Shropshire Council

Date: Thursday, 13 November 2025

Time: 2.00 pm

Venue: The Shrewsbury Room, The Guildhall, Frankwell Quay, Shrewsbury, SY3 8HQ

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ECONOMY AND ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE

TO FOLLOW REPORT (S)

8 Sports Village Development (Pages 1 - 254)

To receive a report and update on the background to this major project including progress on the design stage and the forthcoming decision on whether to proceed with the Implementation which will be presented to Cabinet and Full Council. (To Follow).

Contact: Laura Tyler (Tel: 01743 253178)

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Economy and Environment Scrutiny 13th November 2025
Cabinet 21st January 2026
Council 26th February 2026

Item

Public

Sports Village Development

Responsible Officer:	Laura Tyler		
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Cabinet Member (Portfolio Holder):	Cllr James Owen		

1. Synopsis

This report presents proposals for the transformation of the Shrewsbury Sports Village. The proposal is to develop a major extension containing a range of swimming, health and fitness facilities that will appeal to a wider range of users and so better meet the needs of Shropshire residents. The transformation will make the Sports Village more financially and environmentally sustainable.

2. Executive Summary

2.1. Council on 26 September 2024 agreed an initial Capital budget of £2.248 million to appoint a design and build team, develop detailed designs and prepare a planning application for a major extension to the Shrewsbury Sports Village. It was agreed that the project would return to Council at a later date; once planning permission had been secured and a firm cost to complete the build had been obtained; to seek agreement on whether to proceed with the construction stage of the project.

2.2. The designs are sufficiently advanced now that a decision needs to be made by the Cabinet and Council on whether to proceed the construction.

2.3. The proposed approach will maintain all the current facilities at the Sports Village but add new facilities to create a multi-feature centre which is more appealing to a wider demographic, is more accessible, will attract greater revenue to be financially sustainable and be an energy efficient, all electric modern building. The scope has been amended following comments from the public consultation and Members in 2024. This will include:

a. 25 metre x 8 lane pool – suitable for competitions, galas, and general swimming (as recommended by Swim England for county level competitions), but with easy access steps to encourage maximum useability, a pool pod for wheel chair users and a half pool sized moveable floor to allow the maximum number of different uses for the pool but still allow diving at swimming galas and competitions.

b. 17 x 10 metre studio teaching pool with easy access steps, moveable floor and wheel-chair pool pod with adjacent children's splash play area.

c. Seating and space in the main pool hall sufficient to hold county level competitions including at least 250 Spectators and 250 Competitors as recommended by Swim England for competition pools (see Appendix 1).

d. A changing village with private changing cubicles including family changing; two separate group changing rooms for school and club groups. The changing village will be configured to allow it to be divided into separate male and female changing areas if and when required. A full range of private and pre-swim showers and separate male, female and all gender toilets.

e. The changing rooms will include a Changing Places facility for disabled people who require the support of a carer as well as separate disabled toilets and changing rooms.

f. A new reception area and with seating area overlooking the studio pool and splash play area to encourage family use.

g. On the second floor there will be a new 130 station fitness suite together with a dance studio and immersive studio to host a full range of group activities.

h. There will be a new cycle spin studio on the ground floor and a new larger children's activity play area to cater for wider range of age groups. The existing cafe will be maintained.

i. A wellness studio is proposed on the ground floor. This will be a small private specialist gym using power supported fitness equipment. This is designed to support elderly, disabled or convalescent users for whom a fitness gym is not appropriate.

j. Additional car parking spaces will be created close to the football pitches to cater for peak weekend usage and will be more environmentally sustainable by using a grasscrete type covering rather than tarmac.

k. The new facility would be designed and built to sustainable building principles and would aim to achieve the Building Research Establishment Environmental Assessment Methodology (BREEAM) excellent standard. The new facility would be powered by electricity and will make use of photovoltaic cells and air source heat pumps to minimise the carbon footprint.

l. The project would include landscape enhancements, tree planting and demolition of the former caretaker's house which is unsafe and become a focus for anti-social behaviour.

2.4. At the Cabinet meeting on 11th September 2024, Members discussed and asked the project to investigate the feasibility of adding solar panels over the Sports Village car parks. A case study from Wharfdale community hospital in Otley was recently implemented for £1.1 million and saved £75K per annum. A similar scheme could be implemented at Sports Village but would need an additional £1.1 - 1.2M of capital borrowing.

2.5. In addition, Members requested that project investigate the feasibility of making the original Sports Village building all electric. Such a decarbonisation scheme could be implemented for an additional £3m of capital. Unfortunately, the Government funding scheme (PSDS) is no longer available and such a large investment may be better spent at bigger gas users on the Council estate. An alternative approach to Decarbonistion would be implementing a local heat network scheme at the Sports Village and local neighbourhood utilising biochar which could be pursued as a stand alone project.

2.6. A public consultation on these proposals was run for 8 weeks from 15th March until 8th May 2024. Consultation was conducted through two online surveys: one for the general public and one for children and young people. Paper copies of the surveys were also available at the Quarry Swimming and Fitness Centre, Shrewsbury Sports Village, and other council facilities. Two-day drop-in sessions were held at the Sports Village, Lantern Centre, Darwin Centre and Quarry.

2.7. In total, 1,367 responses were received to the surveys. 1,287 responded to the main survey either online or through paper copies, and 80 to the youth version of the survey. A full report of the consultation is in Appendix 2, and the headlines are summarised below:

a. The majority of respondents in both surveys were either "very satisfied" or "satisfied" with the proposals overall (90% of youth survey respondents and 70% of respondents to the main survey).

b. Swimming pools - the majority of respondents from both surveys (73% in the main survey and 89% of youth survey respondents) were "very satisfied" or "satisfied

c. The consultation responses suggest that the new facilities will be more popular than the existing offerings. In particular:

I. The 130-station health and fitness suite was the most popular among both main survey respondents and youth respondents, with 60% and 41%, respectively, saying they would be most likely to use these facilities.

II. The 2 new gym and dance studios were also popular among both respondent groups, with 38% and 34%

III. The group cycling studio also had interest from respondents of both surveys, with 23% of main survey respondents and 19% of youth survey respondents saying they would most likely use this.

IV. The new wellness and toning centre was popular among main survey respondents, with 39% saying they would be most likely to use this facility.

2.8. The cost to complete the detailed design are now estimated to be £2.003 million. Now that the designs are sufficiently advanced, it is estimated that the total cost to complete the construction and fit out will be an additional £27.096 million This gives a total project cost estimate of £29.099 million; as summarised in the table below.

Item	***Design Stage Committed***	***Build Stage Cost to Complete***	***Total Project Cost***
Council Costs	*£298,015*	*£96,000*	*£394,015*
Design Costs	*£1,363,275*	*£0*	*£1,363,275*
Build (Inc Inflation)	*£0*	*£24,565,203*	*£24,565,203*
Project Management	*£341,606*	*£477,776*	*£819,382*
Fittings & Equipment	*£0*	*£1,296,778*	*£1,296,778*
Contingency	*£0*	*£660,000*	*£660,000*
Total Costs	***£2,002,897***	***£27,095,757***	***£29,098,654***

Summary of Project Cost Estimates

2.9. The council is also running a project in parallel to appoint a new operator for its Leisure Centres, there are dependencies between both projects which need to be aligned.

2.10. This is a capital project and is included in the capital Strategy as a priority project. The strategy proposes that £4.5 million is made available from both Community Infrastructure Levy (CIL) and capital receipts and that the balance is funded through borrowing.

2.11. If approved, it is estimated that the construction and fit out will take 19 months to complete and be open to the Public. For example, if approved at the Council meeting on 26th February 2026, the facility would be open to the public at the end of 2027.

2.12. If the project is not approved, the costs to date of £2,002,897 would be written off to the Council's revenue account.

2.13. No Council decision nor formal consultation has been undertaken on the future of the Quarry Pool, which will be of significant concern to many Members. The building is end of life and not financially viable but has a strong local following and plays an important role in the community. Closure and disposal or transfer would support the business case for SSV but comes with other risks and lowers the social value of our offer. Rebuilding as a community pool could be implemented – but with a financial impact on the overall scheme. The new Administration acknowledges that the SSV scheme and the Quarry are linked and have asked officers for several options to be investigated regarding continued community swimming provision in central Shrewsbury. This will come back to Scrutiny at a future stage.

3. Recommendations

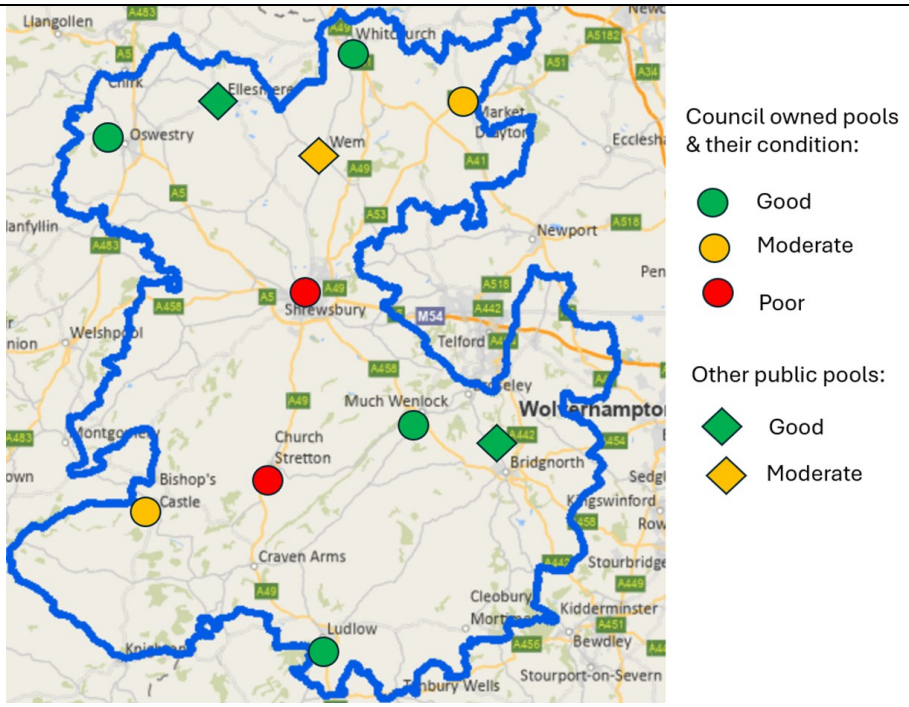
3.1. Scrutiny Committee are invited to comment on the proposals within the report which will be taken to Cabinet on 21 January 2026 and Council on 26th February 2026 for a final decision on whether to proceed with the proposed recommendations to borrow and develop the Sports Village.

3.2. We invite the Scrutiny Committee to open communications on decarbonising the site via the Solar Panels and the Heat Network. Although they would be separate projects they could be run in parallel to the main project.

Report

4. Risk Assessment and Opportunities Appraisal

4.1. The quality of council leisure and pool facilities varies across the County, with excellent new facilities in Whitchurch and good to medium quality centres in the main market towns. Investment is being made in pool facilities at Bishops Castle and Market Drayton to sustain swimming at these key locations. Shrewsbury does however lag behind as the existing Quarry pool and Fitness centre built in the late 1960's is now end of life and significant structural failures in recent years have resulted in long closures and high repair costs. There is a risk that these outages and costs will become worse in the near future.



Summary of Public Pool and fitness provision in Shropshire

4.2. There are currently two leisure facilities in Shrewsbury owned by Shropshire Council and managed by Shropshire Community Leisure Trust: The Shrewsbury Sports Village (SSV) and Quarry Swimming & Fitness Centre. The two centres in their current form are not a long-term viable solution for Shrewsbury's swimming and fitness needs, in particular because of:

- The poor financial viability of both sites – neither site has the optimal mix of facilities, which limits the revenue they generate. As a result, the Council must make a significant annual subsidy to the operator.

- The need to making the new facility a low energy and all electric solution – reducing operating costs and making a significant contribution to the Council's carbon neutral target.

- The need to make new fitness facilities available to people with disabilities and groups not previously catered for by the current Sports Village offerings.

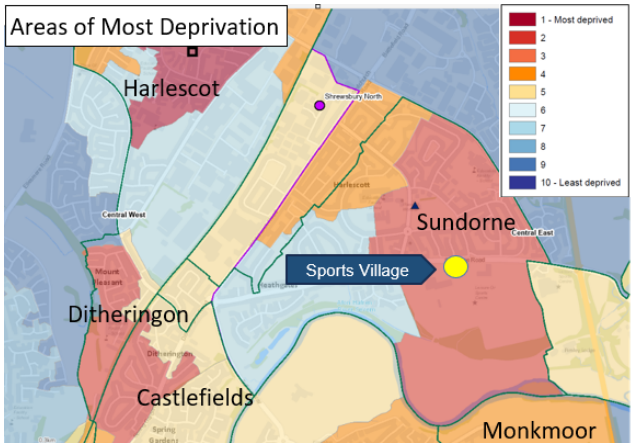
- The need for new swimming facilities, to address the risk posed by the aging Quarry Pool; providing continuity for schools swimming and making a facility which meets the standards necessary to hold county level swimming competitions.

4.3. The need to address these issues has become financially critical both because of the scale of operating subsidy required to keep both facilities open; but also, the compound effect of inflation is making any future replacement less financially viable. The costs of the Sports Village extension proposed here will increase by £1 million per annum at current inflating rates.

4.4. Continuity of swimming provision is essential if primary schools in Shrewsbury and Central Shropshire are to continue to meet their obligations to provide swimming

lessons. It is a Key Stage 2 requirement that all children should be able to swim 25 metres before they leave primary school.

4.5. The proposal to locate the new swimming and additional fitness facilities in Sundorne demonstrates that the Council would be investing where social need is greatest. The evidence shows that 30% of the households within a 15- minute walk of the Sports Village are from deprived households and the Districts within North Shrewsbury: Harlescott, Castlefields and Ditherington, Monkmoor and Sundorne represent amongst the most deprived areas in the County.

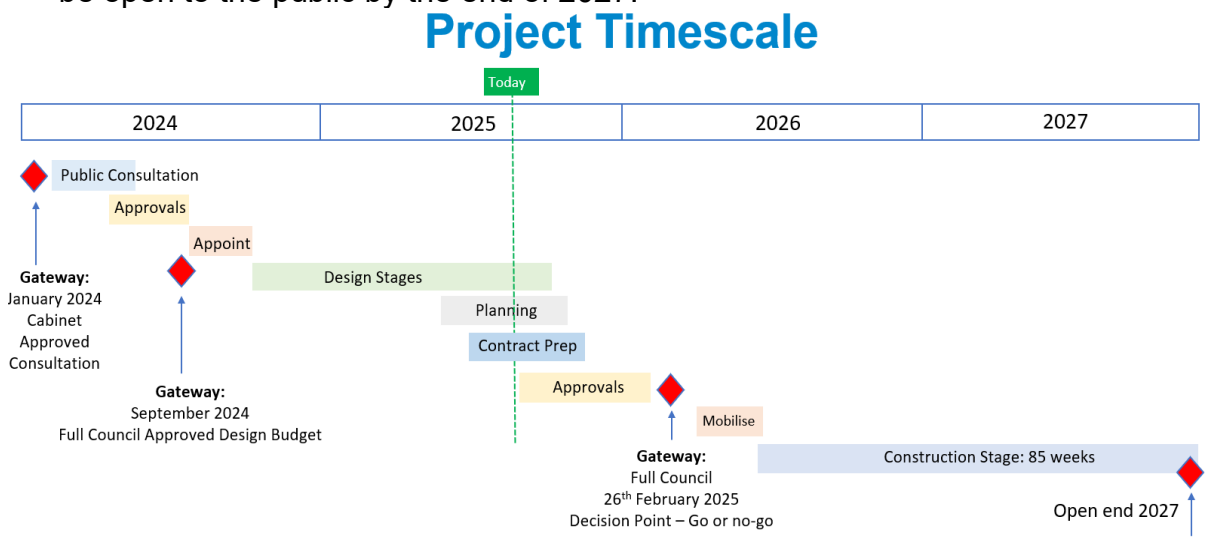


Ranking of Wards in North-East Shrewsbury Place Plan Area in metrics

Indicator of Deprivation	*Harlescott*	*Castlefields & Ditherington*	*Monkmoor*	*Sundorne*
Unemployment	*1*	*1*	*12*	*3*
Child Poverty	*1*	*2*	*4*	*6*
Income Preprivation	*1*	*4*	*2*	*6*
IMD Scope (2019)	*1*	*4*	*2*	*5*
Long term unemployment	*8*	*4*	*3*	*7*
General fertility rate	*2*	*4*	*21*	*5*
Low birth rate	*17*	*24*	*2*	*31*
A&E attendance- under 5s	*9*	*20*	*10*	*16*
Emergency Admissions- under 5s	*13*	*27*	*3*	*11*
Emergency admissions for Injuries under 15s	*1*	*5*	*39*	*11*
Average Rank (1 is county worst)	***1***	***3***	***4***	***5***

Deprivation indices in North Shrewsbury

4.6. If approved, at the Council meeting on 26th February 2026, the new facilities would be open to the public by the end of 2027.



4.7. Alignment to the Shropshire Plan:

Shropshire Plan Goals	Strategic Fit
The Shropshire Plan - Healthy people: Support Shropshire residents to take responsibility for their own health and wellbeing, choosing healthy lifestyles and preventing ill-health, reducing the need for long-term or hospital care.	The proposal will provide new and extended fitness facilities. The scope includes specific facilities to aid wellbeing for all generations – particularly the young through a learner pool, competition opportunities and active play and older

	people or those with special needs, through accessible swimming and a toning studio.
The Shropshire Plan - Healthy Economy: Develop a vibrant destination that attracts people to live in, work in, learn in and visit. Deliver excellent connectivity and infrastructure, and increasing access to social contact, employment, education, services, and leisure opportunities	The new swimming and fitness facilities are significant to attracting investment and new residents. The facility will provide major new leisure opportunities for Shrewsbury and the surrounding communities.
The Shropshire Plan - Healthy Environment: reduce our carbon footprint, including the adoption of low-carbon energy for our assets and for communities	The new facility will be energy efficient and all electric with photovoltaic cells and air source heat pumps which will contribute to meeting the carbon reduction targets
The Shropshire Plan - Healthy Organisation: We will communicate clearly and transparently about what Shropshire Council delivers, signposting to the right places for services and support, and listen to what communities say about their place and what they need.	The proposals have been subject to a public consultation and are designed to provide fitness and wellbeing facilities that meet the needs of all sections of the population.
We will put our resources in the right place using accurate data, insights, and evidence to support the delivery of the organisation's priorities and balance the books.	The facility will be more efficient to run and attract sufficient new income to become as near self-financing as possible and therefore will offer better value for money.

4.8. Risk Table:

Ref	Item	Description	Mitigation
1	Inflation	Issue – UK Inflation high and has driven up build costs and materials threatening the financial affordability of the Project and making accurate forecasting difficult.	UK Inflation has been high during the project planning stage. Rates have fallen in recent months and are currently at 3.8% (August CPI). This has resulted in the project costs increasing substantially in the past two years. The cost model and been uplifted for inflation and includes allowance for inflation, but inflation will increase the project costs by £1 million per annum if delayed.
2	Interest Rates	Issue – UK Interest rates have been rising and this affects the cost of borrowing to the Council on Capital Projects and can make projects unaffordable.	The Council can borrow from the Government via the Public Works Loan Board (PWLB), albeit the current rate is 4.5% and may rise in the coming months. Seeking capital funds from other sources can reduce the borrowing costs e.g.: from Capital Receipts and the Community Infrastructure Levy (CIL)
3	Scope Creep	Risk – Adding new features or conditions to the project will inevitably increase both the time and cost of the project – threatening the Project viability	The project should agree a fixed scope through the Council approval process. Strong change control and project governance is required to avoid scope creep and should not vary without the appropriate approvals. The scope of the project will be fixed at that detailed in this report.

4	Public response	Risk – This proposal will be viewed purely in terms of swimming - and not seen as creating a range of new viable health and fitness facilities at the SSV as well as a new modern energy efficient and accessible pool offering.	The response from the Public Consultation was very positive albeit a minority of respondents were dissatisfied and expressed concern for the potential closure of the Quarry Pool. The report suggests commencing a new project to look at future options for the Quarry which is end of life.
5	Availability of Capital funds	Issue – The Council's Capital Programme includes reference to a Swimming in Shrewsbury initiative, and the project is recognised as a priority need- however, to date there have been no capital funds yet secured to enable implementation.	The proposal requires both Cabinet and Full Council decisions to be made on whether to proceed with Capital funding and approve the inclusion of the project in the Capital Programme. The Council should explore all means of Capital funding, including Public Works Loans Board, Capital Receipts, CIL (Community Infrastructure Levy), grants and any other available.

5. Financial Implications

5.1. Shropshire Council continues to manage unprecedented financial demands and a financial emergency was declared by Cabinet on 10 September 2025. The overall financial position of the Council is set out in the monitoring position presented to Cabinet on a monthly basis. Significant management action has been instigated at all levels of the Council reducing spend to ensure the Council's financial survival. While all reports to Members provide the financial implications of decisions being taken, this may change as officers review the overall financial situation and make decisions aligned to financial survivability. All non-essential spend will be stopped and all essential spend challenged. These actions may involve (this is not exhaustive):

- scaling down initiatives,
- changing the scope of activities,
- delaying implementation of agreed plans, or
- extending delivery timescales.

5.2. The detailed designs are nearing completion, and the cost to complete these designs are now estimated to be £2.003 million. Now that the designs are sufficiently advanced, it is estimated that the total cost to complete the construction and fit out will be an additional £27.096 million This gives a total project cost estimate of £29.099 million; as summarised in the table below.

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Total Costs	***£2,002,897***	***£27,095,757***	***£29,098,654***

Summary of Project Cost Estimates

5.3. This project is included in the current capital strategy as a priority project. The strategy now envisages that £4.5 million will be made available from a combination

of capital receipts and CIL funding. The remainder of the funding will be sought from public borrowing. The borrowing would have to be repaid over a 40- year period.

5.4. Officers have consulted Sport England and unfortunately there is currently no grant funding available in Shropshire, as grant aid is only being assigned to specific areas of the country as part of their Places Strategy. However, this strategy is currently under review and if opportunities arise for Government funding the project will apply as any contribution will reduce borrowing costs and improve the revenue position.

5.5. If the project is not approved, the costs to date (£2,002,897) would be written off to the Council's revenue account.

5.6. The key challenges for agreeing a viable business case will be agreeing which budgets can be assigned to the project, where the capital receipt will come from and how much CIL funding is available. The Council will then have to approve these allocations.

5.7. The draft business case presented here looks at the revenue impact of various funding scenarios for comparative purposes. These include:

- Option 0 – Status Quo: Not proceeding with the project would result in the design costs being written off to the revenue account and increasing costs for maintaining the quarry.
- Option 1 - Assumes the project is funded entirely by borrowing, with the existing Sports Village subsidy being set against the borrowing costs.
- Option 2 - Is the same as Option 1, but we also include the subsidy from the Quarry pool to set against the repayments.
- Option 3 - is the same as Option 2, but we include a Capital Receipt of up to £4 million and a contribution of £0.5 Million from the CIL – this is the Option included in the current Capital Strategy.
- Option 4 – This is the same as option 3, but the contribution from CIL is increased to £3 million which significantly reduces level of borrowing and thus repayments. This also generates the best revenue position for the council.

5.8. The borrowing implications for each of these options is shown below.

	Options - Costs in £ Millions	Borrowing	Cap Recipts	CIL	% Borrowing	Annual Borrowing Repayments	Breakeven Year
Option 0	Status Quo - do not proceed	£0.000	£0.000	£0.000	NA	£0.000	NA
Option 1	Sundorne Budget	£29.099	£0.000	£0.000	100%	-£1.581	NA
Option 2	All Budgets	£29.099	£0.000	£0.000	100%	-£1.581	12
Option 3	All Budgets & Capital Receipt, some CIL	£24.856	£4.000	£0.500	85%	-£1.351	6
Option 4	All Budgets & Capital Receipt, more CIL	£22.356	£4.000	£3.000	77%	-£1.215	1

5.9. The revenue impact of each of these options is shown below.

	Options - Costs in £ Millions	Ave NPV 25Yr	Ave NY 25Yr	5 Year Revenue	25 Year Revenue	25 Year NPV
Option 0	Status Quo - do not proceed	-£0.163	£0.000	-£2.429	-£5.319	-£4.066
Option 1	Sundorne Budget	-£0.292	-£0.014	-£2.457	-£9.959	-£7.294
Option 2	All Budgets	£0.044	£0.004	-£0.674	£3.052	£1.112
Option 3	All Budgets & Capital Receipt, some CIL	£0.193	£0.012	£0.248	£8.586	£4.814
Option 4	All Budgets & Capital Receipt, more CIL	£0.280	£0.016	£0.791	£11.846	£6.996

6. Climate Change Appraisal

6.1. Shropshire Council declared a climate emergency on 16th May 2019. This commitment was accompanied by a strategic framework adopted later that year in December, aiming for net-zero corporate carbon performance by 2030. The council's climate strategy and Action Plan was adopted in in December 2020, which outlines how the council intends to reduce its carbon footprint and adapt services to be more resilient to climate impacts.

6.2. Leisure centres are amongst the type of buildings which generate the most CO2 on the Council's estate; particularly when they include swimming pools. The table below shows the main CO2 producing council buildings which are in operation (Data excludes Shirehall which is now closed, Whitchurch pool which is all-electric and Bishops Castle Leisure centre which is oil fired and subject to a decarbonisation project).

Ranking	Site/Buildings	GIA (m3)	Gas Annual Consumption (kWh)	Gas Annual Consumption (kWh/m2GIA)	Gas Annual CO2 (tCO2e)
1	Ludlow Leisure Centre	3,642	2,777,355	763	509
2	Quarry Swimming & Fitness Centre	5,294	2,533,143	478	464
3	Oswestry Leisure Centre	4,112	1,753,830	427	321
4	Market Drayton Swimming & Fitness Centre	1,877	1,017,417	542	186
5	Theatre Severn	7,558	977,157	129	179
6	Shropshire Food Enterprise Centre	3,456	781,096	226	143
7	Shrewsbury Sports Village & Bowl Centre (Current buildings)	4,325	565,634	131	104
8	Oswestry Library	1,527	272,893	179	50
9	Shrewsbury Library	1,738	221,840	128	41
10	Ludlow Library	2,889	197,442	68	36

Table of Council buildings producing most CO2

6.3. It is proposed that the extension to the Sports Village set out in this project will be an all-electric facility to minimise its carbon-footprint. Air source heat pumps will be used to optimise energy use, and the building will be insulated to high standards,

including triple glazing. Photovoltaic cells will be placed on the new roof to generate electricity to offset demand.

6.4. The new facility would be designed and built to sustainable building principles, including striving to achieve the BREEAM Excellent standard. This will include quantifying and reporting the carbon performance of this project using a 'lifecycle carbon assessment' approach

6.5. At the Cabinet meeting on 11th September 2024, Members suggested and discussed a number of additional requirements to support the council's programme to achieve carbon net zero. This included to make the whole of the sports village complex all electric, and also to look at installing overhead photo-voltaic cells over the car parks. The Cabinet agreed these were worthwhile proposals and should be explored in the design stages of the project.

6.6. The project has undertaken an assessment of the feasibility of making the existing Sports Village buildings all electric. This would require additional insulation being added to the building fabric and converting the current gas boiler heating system to an all-electric solution with the deployment of additional air-source heat pumps. The initial estimates are that this programme of works would costs an additional £3 million. This is similar to the costs and proposal being implemented at the SpArC centre in Bishops Castle. Unfortunately, the Public Sector Decarbonisation scheme (PSDS) which provided 70% funding for the SpArC project is now no longer available and so the entire £3 million would need to be funded through additional capital borrowing.

6.7. Because the Carbon ranking of the Sports Village is 7th amongst the Council's building estate, such levels of borrowing may be better spent on Council buildings which have a higher ranking.

6.8. The project has however undertaken initial investigations into alternative methods to de-carbonise the existing Sports Village. One option would be to develop a local area heat network making use of biomass as a fuel and utilising a Pyrolysis plant to create both heat and biochar as a bi-product. There are potential financial benefits to such an approach and it is recommended that this option is further investigated as a means of providing cheaper heat or electricity to the Sports Village as a parallel project. Such a scheme would require planning permission and a detailed design and tender process if it were to progress.

6.9. The proposal to install overhead photovoltaic cells on the existing car parks at the Sports Village is an approach that has been looked at by other Councils in the UK, but the costs are high. A case study of a recent similar sized project with the NHS cost £1.1 million to implement and generated £75,000 in annual energy savings (See Appendix 5).

Case Study for Car Park Solar Panels – By Leeds Teaching Hospitals NHS Trust, Otley

6.10. The NHS project was supported by the former government PSDS scheme which is now no-longer available. However, a basic business case suggests that the savings would be sufficient to balance the borrowing costs - see business case summary below. This report recommends that the project continues to develop such a proposal as an addition to the scope and budget if members wish to proceed and bring such proposals back to Cabinet and Council in due course.

Total Project cost estimate:	**£1,100,000**
Borrowing	£1,100,000 Over 25 years
Alternative funding	£0

£m	**Year 1** 2026/27	**Year 6** 2031/32	**Year 11** 2036/37	**Year 16** 2041/42	**Year 21** 2046/47
EXPENDITURE	**0.000**	**(0.078)**	**(0.078)**	**(0.078)**	**(0.078)**
Borrowing Repayments		(0.078)	(0.078)	(0.078)	(0.078)
INCOME / SAVINGS	**0.015**	**0.085**	**0.096**	**0.109**	**0.123**
NET INCOME / EXPENDITURE	**0.015**	**0.007**	**0.018**	**0.031**	**0.045**

25 Year NPV (£m)	**0.360**
Average Yield (25 years)	**2.29%**

Outline Business Case summary for Car Park Overhead Solar Panels

7. Background

7.1. Planning for new council swimming and fitness facilities in Shrewsbury have been in the planning stages for over 20 years but to date proposals have not progressed beyond the initial design stages due to a lack of political consensus.

7.2. In 2020 the Council initiated a Swimming in Shropshire working group which resulted in the publication of the Leisure Facilities Strategy 2019 to 2038 (see Appendix 3). This strategy recommended the priority for the County should be developing new swimming and fitness faculties at Whitchurch, a new pool at the Sports Village and a major new pool facility at the Quarry. The feasibility work for all three facilities was completed but the costs and scope had escalated to a cost of £70 million at 2020 prices (see Appendix 4), excluding fit out costs.

Swimming in Shropshire Feasibility

Site	Initial Cost Estimate - 2022
Sports Village	£24,936,300
Quarry redevelopment	£32,558,249
Whitchurch	£13,100,000
Total Estimate	**£70,594,549**

7.3. The then Cabinet concluded that developing all three facilities was unaffordable but that the Council would progress the Whitchurch project as a priority because the pool had closed due to a serious pool tank failure. At the Council meeting of 22nd September 2022 it was agreed to proceed with the new Whitchurch pool and fitness centre alone. This project completed opened to the public on 19th March 2025 at a total capital cost for design, development and fit out of £14.06 million.

7.4. Meanwhile, the Cabinet progressed with plans for a scaled back pool and fitness facility as a means of transforming the fortunes of the Shrewsbury Sport Village and ensure continuity of provision of swimming in Shrewsbury because of increasing building failures and increasing costs at the Quarry.

7.5. A new feasibility study focused on the Sports Village transformation was prepared and presented to Cabinet on 17 January 2024. It was agreed that these proposals should be subject to a public consultation. The consultation ran for 8 weeks from 15th March until 8th May 2024 and the results are summarised below and presented in Appendix 3.

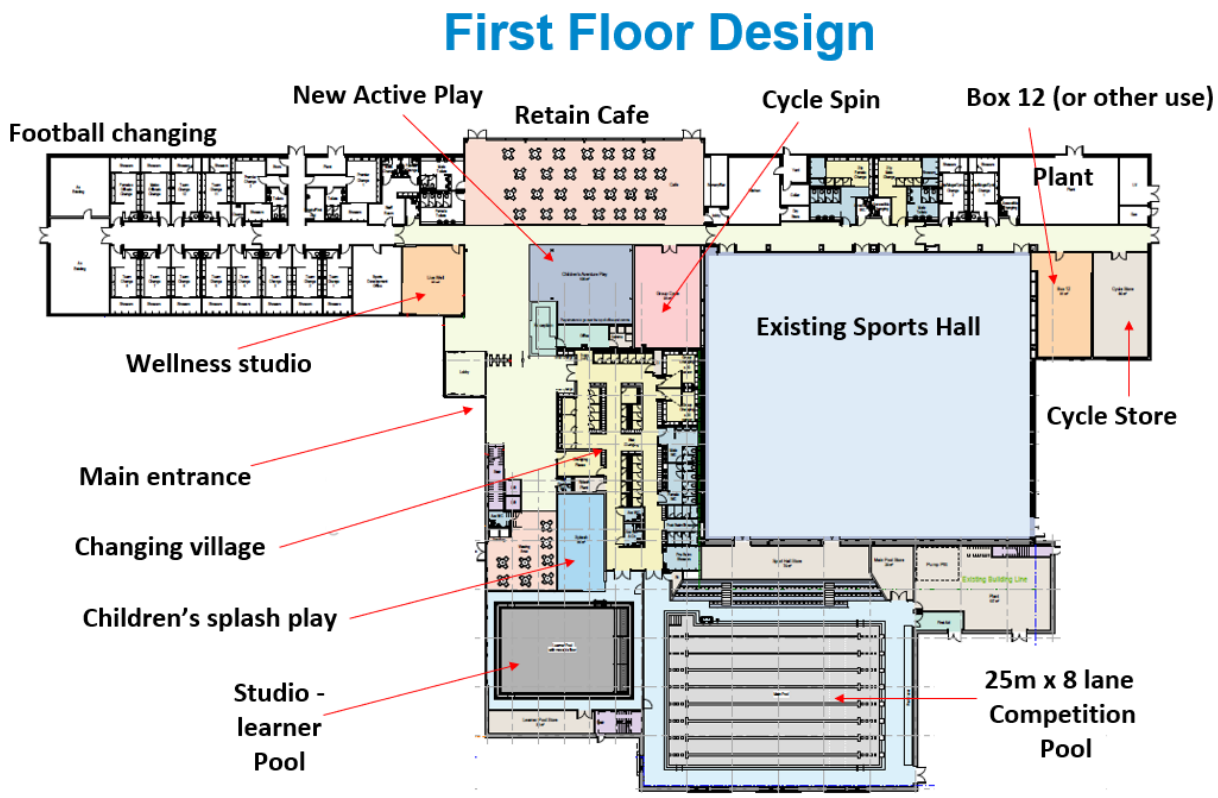
7.6. The decision to hold a public consultation on the Sports Village proposals were challenged by Councillor Roger Green and a further detailed report was presented to Scrutiny Committee on 9th February 2024.

7.7. The results of the Public Consultation (Appendix 2) were presented to Cabinet on 11th September and Council on 26 September 2024. The reports included a cost estimate for the project of £28.86 million. It was recognised that the construction phase would occur after the council elections in May 2025 and it was therefore proposed that Council would only approve the costs for the design stages of £2.248 million. It was agreed that final approval would be subject to a report to Council once

the detailed designs were completed, planning permission had been determined and firm costs for the construction and fit out had been obtained.

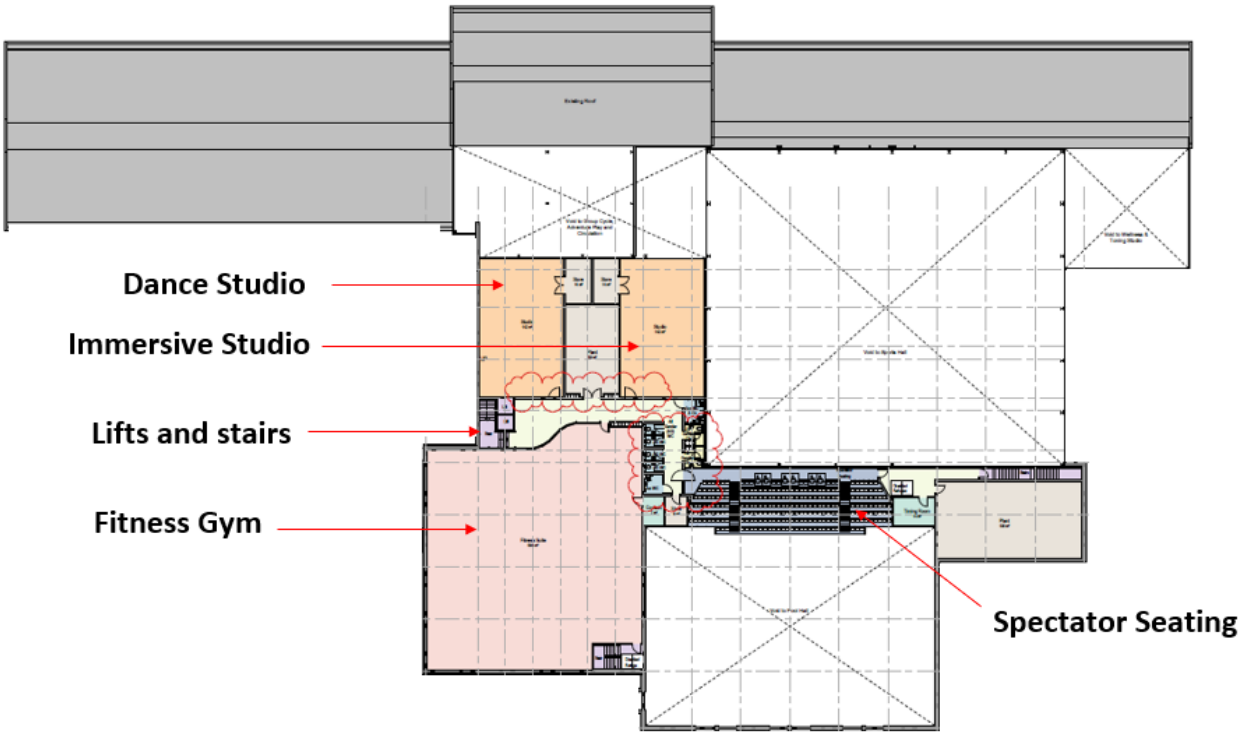
7.8. Following Council on 26th September 2024 and a selection exercise was organised through the UK Leisure Framework. A team led by Pellikaan Construction Ltd, with Robert Limbrick Architects was appointed to complete the detail project designs and prepare the planning application. The Northern Planning Committee are anticipated to consider the planning application at their meeting on 18th November 2025, but the highlights of the design proposals are summarised below.

7.9. The ground floor extends from the current sports village and develops the new facilities on current car park space.



7.10. A first-floor extension is proposed to contain the fitness gym, dance and activity studios and access to spectator seating. This will be accessible by stairs and two lifts from the new foyer.

First Floor Designs



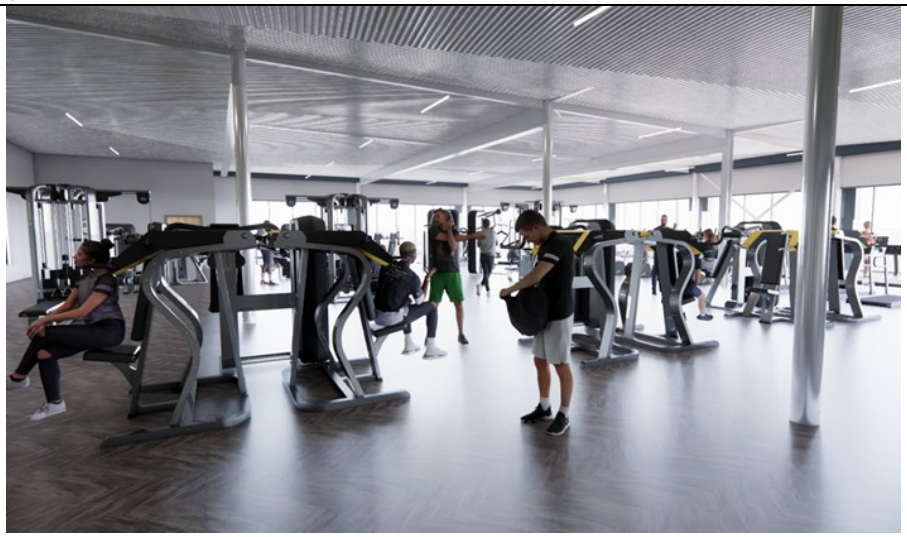
7.11. The following visuals illustrate the exterior of the building.

