Racketball. • There is a need to maintain the quality of existing provision, to ensure existing participation levels are retained as a minimum, and where possible, grow.
INDOOR TENNIS	• No need has been identified for more indoor courts in Shropshire.
INDOOR BOWLS	• No need for additional indoor bowls facilities has been identified at this stage, but the current level of provision is below that recommended by EIBA per 1000 population; although the bowling clubs have not identified the need for additional provision, this should be regularly reviewed, given the growing older population.

4.2 Given the financial position of SC regarding non-statutory provision, there is a need to consider how best to prioritise any future investment in sport and leisure facility provision across Shropshire, to ensure accessible, and sustainable opportunities are provided for increased physical activity and participation, whilst ensuring that resources are targeted to benefit the most people possible, long term.

4.3 In considering these challenges, it is important to think about the locations of the current SC facilities, and those supported by SC and the catchment areas for each facility. In general terms:

- **Around 36% of Shropshire's population live in the rural area**
- **Around 25% of Shropshire's population live in Shrewsbury; this will increase with two major suburban extensions planned for development by 2031**
- **Around 20% of the Shropshire population live in and around the market towns**
- **The population in the south is growing at a slower rate than the rest of the county; there are fewer young people and more older people in this area of Shropshire; population density is around 0.57 people per hectare**
- **The north area has more young people, and a growing population; population density in this area is 1.08 people per hectare**
- **The central area has the highest population density at 1.60 people per hectare, and the fastest growing population**

4.4 In terms of the market towns themselves, populations are:

- **Oswestry 18,743**
- **Market Drayton 11,773**
- **Whitchurch 9,710**
- **Bridgnorth 12,657**
- **Ludlow 10,515**
- **Shrewsbury 71,715**

4.5 Bishops Castle has a population of around 2,000, and Church Stretton 3,000. Both these small pools, and particularly Church Stretton, require significant investment.

4.6 In reality, this means that fewer, better quality multi-facility sites, are the way forward, strategically located and accessible to the most people possible. Co-locating indoor and outdoor facilities where possible, and providing a greater range of provision on one site reduces operational management costs, increases participation and participative opportunities, and drives revenue; all these elements make sports facilities more sustainable in the long run, particularly if they are also strategically located, with the appropriate catchment area.

SUMMARY OF NEEDS, PRIORITIES AND OPPORTUNITIES

4.7 The assessment and analysis undertaken to develop the Strategy identifies a future need (to 2037) for sport and leisure facilities in the county.

4.8 There are sufficient sports halls to meet current and future need, except in the East area. Securing community access arrangements beyond the life of existing SC supported agreements are a priority in these areas and across the county to retain access to strategic-sized sports halls from every community. Given there is actually an over-supply in all areas of the county except the North East whilst retaining secured community access is important, it is not requisite that every sports hall on an education site provides community use. Some could continue to provide limited opportunities, targeted at sports clubs, as they do now.

4.9 There are sufficient fitness stations to meet current and future need across the county. There is a need for more community accessible fitness stations in Shrewsbury given that the majority of commercial provision is also in this area.

4.10 There is sufficient provision of swimming pools now and in the future to meet current and future demand. In fact, there is an over-supply of provision, equivalent to at least 1 x 4 lane x 25m pool in the north and south areas of Shropshire. This means that there is an opportunity to consider rationalisation of some smaller pools, particularly those which require significant investment, have high operational costs and low usage.

4.11 Overall, in the interests of efficient, affordable and sustainable operation of non-statutory facilities, SC need to focus its future provision through a number of strategically-located, multi-facility sites. These need to provide for a minimum of a 30 minute drivetime catchment area, to be sustainable; clearly larger facilities have this capability more than smaller ones.

4.12 Essentially, the FPM identifies that Shropshire has a very good supply of sports halls, with the amount of courts per 10,000 being double the regional average. The population in Shropshire is also relatively mobile and able to access halls in the Local Authority and adjoining areas.

4.13 As a result, there is a good level of satisfied demand with 91.5% visits demanded being satisfied. The majority of demand from Shropshire residents is met at halls in Shropshire (i.e. demand is retained) and the hall network has significant spare capacity to provide for future demand.

4.14 The FPM identifies that in terms of swimming pools, there is a good supply with the amount of water space per 1,000 people significantly above the regional average. The population in Shropshire is also relatively mobile and able to access pools in the Local Authority and adjoining areas. There is therefore a reasonably good level of satisfied demand with 90% (9 out of 10) of swims demanded being satisfied. The majority of demand from Shropshire residents is met at pools in Shropshire (i.e. demand is retained) and the pool network has spare care capacity to absorb future demand.

4.15 The northern area having a higher level of satisfied demand (93%) reflecting the greater level and accessible location of water space.

4.16 In Shropshire, South satisfied demand is noticeably lower than the Shropshire and regional averages which is due to the large rural nature of the sub area and the distribution of water space with some residents (even those with access to a car) living outside the catchment area of a swimming pool – this is reflected in the used capacity figure with less than 50% of the capacity in the sub area being used

4.17 The facility needs have been identified as a result of the qualitative, quantitative and accessibility analysis undertaken.

- **Swimming Pools – a replacement facility for the Quarry Swimming and Fitness Centre;**

- **Sports Halls – facilitating access to a strategic –size sports hall (i.e. 3 badminton courts +), with long term accessible community use in the North-East area, and potentially in the East area, depending on what happens with the current joint use arrangement at Much Wenlock (William Brookes School), Market Drayton (Grove School - no formal community use agreement in place), Corbet School (no formal community use agreement in place). There is already community use at Oldbury Wells School in the East but no formal community use agreement is in place.**

- **Facilities on Education sites due to age.**
- **To deliver and sustain these, there is a need for SC to develop a strategic framework and core leisure offer moving forward.**

4.18 The ‘core leisure offer’ proposed is based on strategic location, community accessibility, population growth, existing communities, ability to invest, and partnership.

4.19 Based on the quality audits and assessments, age and condition, the main overall facility priorities to address are:

- **The need for some facility rationalisation of SC’s current portfolio, together with asset transfer of identified facilities if interested parties are available to take on the facilities**
- **Consideration of the future approach to ageing facilities such as The Quarry Swimming & Fitness Centre, Church Stretton Swimming Pool and Whitchurch Swimming Centre.**
- **Population growth now and into the future and critically the fact that the majority of the population is and will be in and around Shrewsbury; population size in other secondary settlements**
- **Location - there is a clear north, south and central focus in terms of service centres with strategically located facilities within a reasonable drivetime.**
- **Existing facility condition, nature and scale**
- **SC investment so far and what is a priority moving forward**
- **Accessibility - whilst this differs at various time of the day, most settlements are within 30 minutes of a major retail, education and 'other' centre**
- **Financial situation - capital and revenue**
- **Current overall operational performance - usage, cost, subsidy**
- **The opportunity to deliver provision through a number of alternative arrangements, and a ‘core leisure offer’, at local level, given that there is significant existing provision, particularly of sports halls and swimming pools, sufficient to meet both current and future demand as a result of population growth, but that not all existing provision is accessible to the community**

KEY ISSUES AND OPTIONS

4.20 Based on the local context and the supply and demand analysis, the following are key issues which need to be taken into account in planning for future provision of community sports facilities and a 'core leisure offer' in Shropshire:

- **The revenue position of SC, and specifically likely future resource reductions for non-statutory provision**
- **The need to ensure any investment in non-statutory provision represents good value for money, because it will benefit most residents, is sustainable and of good quality**
- **The age, condition and poor quality of some facilities – specifically the Quarry, Church Stretton Pool, SpArC pool and Whitchurch Swimming Centre**
- **The cost of continuing to support some facilities which are unsustainable given their age, condition, nature and investment requirements**
- **The cost of continuing to operate swimming pools which may be surplus to requirements**
- **Current surplus levels of provision, and particularly swimming pools**
- **The need to develop a clear 'leisure offer' based on accessibility, need, sustainability and affordability**
- **The rural nature of Shropshire, sparse population density, and high levels of car ownership**
- **The focus on the geographical Spatial Zones in terms of community provision and accessibility**
- **Long term population growth in Shropshire, which will increase demand for community facilities, including sport and leisure provision, particularly in Shrewsbury and the main market towns where the majority of new homes will be built**
- **The needs of an ageing population**
- **The aim of increasing participation in physical activity for community health benefits**
- **The opportunity to facilitate provision of good quality community sport and leisure facilities for all Shropshire communities**
- **SC's future role in relation to provision of sport and leisure facilities i.e. a focus on health and well-being, not necessarily direct provision**

5. INFORMING STRATEGY DEVELOPMENT

INTRODUCTION

5.1 Overall, there is a good range of sport and leisure facilities across Shropshire. These are provided by SC, the education, commercial and voluntary sectors. Whilst there are some very old sports halls and swimming pools in the county, SC's main community leisure centre sites are good quality and fit for purpose.

5.2 The Quarry Swimming and Fitness Centre, built in 1880, and added to in 1950, is the exception to this. The facility is beyond its useful life, given it needs significant investment to meet modern day standards for inclusive access, and is costly to operate. Whitchurch Swimming Centre is a single facility site, and Market Drayton offers a pool and fitness facility. The Shrewsbury Sports Village provides both indoor and outdoor facilities, but has potential to be further developed, to increase throughput and revenue at the site.

5.3 SC has also traditionally supported a number of other smaller sports facilities around the county. Some of this support has been a contribution to a joint/dual-use arrangements, and some of it has been one-off, or regular grant support. Since 2011, SC has gradually been withdrawing from these agreements, all of which will be terminated, except that at Much Wenlock, by 2027. This does not mean that community use will end; indeed, the support provided by SC in withdrawing from the various arrangements has specifically been to ensure that community access is continued, although facilities will be managed by the school/community association, etc.

5.4 SC is now facing a very challenging time in terms of revenue funding, and particularly so in terms of continuing to provide non-statutory services. Any ongoing funding and investment in sport and leisure provision must be able to demonstrate value for money, sustainability, and maximum benefit for Shropshire residents, moving forward.

5.5 Whilst there is the potential for SC to completely withdraw from any form of sports and leisure provision, it is clear from the analysis underpinning this Strategy, that there is a need for facility provision to deliver on SC's health and well-being priorities. The issue is that not all existing facilities may be needed, and that there are significant factors to be considered in continuing to invest in provision.

VISION

5.6 SC's Vision for future provision of sport and leisure facilities in Shropshire is:

Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone

5.7 This is a vision clearly based on partnership and facilitation, as opposed to direct delivery.

AIMS

5.8 The aim of providing sufficient high quality, fit for purpose and accessible provision is to:

- **Increase participation for health benefits**
- **Increase regular participation amongst those who are inactive**

5.9 There are some specific aims for the future provision of swimming pools in the county:

Table 5.1: Specific Aims for the future provision of swimming pools in the County

PRIORITY AIMS FOR FUTURE SWIMMING FACILITIES	• Recreational swimming • Learn to swim programmes • School use • Club use • Competition use
OBJECTIVES FOR FUTURE SWIMMING FACILITIES	• Be modern, efficient, and sustainable • Be fit for purpose • Provide value for money • Reflect industry standards • Link to other aquatic provision • Deliver learning and health opportunities

PRINCIPLES FOR FUTURE PROVISION

5.10 Analysis of existing provision also identifies that moving forward, there are a number of principles that should underpin all future sport and leisure facility provision in Shropshire, in order to be sustainable, provide value for money, and deliver maximum benefit. These are:

Table 5.2: Core Principles

- **The creation of a high quality and sustainable indoor leisure facility mix, which provides accessible and inclusive activities for all Shropshire residents, leading to increased participation and active lifestyles, thereby meeting community need.**
- **The importance of leisure facilities as relevant community spaces, accessible to all and offering opportunities for the delivery of a wide range of activities, services, support and entertainment to local communities and people.**
- **A commitment to work with a wide range of partner organisations and individuals as co-creators and co-deliverers of leisure facilities so that they best reflect the needs of local communities.**

5.11 To take forward the Vision and core principles, Shropshire Council's strategic aims are:

Table 5.3 SC's Strategic Aims

- **To support effective strategic and local partnerships that deliver a modern, efficient and sustainable community sport and leisure facility offer**
- **To provide facilities that are fit for purpose to meet demands for participation now and in the future**
- **To align sport and leisure priorities to support national and local priorities including health and wellbeing**

PROPOSED HIERARCHY FOR FUTURE PROVISION OF SPORT AND LEISURE PROVISION IN SHROPSHIRE

5.12 It is considered that in the context of the very real funding challenges faced by SC, the ability to afford to sustain provision is critical. This has to be a factor in determining the future number and locations of facilities.

5.13 In order to ensure that there remains sustainable and affordable provision of sports halls and swimming pools, there is a need to take a pragmatic view of how future provision is delivered, and how Shropshire Council can best target its limited resources for non-statutory provision.

5.14 In terms of sport and leisure provision, Shropshire Council has, since 2011, been gradually withdrawing from joint/dual-use arrangements, and supporting partners to continue this provision, at least in the short term. Many of these short term support arrangements have now ended, with the exception of those at Lakelands Sports Centre (Ellesmere – due to end March 2017)), Whitchurch Leisure Centre, Bridgnorth Leisure Centre and the Severn Centre.

5.15 In terms of establishing long term partnerships to facilitate community access, this approach has been successful. This approach now needs to be built on the further reduce the Council's financial commitments, whilst protecting, and wherever possible, enhancing opportunities for community use.

5.16 As part of moving forward, it is also the right time to consider whether all existing facilities, and specifically pools are required into the future, given the analysis which highlights that there is a current and future oversupply of this type of provision.

5.17 The existing 3,888 sqm of community accessible water space in Shropshire more than meets both current and future demand to 2037. Allowing for increased demand from population growth, there is an over-supply of 472.51 sqm of water space; it is important to highlight that this excludes smaller pools which are not included in the FPM analysis.

5.18 In Shrewsbury, there is potential to consider siting the town's sport and leisure offer on one major site; this would increase participation opportunities, reduce operational costs and provide real savings moving forward, but not at the expense of community participation. Implementing this option would mean replacing the Quarry Swimming and Fitness Centre on the site of an existing multi-facility, owned by Shropshire Council. Equally, the fact that there is a current over-supply of water space in the county provides the opportunity to develop fit for purpose swimming pool provision in the town, based on recommended ASA and Sport England guideline for pool size and scale. Whilst potentially reducing the overall level of water space e.g. provision of an 8 lane x 25m pool plus a 10 x 10m learner/training pool would equate to 134.50 sqm less than the existing water space provided at the Quarry, this would improve the overall provision, and would still provide for the demand in the town.

5.19 In the north of Shropshire, there are two similar swimming facilities in Whitchurch and Market Drayton. The latter also offers a learner pool and a fitness suite. It is considered that this facility should be retained as a priority. If there is a local party interested in taking responsibility for its future operational management, and this can be secured, then retaining Whitchurch should be considered. It may not however be sustainable to continue to provide both facilities within the same catchment area. Shropshire Council's role in providing either facility should not be long term, but ensuring continued access to swimming facilities for the communities in both areas is a priority, because both towns are outside of a 30-minute catchment drive time.

5.20 In the south, both SpArC and Church Stretton pools are small, costly to operate, require significant investment, and serve very small communities, so have low throughput. The SpArC pool is in better condition and there could be more opportunity to work in partnership with a local organisation to take on the operation of this pool and the other adjacent sports facilities. The Church Stretton pool is in a very poor condition, and does not offer a fit for purpose environment in which to learn to swim.

5.21 If both Church Stretton (160 sqm) and SpArC (180 sqm) pools were to close, this would equate to a loss of 340 sqm of water, still well within the over-supply of 472. 51 sqm (over supply would reduce to 132.51 sqm). Map 5.1 illustrates that even if these two pools closed, residents in both areas would still be within 30 minutes of a strategic size pool.

5.22 Replacement of the Quarry with less water space would effectively remove any surplus in provision of community accessible water space in Shropshire, but as highlighted earlier, this calculation excludes the smaller pools, and lidos available across the county. So effectively, there would still be sufficient water space to meet current and future demand for swimming, and this would be further enhanced by provision of smaller pools across the county.

5.23 Clearly any pool closures need to be accompanied by an overall review of pool programming in the area, to ensure that school swimming and Learn to Swim opportunities are programmed appropriately, to ensure they are available and accessible, and reflect potentially increased travel times to facilities.

5.24 Equally, local communities and relevant organisations should be engaged as early as possible to seek opportunities for local communities to take over the operational responsibility for facilities which Shropshire Council is no longer able to support. This is particularly relevant in relation to SpArC, Church Stretton, Market Drayton and Whitchurch pools.