7.12. The following visuals illustrate the interior of the building.

Proposed main competition standard pool

Proposed studio learner pool

Laura.tyler@shropshire.gov.uk Laura Tyler



Proposed Fitness Gym

Proposed dance studio

8. Results of Public Consultation

8.1. A public consultation on the proposals was run for 8 weeks from 15th March until 8th May 2024. Consultation was conducted through two online surveys: one for the general public and one for children and young people. Paper copies of the surveys were also available at the Quarry Swimming and Fitness Centre, Shrewsbury Sports Village, and other council facilities. Two-day drop-in sessions were held at the Sports Village, Lantern Centre, Darwin Centre and Quarry.

8.2. The surveys asked respondents about their current use sports facilities in Shrewsbury, their satisfaction with the proposed facilities, and their views on the overall proposals. The surveys also included demographic questions and an opportunity for respondents to provide additional comments

8.3. In total, 1,367 responses were received to the surveys. 1,287 responded to the main survey either online or through paper copies, and 80 to the youth version of the survey. A full report of the consultation is in the appendix.

8.4. Views on Swimming Proposals: The majority of respondents from both surveys (73% in the main survey and 89% of youth survey respondents) were “very satisfied” or “satisfied” with the proposals. There was a minority in the main survey of 19% who were either “dissatisfied” or very dissatisfied” but this figure in the youth survey was only 2%.

8.5. Use of Other Facilities: Of the other new facilities proposed, the 130-station health and fitness suite was the most popular among both main survey respondents and youth respondents, with 60% and 41%, respectively, saying they would be most likely to use these facilities.

8.6. The two new studios were also popular among both respondent groups, for 38% and 34% of the respondents in both groups.

8.7. The group cycling studio also had interest from respondents of both surveys, with 23% of main survey respondents and 19% of youth survey respondents saying they would most likely use this.

8.8. The new wellness and toning centre which is aimed at older people and those with mobility issues was fairly popular among main survey respondents, with 39% saying they would be most likely to use this facility. As expected only 9% of youth survey respondents said they would most likely use this facility.

8.9. The new soft play area and the children's splash party were also popular among both respondent groups, with 29% and 34% of main survey respondents and 53% and 55% of youth survey respondents, respectively, saying they would be most likely to use these features.

8.10. Overall Satisfaction with the Proposals: The majority of respondents in both surveys were either “very satisfied” or “satisfied” with the proposals overall (90% of youth survey respondents and 70% of respondents to the main survey). While a minority of respondents to the main survey were “dissatisfied” or “very dissatisfied” (21%). The main themes in the comments were:

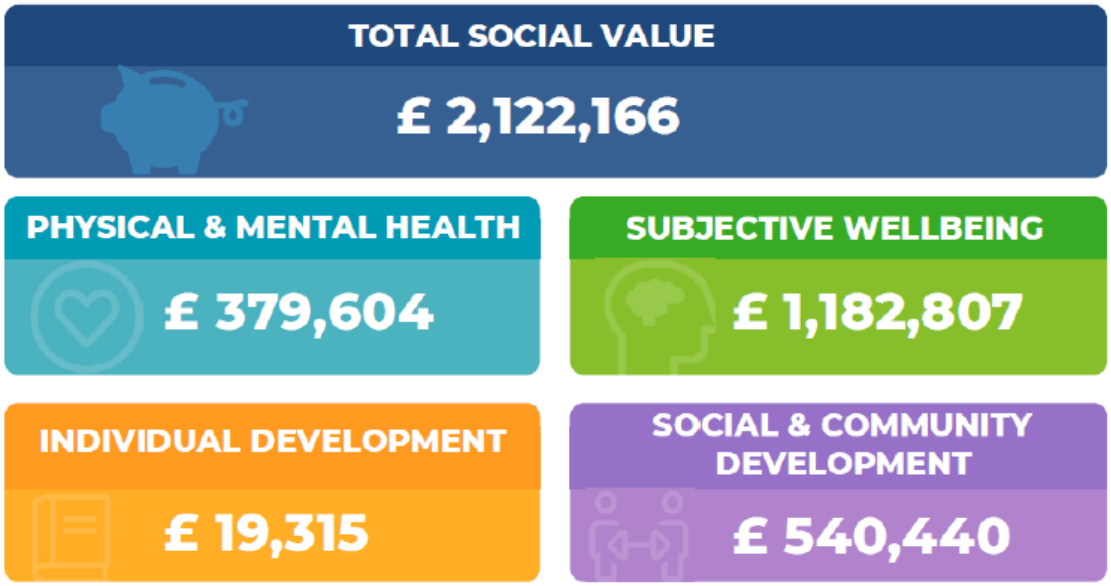
Themes – Other Comments on Whether Proposals Meet Objectives	Count	%
Concerns about accessibility of transport/traffic/enough parking	215	27%
Happy with proposals overall	118	15%
Concerns about cost	95	12%
Concerns about closure of Quarry	92	12%
Certain facilities/sports missing or plans don't go far enough	71	9%
Investment in Shrewsbury and not elsewhere	44	6%
Happy with ease of access	39	5%
Happy with inclusion of competition pool/seating	37	5%
Not enough information provided/not enough research done	33	4%
Prefer single sex changing rooms	16	2%
Other	33	4%

9. Social value, demand and wellbeing benefits

9.1. It is a goal of the Shropshire Plan to improve the health and wellbeing of the population in Shropshire and making a range of options available to all sectors of the population is key to these plans. This is vital if the council is to reduce the financial impact of an aging population on council and also NHS finances.

9.2. It is established that participation in exercise will improve public health. These benefits can be modelled and a financial attributed to reduced cost of healthcare. Sport England working with the University of Sheffield and 4Global have and the results of an assessment together with a demand assessment by Alliance Leisure are presented in Appendix 6. This show that:

- The current sports Village facilities and usage generate a Social Value of £918,801 per annum.
- The new Sports village proposal would increase the annual Social Value to £2,122,166 an increase of 131% from 15,321 regular participants. This will include benefits to: physical and mental health, individual development, subjective wellbeing and also improve social and community development (see figure x below)
- The proposals could increase fitness memberships by 260% to 2,903 reaching a far greater number of people and increasing revenue
- The typical drive time for people to reach a swimming pool is 20 minutes, and 217,543 Shropshire residents fall within that catchment area or over two thirds of the county's population – making the transformed Sports Village a strategic and countywide facility.
- The sports village is located to residential areas and there are 7,745 residents that live within a 20 minute walk, including a number of schools.



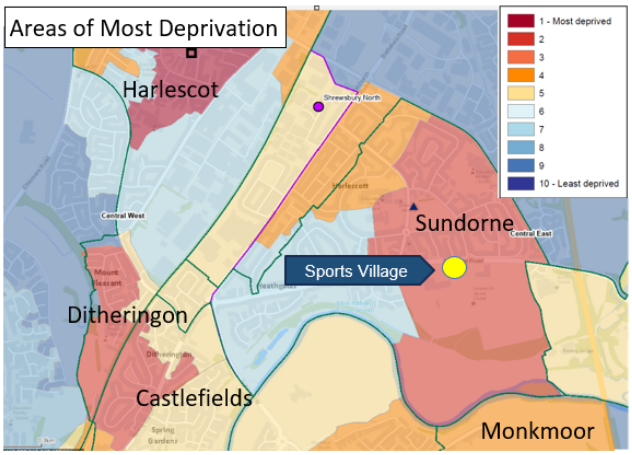
Social Value assessment of Sports Village proposals by 4Global

Outcome	Description
Physical and mental health	
CHD/ stroke	Reduced risk (participants 16+)
Breast cancer	Reduced risk (female participants 16+)
Colon cancer	Reduced risk (participants 16+)
Type 2 diabetes	Reduced risk (participants 16+)
Hip fractures	Reduced risk (participants 65+)
Back pain	Reduced risk (participants 16+)
Dementia	Reduced risk (participants 16+)
Depression	Reduced risk (participants 16+)
Injuries	Increased risk (participants 16+) – this is a negative value in the model

	Description
Subjective wellbeing	
Subjective wellbeing	Improved life satisfaction (participants 16+)
Individual development	
Educational attainment	Improved educational attainment (participants 11 - 18)
Human capital	Enhanced human capital (average additional salary for graduates)
Social and community development	
Crime	Reduced criminal incidences (male participants 10-24)
Social capital	Improved social networks, trust and reciprocity

Factors used to assess Social Value in the model

9.3. Whilst life expectancy in Shropshire is generally good there are significant ward-level disparities, with the wards in the north-east of Shrewsbury having significantly poorer health outcomes. For example, there is a 10-year life expectancy gap between the population of Sundorne (75.3 years) compared to Copthorne (85.8 years). Conditions such as Asthma, Congestive Heart Disease and Hypertension are high in Shrewsbury and Smoking in the north-east of Shrewsbury is higher than average. The Shrewsbury JSNA highlights major health inequalities linked to social-economic deprivation which is a problem in the surrounding wards of Harlescott, Castlefields, Ditherington Sundorne and Monkmoor. Harlescott is one of the most deprived areas nationally.



Ranking of Wards in North-East Shrewsbury Place Plan Area in metrics

Indicator of Deprivation	*Harlescott*	*Castlefields & Ditherington*	*Monkmoor*	*Sundorne*
Unemployment	*1*	*1*	*12*	*3*
Child Poverty	*1*	*2*	*4*	*6*
Income Preprivation	*1*	*4*	*2*	*6*
IMD Scope (2019)	*1*	*4*	*2*	*5*
Long term unemployment	*8*	*4*	*3*	*7*
General fertility rate	*2*	*4*	*21*	*5*
Low birth rate	*17*	*24*	*2*	*31*
A&E attendance- under 5s	*9*	*20*	*10*	*16*
Emergency Admissions- under 5s	*13*	*27*	*3*	*11*
Emergency admissions for Injuries under 15s	*1*	*5*	*39*	*11*
Average Rank (1 is county worst)	***1***	***3***	***4***	***5***

Summary of Deprivation Indices in North Shrewsbury

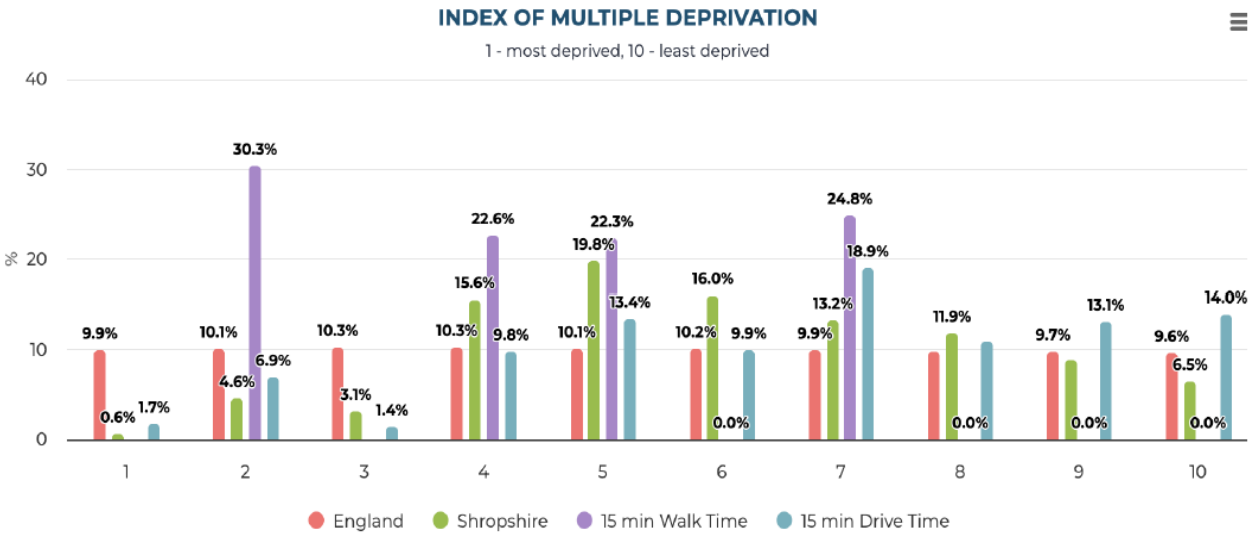
9.4. A survey conducted as part of Shropshire' JSNA reported experiencing challenges to being physically active, the most commonly cited barriers included:

- Time constraints (35%)
- Underlying health issues (34%0
- Cost of facilities (26%)
- Lack of adequate local facilities (26%0
- Mobility issues (15%)
- Lack of motivation (14%)
- Safety Concerns about exercising outside (14%)

9.5. Whilst the most affluent areas of Shrewsbury and Shropshire will have access to private fitness facilities, making public facilities and healthy life choices to the

population of north-east Shrewsbury within walking distance will generate greater health benefit outcomes. These benefits will be enhanced with referrals for physical and mental health services and create opportunities for partnerships between public bodies and the transformed Sports Village.

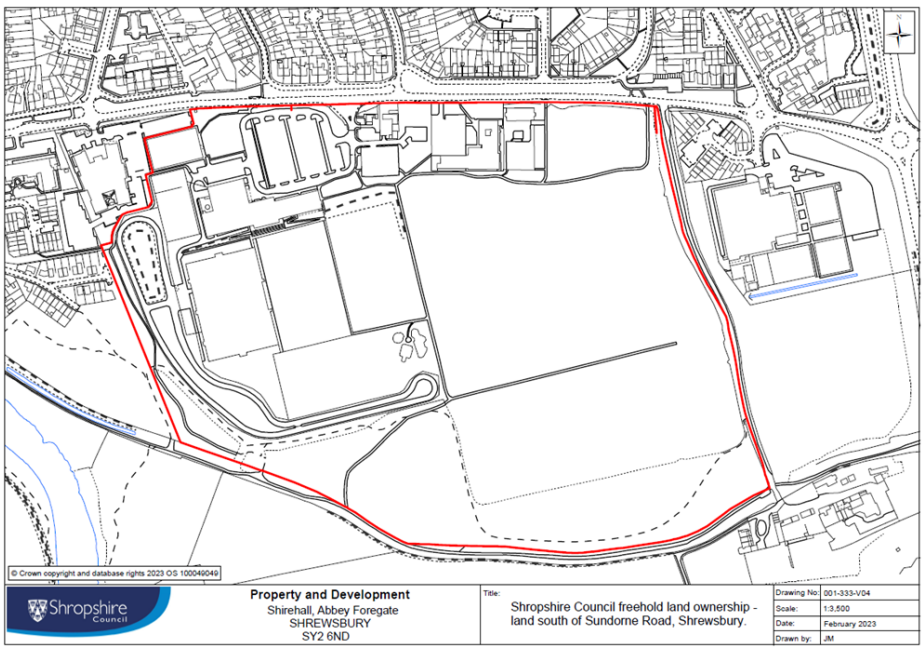
9.6. Modelling of the socio-economic make upto of the Sport Village catchment area shows that 30% of people living within a 15-minute walk of the Sports Village live in areas of high levels of deprivation, with 10% of those within a 15 minute drive also being within the most deprived groups.



Deprivation levels for population within 15 mins drive and walk from Sports Village

10. Site details, Accessibility, Parking and Transport

10.1. The Shrewsbury Sports Village site is wholly owned by Shropshire Council, and no external agreements will be required with adjacent landowners to complete the project.



Shropshire Council Land Ownership

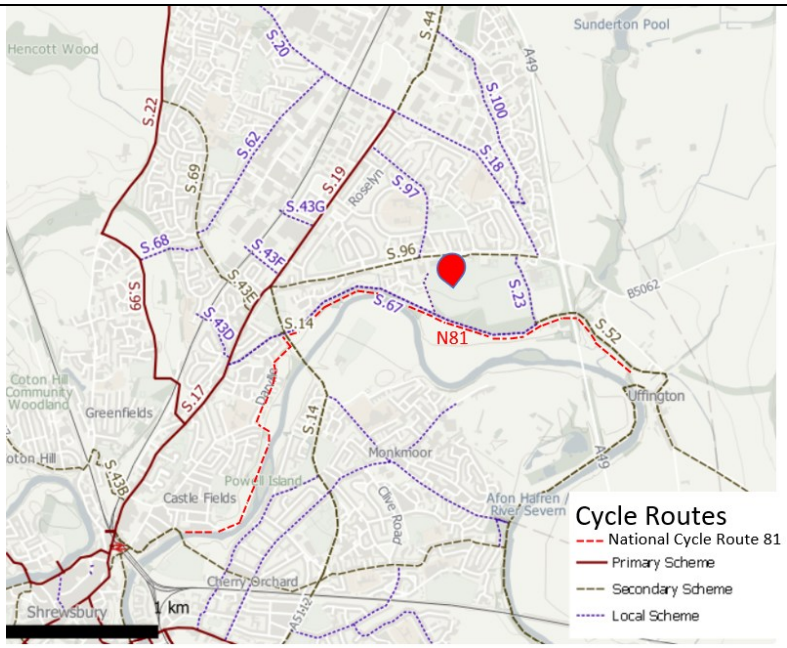
10.2. The existing sports Village development was part funded by both Sport England and the Football Foundation. The Council is consulting both bodies regarding the proposals in accordance with the original grant agreements entered into by Shrewsbury and Atcham Brough Council. The terms of these grants are due to expire in the coming years.

10.3. The Shrewsbury Sports Village is located on the northeast of Shrewsbury on Sundorne Road and close to the Shrewsbury Eastern by-pass providing good road access

Location of Shrewsbury Sports Village

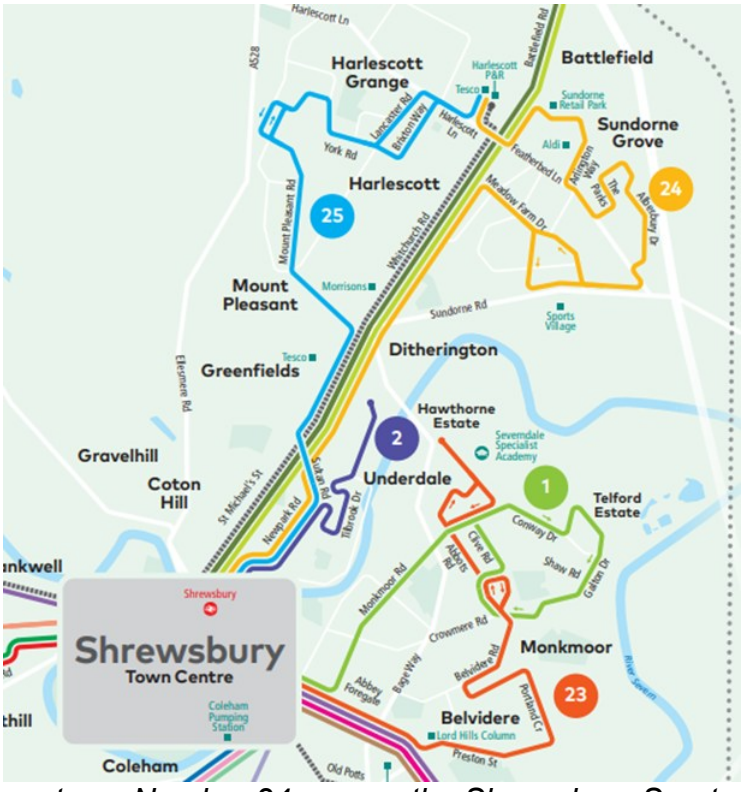
10.4. The Shrewsbury Sports Village is also known locally as the Sports Village, Severn Fields or Sundorne. It is proposed that the *Shrewsbury Sports Village* name should be simplified and shortened to the *Sports Village* to reflect its established standing but also recognise that it serves a wider user catchment area than Shrewsbury and reflect its role as a county facility.

10.5. The Shrewsbury sports Village is served by a number of Local Cycle routes linking the site to local communities and Shrewsbury town centre. National Cycle Route 81 passes along the site boundary and into the town centre (see plan below) .



Cycle routes serving the Shrewsbury Sports Village

10.6. The Shrewsbury Sports Village is on the Arriva bus route 24 which links the site to local suburbs and the town centre. This is a route that receives Council subsidy, albeit like all buses does not run on Sundays. The project has had some discussions with the public transport team and will discuss options to improve the service if the project is approved.



Bus routes – Number 24 passes the Shrewsbury Sports Village

10.7. Of the points of concern raised in the public consultation and by the Town Council in response to the Planning Application was the availability of Car Parking spaces. Typically for leisure centres, most of the users attending the site are expected to

come by car. There are currently 340 car park spaces at the Shrewbury Sport Village. This is typically more than enough to meet the needs for the current facilities. However, there are times during the football season or when events re being held at the Sports Village that car parks become full. In addition, the proposals involve building the extension on existing car park spaces. For this reason, the project is proposing to provide 100 additional temporary car parking to be used when *bust capacity* is needed. These new car parks will not be covered with tarmac which is bad for the environment and exacerbates run-off and flooding problems. But will be made of *Grasscre*te – a concrete matrix which in interspersed with soil and grass. The net effect will be that car park spaces overall will increase at the Sports Village from the current 340 paces to 410 spaces, an increase of 29% - but 100 of these will be burst capacity using grasscrete. See plan below.

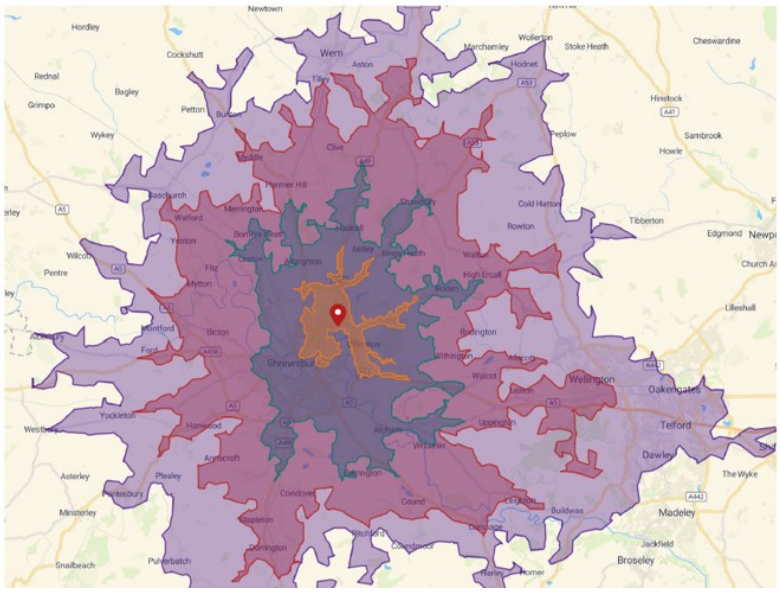
Shrewsbury Sports Village Transformation – Car Park Proposals

10.8. The project has modelled the accessibility of the Shrewsbury Sports Village site and this has demonstrated that the site is within a 20 minute drive to 217,543 people, this is over two thirds of the population of Shropshire. Making this a strategically important County wide facility.

Drive Time Catchment Maps

Drive Time (Mins) - Population of Catchment			
5	10	15	20
23,254	72,272	115,510	217,543

15 min Shrewsbury Sports Village, ...
10 min Shrewsbury Sports Village, ...
20 min Shrewsbury Sports Village, ...
05 min Shrewsbury Sports Village, ...



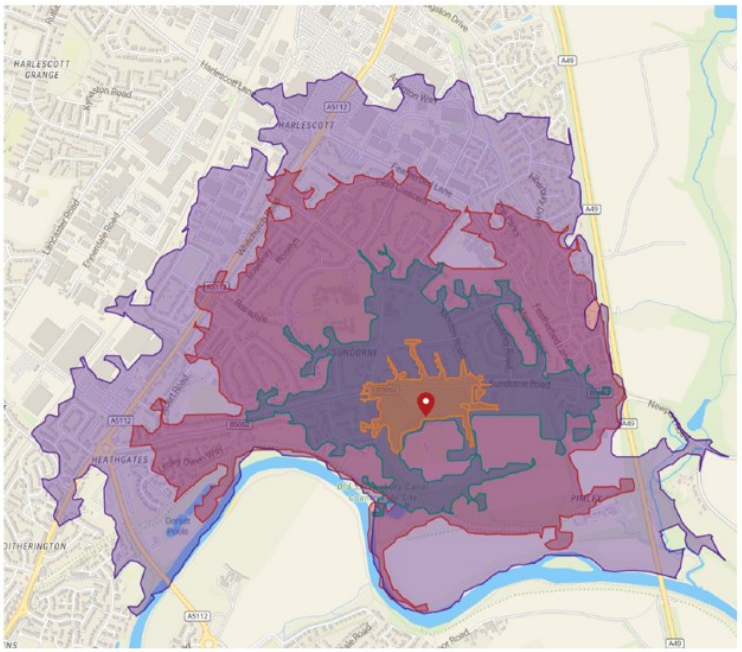
Shrewsbury Sports Village Transformation – Accessibility by Car

10.9. The Shrewsbury Sports Village is in a sub-urban location and is within easy walking distance of a number of Primary Schools as well as local communities. The analysis show that there are 7,745 people within a 20-minute walk to the site. – see figure below.

Walk Time Catchment Maps

Walk Time (Mins) - Population of Catchment			
5	10	15	20
61	1,049	4,590	7,745

15 min Shrewsbury Sports Village, ...
10 min Shrewsbury Sports Village, ...
20 min Shrewsbury Sports Village, ...
05 min Shrewsbury Sports Village, ...



Shrewsbury Sports Village – Walking Distance

11. Town Centre Options and Future of the Quarry Pool

11.1. At the Scrutiny Committee on 9th February 2024 posed a number of questions one of them being whether the Smithfield Road development had been considered as a new pool location:

"The report did not consider an option for the Smithfield development in the Town Centre. This will have a leisure offer and some have suggested that a swimming pool and sports complex on this site would draw people into town and also be attractive for those who would like to live in town."

11.2. Currently there is no Capital project looking at the future of the Quarry Pool albeit an important rationale for the Sports Village Transformation project is that the Quarry Pool and Fitness Centre is over 50 years old and the building is end of life. This was discussed in some detail at the Scrutiny Committee on 9th February 2025.

11.3. The use of Smithfield Road and the Riverside site as an alternative for a new Pool complex was originally considered but discounted as a possible location is a study undertaken in 2014 but dismissed (see Appendix 7). The limitation of the Riverside site as a location were most recently set out in the Scrutiny Committee report on 9th February 2024. The site is unsuitable because:

a. Flood Risk - The Riverside site sits within Flood Zone 3 and has poor ground conditions with a water table very close to the ground surface. Any building on the Riverside site would need to be developed with a 3 metre floor risk in mind. A new facility on the site would need to be raised out of the flood zone, and this would apply to the base of the pool tank, adding to the construction cost.

b. Environment Agency agreement – any development on the flood plain and or any development which penetrates the water table would require environment Agency agreement and a strong risk that these authorisations would not been agreed. Typically, such authorisations take at least one year to be determined, which would add to the inflation risk and cost of such a scheme.

c. Conservation Area Aesthetics - If the pool tank is raised above the flood zone, this will significantly increase the construction costs and potentially create large areas of façade. The site is in a conservation area, so creating a massing and aesthetic that fits the Riverside.

d. Financial Viability – Swimming pools on their own are generally not financially viable – and need to be developed along with other more financially viable end-uses such as gyms and studios.

e. Opportunity Cost - A swimming pool on Riverside would take up most of the Phase 1 development area. Whilst Shropshire Council intends to anchor the development with the Multi Agency Hub, Plots 5 and 6 are currently intended to be private developer led. A swimming pool and associated fitness facilities would remove this opportunity

11.4. In summary - the challenges posed by a Riverside location are such that Officers are not recommending such a location is pursued.

11.5. Some Member have also challenged officers with looking at the vacant Pride Hill Shopping centre as a potential alternative location for a new Pool development instead of the Sports Village., The project has therefore commissioned Architects Roberts Limbrick and Structural engineers the Furness Partnership to undertake a site visit and initial assessment of the feasibility of this proposal (see Appendix 8).

11.6. The Pride Hill site is large and over several stories provides the potential for a range of Leisure activities which would be worthy of further investigation as a means to attract footfall to the town centre. However, the Pride Hill complex poses a number of engineering challenges is a more significant alteration were implement to install two swimming pools one of which is of Competition Standard. The site is built on a raft foundation which is supported by the hydraulic pressure exerted by the water table which is close to the surface - rather than on deep file foundations. Any significant alteration to the balance of the building would have a catastrophic impact on the building stability. Whilst not impossible to deliver, the likelihood that a team could be assembled to undertake the design and development risk is unlikely. In addition, the additional cost of converting Pride hill would likely cost double the cost of the comparable facilities proposed at the Sports Village.

11.7. In summary, officers do not recommend that Pride Hill is considered as an alternative location for new Pool facilities – but the site does offer opportunities for less structurally invasive leisure activities.

11.8. Finally, this report seeks to address the issue of the future of the Quarry pool and fitness Centre. No Council decision nor formal consultation has been undertaken on the future of the Quarry Pool, which will be of significant concern to many Members. The building is end of life and not financially viable but has a strong local following and plays an important role in the community. Closure and disposal or transfer would support the business case for SSV but comes with other risks and lowers the social value of our offer. Rebuilding as a community pool could be implemented – but with a financial impact on the overall scheme. The new Administration acknowledges that the SSV scheme and the Quarry are intrinsically linked, and have asked officers for several options to be investigated regarding continued community swimming provision in central Shrewsbury. This will come back to Scrutiny at a future stage.

12. Conclusions

12.1. The Shrewsbury Sports Village Transformation Project proposes a major extension to enhance health and fitness facilities, aiming to increase accessibility, financial sustainability, and environmental performance. The project includes new pools, fitness studios, and wellness areas, designed to meet diverse community needs and support the council's carbon neutral goals.

a. Project overview: The proposal includes an 8-lane competition pool, a teaching pool with splash play area, a 130-station fitness suite, dance and cycle studios, and a wellness studio for elderly and disabled users, alongside improved changing facilities and additional parking.

b. Sustainability goals: The new facility will be all electric, use photovoltaic cells and air source heat pumps, and aim for BREEAM excellent standard to minimize carbon footprint and support net zero objectives. Additional measures like electric conversion of existing buildings and solar panels on car parks are being evaluated.

c. Sustainability goals: The new facility will be all electric, use photovoltaic cells and air source heat pumps, and aim for BREEAM excellent standard to minimize carbon footprint and support net zero objectives. Additional measures like electric conversion of existing buildings and solar panels on car parks are being evaluated.

d. Public consultation: An eight-week consultation received 1,367 responses, with majority support for the proposals. Popular facilities include the fitness suite, studios, cycling studio, wellness centre, and children's play areas. Key concerns involved accessibility, cost, and uncertainty over the future of the Quarry Pool.

e. Design and planning: Detailed designs by Pellikaan Construction Ltd and Robert Limbrick Architects include ground and first-floor extensions, with planning approval expected in October 2025. Visuals illustrate modern, accessible interiors and exteriors.

f. Operational considerations: The project maintains existing facilities while adding new amenities to attract wider demographics and increase revenue, with a focus on environmental sustainability and community wellbeing.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Council 26th September 2024, Shrewsbury Sports Village Transformation Proposals – Results of Public Consultation and Authority to Proceed with Detailed Design and Planning

Cabinet 17 January 2024. Sports Village Transformation - Proposals for new fitness and pool faciolities at Sundorne

Council 22nd September 2022, Whitchurch Swimming and Fitness Centre

Economy and Environment Overview and Scrutiny Committee 9th February 2024. Call in - Sports Village Transformation

Local Member:	Councillor Mandy Duncan (Sundorne and Old Heath)

Appendices

Appendix 1 - Swim England Guidance on Competition Pools

Appendix 2 - Public Consultation Report 2024 – Sports Village Transformation proposals- June 2024

Appendix 3 - Leisure Facilities Strategy 2019 to 2038 - Summary for Consultation (August 2020)

Appendix 4 - Swimming in Shrewsbury – Executive Summary – Feasibility Study February 2022

Appendix 5 – Case Study – Overhead Car Park Solar Panels – Leeds NHS Trust and BAM FM Ltd 2025

Appendix 6– Shrewsbury Sports Village – Demand and Social Value Report – June 2025

Appendix 7 – Quarry pool – alternative Locations – Discussion Paper 5 August 2014

Appendix 8 – Shrewsbury Pride Hill Appraisal – Feasibility Report - 2025

Appendix 9 – Option Business Case Cashflow Models

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

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Design Guidance

Design Guidance for 25-metre swimming pools.

1. Proposal for community 25-metres by 4-lanes community swimming pool
2. Swim England Swimming Pool Design Requirements for a 25 metres by 6-lane community pool suitable for competition
3. Swim England Swimming Pool Design Requirements for a 25 metres by 8-lane community pool suitable for competition
4. Swim England Swimming Pool Design Requirements for a 25 metres by 10-lane community pool suitable for competition

General specifications

Pool Specifications	25m x 4-lane pool	25m x 6-lane pool	25m x 8-lane pool	25m x 10-lane pool
Length – maximum	25.030m	25.030m	25.030m	25.030m
Length - minimum	25.000m	25.000m	25.000m	25.000m
Minimum Width	8.4m	12.4m	16.4m	20.4m
Maximum width	10.4m	15.4m	20.4m	25.4m
Minimum Depth – shallow end	0.9m	1m	1m	1m
Minimum depth – deep end	1.8m	1.8m	1.8m	2m
Minimum lane width	2m	2m	2m	2m
Maximum Lane width	2.5m	2.5m	2.5m	2.5m
LUX levels community use	300LUX	300LUX	300LUX	300LUX
LUX levels competition		500LUX	500LUX	500-1000LUX
Pool deck minimum width - sides	1.5m	2m	3m	4m
Pool deck minimum width – turn end	2m	2m	3m	4m
Pool deck minimum width – start end	2m	3m	4m	6m
Water circulation	Deck Level	Deck Level with 1 raised end at start end	Deck Level with 2 raised ends	Deck Level with 2 raised ends
Spectator seating	25	150	250	
Water temperature	28/29°C	28/29°C	28/29°C	27/28°C
Turnover period	2½ hours	3 hours	3 hours	3 hours
Swimming Pool Water Purification	Ultra-Violet	Ultra-Violet	Ultra-Violet	Ultra-Violet
Swimming Pool Water Disinfection	Chlorine	Chlorine	Chlorine	Chlorine
Pool Hall Humidity	50-70%	50-70%	50-70%	50-70%

1. Proposal for community/educational 25-metres by 4-lanes community swimming pool

1.0 Design

1.1 General

The design should provide a facility which

- Primarily meets the needs of the School and the local swimming club for training purposes. It may be made available for out of school activities and to other organisations at times when not required by either the school or the swimming club. If general public bathing is to take place it will be necessary to enhance the changing area.
- Is constructed to a high standard of materials, plant and equipment which meets appropriate manufacturing and operating standards.
- Is sustainable, being responsive to environmental issues in terms of the use of energy and non-sustainable resources and the control of pollution.
- Is cost efficient to allow the facility to be managed with sustainable operating costs.

1.2 Energy Efficiency

The 2002 amendments to the Building Regulations refer to “DFEE Guidelines for Environmental Design in Schools’ Building Bulletin 87” as adequate compliance. The design should be aiming to achieve “a good low energy” construction i.e. Band A and should incorporate a total insulation/heating and ventilation strategy for the project to achieve this energy target.

2.0 The Pool and Pool Hall

2.1 Pool Dimensions

The pool is to provide four swimming lanes and should be:

- Length – Nominal 25m plus 0.03m, minus 0.00m.
- Width – 4 by 2m lanes with 0.25m outside lanes 1 and 4 (8.5m).
- Depth – 0.9m for 5.0m, sloping to 1.8m over 15m.

2.2 Pool Construction

Proposals might consider:

- a fully welded stainless steel tank
- a steel tank utilising a liner
- a tiled (epoxy grout) concrete pool and the benefits and disadvantages of these three types of construction should be considered particularly in respect of long term maintenance.

2.3 Pool Requirements

The pool tank should incorporate the following:

- Deck level construction on the longitudinal sides with the water overflowing the pool edge into a channel from which the water is returned to a balance tank and then to the filtration plant. The pool edge should provide a finger grip profile and be of a distinct colour contrast with the pool tank and the pool surround.

- Raised ends walls 0.3m above the water level which are provided with a finger grip detail and lane line sockets at water level. The top surface of the raised ends should be slip resistant and at the deep end should be provided with starting platform fixing sockets. Drainage channels, returning to the overflow channels should be provided at the rear of the raised ends to accommodate water from the pool surrounds.

- Slip resistant surfacing on pool end walls extending 0.8m below the water level.

- Slip resistant surfacing on the pool floor in the area where the pool is shallower than 1.35m deep.

- Recessed steps in the longitudinal side walls at each end of the pool.

- Lane markings of a dark contrasting colour (black is most commonly used) on the floor of the pool in the centre of each lane. The width of each lane line should be 0.2m plus or minus 0.05m and should end 2m from the end wall of the pool with a distinctive crossed line 0.80m long and of the same width as the lane line. Target lines should be placed on the end walls, in the centre of each lane of the same width as the lane lines. They should extend from the pool deck edge to the floor of the pool and should have a cross line 0.5m long placed 0.3m below the water surface, measured to the centre point of the crossed line.

2.4 Pool Surrounds

These should be of a minimum width of 1.5m on the longitudinal sides and 2m at the ends. If there is to be a requirement for some spectators then these may be accommodated on the longitudinal sides by increasing the width to 2.25m and providing a form of bench seating. Alternatively a small seating area for no more than 25 people might be provided off the pool surround and separated from the pool area by a glazed screen.

Also if general public bathing is to take place the width of the surrounds should be increased by 0.5m on longitudinal sides and ends.

There may be a need to consider increasing the width of the pool surround at the deep end for lane line storage.

The pool surrounds should fall to the overflow channel connected to the filtration plant. (If spectators are allowed on the poolside they should be required to remove outdoor footwear or wear plastic overshoes to prevent soiling entering the filtration system.)

The surface of the poolside should have slip resistant tiling and ponding should be avoided by providing suitable falls in order that water freely runs to the overflow channel and to the drainage channels at the rear of the raised ends.

2.5 Pool Hall

The pool hall finishes have to withstand a warm, relatively humid and potentially corrosive atmosphere.

Up to 2.0m above the pool surround the finish should be smooth, easily cleaned, have minimal water absorption and be unaffected by splashes of pool water.

If water polo is to be played, the design should prevent damage to the building fabric including glazing, plant, controls and equipment from the ball

Above 2.0m the need for sound absorption may affect the choice of material.

If natural lighting is to be provided this should not produce glare, increase specular reflection or cause solar gain unless this latter is to be included in the heating and ventilation balance for the building as an energy conservation measure. Experience has shown that to minimise problems of glare glazing should be restricted to roof lights or areas on North facing walls.

Lighting – 300 lux for general activities. Up-lighting preferred to reduce reflection and glare on the water surface.

3.0 Changing/Toilets/Showers

3.1 Design

The design should allow for the following sequence - changing area - toilet - pre-cleanse - pool hall. Access from the pre-cleansing area to the pool hall should, for safety reasons, lead to the shallow area of the pool.

Floors should be slip resistant and be suitable for hosing down with adequate drains and appropriate falls to drain.

Walls should be smooth with a finish which may be easily cleaned and in shower areas tiling would be a preferred option.

3.2 Changing

Three open plan changing rooms with benching should be provided on the basis of 25 spaces at a minimum of 400mm per person in each.

The changing rooms will be provided with hooks over each changing space and consideration needs to be given as to the provision of clothes storage lockers and if these are to be provided where they will be sited.

A hairdryer point and mirrors should be provided in the area of the changing rooms.

If the pool is to have general public bathing consideration should be given to a village changing room and two club rooms.

3.3 Toilets

Provision should be made for:

- Males – minimum one WC, one urinal, and one lavatory basin
- Female – minimum two WC's and one lavatory basin.

3.4 Showers

These should be located just prior to the pool hall entry point(s) from the changing areas and bathers should be required to then pass through a pre-cleanse area with a minimum of six warm water showers.

3.5 Disabled Changing

A disabled changing room, with shower, WC and hand basin, having direct access to the pool surround should be provided.

Additionally consideration should be given to designing the general toilet and showering facilities with disabled users and also the needs of ethnic minorities in mind.

2. Swim England Swimming Pool Design Requirements for a 25 metres by 6-lane community pool suitable for competition

This information sheet briefly outlines the design requirements for a 25 metres by 6-lane swimming pool to be used for general community swimming and which is also capable of providing for swimming competitions ad swimming club training, synchronised swimming and water polo.