5.25 The envisaged facility hierarchy of core leisure provision is therefore based on three different, but linked facility types:

CORE LEISURE FACILITY PROVISION

Table 5.4: Proposed Facility Hierarchy

LEISURE HUBS	• "Multi facility leisure hubs" within main population areas (existing and planned growth), serving significant urban and rural catchments providing access to 93% of the Shropshire population within a 25-minute drive time: • Provide a wide range of activities either at the same venue or via a network of linked venues. Minimum of strategic sized [ie.3 badminton courts +] sports halls, swimming facilities, fitness provision and other complementary activities, e.g. outdoor facilities, arts and entertainment, etc. • Recreational, school, competition and club use • Conveniently located multifunctional spaces, gateways to a range of services, co-location of partner services • Proactive approach to supporting outreach community activity within the surrounding catchment • Focuses for support for local community leisure centres • Fully staffed • Managed by "strategic partners" within long-term management agreements (5 years +) • Revenue support to meet minimum opening hours and service provision; opportunity for partner organisations to "add value" to minimum provision via partner funding • Aim to be profitable with no public subsidy required • Proactive approach to supporting on-going investment in improved facilities based on business plans and external funding.
COMMUNITY LEISURE CENTRES	• Flexible provision that responds to local circumstances providing access to 89% of the population within a 20-minute drive time • Minimum of sports halls and fitness provision and other complementary activities, including swimming, where appropriate • Recreational, school and club use • Flexible staffing, volunteer staffing where appropriate • Flexible opening hours and activity programmes responding to local community circumstances Managed by local community organisations, for example schools, independent operators, community organisations, etc. within community access agreements where appropriate • Time-limited tapered revenue support and "one-off" investment linked to a medium term plan to achieve sustainable and cost neutral provision (to the Council) • Potential closure as last resort in the event of no sustainable alternative management options
OTHER LEISURE PROVISION	• Independently managed and operated community leisure facilities that reflect local circumstances • No financial support from Shropshire Council • Professional advice and guidance where appropriate

5.26 The potential designations of this facility hierarchy are summarised below:

Table 5.5 Potential Designations for Facility Hierarchy

<table>
<tr>
<td>LEISURE HUBS</td>
<td>

Shrewsbury
Oswestry
Ludlow
Bridgnorth
Market Drayton
Bishops Castle

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“Multi facility leisure hubs” within main population areas (existing and planned growth), serving significant urban and rural catchments providing access to 93% of the Shropshire population within a 25-minute drive time:
Provide a wide range of activities either at the same venue or via a network of linked venues. Minimum of strategic sized [ie.3 badminton courts +] sports halls, swimming facilities, fitness provision and other complementary activities, e.g. outdoor facilities, arts and entertainment, etc.
Recreational, school, competition and club use
Conveniently located multifunctional spaces, gateways to a range of services, co-location of partner services
Proactive approach to supporting outreach community activity within the surrounding catchment
Focuses for support for local community leisure centres
Fully staffed
Managed by “strategic partners” within long-term management agreements (5 years +)
Revenue support to meet minimum opening hours and service provision; opportunity for partner organisations to “add value” to minimum provision via partner funding
Aim to be profitable with no public subsidy required
Proactive approach to supporting on-going investment in improved facilities based on business plans and external funding.

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<tr>
<td>COMMUNITY LEISURE CENTRES</td>
<td>
<table>
<tr><th colspan="2">FACILITY POPULATION</th><th>DISTANCE TO LEISURE HUB / COMMUNITY LEISURE CENTRE / NEIGHBOURING PROVISION</th></tr>
<tr><td>Church Stretton</td><td>4,500</td><td>[27 minutes to Shrewsbury]</td></tr>
<tr><td>Whitchurch</td><td>9,710</td><td>[23 minutes to Market Drayton]</td></tr>
<tr><td>Ellesmere</td><td>3,700</td><td>[21 minutes to Oswestry; 23 minutes to Whitchurch]</td></tr>
<tr><td>Cleobury Mortimer</td><td>2,400</td><td>[20 minutes to Ludlow; 24 minutes to Bridgnorth; 23 minutes to Wyre Forest</td></tr>
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Flexible provision that responds to local circumstances providing access to 89% of the population within a 20-minute drive time
Minimum of sports halls and fitness provision and other complementary activities, including swimming, where appropriate
Recreational, school and club use
Flexible staffing, volunteer staffing where appropriate
Flexible opening hours and activity programmes responding to local community circumstances
Managed by local community organisations, for example schools, independent operators, community organisations, etc. within community access agreements where appropriate
Time-limited tapered revenue support and “one-off” investment linked to a medium term plan to achieve sustainable and cost neutral provision (to the council)
Potential closure as last resort in the event of no sustainable alternative management options

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<td>OTHER LEISURE PROVISION</td>
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<table>
<tr><th colspan="2">FACILITY POPULATION</th><th>DISTANCE TO LEISURE HUB / COMMUNITY LEISURE CENTRE / NEIGHBOURING PROVISION</th></tr>
<tr><td>Much Wenlock</td><td>2,200</td><td>[24 minutes to Shrewsbury; 13 minutes to Bridgnorth]</td></tr>
<tr><td>Wem</td><td>5,400</td><td>[17 minutes to Whitchurch]</td></tr>
<tr><td>Highley</td><td>3,400</td><td>[16 minutes to Bridgnorth & Cleobury Mortimer]</td></tr>
<tr><td>Craven Arms</td><td>2,300</td><td>[14 minutes to Ludlow]</td></tr>
<tr><td>St Martins</td><td>2,471</td><td>[14 minutes to Oswestry]</td></tr>
<tr><td>Idsall</td><td>6,776</td><td>[23 minutes to Bridgnorth; 14 minutes to Abraham Darby; 9 minutes to Telford]</td></tr>
<tr><td>Roman Road - Meole Brace, Shrewsbury</td><td></td><td>[11 minutes to SSV]</td></tr>
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Independently managed and operated community leisure facilities that reflect local circumstances
No financial support from Shropshire Council following a time-limited tapered revenue support agreement where they currently exist
Professional advice and guidance where appropriate

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5.27 The map of Shropshire Council's provision will look very different in terms of direct provision moving forward, but overall, it should be possible, through partnership working, to retain many existing facilities, but operate them through different arrangements. This approach will optimise partnerships at local level, and importantly make best use of existing assets.

5.28 Shropshire Council needs to focus resources and provision in the three main towns of Oswestry, Shrewsbury and Ludlow, plus the larger towns of Bridgnorth, Market Drayton, and the large rural settlement at Bishops Castle; core provision is swimming, sports hall and fitness. Shrewsbury, as the main county town also provides the 'specialist' facilities e.g. cycling, indoor tennis and bowls, climbing.

5.29 Given the implication this has for swimming in particular, there is a need to re-think the programming of the pools to ensure school swimming is a priority - accessible, available, and can be done as effectively as possible (there is a potential link here to the replacement for the Quarry which could have a room used for lessons to enable schools to bring 2 or 3 classes at once and maximise water time, whilst minimising travel times and using space in the leisure centre to teach), plus also after school swimming lessons need to be planned realistically to allow for travel. Location of the Quarry replacement is crucial in this respect, as a town centre location could add significantly to travel times for those outside Shrewsbury.

5.30 Shropshire Council will need to continue to work in partnership, where budgets allow, to support swimming provision in the 'secondary' settlements - Whitchurch (contract agreement until 2022), Church Stretton and Much Wenlock. These decisions can be tapered out by 2022, and where possible, handovers will by then have been negotiated with local partners.

5.31 The geography and population distribution of the south of Shropshire is different from the north of the county and this is reflected in the proposed future facilities network. Any changes in Shropshire Council facility provision as a result of this Strategy will need to be reflected in future arrangements for the operational management of the three main hub sites.

5.32 There will be a need to continue supporting the operation of Church Stretton pool with a view to removing ongoing financial support in the long term. On this basis, Shropshire Council should consider whether capital investment in the pool is value for money and demonstrates financial viability in terms of the relationship between use and operational cost. If there is potential to encourage community management of these small pools, this should be undertake but it is also critical that any community organisation operating a swimming pool is clear about the operational risks.

5.33 Based on the above analysis and assessment, plus all other relevant factors, it is clear that the future distribution of directly provided and financially supported swimming pools, sports halls and fitness centres could look very different, whilst still ensuring access to all communities. It is also a fact that there is significant other provision of these types of facility across the county. The critical issue is that in Shropshire Council's enabling and facilitating role it is able to ensure long term community access to these facilities.

DISCLAIMER

Forecasts and recommendation in any proposal, report or letter are made in good faith and on the basis of the information before the Company at the time. Their achievement must depend, among other things, on effective co-operation of the Client and the Client's staff. In any consequence, no statement in any proposal, report or letter is to be deemed to be in any circumstances a representation, undertaking, warranty or contractual condition.

strategic leisure

NATIONAL CONTEXT

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
A NEW STRATEGY FOR SPORT – DEPARTMENT FOR CULTURE, MEDIA AND SPORT (CONSULTATION DRAFT AUGUST 2015)	The Department for Culture, Media and Sport issued this consultation paper in August 2015 for comment by October 2015. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (most high profile being swimming), following the upsurge after the 2012 London Olympics. The Consultation Paper has 10 themes, which explore the future role, remit and influence of sport in the UK into the future: • **Theme One: Participation** • **Theme Two: Physical Activity** • **Theme Three: Children and Young People** • **Theme Four: Financial Sustainability** • **Theme Five: Coaching, Workforce and Good Governance** • **Theme Six: Elite and Professional Sport** • **Theme Seven: Infrastructure** • **Theme Eight: Fairness and Equality** • **Theme Nine: Safety and Wellbeing** • **Theme Ten: International Influence and Major Sporting Events** The key driver for the strategy is to increase participation in sport and physical activity and to make activity an integral part of everyday life in the UK, for everyone. The Consultation paper examines the role of funding, partnerships and priorities for the future of sport and sports facilities. It is anticipated that the full Strategy will be published in early 2016.
MAKING ENGLAND AN ACTIVE AND SUCCESSFUL SPORTING NATION: A VISION FOR 2020 (2004)	The strategy aims to change the culture of sport and physical activity in England in order to increase participation across all social groups. Changing the culture will lead to improvements in health and other social and economic benefits and provide the basis for progression into higher levels of performance. Six priority areas for change are identified including promotion and marketing, legislation and regulatory change, innovation and delivery and strategic planning and evidence.

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
A SUMMARY OF SPORT ENGLAND'S STRATEGY 2011-12 TO 2014-15	**Vision** **A summary of Sport England's strategy 2011-12 to 2014-15** For England to be a world leading sporting nation where many more people choose to play sport. **Mission** Sport England aims to deliver a world leading community sport system. We will make participation in sport a regular habit for many more people, and ensure the delivery of sporting opportunities in the ways and places that people want. **Strategy Rationale** For sport's own sake and for the wider benefits it can bring. These include economic benefits, improved public health, happiness and well being, and stronger and safer communities. 5 strategic approaches will be implemented to achieve the above: 1. **By maximising the value delivered from our current investment in NGBs:** • Helping them achieve their grow and sustain targets by developing interventions to capture and leverage demand from current and potential participants • Applying our knowledge and intelligence to help them solve their problems • Withdrawing funding and re-investing it when necessary to maximise value for money • Supporting their talent pathways through their excel programmes • Joining up work between NGBs to achieve critical mass and grow demand 2. **By delivering Places People Play to:** • Create a major improvement in local club facilities, linked to the London 2012 Olympic and Paralympic Games • Create iconic facilities for community sport • Create a new generation of volunteer 'sport makers' inspired by the Games • Improve the sporting experience of young people through Sportivate • Capitalise on the interest in sport generated by the London 2012 Games, and provide opportunities for spectators to become participants

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	3. **By developing the right criteria and support system for the next round of NGB investment which:** • Rewards success in growing and sustaining participation • Incentivises an approach centred on what existing and potential participants really want • Uses our insight about what works and what doesn't • Helps NGBs to convert latent demand in their sport to drive participant numbers • Supports the development of specific programmes to build participation among younger adults, aged between 16 to 25 4. **By creating an environment in which the key providers continue to invest in sport, through:** • Making sport a better business proposition by continuing to drive excellence and equality in sports structures and provision • Identifying how we can work with the private sector providers of sport, for example by improving market conditions to incentivise private sector investment in sport • Encourage a focus on consumer needs, driving demand and generating volumes of participants • Helping local authorities make positive decisions about their sports provision • Setting a clear priority to improve community access to education facilities • Working with the voluntary sector (including clubs) to increase its capacity and skills, to develop sustainable solutions for community ownership and operation of sports facilities (looking in particular at asset transfer) 5. **By providing strategic direction and market intelligence, through:** • Collecting and sharing evidence about the impact of our investment • Disseminating insight into cross-sector trends and analysis • Providing easy to use tools that support local development and delivery • Working with the appropriate partners to develop our knowledge of those people who are currently inactive and the encouragement they need to participate in sport
GOVERNMENT STRATEGY FOR SPORT – "CREATING A SPORTING HABIT FOR LIFE- A NEW YOUTH SPORT STRATEGY" 2012	Developed by the Department of Culture Media and Sport and with a major role for Sport England in coordinating its delivery, this strategy identifies a significant drop in participation rates in key sports in the 16-25 age range. The gender difference is particularly stark as only 1 in 3 girls participate compared with 1 in 2 boys. The focus is therefore to increase consistently the number of young people developing sport as a habit for life.

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	Over the next 5 years Sport England will invest £1billion pounds working with schools, colleges, universities and County Sport Partnerships. A key aim is to establish a sustainable network between schools and clubs in local communities, and this will be achieved by; **Building a legacy of competitive sport in schools** An investment of £150m from DCMS, Sport England, Health Education and sponsorship will develop inter and intra school competition, and local, regional and national games. **Improving links between schools and community sport clubs** Strengthening links between clubs, schools, FE colleges and universities in conjunction with the National Governing Bodies of Sport (NGBs) will develop 6000 new school club links by 2017 and 150 FE colleges will have full time sport professionals to develop new sporting opportunities for their students. **Working with NGBs focussing on youth** NGBs will develop new “whole sport plans” for the period 2013-2017 with a focus on the 14-25 age range; they will also be charged with increasing participation in adults, people with disability and establishing development pathways for those with talent to fulfil their potential. **Investing in facilities** Building on the “Places people Play” programme, Sport England will invest a further £160m of lottery funding in to building or improving facilities and local clubs. **Investing in local facilities and the voluntary sector** Encouragement will be given to local authorities, clubs not associated with NGBs and other voluntary groups to provide quality sporting experiences and Sport England will establish a dedicated funding stream for local community clubs.
PROMOTING PHYSICAL ACTIVITY FOR CHILDREN AND YOUNG PEOPLE. NICE PUBLIC HEALTH GUIDANCE 17 (2009)	This strategy informs the future commissioning of physical activity provision, and contributes to the Physical Activity pathway. It emphasises the importance of physical activity for health in children and young people, and sets out how health can be improved through regular participation in physical activity.

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
DEVELOPING A SPORTING HABIT FOR LIFE (SPORT ENGLAND 2011)	Developed by the Department of Culture Media and Sport and with a major role for Sport England in coordinating its delivery, this strategy identifies a significant drop in participation rates in key sports in the 16-25 age range. The gender difference is particularly stark as only 1 in 3 girls participate compared with 1 in 2 boys. The focus is therefore to increase consistently the number of young people developing sport as a habit for life. Over the next 5 years Sport England will invest £1billion pounds working with schools, colleges, universities and County Sport Partnerships. A key aim is to establish a sustainable network between schools and clubs in local communities, and this will be achieved by; **Building a legacy of competitive sport in schools** An investment of £150m from DCMS, Sport England, Health Education and sponsorship will develop inter and intra school competition, and local, regional and national games. **Improving links between schools and community sport clubs** Strengthening links between clubs, schools, FE colleges and universities in conjunction with the National Governing Bodies of Sport (NGBs) will develop 6000 new school club links by 2017 and 150 FE colleges will have full time sport professionals to develop new sporting opportunities for their students. **Working with NGBs focussing on youth** NGBs will develop new “whole sport plans” for the period 2013-2017 with a focus on the 14-25 age range; they will also be charged with increasing participation in adults, people with disability and establishing development pathways for those with talent to fulfil their potential. **Investing in facilities** Building on the “Places people Play” programme, Sport England will invest a further £160m of lottery funding in to building or improving facilities and local clubs. **Investing in local facilities and the voluntary sector** Encouragement will be given to local authorities, clubs not associated with NGBs and other voluntary groups to provide quality sporting experiences and Sport England will establish a dedicated funding stream for local community clubs.

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	The Localism Bill This Bill provides new local powers including; • **Greater freedom and flexibility for local government** • **Reforms to the planning system placing more influence in the hands of local people over issues that make a big difference** • **New rights and powers for local communities. For example, makes it easier for local people to take over amenities and keep them part of local life** • **Ensures that local social enterprises, volunteers and community groups with ideas for improving local services get a chance to change how things are done.** This Act effects a passing of power to a local level creating space for local authorities to lead and innovate, and give people the opportunity to take control of decisions that matter to them”
PUBLIC HEALTH REFORMS AND PHYSICAL ACTIVITY GUIDELINES 2013	**Public Health White Paper (2013)** The White Paper outlines the Government's plans for funding of 'public health' to be decentralised and controlled at a local authority level from 2013 onwards. £4bn will be ring-fenced for local authorities to spend on areas within the definition of 'public health' **Background** This paper forms part of the wider Government plans to reform the NHS. The Coalition's ambition is to reform the NHS by devolving power from the centre and commissioning GPs to run their own practices. Key announcements include the introduction of: • **'Public Health England' - a 'dedicated new public health service' sitting within the Department of Health** • **Directors of Public Health, who will work at a local authority level and lead on the public health offer** • **A health premium, to reward local authorities for progress against a new outcomes framework. This will take into account health inequalities** • **Statutory health and well-being boards, bringing together local authorities and health officials.**

STRATEGIC DOCUMENT	SUMMARY KEY POINTS
	Relevance to sport The White Paper contains a number of key themes. These range from mental health, tobacco control, pandemic flu and social marketing through to sexual health and pregnancy. Of direct relevance to sport are the areas focussing on physical activity and obesity. While there is little detail in the paper at this stage, sport and physical activity are referenced throughout the document as examples of how to improve public health from a health and well-being perspective. The paper specifically references physical activity initiatives, noting the mass participation legacy, as one part of the public health drive. The Olympic and Paralympic style sports competition is also referenced. While both of these initiatives are already in the public domain, it is welcome that sport and physical activity feature so predominantly in the paper. Given the ring-fenced nature of the £4bn budget, sport needs to be included within the definition of 'public health' in order to benefit from funding at a local level. While the definition has not been set, the frequent mentions of sport and physical activity demonstrate that they are on the public health agenda.
THE PHYSICAL ACTIVITY GUIDELINES – START ACTIVE, STAY ACTIVE – JULY 2011	A report from the Chief Medical Officer presents guidance on the volume, duration, frequency and type of physical activity across the full age ranges to achieve general health benefits. It is aimed at all authorities and organisations developing services to promote physical activity, and it is aimed at professionals, practitioners and policymakers concerned with planning and implementing policies and programmes that use the promotion of physical activity, sport, exercise and active travel to achieve health gains. The report covers early years, children and young people, adults and older adults; there are specific recommendations for each sector, with a succinct fact sheet setting out recommendations for each age group.
HEALTH AND SOCIAL CARE REFORM ACT (2012)	The Act was passed in Parliament in March 2012 as part of the Government’s vision to modernise the NHS. The bill moves commissioning responsibilities to both the GP consortia and also to Local Authorities for public health. These will come together in health and wellbeing boards.
PUBLIC HEALTH OUTCOMES FRAMEWORK 2013-2016	Published in January 2012, the Public Health Framework identifies two overall outcomes to be achieved: • **Increased healthy life expectancy** • **Reduced differences in life expectancy and healthy life expectancy between communities** Public health will be measured against 66 health measures, including a physical activity indicator.

SPORT ENGLAND

Creating a sporting habit for life

Strategic Assessment of Need for Sports Hall Provision in Shropshire

Facility Planning Model

National Run Report 2016

5 May 2016

1. Introduction

- This report and the accompanying maps provide a strategic assessment of the current level of provision for Sports Halls in Shropshire. This assessment uses Sport England's Facilities Planning Model and the data from National Facilities Audit run as of January 2016.
- The information contained within the report should be read alongside the two appendices. Appendix 1 sets out the facilities that have been included within this analysis together with those that have been excluded. Appendix 2 provides background to the Facilities Planning Model (FPM), facility inclusion criteria and the model parameters.
- The FPM modelling and dataset builds in a number of assumptions as set out in Appendix 2 regarding the supply and demand of provision. This report should not be considered in isolation and it is recommended that this analysis should form part of a wider assessment of provision at the local level, using other available information and knowledge.
- Data outputs have been presented for Shropshire Council area and for the three sub areas: Shropshire North, Shropshire Central and Shropshire South and where relevant comparisons have been made with regional averages.

2. Supply of Sports Halls

Table 1 - Supply	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Number of halls	49	13	13	23
Number of hall sites	32	10	10	12
Supply of total hall space expressed as main court equivalents	272.8	60.2	48.5	164
Supply of publicly available hall space in 'main' courts (scaled with hrs avail in pp)	142.7	42.13	38.53	62.04
Supply of total hall space in VPWPP	38,956	11,500	10,518	16,938
Courts per 10,000	8.72	5.67	4.65	16.04

- There are 49 sports halls on 32 different sites in Shropshire with 13 halls in the northern sub area, 13 in the central and 23 in the south. The distribution of the sports halll network is shown in section 9.

- Overall provision equates to just under 39,000 vpwpp comprised on 11,500 vpwpp in the north, 10,500 vpwpp in central and 17,000 vpwpp in the south.

- There is an excellent level of supply with 8.8 courts per 10,000 population which is double the regional average of 4.3 courts/10,000. The supply varies from 4.6 courts/10,000 in the north sub area to 16 courts/10,000 in the south sub area. The figure for the Shropshire South sub area is very large and is due to the Location of the National Sports Centre at Lilleshall.

NOTE: "Supply of total hall space in courts" - this figure is NOT the count of 'marked courts' that will be found in Active Places. This figure is the 'equivalent in courts' to the total hall space that is used in the model to calculate the sites capacity. Hall capacity is calculated by the following:

3. Demand for Sports Halls

Table 2 - Demand	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Population	312,813	106,189	104,410	102,214
Visits demanded –vpwpp	18,172	6,212	6,145	5,815
Equivalent in courts – with comfort factor included	83.21	28.45	28.14	26.63
% of population without access to a car	14.9	14	17.8	12.9

- The total population in Shropshire is 313,000 which is equivalent to 189,200 vpwpp. The population and demand is equally spread across the three sub areas.
- This level of demand is equivalent to just over 83 courts when the comfort factor is applied.
- Just under 15% of the population in Shropshire do not have access to a car which compares to a regional average of 24% meaning that residents in Shropshire are relatively more mobile.

4. Supply & Demand Balance

Table 3 - Supply/Demand Balance	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Supply - Hall provision (courts) scaled to take account of hours available for community use	142.7	42.13	38.53	62.04
Demand - Hall provision (courts) taking into account a 'comfort' factor	83.21	28.45	28.14	26.63
Supply / Demand balance	59.49	13.68	10.39	35.41

- The resident population in Shropshire is estimated to generate a demand for a minimum of 83 courts. This compares to a current available supply of 143 courts giving a supply/demand balance of nearly 60 courts.
- Supply exceeds demand in all three sub areas while in the northern sub area supply exceeds demand by over 35 courts which indicates there is a very good level of supply in this sub area. As noted previously, this is due to the location of the National Sports Centre at Lilleshall which has a total of 37 courts.
- It should be noted that for realistic/ comfortable provision, supply needs to be greater than demand. If supply only matches demand, then all sports halls would need to be full all of the time in order to meet all demand.

Note: This section only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining boroughs. These are covered in the more detailed modelling set out in the following sections (Satisfied Demand, Unmet Demand and Relative Share).

5. Satisfied Demand- demand from Shropshire residents currently being met by supply

Table 4 - Satisfied Demand	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Total number of visits which are met	16,623	5,690	5,706	5,227
% of total demand satisfied	91.5	91.6	92.9	89.9
% of demand satisfied who travelled by car	85.47	87.21	81.06	88.38
% of demand satisfied who travelled by foot	9.6	8.53	12.02	8.11
% of demand satisfied who travelled by public transport	4.94	4.26	6.92	3.51
Demand Retained	15,493	5,092	5,460	4,256
Demand Retained -as a % of Satisfied Demand	93.2	89.5	95.7	81.4
Demand Exported	1,130	598	246	972
Demand Exported -as a % of Satisfied Demand	6.8	10.5	4.3	18.6

- The model predicts that 91.5% of the demand generated by Shropshire residents is satisfied by the existing network which is just above the 91% regional average. Satisfied demand is highest in central at 93% and lowest in south at just under 90% which is surprising given the supply in this sub area. The concentrated supply (a large proportion is at Lilleshall) is not effective at meeting demand from residents due to the distance they have to travel.

- Not surprisingly the majority of visits are by car although the highest number by foot/on public transport is in the central sub area reflecting the accessibility of facilities and the public transport network.

- The majority of satisfied demand from Shropshire residents is met at sports halls in Shropshire although in Shropshire South nearly a fifth of demand is exported to neighbouring Local Authorities. This reflects the rural nature of the sub area and the distribution of sports halls with some halls in neighbouring LAs being more accessible to Shropshire residents.

6. Unmet Demand - demand from Shropshire residents not currently being met

Table 5 - Unmet Demand	**Shropshire UA**	**Shropshire North**	**Shropshire Central**	**Shropshire South**
Total number of visits in the peak, not currently being met	1549	523	438	588
Unmet demand as a % of total demand	8.5	8.4	7.1	10.1
Equivalent in Courts - with comfort factor	7.1	2.39	2.01	2.69
% of Unmet Demand due to;				
Lack of Capacity -	1.6	4.5	0.2	0
Outside Catchment -	98.42	95.52	99.79	99.97
Outside Catchment;	98.42	95.52	99.79	99.97
% Unmet demand who do not have access to a car	72.9	73.28	85	63.54
% of Unmet demand who have access to a car	25.53	22.25	14.8	36.44
Lack of Capacity;	1.6	4.5	0.2	0.0
% Unmet demand who do not have access to a car	0.96	2.82	0.03	0.01
% of Unmet demand who have access to a car	0.62	1.66	0.17	0.02

- Unmet demand is the amount of total demand in the peak period which cannot be met because either sports halls are at full capacity or demand is located at such a distance from the nearest sports hall that it is outside the catchment of any hall.

- Unmet is 1,550 vpwpp which amounts to 8.5% of total demand. Levels of unmet demand do vary depending on sub area with just over 8% in the north, 7% in the central sub area and 10% in the south.

- Almost all unmet demand is due to accessibility rather than a lack of capacity. It should be noted that a significant proportion is from residents who do not have access to a car reflecting the rural nature of the area and the distribution of halls. Unmet demand is spread relatively evenly and there are no high areas of unmet demand (see maps).

7. Used Capacity - How well used are the facilities?

Table 6 - Used Capacity	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Total number of visits used of current capacity	18,593	6,387	6,158	6,048
% of overall capacity of halls used	47.7	55.5	58.5	35.7
% of visits made to halls by walkers	8.6	7.6	11.1	7
% of visits made to halls by road	91.4	92.4	88.9	93
Visits Imported;				
Number of visits imported	3,100	1,296	698	1,793
As a % of used capacity	16.7	20.3	11.3	29.6
Visits Retained:				
Number of Visits retained	15,493	5,092	5,460	4,256
As a % of used capacity	83.3	79.7	88.7	70.4

- Used capacity looks at how the network of sports halls is thought to be being utilised. The current stock of halls is thought to be operating at about 48% of total capacity in the peak period. This compares to a Sport England benchmark of 80% which is where a hall is considered to be comfortably full.

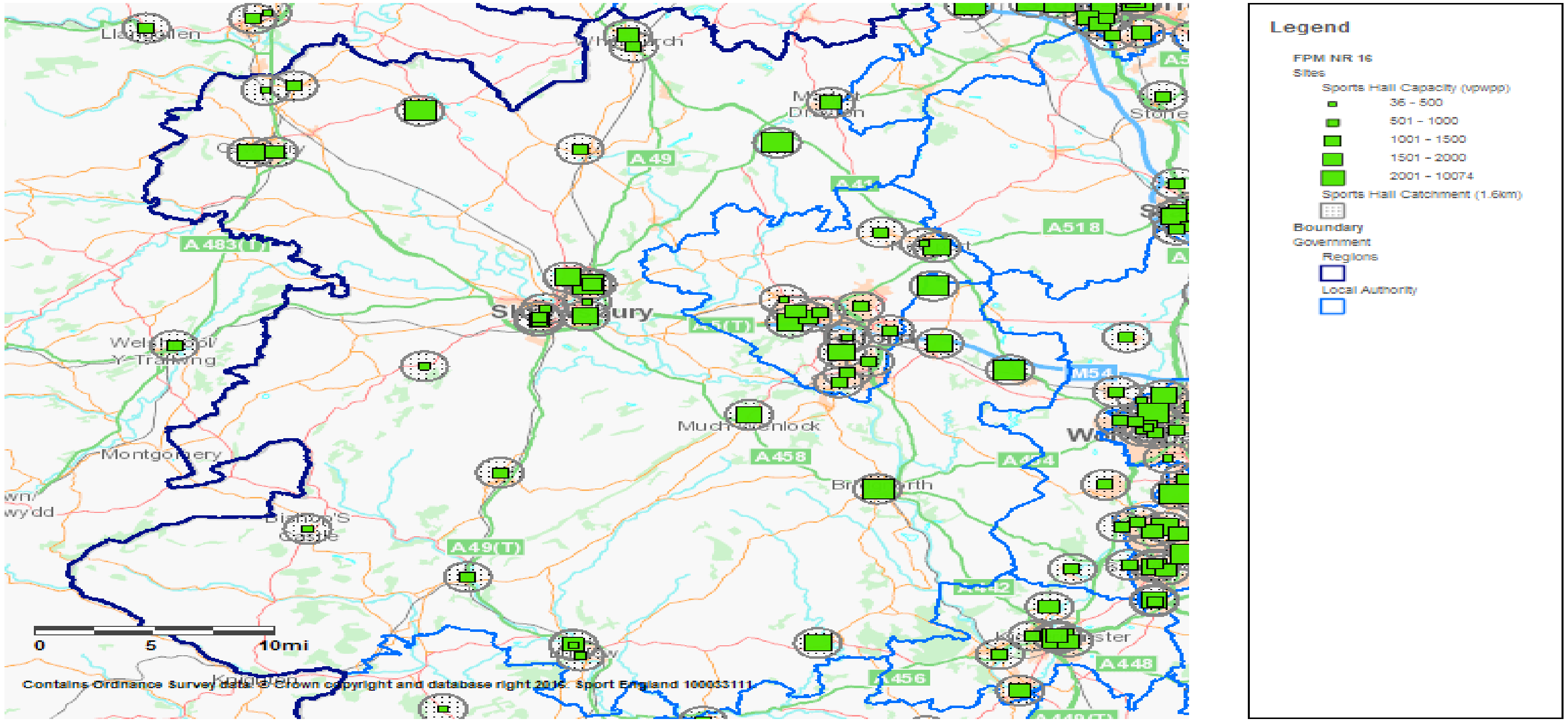
- However, some halls are being more fully used than others. For example, Oswestry Leisure Centre is estimated to be operating at full capacity. A number of facilities do appear to have spare capacity (see appendix 1).

- It should be noted that while there is 10% unmet demand in Shropshire South used capacity is 35% which reflects the rural nature of the area, the concentrated pattern of provision (Lilleshall) and the fact that many residents (particularly those without a car) live outside the catchment area of a hall.

8. Summary and Conclusions

- There is a very good supply of sports halls in Shropshire with the amount of courts per 10,000 being double the regional average.
- The population in Shropshire is also relatively mobile and able to express its demand at halls in the Local Authority and adjoining areas.
- As a result, there is a good level of satisfied demand with 91.5% visits demanded being satisfied. The majority of demand from Shropshire residents is met at halls in Shropshire (i.e. demand is retained) and the hall network has significant spare capacity to absorb future demand.
- There are some differences between the sub areas with the northern and central areas having a good level and distribution of provision which results in higher levels of satisfied demand (93%) and more effective use being made of the sports hall network (used capacity).
- In Shropshire South satisfied demand is lower than the Shropshire average although comparable with the regional average. This is due to the large rural nature of the sub area and the distribution of sports halls which is skewed towards particular locations (particularly the National Sports Centre at Lilleshall) with some residents (even those with access to a car) living outside the catchment area of a hall. As a result the sub area has very high levels of supply but with low levels of used capacity.

9. Maps – Location of sports halls



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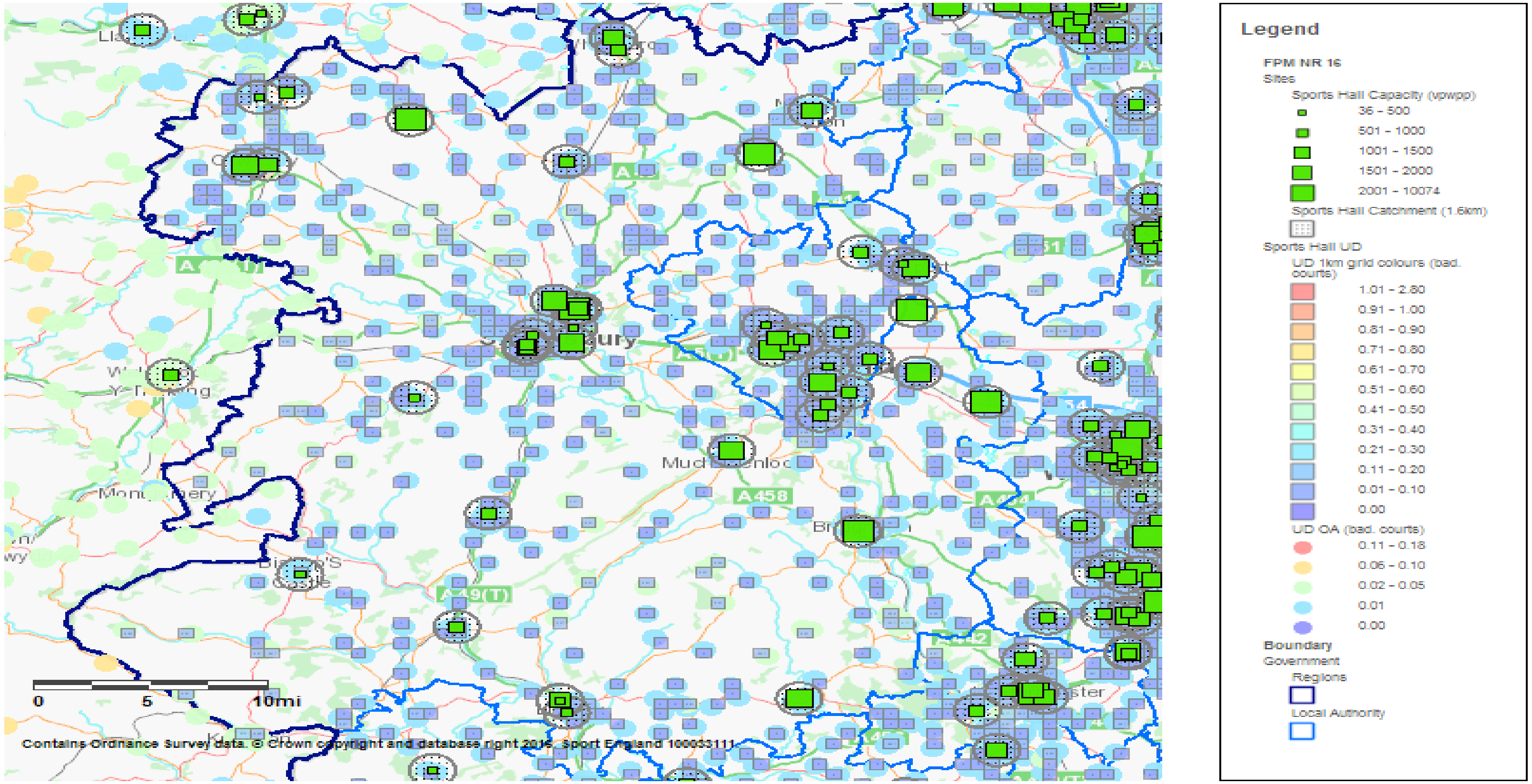
Facilities Planning Model - National Runs - Sports Halls 2016 Unmet Demand

Unmet Demand expressed as units of badminton courts (rounded to two decimal places). Data outputs shown thematically (colours) at either output area level or aggregated at 1km square (figure labels).