Ideally an additional learner pool, which can be used for warm up and swim down and by persons and groups as well as for the teaching of swimming, should also beprovided.

Main Pool

Length - 25m plus 0.03m minus 0.00m.

Width – 6 by 2m lanes with a preferred space of 0.5m (minimum 0.2m) outside the first and last lanes.

Depth – 1.0m to 2.0m. A moveable floor is an option which may be provided to give a deep water pool of 1.8m to 2m all over depth. (Should the pool be considered for Synchronised Swimming competitions a 12m section of the pool will require a minimum depth of 3m).

Deck level construction with water overflowing the two sides and with raised ends 0.3m above the water level. Finger-grip detail to be provided at water level in the raised ends. The edging tile between the side walls of the tank and the pool surround, over which the water flows, should be of a contrasting colour to the pool tank walls and the pool surround and provide a finger grip for swimmers.

Slip resistant surfacing on pool end walls extending 0.8m below the water level.

Recessed steps in the side walls at each end of the pool.

Lane markings of a dark contrasting colour (black is most commonly used) on the floor of the pool in the centre of each lane. The width of each lane line should be 0.2m plus or minus 0.05m and should end 2m from the end wall of the pool with a distinctive crossed line 0.80m long and of the same width as the lane line. Target lines should be placed on the end walls, in the centre of each lane of the same width as the lane lines. They should extend from the pool deck edge to the floor of the pool and should have a cross line 0.5m long placed 0.3m below the water surface, measured to the centre point of the crossed line.

Pool surrounds to be a minimum of 3m at the start end and 2m at the turning end and on both sides. If League events are to be held the main pool surrounds plus the surrounds of the learner pool should be able to accommodate up to 180 competitors and officials and consideration needs to be given to increasing the width of the pool surrounds and the provision of fixed (bench) or alternatively bleacher seating.

Gallery providing seating for a minimum of 150 spectators and 6 spaces for wheel chairs. The seating and wheel chair spaces should give a view of the whole area of the pool.

Water temperature – 27/28 degrees C

Lighting – 500 lux (in accordance with CIBSE Guidance) for competition and 300 lux for other activities. Up-lighting preferred to reduce reflection and glare on the water surface.

Equipment

6 lane swim timing system comprising timing computer, printer, start system with 6 speakers (provides a fairer start than a single speaker), 6 touch pads, wiring harness and 6 line alpha-numeric scoreboard. The timing computer and printer to be capable of linking to a results system and ideally to be housed in a separate suitably ventilated control room at the start/finish end of the pool at first floor level with direct access from the pool side. A storage trolley should be considered for the touch pads and it would be prudent to have an extra touchpad in case of damage.

6 by starting platforms (0.75m) for use where the water is more than 1.5m deep. If high level competitions are to be held consideration may be given to providing platforms fitted with an electro mechanical contact device which will provide a split second recording of the take-off time.

In pools where such platforms are not necessary one such block may be provided for training purposes.

Turning boards at both ends if raised ends are not provided.

7 by anti-wave lane lines with the floats extending 5.0m from each end of the pool being red. Additionally there is a need at 15 metres from each end of the pool for the floats to be of a distinctive colour from the surrounding floats.

The colour of the lane ropes should be as follows:

- 4 blue ropes for lanes 1, 2, 5 and 6
- yellow ropes for lanes 3 and 4

False start rope to be suspended across the pool not less than 1.2m above the water level from fixed standards placed 15m in front of the starting end. The rope should be

secured to the standards by a quick release mechanism and should effectively cover all lanes when activated.

2 by backstroke turn indicators which should take the form of flagged ropes suspended across the pool at a minimum height of 1.8m above the water surface from fixed standards placed 5m from each end wall of the pool.

2 by Water Polo goals – depth of goals to be 0.75m providing 23.5m between goal lines.

Water Polo timing equipment, including possession clocks, linked into the 6 line scoreboard (appropriate software package added to timing computer).

Large sweep hand timing clock

White boards at each end of the pool

If Synchronised Swimming is to take place judging equipment and an underwater sound system.

Real time clock

Public address system.

Portable hoist, for use by swimmers with disabilities, with fixings in both the main pool and the learner pool.

Drinking water fountain.

Learner Pool

4 lane (8m) x 17m.

Deck level construction.

Recessed steps at each corner in the side walls.

Pool surrounds 2m in width in order to allow adequate circulation space at points of access from the changing areas and for wheelchairs users. On sides where there is less movement of bathers a narrower width of 1.5m may be considered.

Moveable floor to provide a variable depth of water down to 1.8m.

Ideally it should be possible for the learner pool to be separated both visually and acoustically from the main pool to allow for use by people or organisations or activities which require quiet or privacy e.g. teaching of swimming, persons with disabilities and ethnic groups. The separation should be such that the pool hall area can be opened out to become contiguous with the main pool area at other times.

Water temperature 29/30 degrees C.

Lighting – 300 lux

Spectator accommodation for up to 30 persons and including a space for a wheelchair adjacent to the pool hall area.

Group, individual cubicles and disability changing areas with direct access to the learner pool which can be separated off from the main changing area if required.

Equipment

- Swimming and teaching aids
- Play equipment
- Portable stairs or ramp to assist access to and egress from the pool for people with walking difficulties.
- Drinking water fountain.
- Real time clock.

General

The above are the main requirements to meet the detailed needs of the Swim England but in addition the design should ensure

- a high standard of water treatment with medium rate (24m/h) sand, pressure, air scoured filters, with the continuous dosing of a coagulant, good water circulation within the pools, appropriate turnover periods and chlorine supplemented by ozone or Ultra Violet for disinfection, is recommended. Good practice would dictate that each pool should have its own separate water treatment plant. However, there may be operational advantages if the main and teaching pools are linked
- a good standard of ventilation with heat recovery, but no re-circulation of exhaust air, providing an air temperature of plus or minus 1 degree C of the water temperature and a relative humidity of 50 to 70% in the pool hall areas and a temperature of around 24 degrees C in the changing and shower and toilet areas
- there is no glare or specular reflection in the pools from either natural or artificial light sources and no solar gain unless this is compensated for in the design and used as an energy conservation measure
- if water polo is to be played, that the design is such as to prevent damage to the building fabric including glazing, plant, controls and equipment from the ball
- village and group changing with circulation routes which encourage the use of toilets and showers prior to entry into the pool areas adjacent to shallow water
- the use of appropriate finishes; including slip resistant surfaces in wet areas which comply with the requirements as appropriate of groups A, B and C EN 13451-1 in all directions
- provision of a First Aid room
- pool safety equipment in accordance with a risk assessment including reaching poles and throwing ropes, spine board, push button alarms and consideration should be given to computer aided pool surveillance equipment to supplement but not replace pool lifeguards
- adequate storage areas – this may mean also providing areas for clubs which use the pool to store equipment e.g. swimming training aids, polo balls, sub aqua equipment etc.

- provision of a meeting room
- provision of notice boards for clubs
- adequate safe parking for cars and coaches together with drop off and loading points close to the front of the building
- the building incorporates the requirements of the Disability Discrimination Act 1996 and it is in accordance with the Code of Practice BS8300: Design of Buildings and their Approaches to Meet the Needs of Disabled People and the Sports Council publication “Access For Disabled People” which can be downloaded from the Sport England website.

Indeed these should be part of a design providing a facility which is

- intended to meet the swimming needs of the whole community
- constructed to a high standard of materials, plant and equipment which meet appropriate manufacturing and operating standards
- sustainable, being responsive to environmental issues in terms of the use of energy and non- sustainable resources and the control of pollution
- cost efficient to allow the facility to be managed with sustainable operating costs.

3. Pool design requirements for a 25-metre by 8-lane pool

This information sheet briefly outlines the design requirements for a 25-metres x 8-lane swimming pool to be used for general community swimming and which is also capable of providing for swimming competitions (up to and including National Short Course standard where a 10-lane pool is not available) and training, synchronised swimming and water polo.

Ideally a learner pool, which can be used for warm up and swim down (essential for National Short Course) and by persons and groups as well as for the teaching of swimming, should also be provided.

For 8 lane pools not providing for major competitions; water depths, seating etc. will vary according to needs.

All swimming pools should be designed with the Sport England/Swim England Design Guidance note and The BS EN 15288-1:2008, Safety requirements for design, taken into full consideration.

Main Pool

Length - 25m plus 0.03m minus 0.00m.

Width – Minimum 8 by 2m lanes with minimum 0.2m outside the first and last lanes (16.4m); preferred 8 by 2.5m lanes with 0.5m outside the first and last lanes (21m National Short Course).

Deck level construction with water overflowing the two sides and with raised ends 0.3m above the water level. Finger-grip detail to be provided at water level in the raised ends. The edging tile between the side walls of the tank and the pool surround, over which the

water flows, should be of a contrasting colour to the pool tank walls and the pool surround and provide a finger grip for swimmers.

Slip resistant surfacing on pool end walls extending 0.8m below the water level.

Recessed steps in the side walls at each end of the pool.

Moveable floor to provide a deep water pool of 2m all over depth. (Should the pool be considered for Artistic Swimming a 12m section of the pool will require a minimum depth of 3m). Where a moveable floor is not provided the minimum depth of water at the shallow end should be 1.2m if a learner pool is provided, with a depth of 2.0m at the opposite end. If a learner pool is not provided the minimum depth may be 0.9m but should not be less.

Lane markings of a dark contrasting colour (black is most commonly used) on the floor of the pool in the centre of each lane. The width of each lane line should be 0.2m plus or minus 0.05m and should end 2m from the end wall of the pool with a distinctive crossed line 0.80m long and of the same width as the lane line. Target lines should be placed on the end walls, in the centre of each lane of the same width as the lane lines. They should extend from the pool deck edge to the floor of the pool and should have a cross line 0.5m long placed 0.3m below the water surface, measured to the centre point of the crossed line.

Pool surrounds to be a minimum of 4m at the start end and 3m at the turning end and on both sides. The main pool surrounds plus the surrounds of the learner pool should be able to accommodate 250 competitors and officials and fixed (bench) or alternatively bleacher seating should be provided.

Gallery providing seating for a minimum of 250 spectators (National Short Course 500 plus) and 6 spaces for wheelchairs. The seating and wheel chair spaces should give a view of the whole area of the pool.

Water temperature – 27/28 degrees C

Lighting – 500 lux (in accordance with CIBSE Guidance) for competition and 300 lux for other activities. Up-lighting preferred to reduce reflection and glare on the water surface.

The provision of a pool side land conditioning room should be considered.

Equipment

8 lane swim timing system comprising timing computer, printer, start system with 8 speakers, 8 touch pads, wiring harness and 8 line alpha-numeric scoreboard. The timing computer and printer to be capable of linking to a results system and ideally to be housed in a separate suitably ventilated control room at the start/finish end of the pool at first floor level with direct access from the pool side. A storage trolley should be considered for the touch pads and it would be prudent to have an extra touchpad in case of damage.

8 no. starting platforms. The height of the platform should be between 0.5m and 0.75m above the water surface with a water depth of no less than 1.35m for a distance of 1m to 6m from the end wall. Consideration should be given to providing platforms fitted with an electro mechanical contact device which will provide a split second recording of the take-off time. In pools where such platforms are not necessary one such block may be provided for training purposes.

9 by anti-wave lane lines with the floats extending 5.0m from each end of the pool being red. Additionally there is a need at 15 metres from each end of the pool for the floats to be of a distinctive colour from the surrounding floats.

The colour of the lane ropes should be as follows

- green ropes for lanes 1 and 8
- blue ropes for lanes 2, 3, 6 and 7
- yellow ropes for lanes 4 and 5

False start rope to be suspended across the pool not less than 1.2m above the water level from fixed standards placed 15m in front of the starting end. The rope should be secured to the standards by a quick release mechanism and should effectively cover all lanes when activated.
2 by backstroke turn indicators which should take the form of flagged ropes suspended across the pool at a minimum height of 1.8m above the water surface from fixed standards placed 5m from each end wall of the pool.

Water polo pitch goal and side lines to provide a field of play (between goal lines) no less than 20m long and no more than 30m long for men and no more than 25m long for women with goals installed. Side lines to be suitably coloured to denote the following:

- White marks – goal line and half distance line.
- Red marks – 2 metres from goal lines.
- Yellow marks – 5 metres from goal lines.

Water Polo timing equipment, including possession clocks, linked into the 8 line scoreboard. (appropriate software package added to timing computer)

If Artistic Swimming is to take place judging equipment and an underwater sound system.

2 by large sweep hand timing clocks.

White boards at both ends of the pool.

Real time clock.

Public address system.

Portable hoist, for use by swimmers with disabilities, with fixings in both the main pool and the learner pool.

Drinking Water fountain.

Learner Pool

4 lane (8m) x 17m (20m preferred for a National Short Course swim down pool).

Deck level construction.

Recessed steps at each corner in the side walls.

Moveable floor to provide a variable depth of water down to 1.8m.

Pool surrounds ideally a minimum of 2m in width in order to allow adequate circulation space at points of access from changing areas and for wheelchair users. On sides of the pool where there is less movement of bathers a narrower width of 1.5m may be considered.

Ideally it should be possible for the learner pool to be separated both visually and acoustically from the main pool to allow for use by people or organisations or activities which require quiet or privacy e.g. teaching of swimming, persons with disabilities and ethnic groups. The separation should be such that the pool hall area can be opened out to become contiguous with the main pool area at other times.

Water temperature 29/30 degrees C.

Lighting – 300 lux
Spectator accommodation for up to 30 persons and including a space for a wheelchair adjacent to the pool hall area.

Group, individual cubicles and disability changing areas with direct access to the learner pool which can be separated off from the main changing area if required.

Equipment

- Swimming and teaching aids.
- Play equipment.
- Portable stairs or ramp to assist access to and egress from the pool for people with walking difficulties.
- Drinking water fountain.
- Real time clock.

General

The above are the main requirements to meet the detailed needs of the Swim England but in addition the design should ensure

- a high standard of water treatment with medium rate (24m/h) sand, pressure, air scoured filters, with the continuous dosing of a coagulant, good water circulation within the pools, appropriate turnover periods and chlorine supplemented by ozone or ultra violet for disinfection is recommended. Good practice would dictate that each pool should have its own separate water treatment plant. However, there may be operational advantages if the main and teaching pools are linked
- a good standard of ventilation with heat recovery, but no re-circulation of exhaust air, providing an air temperature of plus or minus 1 degree C of the water temperature and a relative humidity of 50 to 70% in the pool hall areas and temperature of around 24 degrees C in the changing and shower and toilet areas,
- there is no glare or specular reflection in the pools from either natural or artificial light sources and no solar gain unless this is compensated for in the design and used as an energy conservation measure

- if water polo is to be played, that the design is such as to prevent damage to the building fabric including glazing, plant, controls and equipment from the ball

- village and group changing areas have circulation routes which encourage the use of toilets and showers prior to entry into the pool areas adjacent to shallow water

- the use of appropriate finishes; including slip resistant surfaces in wet areas which comply with the requirements as appropriate of groups A, B and C EN 13451-1 in all directions
- adequate storage areas - this may mean also providing areas for Clubs which use the pool to store equipment e.g. swimming training aids, polo balls, sub aqua equipment etc.

- provision of a First Aid room which will also be suitable for Dope Testing,

- pool safety equipment in accordance with a risk assessment, including reaching poles and throwing ropes, spine board, push button alarms and consideration should be given to computer aided pool surveillance equipment to supplement but not replace pool lifeguards

- provision of a meeting room

- provision of notice boards for clubs

- adequate safe parking for cars and coaches together with drop-off and loading points close to the front of the building

- the building incorporates the requirements of the Disability Discrimination Act 1995 and is in accordance with the Code of Practice BS8300: Design of Buildings and their Approaches to Meet the Needs of Disabled People and the Sports Council publication “Access For Disabled People” which can be downloaded from the Sport England website.

Indeed these should be part of a design providing a facility which is

- intended to meet the swimming needs of the whole community

- constructed to a high standard of materials, plant and equipment which meet appropriate manufacturing and operating standards

- sustainable, being responsive to environmental issues in terms of the use of energy and non- sustainable resources and the control of pollution

- cost efficient to allow the facility to be managed with sustainable operating costs.

4. Swimming Pool Design Requirements for a 25 metres by 10-lane (International Short Course Championship Pool)

This information sheet briefly outlines the design requirements for a 25 metres by 10-lane swimming pool to be used for general community swimming and which is also capable of providing for swimming competitions up to International Short Course Championships, synchronised swimming competition (where the depth is suitable), low level water polo, competition and all training.

Ideally a learner pool, which can be used for warm up and swim down (essential for International Short Course) and by persons and groups as well as for the teaching of swimming, should also be provided.

All swimming pools should be designed with the Sport England/Swim England Design Guidance notes and the BS EN 15288-1:2008, Safety requirements for design, taken into full consideration.

Main Pool

Length - 25m plus 0.03m minus 0.00m.

Width – Minimum 10 by 2.5m lanes.

Deck level construction with water overflowing the two sides and with raised ends 0.3m above the water level. Finger-grip detail to be provided at water level in the raised ends. The edging tile between the side walls of the tank and the pool surround, over which the water flows, should be of a contrasting colour to the pool tank walls and the pool surround and provide a finger grip for swimmers.

Slip resistant surfacing on pool end walls extending 0.8m below the water level.

Recessed steps in the side walls at each end of the pool.

Moveable floor to provide a deep water pool of 2m all over depth (Minimum requirement for International Competition). (Should the pool be considered for Synchronised Swimming a 12m section of the pool will require a minimum depth of 3m). Where a moveable floor is not provided the minimum depth of water at the shallow end should be 1.2m if a learner pool is provided, with a depth of 2.0m at the opposite end. If a learner pool is not provided the minimum depth may be 0.9m but should not be less.

Lane markings of a dark contrasting colour (black is most commonly used) on the floor of the pool in the centre of each lane. The width of each lane line should be 0.2m plus or minus 0.05m and should end 2m from the end wall of the pool with a distinctive crossed line 0.80m long and of the same width as the lane line. Target lines should be placed on the end walls, in the centre of each lane of the same width as the lane lines. They should extend from the pool deck edge to the floor of the pool and should have a cross line 0.5m long placed 0.3m below the water surface, measured to the centre point of the crossed line.

Pool surrounds to be a minimum of 6m wide at the start end and 4m wide at the turning end and on both sides. The main pool surrounds plus the surrounds of the learner pool should be able to accommodate 200 (though provision up to 500 would be preferable) competitors and officials and fixed (bench) or alternatively bleacher seating should be provided.

Gallery providing seating for a minimum of 500 spectators (International Short Course 1000 plus, though these may be temporary) and 12 spaces for wheelchairs. The seating and wheel chair spaces should give a view of the whole area of the pool.

Water temperature – 27/28 degrees C

Lighting – 500 lux (in accordance with CIBSE Guidance) for competition and 300 lux for other activities. Up-lighting preferred to reduce reflection and glare on the water surface. Lighting for major championships where television is to factor requires 1000 lux

The provision of a pool side land conditioning room should be considered.

Equipment

10 lane swim timing system comprising timing computer, printer, start system with 10 speakers, 10 touch pads, wiring harness and 10 line alpha-numeric scoreboard. The timing computer and printer to be capable of linking to a results system and ideally to be housed in a separate, suitably ventilated control room at the start/finish end of the pool at first floor level with direct access from the pool side. A storage trolley should be considered for the touch pads and it would be prudent to have an extra touchpad in case of damage.

10 no. starting platforms. The height of the platform should be between 0.5m and 0.75m above the water surface with a water depth of no less than 1.35m for a distance of 1m to 6m from the end wall. Consideration should be given to providing platforms fitted with an electro mechanical contact device which will provide a split second recording of the “take off” time.

In pools where such platforms are not necessary one such block may be provided for training purposes.

11 no. anti-wave lane ropes with the floats extending 5.0m from each end of the pool being red. Additionally there is a need at 15 metres from each end of the pool for the floats to be of a distinctive colour from the surrounding floats.

The colour of the lane ropes should be as follows

- green ropes for lanes 0 and 9
- 6 blue ropes for lanes 1, 2, 3, 6, 7 and, 8
- yellow ropes for lanes 4 and 5

False start rope to be suspended across the pool not less than 1.2m above the water level from fixed standards placed 15m in front of the starting end. The rope should be secured to the standards by a quick release mechanism and should effectively cover all lanes when activated.

2 no. backstroke turn indicators which should take the form of flagged ropes suspended across the pool at a minimum height of 1.8m above the water surface from fixed standards placed 5m from each end wall of the pool.

Water polo pitch goal and side lines to provide a field of play (between goal lines) no less than 20m long and no more than 30m long for men and no more than 25m long for women with goals installed. Side lines to be suitably coloured to denote the following:

- White marks – goal line and half distance line
- Red marks – 2 metres from goal lines
- Yellow marks – 5 metres from goal lines

Water Polo timing equipment, including possession clocks, linked into the 10 line scoreboard. (appropriate software package added to timing computer)

If Synchronised Swimming is to take place judging equipment and an underwater sound system.

2 no. Large sweep hand timing clocks

White boards at both ends of the pool

Real time clock

Public address system.
Portable hoist, for use by swimmers with disabilities, with fixings in both the main pool and the learner pool.

Drinking Water fountain

Learner Pool

4 lane (8m) x 17m (25m preferred for an International Short Course swim down pool).

Deck level construction.

Recessed steps at each corner in the side walls.

Moveable floor to provide a variable depth of water down to 1.8m.

Pool surrounds ideally a minimum of 2m in width in order to allow adequate circulation space at points of access from changing areas and for wheelchair users.

Ideally it should be possible for the learner pool to be separated both visually and acoustically from the main pool to allow for use by people or organisations or activities which require quiet or privacy e.g. teaching of swimming, persons with disabilities and ethnic groups. The separation should be such that the pool hall area can be opened out to become contiguous with the main pool area at other times.

Water temperature 29/30 degrees C.

Lighting – 300 lux

Spectator accommodation for up to 30 persons and including a space for a wheelchair adjacent to the pool hall area.

Group, individual cubicles and disability changing areas with direct access to the learner pool which can be separated off from the main changing area if required.

Equipment

- Swimming and teaching aids
- Play equipment
- Portable stairs or ramp to assist access to and egress from the pool for people with walking difficulties
- Drinking water fountain
- Real time clock

General

The above are the main requirements to meet the detailed needs of Swim England but in addition the design should ensure

- a high standard of water treatment with medium rate (24m/h) sand, pressure, air scoured filters, with the continuous dosing of a coagulant, good water circulation within the pools, appropriate turnover periods and chlorine supplemented by ultra violet for disinfection is recommended. Good practice would dictate that each pool should have its own separate water treatment plant. However, there may be operational advantages if the main and teaching pools are linked

- a good standard of ventilation with heat recovery, but no re-circulation of exhaust air, providing an air temperature of plus or minus 1 degree C of the water temperature and a relative humidity of 50 to 70% in the pool hall areas and temperature of around 24 degrees C in the changing and shower and toilet areas

- there is no glare or specular reflection in the pools from either natural or artificial light sources and no solar gain unless this is compensated for in the design and used as an energy conservation measure

- if water polo is to be played, that the design is such as to prevent damage to the building fabric including glazing, plant, controls and equipment from the ball

- village and group changing areas have circulation routes which encourage the use of toilets and showers prior to entry into the pool areas adjacent to shallow water

- the use of appropriate finishes; including slip resistant surfaces in wet areas which comply with the requirements as appropriate of groups A, B and C EN 13451-1 in all directions

- adequate storage areas - this may mean also providing areas for Clubs which use the pool to store equipment e.g. swimming training aids, polo balls, sub aqua equipment etc.

- provision of a First Aid room which will also be suitable for Dope Testing

- pool safety equipment in accordance with a risk assessment, including reaching poles and throwing ropes, spine board, push button alarms and consideration should be given to computer aided pool surveillance equipment to supplement but not replace pool lifeguards

- provision of a meeting room

- provision of notice boards for clubs

- adequate safe parking for cars and coaches together with drop-off and loading points close to the front of the building

- the building incorporates the requirements of the Disability Discrimination Act 1995 and is in accordance with the Code of Practice BS8300: Design of Buildings and their Approaches to Meet the Needs of Disabled People and the Sports Council publication “Access For Disabled People” which can be downloaded from the Sport England website.

Indeed these should be part of a design providing a facility which is

- intended to meet the swimming needs of the whole community,
- constructed to a high standard of materials, plant and equipment which meet appropriate manufacturing and operating standards,
- sustainable, being responsive to environmental issues in terms of the use of energy and non- sustainable resources and the control of pollution,
- cost efficient to allow the facility to be managed with sustainable operating costs.

Information

The following are useful sources of information

- “Managing Health and Safety in Swimming Pools” – ISBN 0 7176 2686 5 or HSG 179
- “Swimming Pool Water – Treatment and Quality Standards” – ISBN 0 9517007 6 6
- “Swimming Pools” – ISBN 0 419 23590 6

The following may be out of publication but may be obtainable through reference libraries

- “Handbook of Sports and Recreational Building Design – Volume 3 Swimming Pools and Ice Rinks” – ISBN 0 7506 2256 3
- “Design and Planning of Swimming Pools” – ISBN 0 947685 04 9
- “Swimming Pools Design Guidance Note” – Sport England website.

Readers are advised that the guidance or advice given in this information sheet is not inclusive and any decisions on swimming pool design should first be discussed with a member of the Swim England’s Facilities Team. Contact details: **facilities@swimming.org** or telephone: **01509 618700**.

Sports Village Transformation Proposals

Public Consultation Report

June 2024

www.shropshire.gov.uk
General Enquiries: 0345 678 9000

1 Background and Methods

This report presents the findings from the comprehensive consultation process undertaken to gauge public opinion on the proposed transformation of the Shrewsbury Sports Village. The consultation was a critical step in ensuring that the voices of the community were heard and considered in the planning and development of the new fitness and pool facilities at Sundorne. The process included a series of online and in-person focus groups, surveys, and public engagement sessions designed to capture a wide range of perspectives and insights.

Specifically, the consultation asked respondents to provide feedback on the proposal to transform the current Shrewsbury Sports Village in the following ways:

- A wider range of fitness and leisure facilities at the Shrewsbury Sports Village which will appeal to a more diverse section of the community
- Easier access to sports and fitness facilities for people with disabilities and the elderly
- New, high quality pool facilities for: swimming lessons, general swimming, water-based activities, swimming club use and County based competitions
- Improved financial viability of the Shrewsbury Sports Village site through an improved revenue stream.
- More carbon efficient swimming and fitness facilities

The results of the consultation reveal a community deeply invested in the future of their local leisure facilities. The feedback collected has been instrumental in shaping the project's direction, highlighting the importance of accessibility, sustainability, and the need for a modern, multi-feature centre that appeals to a broad demographic. The consultation also underscored the financial challenges and the necessity for a viable long-term solution for Shrewsbury's swimming and fitness needs.

The commitment to a transparent and inclusive consultation process reflects the project's dedication to creating a facility that truly meets the needs and aspirations of the Shrewsbury community. To this end, drop-in sessions were held in key Shrewsbury community locations, including multiple days at the Sports Village, the Quarry, the Lantern, and the Darwin Centre.

The main source of feedback was collected through two online surveys; one primary survey designed for the general public, and one designed for children and young people specifically to provide their feedback on the proposals. Additionally, paper copies of the surveys were made available in Shropshire libraries and at drop-in sessions.

The consultation was publicised through local schools, on BBC Radio Shropshire and through posters and leaflets distributed throughout Shrewsbury, including at local shops, community centres, schools and libraries. Finally, a social media campaign was also launched to spread the word about the consultation and how to take part, which included a video message by Council Leader Lezley Picton.

This report focuses on the results of the two surveys and includes both a quantitative analysis of survey results as well as an in-depth qualitative analysis of open-ended feedback received. Quantitative results were analysed using MS Excel and are presented in charts below. Percentages given are a percent of the number of respondents answering the question (which varied somewhat, though not a huge amount, from question to question). There were many opportunities in the surveys for respondents to provide comments on the proposals, and these comments were carefully read, and common themes identified. These themes are presented in tables below, with examples of anonymised comments used to illustrate them.

This report proceeds in eight sections:

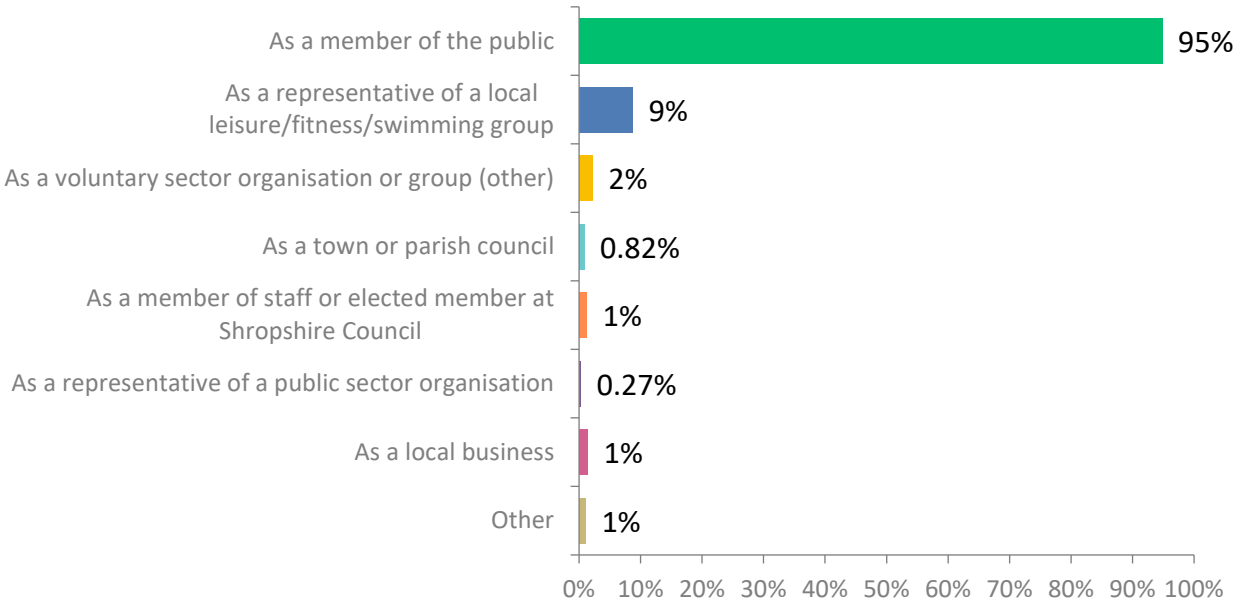
- Section 1: Background and Methods (this current section) provides an overview of the consultation process and the methods used to analyse the feedback received.
- Section 2: Respondents offers an overview of the individuals and organisations that chose to provide their feedback through the surveys.
- Section 3: Current Use of Facilities provides a brief snapshot of the ways that respondents currently use facilities in Shrewsbury, and which types of facilities are most popular.
- Section 4: Feedback on Pools and Seating Proposals examines respondents' views on the swimming pool and competition seating aspects of the proposals.
- Section 5: Feedback on Other Proposed Facilities looks closely at feedback from respondents on other facilities being proposed and their intended use of these facilities.
- Section 6: Transport and Travel Access summarises the findings around transport to the Sundorne Sports Village and accessibility of the site and the proposed facilities.
- Section 7: Inclusion and Accessibility focuses on the questions asked about improving inclusiveness and access at the Sundorne facilities with these proposals.
- Section 8: Key Objectives and Overall Views presents respondents' views on how the proposals meet the project's key objectives and the overall feedback on the proposals.
- Section 9: Summary and Conclusion briefly summarises the key results presented in this report and offers conclusions about the overall findings.

2 Respondents

In total, 1,367 responses were received to the surveys. 1,287 responded to the main survey either online or through paper copies, and 80 to the youth version of the survey. One person submitted feedback through the Customer Services web form, and this feedback has been included in the analysis of open-ended comments below.

Most of the survey respondents (95%) submitted their responses as members of the public, but many respondents also identified themselves as speaking on behalf of organisations and groups in Shropshire (**see Figure 1**). Several respondents also

Figure 1: Consultation Respondents by Type



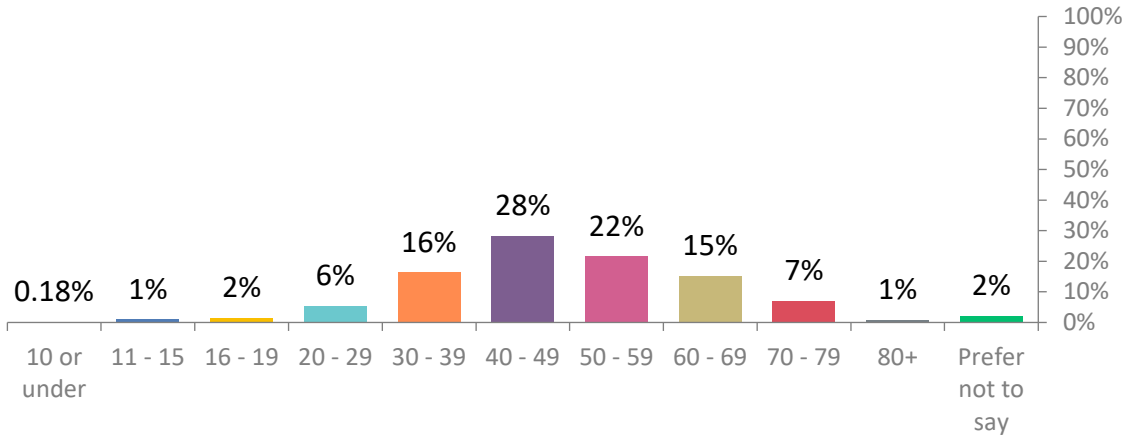
identified themselves in other ways, such as through their employment. For example, as a social worker, as a member of staff at the Quarry swimming pool, as staff at a local church or college. Others also identified themselves through their caring or family connections, for example as carers for people with disabilities or parents of children in swimming clubs.

Respondents were asked to identify what specific organisations they represented (if any), and **Table 1** is a list of all of the organisations identified in this question. It should be noted that some organisations had more than one respondent connected to them. Very many thanks are extended to those 27 organisations that took the time to respond to this consultation:

Table 1. Organisations Represented in the Survey Responses
Eaton Under Heywood & Hope Bowdler Parish Council
Great Ness and Little Ness PC
Harlescott Junior School
Haughmond Football Club
Market Drayton Swimming Club
Mid Shropshire Wheelers
Newport and District Swimming Club
Northgate Swimming Club
Oswestry Otters Swimming Club
Pickleball Central UK Ltd
Quarry Swimming and Fitness Forum
Shrewsbury Amateur Swimming Club
Shrewsbury Indoor Bowls Club
Shrewsbury Masters Swimming Club
Shrewsbury Storm Basketball Club

Shrewsbury Underwater Hockey Club
Shropshire ASA
Shropshire Playing Fields Association
Shropshire Scouts
Stretton Pool Action
Swim England West Midlands
Telford and Wrekin Parkinson's Support Group
Telford Aqua Swimming Club
UK Events Challenges
Wellington (Telford) Aqua Swimming Club
Wellington Water Polo
Wrekin Swimming Club

Figure 2: Respondent Age (Main Survey)



The average age of respondents was fairly consistent with the average age in Shropshire[1] (**see Figure 2**). Overall, there was also a good mix of respondents across age groups, including those over 60. Some children and young people responded to the main survey, but 80 completed the youth survey (**see Figure 3**). The largest group of those completing the youth survey were between the ages of 11-15 (47%), but nearly a quarter of those completing the youth survey were under 11 or 16+, so there was also a good mix of ages among these respondents.

[1] According to the latest census data, the average age of a Shropshire resident is 48.

It is important for public consultations to have regard for disability, but for these proposals in particular, the council are especially interested in feedback on their accessibility and inclusion for a wide range of prospective community users.

Most respondents in both surveys reported that they did not have an illness or disability that limits their daily activities (**see Figures 4 & 5**).

Figure 4: Illness or Disability (Main Survey)

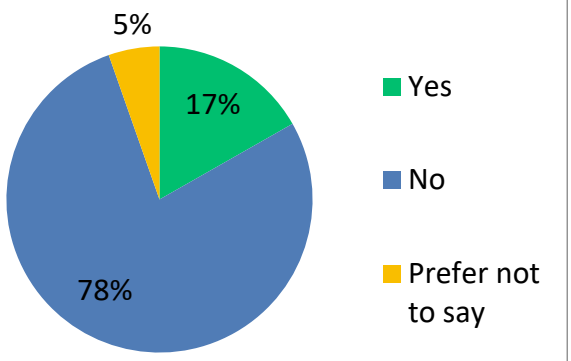
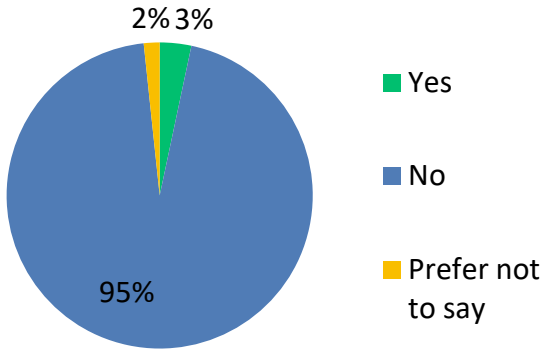
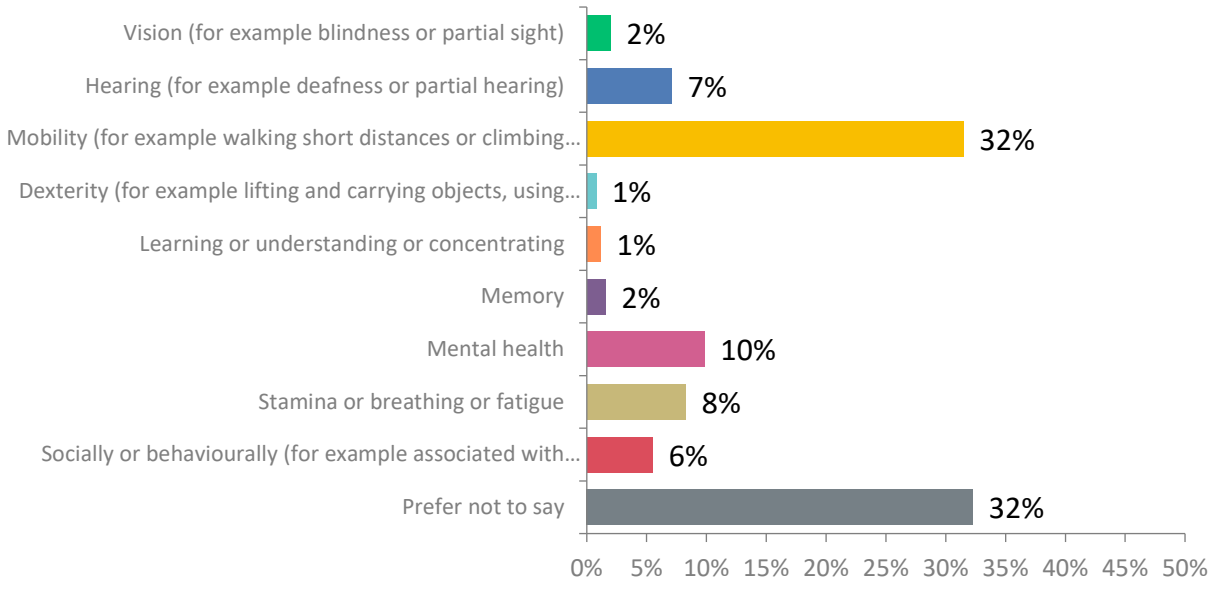


Figure 5: Illness or Disability (Youth Survey)



Respondents to the main survey were also asked to provide a bit more detail about their impairment or health condition, though only if they wished to do so. 254 respondents answered this question, and the results are displayed in **Figure 6.**

Figure 6: Further Detail on Impairment/Health Conditions of Respondents



Mobility difficulties were the most commonly reported impairment or health condition (32%), followed by mental health issues (10%), stamina/breathing/fatigue issues (8%), hearing difficulties (7%) and social or behavioural difficulties (6%).

Shropshire Council includes ethnicity questions in its surveys and consultations to consider whether people of a non-White British background have been represented in order to ensure that consultation procedures were inclusive. **Table 2** displays the results from both surveys. The response rates in the main survey for non-White respondents is close to, but just slightly under the overall population for Shrewsbury,[2] but slightly higher among the youth survey participants.

Table 2. Respondent Ethnic Origin	Main Survey Count	Main Survey %	Youth Survey Count	Youth Survey %
White (British, Irish, Polish, Gypsy or Irish Traveller, Other White)	978	92%	51	85%
Asian or Asian British (Indian, Pakistani, Bangladeshi, Chinese, Other Asian)	4	0.37%	2	3%
Black or Black British (Caribbean, African, Other Black)	0	0%	1	2%
Mixed (White and Black Caribbean, White and Black African, White and Asian, Other Mixed)	10	1%	3	5%
Other Ethnic Group (Arab, Other)	2	0.19%	0	0%
Prefer not to say	74	7%	3	5%

The last question within the section of the main consultation survey on demographics asked “Are there any other specific design requirements you would like to see considered in relation to accessibility and inclusivity of use of the facility? Please explain if you believe any needs of beneficiaries listed above will not be met.” This question was not asked in the youth version of the survey. Respondents were able to provide their comments in an open-ended response. 202 respondents provided comments, and 216 instances of themes were identified in the comments. The most commonly identified themes are shown in **Table 3** below.

Table 3. Themes – Equality Impact Comments	No	%
Site is difficult to access	49	23%
Proposals meet equalities objectives	25	12%
Keep the Quarry open	23	11%
Certain activities/facilities missing (not to do with protected status)	23	11%
Only serving Shrewsbury, others left out	20	9%
Quiet/sensory needs better consideration (e.g. autism)	12	6%
Depends if programmes/activities also meet equalities needs	12	6%
Does not meet needs of some with protected characteristics/complex needs	10	5%
Comments on changing rooms	8	4%
Don't know/not enough info/no opinion	5	2%
Other	29	13%

[2] As of the 2011 census, this is around 3% and for Shropshire as a whole it is also around 3%.

Three of the largest themes identified in the responses to this question are explored in more detail later in this report, and are unrelated or very tangentially related to the aim of the question. For example, the largest theme to emerge was around concerns about the **difficulty of accessing the Sundorne Sports Village site generally**. These comments were not specifically to people with disabilities or other protected characteristics, but instead focused on how difficulty accessing the site would impact everyone, but particularly those without access to a car. It should be noted that there were separate questions asking respondents for their thoughts on accessibility of the site and travel, which will be discussed in more detail below. Similarly, the third most common theme identified in the responses to this question pertained to **concerns that the Quarry swimming pool might be impacted** by these proposals. Again, other questions delve into these concerns in more detail below. Finally, a theme around **wanting certain activities or facilities included** (unrelated to disabilities or other protected characteristics) was also widely identified, but these themes are discussed in much more detail through other questions asked in the surveys.

Comments that related more directly to the aims of this question included 25 respondents saying that the **proposals meet equality objectives**. For example:

- “As a disabled person (military related PTSD). Facilities like this are incredibly valuable to my fitness and mental well-being. Following 3 tours of Iraq carrying bomb disposal duties, being medically discharged from the military career I loved. I was then sectioned after suicide attempts. Thankfully I was taken in by the Invictus Games programme and competed in Sydney in 2018. Basically, sports recovery saved my life and I am not alone. There are thousands of people in similar position in our beautiful county and this facility could literally save lives. I know this sounds dramatic but it is the truth. Thank-you for designing this amazing centre, I look forward to bringing my swimming club Telford Aqua there to compete on a regular basis.”

Some respondents (12) point out, however, that whether the site feels inclusive and accessible will **depend largely on the programmes and activities offered at the site** in the future, just as much as the facilities. 20 respondents made the point that the Sports Village’s location in Shrewsbury means that it cannot be fully inclusive of other areas of the county, and that this kind of investment in Shrewbury is unfair to other areas.

12 respondents made some clear points about how the site **could better meet the needs of those with autism and other sensory impairments**. For example:

- “As someone with sensory ‘sensitivities’ I'd like there to be good soundproofing and perhaps quiet times to swim/work out.”
- “If the proposal goes ahead I would like to see a quiet area for those on the Autistic Spectrum.”
- “I don't think SEN babies, children and adults have been taken into account and provided for.”

10 respondents also expressed **concerns about the facilities meeting the needs of those with more complex disabilities**. For example:

- “The cycle track, there is a known risk, Epilepsy flicker risk from the lighting and the track surface is very poor for children and adults with additional needs.”
- “How do the plans reflect for people with limited mobility. Will there be more than the two or three exercise/resistance machines that are poorly available now? Will all the equipment have an option for the seat to move to allow a wheelchair to use it? Will there be an acceptable way to exercise with cardio machines such as a ski one or an Invictus trainer the wheelchairs can hook onto?”

Finally, 8 respondents expressed **concerns about the proposals for unisex changing rooms**. Most of these were concerns about female changing rooms needing to be separate from male changing rooms, for example:

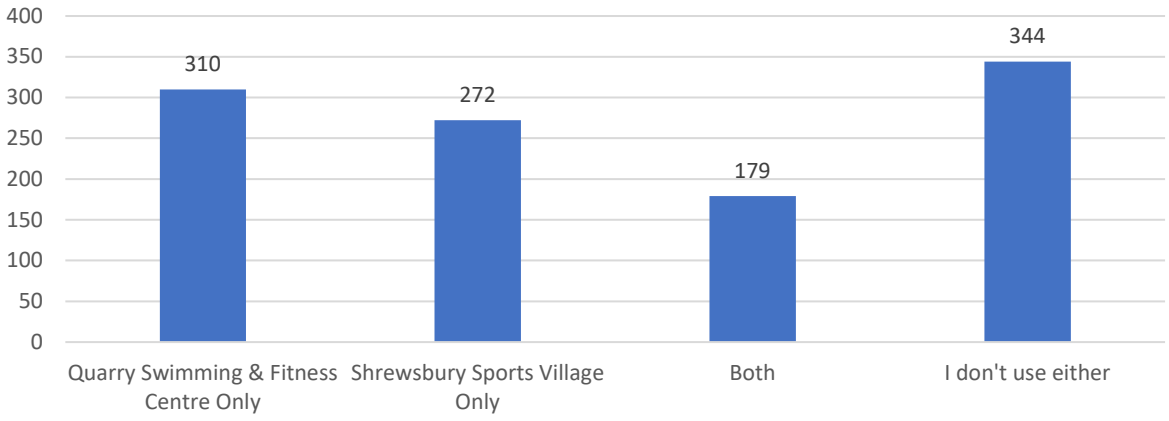
- “Unisex changing rooms are a safeguarding risk to children and teenagers and are an assault on women's rights.”

One respondent also expressed a concern for transgender individuals feeling included in changing room spaces.

3 Use of Current Facilities

Respondents in both the main survey and the youth survey were asked whether they currently use either of the Shrewsbury-based, Shropshire Council-owned leisure facilities. Most respondents (69% or 761 of the 1,105 answering this question) were users of one or both of the centres (**see Figure 7**). However, 31% of respondents (344) do not currently use either centre.

Figure 7: Shrewsbury Facilities Respondents Currently Use (Main Survey)



Respondents to the youth survey were more likely to be users of the Quarry alone, than they were to be users of the Sports Village alone, though 28% of the youth respondents also reported not using either centre.

Figure 8: Shrewsbury Facilities Respondents Currently Use (Youth Survey)

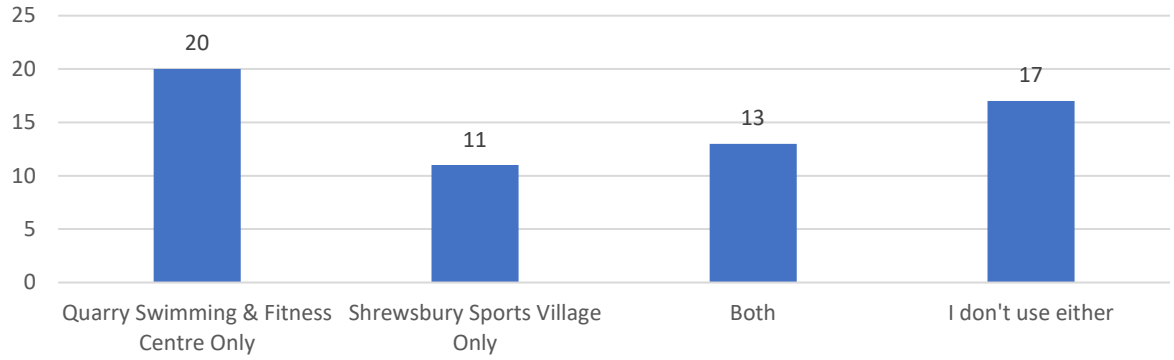


Figure 9: Respondent Frequency of Shrewsbury Facilities Use (Main Survey)

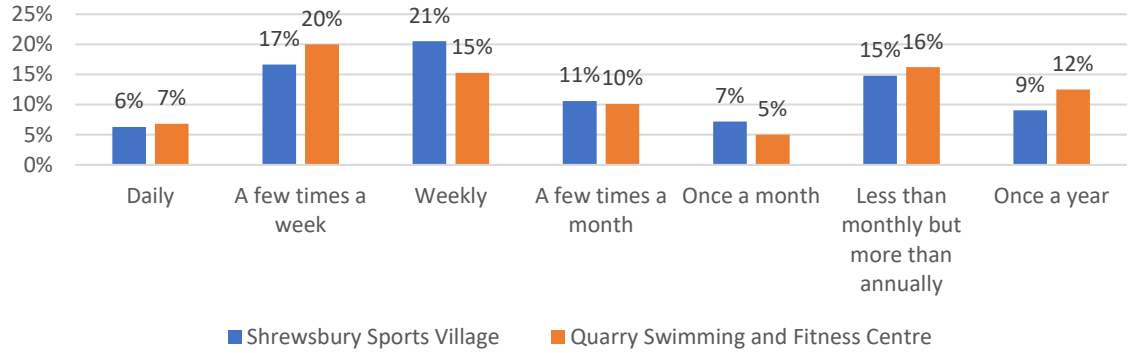
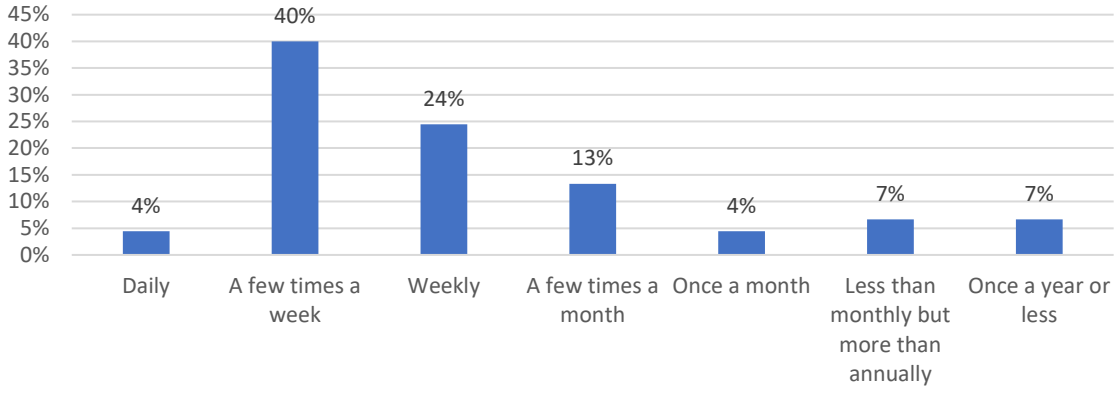


Figure 10: Respondent Frequency of Shrewsbury Facilities Use (Youth Survey)



Respondents were also asked about the frequency with which they visit either or both leisure centres (**see Figure 9**). Most who report using the Sports Village

currently seem to do so between daily and a few times a month (55% total). [3] This is also the case for those who reported using the Quarry Swimming and Fitness Centre (52%). Among respondents to the youth survey, most used the facilities daily, a few times a week or weekly (68% in total) (**see Figure 10**).

Figure 11: Household Use of Facilities (Main Survey)

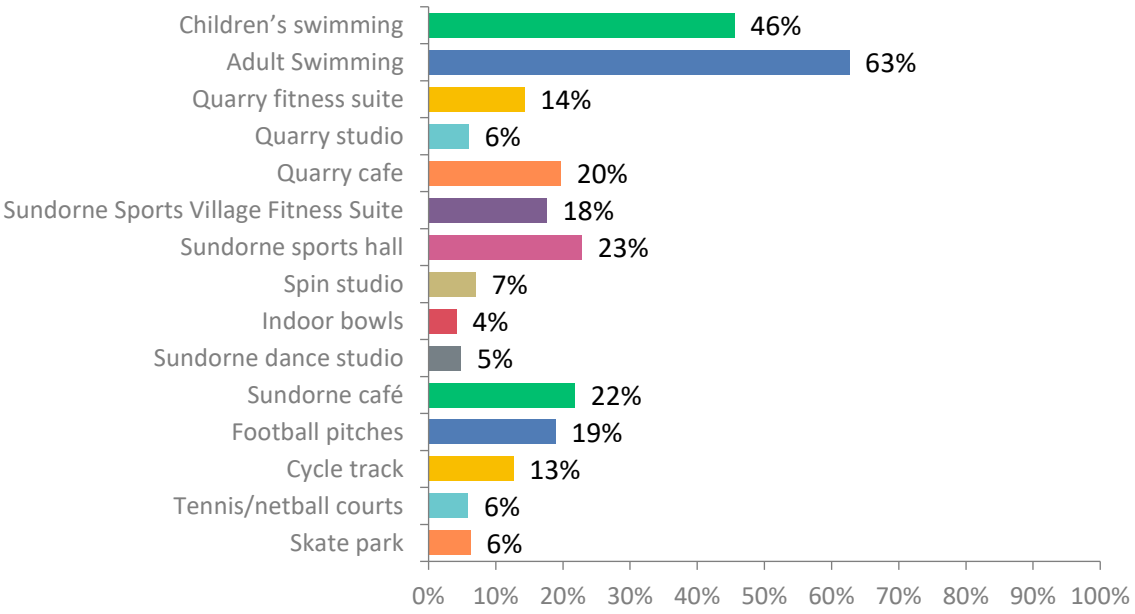
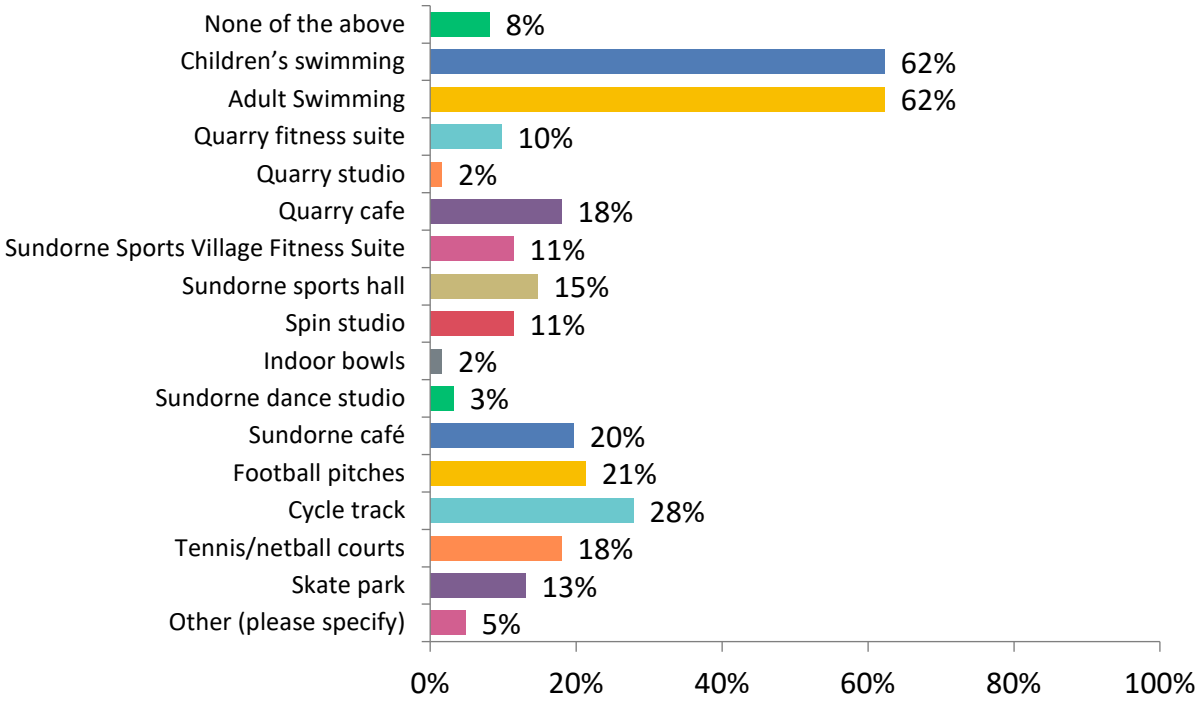


Figure 12: Household Use of Facilities (Youth Survey)



[3] "Never" responses to this question have been removed from the representation in Figure 8, since the aim of the question was to determine use of the facilities.

Respondents from both surveys were asked about the types of facilities that their households make use of. For these questions, respondents could choose to select as many facilities as they wished. As **Figure 11** shows, among main survey respondents, adult and children's swimming were the two most popular facilities used. The Sundorne sports hall was used by 23% of respondents, and the café at both leisure facilities were popular, with 20% of respondents saying they use the Quarry café and 22% saying they use the Sundorne café. The football pitches were used by 19% of respondents and the fitness suites at Sundorne (18%) and the Quarry (14%) were also used fairly frequently by respondents to the main survey.

Among respondents to the youth survey, swimming was similarly popular for households (**see Figure 12**). Facilities that stand out as more popular in the youth survey than the main survey are the cycle track, the tennis/netball courts, the skate park and the football pitches.

Finally, with regard to current use of the Shrewsbury leisure facilities, respondents to the main survey were asked, "If don't use either centre, are there any barriers preventing you from accessing the facilities? Please describe below." 284 respondents took this opportunity to provide open-ended comments. These comments were grouped thematically, and the themes are presented in **Table 4**, with examples of anonymised comments illustrating these themes below.

Table 4. Themes – Barriers to Accessing Current Facilities	**No**	**%**
Parking/travel access	120	32%
Distance to travel/nothing in area	66	18%
Poor quality of facilities	62	17%
Neither has the right equipment/facilities/classes needed	33	9%
Cost	23	6%
Shouldn't invest in Shrewsbury/ rural needs	13	3%
Concerns about accessibility of the facilities	12	3%
Prefer private gym membership	10	3%
Limited opening or session times	9	2%
The facilities are too busy	4	1%
Other	22	6%

The largest theme among these comments related to **travel and parking access** of the facilities. It seems that the main access barrier for Sundorne use is lack of public transport to the site and the main access barrier for the Quarry site is parking cost and availability. Traffic was mentioned here and throughout the survey as problematic for both sites. For example:

- "Yes 18 miles of potholed roads and a limited bus service."
- "Can't use Sundorne centre as don't drive and bus route poor."
- "I cannot access the Sundorne centre as I am unable to walk there. I use the quarry centre at least three times a week as it is very easily accessible."

- “Getting into the middle of Shrewsbury is difficult in a car or public transport. The traffic around town is awful.”
- “Yes - the quarry pool has no/little parking (having been a volunteer coach for Shrewsbury swimming club) and travelling from Telford (workplace) to pool – can’t park and late to teach!”

In addition to the accessibility issues mentioned above, 18% of respondents also noted that the **distance to both sites** was a problem. Many of these mentioned living outside of Shrewsbury and the difficulty in getting to the town. For example:

- “Living in Telford, distance is an issue however, with an all deep facility, the distance travelled would be worth travelling the distance due to the benefits of all deep training!”
- “Distance from where I live.”
- “I live in Ludlow.”
- “Too far away.”
- “It is in Shrewsbury, I live in Craven Arms. Please remember that people not living in Shrewsbury pay council tax and expect services to be available to them. Church Stretton pool is in desperate need of refurbishment.”

Several respondents mentioned the **poor quality of facilities**. Most of these comments were made in reference to the age and condition of the pools available at the Quarry. For example:

- “Current swimming pool is old, tired and dirty.”
- “I only use the quarry swimming for my son because I have to. It is dirty and unkempt, and the reception is useless, but the swimming teacher is brilliant.”
- “Swimming is a big thing for us. The Quarry is too old, hard to get to, parking is a pain, it's dark and uninviting, cold, and generally unpleasant compared to other centres (e.g., Oswestry, Plas Madoc, Bridgnorth).”
- “The Quarry pool is geared up for families, the changing rooms are dated and uncomfortable. Parking is difficult. No swimming pool at Sundorne.”
- “Used to use the sports Village but the gym was not big enough and nothing for the kids to do so moved to JD where it is cheaper.”
- “Terrible facilities are a huge barrier and small disgusting changing areas at The Quarry swimming and fitness centre.”

A smaller but still substantial theme in these comments was that **neither facility currently has the right mix of equipment/classes/facilities** needed.

- “I have joined another gym mainly for easy access to the pool- if the pool was out of town I would use the Sundorne facility.”
- “Boxing equipment.”
- “Lack of a competitive swimming pool.”
- “I am currently a member of the Shrewsbury Club. Their swimming and changing facilities feel cleaner than the quarry, and there is parking. I also exercise in the evening and find that the classes at the Sports Village are too

limiting; there is not enough choice. There are no classes in the evening, say 7 or 8 PM."

- "Prefer Oswestry pool because the wider lanes making lane swimming easier. Use the gym there as well (3x per week.)"
- "Both facilities don't provide adequate opportunities to promote a positive swimming experience."

Cost was another theme mentioned among many respondents, both of the facilities themselves but also of accessing them. For example:

- "Too expensive to get to town and pay to swim, currently works out cheaper to be a member at other local facility."
- "The Quarry is not easy to access and parking is too expensive. We use Oswestry leisure Centre as equal distance from home and it has more facilities and free parking."
- "Cost, memberships the fact that the centre needs a good clean the past 5yrs it's turned into a dangerous dump run by kids with no passion for the upkeep of the centre."
- "Price for OAP. no room for parking in the pool area so we dont go there."
- "Cost."

A smaller, though very important theme was also that **both facilities lack accessibility** features that are necessary for people with mobility issues and other types of disabilities or health issues. For example:

- "I went to quarry once. Really hard to get in and out of pool. No accessible showers or changing rooms that I could see. Very little parking and expensive. Outside ramp explicitly says it won't be cleared/salted in icy weather."
- "It's very limited in what a wheelchair user can do or use. Not enough to be going more than I do already."
- "Accessibility too many times is it full because disabled access changing and parking is limited. Make all car spaces accessible (not blue badge) but all same size and then there's no issue."
- "Unable to use due to child's disability."
- "Sometimes overcrowding due to football being on. People swarm you in the cafe and soft play and it is too loud for those with sensory issues."

Several respondents (13) also used this space to speak **to frustrations over investment in leisure facilities in Shrewsbury**, rather than elsewhere in the county. Other smaller themes included the **session or opening times** being too limited for respondents at either site, the **facilities feeling too busy** and **preference for private facilities**.

4 Feedback on Pools and Seating Proposals

A significant feature of the proposals for investment in the Sundorne Sports Village was the inclusion of a competition-sized swimming pool and spectator seating, which would make Shrewsbury a town that could host galas and other competitive

Figure 13: Satisfaction with Swimming Pool Aspect of Proposals (Main Survey)

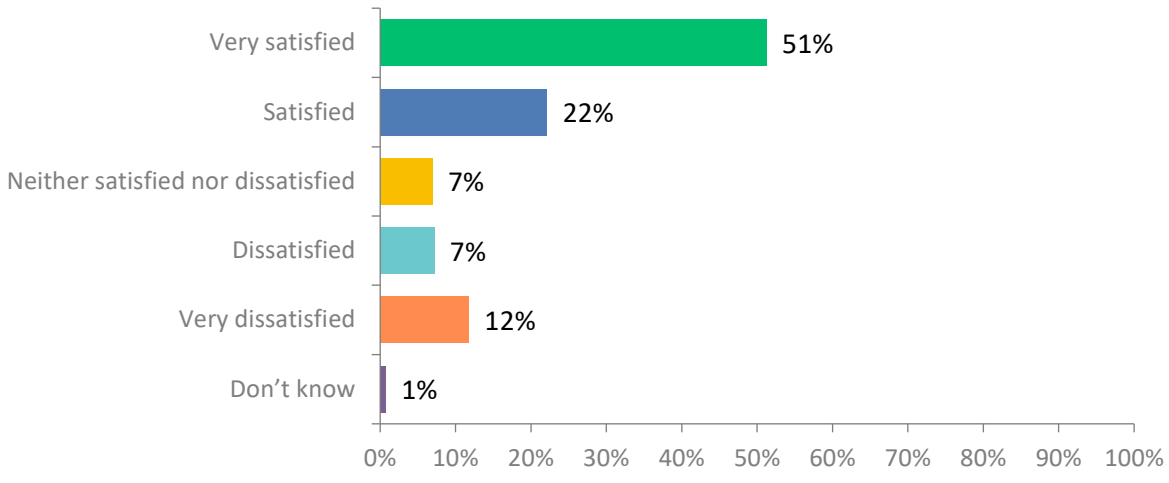
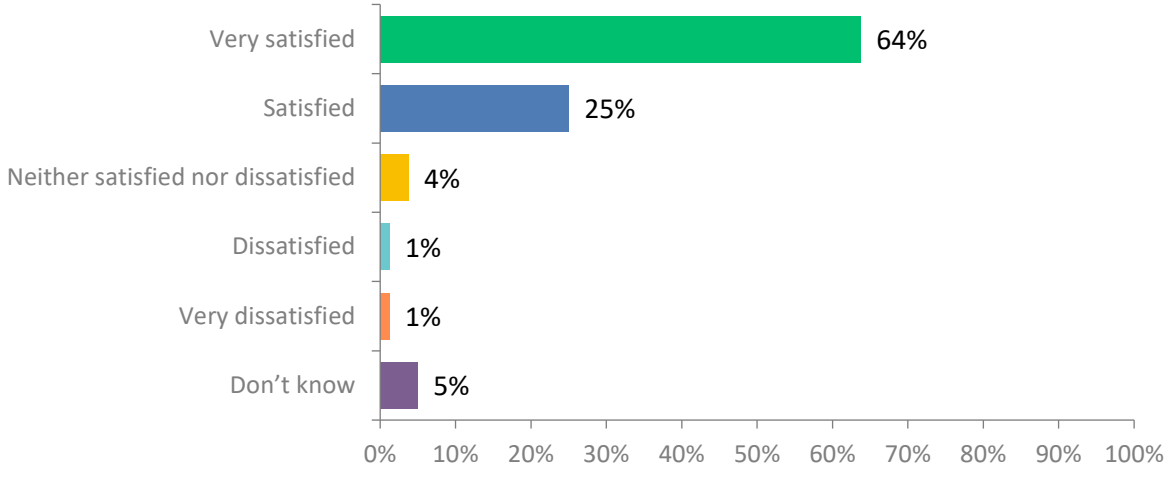


Figure 14: Satisfaction With Swimming Pool Aspect of Proposals (Youth Survey)



swimming events. Respondents were asked about their thoughts on these aspects of the proposals.

With regard to the proposals for the inclusion of a swimming pool at the Sports Village, the vast majority of respondents from both surveys (73% in the main survey and 89% of youth survey respondents) were "very satisfied" or "satisfied" (**see Figures 13 & 14**). However, 17% of main survey respondents said that they were "dissatisfied" or "very dissatisfied" with the proposals.[4]

The proposals also include swimming spectator seating with 300 permanent seats with space for a further 200 temporary seats on the poolside for competitors (500 in total). This is in line with the standards for competition pools promoted by Swim

[4] It should be noted that satisfaction with the proposals is not wholly driven by those respondents who reported primarily using the Quarry centre. When looking at Quarry users only in the main survey, those reporting that they are "very dissatisfied" or "dissatisfied" with the proposals was 25%

England. Respondents were asked in both surveys about whether they thought the spectator seating aspect of the proposals were adequate or not (**see Figures 15 & 16** for results.

Figure 15: Adequacy of Competition Seating (Main Survey)

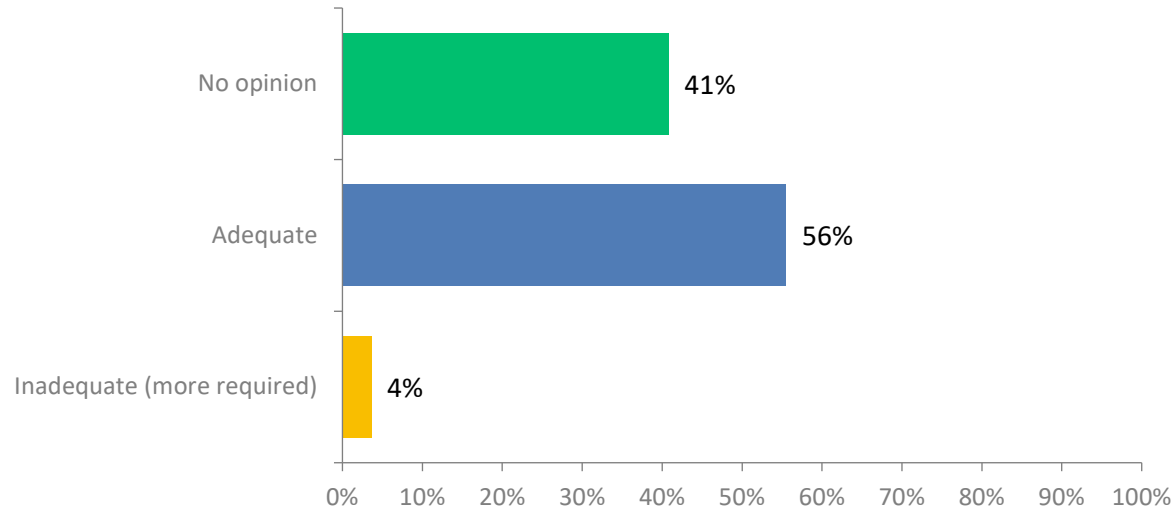
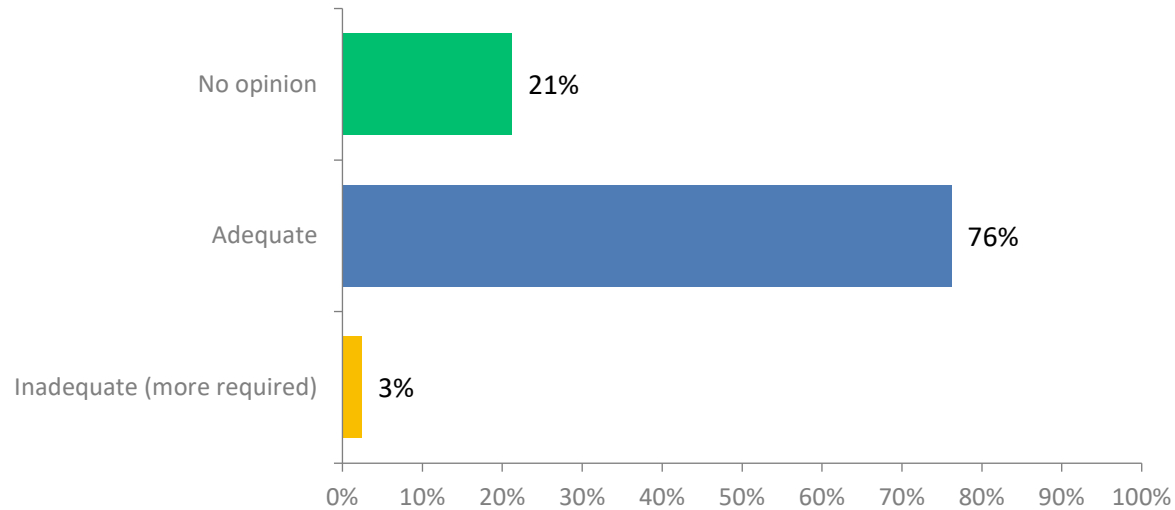


Figure 16: Adequacy of Competition Seating (Youth Survey)



Again, a majority of respondents from both surveys (56% in the main survey and 76% of youth survey respondents) reported feeling that this aspect of the proposals was “adequate” though a hefty minority of respondents in both surveys reported having “no opinion” on this feature of the proposals.

Main Survey – Open-Ended Comments

Respondents to the main survey were given two opportunities to provide open-ended comments on the proposals for swimming pools and seating and youth survey respondents had one open-ended comment box to do the same.

The first question for main survey respondents asked, “please explain your views on the proposals for swimming provision below.” The second was more focused, asking respondents to explain “if you have any concerns with this proposal.” Responses to both questions were read and responses were tagged for common themes. 712 respondents answered the first question and 237 provided responses to the second open-ended question about the swimming proposals. Some responses were tagged with more than one theme. Each question’s most common themes are presented in **Tables 5 & 6**, respectively.

Table 5. Themes – “Explain Views” on Swimming Proposals	Count	%
General happiness with proposals	202	26%
Certain facilities/sports missing or plans don't go far enough	135	17%
Happy with pools providing for competition/swimming needs	121	15%
Concerns about general accessibility or suitability of facilities themselves	85	11%
Happy with ease of access to the site	70	9%
Concerns about closure of Quarry	58	7%
Concerns about accessibility of Sundorne site (e.g. transport/traffic/enough parking)	54	7%
Concerns about cost	42	5%
Focus on Shrewsbury rather than other parts of the county	20	3%
Not enough information provided/not enough research done	11	1%
Happy with inclusiveness/accessibility of proposed facilities	10	1%
Other	30	4%

Comments included positive, negative and mixed responses to the proposals.

Just over a quarter of the responses to the question asking main survey respondents to explain their views on the proposals expressed **general happiness with the proposals**. For example:

- “Absolutely needed for the community and public.”
- “It will be modern up to date and available to far more people than the current swimming pool.”
- “I have a young family and am in desperate need for local swimming facilities.”
- “Happy - will encourage swimming skills in Shrewsbury/Shropshire area.”

15% of respondents to the main survey said that they are particularly **happy with the proposals’ provision for competition swimming**. For example:

- “As a family with competitive swimmers this will be fantastic for competition swimming. Shropshire doesn’t have any facility to hold county events which is badly needed.”
- “We need a competition pool with good spectator seating numbers and room for swimmers on the pool deck.”
- “As the parent if a child who swims competitively and lives in the County, it will be of enormous benefit to have a pool that can hold competitions within Shropshire. This will save on our time and financially on travel.”

9% of respondents said that they were **happy with the ease of access to the site**. For example:

- “I think it will be great for our community. I have disability and will find it easy to get to and park. Which will help me with my weight and exercise with my disability.”
- “The current pool in Shrewsbury is not easily accessible and not fit for purpose. By moving out of town and having on site parking it makes it more accessible.”
- “Easy access, much needed for young and old.”

A further 1% of respondents (10) also commented that they were **happy with the accessibility/inclusiveness** of the proposals. For example:

- “Very inclusive proposals.”
- “Pleased to see the steps included.”

Even though there was a separate question asking main survey respondents to discuss their concerns about the swimming aspects of the proposals, many brought these concerns up in the first question as well. **Table 6** provides the overview of common themes found in responses to the “concerns” question, and it is easy to see how these overlap with many of the common themes in **Table 5**. However, concerns took on more emphasis in this question than they did in the first question.

Table 6. Themes – “Any Concerns” About Swimming Proposals	Count	%
Concerns about cost	45	19%
Certain facilities/sports missing or plans don't go far enough	44	18%
Concerns about closure of Quarry	34	14%
Concerns about accessibility of Sundorne site (e.g. transport/traffic/enough parking)	31	13%
Concerns about general accessibility, inclusivity or suitability of facilities themselves	24	10%
Emphasis on competitive swimming and not enough on leisure	17	7%
Focus on Shrewsbury rather than other parts of the county	11	5%
Not central enough in Shrewsbury	7	3%
Prefer not to use unisex changing rooms	5	2%
Not enough information provided/not enough research done	2	1%
Other	21	9%

17% of respondents in **Table 5** and 18% of respondents in **Table 6** said that **certain facilities/sports are missing from the proposals, or they don’t go far enough**. Several respondents said, for example, that they would prefer the pool to be 50m, not 25. Others asked for features such as slides or inflatables. A few other important comments noted that the disability features did not go far enough. A couple of comments also related to the feeling that gender specific changing rooms are needed. Examples include:

- “If it is to be built (which I disagree with) it should be a 50m pool not 25.”

- “Not enough pool space to cater for all members of local swimming clubs meaning that capacity at the sessions will have to be reduced. Furthermore, competitions above regional levels cannot be held at the new facilities proposed.”
- “Need to consider inflatables as this is a great attraction for families. Need to do more of this.”
- “More disability friendly access needs to be considered. One disability drop lift into the pool is not enough.”
- “We need to maintain the flume and diving facilities.”
- “I am happy with the proposals but would prefer that the minimum depth be 1.35m to 1.8m as for competition purposes it needs to be 1.35m to be able to dive into.”
- “Please include ramped access for disabled uses who cannot use steps easily.”
- “We already have a mix of pools at the quarry. This proposal lacks imagination. Would it not be better to provide something different...e.g. a leisure pool with flumes etc, that would appeal to families both local to Shrewsbury but also from elsewhere... would this not generate more revenue and increase Shrewsbury's pull as a destination?”
- “I'm happy with everything but I’m very concerned about the mixed-use changing facilities. I work in the sports industry, and it is well known that this is not acceptable for many older people and puts them off swimming. The cases of voyeurism have also increased dramatically.”

There were some concerns from several respondents (11% in **Table 5** and 10% in **Table 6**) about the **general accessibility or suitability of the facilities** proposed. Some of these respondents were concerned about whether these proposals would mean reduced swimming for non-competitive swimmers, especially should the Quarry pool close in the future. For example:

- “As a regular user of the current facilities and seeing how busy it already is at different times of the day, I don’t see how reducing the provision by 3 pools is proactive.”
- “As I swim for leisure and not as a competitor, I’m not too concerned on the competition side of things - but would mind if not given ample opportunity to swim in larger pool also.”
- “Nice to see a learner pool and large pool. I worry that if the schools need access to the pools for lessons during the day there will be no swimming facilities for the public during this time, it would be nice to be able to go swimming at any time.”
- “I think investment would be better given to current swimming facilities. All current facilities should have easy access steps, disabled access changing places that are suitable for people with disabilities and access needs. I would be more in favour of the proposal if these essential things were in place elsewhere and that they had maximised every opportunity to reduce running costs (solar panels etc).”

- “The large pool will not be able to accommodate the different clubs that exist in Shrewsbury; swimming, canoe, diving or aerobics.”

Concerns about the cost of the proposals to implement were raised in response to both questions, with around 45 respondents bringing this up in the “concerns” question and 42 in the “views” question. For example:

- “Waste of money when the council are trying to claw back £63 million.”
- “Shropshire Council cannot afford it. It only benefits those in north of county. We, in the south of the county are ignored. Shropshire Council has no money?”
- “In a time of economic crisis finances should be not be spent on "extra" services but instead basic services should be prioritised.”

Other respondents in both questions raised concerns **about the closure of the Quarry site**. For example:

- “It is disingenuous to have a consultation about a new facility where you ignore the likely impact on the existing facilities. Any consultation on the new should be in context of impact on the existing.”
- “This is a duplication of facilities, and the money should be spent in the existing pool at the Quarry.”
- “Must be guaranteed that the Quarry remains open.”
- “The Quarry swimming pool offers the largest pool in the county at 33m long and 3.658m deep. The new proposal is inadequate in comparison.”
- “Excellent facility proposed. Just needs to be in the Quarry. Town centre. Keep the town viable.”

Another concern raised by several respondents in both questions was about the **inaccessibility of the Sundorne site**. This is a theme that re-emerged throughout the surveys by respondents in almost all open-ended questions. For example, respondents raised concerns about increased traffic in the already heavy traffic area, parking capacity (even with the increased spots) especially during competitions, travel safety, and, most prominently, the lack of public transport access to the site. Comments included:

- “It will need careful consideration when planning road access to cope with the Sundorne road traffic.”
- “Parking will not be adequate for the numbers of people expected.”
- “It will be very inconvenient for all the parents and children who swim their and will have to drive or get two buses instead of walking, cycling or only getting one short bus ride.”
- “This is ok for people who live in Sundorne or Monkmoor, but if you live in Copthorne, Radbrook, Meole, you can walk to town pools. Everyone can from any part of town. Put it in Sundorne and you’re limiting this and putting people off. You’re creating pollution and traffic by making people use their cars if they have one. My friend lives in Pontesbury and her kids catch the one bus to go swimming that’s £4. To go to Sundorne they’d have to catch 2 buses making

an increased cost which she can't afford and has no car, so her kids will have to miss out on swimming."
- "Have reservations re access by public transport."
- "Good facilities planned but can't get there due to poor transport."