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Appendix 1: Sports Halls Included/Excluded

Facilities Included:

Name of facility	Type	Dimensions	AREA	YEAR BUILT	YEAR REFURB	WGT FACTOR	HRS in NPP	COMMNTY HRS AVAIL	Facility Capacity - vpwpp	% of Capacity used
Shropshire North		**1986**		**51%**					**11,500**	**56%**
ELLESMERE COLLEGE	Main	2004		47%	P	L	35.5	46	2,290	27%
ELLESMERE COLLEGE	Activity Hall	2004					35.5	46		
MARCHES SCHOOL	Main	2004		47%	P	L	38	41	1,528	73%
MARCHES SCHOOL	Activity Hall	2004					38	41		
MAURICE CHANDLER SPORTS & LEISURE CENTRE	Main	1960		33%	P	H	29	44	2,088	22%
MORETON HALL SCHOOL	Main	1990		40%	P	L	11.5	14	276	96%
OSWESTRY LEISURE CENTRE	Main	2011		99%	P	H	42	83	1,008	100%
SAINT MARTINS SPORTS CENTRE	Main	1991	2004	87%	P	H	23.75	26.25	570	100%
THE GROVE SCHOOL	Main	1973	2010	44%	P	L	25	25	1,017	81%
THE GROVE SCHOOL	Activity Hall	1973	2010				25	25		
THOMAS ADAMS SPORTS CENTRE	Main	1975	2004	70%	P	H	35.5	38.5	852	67%
WHITCHURCH CIVIC CENTRE	Main	1960		33%	P	H	45.5	105	1,092	50%
WHITCHURCH SPORTS & LEISURE CENTRE	Main	1996		44%	P	L	32.5	33	780	50%
ELLESMERE COLLEGE	Main	2004		47%	P	L	35.5	46	2,290	27%

Appendix 2: Sport England – Strategic Assessment of Need for Sports Hall Provision in Shropshire
Shropshire Council: Indoor Leisure Facilities Strategy- Needs Assessment

Name of facility	Type	Dimensions	AREA	YEAR BUILT	YEAR REFURB	WGT FACTOR	HRS in NPP	COMMNTY HRS AVAIL	Facility Capacity - vpwpp	% of Capacity used
ELLESMERE COLLEGE	Activity Hall	2004					35.5	46		
MARCHES SCHOOL	Main	2004		47%	P	L	38	41	1,528	73%
Shropshire Central		**1991**		**68%**					**10,518**	**59%**
BELVIDERE SCHOOL	Main	2006		48%	P	L	15	15	270	61%
GRANGE SPORTS CENTRE (SHREWSBURY)	Main	1992	2005	45%	P	L	39	44.5	1,821	32%
GRANGE SPORTS CENTRE (SHREWSBURY)	Activity Hall	1992	2005				39	44.5		
LONDON ROAD SPORTS CENTRE	Main	1987	2004	83%	P	H	39.5	47.5	1,908	64%
LONDON ROAD SPORTS CENTRE	Activity Hall	1987	2004				39.5	47.5		
MARY WEBB SCHOOL AND SCIENCE COLLEGE	Main	2004		47%	P	L	25	25	450	82%
MEOLE BRACE SCHOOL	Main	1960	2010	42%	P	L	38	41	1,300	42%
MEOLE BRACE SCHOOL	Activity Hall	1960	2010				38	41		
ROMAN ROAD SPORTS CENTRE	Main	1993	2010	94%	P	H	39	48	702	100%
SHREWSBURY SCHOOL	Main	1985	2008	45%	P	L	10	10	180	89%
SHREWSBURY SPORTS VILLAGE	Main	2006		96%	P	H	45.5	91	2,184	68%
SUNDORNE GAMES HALL	Main	1973	2004	68%	P	H	45.5	91	1,092	55%
THE PRIORY SCHOOL	Main	1991		49%	P	L	34	44	612	56%
Shropshire South		**1989**		**64%**					**16,938**	**36%**
COMMUNITY ARTS SPORTS CRAVEN ARMS (CASCA)	Main	1996	2001	45%	P	L	30.5	66	549	47%

Name of facility	Type	Dimensions	AREA	YEAR BUILT	YEAR REFURB	WGT FACTOR	HRS in NPP	COMMNTY HRS AVAIL	Facility Capacity - vpwpp	% of Capacity used
IDSALL SPORTS CENTRE	Main	1970	2007	76%	P	H	40.5	45	1,628	36%
IDSALL SPORTS CENTRE	Activity Hall	1970	2007				40.5	45		
LILLESHALL NATIONAL SPORTS & CONFERENCING CENTRE	Main	1989	2004	85%	P	H	18.5	28	2,615	30%
LILLESHALL NATIONAL SPORTS & CONFERENCING CENTRE	Main	1989	2004				18.5	28		
LILLESHALL NATIONAL SPORTS & CONFERENCING CENTRE	Main	1989	2004				18.5	28		
LILLESHALL NATIONAL SPORTS & CONFERENCING CENTRE	Activity Hall	1989	2004				18.5	28		
LUDLOW CHURCH OF ENGLAND SCHOOL	Main	1955	2007	39%	P	L	20	20	360	30%
LUDLOW COLLEGE	Main	1991		41%	P	L	20	20	360	44%
MUCH WENLOCK LEISURE CENTRE	Main	2010		99%	P	H	37.5	54.75	1,508	30%
MUCH WENLOCK LEISURE CENTRE	Activity Hall	2010					37.5	54.75		
OLDBURY WELLS SCHOOL	Main	2013		50%	P	L	25	25	2,355	43%
OLDBURY WELLS SCHOOL	Activity Hall	2013					25	25		
OLDBURY WELLS SCHOOL	Activity Hall	2013					25	25		
OLDBURY WELLS SCHOOL	Activity Hall	2013					25	25		
RAF COSFORD SCHOOL OF PHYSICAL TRAINING	Main	1948		22%	P	L	7.5	7.5	3,713	13%
RAF COSFORD SCHOOL OF PHYSICAL TRAINING	Activity Hall	1948					7.5	7.5		
RAF COSFORD SCHOOL OF PHYSICAL TRAINING	Activity Hall	1948					7.5	7.5		
TEME CHURCH STRETTON	Main	2010		99%	P	H	24.5	31.5	588	63%

Name of facility	Type	Dimensions	AREA	YEAR BUILT	YEAR REFURB	WGT FACTOR	HRS in NPP	COMMNTY HRS AVAIL	Facility Capacity - vpwpp	% of Capacity used
TEME CLEOBURY	Main	1985	2007	87%	P	H	40.5	57	1,720	40%
TEME CLEOBURY	Activity Hall	1985	2007				34	40		
TEME LUDLOW	Main	1995		84%	P	H	37	40.5	1,110	64%
TEME SPARC	Main	2006		96%	P	H	24	29	432	95%

Facilities Excluded

The audit excludes facilities that are deemed to be either for private use, too small or there is a lack of information, particularly relating to hours of use. The following facilities were deemed to fall under one or more of these categories and therefore excluded from the modelling:

Shropshire UA	
Shropshire North	
Private Use	CORBET SCHOOL
Too Small	CORBET SCHOOL
Too Small	CRIFTINS SOCIAL CLUB
Private Use	DERWEN COLLEGE
Too Small	DRAYTON SPORTS AND LEISURE CLUB
Area is missing	EX SERVICEMENS CLUB
Area is missing	KINNERLEY PARISH HALL
Too Small	LAKELANDS SPORTS CENTRE
Closed.	OSWESTRY LEISURE CENTRE (CLOSED)
Too Small	OSWESTRY SCHOOL
Too Small	PACKWOOD HAUGH SCHOOL
Too Small	PREES CRICKET AND RECREATION CLUB
Private Use	RAF SHAWBURY
Private Use	WOODLANDS SCHOOL
Shropshire Central	
No Hrs.	ADCOTE SCHOOL FOR GIRLS
Too Small.	ADCOTE SCHOOL FOR GIRLS
Too Small	CASTLE COUNTRY CLUB
Private Use	CONCORD COLLEGE
Closed.	GRANGE SPORTS CENTRE (SHREWSBURY)
Area is missing	IRONBRIDGE POWER STATION (CLOSED)
Private Use	SHREWSBURY HIGH PREP SCHOOL
Private Use	SHREWSBURY HIGH SCHOOL
Private Use	SHREWSBURY HIGH SCHOOL
Area is missing	SHREWSBURY SPORTS VILLAGE
Private Use	SUNDORNE SCHOOL AND SPORTS COLLEGE

Shropshire UA	
Closed.	THE WAKEMAN SCHOOL & ARTS COLLEGE (CLOSED)
Shropshire South	
Area is missing	ALBRIGHTON TABLE TENNIS CLUB
Private Use	BEDSTONE COLLEGE
Too Small	BRIDGNORTH SPORTS & LEISURE CENTRE
Too Small	BRIDGNORTH SPORTS & LEISURE CENTRE
Too Small	CHURCH STRETTON SCHOOL
Closed.	CHURCH STRETTON SCHOOL
Area is missing	CLEOBURY MORTIMER PARISH HALL
Too Small	CLUN MEMORIAL HALL
Private Use	HIGFORD COLLEGE (CLOSED)
Area is missing	IDSALL SCHOOL
Too Small	MAYFAIR COMMUNITY CENTRE
Too Small	MOOR PARK SCHOOL
Closed.	MUCH WENLOCK LEISURE CENTRE (CLOSED)
Too Small	RUSHBURY VILLAGE HALL
Too Small	SEVERN CENTRE
Too Small	SEVERN CENTRE
Area is missing	TEME SPARC
Area is missing	TRINITY METHODIST CHURCH

Appendix 2 – Model description, Inclusion Criteria and Model Parameters

Included within this appendix are the following:

- Model description
- Facility Inclusion Criteria
- Model Parameters

Model Description

1. Background

1.1. The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with **sport**scotland and Sport England since the 1980s.

1.2. The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

2. **Use of FPM**

2.1. Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- assessing requirements for different types of community sports facilities on a local, regional or national scale;
- helping local authorities to determine an adequate level of sports facility provision to meet their local needs;
- helping to identify strategic gaps in the provision of sports facilities; and
- comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and closing facilities, and the likely impact of population changes on the needs for sports facilities.

2.2. Its current use is limited to those sports facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

2.3. The FPM has been used in the assessment of Lottery funding bids for community facilities, and as a principal planning tool to assist local authorities in planning for the provision of community sports facilities. For example, the FPM was used to help assess the impact of a 50m swimming pool development in the London Borough of Hillingdon. The Council invested £22 million in the sports and leisure complex around this pool and received funding of £2,025,000 from the London Development Agency and £1,500,000 from Sport England[1].

[1] Award made in 2007/08 year.

3. **How the model works**

3.1. In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport, taking into account how far people are prepared to travel to such a facility.

3.2. In order to do this, the model compares the number of facilities (supply) within an area, against the demand for that facility (demand) that the local population will produce, similar to other social gravity models.

3.3. To do this, the FPM works by converting both demand (in terms of people), and supply (facilities), into a single comparable unit. This unit is 'visits per week in the peak period' (VPWPP). Once converted, demand and supply can be compared.

3.4. The FPM uses a set of parameters to define how facilities are used and by whom. These parameters are primarily derived from a combination of data including actual user surveys from a range of sites across the country in areas of good supply, together with participation survey data. These surveys provide core information on the profile of users, such as, the age and gender of users, how often they visit, the distance travelled, duration of stay, and on the facilities themselves, such as, programming, peak times of use, and capacity of facilities.

3.5. This survey information is combined with other sources of data to provide a set of model parameters for each facility type. The original core user data for halls and pools comes from the National Halls and Pools survey undertaken in 1996. This data formed the basis for the National Benchmarking Service (NBS). For AGPs, the core data used comes from the user survey of AGPs carried out in 2005/6 jointly with Sportscotland.

3.6. User survey data from the NBS and other appropriate sources are used to update the models parameters on a regular basis. The parameters are set out at the end of the document, and the range of the main source data used by the model includes:

- National Halls & Pools survey data –Sport England
- Benchmarking Service User Survey data –Sport England
- UK 2000 Time Use Survey – ONS
- General Household Survey – ONS
- Scottish Omnibus Surveys – Sport Scotland
- Active People Survey - Sport England
- STP User Survey - Sport England & Sportscotland
- Football participation - The FA
- Young People & Sport in England – Sport England
- Hockey Fixture data - Fixtures Live
- Taking Part Survey - DCMS

4. Calculating Demand

4.1. This is calculated by applying the user information from the parameters, as referred to above, to the population[2]. This produces the number of visits for that facility that will be demanded by the population.

4.2. Depending on the age and gender make-up of the population, this will affect the number of visits an area will generate. In order to reflect the different population make-up of the country, the FPM calculates demand based on the smallest census groupings. These are Output Areas (OA)[3].

[2] For example, it is estimated that 7.72% of 16-24 year old males will demand to use an AGP, 1.67 times a week. This calculation is done separately for the 12 age/gender groupings.

4.3. The use of OAs in the calculation of demand ensures that the FPM is able to reflect and portray differences in demand in areas at the most sensitive level based on available census information. Each OA used is given a demand value in VPWPP by the FPM.

5. Calculating Supply Capacity

5.1. A facility's capacity varies depending on its size (i.e. size of pool, hall, pitch number), and how many hours the facility is available for use by the community.

5.2. The FPM calculates a facility's capacity by applying each of the capacity factors taken from the model parameters, such as the assumptions made as to how many 'visits' can be accommodated by the particular facility at any one time. Each facility is then given a capacity figure in VPWPP. (See parameters in Section C).

5.3. Based on travel time information4 taken from the user survey, the FPM then calculates how much demand would be met by the particular facility having regard to its capacity and how much demand is within the facility's catchment. The FPM includes an important feature of spatial interaction. This feature takes account of the location and capacity of all the facilities, having regard to their location and the size of demand and assesses whether the facilities are in the right place to meet the demand.

5.4. It is important to note that the FPM does not simply add up the total demand within an area, and compare that to the total supply within the same area. This approach would not take account of the spatial aspect of supply against demand in a particular area.

[3] Census Output Areas (OA) are the smallest grouping of census population data, and provides the population information on which the FPM's demand parameters are applied. A demand figure can then be calculated for each OA based on the population profile. There are over 171,300 OAs in England. An OA has a target value of 125 households per OA.

[4] To reflect the fact that as distance to a facility increases, fewer visits are made, the FPM uses a travel time distance decay curve, where the majority of users travel up to 20 minutes. The FPM also takes account of the road network when calculating travel times. Car ownership levels, taken from Census data, are also taken into account when calculating how people will travel to facilities.

5.5. For example, if an area had a total demand for 5 facilities, and there were currently 6 facilities within the area, it would be too simplistic to conclude that there was an oversupply of 1 facility, as this approach would not take account of whether the 5 facilities are in the correct location for local people to use them within that area.

5.6. It might be that all the facilities were in one part of the borough, leaving other areas under provided. An assessment of this kind would not reflect the true picture of provision. The FPM is able to assess supply and demand within an area based on the needs of the population within that area.

5.7. In making calculations as to supply and demand, visits made to sports facilities are not artificially restricted or calculated by reference to administrative boundaries, such as local authority areas. Users are generally expected to use their closest facility. The FPM reflects this through analysing the location of demand against the location of facilities, allowing for cross boundary movement of visits. For example, if a facility is on the boundary of a local authority, users will generally be expected to come from the population living close to the facility, but who may be in an adjoining authority

6. **Calculating capacity of Sports Hall – Hall Space in Courts(HSC)**

6.1. The capacity of sports halls is calculated in the same way as described above with each sports hall site having a capacity in VPWPP. In order for this capacity to be meaningful, these visits are converted into the equivalent of main hall courts, and referred to as ‘Hall Space in Courts’ (HSC). This “court” figure is often mistakenly read as being the same as the number of ‘marked courts’ at the sports halls that are in the Active Places data, but it is not the same. There will usually be a difference between this figure and the number of ‘marked courts’ that is in Active Places.

6.2. The reason for this, is that the HSC is the ‘court’ equivalent of the all the main and ancillary halls capacities, this is calculated based on hall size (area), and whether it’s the main hall, or a secondary (ancillary) hall. This gives a more accurate reflection of the overall capacity of the halls than simply using the ‘marked court’ figure. This is due to two reasons:

6.3. In calculating capacity of halls, the model uses a different ‘At-One-Time’ (AOT) parameter for main halls and for ancillary halls. Ancillary halls have a great AOT capacity than main halls - see below. Marked Courts can sometimes not properly reflect the size of the actual main hall. For example, a hall may be marked out with 4 courts, when it has space for 5 courts. As the model uses the ‘courts’ as a unit of size, it is important that the hall’s capacity is included as a 5 ‘court unit’ rather than a 4 ‘court unit’

6.4. The model calculates the capacity of the sports hall as ‘visits per week in the peak period’ (VPWPP), it then uses this unit of capacity to compare with the demand, which is also calculated as VPWPP. It is often difficult to visualise how much hall space is when expressed as vpwpp. To make things more meaningful this capacity in VPWPP is converted back into ‘main hall court equivalents’, and is called in the output table ‘Hall Space in Courts’.

7. **Facility Attractiveness – for halls and pools only**

7.1. Not all facilities are the same and users will find certain facilities more attractive to use than others. The model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling, with a similar approach for AGPs is being developed.

7.2. Attractiveness weightings are based on the following:

7.2.1. Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

7.2.2. Management & ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by LAs, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

7.3. To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

7.3.1. High weighted curve - includes Non education management - better balanced programme, more attractive.

7.3.2. Lower weighted curve - includes Educational owned & managed halls, less attractive.

7.4. Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

8. **Comfort Factor – halls**

8.1. As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1 user /6m2 , halls = 6 users /court). This is gives each facility a "theoretical capacity".