Other concerns about the swimming aspects of the proposals specifically included worries that **not enough research had been done on the proposals,** concerns about the provision **being for Shrewsbury and not the rest of the county**, concerns that there is **not enough focus on leisure swimming** (as opposed to competitive swimming), and concerns about the proposed **unisex changing rooms**. Examples of comments expressing these concerns are included below:

- "No proof given whatsoever to back the claims made by Shropshire Council."
- "Plenty of swimming provision in Shrewsbury - what about other areas within the county?"
- "This focus on competition ignores the needs of non-competitive swimmers and defeats any 'public good' argument."
- "With regards unisex changing facilities, I'm very concerned about diminishing spaces for women."

Youth Survey – Open-Ended Comments

Only 19 respondents to the youth survey offered comments to the open-ended question about what else they might like to say about the pool and competition seating aspects of the proposals. Most of these comments were positive, and are included in entirety below:

- "Definitely need a competitive pool. Shropshire needs to hold swimming competitions."
- "Excellent to have a competition fit pool within Shropshire
- For competition ideally the more seat would be better, bring in more money for the event and surrounding businesses."
- "I don't want to watch, I want to swim."
- "I love the idea of a new swimming pool it's just because I really love swimming so I'm really excited."
- "I really like this idea."
- "I think it looks great. I can't wait to use it."
- "I think the swimming pool is great and the seating because if you just want to swim your parents can watch you from the seats and if there is a competition they can watch the swimmers."
- "I would like a pool with lots of public sessions so I can use it when my brother is using other facilities at the sports village."
- "I would like to be able to compete in swimming galas in Shrewsbury."
- "It will be good cause I won't trek up town cause it takes me near one hour."
- "It would be great to have a competitive swim pool in Shropshire for counties."
- "It would be nice to watch people swimming."

- “It's much needed so that swimming competitions can take place in Shrewsbury. At the moment this cannot happen.”
- “This will be good to support competitive events in the pool.”
- “Very excited to be able to swim here and many other things at the sports village.”
- “Very good. We desperately need a competition pool closer to this area.”
- “Very much needed to develop sports in Shrewsbury. Great idea - should even create a long course 50m pool.”

5 Feedback on Other Proposed Facilities

Both main survey respondents and respondents to the youth survey were asked about their interest in and likely use of several fitness and leisure facilities that are

Figure 17: Facilities Respondents Most Likely to Use (Main Survey)

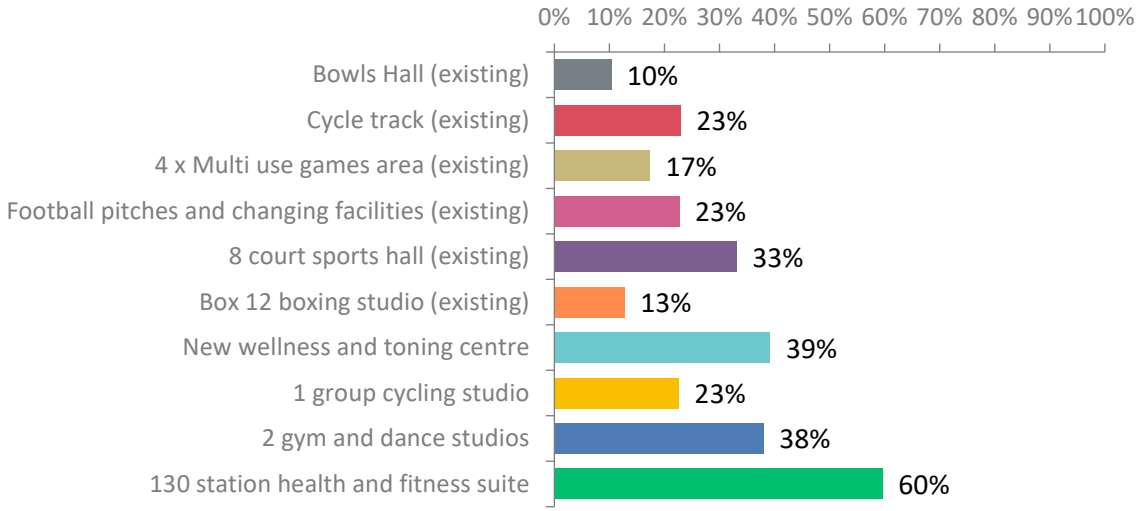
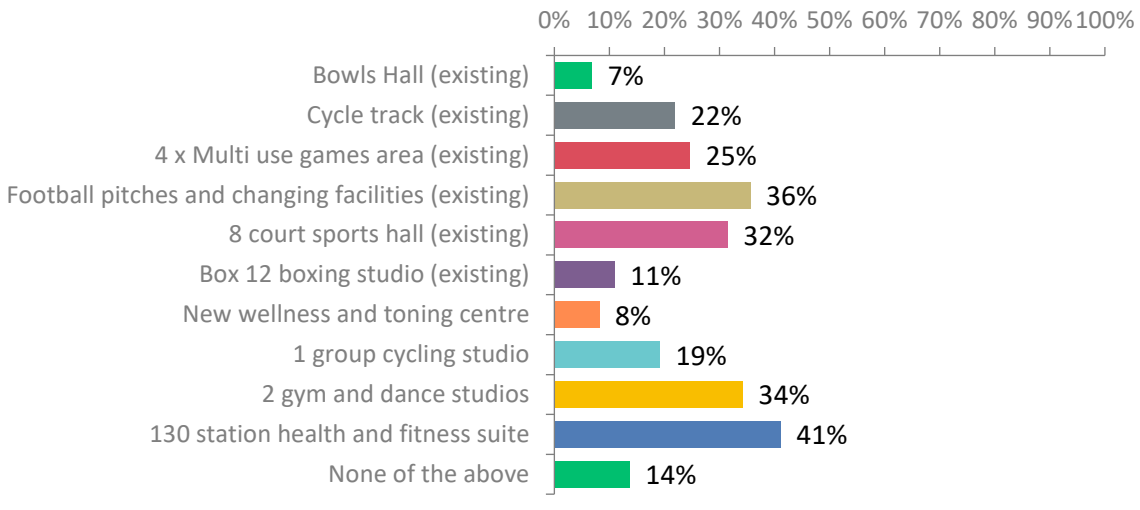


Figure 18: Facilities Respondents Most Likely to Use (Youth Survey)

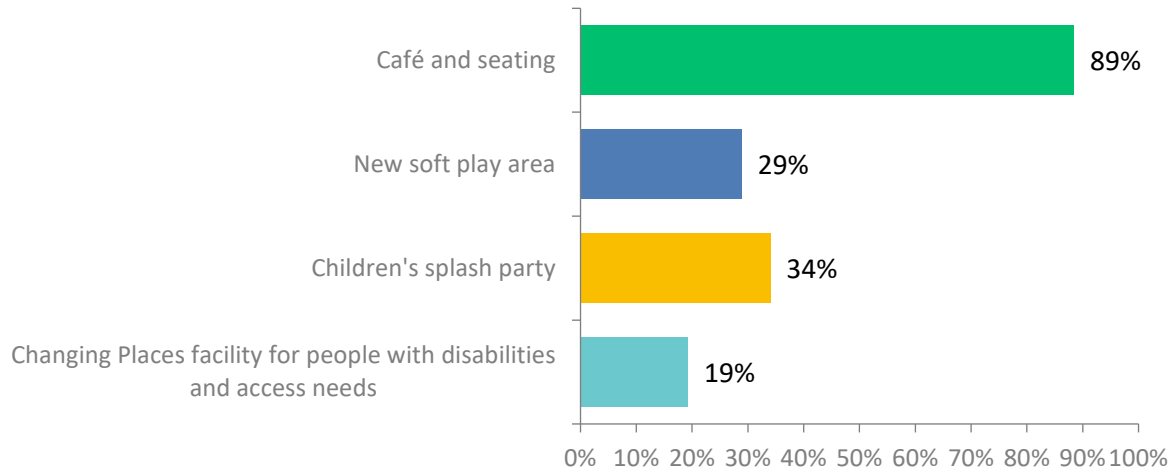


part of the larger proposals. Respondents could select as many of the facilities as they wished. The full results of these questions are displayed in **Figures 17-19**.

Of the new facilities proposed for inclusion, the 130 station health and fitness suite was the most popular among both main survey respondents and youth respondents, with 60% and 41%, respectively, saying they would be most likely to use these facilities. The 2 new gym and dance studios were also popular among both respondent groups, with 38% and 34%, respectively, saying that they would most likely use these. Finally, the group cycling studio also had interest from respondents of both surveys, with 23% of main survey respondents and 19% of youth survey respondents saying they would most likely use this. The new wellness and toning centre was fairly popular among main survey respondents, with 39% saying they would be most likely to use this facility. However, only 9% of youth survey respondents said they would most likely use this facility.

Main survey respondents were also asked about four additional features of the proposals, the results of which are shown in **Figure 19**. The vast majority of respondents said they would be most likely to use the café and seating proposed at the new facilities. The Children's Splash Party was also a popular feature, with over a third of respondents saying they are likely to use this, and 29% saying they would

Figure 19: Additional Features Respondents Most Likely to Use (Main Survey)



most likely use a new soft play area. While the Changing Places facility for people with disabilities and access needs was the feature that respondents reported being least likely to use, this feature is undoubtedly more crucial for those 19% of respondents who said they would be most likely to use it.

When asked whether they felt that there was an adequate mix of facilities proposed for the new centre, most respondents in both the main survey and the youth survey said that there are (**see Figures 20 & 21**).

Figure 20: Adequate Mix of Facilities (Main Survey)

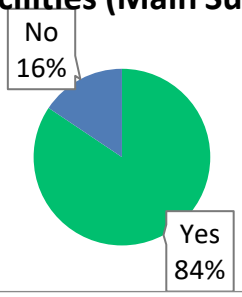
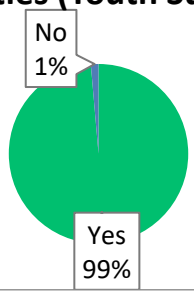


Figure 21: Adequate Mix of Facilities (Youth Survey)



Finally, both main survey respondents and youth survey respondents were asked what other comments they would like to make about the facilities proposals. 333 main survey respondents and 10 youth survey respondents provided responses to this question. The main survey responses were grouped thematically and these themes are presented in **Table 7** with some examples provided below. The youth survey responses are provided in full below.

Table 7. Themes – Comments on Facilities	Count	%
Suggestions for other facilities to be included (e.g. squash, pickleball, climbing wall) or improved (e.g. cycling, astroturf) as part of proposals	87	24%
Generally negative comments/not needed	47	13%
Transport/traffic/access/parking comments	39	11%
Only serving Shrewsbury, others left out	26	7%
Generally positive comments	25	7%
Will not use proposed facilities	25	7%
Suggestions for changes to pools aspect of proposal	22	6%
Concerns about charges for/costs of the proposals	18	5%
Suggestions about café	15	4%
Comments about changing rooms	13	4%
Other	41	11%

A large portion (24%) of the additional comments provided pertained to **suggestions for additional facilities to those proposed or for improvements to be made to existing facilities as part of the proposals.** Additional facilities suggested included pickleball courts, a climbing wall, water polo provision, and squash courts. Facilities suggested for improvements including the cycling track and the astroturf pitches. For example:

- “Climbing wall.”
- “A squash court would be amazing - there is nowhere else locally to play squash except Rowton Castle which is very far away if you live in North Shropshire.”
- “Addition of a competition standard athletics track with spectator seating would be a huge boost for the site. Beyond the traditional athletics use the facility would complement the existing cycle track and proposed pool and

enable competition standard multisport events such as Triathlon and Aquathlon to take place."

- "I think you should be spending money on other team sports facilities and viewing areas e.g. netball, basketball, badminton where people can easily watch county, regional and national events."

Other comments relating directly to the proposed facilities included **suggestions about the café** from 4% of respondents. These largely concerned serving healthy food, for example:

- "Make sure a cafe is adequate for a fitness centre - fresh food, not frozen fast food options. Plenty of local, independent examples in Shrewsbury town centre which work, an overpriced, unhealthy fitness cafe is the last thing needed."

A further handful of respondents (13) made comments about the proposed **changing facilities**. These were somewhat mixed, but included some concerns about proposals that might do away with single-sex changing areas. For example:

- "Would the all-gender changing facilities be staffed? I can see they would be a huge improvement for family groups, but feel some concern that for single female users, or users with a disability, communal facilities could be rather intimidating."
- "Accessible changing allows for carers and mixed families to change without discrimination. Allowing for mixed gender changing, as long as safe guarding measures are in place this is great."
- "Changing appears to be unisex, I would not use."
- "Please have separate sex changing rooms for my kids' safety."

7% of responses to this question made the point that these proposals **only serve Shrewsbury** and leave the rest of the county out. 5% used this space to express **concerns about the cost of the proposals**, particularly in a time of financial difficulty for Shropshire Council.

Generally negative comments and those about the **facilities not being needed** made up 13% of the responses to this question. Another 7% of respondents to this question said they **would not use the facilities**. 7% of these comments were also **generally positive** about the facilities. 6% of responses pertained to the **pools** and these themes are already covered in detail in the section above.

11% of further comments about the facilities pertained to **parking/travel access** and these themes covered in detail in the next section of this report.

Free-form comments to the same question about facilities from the youth survey mostly pertained to requests for improvements to the pool proposals. Full comments were as follows:

- "A fun pool with diving boards and slide would be fun for families and diving lessons to encourage that element of skill."
- "Can the public pool contain a lazy river?"

- “I am looking forward to the disco parties!”
- “I want to carry on swimming at the Quarry pool which I can walk to and save car journey.”
- “Nothing else really I think the sports village is a great place.”
- “Obstacle course, swimming pool needed.”
- “Re-surface the cycle track and add other cycling facilities such as a pump track.”
- “The facilities aren't the right side of Shrewsbury for me. Public transport is not an option and it’s built on much needed car parking.”
- “The splash park area looks fun. Will there be a diving board at the pool?”
- “Trampolining sessions to be held in the sports hall.”

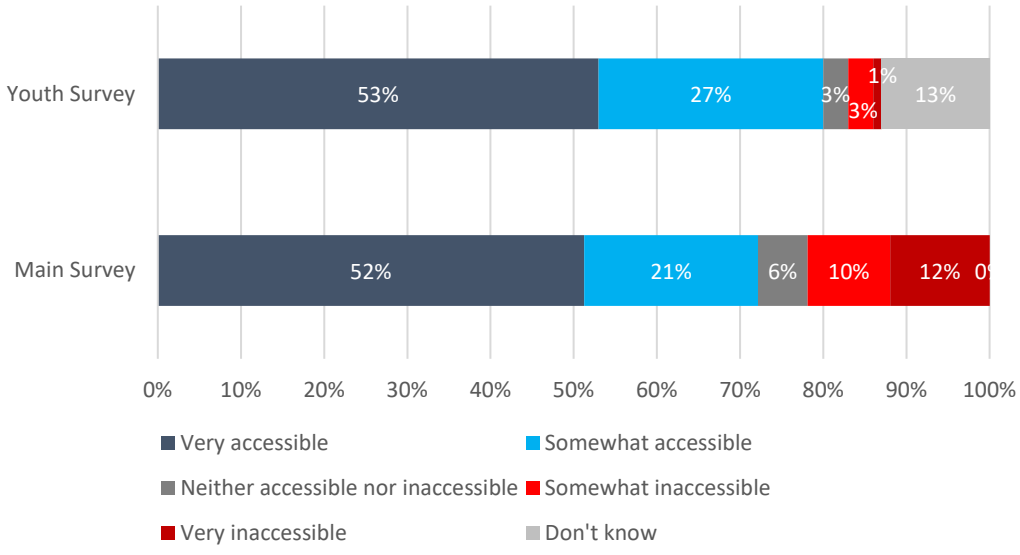
6 Transport and Travel Access

Respondents were asked a series of questions about the accessibility of the Sundorne Sports Village, including public transportation, parking, and active travel accessibility.

Respondents to both the main survey and the youth survey were asked to provide their feedback on the overall accessibility (defined in the youth survey as “easy to get to and use”) of the Sundorne site. The responses from both surveys are summarised in **Figure 22.**

Most respondents from both surveys find the Sundorne site accessible. More detailed information about the accessibility of the site in terms of travel and transportation access and potential barriers to that are included in other survey questions, below.

Figure 22: Accessibility of Sundorne Site



When asked which forms of

Figure 23: Likely Method of Travel to Sundorne (Main Survey)

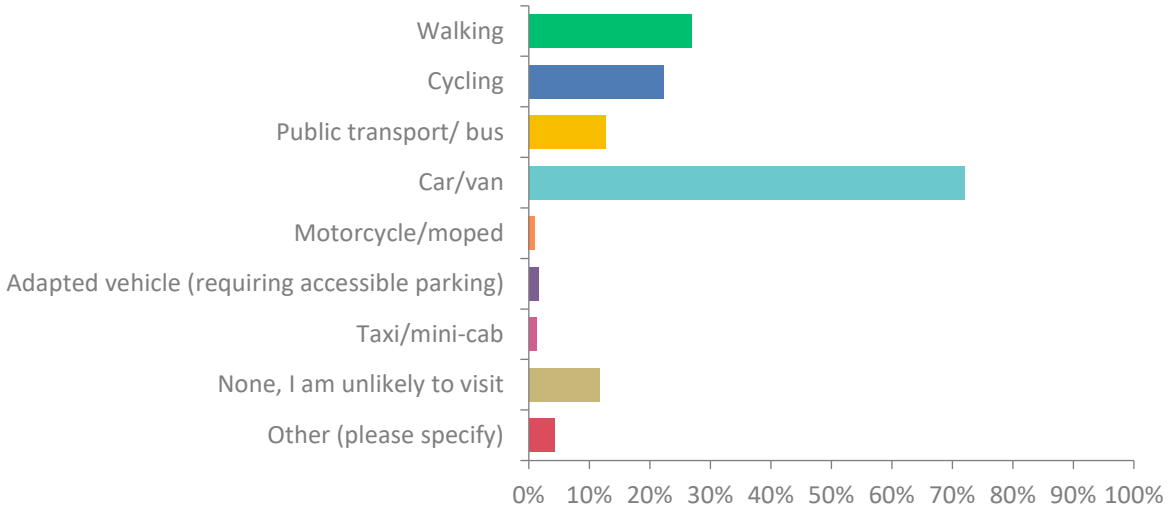
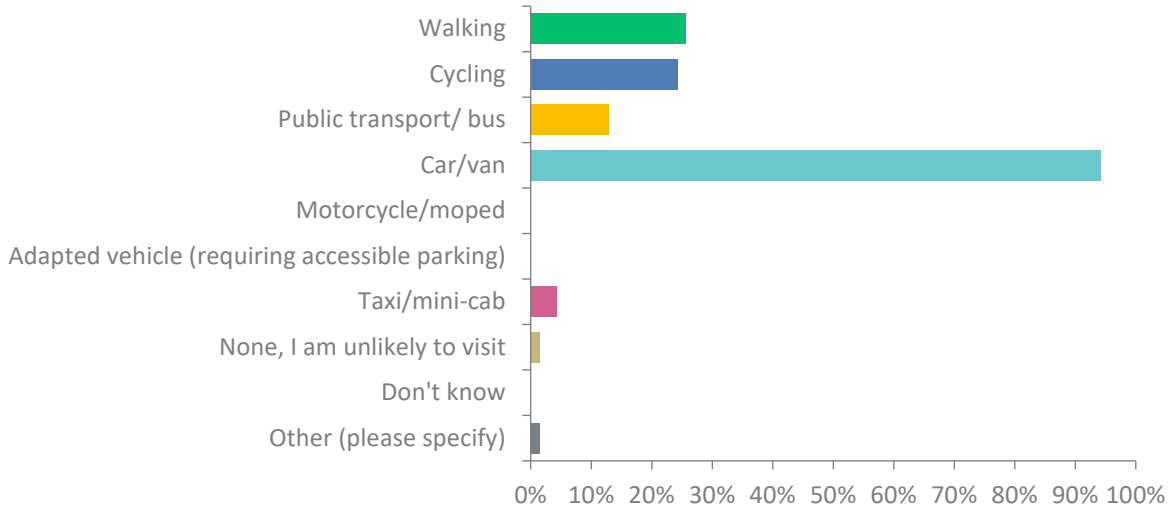


Figure 24: Likely Method of Travel to Sundorne (Youth Survey)



travel/transport respondents would be most likely to use to get to the proposed centre, most main survey and youth survey respondents said that car/van was the most likely method (**see Figures 23 & 24**). Interestingly, methods of likely travel were fairly similar for both groups.

Given that travel by car/van to the site is anticipated to be quite high, adequate parking is a particularly salient related issue. Main survey respondents were asked about their satisfaction with the proposals for parking (**see**

Figure 25: Satisfaction with Parking Proposals (Main Survey)

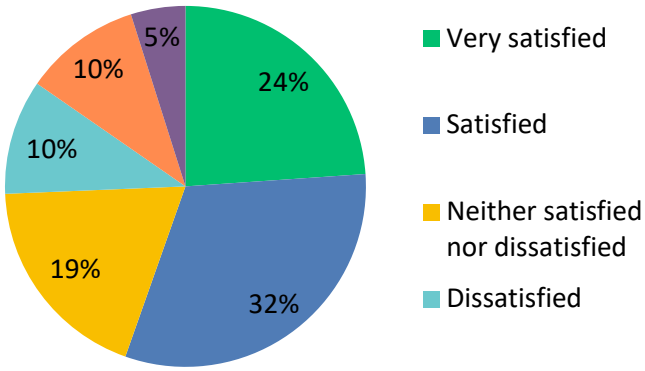


Figure 25). A majority of respondents (56%) said they were either “very satisfied” or “satisfied” with the proposals for parking.

Respondents to the main survey were also asked to rank their priorities for increasing transport accessibility options. These are presented in the order they were ranked in **Table 7**. There was not much between these priorities in terms of respondent’s rankings, but increasing car parking spaces was ranked just a bit higher on average across all respondents than improvements to public transportation and that was just slightly above improvements to cycling and walking routes to the site.

Table 7. Ranking Transport Access Priorities	
Type of Transportation	**Average ranking**
Increase in car parking spaces	1.82
Public transport	2.05
Cycling and walking routes	2.12

Respondents to the main survey were also provided an opportunity to offer more detailed comments on access and transport to the Sundorne site. 404 respondents did so, and their responses were tagged for common themes. Some of these responses contained more than one theme. These themes are presented in **Table 8** and examples provided below.

Table 8. Themes – Comments about Access to the Site	Count	%
General access concerns	116	23%
Concerned it's not accessible by public transport	113	23%
Concerns about parking availability	92	18%
Concerns about traffic	64	13%
Concerns about safety/Improvement of active travel to the site	37	7%
Good accessibility	24	5%
Concerns about environment/carbon emissions/encouraging car use	22	4%
Other	30	6%

The most common theme in these responses were **general statements about access to the site being an issue**. These comments were often about the Sundorne Sports Village being “outside the centre” or in other ways were more general in terms of the problem with accessing the site. For example:

- “Without car access this is already very inaccessible.”
- “Accessible only if you live in North Shrewsbury!!!”
- “May not appeal to people on the other side of Shrewsbury or people without access to transportation.”
- “Sadly we will rarely use it as it is too far away and will cost too much to travel there.”

Some of these more general statements were likely implying various more specific access concerns that were also voiced in the comments more explicitly. For example, the second most common theme in these comments were **concerns that the site is not very accessible by public transportation**. The concerns about

public transportation access turned up repeatedly throughout the survey, including in the comments from themes in **Table 6**, above. Public transportation issues were noted by both Shrewsbury residents who do not live near the site, as well as villages around Shrewsbury that might be served by the new facilities, who would find public transportation into the town too limiting. Comments included:

- “The public transport is totally unsatisfactory. It will be crucial to provide a dedicated 5-min shuttle service between the town centre and Sundorne, or many people just won't attempt to get there.”
- “I would not use public transport as there is no direct route. I would have to go into town on one bus and out on another, paying 2 separate fares and the same to return. It would also take me 10 times longer than the 7 minute drive.”
- “The public transport system is not frequent enough. It would require a journey into Shrewsbury and then out to the sports village. Would take too long to get there.”
- “Public buses in Shrewsbury are poor. Most services finish by 6 and there are none on a Sunday. I live centrally so would only need one bus but I pity anybody trying to travel from the south of the town.”
- “Improved public transport provision from across Shrewsbury is needed.”
- “We use a car mainly because public transport is inadequate and expensive from Pontesbury. I have ranked public transport number 1 as top priority but realistically, unless there are major improvements and price reductions, as a family we will be driving.”
- “No direct bus route from outside of Shrewsbury makes this inaccessible to those outside of Shrewsbury unless they travel by car.”

Another common theme raised was **concern about the availability of parking**, particularly when big events are being held. Others are concerned about inadequate parking impacting local residents, and some say that current parking is inadequate at times. For example:

- “As mentioned, existing car parking is on occasions unable to meet demand so current plans seem inadequate. Making additional spaces available on contingency basis seems a poor start to a scheme with such a budget. Monitoring of existing car parking would have been carried out but are they available to view.”
- “Where would this additional parking be and on what surfacing, for the larger events?”
- “Parking and storage are ALWAYS underrepresented in any building planning. There could never be enough of either.”
- “Sunday parking would be very limited within the football season add to that a cycling event and there would be major parking problems!!!!”
- “Concerns regarding loss of parking spaces, local residents already have problems when football tournaments on parking outside homes and blocking access. Offering additional parking further away will not solve the issue as people will park as close as possible.”
- “I worked at the sports village from 2006 when it opened until 2014 as a site manager. From considerable experience I can assure you parking is not adequate at the moment. Swimming pool busy times are Sunday mornings family plus Sunday league football plus junior football will create the need for 500 plus spaces. That doesn’t include use of the internal facilities. Local

residents will be complaining. They did when we had an event on with just the sports village open never mind including a pool as well."
- "You need to think about accessible parking for the elderly and disabled. I don't support your taking away from outside the bowls centre."

Relatedly, many respondents raised **concerns about traffic.** Some said current traffic in the area is already problematic, and that these proposals do nothing to address this issue. Some are concerned that traffic will increase significantly in the area, or that it is already too high and will discourage people from attending the Sports Village in the future. For example:

- "Although the site is somewhat accessible, traffic is a continual problem along Sundorne Road at peak times of the day, when traffic is stationary waiting to join the Sundorne Island to access the A5/M54. In my opinion, this problem needs to be addressed before the proposed site is in operation."
- "I believe that this will massively impact the people who live locally when they are trying to get around the area and not in a good way."
- "Road systems, traffic management needs attention."
- "The Sundorne Road area is often gridlocked at busy periods."

These comments raise issues that are important for Shropshire Highways to consider in its future planning. Similarly, some respondents raised concerns around the **accessibility and safety of active travel** (walking, cycling, using scooters) in the area of the Sports Village. For example:

- "Unsafe road; too busy."
- "This makes it difficult for young people or people without cars to travel to, particularly during bad weather when people don't want to walk or cycle. This site increases traffic on the roads."
- "The cycle route along the canal needs a lot of TLC e.g. it needs resurfacing and widening. Betterment of walkways and cycleways especially away from main roads for able persons should be top priority and on par with public transport for less able persons."
- "The cycling routes make use of what is a muddy and not very well maintained path. If this is more frequently used would need more maintenance."
- "As a regular user of the road network leading through the town to near sports village for work both by car and bike I would be far less likely to use these facilities as there is always too much traffic. I regularly cycle this way but this is less practical when carrying sports equipment and although the cycle lanes are largely adequate the Heathgates Island is a serious risk to life and limb as well as the road leading to the sports village itself."
- "Improve cycle access along Sundorne Road. Active travel plan?"

Connected to active travel concerns, some respondents raised **concerns about the proposals encouraging more driving** in the town and less use of public transport or active travel, as the site is much more accessible by car than other methods. Some respondents were concerned about the environmental consequences of the proposals possibly encouraging more car use. For example:

- "Environmental disaster. Asking everyone to TRAVEL OUTSIDE THE TOWN. Travel by car. Environmental impact. Healthier to walk/cycle."

- “Sadly too far to walk or cycle regularly as am elderly, and unwilling to increase carbon footprint by using car. Bus not feasible (access also far).”

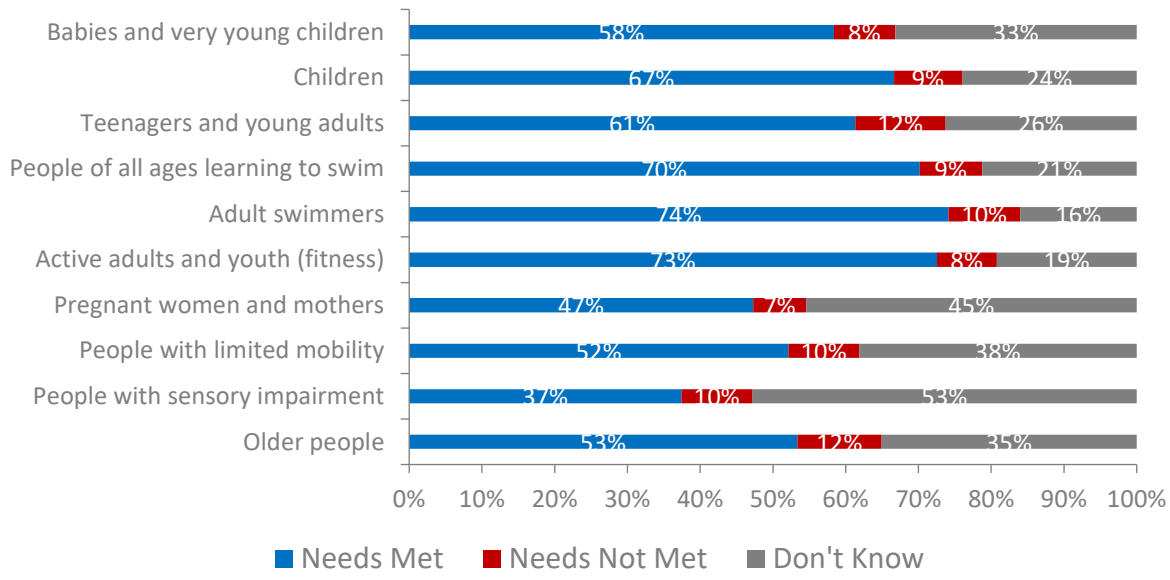
Finally, 5% of respondents also made comments in this space about the site **being easy to access**.

- “Good accessibility for schools.”
- “Perfect location, outside of the town but still very accessible.”
- “Amazing that you can go to swim and not have to pay to park - makes it more affordable.”

7 Inclusion and Accessibility

Respondents were asked to provide feedback on whether the facilities meet the needs of a broad range of groups and members of the community. In these questions, respondents were asked to tick groups that applied where they felt these

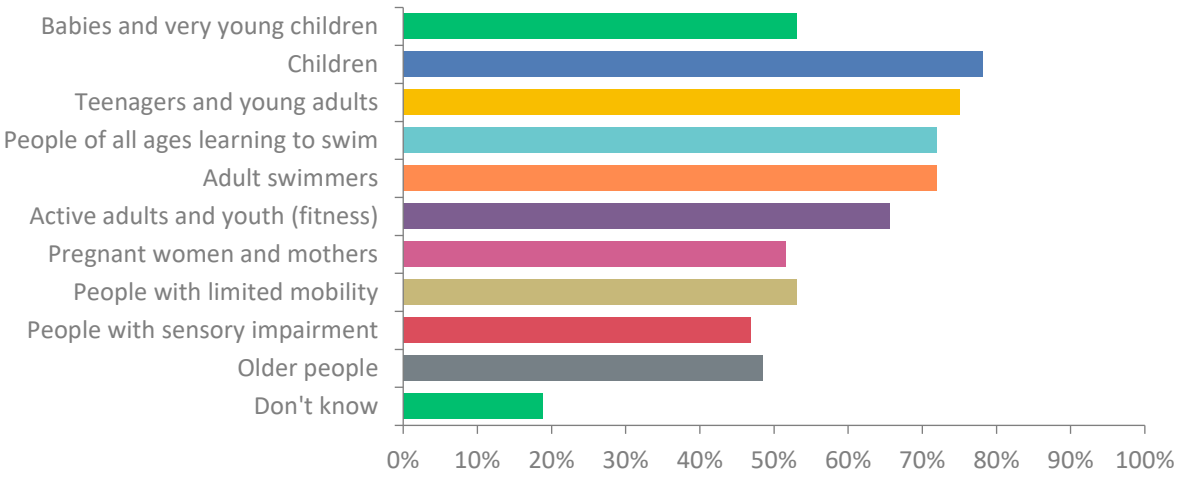
Figure 26: Needs of Groups Met by Proposals (Main Survey)



proposals would meet their swimming and fitness needs. The results of these questions are displayed in **Figures 26 & 27**.

Adult swimmers, active adults and youth, people of all ages learning to swim, and children were the groups that main survey respondents identified as being most served by the proposals as they are currently planned (**see Figure 26**). Among youth survey respondents, the needs of children, teens and young adults and swimmers seem to have their needs met most by the proposals, but overall felt that the proposals mainly met most people’s needs. In both surveys, people with sensory impairment seemed to be the group that respondents were least sure about their needs being met. Older people, too, were less likely to have their needs met by the proposals than other groups, according to both sets of respondents.

Figure 27: Needs of Groups Met by Proposals (Youth Survey)



Two open-ended questions in both surveys specifically asked respondents to think about the inclusiveness of the facilities, and whether the proposals could be amended to improve access and/or use of the centre by the wider community.

The first of these questions asked respondents "what opportunities" they would like to see "developed at the centre to encourage wider community use." 261 main survey respondents answered this question, and these were read and grouped thematically. These are presented in **Table 9.** Youth survey responses to this question (12 in total) fit within the themes in **Table 9**, so some of their comments are included as examples below as well.

Table 9. Themes – Opportunities for Increased Community Use	**Count**	**%**
Social prescribing/other health uses (e.g. physiotherapy, hydrotherapy, etc.)	60	19%
Suggestions for facilities/activities that all/many might like (e.g. Pilates, squash, etc.)	46	15%
Classes/provision/welcome for specific groups (e.g. SEN, LGBT+, women, older people, veterans, etc.)	33	10%
Increase use by community groups/grassroots clubs (e.g. guides, social groups, etc.)	32	10%
Holiday activities for children/youth clubs/youth centre	27	9%
Help with costs for people on low incomes	25	8%
Improved transport access	22	7%
Community meeting area/free use of meeting room	13	4%
Development of outdoor area at centre	10	3%
Encourage school use	2	1%
Other[5]	47	15%

Many of the suggestions offered in response to this question were very thoughtful, such as suggesting **social prescribing or other health uses** for the centre.

[5] Most of the "other" comments relate to sentiments about the proposals wasting money, wanting investment in the Quarry instead, or saying that the location of the site is not right.

Suggestions also included thinking about **classes or other types of activities provision that might welcome specific groups** (e.g. LGBT+, SEN, veterans, older people, women, etc.) to make the centre more feel more inclusive.

10% of respondents also suggested **encouraging local groups and clubs to use the centre more**, such as Guides, social groups, etc. or **encouraging schools to use the site**. 4% of respondents said that **free use of a meeting room** for such groups might also help with improving community use.

9% of respondents answering this question suggested **offering more youth provision, such as holiday activities and youth activities**.

Another important suggestion was that the centre **have support for people with low incomes** to attend classes or use facilities, especially those on a pension or receiving universal credit.

Relatedly, some respondents suggested that **improved transport access** (in particular, public transport) would also help with the centre being more inclusive.

Finally, 10 respondents suggested **improvements to the outdoor space** at the centre might engage more members of the community.

Examples of comments included:

- “Spaces to rent for businesses. I’m a sports therapist and would be interested in renting a room from the venue. Would be beneficial for all. Both public and venue.”
- “School use.”
- “Increased number of swimming and water safety advice lessons for school age children and including groups e.g. home educated children who might not get lessons as they aren’t educated in schools.”
- “Veterans access. Exercise on prescription.”
- “Maternity focused sessions/sessions for new parents; Groups aimed at/inclusive of those with learning disabilities (for example with visual instructions available/trained staff).”
- “Classes for children and adults with learning difficulties.”
- “Use by local disabled groups, exercise on prescription, children’s parties. A large enough cafe to make it a social meeting place.”
- “Youth centre. A place for young adults to have easy access to.”
- “Improvement re tarmac of cycling track for wheel chair users.”
- “A good cafe like the one at the lantern.”
- “Slimming groups like Slimming World would be a great place for groups to come and hold their weekly groups, thus promoting your facilities too.”
- “Community fitness and wellbeing groups being given the opportunity to make use of the studio spaces.”
- “Free or reduced cost for people with disabilities which would benefit from exercise if referred by GP, services not affordable to some disabled people.”
- “More aqua treatment options. To help elderly and anyone with chronic muscle strain issues.”

- “More evening classes for people who work during the day.”
- “Big effort to promote fitness benefits of regular swimming to 11 to 30 year olds. I am a regular swimmer at Quarry but do not see youngsters of this age a lot.”

The second open-ended question asked respondents of both surveys whether there are “any other specific design requirements you would like to see considered in relation to accessibility and inclusivity of use of the facility? Please explain if you believe any needs of beneficiaries listed above will not be met.” 213 main survey respondents and two youth survey participants responded to this question. Main survey themes are presented in **Table 8** and discussed in more detail below, followed by examples of comments illustrating these themes.

Table 8. Themes – Improving Inclusivity/Accessibility of Facility	**No**	**%**
Ensure access/more for people with physical/mental/sensory disabilities	39	18%
Comments about changing rooms	33	16%
Suggestions for facilities/activities that all/many might like	30	14%
Improve transport access/location not accessible	27	13%
More/ideas of facilities for children/families	26	12%
People outside Shrewsbury not having needs met	15	7%
Help with costs for people on low incomes	12	6%
More/ideas for teens/young adults	8	4%
Depends on activities/timetables	3	1%
Other	19	9%

Many of these themes, such as **help with cost for people on low incomes**, **people outside of Shrewsbury do not have their needs met**, **improved transport access**, and the ideas for improving interest from **children/young people/families** are all covered in more detail elsewhere in this report.

The two themes that emerge more emphatically here than elsewhere, and where these comments also bring more nuance to these insights, are around the need to **ensure more access for more people with physical/mental and sensory disabilities** and the concerns that people have around equality, inclusion and the **proposals for changing rooms**.

For example, with regard to ensuring more access for people with disabilities, many respondents had good points to make about how people might feel more included in the centre if they are struggling with any of these issues.

- “A sensory area for kids with ADHD and autism.”
- “I have a disabled child (age 9) who can't go in a traditional pool and is too big for a baby pool but he is able to enjoy the shallow entry pool at Plas Madoc in Wrexham. We should have a similar fun pool with shallow entry which could be enjoyed by a wide range of people, particularly families and children.”

- “I use lift at Quarry Pool due to painful arthritis in my hip, I would hope easy access lifts are included.”
- “Would like to see services designed for children with SEN needs, including sensory facilities.”
- “A quiet place or space for those with sensory or PTSD disabilities. This could be outside, maybe a green area with benches.”
- “Please consider the sensory overload for autistic people. Garish colours in soft play area as illustrated are nauseating. I could not take my grandchildren there. Overall, noise baffling and deadening would help, and the ability to sit in a quiet space away from crowds when experiencing sensory overload. Ambient music is annoying and distracting. Pools should have an advertised quiet time, as at the Severn Centre, Highley.”

Comments about the changing areas were also very thoughtful in response to this question. Respondents exhibited rather mixed (though sometimes very strong) views about what would make the ideal changing room setup. They included:

- “Big changing rooms which include family changing rooms. We have a disabled family member and going places can be so limiting because of the lack of spacious changing rooms.”
- “Family Changing rooms with separate cubicles where Adults with learning disabilities can change but still be supported by family or Carers if needed.”
- ““Disabled changing not to be too far from poolside because of risk of slipping.”
- “Child free areas e.g. changing.”
- “Single sex changing facilities are essential. Mixed changing villages do not meet equality requirements.”
- “Transgender / non-binary welcoming changing rooms.”
- “Family changing rooms.”
- “Changing rooms must be male, female and family.”

8 Key Objectives and Overall Views

Finally, respondents in both the main survey and youth survey were asked about their overall satisfaction with the proposals for swimming, fitness and leisure provision at Sundorne Sports Village. The results are displayed in **Figures 28 & 29**. The majority of respondents in both surveys were either “very satisfied” or “satisfied” with the proposals overall (90% of youth survey respondents and 70% of respondents to the main survey).

While a minority of respondents to the main survey were “dissatisfied” or “very dissatisfied” with the proposals, it is worth noting that a larger percentage of respondents said they were “very dissatisfied” than said they were “dissatisfied” or neutral. This indicates that those who are opposed to the proposals have strong views against them.

Figure 28: Overall Satisfaction with Proposals (Main Survey)

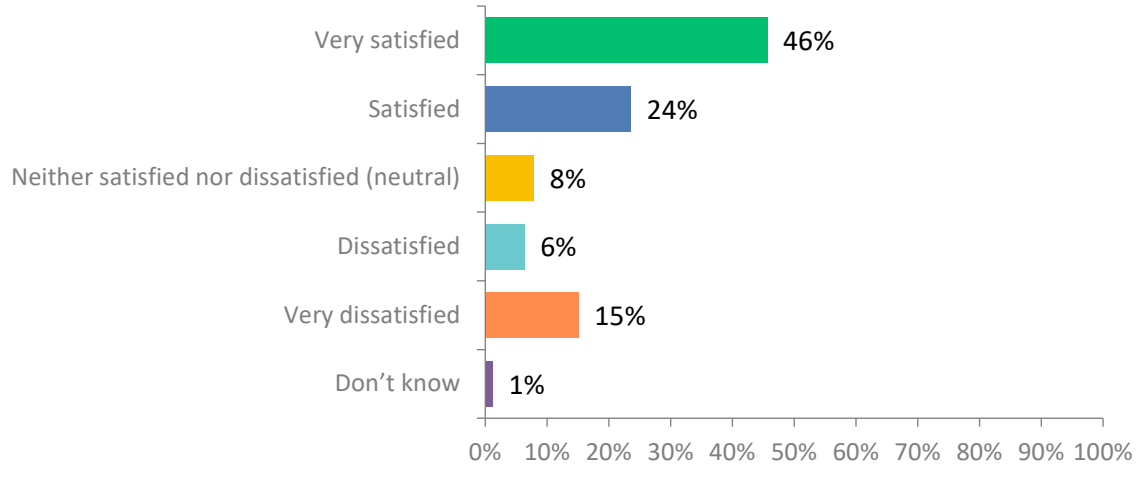
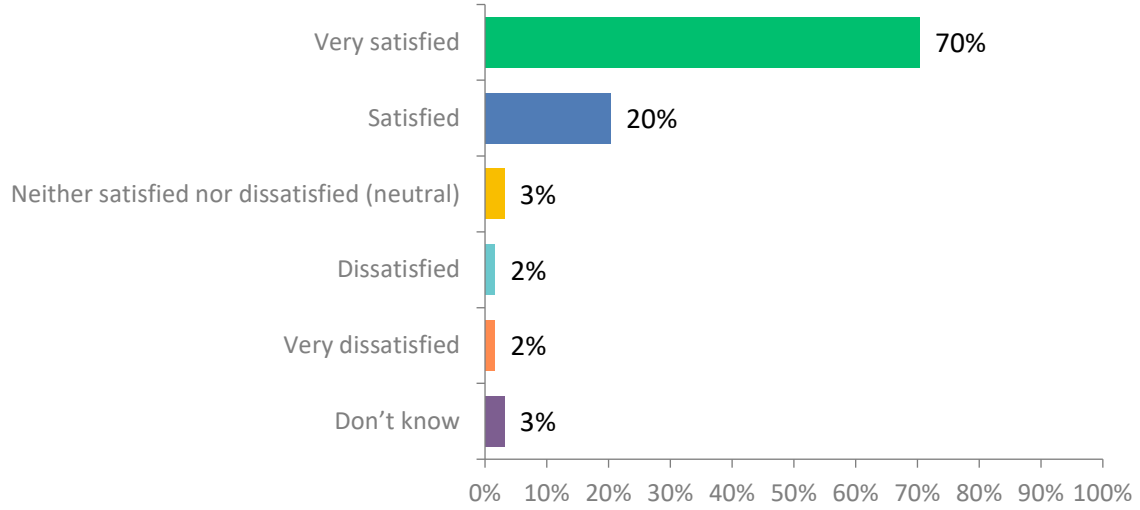


Figure 29: Overall Satisfaction with Proposals (Youth Survey)



Main survey respondents were also asked to indicate to what extent they agreed with whether the proposals lined up well with the project's stated objectives. These objectives and the results of this question are displayed in **Figure 30**.

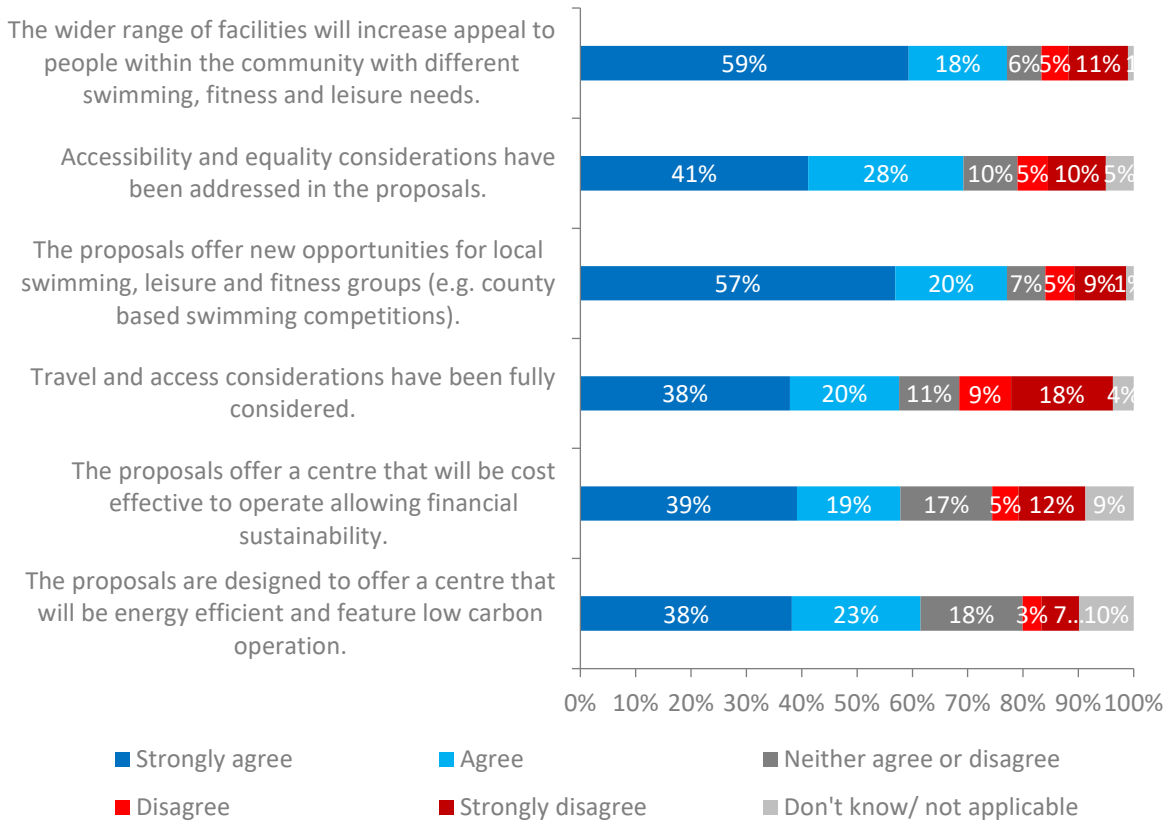
A majority of respondents agreed that all of the proposals' key objectives had been met. For example, respondents expressed wide agreement (77% "strongly agreed" or "agreed") with the proposals' alignment with the objective to "offer new opportunities for local swimming, leisure and fitness groups." Similarly, 77% agreed with the statement that "the wider range of facilities will increase appeal to people within the community with different swimming, leisure and fitness needs." A smaller majority, but still most respondents (69%), agreed that "accessibility and equality provisions have been addressed in the proposals."

While still largely in agreement that the proposals have met the remaining objectives, a few of the objectives had higher levels of disagreement or uncertainty. "Travel and access considerations have been fully considered" had the highest levels of respondent disagreement (9% "disagreed" and 18% "strongly disagreed"). An additional 15% of respondents said they were neutral or didn't know whether the objective had been met. The lower levels of certainty about this objective are

probably reflected in the many comments detailed above discussing concerns around public transport and/or active travel access, increased traffic, and worries about there being enough parking at the centre.

It is also worth noting that those aspects of the proposals with the highest levels of uncertainty (reflected in neutral or “don’t know” answers in **Figure 30**) are around the financial sustainability and environmental efficiency of the proposals. These perhaps highlight aspects of the project where communication might be improved.

Figure 30: How Well Do Proposals Meet Objectives (Main Survey)



Respondents to the main survey were asked whether they have any other comments about how the proposals meet the objectives and 585 provided responses to this open-ended question. The responses were tagged for common themes and these themes are summarised in **Table 8**.

Table 8. Themes – Other Comments on Whether Proposals Meet Objectives	**Count**	**%**
Concerns about accessibility of transport/traffic/enough parking	215	27%
Happy with proposals overall	118	15%
Concerns about cost	95	12%
Concerns about closure of Quarry	92	12%
Certain facilities/sports missing or plans don't go far enough	71	9%
Investment in Shrewsbury and not elsewhere	44	6%
Happy with ease of access	39	5%

Happy with inclusion of competition pool/seating	37	5%
Not enough information provided/not enough research done	33	4%
Prefer single sex changing rooms	16	2%
Other	33	4%

All of the themes in **Table 8** have been touched upon elsewhere in this report. It is worth noting that the **most common theme raised in response to this question relates to concerns around travel and transport access issues with the site**. As noted in Section 6 in particular, but throughout the report, accessing the site is a big concern for many respondents, though this varies as to whether people are most concerned about public transport availability, active travel accessibility, or traffic and parking congestion. **Concerns about cost** of the facilities, as well as **concerns about the future of the Quarry** site were also expressed by sizeable numbers of respondents in this question. 15% of respondents also expressed **overall happiness with the proposals** and 5% specifically said they were **happy with the ease of access** to the Sundorne site and 5% were specifically **happy with the proposals for the competition-sized pool and seating.**

For the purposes of comparison at this stage, it is also worth bringing in the summary tables for the themes analysed in the final three open-ended questions of the survey. These questions asked, “what do you most like about the proposals,” “is there anything you dislike about the proposals,” and “please tell us anything else you would like to add.” Questions like these are designed to elicit responses that are not directed at particular aspects of the proposals, in order to find out what is truly top of the mind for respondents and to garner any unique, outside-the-box thoughts that might emerge that survey designers and project managers may not have thought to ask. The thematic summaries for these questions are displayed in **Tables 9-11**.

Table 9. Themes – What Respondents Like About Proposals	**Count**	**%**
New facilities/additional pool in the area/new activities/range of activities	254	37%
Competition pool / seating	122	18%
Negative comments/qualified comments	81	12%
Easy access to facilities/good parking availability/location	78	11%
Accessibility/inclusion considerations in new facilities	60	9%
Generally happy with proposals	43	6%
The proposed changing rooms	17	2%
Energy efficiency/climate impact considerations	14	2%
The café	10	1%
Other	2	0.29%

Table 10. Themes – What Respondents Dislike About Proposals	Count	%
Concerns about access to the Sports village (transport/traffic/safety/enough parking)	146	33%
Concerns about cost of the project	50	11%
Concerns about closure of Quarry	49	11%
Plans for pools not quite right (too small, no diving board, not deep enough, not enough seating, etc.)	48	11%
General expressions of dissatisfaction	44	10%
Not happy with changing rooms (too small, don't like unisex, etc.)	30	7%
Certain other sports facilities not included (e.g. squash, pickleball, etc.)	26	6%
Not enough investment outside of Shrewsbury	20	4%
Concerns about accessibility, inclusivity of facilities themselves	16	4%
Emphasis too heavy on one group and not others (e.g. children, competitors, people in only one area of Shrewsbury, etc.)	11	2%
Other	9	2%

Table 11. Themes – Anything Else to Add	Count	%
Suggestion to include a particular facility/activity	46	16%
Happy to see proposals implemented	44	15%
Comments on travel/location/access/transport/parking	42	14%
Keep the Quarry	39	13%
Cost of /spending on proposals unacceptable	32	11%
Criticism of consultation/the council	22	7%
Money should be spent outside Shrewsbury	21	7%
General dislike of proposals/proposals are insufficient	20	7%
Security/safety improvement suggestions	5	2%
Other	25	8%

Again, it should be noted that the largest concerns raised in **Table 10** once more focus on **worries about transport, travel and parking** around the Sundorne site, **concerns about project costs**, and **concerns about the future of the Quarry**. These themes also featured prominently in the very open-ended “anything else to add” question whose responses are summarised in **Table 11**.

In terms of what respondents like about the proposals, a large percentage of those commenting on this question are **happy to see a new swimming and facilities** being brought to the area, and 18% were specifically **happy to see competition swimming** being catered for.

The “anything else” question also elicited some unique comments, or comments that have been discussed in less detail elsewhere. For example, 46 respondents **suggested that particular facilities or activities be included in the proposals that are not currently planned**. These comments indicate that there may be some community interest that could be further met with these activities. These included:

- Breastfeeding facilities

- A plunge pool
- Diving boards
- Squash courts
- Flumes, wave pools, inflatables, or other children's and teens' swimming "fun" activities
- An outdoor park
- Electric vehicle charging points
- Basketball court
- Pickleball court
- 50m pool
- More use of the café such as cooking classes
- Upgrades to the dance studio/cycling track/sports hall

Five respondents also suggested security or safety measures be put in place that are not currently detailed in the proposals, such as better lighting and secure bicycle parking.

9 Summary and Conclusion

Summary

The report details the extensive consultation process undertaken to gather public opinion on the proposed transformation of the Shrewsbury Sports Village. The community's feedback was solicited through online and in-person methods, ensuring a broad demographic was represented. The proposed changes aim to enhance the range of fitness and leisure facilities, improve accessibility for disabled and elderly individuals, offer high-quality pool facilities, ensure financial viability, and increase carbon efficiency. The key findings can be summarised as follows:

<u>Respondents</u>

- The response rate to the main survey was high (with 1,287 responses), and the separate youth survey (with 80 responses) ensured that the voices of young people – which are typically underrepresented in public consultations – were included in good numbers.
- 27 local groups, organisations, and parish councils were represented in the feedback provided.
- In their comments on the Equalities Impact Assessment, respondents raised important points about how the proposals might better meet the needs of those with Autism or sensory impairments as well as those with complex disabilities, as well as safeguarding and equalities concerns about unisex changing rooms.

<u>Current Use of Facilities</u>

- More survey respondents currently use the Quarry Swimming and Fitness Centre than the Shrewsbury Sports Village. Most respondents (69% or 761 of the 1,105 answering this question) were users of one or both of the centres. However, 31% of respondents (344) do not currently use either centre.
- Most who report using the Sports Village currently seem to do so between daily and a few times a month (55% total). This is also the case for those who reported using the Quarry Swimming and Fitness Centre (52%). Among respondents to the youth survey, most used the facilities daily, a few times a week or weekly (68%).
- Among main survey and youth survey respondents, adult and children's swimming were the two most popular facilities. Facilities that stand out as more popular in the youth survey than the main survey are the cycle track, the tennis/netball courts, the skate park and the football pitches.
- Travel and parking access, as well as distance to travel to both sites were the top themes identified as key barriers for people who don't use either site.

Feedback on Pools and Seating Proposals

- The vast majority of respondents from both surveys (73% in the main survey and 89% of youth survey respondents) were "very satisfied" or "satisfied" with the proposals for inclusion of a swimming pool at the Sports Village.
- A majority of respondents from both surveys (56% in the main survey and 76% of youth survey respondents) reported feeling that the competition seating aspect of the proposals was "adequate".
- Common comments on the swimming aspects of the proposals included general happiness with the proposals and the competition provision.
- Concerns about the proposals focused largely on what is missing, including facilities such as a 50m pool, a deeper pool, and more pools. A number of respondents also raised concerns about the costs of the proposals, the ability for the public to easily access the pools if it is frequently being used for competitions, and about the future of the Quarry pools.

Feedback on Other Proposed Facilities

- The 130 station health and fitness suite, the 2 new gym and dance studios and the cycling studio were the facilities with the most interest from respondents of both the main survey and the youth survey. Both groups of respondents felt that overall there was an adequate mix of facilities in the proposals.
- Among main survey respondents specifically, the café and seating was extremely popular (89% saying they would most likely use it) with the wellness and toning centre and the children's splash party and new soft play area also proving fairly popular.
- The most common comments on the facilities were those requesting the addition of facilities they would be likely to use, such as a climbing wall, squash courts, pickleball courts, competition athletics track, etc.

Transport and Travel Access

- Most respondents from both surveys reported that they find the Sundorne site accessible, and a majority of respondents said that they were satisfied with the proposals for parking.
- Respondents to the main survey ranked increasing car parking spaces above public transportation and cycling and walking routes as the top transportation access priority.
- Despite the general satisfaction levels with access to the Sundorne site, travel and transportation access recurred throughout the report as an important barrier for many respondents to attending the site. Public transport access was identified as a problem for many, as was concerns about parking, traffic and the accessibility and safety of active travel routes to the site.

Inclusion and Accessibility

- Respondents to both the main survey and the youth survey overall felt that the proposals met the needs of most groups, though both types of respondents felt that people with sensory impairments and older people were the groups least likely to have their needs met by the proposals.
- Suggestions for opportunities to make the proposals more accessible for increased community use included offering social prescribing or other health features/activities, including more facilities for those with disabilities, providing classes or activities aimed at welcoming specific groups, ensuring feelings of safety and welcome in changing rooms, and offering more support for people on low incomes.

Key Objectives and Overall Views

- The majority of respondents in both surveys were either “very satisfied” or “satisfied” with the proposals overall (90% of youth survey respondents and 70% of respondents to the main survey).

- The majority of main survey respondents also felt that all of the key objectives for the proposals had been met.
- Analysis of feedback on key objectives points to the need for more work around travel and transport access to the site, as well as better communication around how the proposals meet their objectives around financial sustainability and energy efficiency.

Conclusion:

The commitment to a transparent and inclusive consultation process has been key throughout the project, with the aim of creating a facility that aligns with the Shrewsbury community's needs and aspirations. The feedback gathered has been instrumental in shaping the project's direction, with the community's voice playing a central role in the planning and development stages. Huge thanks are extended to

the many individuals and organisations that turned out to drop-in sessions and provided valuable feedback through their survey responses.

The proposed transformation of the Shrewsbury Sports Village is poised to meet the key objectives of accessibility, sustainability, and broad appeal, reflecting the community's desire for a modern, multi-feature centre that caters to diverse needs. The project's success will ultimately depend on its ability to integrate the community's feedback into the final design and operation of the new facilities.

June 2024

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Leisure Facilities Strategy - Summary for Consultation

Shropshire Council
2019-2038

August 2020

Contents

1. Introduction and Context

1.1. In 2018 Shropshire Council (SC) developed an Indoor Leisure Facility Strategy 2018-2023 (the Strategy) the focus of which was to set out a hierarchy of leisure facility provision across Shropshire Council leisure facilities based on an assessment of need. It provided clarity on Shropshire Council's obligations at a time of competing interests and was developed to support a sustainable, affordable and future proofed leisure provision portfolio.

1.2. The Council has delivered on a number of actions identified within the Strategy but in light of changing needs and service provision opportunities now considers that the strategy needs to be developed further by focussing on community needs and aspirations, delivery of services in partnership and in conjunction with the development of a new Rural and Community Strategy, Corporate Plan and a Place-based approach to service delivery.

1.3. This updated Strategy will deliver on the broader remit of sport and physical activity, will be an ever- evolving document and will be the basis on which Shropshire Council will take forward its Sport and Physical Activity and Leisure Services with partners and stakeholders. The Strategy is about facilities needed to facilitate engagement in physical activity which also contribute to place-making and the identity of a locality.

1.4. This updated strategy seeks to remove the Tier system of investment in facilities i.e. the Tier1, Tier 2 and Tier 3 system which would have resulted in the closure of a number of facilities and replaces it with a strategy based on community needs, aspirations, partnership, sustainability and resilience whilst enabling a more commercial approach to service delivery. The impact of removing some of the sport and physical activity services in specific areas where other services are also reducing could severely impact on communities and will result in increased spend in the areas of health and social care.

1.5. The updated strategy also focusses on partnership working alongside shared services and investment based on community priorities. It will ensure that the Council's services provide value for money to the local community ta- payers by working to reduce the overall subsidy across the whole of the leisure facilities portfolio through providing a mixed economy of provision and activity.

1.6. In some instances, a commercial approach will be appropriate to service delivery; other areas of Shropshire will require a more community based health and wellbeing service based approach focussing on increasing activity and interaction whilst other areas will require a mixed economy of provision. This approach should secure a more sustainable offer across the whole of Shropshire.

1.7. Rather than focussing on reducing specific services or buildings **our new approach is to consider the needs of communities in the context of place-making.** There are areas of Shropshire where the simple geography of rural life requires that in order to maintain certain provision there will be a need for a more flexible approach to service delivery which is not as prevalent in more urban areas. Our leisure facility offer needs to be flexible to meet local need and not be based on a one size fits all approach.

Local Context

1.8. This Strategy focusses on the facilities provided by SC; however, the contribution of all other leisure facilities and providers to local place-making is recognised. The Strategy covers the geographical area covered by the new Local Plan.

1.9. This Strategy has been developed in parallel with the Shropshire Council Playing Pitch Strategy (PPS); to provide an evidence base for the Local Plan Review and underpin future priorities for provision. Appendix 1 sets out the detailed analysis of need informing the Strategy.

1.10. This Strategy is linked into the period of the Local Plan 2019-2038; however, the Strategy will be reviewed and refreshed on a 5 year basis, or at the next review of the Local Plan, whichever is the sooner, to ensure it is kept up to date. Over and above this, there should be on-going monitoring of this Strategy through its implementation. On-going monitoring should include partnership working with neighbouring local authorities to keep aware of facility changes and developments.

1.11. The study has been developed in line with the objectives of the Local Plan Review, the developing Rural and Community Strategy and the Shropshire Place-making Context.

1.12. The Sub-areas referenced in this Strategy are the amalgamated Place Plan Areas proposed in the Playing Pitch Strategy, as follows:

- **Oswestry and Ellesmere**
- **Shrewsbury, Minsterley and Pontesbury**
- **Ludlow, Church Stretton, Craven Arms and Bishop's Castle**
- **Market Drayton, Whitchurch and Wem**
- **Much Wenlock, Shifnal, Albrighton and Broseley**
- **Bridgnorth, Highley and Cleobury Mortimer**

The Local Plan Context

1.13. The Shropshire Local Plan currently comprises the Core Strategy (adopted 2011) and the Site Allocations and Management of Development (SAMDev) Plan (adopted 2015), together with the adopted Neighbourhood Plans for Much Wenlock and Shifnal. These documents set out proposals for the use of land and policies to guide future development in order to help to deliver sustainable growth in Shropshire for the period up to 2026.

1.14. Shropshire Council is currently undertaking a Local Plan Review (LPR). This will:

- **Allow for the consideration of updated information on development needs within the county;**
- **Reflect changes to national policy and local strategies;**

- **Extend the Plan period to 2038; and**
- **Provide a plan which will help to support growth and maintain local control over planning decisions.**

1.15. Maintaining an up to date Local Plan will support local growth by generating certainty for investment in local development and infrastructure through a policy framework that establishes an up to date and objective assessment of development needs and supports sustainable development in Shropshire during the period 2016 to 2038.

1.16. The Strategy will ensure that existing facilities are the most appropriate in terms of quantity, quality and location and consider how best to meet the additional needs generated by the planned housing and economic growth. Infrastructure priorities for the LPR are identified through the Local Plan Implementation Plan and its associated Place Plans. The Place Plans support the Implementation Plan by listing all the priorities, needs and aspirations on a place by place basis for Shropshire's communities.

1.17. The LPR identifies a requirement for an additional 30,800 houses between 2016 and 2038. Around two thirds of these are already built or are committed (including those allocated in the previous Local Plan - SAMDev). The majority of new dwellings will be in Shropshire's towns, with Shrewsbury, Bridgnorth, Ludlow, Oswestry, Market Drayton and Whitchurch having more houses than smaller urban centres such as Ellesmere, Highley or Wem. A limited number of houses will be built in 39 rural settlements, known as Community Hubs. Section 5 sets out the number of houses proposed for each settlement.

Key Factors in Shropshire affecting Leisure provision

Demographics

Figure 3.1: Shropshire

1.18. Shropshire is a large, rural and sparsely populated county, covering a land area of 319,736 hectares, which is approximately ten times that of all the inner London Boroughs put together (31,929 hectares). With a population estimated at 317,500[1], this gives a density of only 0.98 persons per hectare.

1.19. Around 39% of Shropshire's population lives in villages, hamlets and dwellings dispersed throughout the countryside. The remainder live in one of the 17 market towns and key centres of varying size, including Ludlow in the south and Oswestry in the north, or in Shrewsbury, the central county town.

[1] Source: ONS mid-year estimates, 2017

1.20. There are some key factors influencing what Shropshire will look like in the future:

Rising Numbers of Older People

- Shropshire has an older population than England; 24% of its population aged 65 or over and 1.2% aged 90 or over, in comparison to 18% and 0.9% in England.
- The 65+ population set to raise by 48% from 75,600 to 112,100 – this projection will mean this age group will increase from 24% to 33% of Shropshire's total population.
- 26% of the female population are aged 65 or over, compared to 22% of men.

- In the same period, the 85 and over population will raise by 135% from 10,000 to 23,500, taking it from 3% of Shropshire's population to 7% in 2037. 6,407 of those over 85 are women (64%).
- The 65 and over population increase between 2017 and 2037 is similar for men (51%) and women (45%), but the change between 2017 and 2037 for 85's and over is greater for males (169%) than females (114%).
- Shropshire's 65 and over population will increase more than the West Midlands, and the over 85 population will increase above the West Midlands and also England. [2]
- Amongst West Midlands local authorities, Shropshire has the second highest percentage of its population that is aged 65 or over, and of all England authorities, Shropshire has the thirteenth highest.
- The Place Plan areas with the highest percentage of those aged 65+ are Bridgnorth (9.1%), South Shrewsbury (9%), North- East Shrewsbury (7.2%), Ludlow (6.6%), Market Drayton (6.5%) and rural Shrewsbury area (6.2%).
- Of the 9,978 people that are aged 85 and over, the place plans with the highest percentage are South Shrewsbury (10.3%), Bridgnorth (8.8%), West & Central Shrewsbury (7.9%), Ludlow (7.6%) and North East Shrewsbury (6.2%). In contrast, Highley (1%), Broseley (1.3%) and Much Wenlock (1.4%) have a smaller percentage of the 85 and over population.

[2] Reference JSNA Older people's needs assessment 2019

Ageing Well

Ageing is inevitable but suffering ill health in later life is not. It's never too late to adopt a healthier lifestyle and take steps to prevent ill health. It's just as important for people in older age to have a balanced diet, remain physically active, not smoke and maintain a positive attitude. By doing this older people are more likely to avoid health problems and may be able to manage existing problems more effectively. [3]

Population Growth

Shropshire's overall population is projected to grow from 313,700 in 2017 to 337,300 by 2037.

Long Term Health Conditions

The ageing demographic across Shropshire has rising health and care costs. Older people in Shrewsbury and the wider County suffer from:

- **rising dementia (Dementia recorded prevalence (aged 65+) – Based on 6-monthly returns, Shropshire was similar to England in April 2017, but by September 2017, Shropshire was significantly higher at 4.51% compared to England at 4.33% [4];**
- **a high level of hypertension (16.2%), higher than the West Midlands and England (JSNA Older people's needs assessment 2019);**
- **rising levels of depression (9.9%), significantly higher than either England or the West Midlands [5]; and**
- **increasing levels of obesity (9.8%), significantly higher than England but lower than the West Midlands.**

[3] JSNA Older people's needs assessment 2019
[4] JSNA Older people's needs assessment 2019
[5] JSNA Older people's needs assessment 2019

Younger People

Younger people in Shropshire suffer from high levels of childhood obesity, mental ill-health issues and, where found, severe child poverty. More accessible, better quality physical activity provision could contribute to improved quality of life to help combat these challenges.

Starting well and developing well

Ensuring that children have the best start in life is vital for reducing health inequalities. Much of a person's future health and wellbeing is determined by early years development.

2.1. Other key influences on future leisure provision include:

The current level of participation in physical activity in Shropshire is 63.8% (Active People April 2020). 12% of the population is fairly active and 24.2% i.e. nearly a quarter of the population is inactive.

Levels of deprivation in the County are relatively low, but where there is deprivation it is significant. Rural deprivation is a key issue, relating to poor access, isolation and loneliness.

Scale and Rurality- the size of Shropshire and the fact that the County is so rural means that public transport is limited, journeys can take longer, and access is impacted. There are fewer large urban areas and more smaller communities which means services and infrastructure provide for a wider area.

Car Ownership- 14.9% of Shropshire residents do not have access to a car

The most important and effective health interventions are those which address inequalities and health behaviours in a child's early years.[6]

There is a need to increase sport and physical activity across Shropshire to enable communities to reap the benefits it brings by raising aspirations, improving physical and mental health, growing the economy, reducing inequality and supporting social interaction and strong and resilient communities is at the heart of this revised Strategy. It will be delivered in the context, and in support, of the Council's interlinked Corporate priorities (Innovate to Thrive :

1. **More people in a suitable home**
2. **Care for those in need at any age**
3. **A good place to do business**
4. **A healthy environment**
5. **Sustainable places and communities**
6. **Embrace our rurality**

Analysis of Need

1.22. The identification of need reflects the analysis in the separate Evidence Base the two separate Facility Planning Model (FPM) reports and consultation feedback. (The Evidence Base and FPM reports are separate appendices to the Leisure Facility strategy).

1.23. The future need for facilities and investment is clearly linked to a number of factors:

- **Housing and population growth in specific areas e.g. Shrewsbury**
- **The age and condition of the facility itself**
- **The existing facility mix**
- **The target of carbon neutrality by 2030**
- **Accessibility**
- **Changes brought about by Covid 19 and its aftermath**

[6] JSNA Young people's needs assessment 2019

1.24. The key challenges with the existing facilities are:

- **Their age and condition**
- **The need for investment in the older buildings – in the short term The Quarry, Whitchurch Sports Centre, Church Stretton Pool, Market Drayton Leisure Centre and SpArC are priorities. Investment is needed to make the operation of the buildings more sustainable, and to improve the user environment.**
- **In the medium to longer term there will also be a need for investment in the other facilities e.g. Sports Village (fitness, potentially swimming facilities, café, outdoor grass and all weather pitches),**
- **The opportunity to improve existing provision to generate increased income e.g. extended fitness at Oswestry Leisure Centre and Ludlow Leisure Centre, and the development of new fitness facilities at Market Drayton Leisure Centre**
- **The rurality of the County and the fact that some facilities serve smaller communities and others larger towns**
- **The fact that 'one size will not fit all' across Shropshire, but that there is a need for a common Vision and principles for provision**
- **Ensuring the right partnerships are in place to ensure physical activity provision is at the heart of place-making**
- **Identifying the appropriate governance model for each locality, so that communities have a role in their local physical activity offer**

1.25. The conclusions regarding existing facilities are summarised in Table 1:

Table 1: Summary Conclusions by Facility Type

Facility Type	Summary Conclusions
Sports Halls	• The resident population of Shropshire generates a demand for 84.4 badminton courts in the weekly peak period. This compares to a supply of 140.20 badminton courts which are available for community use in the weekly peak period. So, the Shropshire supply exceeds the Shropshire demand by 55.8 badminton courts. • 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 6.33 badminton courts by 2036 to meet increased demand from the population

Facility Type	Summary Conclusions
	growth of 23,600 across the county. This need can be met within the existing supply of sports halls 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 Market Drayton, Whitchurch and Wem area. This is because there is no SC operated community leisure centre in this area 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 sports hall at Bridgnorth Leisure Centre is open for community use; this is dependent on the continued operation of facilities by Halo Leisure. A new long-term contract is likely to be signed between the Academy and Halo to continue operation of facilities at the site. 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 Market Drayton, Whitchurch and Wem area where all existing formal community use arrangements for access to sports halls ended in 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.
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, daytime 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,

Facility Type	Summary Conclusions
	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. This is of particular importance in Shrewsbury where there is significant new housing development to the south of the town. • The quality of existing swimming pool provision is of greatest concern in Church Stretton, Bishops Castle, Whitchurch and Shrewsbury. • There is significant existing swimming pool provision across Shropshire and importantly all identified localities 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. • 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 an over-supply of swimming pools. 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.

Facility Type	Summary Conclusions
	• In 2019 the resident population of Shropshire generated a demand for 3,111 sq. metres of water. The supply available for community use is 4,121 sq. metres of water, in the weekly peak period. So, there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019. • Future need for swimming pools (based on the Sports Facilities Calculator (SFC)) equates to 234.34 sq. m to meet the needs of the 23,600 population growth in the county, much of which will be in and around Shrewsbury. Existing community accessible provision equates to 4,121 sqm. Therefore, even taking into account future demand by 2037, there would remain an over-supply of water space of 775.66 sqm (4,121 – (3,111 + 234.34 sqm)). This is roughly equivalent to 3 x 25m x 4 lane pools (225 sqm). Whilst reducing the amount of water space could be an option, this needs serious consideration in a large rural area, given the challenges of accessibility. This situation does, however, provide the opportunity to think differently about the provision of swimming pool facilities, particularly in Shrewsbury because the Quarry pool needs to be replaced, and consider the option of two facilities, potentially one in the town centre and one outside the town centre to improve accessibility, and provide more flexibly. At the moment a significant proportion of the county's swimming pool provision is on one building i.e. the Quarry. • 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)	• Based on the 15+ population there is a demand from the 2020 population for 362 fitness stations; existing supply of community accessible fitness stations is 511. Therefore, there is surplus of 149 fitness stations across the county. • By 2038 the population will have increased by 23,600. Much of this growth will be in and around Shrewsbury. Demand for fitness stations by 2038 will increase to 388; based on a supply of 511 community accessible fitness stations there will still be a surplus of provision, but this will reduce to 123 fitness stations. • There is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on 2019 population estimates. There is a need to ensure a sufficient supply of community accessible fitness stations in Shrewsbury because most of the provision in the main county town is made through the commercial sector. • 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.

Facility Type	Summary Conclusions
Squash Courts	• No need for additional squash courts has been identified in the Borough 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 the Borough.
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.

Strategy Delivery

1.26. Our Vision is that:

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

1.27. Three core **principles** underpin the delivery of our vision:

- **Support for 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;**
- **Recognising 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; and**
- **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 differing needs of local communities.**

* including existing leisure operators (independent trusts, schools), Town / Parish Councils, voluntary sector, etc.

1.28. The Strategy has been developed in parallel with the Shropshire Council Playing Pitch Strategy (PPS); to provide an evidence base for the Local Plan Review and underpin future priorities for provision

1.29. The identified facility needs, based on the analysis of need, are set out in Table 1.1. Overall, the issue is qualitative, as opposed to quantitative.

Table 1.1: Identified Facility Needs

Facility	Identified Needs	Location
Sports Halls	No need for additional provision. Investment in facilities built pre 2000.	Countywide
Swimming Pools	Replacement of swimming facilities in Shrewsbury (the Quarry and possibly Sports Village)	Shrewsbury
	Investment in/Replacement of swimming facilities in Whitchurch	Whitchurch
Fitness Facilities	Ongoing investment to maintain quality of offer Extension of provision in Oswestry Sports Centre Development of a new fitness offer as part of new provision at the Quarry Remodelled fitness provision at the Sports Village Investment in pay and play fitness in Shrewsbury; there is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on mid-2012 and mid 2019 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.	Countywide
Indoor Bowls	Review demand for provision on an ongoing basis	Shrewsbury
Squash Courts	Maintain the quality of existing provision	Countywide

1.30. In taking forward our vision and core principles our **strategic priorities** are:

Strategic Priorities

Table 1.2: Strategic Priorities

Sport and Physical Activity Strategy Priorities		Objectives	Links to Corporate Plan Priorities
Strategic Priority 1	**To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people**	• We will encourage and support the inactive to be more active • We will work to achieve, sustainable, positive health outcomes for older people living in Shropshire through targeted activities. • We will work with partners to promote social connections and reduce social isolation by bringing people together to participate in sport and physical activity in their community • We will work with Adult Social Care and Health, Public Health, CCG's and voluntary organisations to improve quality of life and social outcomes in communities in line with local strategy and Place Plans • We will work with partners to promote targeted health and exercise referral programmes to address priority health issues across Shropshire e.g. obesity, diabetes, hypertension, dementia and mental health issues • We will ensure strong links to Children and Young People's services and the C & YP Plan • Through sport and physical activity we will help children and young people to obtain a broad range of skills and capabilities to achieve and succeed • We will improve opportunities to participate, progress and achieve in sport	**Yes - all**
Strategic Priority 2	**To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.**	• We will utilise technology to engage with communities • We will support local community groups to grow and sustain their sport and physical activity provision • We will help to provide job opportunities and relevant training for local people • We will support positive activity programmes with local sports clubs, voluntary organisations and specifically local housing associations • We will work with local health providers to coordinate delivery of appropriate sport and physical activities in rural areas	**Yes - all**

Sport and Physical Activity Strategy Priorities		Objectives	Links to Corporate Plan Priorities
		• We will work with schools to support the delivery of the School Sport and Activity Action Plan	
Strategic Priority 3	**To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities**	• We will work with education providers where appropriate to support provision of sport and physical activities on joint use sites. We will support volunteering, modern apprenticeships, accredited learning and other initiatives to support people into work. We will work with local Town and Parish Councils and forums of interest to support the local area • We will work with partners and community groups to provide local opportunities in rural areas for training and work • We will work with partners and community groups to provide local opportunities for volunteers to get involved in activities, and developing local initiatives • We will work with Voluntary and Community Sector Assembly to coordinate volunteer support across Shropshire • We will support the tourism and cultural offer of Shropshire by providing activities and infrastructure to attract visitors to the area • We will work with local Town and Parish Councils and forums of interest to support the local area	**Yes - all**
Strategic Priority 4	**To take a cross county Place based approach to the delivery of high quality leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial acumen in order to reduce levels of subsidy.**	• We will work with education providers where appropriate to support provision of sport and physical activities on joint use sites. • We will work with partners and stakeholders to attract external funding • We will explore opportunities for the provision of shared services and coterminous sites through potential 'hubs' within communities • We will enhance opportunities through better use of existing provision • We will commit to continuous improvement by ensuring we regularly monitor our performance	**Yes - all**

Sport and Physical Activity Strategy Priorities		Objectives	Links to Corporate Plan Priorities
		• We will regularly benchmark our services with best practice providers • We will manage our centres effectively in order to significantly reduce subsidy across the service over the next five years • We will protect the right opportunities in the right places • We will regularly review our services based on local need and financial considerations • We will undertake regular customer feedback consultations • We will seek to provide ease of access to our services through both physical and electronic means • We will ensure sport and physical activity are included in corporate consultations and stakeholder events when appropriate	
Strategic Priority 5	**To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030**	• We will work towards ensuring our leisure centres are as energy efficient as they can possibly be • We will endeavour to reduce energy consumption as a key consideration in the development of our leisure centres	**Yes - all**

How will we Deliver the Strategy?

- **By developing a commercial approach to service delivery where appropriate in order to reduce overall subsidy to the service**
- **By working in partnership with our communities and stakeholders**
- **By focussing our limited resources to support the delivery of services our communities, where possible, to support future need**
- **By taking an overarching commercial approach to investment whereby larger and more sustainable facilities subsidise smaller and more rural facilities where there is a clear identified need**

- **By putting physical activity at the heart of place-making**
- **Through co-location of facilities, services and voluntary sector/community delivery as part of a locality offer**

What will Delivery look like?

1.31. Our delivery model concept is a community focussed hub -type service this could be a co-located hub combining physical activity and a range of other community services e.g. a library, a community centre etc, or it could be a stand-alone building as part of a linked hub offer. Co-located buildings and services will be the aim, wherever possible. However, the model will be driven by the needs of the locality, because every community in Shropshire is different.