8.2. If the facilities were full to their theoretical capacity then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

8.3. To account of these factors the notion of a 'comfort factor' is applied within the model. For swimming pools 70%, and for sports halls 80%, of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy. (Currently, the comfort factor is NOT applied to AGPs due to the fact they are predominantly used by teams, which have a set number of players and so the notion of having 'less busy' pitch is not applicable.)

8.4. The comfort factor is used in two ways;

8.4.1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools and halls. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

8.4.2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

9. Utilised Capacity (used capacity)

9.1. Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

9.2. Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a user's perspective, as the facility would completely full.

9.3. For examples:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

9.4. Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

9.5. As a guide, 70% utilised capacity is used to indicate that pools are becoming busy, and 80% for sports halls. This should be seen only as a guide to help flag up when facilities are becoming busier, rather than a 'hard threshold'.

10. Travel times Catchments

10.1. The model uses travel times to define facility catchments in terms of driving and walking.

10.2. The Ordnance Survey (OS) Integrated Transport Network (ITN) for roads has been used to calculate the off-peak drive times between facilities and the population, observing one-way and turn restrictions which apply, and taking into account delays at junctions and car parking. Each street in the network is assigned a speed for car travel based on the attributes of the road, such as the width of the road, and geographical location of the road, for example the density of properties along the street. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. The road speeds used for Inner & Outer London Boroughs have been further enhanced by data from the Department of Transport.

10.3. The walking catchment uses the OS Urban Path Network to calculate travel times along paths and roads, excluding motorways and trunk roads. A standard walking speed of 3 mph is used for all journeys

10.4. The model includes three different modes of travel, by car, public transport & walking. Car access is also taken into account, in areas of lower access to a car, the model reduces the number of visits made by car, and increases those made on foot.

10.5. Overall, surveys have shown that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority of visits to pools and sports halls being made on foot.

Facility	Car	Walking	Public transport
Swimming Pool	76%	15%	9%
Sports Hall	77%	15%	8%
AGP Combined Football Hockey	 83% 79% 96%	 14% 17% 2%	 3% 3% 2%

10.6. The model includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The set out below is the survey data with the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes is often used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	62%	61%	58%	57%
10-20	29%	26%	32%	31%
20 -40	8%	11%	9%	11%

10.7. For AGPs, there is a similar pattern to halls and pools, with Hockey users observed as travelling slightly further (89% travel up to 30 minutes). Therefore, a 20 minute travel time can also be used for 'combined' and 'football', and 30 minutes for hockey.

Artificial Grass Pitches						
	Combined		Football		Hockey	
Minutes	Car	Walk	Car	Walk	Car	Walk
0-10	28%	38%	30%	32%	21%	60%
10-20	57%	48%	61%	50%	42%	40%
20 -40	14%	12%	9%	15%	31%	0%

NOTE: These are approximate figures, and should only be used as a guide.

Inclusion Criteria used within analysis [DELETE FACILITY TYPES]

Swimming Pools

The following inclusion criteria were used for this analysis;

- Include all Operational Indoor Pools available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all pools not available for community use i.e. private use
- Exclude all outdoor pools i.e. Lidos
- Exclude all pools where the main pool is less than 20 meters OR is less than 160 square meters.
- Include all 'planned', 'under construction, and 'temporarily closed' facilities only where all data is available for inclusion.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975[5].

Facilities in Wales and the Scottish Borders included, as supplied by **sport**scotland and Sports Council for Wales.

[OR]

Sports Halls

The following inclusion criteria were used for this analysis;

- Include all Operational Sports Halls available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all Halls not available for community use i.e. private use
- Exclude all Halls where the main hall is less than 3 Courts in size
- Include all 'planned', 'under construction, and 'temporarily closed' facilities only where all data is available for inclusion.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975[6].

Facilities in Wales and the Scottish Borders included, as supplied by **sport**scotand and Sports Council for Wales.

[5] Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

[6] Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

[OR]

Artificial Grass Pitch

The following inclusion criteria were used for this analysis:

- Include all outdoor, full size AGPs with a surface type of sand based, sand dressed, water based or rubber crumb – varied by sport specific runs.
- Include all Operational Pitches available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all Pitches not available for community use i.e. private use
- Include all ‘planned’, ‘under construction, and ‘temporarily closed’ facilities only where all data is available for inclusion.
- Minimum pitch dimension taken from Active Places – 75m x45m.
- Non floodlit pitches exclude from all runs after 1700 on any day.
- Excludes all indoor pitches.
- Excludes 5-a-side commercial football centres and small sided ‘pens’.
- Excludes MUGA’s, redgra, ash, marked out tarmac areas, etc.
- Carpet types included:
  - Combined Run – all carpet types, using the sport run criteria below.
  - Hockey Run – all water based weekend/weekday, all sand based/sand dresses weekend only.
  - Football Run – all rubber crumb weekend/weekday, sand based/sand dressed weekday.

Facilities in Wales and the Scottish Borders included, as supplied by **sport**scotland and Sports Council for Wales.

Model Parameters used in the Analysis *[DELETE FACILITY TYPES]*

Pool Parameters

At one Time Capacity		0.16667 per square metre = 1 person per 6 square meters
Catchment Maps		Car: 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car NOTE: Catchment times are indicative, within the context of a distance decay function of the model.
Duration		60 minutes for tanks and leisure pools
PercentageParticipation Frequencyper week		See tables below
Peak Period Percentage in Peak Period		Weekday: 12:00 to 13:30; 16:00 to 22.00 Saturday: 09:00 to 16:00 Sunday: 09:00 to 16:30 Total: 52 Hours 63%

Percentage Participation

Age	*0 - 15*	*16 - 24*	*25 - 39*	*40 - 59*	*60-79*	*80+*
Male	10.39	7.58	9.39	8.05	4.66	1.74
Female	13.78	14.42	16.04	12.50	7.52	1.56

Frequency per week

Age	*0 - 15*	*16 - 24*	*25 - 39*	*40 - 59*	*60-79*	*80+*
Male	1.11	1.06	0.96	1.03	1.26	1.49
Female	1.08	0.98	0.88	1.01	1.13	1.19

[OR]

Halls parameters

At one Time Capacity		24 users per 4-court hall, 13 users per 144 square meters of ancillary hall.
Catchment Maps		Car: 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car NOTE: Catchment times are indicative, within the context of a distance decay function of the model.
Duration		60 minutes
Percentage Participation		see table below
Frequency per week		see table below
Peak Period		Weekday: 9:00 to 10:00; 17:00 to 22:00 Saturday: 09:30 to 17:00 Sunday: 09:00 to 14:30, 17:00 to 19:30 Total: 45.5 hours
Percentage in Peak Period		***62%***

Percentage Participation

Age	*0-15*	*16-24*	*25-34*	*35-44*	*45-59*	*60-79*
Male	9.02	15.64	12.42	9.96	6.80	4.78
Female	8.36	14.10	13.38	13.51	11.73	9.80

Frequency per week

Age	*0-15*	*16-24*	*25-34*	*35-44*	*45-59*	*60-79*
Male	1.17	1.00	0.94	0.99	1.04	1.18
Female	1.13	0.95	0.95	0.95	0.96	0.95

[OR]

AGP Parameters -Combined

At one Time Capacity		30 players per slot Mon to Fri: 30x18 slots = 540 visits 25 players per slot Sat & Sun: 25x8 slots = 200 visits Total = 740 visits per week in the peak period {Saturday and Sunday capacity to reflect dominance of formal 11-side matches i.e. lower capacity}
Catchment Maps		Car 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car NOTE: Catchment times are indicative, within the context of a distance decay function of the model.
Duration		Monday - Friday = 1 hr Saturday & Sunday = 2 hrs

Participation Percentage

Age	*0-15*	*16-24*	*25-34*	*35-44*	*45-54*	*55-64*
FOOTBALL & RUGBY						
Male	2.25	7.00	4.73	2.53	1.13	0.13
Female	0.80	1.11	0.52	0.22	0.09	0.05
HOCKEY						
Male	1.11	0.72	0.20	0.18	0.13	0.04
Female	2.74	1.59	0.41	0.24	0.09	0.02

Frequency per week

Age	*0-15*	*16-24*	*25-34*	*35-44*	*45-54*	*55-64*
FOOTBALL & RUGBY						
Male	2.23	1.65	1.26	1.05	1.04	1.00
Female	1.86	1.47	1.26	1.43	1.35	1.43
HOCKEY						
Male	0.97	1.86	1.50	1.16	1.27	0.87
Female	0.63	1.44	1.45	1.20	1.07	1.03

{Usage split: Football = 75.2%, Hockey = 22.7%, Rugby = 2.1%}

Peak Period		Monday-Thursday : 17:00 to 21.00 Friday : 17:00 to 19:00 Saturday : 09:00 to 17:00 Sunday : 09:00 to 17:00 Total : 34 Hours Total number of slots = 26 slots *{Mon-Friday = 1 hr slots to reflect mixed use of activities –training, 5/7 a side & Informal matches* *Weekend = 2 hrs slots to reflect formal matches.}*
Percentage in Peak Period		85%

Creating a sporting habit for life

Strategic Assessment of Need for Swimming Pool Provision in Shropshire

Facility Planning Model

National Run Report 2016

5 May 2016

Introduction

- This report and the accompanying maps provide a strategic assessment of the current level of provision for Swimming Pools in Shrophsire. This assessment uses Sport England's Facilities Planning Model and the data from National Facilities Audit run as of January 2016.
- The information contained within the report should be read alongside the two appendices. Appendix 1 sets out the facilities that have been included within this analysis together with those that have been excluded. A description of the FPM model, criteria and parameters is set out in Appendix 2.
- The FPM modelling and dataset builds in a number of assumptions as set out in Appendix 2 regarding the supply and demand of provision. This report should not be considered in isolation and it is recommended that this analysis should form part of a wider assessment of provision at the local level, using other available information and knowledge.

1. Supply of Swimming Pools

Table 1 - Supply	**Shropshire UA**	**Shropshire North**	**Shropshire Central**	**Shropshire South**
Number of pools	27	12	7	8
Number of pool sites	20	10	4	6
Supply of total water space in sqm	5,647	2,454	1,484	1,709
Supply of publicly available water space in sqm (scaled with hrs avail in pp)	3,888	1,643	1,146	1,099
Supply of total water space in VPWPP	33,711	14,245	9,934	9,532
Waterspace per 1000	18.05	23.11	14.21	16.72

- There are 27 pools on 20 different sites in Shropshire with 12 pools in the northern sub area, 7 in the central and 8 in the south. The distribution of the pool network is shown in section 8.

- Overall provision equates to 23,700 vpwpp comprised on 14,250 vpwpp in the north, 9,900 vpwpp in central and 9,500 vpwpp in the south.

- There is a very good level of supply with 18.sqm of water space per 1,000 population which compares to a regional average of 11.5 sqm/1,000. The supply varies from 23.1 sqm/1,000 in the north sub area to 14.2 sqm/1,000 in the central sub area.

2. Demand for Swimming Pools

Table 2 - Demand	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Population	312,813	106,189	104,410	102,214
Swims demanded –vpwpp	19,340	6,617	6,532	6,190
Equivalent in waterspace – with comfort factor included	3,210	1,098	1,084	1,027
% of population without access to a car	14.9	14	17.8	12.9

- The total population in Shropshire is 313,000 which is equivalent to 19,300 vpwpp. The population and demand is equally spread across the three sub areas.
- This level of demand is equivalent to just over 3,200 sqm of water space when the comfort factor is applied.
- Just under 15% of the population in Shropshire do not have access to a car which compares to a regional average of 24% meaning that residents in Shropshire are relatively more mobile.

3. Supply & Demand Balance

Table 3 - Supply/Demand Balance	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Supply - Swimming pool provision (sqm) scaled to take account of hours available for community use	3,888	1,643	1,146	1,099
Demand - Swimming pool provision (sqm) taking into account a 'comfort' factor	3,210	1,098	1,084	1,027
Supply / Demand balance - Variation in sqm of provision available compared to the minimum required to meet demand.	679	545	62	72

- When looking at a very simplistic picture of the overall supply and demand across Shropshire the resident population is estimated to generate a demand for a minimum of 3,200 sqm of water space. This compares to a current available supply of 3,900 sqm of water space giving a supply/demand balance of nearly 700 sqm of water space/courts/pitches.
- The supply in the central and southern sub areas is marginally higher than demand while in the northern sub area supply exceeds demand by nearly 550 sqm which indicates there is a very good level of supply in this sub area.
- It should be noted that for realistic/ comfortable provision, supply needs to be greater than demand. If supply only matches demand, then all pools would need to be full all of the time in order to meet all demand.

Note: This section only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining boroughs. These are covered in the more detailed modelling set out in the following sections (Satisfied Demand, Unmet Demand and Relative Share).

4. Satisfied Demand- demand from Shropshire residents currently being met by supply

Table 4 - Satisfied Demand	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Total number of visits which are met	17,409	6,136	5,949	5,325
% of total demand satisfied	90	92.7	91.1	86
% of demand satisfied who travelled by car	86.26	85.32	83.9	89.98
% of demand satisfied who travelled by foot	8.55	10.2	8.98	6.18
% of demand satisfied who travelled by public transport	5.19	4.48	7.13	3.84
Demand Retained	15,059	5,561	5,381	3,503
Demand Retained -as a % of Satisfied Demand	86.5	90.6	90.5	65.8
Demand Exported	2,350	575	568	1,822
Demand Exported -as a % of Satisfied Demand	13.5	9.4	9.5	34.2

- Satisfied demand is defined as the amount of total demand that is considered to be being met by the network of pool provision in peak period times.

- The model predicts that 90% of the demand generated by Shropshire residents is satisfied by the existing network of facilities. This represents a reasonably good level of satisfied demand and is just below the regional average which is 91%. However, this global figures masks variation across the sub areas with the northern sub area having nearly 93% of swims satisfied while in the central area it is just over 91% and in the south 86%.

- The majority of satisfied demand from Shropshire residents is met at Shropshire pools although in Shropshire South just over a third of demand is exported to neighbouring Local Authorities. This reflects the rural nature of the sub area and the distribution of pools ie some pools in neighbouring LAs are more accessible to Shropshire residents.

5. Unmet Demand - demand from Shropshire residents not currently being met

Table 5 - Unmet Demand	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Total number of visits in the peak, not currently being met	1,931	482	584	865
Unmet demand as a % of total demand	10	7.3	8.9	14
Equivalent in Water space m2 - with comfort factor	320	80	97	144
% of Unmet Demand due to;				
Lack of Capacity -	2.2	0.3	3.6	2.4
Outside Catchment -	97.8	99.7	96.4	97.6
Outside Catchment;	97.8	99.7	96.4	97.6
% Unmet demand who do not have access to a car	56.59	59.53	69.81	46.04
% of Unmet demand who have access to a car	41.17	40.21	26.59	51.54
Lack of Capacity;	2.2	0.3	3.6	2.4
% Unmet demand who do not have access to a car	1.1	0.0	1.9	1.1
% of Unmet demand who have access to a car	1.2	0.3	1.7	1.3

- Unmet demand is the amount of total demand in the peak period which cannot be met because either pools are at full capacity or demand is located at such a distance from the nearest swimming pool that it is outside the catchment of any swimming pool.

- Unmet is just under 2,000 vpwpp which amounts to 10% of total demand. Levels of unmet demand does vary depending on sub area with just over 7% in the north, 9% in the central sub area and 14% in the south.

- The majority of unmet demand is due to accessibility rather than a lack of capacity. It should be noted that a significant proportion is from residents who do have access to a car reflecting the rural nature of the area and the distribution of pools. Unmet demand is spread relatively evenly although there is a 'hot spot' in the south east of the Authority (sec 8).

6. Used Capacity - How well used are the facilities?

Table 6 - Used Capacity	Shropshire UA	Shropshire North	Shropshire Central	Shropshire South
Total number of visits used of current capacity	17,023	6,823	5,746	4,454
% of overall capacity of pools used	50.5	47.9	57.8	46.7
% of visits made to pools by walkers	8.6	9.2	9.3	7
% of visits made to pools by road	91.4	90.8	90.7	93
Visits Imported;				
Number of visits imported	1,964	1,262	365	951
As a % of used capacity	11.5	18.5	6.4	21.4
Visits Retained:				
Number of Visits retained	15,059	5,561	5,381	3,503
As a % of used capacity	88.5	81.5	93.6	78.6

- Used capacity looks at how the network of swimming pools is thought to be being utilised. The current stock of swimming pools is thought to be operating at about 50% of total capacity in the peak period. This compares to a Sport England benchmark of 70% which is where a pool is considered to be comfortably full.

- However, some pools are being more fully used than others. For example, Bridgnorth Leisure Centre and Shrewsbury School are estimated to be operating at or near full capacity (see appendix 1).

- It is interesting to note that although there is available capacity at pools in the central and sub areas unmet demand is relatively high which reflects the rural nature of the areas and the fact that many residents (particularly those without a car) live outside the catchment area of a pool.

7. Summary and Conclusions

- There is a good supply of swimming pools in Shropshire with the amount of water space per 1,000 people significant above the regional average.