1.32. Our leisure facilities will be managed through a range of models, again driven by locality. However, operational sustainability will also be key in identifying how best facilities are managed. The models are currently under review and will be determined by the end of 2020.l facilities will aim to have a User Forum; some of these are already established and will continue to exist. What will change is their governance role. All User Forums will have the opportunity to influence the service provided at local level, put forward ideas, and raise issues of concern. It will be the management of each facility who responds to these, meeting with the User Forum on a monthly basis. The User Forum will have a key role in raising funding, promoting services and activities and networking at community level, to support their local facility.

Action Plan

Strategic priority	Actions	Partners	Timescale
Strategic Priority 1: **To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people**	To ensure physical activity is at the heart of placemaking across Shropshire	Shropshire Council, Place-making leads, Parish and Town Councils, Energize, facility operators	Ongoing
Strategic Priority 2: **To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity**	To consider investment in identified facility needs across Shropshire and specifically in Shrewsbury, Whitchurch, Oswestry, Church Stretton and Bishops Castle	Shropshire Council, Place-making leads, Parish and Town Councils, facility operators	Short Term (1-5 years)

Strategic priority	Actions	Partners	Timescale
Strategic Priority 3: **To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities**	Develop the role of 'Friends of' Groups to support leisure facility development at the heart of place-making	Shropshire Council, Place-making leads, Parish and Town Councils,	Ongoing
Strategic Priority 4: **To take a cross county Place based approach to the delivery of high quality leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial acumen in order to reduce levels of subsidy**	To consider investment, where possible, in identified facility needs across Shropshire and specifically in Shrewsbury, Whitchurch, Oswestry, Church Stretton and Bishops Castle	Shropshire Council, Place-making leads, Parish and Town Councils, Energize, external funders	Short Term (1-5 years)
Strategic Priority 5: **To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030**	Secure external funding and investment in facilities (as part of overall capital investment) to ensure more energy efficient operations Undertake building energy efficiency surveys to establish high priority and quick wins	Shropshire Council, Place-making leads, Parish and Town Councils, facility operators	Short Term (1-5 years)

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.

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3902 - Swimming in Shrewsbury

Sundorne and Quarry Sites

RIBA Stage 2 Report - Multi-Disciplinary Team Executive Summary

Rev 1 - 21st February 2022

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01. Introduction

The project comprises two separate sites which are treated as two phases of the same overall capital project:

The Quarry Leisure Centre, Priory Road, Shrewsbury SY1 1RU
Replacement of the existing aging Quarry Leisure Centre with a new destination family-focussed town centre leisure centre.

Sundorne Sports Village, Sundorne Road, Shrewsbury SY1 4RQ
Extension to the existing Sports Village centre to provide alternative swimming facilities in Shrewsbury and improve the existing health and fitness facilities on offer.

The design team has been appointed to RIBA Stage 2, and have produced Design Stage Reports, summarised in this Executive Summary. The report should be read with the full appendices listed at the end.

RIBA Stage 2 is the Concept Design stage, and is to develop and prepare the architectural concept with the strategic engineering requirements, along with a cost plan, project strategy and outline specification, all aligned with the project brief.

Our project mission is:

For the Swimming in Shrewsbury project to create a high quality and sustainable (financially and environmentally) destination leisure and sport offer, which provides accessible and inclusive activities for Shropshire residents leading to increased participation and active lifestyles, thereby meeting community needs.

Sundorne site aerial view

Quarry site aerial view

02. Architectural Design Executive Summary
SPACE & PLACE

Architectural Concept Design

SPACE & PLACE have been appointed to develop the architectural designs for the Swimming in Shrewsbury project, to provide new and improved swimming, sports and leisure facilities in the town.

The current Stage 2 proposal is to develop both the Sundorne and Quarry sites to planning and tender stages, and then for the projects to be constructed as separate phases- Phase 1 being the Sundorne site and Phase 2 the Quarry site- to maintain continuity of the swimming facilities in Shrewsbury.

It is recognised that the current Stage 2 proposals have grown in scope since the Stage 1 report by HLM Architect. This is to incorporate requirements such as the remodelling and refurbishment works to the existing building at Sundorne, which had not previously been allowed for.

S&P's concept design has followed Sports England guidance in order to achieve a high standard of the proposed facilities, helping key building professions, clients, user representatives and other stakeholders to follow best practice and encouraging well designed sports facilities that meet the needs of sports and are a pleasure to use.

Proposed Facilities
Sundorne Leisure Centre

- 25 metre x 8 lane competition pool with spectator seating for 150
- 17 metre x 10 metre teaching pool with moveable floor (0-1.8m depth range)
- Associated changing facilities, plant room, first aid room and storage
- 2 new multi-purpose dance studios
- 3rd small studio
- 110 station gym
- Improved dry change facilities
- Potential for reproviding existing cafe and entrance in new extension, and associated remodelling of the existing building to provide a new larger fitness gym in the existing building and improve changing facilities for health & fitness users.

Quarry Leisure Centre

- 25 metre x 4 lane community training pool with moveable floor (0-1.8m depth range)
- Leisure Water- mix TBA but focus on intergenerational family fun rather than high octane, thrill-seeking rides.
- Fitness suite (86 stations)
- 2 x Dance Studios
- Spin Cycling Studio
- Health Spa
- Associated changing facilities, reception, office, staff room, first aid room, plant room and storage
- Indoor Adventure Play- zoned for younger children and older children
- Party Rooms
- Cafe (number of proposed covers 50 subject to confirmation by F&B Consultant)

02. Architectural Design Executive Summary
SPACE & PLACE

Sundorne

The concept design for the Sundorne Leisure Centre aims to:

•Provide a new swimming facilities on the site, to cater for competition as well as community swimming, by means of a new extension with both a competition pool with spectator gallery and a learner pool.

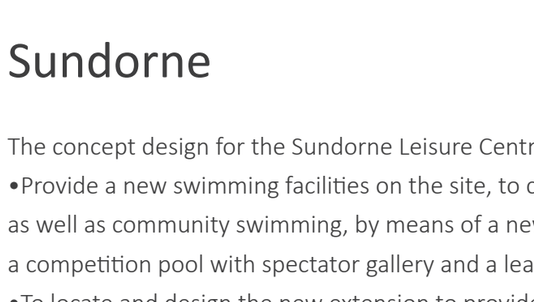
•To locate and design the new extension to provide visibility from the road, to announce its presence and raise the profile of the centre locally. The new entrance will also have a cafe to appeal to both local residents and users of the centre.

•To improve the health and fitness offer of the existing centre by creating a new larger fitness gym, studio space and improved changing facilities.

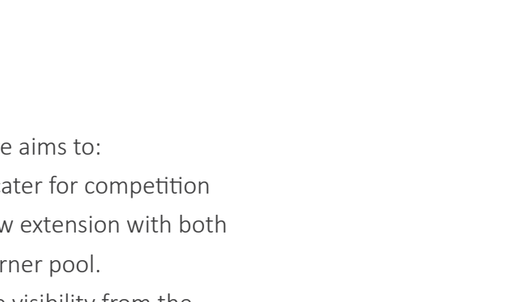
•To create a new entrance to the centre which serves spectators to the outdoor pitches and to swimming galas as well as users of the centre.

•To be a positive addition to the Sundorne Sports Village site and buildings.

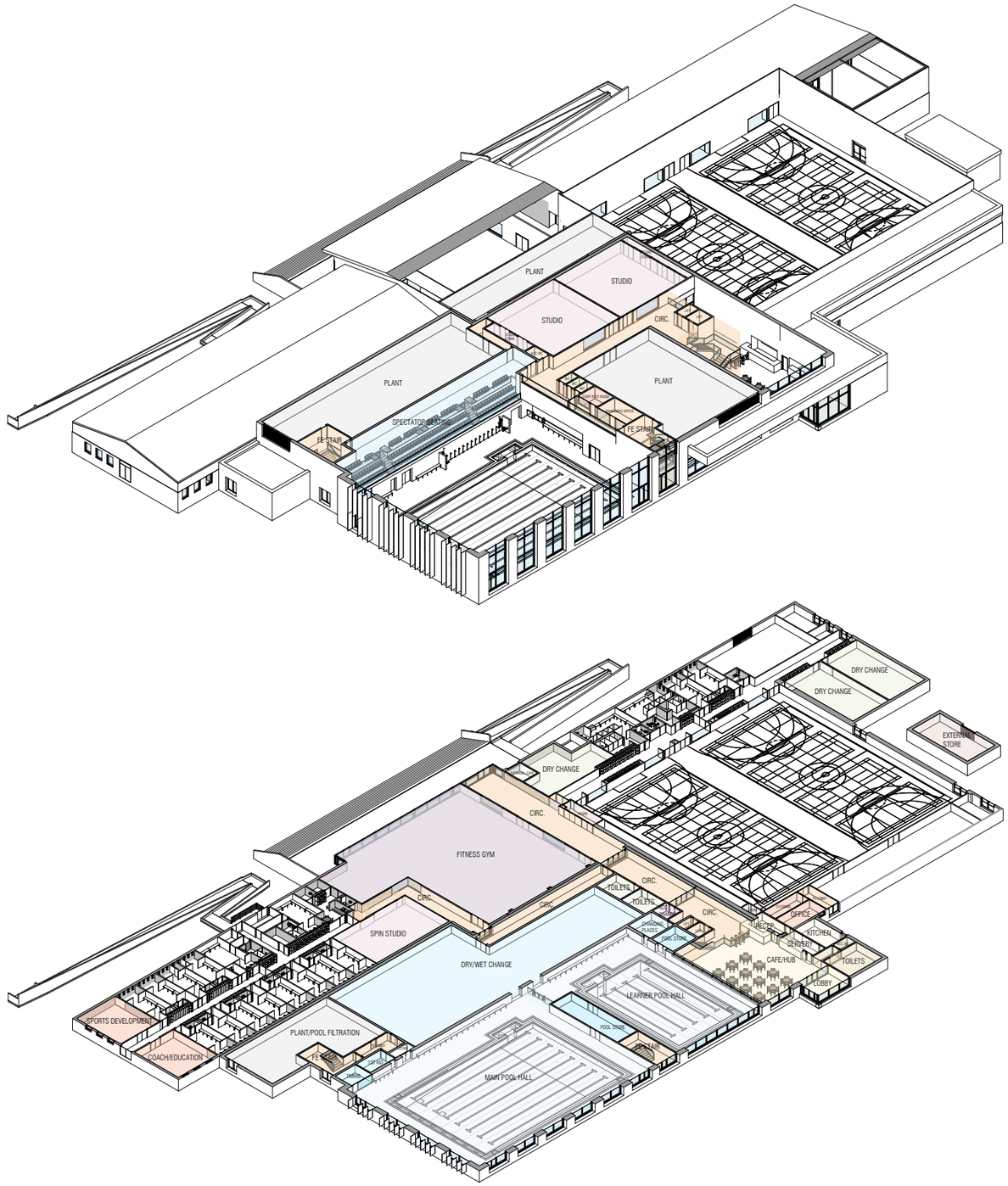
Incorporating remodelling works to the existing building allows the proposed new extension to knit with the existing, to read as a single new leisure centre and for the existing facilities to be improved to broaden its appeal.



Main entrance approach



View from pedestrian approach



02. Architectural Design Executive Summary
SPACE & PLACE

Sundorne site - View from car park

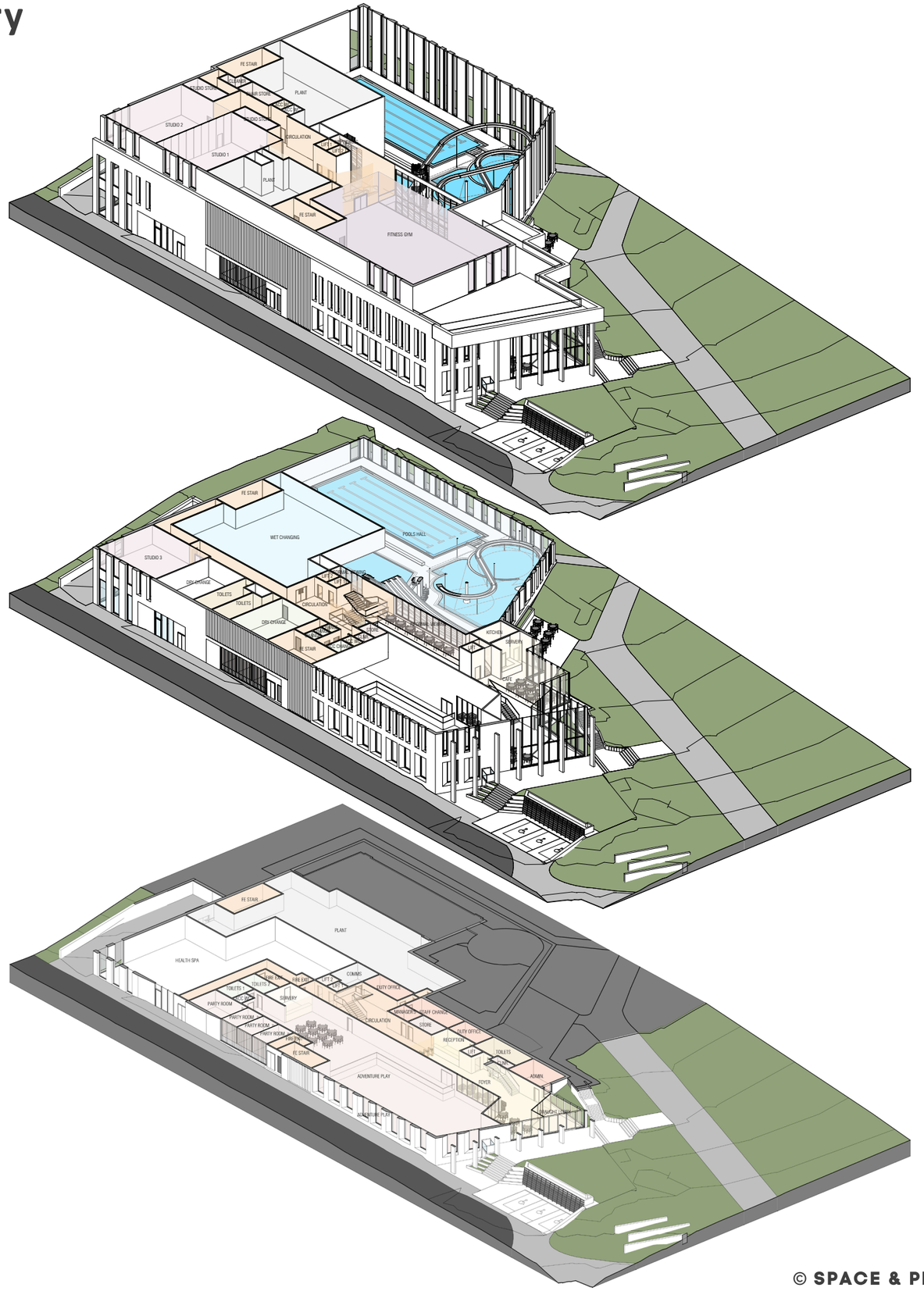
02. Architectural Design Executive Summary
SPACE & PLACE

Quarry

The concept design for the Quarry Leisure Centre aims to:

- Provide an attractive, welcoming modern leisure centre, which responds to the location between the town's urban fabric and the green of the Quarry park, by improving circulation between the different levels of Priory Road, the riverside and the park, and creating a fully inclusive and accessible facility.
- To produce a building that accommodates the large volumes required for the adventure play and leisure water activities, but still responds to the scale of the surrounding buildings and street scene.
- To respond to the changes in level and the views towards the building from a number of viewpoints, and produce a building which is sensitive to the surrounding building fabric and trees.
- To be a positive addition to the architectural fabric of Shrewsbury Town Centre, and bringing economic benefit to the town centre.

S&P had an early engagement meeting with Shropshire Council planning department, and they were in general agreement with the design principals suggested.




View from Quarry park footpath


Access to Cafe area

02. Architectural Design Executive Summary
SPACE & PLACE

Quarry site - Main entrance

03. MEP Executive Summary
HOARE LEA

This Stage 2 document has been prepared in accordance with the BSRIA BG6/2018 design framework. The main activities required within that framework are: preparing outline proposal for the concept design; analysis of broad environmental impacts; negotiating incoming services; preparing concept models, sketches and schematics. In line with the RIBA plan of work 2020, Stage 2 activities have also included: strategies for sustainability, maintenance and operation; finalising the project brief.

This report should be reviewed by all parties to make sure the systems presented are in line with expectations. The report captures Hoare Lea's understanding of what is required for the services design of the building and thus will form the basis for further detail to be added in the next stage. This Stage 2 report presents the current proposals for all the systems within the building. It builds upon the Stage 1 proposals put forward by HLM and captures the results of design decisions made and the extra detail added.

Since Stage 1, Hoare Lea has developed the design of the building and progressed the necessary discussions with the appointed design team members and the utility companies. Studies and reports have been undertaken for the following topics, in order to agree a suitable services strategy for the building:

- Sustainability
- Acoustics
- Fire Engineering
- Utilities
- BREEAM
- Air Quality

Key decisions made during Stage 2 are summarised below, with the knock-on effect for each item.

Item/System	Decision	Effect
New substation for Quarry	It is intended that the Quarry pool utilises an 'all electric' solution comprising the use of heat pumps to produce hot water. As a result, a new HV supply and substation is required within the site boundary to cater for the increased electrical loadings.	The location of the proposed new substation has been preliminary indicated in order to obtain budget costs from the DNO. The actual location of the new substation is to be agreed as part of the ongoing design.
Heating and cooling	The intention to use an air source heat pump system for hot water production.	Suitable external plant space is required to locate the air source heat pumps, deviating away from the Architects desire to have all plant located internally.

In developing the Stage 2 design, the following issues have come to light which require further investigation/decisions, in order to fully resolve them:

Item	Implication	Decision with	Next steps
PassivHaus Standards	There is a desire to adopt a number of Passivhaus standards at the facilities in order to achieve as low a carbon footprint as possible.	Client/Architect	Architect to develop the details on which standards are to be adopted such that they can be integrated within the MEP and sustainability design.
Rooftop Plantroom and screening	Deviation away from locating plant internally with the location of ASHP's and air handling plant at roof level in order to provide suitable access and maintenance and suitable connection for fresh air intake and exhaust points. Acoustic screening required.	Architect	Ongoing discussions and workflow with Architect to agree suitable MEP and acoustic strategy.

Following the issue of this report and the Stage 2 design concepts put forward by the design team, the scheme will be taken forward for planning and public consultation. Subject to the outcome, the design will progress into Stage 3 for items that do not require any additional decisions/resolution. Layout drawings and a Stage 3 report will be produced to capture the progress made in the next stage.

For both the Quarry and Sundorne facilities, heating to the pool Air Handling Units (AHU's), Domestic Hot Water (DHW) Calorifiers and Plate Heat Exchangers (PHX's) for heating of the swimming pool water will be provided by low temperature hot water (LTHW).

LTHW will be generated through the combination of single and two-stage Air Source Heat Pump (ASHP) systems comprising externally located ASHP's and internally located Water to Water Heat Pumps. The two stage process allows heat to be stripped from the external ambient air and converted to 'low grade' LTHW (circa 45-50°C) using refrigerant passed through a heat exchanger. The 'low grade' LTHW is then delivered to internally located water to water heat pumps, which convert the fluid to 'high grade' LTHW (circa 70°C) for use within the above plant and equipment, primarily to produce domestic hot water.

04. Structural and Civils Executive Summary
WARDELL ARMSTRONG

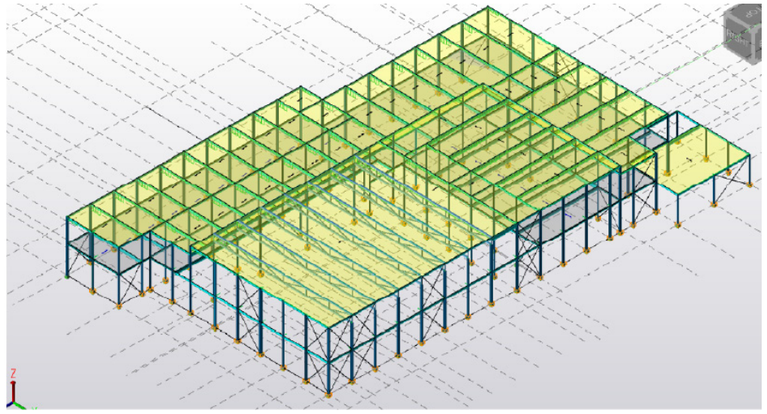
Sundorne Leisure Centre

Based on the BGS borehole records firm clay is likely to be present in the upper 5.0m of the ground below the made ground. Therefore, depending on loading criteria, shallow pad or strip foundations are likely to be required.

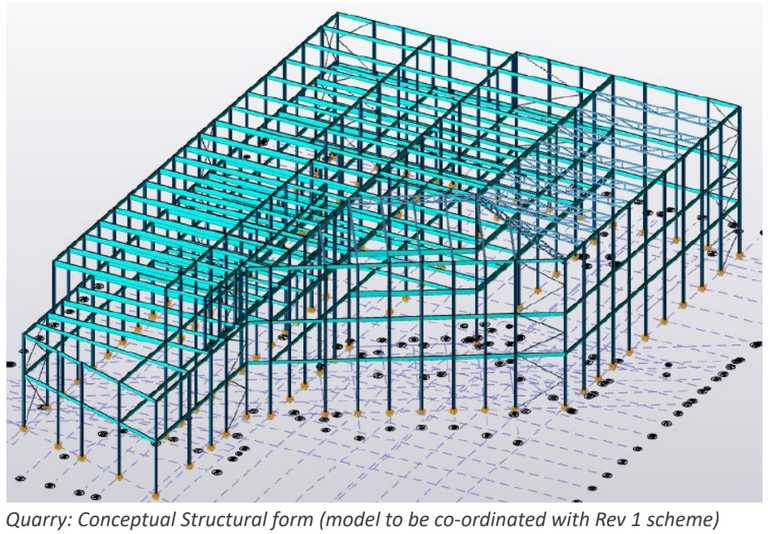
Due to the varying span lengths a structural steelwork frame consisting of a series of columns supporting primary and secondary beams onto which the floor slab can be constructed. Trusses could be considered for the large spans. The flooring for this option could either be precast concrete planks or a metal deck solution. Glulam beams could be a viable alternative to using trusses/ steel beams to span over the pool.

Alternatively, a reinforced concrete frame consisting of columns and flat slabs (generally) could be used for most of the structure, however, precast square/rectangular bridge beams could be considered for the large span over the swimming pool.

The swimming pool is proposed to be constructed from ground bearing in-situ reinforced concrete slab and retaining walls.



Sundorne: Conceptual Structural form (model to be co-ordinated with Rev 1 scheme)



Quarry: Conceptual Structural form (model to be co-ordinated with Rev 1 scheme)

Quarry Leisure Centre

The BGS borehole records from neighbouring sites indicate that the Glacial Till is stiff at shallow depths and therefore, it is anticipated that deep foundations are unlikely. However, an intrusive site investigation would be required in order to confirm the appropriate foundation options.

The condition of the existing retaining wall to be assessed to confirm any repairs required. The foundation depth is to be identified so that the new construction works minimize the impact on the wall. Temporary supports works are likely to be required for the wall during the construction of the pools.

It is likely that the swimming pool could be constructed as in-situ ground bearing reinforced concrete slab and retaining walls.

Due to the varying span lengths a structural steelwork frame consisting of a series of columns supporting primary and secondary beams onto which the floor slab can be constructed. Trusses could be considered for the large spans. The flooring for this option could either be precast concrete planks or a metal deck solution. Glulam beams could be a viable alternative to using trusses/ steel beams to span over the pool.

Alternatively, a reinforced concrete frame consisting of columns and flat slabs (generally) could be used for most of the structure, however, precast square/rectangular beams could be considered for the large span over the swimming pool.

05. Drainage Executive Summary
WARDELL ARMSTRONG

Separate foul and surface water drainage systems will be provided for the proposed development.

Foul Water Drainage

Foul water drainage will discharge to the public combined sewer in Priory Road via the existing connection in the east of the site if feasible based on the proposed internal layout.

Backwash water from the proposed swimming pools will be treated as trade effluent and discharged to the public combined sewer in accordance with a permanent Trade Effluent Consent. Where pools need to be emptied to the public sewer network, this would be done in accordance with a Short Term Discharge Application.

Surface Water Drainage

Due to the underlying mudstone bedrock, it is not considered that infiltration can provide the sole means for disposing of surface water runoff. In order to achieve the two BREAAM points for surface water runoff, it is proposed that runoff is discharged to the public surface water sewers. It is proposed that all flows exceeding this restricted rate will be attenuated on site with underground geocellular tanks for all storm events up to and including the 1 in 100 year storm event (including a 20% allowance for climate change).

The risk of watercourse pollution will be minimised with the use of permeable surfaces in car parking area to provide treatment to surface water runoff.

06. Fire Executive Summary
HOARE LEA

Below is a brief description of both the Quarry and Sundorne Leisure Centre's executive summary taken from the issued report. A brief description of each building has also been included before each summary.

Sundorne Leisure Centre

Please refer to the issued report for further details on all points stated below: REP-1921812-5A-BG- 20211216-Stage2FireStrategyReport-Rev00.

The existing building will not be assessed at this time as the design is no worse than existing but new extended areas will be assessed to comply with the relevant sections of Approved Document B.

The key fire strategy considerations are as follows:

- This report has been developed in accordance with Approved Document B Volume 2 (2019 Edition). Any variations from the guidance documents will be subject to approval by the Statutory Authorities.
- It is recommended that the building be provided with an automatic fire detection and alarm system to a minimum of an L3 standard in accordance with BS 5839-1, with a simultaneous evacuation procedure to be implemented upon detection in any area of the building.
- As some areas of the building are existing and there are no material alterations to the building façade, it is assumed that all other requirements have been met in these areas. As such, there is no requirement to reassess these areas.
- By virtue of the height and nature of the building considered, loadbearing elements of structure are to be provided with a minimum of 60 minutes fire resisting construction, as the uppermost habitable floor is less than 5m above external Ground floor level (NB: height of building to be confirmed).
- An external fire spread assessment has been conducted and the results are summarised in Section 7. It should be noted that in order to provide exact detail on the level of protection that may be required to each façade a site plan is required for the assessment.

Quarry Leisure Centre

Please refer to the issued report for further details on all points stated below: REP-1921812-5A-BG- 20211216-Stage2FireStrategyReport-Rev00.

The Quarry Leisure Centre is a multi-storey Leisure Centre with a double height space between Level 0 and Level 1 and Level 01 and Level 02. Each level is described in detail below:

Level 0: Has 5 independent escape doors (excluding the external access/ deliveries entrance) that includes 2 main entrance doors that access the main area and health spa respectively, other escape doors are from escape stairs and plant areas. The ground floor contains an adventure play area, foyer/café, kitchen, staff areas, a health spa, plant room and undefined areas which will need to be assigned/clarified.

Level 1: Is accessed via two protected escape stairs and one open/ accommodation stair. Level 1 contains a double height space (void over the adventure play), main pool areas, changing rooms and studio area.

Level 2: Is accessed via two protected escape stairs and one open/ accommodation stair. Level 2 contains a fitness gym, multiple plant rooms, studio areas and storage areas.

Roof Level: Is accessed by one protected stair and contains only plant and rooflight areas. This area will not be accessed via the public.

The key fire strategy considerations are as follows:

- This report has been developed in accordance with Approved Document B Volume 2 (2019 Edition). Any variations from the guidance documents will be subject to approval by the Statutory Authorities.
- It is recommended that the building be provided with an automatic fire detection and alarm system to a minimum of an L3 standard in accordance with BS 5839-1, with a simultaneous evacuation procedure to be implemented upon detection in any area of the building.
- Each stair will be designed as a firefighting shaft. Details on the exact configuration are described in Section 8.2 of this report.
- By virtue of the height and nature of the building considered, loadbearing elements of structure are to be provided with a minimum of 60 minutes fire resisting construction, as the uppermost habitable floor is between 5m and 18m above external Ground floor level (NB: height of building to be confirmed).
- An external fire spread assessment has been conducted and the results are summarised in Section 7. It should be noted that in order to provide exact detail on the level of protection that may be required to each façade a site plan is required for the assessment.

07. Landscape Executive Summary
COLOUR

Quarry

Within the historic and valued Quarry Park, the new facility offers the opportunity to improve the relationship of the building with parkland, River Severn, Victoria Quay and town centre through the proposed landscape, public realm and access arrangements. Enhancing the pedestrian experience of Priory Road is a benefit of the strategy, creating a more appealing gateway into the park from the lower town.

With the dramatic level changes in the location of the main entrance to the building, a landscape has been developed that allows welcoming and inclusive routes into the facility without the need for excessive ramps and handrails from either the St Chads entrance path or Priory Road.

A café terrace opens out from the facility with views into and from the park and an activity lawn is located next to the main entrance for outdoor classes.

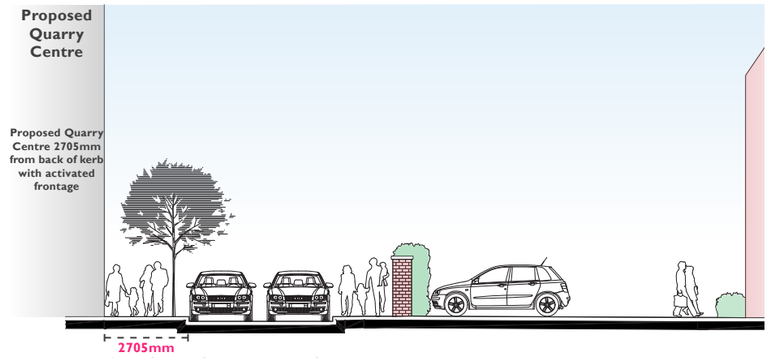
Respect is paid to the Lime avenues planted by Percy Thrower and planting proposed that would enhance biodiversity.

Sundorne Sports Village

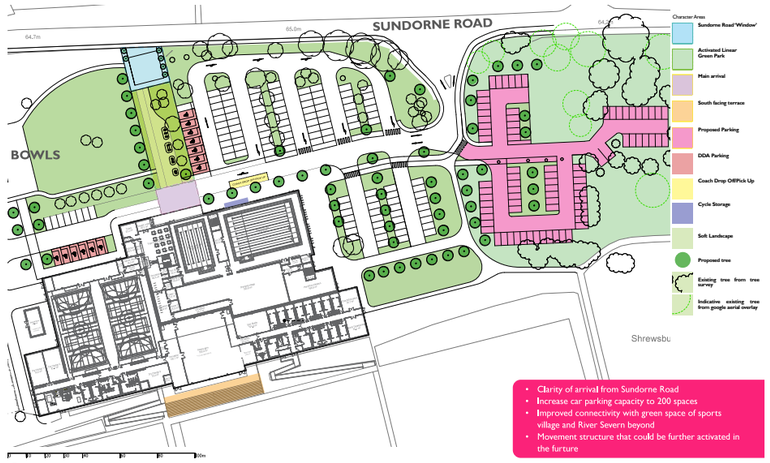
An approach has been taken that seeks to encourage the less active to become more active through opening up the parkland, access to the river and facility to the public eye given the existing facility fails to announce itself to the Sundorne Road and surrounding community due to their great setback from the road and extensive car parking. 200 car parking spaces including coach parking, electric, accessible and minibus bays are proposed.

Broad green routes with improved pedestrian and cycle access are proposed from the Sundorne Road with view corridors of the new building opened up and social wind down spaces created in overarching softer and greener environment that would not only make the experience of using this facility more appealing, but open up the existing paths and cycle routes of the park and river corridor to a wider audience.

All planting would promote biodiversity.



Quarry section through Priory Road



Sundorne landscape proposal

08. Sustainability and BREEAM Executive Summary
HOARE LEA

Sustainability/Energy Strategy

The approach to the energy strategy for the Proposed Development has been to achieve a reduction in CO2 emissions via passive design and energy efficiency measures (Be Lean) in the first instance prior to the consideration of low and/or zero carbon technologies (LZC) (Be Green).

The passive measures include the specification of high-performance building fabric, including high performing U-values and an air permeability significantly lower than the minimum requirements of the Building Regulations.

With the inclusion of the passive and energy efficiency measures at Be Lean and the contribution of air source heat pumps and PV at Be Green, the initial estimated reduction in regulated carbon dioxide emissions using Part L 2013 carbon factors is currently shown to be 21.5% beyond the Part L2A 2013 compliant baseline scheme. Due to rapid decarbonisation of the national grid, the all-electric energy strategy for the site will allow even greater carbon savings in the future.

BREEAM

Both Sundorne and Quarry sites are subject to separate BREEAM New Construction 2018 assessments: each targeting a BREEAM 'Excellent' rating. For each development, the project team have identified a strategy that would deliver this and continue to investigate further credits to provide a contingency margin. Sundorne has committed to a minimum baseline score of 70.58% but is investigating credits worth an additional 14.58% to increase this. Similarly, Quarry is at 70.72% with +12.54% under investigation. A minimum of 70% is required for 'Excellent'.

09. Acoustic Executive Summary
HOARE LEA

Sundorne

The site is located within an existing sports and recreation facility off Sundorne Road, Shrewsbury and is adjacent to existing residential properties on the northern side of the road.

A site noise survey has been carried out to determine the existing ambient noise climate and the daytime and night time background sound levels. The measured levels will be representative of conditions at the site and at the nearest dwellings.

The measurement data and observations made during the site visits indicates that the general noise climate at the site and nearby dwellings is determined by traffic noise from Sundorne Road. There was no other significant noticeable noise impact from any commercial premises in the vicinity of the site.

From the measurement data, it is considered that the internal design criteria of BS 8233 and Sport England with respect to external noise break-in can be achieved for all areas of the new extension by use of standard thermal double glazing and lightweight wall and roof constructions.

In the case of external plant installations and ventilation openings, it will be necessary to limit noise levels to prevent disturbance at the nearby dwellings and also within the new and existing leisure facilities.

Noise limit criteria have been determined from the site measurement data that will enable a BS 4142 assessment of ‘low impact’ to be achieved at the nearest residential properties.

BS 8233 and Sport England provides guidance on the internal acoustic requirements of the new development with respect to ventilation noise levels, finishes and sound insulation between adjoining spaces. The Architectural and Mechanical Services designs will need to comply with the relevant acoustic design criteria.

Quarry

The site comprises an existing sports and recreation facility off Quarry Road, Shrewsbury and is adjacent to an existing school on the northern side of the road and public open space to the west and south. The nearest residential properties lie to the east on Claremont Bank.

A site noise survey has been carried out to determine the existing ambient noise climate and the daytime and night time background sound levels. The measured levels will be representative of conditions at the site and nearby properties.

The measurement data and observations made during the site visits indicates that the general noise climate at the site and nearby dwellings is determined by traffic noise from Claremont Bank and the town centre area to the east. There was no other significant noticeable noise impact from any commercial premises in the vicinity of the site.

From the measurement data, it is considered that the internal design criteria of BS 8233 and Sport England with respect to external noise break-in can be achieved for all areas of the new extension by use of standard thermal double glazing and lightweight wall and roof constructions.

In the case of external plant installations and ventilation openings, it will be necessary to limit noise levels to prevent disturbance at the nearby dwellings and also within the new and existing leisure facilities.

Noise limit criteria have been determined from the site measurement data that will enable a BS 4142 assessment of ‘low impact’ to be achieved at the nearest residential properties.

BS 8233 and Sport England provides guidance on the internal acoustic requirements of the new development with respect to ventilation noise levels, finishes and sound insulation between adjoining spaces. The Architectural and Mechanical Services designs will need to comply with the relevant acoustic design criteria.

10. Planning Consultant
RUMBALL SEDGWICK

Initial Planning Assessment

A planning consultant has been appointed by the team to carry out an initial planning assessment for both sites. An initial meeting has also been held with the planning officers to discuss the emerging Stage 2 proposals and to ascertain the priorities for each site from a planning viewpoint.

The planning consultant has made a number of recommendations for the way forward, which include:

- A formal pre-application submission is recommended for the complexity and local importance of the sites.
- The validation checklist from Shropshire Council is to be reviewed and complied with.
- A full consultant team is to be assembled including a heritage consultant and specialist input from the heritage consultant is obtained in advance of the pre-application stage.
- The full consultant team should include the consultants listed in Appendix 4 of the report e.g. archaeological consultant, contamination consultant.
- Community Engagement should be carried out, including building overt (and preferably cross party) political support for the development.
- The draft Shropshire Local Plan fails to allocate either site for development, and in the case of the Sundorne Sports Village, excludes the site form the scope of the Shrewsbury 'Development Boundary'. As this Local Plan is still in draft form, there may be the opportunity to introduce alterations to assist both projects.

Initial Planning Meeting held 19th October 2021

Points discussed at the planning meeting included:

Quarry Site

- The height and volume of the new building – necessary to accommodate 10m high internal spaces for Adventure Play and Leisure Water rides. The building will be pulled back slightly from Priory Road to allow pavement to be widened and potential for tree planting. Rooftop plant will be set back from main elevations and screened acoustically and visually. Active frontages to Priory Road and the west entrance are to be explored.
- The Quarry development is proposed to be largely car-free by returning the existing car park area to the Park and creating 3 no accessible car spaces on site.
- Facade materials – preference for masonry and glass on Quarry site, suggestion of a muted palette of materials.
- Trees – retention of and protection of existing trees is a priority for the whole team. If individual trees were proposed to be removed, this would need to be strongly justified and compensatory planting would be expected.

Sundorne Site

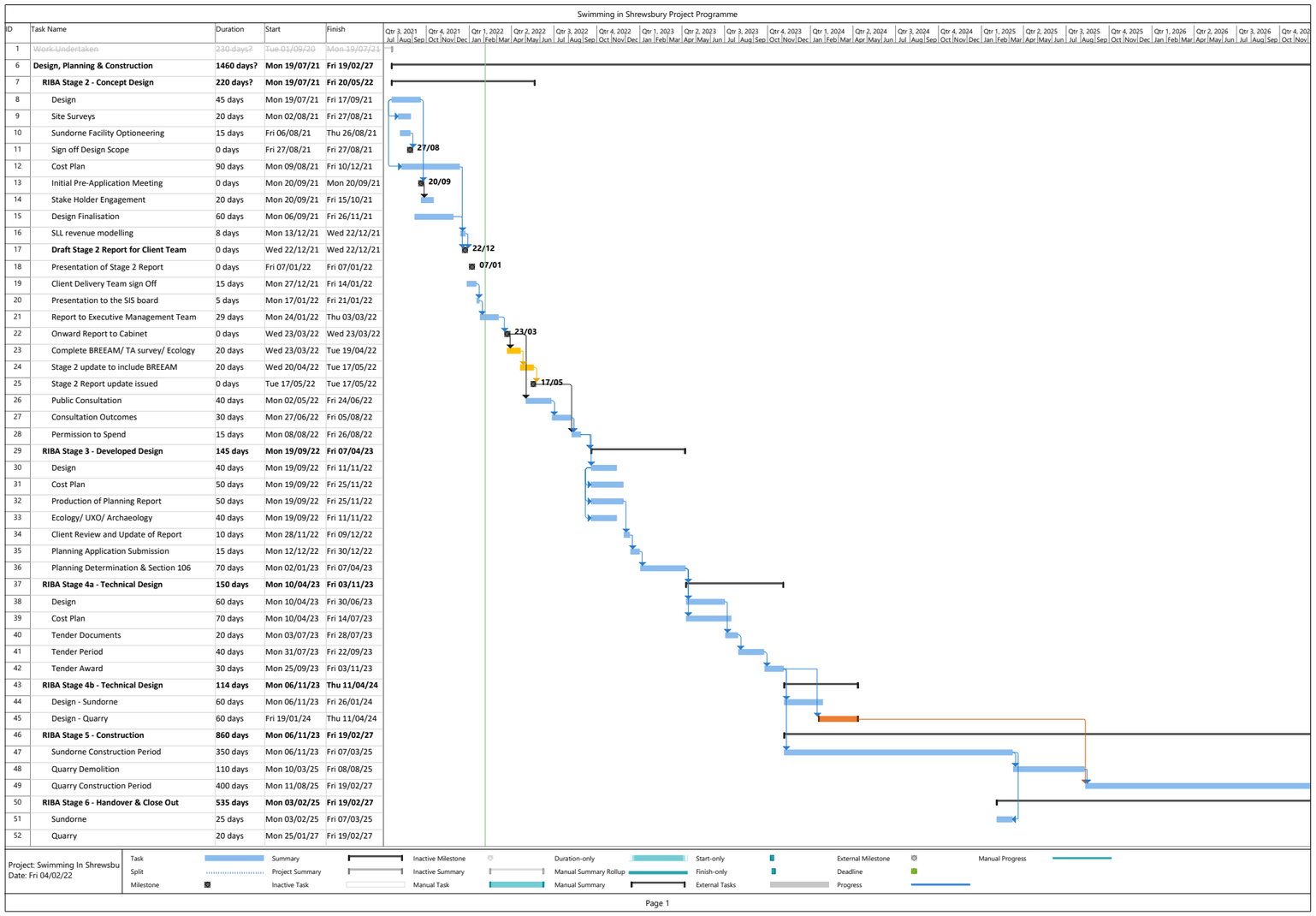
- Proposed new extension would allow the sports centre to be more visible from the road and provide an active frontage into the swimming facility.
- The proposed building would still open up to the south towards the playing fields and pitches.
- The car parking strategy is critical to this scheme, the loss of car spaces associated with the proposed extension are to be reprovided on the site, and the leisure consultant has put forward a total number of car spaces based on anticipated use. This is to be verified by a Transport Consultant.
- The Development Boundary of the draft Local Plan currently excludes the Sundorne site. The planning officers felt that this would not be an issue, but the design team suggest engaging with Shrewsbury Council planning policy team to bring the site within the development boundary in anticipation of the planning application.