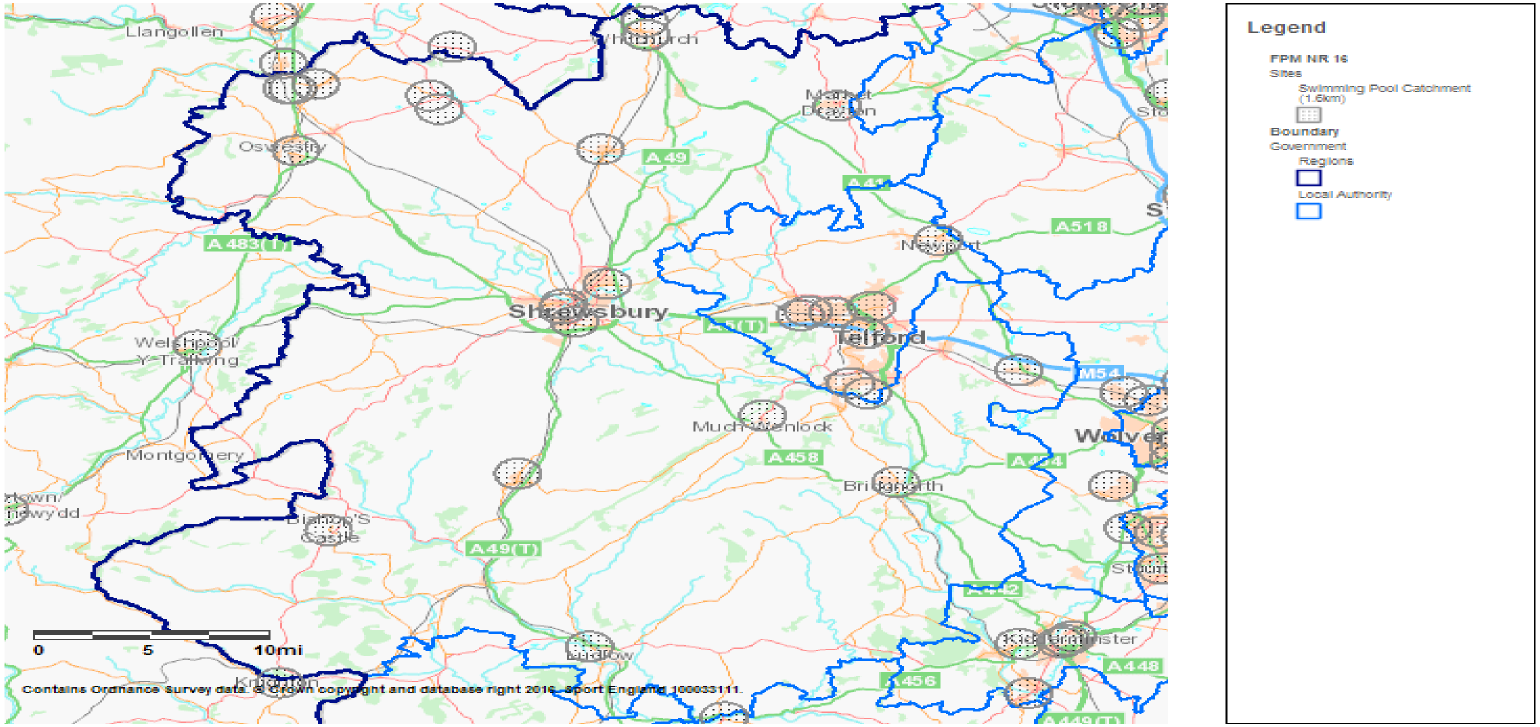
- The population in Shropshire is also relatively mobile and able to express its demand at pools in the Local Authority and adjoining areas.

- As a result, there is a reasonably good level of satisfied demand with 90% (9 out of 10) of swims demanded being satisfied. The majority of demand from Shropshire residents is met at pools in Shropshire (i.e. demand is retained) and the pool network has spare care capacity to absorb future demand.

- However, these overall figures mask significant differences within the sub areas with the northern area having a higher level of satisfied demand (93%) reflecting the greater level and accessible location of water space.

- In Shropshire South satisfied demand is noticeably lower than the Shropshire and regional averages which is due to the large rural nature of the sub area and the distribution of water space with some residents (even those with access to a car) living outside the catchment area of a swimming pool – this is reflected in the used capacity figure with less than 50% of the capacity in the sub area being used.

8. Maps – Location of Pools



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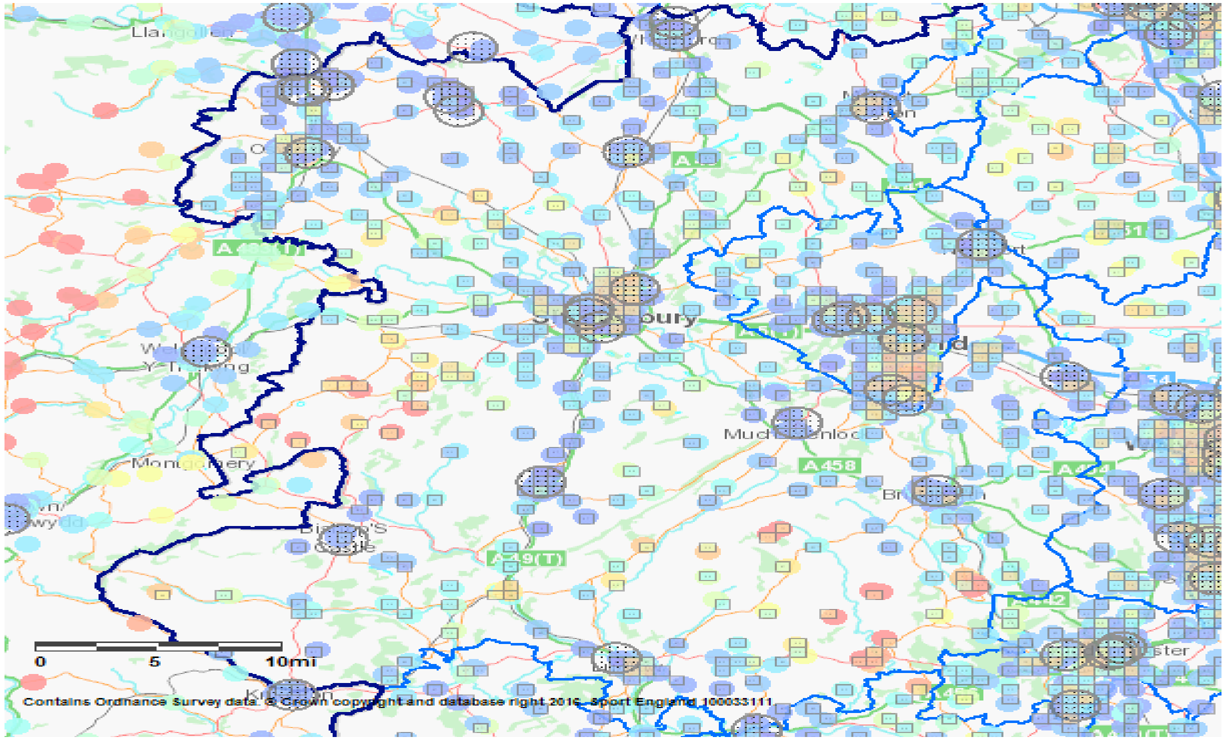
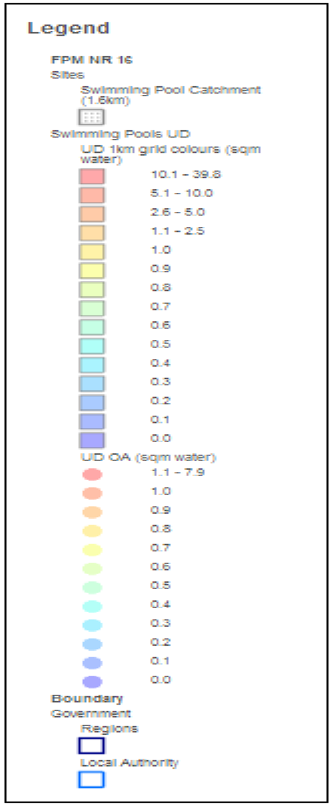
5/5/2016 09:59

Facilities Planning Model - National Runs - Swimming Pools 2016 Unmet Demand

Unmet Demand expressed as square metres of water (round to two decimal places). Data outputs shown thematically (colours) at either output area level or aggregated at 1km square (figure labels).





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Appendix 1: Shropshire Swimming Pools Included/Excluded

Facilities Included:

Name of facility	Type	Dimensions	AREA	YEAR BUILT	YEAR REFURB	WGT FACTOR	HRS in NPP	COMMNTY HRS AVAIL	Facility Capacity - vpwpp	% of Capacity used
ELLESMERE COLLEGE	Main/General	250	1950	2007	67%	P	24.5	36	1,021	33%
ELLESMERE SWIMMING CENTRE	Main/General	160	1972	2003	55%	P	9	9	240	48%
LION QUAYS LEISURE CLUB	Main/General	200	2008	2013	99%	C	52	102.5	1,733	23%
MARKET DRAYTON SWIMMING & FITNESS CENTRE	Main/General	325	1995	2012	95%	P	48.5	77.5	3,132	54%
MARKET DRAYTON SWIMMING & FITNESS CENTRE	Learner/Teaching/Training	60					50.5	79.5		
MORETON HALL SCHOOL	Main/General	250	1975	2008	77%	P	20	20	833	34%
OSWESTRY LEISURE CENTRE	Main/General	288	2011		100%	P	46	79	3,090	61%
OSWESTRY LEISURE CENTRE	Learner/Teaching/Training	127					42	75		
SAINT MARTINS SPORTS CENTRE	Main/General	250	1981	2004	69%	P	24.75	26.25	1,031	32%
VITAL HEALTH & WELLBEING (HILL VALLEY HOTEL)	Main/General	160	2007		97%	C	52	105.5	1,387	23%
WEM SWIMMING AND LIFESTYLE CENTRE	Main/General	160	2005		96%	P	31.5	38.5	840	89%
WHITCHURCH SWIMMING CENTRE	Main/General	225	1974		38%	P	25	45.5	938	76%
BANNATYNES HEALTH CLUB (SHREWSBURY)	Main/General	160	2005		96%	C	52	111.5	1,387	84%
QUARRY SWIMMING & FITNESS CENTRE	Main/General	413	1971	1995	35%	P	47	93	6,987	48%
QUARRY SWIMMING & FITNESS CENTRE	Main/General	250					47	93		
QUARRY SWIMMING & FITNESS CENTRE	Main/General	162					47	93		

Name of facility	Type	Dimensions	AREA	YEAR BUILT	YEAR REFURB	WGT FACTOR	HRS in NPP	COMMNTY HRS AVAIL	Facility Capacity - vpwpp	% of Capacity used
QUARRY SWIMMING & FITNESS CENTRE	Learner/Teaching/Training	68					47	93		
SHREWSBURY SCHOOL	Main/General	313	2007		97%	P	10	10	520	100%
THE SHREWSBURY CLUB	Main/General	120	2005		96%	C	52	106.5	1,040	64%
BRIDGNORTH SPORTS & LEISURE CENTRE	Main/General	200	1976		41%	P	31.75	51	1,058	98%
MUCH WENLOCK LEISURE CENTRE	Main/General	313	2010		99%	P	43.5	54.75	2,262	48%
RAF COSFORD SCHOOL OF PHYSICAL TRAINING	Main/General	375	1948		21%	P	7.5	7.5	469	43%
TEME CHURCH STRETTON	Main/General	160	1980		49%	P	44.5	80.5	1,187	37%
TEME LUDLOW	Main/General	325	1997		85%	P	51	75.75	3,716	35%
TEME LUDLOW	Diving	85					23.25	40.5		
TEME LUDLOW	Leisure Pool	72					52	96		

Facilities Excluded

The audit excludes facilities that are deemed to be either for private use, too small or there is a lack of information, particularly relating to hours of use. The following facilities were deemed to fall under one or more of these categories and therefore excluded from the modelling:

Shropshire UA	
Shropshire North	
Too Small. Private Use.	BROOKSIDE LEISURE PARK
Private Use.	DERWEN COLLEGE
Lido.	MARKET DRAYTON SWIMMING & FITNESS CENTRE
Closed.	OSWESTRY LEISURE CENTRE (CLOSED)
Closed.	OSWESTRY LEISURE CENTRE (CLOSED)
Private Use.	OSWESTRY SCHOOL
Too Small. Private Use.	PACKWOOD HAUGH SCHOOL
Too Small.	WYNNSTAY COACH HOUSE HEALTH & FITNESS CLUB
Shropshire Central	
Too Small.	CASTLE COUNTRY CLUB
Too Small.	CASTLE COUNTRY CLUB
Too Small.	CASTLE COUNTRY CLUB
Too Small. Private Use.	CONCORD COLLEGE
Lido.	QUARRY SWIMMING & FITNESS CENTRE
Too Small. Closed.	RADBROOK ELITE HEALTH & LEISURE CLUB (CLOSED)
Too Small.	SPA NATUREL (MERCURE SHREWSBURY ALBRIGHTON HALL HOTEL AND SPA)
Shropshire South	
Lido. Private Use.	BEDSTONE COLLEGE
Too Small. Closed.	ELYSIUM HEALTH CLUB (ALBRIGHTON)(CLOSED)
Too Small.	HAUGHTON HALL HEALTH CLUB
Private Use.	MOOR PARK SCHOOL
Closed.	MUCH WENLOCK LEISURE CENTRE (CLOSED)
Too Small. Private Use.	OLDBURY WELLS SCHOOL

Shropshire UA	
Too Small. Private Use.	PARK HOUSE HOTEL
Lido.	SEVERN CENTRE
Lido. Closed.	SEVERN CENTRE
Lido. Closed.	SWANCOTE HEALTH & FITNESS CENTRE (CLOSED)

Appendix 2 – Model description, Inclusion Criteria and Model Parameters

Included within this appendix are the following:

- Model description
- Facility Inclusion Criteria
- Model Parameters

Model Description

1. Background

1.1. The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with **sport**scotland and Sport England since the 1980s.

1.2. The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

2. **Use of FPM**

2.1. Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- assessing requirements for different types of community sports facilities on a local, regional or national scale;
- helping local authorities to determine an adequate level of sports facility provision to meet their local needs;
- helping to identify strategic gaps in the provision of sports facilities; and
- comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and closing facilities, and the likely impact of population changes on the needs for sports facilities.

2.2. Its current use is limited to those sports facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

2.3. The FPM has been used in the assessment of Lottery funding bids for community facilities, and as a principal planning tool to assist local authorities in planning for the provision of community sports facilities. For example, the FPM was used to help assess the impact of a 50m swimming pool development in the London Borough of Hillingdon. The Council invested £22 million in the sports and leisure complex around this pool and received funding of £2,025,000 from the London Development Agency and £1,500,000 from Sport England[1.]

[1] Award made in 2007/08 year.

3. How the model works

3.1. In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport, taking into account how far people are prepared to travel to such a facility.

3.2. In order to do this, the model compares the number of facilities (supply) within an area, against the demand for that facility (demand) that the local population will produce, similar to other social gravity models.

3.3. To do this, the FPM works by converting both demand (in terms of people), and supply (facilities), into a single comparable unit. This unit is 'visits per week in the peak period' (VPWPP). Once converted, demand and supply can be compared.

3.4. The FPM uses a set of parameters to define how facilities are used and by whom. These parameters are primarily derived from a combination of data including actual user surveys from a range of sites across the country in areas of good supply, together with participation survey data. These surveys provide core information on the profile of users, such as, the age and gender of users, how often they visit, the distance travelled, duration of stay, and on the facilities themselves, such as, programming, peak times of use, and capacity of facilities.

3.5. This survey information is combined with other sources of data to provide a set of model parameters for each facility type. The original core user data for halls and pools comes from the National Halls and Pools survey undertaken in 1996. This data formed the basis for the National Benchmarking Service (NBS). For AGPs, the core data used comes from the user survey of AGPs carried out in 2005/6 jointly with Sportscotland.

3.6. User survey data from the NBS and other appropriate sources are used to update the models parameters on a regular basis. The parameters are set out at the end of the document, and the range of the main source data used by the model includes:

- National Halls & Pools survey data –Sport England
- Benchmarking Service User Survey data –Sport England
- UK 2000 Time Use Survey – ONS
- General Household Survey – ONS
- Scottish Omnibus Surveys – Sport Scotland
- Active People Survey - Sport England
- STP User Survey - Sport England & Sportscotland
- Football participation - The FA
- Young People & Sport in England – Sport England
- Hockey Fixture data - Fixtures Live
- Taking Part Survey - DCMS

4. Calculating Demand

4.1. This is calculated by applying the user information from the parameters, as referred to above, to the population[2]. This produces the number of visits for that facility that will be demanded by the population.

4.2. Depending on the age and gender make-up of the population, this will affect the number of visits an area will generate. In order to reflect the different population make-up of the country, the FPM calculates demand based on the smallest census groupings. These are Output Areas (OA)[3].

4.3. The use of OAs in the calculation of demand ensures that the FPM is able to reflect and portray differences in demand in areas at the most sensitive level based on available census information. Each OA used is given a demand value in VPWPP by the FPM.

5. Calculating Supply Capacity

5.1. A facility's capacity varies depending on its size (i.e. size of pool, hall, pitch number), and how many hours the facility is available for use by the community.

5.2. The FPM calculates a facility's capacity by applying each of the capacity factors taken from the model parameters, such as the assumptions made as to how many 'visits' can be accommodated by the particular facility at any one time. Each facility is then given a capacity figure in VPWPP. (See parameters in Section C).

[2] For example, it is estimated that 7.72% of 16-24 year old males will demand to use an AGP, 1.67 times a week. This calculation is done separately for the 12 age/gender groupings.
[3] Census Output Areas (OA) are the smallest grouping of census population data, and provides the population information on which the FPM's demand parameters are applied. A demand figure can then be calculated for each OA based on the population profile. There are over 171,300 OAs in England. An OA has a target value of 125 households per OA.

5.3. Based on travel time information4 taken from the user survey, the FPM then calculates how much demand would be met by the particular facility having regard to its capacity and how much demand is within the facility's catchment. The FPM includes an important feature of spatial interaction. This feature takes account of the location and capacity of all the facilities, having regard to their location and the size of demand and assesses whether the facilities are in the right place to meet the demand.

5.4. It is important to note that the FPM does not simply add up the total demand within an area, and compare that to the total supply within the same area. This approach would not take account of the spatial aspect of supply against demand in a particular area. For example, if an area had a total demand for 5 facilities, and there were currently 6 facilities within the area, it would be too simplistic to conclude that there was an oversupply of 1 facility, as this approach would not take account of whether the 5 facilities are in the correct location for local people to use them within that area. It might be that all the facilities were in one part of the borough, leaving other areas under provided. An assessment of this kind would not reflect the true picture of provision. The FPM is able to assess supply and demand within an area based on the needs of the population within that area.

5.5. In making calculations as to supply and demand, visits made to sports facilities are not artificially restricted or calculated by reference to administrative boundaries, such as local authority areas. Users are generally expected to use their closest facility. The FPM reflects this through analysing the location of demand against the location of facilities, allowing for cross boundary movement of visits. For example, if a facility is on the boundary of a local authority, users will generally be expected to come from the population living close to the facility, but who may be in an adjoining authority

[4] To reflect the fact that as distance to a facility increases, fewer visits are made, the FPM uses a travel time distance decay curve, where the majority of users travel up to 20 minutes. The FPM also takes account of the road network when calculating travel times. Car ownership levels, taken from Census data, are also taken into account when calculating how people will travel to facilities.

6. Calculating capacity of Sports Hall – Hall Space in Courts(HSC)

6.1. The capacity of sports halls is calculated in the same way as described above with each sports hall site having a capacity in VPWPP. In order for this capacity to be meaningful, these visits are converted into the equivalent of main hall courts, and referred to as 'Hall Space in Courts' (HSC). This "court" figure is often mistakenly read as being the same as the number of 'marked courts' at the sports halls that are in the Active Places data, but it is not the same. There will usually be a difference between this figure and the number of 'marked courts' that is in Active Places.

6.2. The reason for this, is that the HSC is the 'court' equivalent of the all the main and ancillary halls capacities, this is calculated based on hall size (area), and whether it's the main hall, or a secondary (ancillary) hall. This gives a more accurate reflection of the overall capacity of the halls than simply using the 'marked court' figure. This is due to two reasons:

6.3. In calculating capacity of halls, the model uses a different 'At-One-Time' (AOT) parameter for main halls and for ancillary halls. Ancillary halls have a great AOT capacity than main halls - see below. Marked Courts can sometimes not properly reflect the size of the actual main hall. For example, a hall may be marked out with 4 courts, when it has space for 5 courts. As the model uses the 'courts' as a unit of size, it is important that the hall's capacity is included as a 5 'court unit' rather than a 4 'court unit'

6.4. The model calculates the capacity of the sports hall as 'visits per week in the peak period' (VPWPP), it then uses this unit of capacity to compare with the demand, which is also calculated as VPWPP. It is often difficult to visualise how much hall space is when expressed as vpwpp. To make things more meaningful this capacity in VPWPP is converted back into 'main hall court equivalents', and is called in the output table 'Hall Space in Courts'.

7. Facility Attractiveness – for halls and pools only

7.1. Not all facilities are the same and users will find certain facilities more attractive to use than others. The model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling, with a similar approach for AGPs is being developed.

7.2. Attractiveness weightings are based on the following:

7.2.1. Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

7.2.2. Management & ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by LAs, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

7.3. To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

7.3.1. High weighted curve - includes Non education management - better balanced programme, more attractive.

7.3.2. Lower weighted curve - includes Educational owned & managed halls, less attractive.

7.4. Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

8. Comfort Factor – halls

8.1. As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1 user /6m2 , halls = 6 users /court). This is gives each facility a "theoretical capacity".

8.2. If the facilities were full to their theoretical capacity then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

8.3. To account of these factors the notion of a ‘comfort factor’ is applied within the model. For swimming pools 70%, and for sports halls 80%, of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy. (Currently, the comfort factor is NOT applied to AGPs due to the fact they are predominantly used by teams, which have a set number of players and so the notion of having ‘less busy’ pitch is not applicable.)

8.4. The comfort factor is used in two ways;

8.4.1. Utilised Capacity - How well used is a facility? ‘Utilised capacity’ figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools and halls. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

8.4.2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

9. **Utilised Capacity (used capacity)**

9.1. Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

9.2. Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a user's perspective, as the facility would completely full.

9.3. For examples:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

9.4. Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

9.5. As a guide, 70% utilised capacity is used to indicate that pools are becoming busy, and 80% for sports halls. This should be seen only as a guide to help flag up when facilities are becoming busier, rather than a 'hard threshold'.

10. Travel times Catchments

10.1. The model uses travel times to define facility catchments in terms of driving and walking.

10.2. The Ordnance Survey (OS) Integrated Transport Network (ITN) for roads has been used to calculate the off-peak drive times between facilities and the population, observing one-way and turn restrictions which apply, and taking into account delays at junctions and car parking. Each street in the network is assigned a speed for car travel based on the attributes of the road, such as the width of the road, and geographical location of the road, for example the density of properties along the street. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. The road speeds used for Inner & Outer London Boroughs have been further enhanced by data from the Department of Transport.

10.3. The walking catchment uses the OS Urban Path Network to calculate travel times along paths and roads, excluding motorways and trunk roads. A standard walking speed of 3 mph is used for all journeys

10.4. The model includes three different modes of travel, by car, public transport & walking. Car access is also taken into account, in areas of lower access to a car, the model reduces the number of visits made by car, and increases those made on foot.

10.5. Overall, surveys have shown that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority of visits to pools and sports halls being made on foot.

Facility	Car	Walking	Public transport
Swimming Pool	76%	15%	9%
Sports Hall	77%	15%	8%
AGP Combined Football Hockey	 83% 79% 96%	 14% 17% 2%	 3% 3% 2%

10.6. The model includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The set out below is the survey data with the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes is often used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	62%	61%	58%	57%
10-20	29%	26%	32%	31%
20 -40	8%	11%	9%	11%

10.7. For AGPs, there is a similar pattern to halls and pools, with Hockey users observed as travelling slightly further (89% travel up to 30 minutes). Therefore, a 20 minute travel time can also be used for 'combined' and 'football', and 30 minutes for hockey.

Artificial Grass Pitches						
	Combined		Football		Hockey	
Minutes	Car	Walk	Car	Walk	Car	Walk
0-10	28%	38%	30%	32%	21%	60%
10-20	57%	48%	61%	50%	42%	40%
20 -40	14%	12%	9%	15%	31%	0%

NOTE: These are approximate figures, and should only be used as a guide.

Inclusion Criteria used within analysis [DELETE FACILITY TYPES]

Swimming Pools

The following inclusion criteria were used for this analysis;

- Include all Operational Indoor Pools available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all pools not available for community use i.e. private use
- Exclude all outdoor pools i.e. Lidos
- Exclude all pools where the main pool is less than 20 meters OR is less than 160 square meters.
- Include all ‘planned’, ‘under construction, and ‘temporarily closed’ facilities only where all data is available for inclusion.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975[5].

Facilities in Wales and the Scottish Borders included, as supplied by **sport**scotland and Sports Council for Wales.

[OR]

Sports Halls

The following inclusion criteria were used for this analysis;

- Include all Operational Sports Halls available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all Halls not available for community use i.e. private use
- Exclude all Halls where the main hall is less than 3 Courts in size
- Include all ‘planned’, ‘under construction, and ‘temporarily closed’ facilities only where all data is available for inclusion.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975[6].

Facilities in Wales and the Scottish Borders included, as supplied by **sport**scotand and Sports Council for Wales.

[5] Choosing a date in the mid ‘70s ensures that the facility is included, whilst not overestimating its impact within the run.

[6] Choosing a date in the mid ‘70s ensures that the facility is included, whilst not overestimating its impact within the run.

[OR]

Artificial Grass Pitch

The following inclusion criteria were used for this analysis:

- Include all outdoor, full size AGPs with a surface type of sand based, sand dressed, water based or rubber crumb – varied by sport specific runs.
- Include all Operational Pitches available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all Pitches not available for community use i.e. private use
- Include all 'planned', 'under construction, and 'temporarily closed' facilities only where all data is available for inclusion.
- Minimum pitch dimension taken from Active Places – 75m x45m.
- Non floodlit pitches exclude from all runs after 1700 on any day.
- Excludes all indoor pitches.
- Excludes 5-a-side commercial football centres and small sided 'pens'.
- Excludes MUGA's, redgra, ash, marked out tarmac areas, etc.
- Carpet types included:
  - Combined Run – all carpet types, using the sport run criteria below.
  - Hockey Run – all water based weekend/weekday, all sand based/sand dresses weekend only.
  - Football Run – all rubber crumb weekend/weekday, sand based/sand dressed weekday.

Facilities in Wales and the Scottish Borders included, as supplied by **sport**scotland and Sports Council for Wales.

APPENDIX 3: SPORT ENGLAND – STRATEGIC ASSESSMENT OF NEED FOR SWIMMING POOL PROVISION IN SHROPSHIRE SHROPSHIRE COUNCIL: INDOOR LEISURE FACILITIES STRATEGY- NEEDS ASSESSMENT

Model Parameters used in the Analysis *[DELETE FACILITY TYPES]*

Pool Parameters

<table>
<tr><td>At one Time Capacity</td><td></td><td>0.16667 per square metre = 1 person per 6 square meters</td></tr>
<tr><td>Catchment Maps</td><td></td><td>Car: 20 minutes
Walking: 1.6 km
Public transport: 20 minutes at about half the speed of a car

NOTE: Catchment times are indicative, within the context of a distance decay function of the model.</td></tr>
<tr><td>Duration</td><td></td><td>60 minutes for tanks and leisure pools</td></tr>
<tr><td>Percentage Participation

Frequency per week</td><td></td><td>
<table>
<tr><td>Age</td><td>0 - 15</td><td>16 - 24</td><td>25 - 39</td><td>40 - 59</td><td>60-79</td><td>80+</td></tr>
<tr><td>Male</td><td>10.39</td><td>7.58</td><td>9.39</td><td>8.05</td><td>4.66</td><td>1.74</td></tr>
<tr><td>Female</td><td>13.78</td><td>14.42</td><td>16.04</td><td>12.50</td><td>7.52</td><td>1.56</td></tr>
</table>
<table>
<tr><td>Age</td><td>0 - 15</td><td>16 - 24</td><td>25 - 39</td><td>40 - 59</td><td>60-79</td><td>80+</td></tr>
<tr><td>Male</td><td>1.11</td><td>1.06</td><td>0.96</td><td>1.03</td><td>1.26</td><td>1.49</td></tr>
<tr><td>Female</td><td>1.08</td><td>0.98</td><td>0.88</td><td>1.01</td><td>1.13</td><td>1.19</td></tr>
</table>
</td></tr>
<tr><td>Peak Period

Percentage in Peak Period</td><td></td><td>Weekday: 12:00 to 13:30; 16:00 to 22.00
Saturday: 09:00 to 16:00
Sunday: 09:00 to 16:30
Total: 52 Hours

63%</td></tr>
</table>

[OR]

Halls parameters

<table>
<tr><td>At one Time Capacity</td><td>24 users per 4-court hall,
13 users per 144 square meters of ancillary hall.</td></tr>
<tr><td>Catchment Maps</td><td>Car: 20 minutes
Walking: 1.6 km
Public transport: 20 minutes at about half the speed of a car

NOTE: Catchment times are indicative, within the context of a distance decay function of the model.</td></tr>
<tr><td>Duration</td><td>60 minutes</td></tr>
<tr><td>Percentage Participation

Frequency per week</td><td>
<table>
<tr><th>Age</th><th>0-15</th><th>16-24</th><th>25-34</th><th>35-44</th><th>45-59</th><th>60-79</th></tr>
<tr><td>Male</td><td>9.02</td><td>15.64</td><td>12.42</td><td>9.96</td><td>6.80</td><td>4.78</td></tr>
<tr><td>Female</td><td>8.36</td><td>14.10</td><td>13.38</td><td>13.51</td><td>11.73</td><td>9.80</td></tr>
</table>
<table>
<tr><th>Age</th><th>0-15</th><th>16-24</th><th>25-34</th><th>35-44</th><th>45-59</th><th>60-79</th></tr>
<tr><td>Male</td><td>1.17</td><td>1.00</td><td>0.94</td><td>0.99</td><td>1.04</td><td>1.18</td></tr>
<tr><td>Female</td><td>1.13</td><td>0.95</td><td>0.95</td><td>0.95</td><td>0.96</td><td>0.95</td></tr>
</table>
</td></tr>
<tr><td>Peak Period

Percentage in Peak Period</td><td>Weekday: 9:00 to 10:00; 17:00 to 22:00
Saturday: 09:30 to 17:00
Sunday: 09:00 to 14:30, 17:00 to 19:30
Total: 45.5 hours

62%</td></tr>
</table>

[OR]

AGP Parameters -Combined

At one Time Capacity	30 players per slot Mon to Fri: 30x18 slots = 540 visits 25 players per slot Sat & Sun: 25x8 slots = 200 visits Total = 740 visits per week in the peak period {Saturday and Sunday capacity to reflect dominance of formal 11-side matches i.e. lower capacity}
Catchment Maps	Car 20 minutes Walking: 1.6 km Public transport: 20 minutes at about half the speed of a car NOTE: Catchment times are indicative, within the context of a distance decay function of the model.
Duration	Monday - Friday = 1 hr Saturday & Sunday = 2 hrs

Participation Percentage

Age	*0-15*	*16-24*	*25-34*	*35-44*	*45-54*	*55-64*
FOOTBALL & RUGBY						
Male	2.25	7.00	4.73	2.53	1.13	0.13
Female	0.80	1.11	0.52	0.22	0.09	0.05
HOCKEY						
Male	1.11	0.72	0.20	0.18	0.13	0.04
Female	2.74	1.59	0.41	0.24	0.09	0.02

Frequency per week

Age	*0-15*	*16-24*	*25-34*	*35-44*	*45-54*	*55-64*
FOOTBALL & RUGBY						
Male	2.23	1.65	1.26	1.05	1.04	1.00
Female	1.86	1.47	1.26	1.43	1.35	1.43
HOCKEY						
Male	0.97	1.86	1.50	1.16	1.27	0.87
Female	0.63	1.44	1.45	1.20	1.07	1.03

{Usage split: Football = 75.2%, Hockey = 22.7%, Rugby = 2.1%}

Peak Period	Monday-Thursday : 17:00 to 21.00 Friday : 17:00 to 19:00 Saturday : 09:00 to 17:00 Sunday : 09:00 to 17:00 Total : 34 Hours Total number of slots = 26 slots *{Mon-Friday = 1 hr slots to reflect mixed use of activities –training, 5/7 a side & Informal matches*

		Weekend = 2 hrs slots to reflect formal matches.}
Percentage in Peak Period		85%

Demand Assessment Table - Health and Fitness Facilities (Shropshire Council)

2015 Source: ONS 2012 sub national population projections

Calculation used to calculate demand

	2016		
Total population 15+	104,229	**2016**	
Number of potential members/users of health and fitness clubs		12.1%	
2 above shown as % of total adult population 1. above		12,612	**2016**
Average user attends 1.5 times per week or six times per month number of visits per week			18,918
Number of visits per week in peak times = 65% of total number of visits			12,296
Number of visits in one hour of peak time = total visits during peak time /34			362

A total number of 334 stations would be required to cater for the predicted demand by potential members/users of any health and fitness facility

2016 demand for Health and Fitness Facilities	**362**	**Current Supply**	**511**	**Current Surplus / Deficit in supply**	**149**	Surplus

The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour session

Penetration of fitness users is defined using the FIA 2012 Parameters

The average health and fitness session is one hour
65% of use is during peak times

Demand Assessment Table - Health and Fitness Facilities (Shropshire Council)

2015 Source: ONS 2012 sub national population projections

Calculation used to calculate demand

	2037		
Total population 15+	111,888	**2037**	
Number of potential members/users of health and fitness clubs		12.1%	
2 above shown as % of total adult population 1. above		13,538	**2037**
Average user attends 1.5 times per week or six times per month number of visits per week			20,308
Number of visits per week in peak times = 65% of total number of visits			13,200
Number of visits in one hour of peak time = total visits during peak time /34			388

A total number of 334 stations would be required to cater for the predicted demand by potential members/users of any health and fitness facility

2037 demand for Health and Fitness Facilities	**388**	**Current Supply**	**511**	**Current Surplus / Deficit in supply**	**123**	Surplus

The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour session

Penetration of fitness users is defined using the FIA 2012 Parameters

The average health and fitness session is one hour
65% of use is during peak times

APPENDIX 6A: INDOOR QUALITY AUDIT - OSWESTRY LEISURE CENTRE

Name of facility **Oswestry Leisure Centre**
Address **SY11 2SA**

QUALITY RATING

General Condition	Excellent	x	Good		Average		Poor		Very Poor	
Need for capital investme	Minimal	x	Moderate		Significant					
Facility Quality										
4 court hall	Excellent	x	Good		Average		Poor		Very Poor	
25m Main Pool	Excellent	x	Good		Average		Poor		Very Poor	
25M Learner Pool	Excellent	x	Good		Average		Poor		Very Poor	
56 station fitness suite	Excellent	x	Good		Average		Poor		Very Poor	
Function Hall	Excellent	x	Good		Average		Poor		Very Poor	
Creche	Excellent	x	Good		Average		Poor		Very Poor	
Studio	Excellent	x	Good		Average		Poor		Very Poor	
Outdoor Football pitches	Excellent		Good	x	Average		Poor		Very Poor	
Reception	Excellent	x	Good		Average		Poor		Very Poor	
Changing Rooms	Excellent	x	Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										10

Disability Access	Full	x	Partial		No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent	x	Good		Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots		Some	x	No potential			

Key	**Rating**
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

92%

Built 2012

APPENDIX 6B: INDOOR QUALITY AUDIT - QUARRY SWIMMING AND FITNESS CENTRE

Name of facility **Quarry Swimming and Fitness Centre**
Address **SY1 1RU**

QUALITY RATING

General Condition	Excellent		Good		Average		Poor	x	Very Poor	
Need for capital investmer	Minimal		Moderate		Significant	x				
Facility Quality										
	Excellent		Good		Average		Poor		Very Poor	
6 lane Main Pool 31m X 12	Excellent		Good		Average	x	Poor		Very Poor	
Teaching Pool 10.5m x 6.5	Excellent		Good		Average	x	Poor		Very Poor	
Claremont Pool 17m x 9.5	Excellent		Good		Average	x	Poor		Very Poor	
Priory Pool 25.5m X 9.5m	Excellent		Good		Average	x	Poor		Very Poor	
43 station fitness suite	Excellent		Good		Average	x	Poor		Very Poor	
Café	Excellent		Good		Average	x	Poor		Very Poor	
Reception	Excellent		Good		Average	x	Poor		Very Poor	
Changing Rooms	Excellent		Good		Average		Poor	x	Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										8

Disability Access	Full		Partial	x	No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent		Good		Average	x	Poor	
Well Signposted	Good		Some	x	Poor			
Car Parking	Good		Some		Poor	x		
Development Potential	Lots		Some	x	No potential			

Key	**Rating**
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

38%

APPENDIX 6C: INDOOR QUALITY AUDIT - MARKET DRAYTON SWIMMING AND FITNESS CENTRE

Name of facility **Market Drayton Swimming and Fitness Centre**
Address **TF9 1JT**

QUALITY RATING

General Condition	Excellent		Good	x	Average		Poor		Very Poor	
Need for capital investmei	Minimal		Moderate	x	Significant					
Facility Quality										
	Excellent		Good		Average		Poor		Very Poor	
25m Main Pool	Excellent		Good	x	Average		Poor		Very Poor	
12m x 5m Learner Pool	Excellent		Good	x	Average		Poor		Very Poor	
Outdoor lido	Excellent		Good		Average	x	Poor		Very Poor	
34 station fitness suite	Excellent	x	Good		Average		Poor		Very Poor	
Reception	Excellent		Good	x	Average		Poor		Very Poor	
Changing Rooms	Excellent		Good	x	Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										6

Disability Access	Full	x	Partial		No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent		Good	x	Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots		Some	x	No potential			

78%

Key	Rating
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

APPENDIX 6D: INDOOR QUALITY AUDIT - WHITCHURCH SWIMMING CENTRE

Name of facility **Whitchurch Swimming Centre**
Address **SY13 1BA**

QUALITY RATING

General Condition	Excellent		Good	x	Average		Poor		Very Poor	
Need for capital investmer	Minimal		Moderate	x	Significant					
Facility Quality										
	Excellent		Good		Average		Poor		Very Poor	
25m Main Pool	Excellent		Good	x	Average		Poor		Very Poor	
Reception	Excellent		Good	x	Average		Poor		Very Poor	
Changing Rooms	Excellent		Good	x	Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										3

Disability Access	Full	x	Partial		No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent		Good	x	Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots		Some	x	No potential			

79%

Key	**Rating**
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

APPENDIX 6E: INDOOR QUALITY AUDIT - CHURCH STRETTON POOL AND SPORTS CENTRE

Name of facility **Church Stretton Pool and Sports Centre**
Address **SY6 6ER**

QUALITY RATING

General Condition	Excellent		Good	x	Average		Poor		Very Poor	
Need for capital investme	Minimal		Moderate		Significant	x				
Facility Quality										
4 court hall	Excellent	x	Good		Average		Poor		Very Poor	
20m x 4 laneLearner Pool	Excellent		Good		Average		Poor		Very Poor	x
16 station fitness suite	Excellent	x	Good		Average		Poor		Very Poor	
Studio	Excellent	x	Good		Average		Poor		Very Poor	
Reception	Excellent		Good		Average	x	Poor		Very Poor	
Changing Rooms	Excellent		Good	x	Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										6

Disability Access	Full	x	Partial		No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent		Good	x	Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots		Some	x	No potential			

72%

Key	**Rating**
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

Built 2012
Pool is in very poor condition compared to rest of facility

APPENDIX 6F: INDOOR QUALITY AUDIT - SPARCS CENTRE, BISHOPS GATE

Name of facility **SpArCs Centre, Bishops Castle**
Address **SY9 5AY**

QUALITY RATING

General Condition	Excellent		Good	x	Average		Poor		Very Poor	
Need for capital investme	Minimal		Moderate		Significant					
Facility Quality										
3 court hall	Excellent		Good	x	Average		Poor		Very Poor	
20m x 4 lane Learner Pool	Excellent		Good		Average	x	Poor		Very Poor	
22 station fitness suite	Excellent		Good	x	Average		Poor		Very Poor	
Studio	Excellent		Good	x	Average		Poor		Very Poor	
Reception	Excellent		Good	x	Average		Poor		Very Poor	
Changing Rooms	Excellent		Good	x	Average		Poor		Very Poor	
Studio	Excellent		Good	x	Average		Poor		Very Poor	
2 squash courts	Excellent		Good	x	Average		Poor		Very Poor	
Health Studio	Excellent		Good	x	Average		Poor		Very Poor	
Outdoor tennis courts	Excellent		Good	x	Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										10

Disability Access	Full		Partial	x	No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent		Good	x	Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots		Some	x	No potential			

68%

Key	**Rating**
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

Built 2012
Pool is in very poor condition compared to rest of facility

APPENDIX 6G: INDOOR QUALITY AUDIT - SOUTH SHROPSHIRE LEISURE CENTRE

Name of facility **South Shropshire Leisure Centre**
Address **SY8 1DR**

QUALITY RATING

General Condition	Excellent	x	Good		Average		Poor		Very Poor	
Need for capital investmer	Minimal	x	Moderate		Significant					
Facility Quality										
6 court hall	Excellent	x	Good		Average		Poor		Very Poor	
25m Main Pool and flume	Excellent	x	Good		Average		Poor		Very Poor	
12m x 6m Leisure Pool	Excellent	x	Good		Average		Poor		Very Poor	
Diving Pool 10m x 8.5m	Excellent	x	Good		Average		Poor		Very Poor	
52 station fitness suite	Excellent		Good	x	Average		Poor		Very Poor	
Health Suite	Excellent	x	Good		Average		Poor		Very Poor	
Studio	Excellent		Good	x	Average		Poor		Very Poor	
Reception	Excellent	x	Good		Average		Poor		Very Poor	
Changing Rooms	Excellent		Good	x	Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										9

Disability Access	Full	x	Partial		No			
Served by Public Transpo	Yes	x	No					
Good Natural Presence	Excellent	x	Good		Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots		Some	x	No potential			

94%

Key	Rating
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

APPENDIX 6H: INDOOR QUALITY AUDIT - SHREWSBURY SPORTS VILLAGE

Name of facility	**Shrewsbury Sports Village**
Address	**SY1 4RQ**

QUALITY RATING

General Condition	Excellent	x	Good		Average		Poor		Very Poor	
Need for capital investment	Minimal	x	Moderate		Significant					
Facility Quality										
8 court hall	Excellent	x	Good		Average		Poor		Very Poor	
Climbing Wall	Excellent	x	Good		Average		Poor		Very Poor	
Studio	Excellent	x	Good		Average		Poor		Very Poor	
52 station fitness suite	Excellent		Good	x	Average		Poor		Very Poor	
Indoor Bowling Centre (6 rink)	Excellent	x	Good		Average		Poor		Very Poor	
AGP	Excellent	x	Good		Average		Poor		Very Poor	
Cycling Track	Excellent	x	Good		Average		Poor		Very Poor	
16 Outdoor Football pitches	Excellent		Good	x	Average		Poor		Very Poor	
Reception	Excellent	x	Good		Average		Poor		Very Poor	
Changing Rooms	Excellent	x	Good		Average		Poor		Very Poor	
Café	Excellent		Good	x	Average		Poor		Very Poor	
Outdoor Tennis/Netball Courts	Excellent		Good		Average	x	Poor		Very Poor	
	Excellent		Good		Average		Poor		Very Poor	
										12

Disability Access	Full	x	Partial		No			
Served by Public Transport	Yes	x	No					
Good Natural Presence	Excellent	x	Good		Average		Poor	
Well Signposted	Good	x	Some		Poor			
Car Parking	Good	x	Some		Poor			
Development Potential	Lots	x	Some		No potential			

91%

Key	**Rating**
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

Built 2012

NGB	CURRENT DEVELOPMENT AND PRIORITIES	FUTURE DEVELOPMENT AND PRIORITIES
INDOOR BOWLS (EIBA)	Whilst the existing facility meets some of the demand: Existing participants have a long way to travel for "Inter-Club Fixtures" and "National Competitions" Potential participants (bearing in mind that 54% of the population are over 45 and 36% are over 55) must be switched off by the fact that they have to travel a long way to even "try out the sport"	
LTA – INDOOR TENNIS	As well as the courts at The Shrewsbury Club (formerly Welti) there is now indoor court provision at Telford Tennis Centre based on the same site as Oakengates Leisure Centre in Wrockwardine Wood. There are 4 indoor acrylic courts (and 4 outdoor courts) which have been in action since 2012.	There are no plans for indoor courts within the LA area
NETBALL	There are 31 venues in Shropshire being used for netball activity. 73 outdoor courts, 20 of which are floodlit, no outdoor covered courts and 36 indoor courts. The provision of outdoor courts in Shropshire is higher than the national average. The provision of indoor courts in Shropshire is higher than the national average. 38% of the venues are based on educational sites. Nearly two thirds of the clubs believe changing facilities to be inadequate for their needs. 46% of clubs rate the condition of venues used in Shropshire as very good, with remaining given a good or average rating.	**Issues and Opportunities** Burton Borough - no outdoor provision. Club have previously experienced access issues and in the process of re-engaging. Ellesmere College - courts outside are in poor condition, needs new posts. Lilleshall National Sports and Conference Centre - needs outdoor courts to increase participation. Leagues and B2N sessions run out of Lilleshall. New community use consultation group formed. Moreton Hall School - great facility but some issues with restricted access. Phoenix Academy - not an approved UKCC centre. Needs floodlights to be able to increase participation. Car parking is an issue.

NGB	Current Development and Priorities	Future Development and Priorities
	77% of clubs find it either very easy or easy to book venues for netball activity.	Under utilised. Shrewsbury High School - needs floodlights to support increasing leagues. 6 courts at school site and 2 more courts at second site. Recommended priorities for inclusion in County plans are: • **Explore the potential for installing floodlights at Phoenix Academy and Shrewsbury High School.** • **Support the improvement of outdoor court surfaces and posts at Ellesmere College.** • **Investigate the potential for outdoor courts to be provided at Lilleshall National Sports and Conference Centre**
Basketball	Nothing to add since 2009 document	
Badminton	Having supported the refurbishment of Abraham Darby Leisure Centre with capital funds, the sports hall has since become unfit for purpose with a number of badminton clubs relocating due to the slippy floor, which unfortunately caused some injuries to club members. The Shropshire Junior Badminton Academy had initially planned to use Ab Dabs as a high performance venue to train the County's juniors but this is now no longer the case and junior developments in the county have been hindered due to this. It was also planned to hold Coaching and Young Leader training courses but due to the floor these have been arranged at TCAT instead.	With the ABLC issues in mind, a priority going forward would be to re-establish Abraham Darby LC as an appropriate venue for high level badminton by addressing the flooring, which has not been maintained to the appropriate standard and may need replacing or re-surfacing.

NGB	CURRENT DEVELOPMENT AND PRIORITIES	FUTURE DEVELOPMENT AND PRIORITIES
VOLLEYBALL	Nothing has significantly changed strategically. Shropshire is part of our Volleyball England investment zones (1 of 5 in the country). The zones predominately focus on delivery support of projects, programmes and club development through Relationship Managers (Liz Fletcher covering the area).	
SQUASH	8.3.16 email follow up	In hand will respond in due course
SWIMMING	8.3.16 email follow up	In hand will respond in due course
TABLE TENNIS	8.3.16 email follow up	

APPENDIX 8: AUDIT OF SHROPSHIRE SPORT FACILITIES (ACTIVE PLACES)
SHROPSHIRE COUNCIL: INDOOR LEISURE FACILITIES STRATEGY- NEEDS ASSESSMENT

ZONE	SITE NAME	NUMBER OF STATIONS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
Central	BANNATYNES HEALTH CLUB (SHREWSBURY)	100	Registered Membership use	Commercial Management	2005	2008
North East	BODYTECH HEALTH CLUB (MARKET DRAYTON)	33	Pay and Play	Commercial Management	2003	2010
North West	BODYTECH HEALTH CLUB (OSWESTRY)	40	Pay and Play	Commercial Management	1998	2011
Central	BODYTECH HEALTH CLUB (SHREWSBURY)	150	Pay and Play	Commercial Management	1998	2008
North East	BODYTECH HEALTH CLUB (WHITCHURCH)	36	Pay and Play	Commercial Management	2007	
East	BRIDGNORTH HEALTH & FITNESS CLUB	77	Registered Membership use	Commercial Management	2005	2013
East	BRIDGNORTH SPORTS & LEISURE CENTRE	20	Pay and Play	Trust	1991	2008
North West	BROOKSIDE LEISURE PARK	6	Pay and Play	Commercial Management	1985	
Central	CASTLE COUNTRY CLUB	70	Registered Membership use	Commercial Management	1985	2011
South	CONCORD COLLEGE	15	Private Use	Education	1992	
North West	DERWEN COLLEGE	10	Private Use	Education	2000	
North East	DRAYTON SPORTS AND LEISURE CLUB	26	Pay and Play	Sport Club	1990	
North West	ELLESMERE COLLEGE	23	Private Use	Education	1996	
Central	GRANGE SPORTS CENTRE (SHREWSBURY)	13	Pay and Play	Education	2011	
East	HAUGHTON HALL HEALTH CLUB	13	Registered Membership use	Commercial Management	2000	
East	IDSALL SPORTS CENTRE	26	Pay and Play	Local Authority (in house)	2002	2009
North East	LAKELANDS SPORTS CENTRE	19	Private Use	Education	1999	2007
East	LILLESHALL NATIONAL SPORTS & CONFERENCING CENTRE	25	Registered Membership use	Commercial Management	2010	2013
North West	LION QUAYS LEISURE CLUB	75	Registered Membership use	Commercial Management	2008	
Central	LONDON ROAD SPORTS CENTRE	10	Pay and Play	Commercial Management	1987	2005
South	LUDLOW CHURCH OF ENGLAND SCHOOL	15	Private Use	Education	2005	
South	LUDLOW COLLEGE	20	Private Use	Education	1991	
North East	MARKET DRAYTON SWIMMING & FITNESS CENTRE	34	Pay and Play	Trust (Serco)	2012	
North East	MAURICE CHANDLER SPORTS & LEISURE CENTRE	12	Pay and Play	Community Organisation	2009	
North West	MORETON HALL SCHOOL	10	Limited - bookings	Education	1995	2009
East	MUCH WENLOCK LEISURE CENTRE	18	Pay and Play	Local Authority (in house)	2010	
Central	MUSCLE MANIA GYM & FITNESS	12	Pay and Play	Commercial Management	2014	2015
Noth West	OSWESTRY LEISURE CENTRE	56	Pay and Play	Trust (Serco)	2011	2014
North West	OSWESTRY SCHOOL	5	Private Use	Education	2010	
East	PARK HOUSE HOTEL	4	Private Use	Commercial Management	2005	2006
Central	QUARRY SWIMMING & FITNESS CENTRE	37	Pay and Play	Trust (Serco)	1994	
East	RAF COSFORD SCHOOL OF PHYSICAL TRAINING	90	Private Use	MOD	1995	
North East	RAF SHAWBURY	40	Private Use	MOD	2012	
North West	SAINT MARTINS SPORTS CENTRE	40	Pay and Play	Education	n/a	
East	SEVERN CENTRE	26	Pay and Play	Trust	2004	
Central	SHREWSBURY SCHOOL	23	Private Use	Education	1990	2008
Central	SHREWSBURY SPORTS VILLAGE	65	Pay and Play	Trust (Serco)	2010	2012
Central	SHREWSBURY SQUASH & RACQUETBALL CLUB	4	Limited - bookings/membership	Sport Club	2011	
Central	SIMPLY GYM SHREWSBURY	99	Pay and Play	Commercial Management	2015	
Central	SPA NATUREL (MERCURE SHREWSBURY ALBRIGHTON HALL HOTEL AND SPA)	36	Registered Membership use	Commercial Management	1989	2004
Central	SUNDORNE SCHOOL AND SPORTS COLLEGE	15	Private Use	Education	2010	
South	TEME CHURCH STRETTON	16	Pay and Play	Trust	2010	
South	TEME CLEOBURY	22	Pay and Play	Trust	2001	2010
South	TEME LUDLOW	52	Pay and Play	Trust	1995	2013
South	TEME SPARC	21	Pay and Play	Trust	1998	2006
Central	THE SHREWSBURY CLUB	100	Registered Membership use	Commercial Management	2005	2015
North West	THE VENUE AT PARK HALL	30	Pay and Play	Commercial Management	2007	
North East	THOMAS ADAMS SPORTS CENTRE	18	Pay and Play	Education	2000	2009
North East	VITAL HEALTH & WELLBEING (HILL VALLEY HOTEL)	24	Pay and Play	Commercial Management	2007	
North East	WEM SWIMMING AND LIFESTYLE CENTRE	9	Registered Membership use	Trust	2010	
North East	WHITCHURCH SPORTS & LEISURE CENTRE	25	Pay and Play	Education	1996	2007
North West	WYNNSTAY COACH HOUSE HEALTH & FITNESS CLUB	60	Registered Membership use	Commercial Management	1995	2007
Central	XERCISE4LESS (SHREWSBURY)	20	Registered Membership use	Commercial Management	2015	
North West	ZEST LADIES HEALTH AND FITNESS	13	Pay and Play	Commercial Management	2008	
Central	ANYTIME FITNESS	60 (400 in AP)	Registered Membership use	Commercial Management	2015	