11. Programme

FAITHFUL+GOULD

The programme is formatted to follow the RIBA Plan of Work 2020. It has been developed on the assumption that there would be a joint procurement exercise for both schemes. The design activities for the extension of the Sundorne sports Village facility, are programmed in front of the new Quarry Leisure centre. The programme assumes that design, procurement, and contracting actives for Quarry Leisure Centre would be aligned with the completion of the Sundorne Sports village facility, allowing for the construction phase (at Quarry) to begin immediately after the 'Village' is opened to the public.

The programme sets out the estimated duration for each stage, works are not anticipated to begin at Sundorne Sports village until the end of 2023, construction phase is anticipated to be around 16 months, completing the end of 2024, early 2025. This is of course subject to various factors and methods of procurement. The construction phase for the Quarry Leisure centre is anticipated to commence toward the end 2024, again subject to various factors and method of procurement. We anticipate the demolition phase to be around 5 months with a construction phase of around 18 months, completion early 2027.



ID	Task Name	Duration	Start	Finish
1	~~Work Undertaken~~	~~230 days?~~	~~Tue 01/09/20~~	~~Mon 19/07/21~~
6	**Design, Planning & Construction**	**1460 days?**	**Mon 19/07/21**	**Fri 19/02/27**
7	**RIBA Stage 2 - Concept Design**	**220 days?**	**Mon 19/07/21**	**Fri 20/05/22**
8	Design	45 days	Mon 19/07/21	Fri 17/09/21
9	Site Surveys	20 days	Mon 02/08/21	Fri 27/08/21
10	Sundorne Facility Optioneering	15 days	Fri 06/08/21	Thu 26/08/21
11	Sign off Design Scope	0 days	Fri 27/08/21	Fri 27/08/21
12	Cost Plan	90 days	Mon 09/08/21	Fri 10/12/21
13	Initial Pre-Application Meeting	0 days	Mon 20/09/21	Mon 20/09/21
14	Stake Holder Engagement	20 days	Mon 20/09/21	Fri 15/10/21
15	Design Finalisation	60 days	Mon 06/09/21	Fri 26/11/21
16	SLL revenue modelling	8 days	Mon 13/12/21	Wed 22/12/21
17	**Draft Stage 2 Report for Client Team**	0 days	Wed 22/12/21	Wed 22/12/21
18	Presentation of Stage 2 Report	0 days	Fri 07/01/22	Fri 07/01/22
19	Client Delivery Team sign Off	15 days	Mon 27/12/21	Fri 14/01/22
20	Presentation to the SIS board	5 days	Mon 17/01/22	Fri 21/01/22
21	Report to Executive Management Team	29 days	Mon 24/01/22	Thu 03/03/22
22	Onward Report to Cabinet	0 days	Wed 23/03/22	Wed 23/03/22
23	Complete BREEAM/ TA survey/ Ecology	20 days	Wed 23/03/22	Tue 19/04/22
24	Stage 2 update to include BREEAM	20 days	Wed 20/04/22	Tue 17/05/22
25	Stage 2 Report update issued	0 days	Tue 17/05/22	Tue 17/05/22
26	Public Consultation	40 days	Mon 02/05/22	Fri 24/06/22
27	Consultation Outcomes	30 days	Mon 27/06/22	Fri 05/08/22
28	Permission to Spend	15 days	Mon 08/08/22	Fri 26/08/22
29	**RIBA Stage 3 - Developed Design**	**145 days**	**Mon 19/09/22**	**Fri 07/04/23**
30	Design	40 days	Mon 19/09/22	Fri 11/11/22
31	Cost Plan	50 days	Mon 19/09/22	Fri 25/11/22
32	Production of Planning Report	50 days	Mon 19/09/22	Fri 25/11/22
33	Ecology/ UXO/ Archaeology	40 days	Mon 19/09/22	Fri 11/11/22
34	Client Review and Update of Report	10 days	Mon 28/11/22	Fri 09/12/22
35	Planning Application Submission	15 days	Mon 12/12/22	Fri 30/12/22
36	Planning Determination & Section 106	70 days	Mon 02/01/23	Fri 07/04/23
37	**RIBA Stage 4a - Technical Design**	**150 days**	**Mon 10/04/23**	**Fri 03/11/23**
38	Design	60 days	Mon 10/04/23	Fri 30/06/23
39	Cost Plan	70 days	Mon 10/04/23	Fri 14/07/23
40	Tender Documents	20 days	Mon 03/07/23	Fri 28/07/23
41	Tender Period	40 days	Mon 31/07/23	Fri 22/09/23
42	Tender Award	30 days	Mon 25/09/23	Fri 03/11/23
43	**RIBA Stage 4b - Technical Design**	**114 days**	**Mon 06/11/23**	**Thu 11/04/24**
44	Design - Sundorne	60 days	Mon 06/11/23	Fri 26/01/24
45	Design - Quarry	60 days	Fri 19/01/24	Thu 11/04/24
46	**RIBA Stage 5 - Construction**	**860 days**	**Mon 06/11/23**	**Fri 19/02/27**
47	Sundorne Construction Period	350 days	Mon 06/11/23	Fri 07/03/25
48	Quarry Demolition	110 days	Mon 10/03/25	Fri 08/08/25
49	Quarry Construction Period	400 days	Mon 11/08/25	Fri 19/02/27
50	**RIBA Stage 6 - Handover & Close Out**	**535 days**	**Mon 03/02/25**	**Fri 19/02/27**
51	Sundorne	25 days	Mon 03/02/25	Fri 07/03/25
52	Quarry	20 days	Mon 25/01/27	Fri 19/02/27

12. Cost Plan Executive Summary

FAITHFUL+GOULD

Shropshire Council
Swimming in Shrewsbury
RIBA Stage 2 Cost Plan
Feb-22

FAITHFUL+GOULD
Member of the SNC-Lavalin Group

	RIBA Stage 2 - Cost Plan				
SUMMARY	**Total (£)**	**Area (m2)**	**£ /m² GIA**	**£ /ft² GIA**	**Comments**
Shrewsbury Sports Village - Sundorne	**£ 24,936,299.77**				Based on BREEAM Excellent and PassivHaus principles (but not full PassivHaus accreditation)
The Quarry	**£ 32,558,249.25**				Based on BREEAM Excellent and PassivHaus principles (but not full PassivHaus accreditation). Includes Health Spa fitted out
Combined Total Estimated Project Cost (Quarry Health Spa fitted out)	**£ 57,494,549.02**				Excludes VAT

Shrewsbury Sports Village - Sundorne	**Total (£)**	**Area (m2)**	**£ /m² GIA**	**£ /ft² GIA**	**Comments**
New Build	**£ 12,994,539.16**	**4,168**	**£ 3,117.69**	**£ 289.64**	Excludes contamination and abnormal ground conditions
Refurbishment, reconfiguration or redecoration of selected existing areas	**£ 3,141,071.58**	**3,025**	**£ 1,038.48**	**£ 96.48**	Includes varying levels of work (from Nil work to full refurbishment)
External Works	**£ 2,264,846.59**				Excludes contamination and abnormal ground conditions.
Sub-Total	**£ 18,400,457.32**				Excludes Client / Operator's direct FF&E i.e. gym and fitness equipment, ICT equipment, furniture, etc.
On Costs					
Professional Fees @ 12%	£ 2,208,054.88				
Design Development & Construction Contingency @ 10%	£ 2,060,851.22				
Inflation (from base date to tender return and mid point of construction) @ 10.00%	£ 2,266,936.34				Based on a commencement during 4Q 2023, completion during 1Q 2025 with a mid point of construction of 3Q 2024
Sundorne Total Estimated Project Costs	**£ 24,936,299.77**	**7,193**	**£ 3,466.90**	**£ 322.08**	Excludes VAT. Area of 7,193m2 includes new build and refurbishment of existing

The Quarry	**Total (£)**	**Area (m2)**	**£ /m² GIA**	**£ /ft² GIA**	**Comments**
Demolition of existing Leisure Centre and associated site clearance	**422,625.00**				Includes a nett allowance of £50k for asbestos related works
New Build	**£ 20,979,068.15**	**5,901**	**£ 3,554.99**	**£ 330.27**	Excludes contamination and abnormal ground conditions.
Site Works	**£ 1,158,069.35**				Excludes contamination and abnormal ground conditions
Sub-Total	**£ 22,559,762.50**				Excludes Client / Operator's direct FF&E i.e. gym and fitness equipment, ICT equipment, furniture, etc.
On Costs					
Professional Fees @ 12%	£ 2,707,171.50	12%			
Design Development & Construction Contingency @ 10%	£ 2,526,693.40	10%			
Inflation (from base date to tender return and mid point of construction) @ 17.14%	£ 4,764,621.84	17.14%			Based on a commencement during 3Q 2025, completion during 1Q 2027 with a mid point of construction of 2Q 2026
					Includes nett allowances of £1M for pool hall play equipment and £600k for adventure play equipment
Quarry Total Estimated Project Costs (including Health Spa Fit Out)	**£ 32,558,249.25**	**5,901**	**£ 5,517.13**	**£ 512.55**	Excludes VAT

Refer to 'Swimming in Shrewsbury Combined RIBA Stage 2 Cost Plan dated 18 February 2022' for a more detailed cost breakdown, basis of estimate, assumptions, exclusions and market conditions commentary.

13. Social Value Executive Summary
FAITHFUL+GOULD

Aligned to Shropshire's Social Value measurement metrics, our Social Value delivery plan sets out how we will deliver, in stages, an ambitious yet realistic target to drive greater value strategically, tactically and collaboratively to individuals and communities in Shrewsbury.

On project start, we will leverage the intrinsic value of the projects work on the Quarry Swimming and Fitness Centre and the Sports Village projects and add social, economic and environmental benefits to individuals and communities.

We bring innovation, ideas, technical expertise and a methodical approach to social value creation that will have an immediate impact on the local communities and will ensure a legacy that will benefit future generations long after the projects work ends.

Social Value Impact Forecast

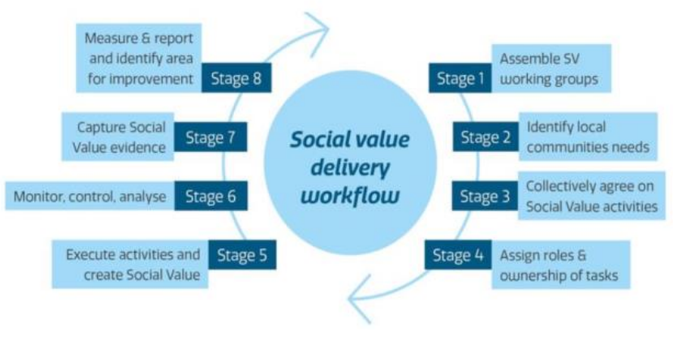
Our Social Value Forecast represents a valuable addition and a practical instrument to any Local Authority's Cabinet Committee's decision-making process. The report edifies with precision on the anticipated social value that construction projects will yield in £ proxy value terms. It also serves the Authority in their public relations efforts for it illustrates visually the benefits of the projects and provides compelling justification for the business case. For more information on the report please contact Peter Masonbrook.

OUR SOCIAL VALUE METHODOLOGY AND PERFORMANCE MEASUREMENT

Operational Delivery

Our approach to Social Value delivery articulates with four key components: people, processes, systems and organisation, brought together to ensure a timely, safe and GDPR compliant execution and ties together the visions in the Council's Corporate Plan, the Health and Wellbeing Strategy, Shrewsbury's Big Town Plan, the Sport and Physical Activity Strategy, and Shropshire's Social Value Charter.

Our Social Value methodology



Social Value delivery workplan

Performance Measurement

Shropshire has adopted the National TOM's framework to monitor and measure its social value. We will measure and report on the Social Value created on this programme of works following the metrics selected in the Council's Social Value guiding principles & intended outcomes

OUR SOCIAL VALUE DELIVERY PLAN (OUTLINE)

Our delivery plan has been carefully designed to be sympathetic to the RIBA stages to ensure optimum social value creation by leveraging the skillset and resources of the supply chain at every stage of the construction process.

To align with Shropshire's local and immediate community needs, we propose focussing our efforts on the following priority groups:

Proposed Social Value Priority Beneficiaries

Shropshire's Social Value Priorities	Beneficiaries	Activities	Method	Date
Jobs & Skills	Learners in Shrewsbury and neighbouring areas	Educational talks, coaching and mentoring initiatives	Directly with local colleges	On project start
	Jobseekers	LinkedIn training for jobseekers, CV writing guidance, and interview preparation	via DWP's Job Centre Plus	On project start
Economic Growth	SMEs & entrepreneurs at all stages of their evolution	Practical business training and support	via Marches Growth Hub and Shropshire Business Board and Shrewsbury Business Chamber	On project start
	VCSEs	Augment the capacity of supporting organisations and extend their reach	We will work with the Council to identify who within the 1,296 VCSE groups and organisations in the county, can legitimately benefit from the Council's supply chain's volunteering manhours.	On project start

14. Leisure Consultant Executive Summary
STRATEGIC LEISURE

Summary of Stage 2

In developing the Swimming in Shrewsbury project to RIBA Stage 2, there have been some significant changes to the original project proposals to ensure that the facilities provided will:

- Provide high quality provision, which is purpose-designed
- Meet identified needs
- Operate effectively and efficiently
- Deliver BREEAM 'Excellent'
- Address, as far as is practicable green energy technologies

Sundorne Sports Village

The original concept for this site was to build a separate pool at the end of the existing facility. Whilst addressing the need for a swimming pool, this proposal did not produce an integrated, and operationally efficient solution on site. Two staffing structures would for example have been needed in the separate buildings.

The Stage 2 work has developed an integrated scheme whereby a new 8 lane pool x 25m County standard and a learner pool, plus improved and extended fitness facilities are added to the existing building. This can be achieved by a combination of new build and internal remodelling of the existing facility.

The benefits of this approach are a significantly better connected facility, with a café at its heart; this will provide the optimum customer journey and opportunity to drive both participation and secondary spend.

In addition to the internal works which respond to the Shropshire Council Strategic Outcomes Planning Guidance report (2019) and therefore the outcomes which is it is crucial to deliver to secure external funding, there will be extensive external works to develop additional car parking on site, and improve existing access routes around the outside of the building. Additional car parking is needed to service the new provision reflecting the fact that Sundorne will become a facility used significantly more during the daytime and weekday evenings.

The increased costs therefore reflect:

- An integrated design which will deliver increased operational efficiencies and revenue generation
- Extensive external works
- The development of an Active Environment and opportunities for Active Lifestyles through links to the wider landscape.

The Quarry

The Quarry is a very challenging site to develop given its location adjacent to a grade 2 Listed Park and the many changes in level. The Stage 2 concept is for a town centre facility providing for both residents and visitors to Shrewsbury, combining a 4 lane x 25m pool, health and fitness, café, leisure water, spa and adventure play.

The new facility will connect to the Quarry Park creating a link to the outdoor active environment of park and river. It responds to and complements the ambitions for the town set out in the Town Centre development plan.

The designs for the new facility improve both accessibility to the new facility from Priory Road, and the exterior environment; gone are the blank facades and the interior is opened up through sensitive use of glazing.

The facility mix proposed respond to the identified facility needs set out in the Shropshire Council Strategic Outcomes Planning Guidance report (2019), but also include some more commercial elements eg the Spa, adventure play to attract the visitor market.

The quality and setting of the building impacts upon the building cost as a building with a degree of architectural substance is required.

15. Appendices

The full Stage 2 Reports are:

Architectural Design - SPACE & PLACE	3902- Swimming in Shrewsbury. Stage 2 Report- Architectural Concept Design. Revision 1 - February 2022
MEP - Hoare Lea	Quarry and Sundorne Pools. Swimming in Shrewsbury. MEP Engineering Stage 2 Report. Revision P02- 28th February 2022 (Ref REP-0104076-08-SAS-20211018)
Structural & Civils (includes Drainage) - Wardell Armstrong	Quarry Leisure Centre. Structural and Civil Engineering Stage 2 Report (Ref ST18918-WAR-XX-XX-RP-S-003 V0.2 January 2022) Sundorne Leisure Centre. Structural and Civil Engineering Stage 2 Report (Ref ST8917-WAR-XX-XX-RP-S-003 V0.2 February 2022)
Fire Consultant- Hoare Lea	Quarry Leisure Centre. Fire Engineering Stage 2 Report. Revision 00 - 16th December 2021 (Ref REP-1921812-5A-BG-20211216) Sundorne Leisure Centre. Fire Engineering Stage 2 Report. Revision 00- 16th December 2021 (Ref REP-1921812-5A-BG-20211216)
Landscape - Colour	Quarry Swimming & Fitness Centre, Shrewsbury. Stage 2 Report- 7th February 2022 (Ref SQF-COL-2226-XX-DOC-L-002-02) Sundorne Sports Village, Shrewsbury. Stage 2 Report- 7th February 2022 (Ref SSV-COL-2226-XX-DOC-L-002-02-03)
Sustainability - Hoare Lea	Sundorne & Quarry, Shrewsbury. Sustainability Energy Strategy. Revision 01- 15th December 2021 (Ref REP-2324207-05-SS-20211215-S&Q)
BREEAM - Hoare Lea	Quarry Leisure Centre, Shrewsbury, Sustainability BREEAM New Construction 2018 Pre-Assessment Report, Revision 1.0 – 15th December 2021 (Ref: REP-2324207-5A-DM-20211215-BREEAM 2018Pre-assessment – Quarry – Rev01) Sundorne Sports Village, Shrewsbury, Sustainability BREEAM New Construction 2018 Pre-Assessment Report, Revision 1.0 – 15th December (Ref: REP-2324207-5A-DM-20211215-BREEAM 2018 Pre-assessment – Sundorne – Rev01)
Acoustics - Hoare Lea	The Quarry Centre. Priory Road, Shrewsbury. Proposed new Swimming and Leisure Facilities Stage 2 Acoustic Report. Revision 1- 15th December (Ref REP-1013219-05-AM-20211214) Shrewsbury Sports Village, Sundorne Road, Shrewsbury. Proposed new Swimming Facilities Stage 2 Acoustic Report. Revision 1- 15th December (Ref REP-1013219-15-AM-20211206)
Flood Risk Assessments - Wardell Armstrong	Quarry Leisure Cente, Flood Risk Assessment, ST18918/0002/V1.0 February 2022 Sundorne Leisure Centre Flood Risk Assessment, ST18917/0002/V1.0 February 2022
Planning Consultant - Rumball Sedgwick	The Quarry Swimming & Fitness Centre & Sundorne Sports Village, Initial Planning Issues Report for Leisure Provision Improvements- December 2021
Cost Plan - Faithful & Gould	Swimming in Shrewsbury Stage 2 Cost Plan Report- February 2022

ENERGY CASE STUDY

Solar solution for net zero goal

Wharfedale Hospital
Leeds Teaching Hospitals NHS Trust

Wharfedale Hospital
Leeds Teaching Hospitals NHS Trust

Solar solution for net zero goal

Wharfdale Hospital has taken the next step along its net zero roadmap. A £1.1 million renewable energy project initiated by BAM FM's Energy Team will provide sustainable solar power, reducing the hospitals conventional energy usage and help lower its carbon footprint.

"The solar canopy at the Wharfedale site exemplifies the Trust's dedication to both environmental sustainability and the health and well-being of the communities we serve. It's a real positive that the power required to run Wharfedale Hospital will be partly supplied by green energy."

Craige Richardson, Director of Estates and Facilities at LTHT

A Bright Move

BAM has provided facilities management services at the site since 2004. Its latest installation is a feat of innovation. The design consists of high quality solar canopies. The structure not only harnesses the untapped opportunity over the existing car park but achieves this without any reduction to parking for staff, visitors and patients, but also generates clean renewable energy for the building.

Saving More Than Energy

The solar canopy will reduce carbon emissions by 43.7 tonnes per year and save the Trust £75,000 annually. The electricity generated will reduce the use of grid electricity by 15%, which is equivalent to powering 60 UK households.

Building For The Future

This project and its investment heralds the start of Wharfdale's long-term plans to develop services and reduce carbon emissions, made possible through successful bids for the Public Sector Decarbonisation Scheme Government funding. A grant which the BAM team assisted the NHT Trust to secure.

617
solar panels

43.7
tonnes carbon emission reduction p/a

£75k
annual savings

15%
less grid electricity usage

AllianceLeisure

Shrewsbury Sports Village Demand and Social Value Report

Contents.

Document history.

Version Control

Version	Date	Description
1.0	02.06.2025	Version 1.0 issued to Shropshire Council

Authorisation

ALS Business Development Manager	Date	ALS Executive Approval	Date
James Cole	30.05.2025	Julia Goddard	30.05.2025

Disclaimer
This document and its contents have been prepared and are intended solely for the Client's information and use in relation to the Shrewsbury Sports Village Project within Shropshire Council. Alliance Leisure Services Ltd assumes no responsibility to any other party in respect of or arising out of or in connection with this document and/or its contents.

Executive Summary

Introduction

This report seeks to determine the projected demand and social value generated by investment into the proposed refurbishment and new build at Shrewsbury Sports Village by Shropshire Council.

The assessment has been conducted based on two scenarios:

1. Including The Quarry leisure facility.

2. Excluding The Quarry leisure facility.

Alliance Leisure have undertaken a review of the strategic need of a new facility.

This report provides a comprehensive analysis of the demographic, health, and physical activity indicators for Shrewsbury, UK, alongside an assessment of the demand for fitness and health products and services, and a summary of the competitive provision of gyms and swimming pools.

Alliance Leisure have undertaken analysis on latent demand analysis on fitness membership numbers.

4GLOBAL have undertaken analysis of overall demand at the centre including unique users and the overall social value that could potentially be generated.

Summary KPIs

Current fitness members are estimated to be 800.

- A new facility could generate an additional 263% or 320% fitness members.
- Current annual social value generated at the site is projected to be £918,801.
- A new facility could generate an additional 131% or 191% of social value.

KPI Summary	Current	New (Inc Quarry)			New (Ex Quarry)		
	Unit	Unit	Var	%	Unit	Var	%
Fitness Members	800	2,903	2,103	263%	3,357	2,557	320%
Social Value	£918,801	£2,122,166	£1,203,365	131%	£2,673,496	£1,754,695	191%

The total catchment population of the different drive or walk times are shown below.

- 217,543 people live within a 20-minute drive time. This is a typical drive time catchment for swimming pools users.
- 115,510 people live within a 15-minute drive time. This is a typical drive time catchment for health and fitness members.

Catchment Population of SSV Location				
Time	*5 (mins)*	10	15	20
Drive	23,254	72,272	115,510	217,543
Walk	61	1,049	4,590	7,745

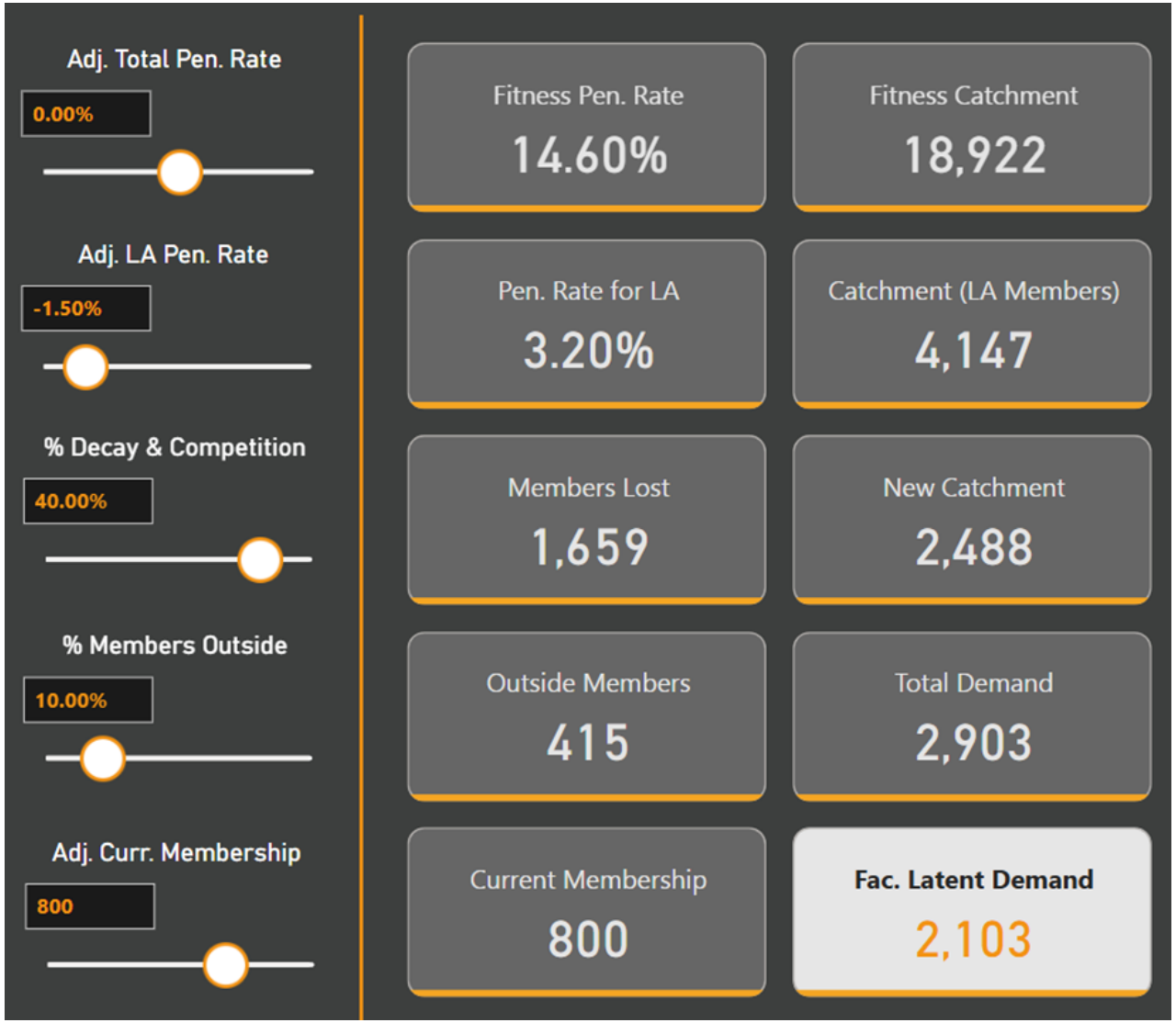
Demand Projections
Health and Fitness Members

Including the Quarry*

Total Health and Fitness Members: 2,903

Summary Workings

- Total Population within 15-minute drive: 127,052 + 2% population growth = 129,606
- Target penetration for Shrewsbury Sports Village (4.7% - 1.5%) 3.2% of 129,606 = 4,147 members
- Deduct 40% to reflect enhanced private sector provision. -1,659
- New Catchment: 2,488
- Add in 10% for people joining outside of the catchment + 415
- Total Demand: 2,903
- Current Shrewsbury Sports Village membership (16+): 800 members
- Latent Demand: 2,103
- This represents an estimated 263% increase on current levels



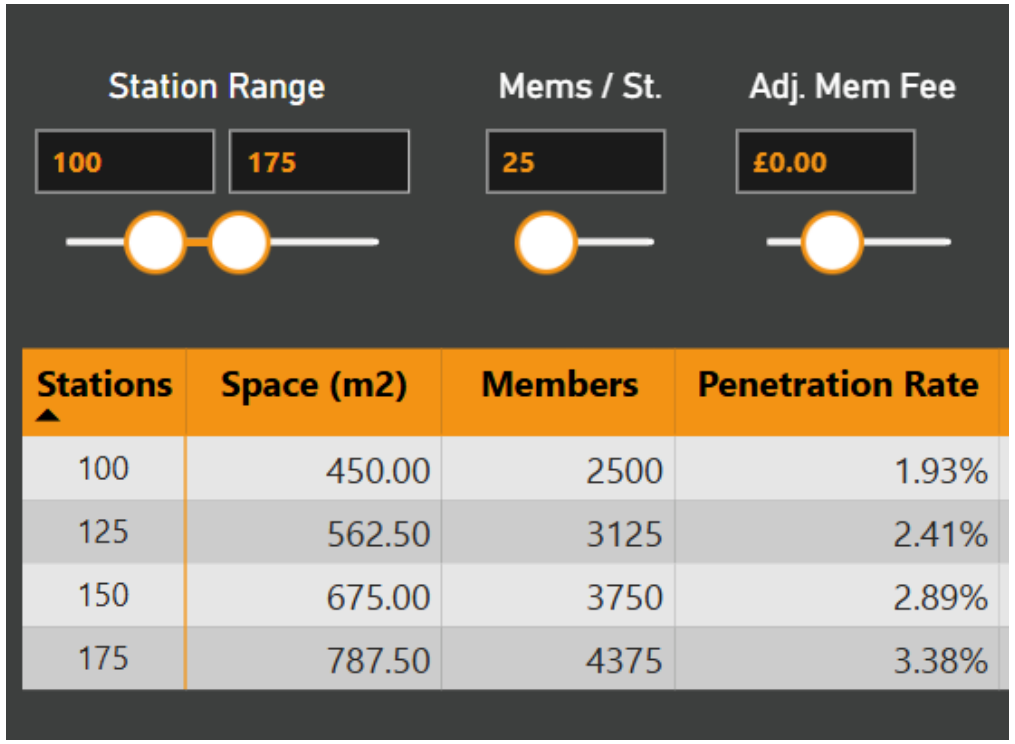
Demand Projections
Health and Fitness Members

Including the Quarry*

Spatial Requirement | Ranges

Headlines

- Provision for c3,000 members
- Members-per-station, 25
- Minimum stations, 120.
- Minimum spatial requirement 540m2



Stations	Space (m2)	Members	Penetration Rate
100	450.00	2500	1.93%
125	562.50	3125	2.41%
150	675.00	3750	2.89%
175	787.50	4375	3.38%

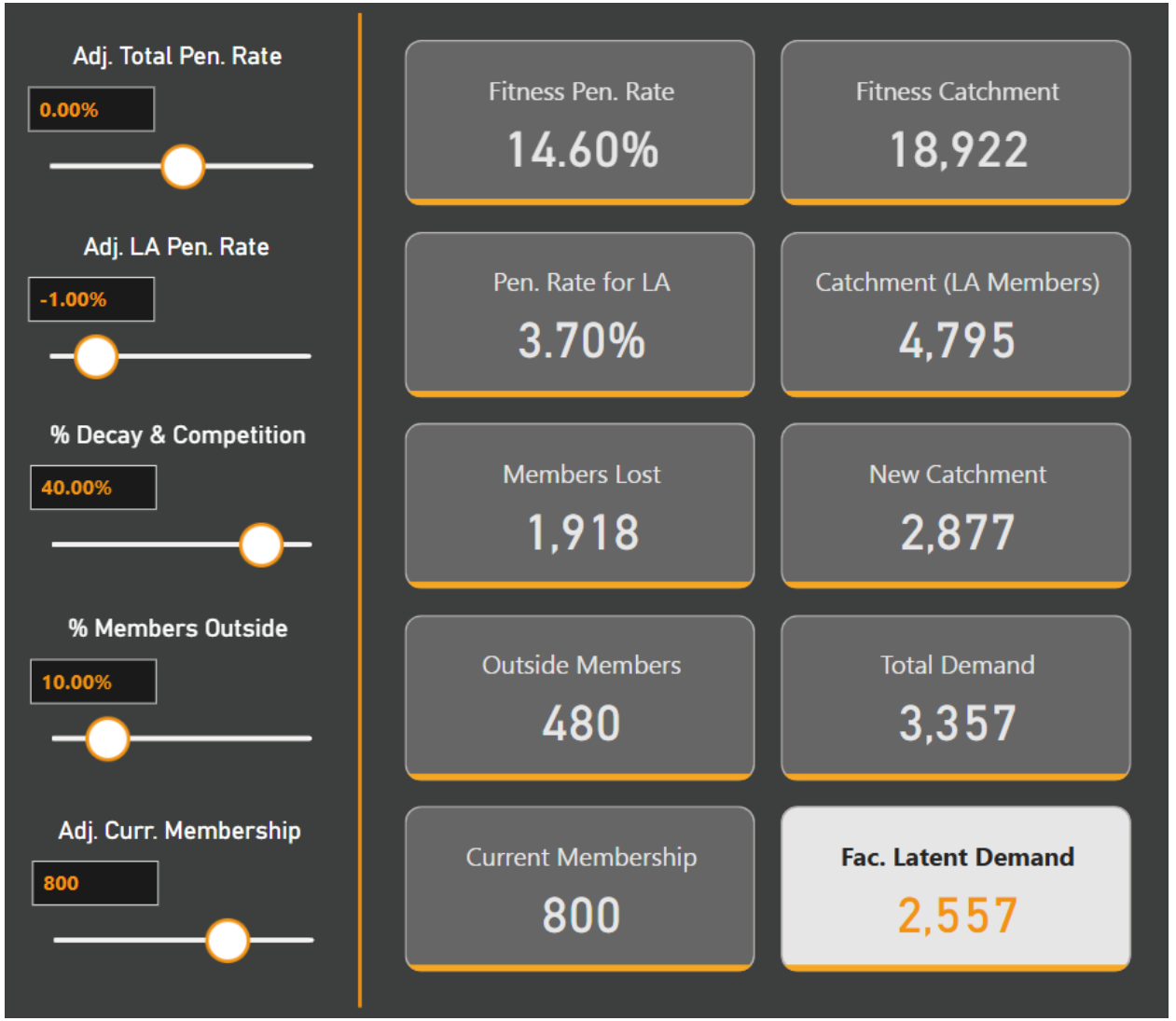
Demand Projections
Health and Fitness Members

Excluding the Quarry*

Total Health and Fitness Members: 3,357

Summary Workings

- Total Population within 15-minute drive: 127,052 + 2% population growth = 129,606
- Target penetration for Shrewsbury Sports Village (4.7% - 1%) 3.7% of 129,606 = 4,795 members
- Deduct 40% to reflect enhanced private sector provision. -1,981
- New Catchment: 2,877
- Add in 10% for people joining outside of the catchment + 480
- Total Demand: 3,357
- Current Shrewsbury Sports Village membership (16+): 800 members
- Latent Demand: 2,557
- This represents an estimated 320% increase on current levels



Demand Projections
Health and Fitness Members

Excluding the Quarry*

Spatial Requirement | Ranges

Headlines

- Provision for c3,400 members
- Members-per-station, 25
- Minimum stations, 136
- Minimum spatial requirement 612m2

Station Range: 110 – 175

Mems / St.: 25

Adj. Mem Fee: £0.00

Stations	Space (m2)	Members	Penetration Rate
125	562.50	3125	2.41%
150	675.00	3750	2.89%
175	787.50	4375	3.38%

Demand Projections Facility Users

	ACTIVE UNIQUE USERS	INACTIVE UNIQUE USERS	TOTAL USERS
Shrewsbury Sports Village*	4,347	372	**4,719**

*Including the Quarry

	ACTIVE UNIQUE USERS	INACTIVE UNIQUE USERS	TOTAL USERS
Shrewsbury Sports Village*	4,723	404	**5,127**

*Excluding the Quarry

4GLOBAL

The figures above summarise the demand calculations undertaken for Shrewsbury Sports Village, SY14RQ.

Demand projections for each facility type listed below have been calculated using the projected size of facility and mix of:

- Minimum of 585m2 health and fitness space
- 8-court sports hall
- 438m2 of studio space collating of :94m2 spin studio, two 142m2 fitness studios, a 60m2 LiveWell Studio/Innerva Suite
- 631m2 of pool space

The total number of projected unique users has also been calculated, taking into consideration people using all facility types. The total visits per week identifies the total footfall that is expected at the facility.

Social Value

Including the Quarry

4GLOBAL

The social value projected to be generated annually by the Shrewsbury Sports Village is £2.12m.

TOTAL SOCIAL VALUE
£ 2,122,166

TOTAL SV PARTICIPANTS
15,321

SV PER PERSON
£139

PHYSICAL & MENTAL HEALTH
£ 379,604

SUBJECTIVE WELLBEING
£ 1,182,807

INDIVIDUAL DEVELOPMENT
£ 19,315

SOCIAL & COMMUNITY DEVELOPMENT
£ 540,440

Out of the £2.12m of value generated, **subjective wellbeing** was the principal driver with **£1.18k** accounting for **55.7%** of overall value. Social and community development, physical and mental health, and individual development accounted for 25.5%, 17.9%, and 0.9% of the overall value respectively.

Social Value

Excluding the Quarry

4GLOBAL

The social value projected to be generated annually by the Shrewsbury Sports Village, with the Quarry excluded, is £2.67m.

TOTAL SOCIAL VALUE
£2,673,496

TOTAL SV PARTICIPANTS
19,301

SV PER PERSON
£139

PHYSICAL & MENTAL HEALTH
£478,223

SUBJECTIVE WELLBEING
£ 1,490,095

INDIVIDUAL DEVELOPMENT
£ 24,333

SOCIAL & COMMUNITY DEVELOPMENT
£ 680,844

Out of the £2.67m of value generated, **subjective wellbeing** was the principal driver with **£1.49m** accounting for **55.7%** of overall value. Social and community development, physical and mental health, and individual development accounted for 25.5%, 17.9%, and 0.9% of the overall value respectively.

Shrewsbury Health and Fitness Market: Demographic, Health, and Competitive Landscape Analysis

Shrewsbury Health and Fitness Market: Demographic, Health, and Competitive Landscape Analysis

Executive Summary

This report provides a comprehensive analysis of the demographic, health, and physical activity indicators for Shrewsbury, UK, alongside an assessment of the demand for fitness and health products and services, and a summary of the competitive provision of gyms and swimming pools. Shrewsbury presents a dynamic market characterised by steady population growth and an age structure that, while younger than the Shropshire county average, includes a substantial and growing cohort of older adults. This demographic profile suggests a dual demand for active fitness options and age-appropriate wellness services.

Key health indicators reveal a complex picture. While overall life expectancy in Shropshire is favourable compared to national averages, significant health inequalities exist within Shrewsbury itself, particularly correlated with socio-economic deprivation in specific wards. A high underlying prevalence of overweight and obesity across Shropshire points to a strong, albeit potentially under-recorded in clinical data, demand for weight management solutions. Mental health concerns are also prominent, aligning with national trends and local strategic priorities, fuelling demand for holistic and mind-body fitness approaches.

Physical activity levels indicate that a considerable portion of Shrewsbury's adult population is inactive, representing both a public health challenge and a significant market opportunity. Barriers to activity, including cost, facility access, time constraints, and health conditions, are prevalent. National trends show growing interest in gym-based fitness, with a recovery in swimming and team sports, suggesting that diversified offerings are key.

The demand for health and fitness services in Shrewsbury is driven by pressing health needs, demographic shifts towards an active aging population, and increasing health consciousness, particularly among younger generations. However, economic polarisation within the town necessitates segmented market offerings, ranging from budget-friendly to premium services. The existing competitive landscape features a mix of public leisure centres, private commercial gyms, and specialized boutique studios, each catering to different market segments. Gaps in provision appear to exist for highly affordable options in deprived areas, comprehensive older adult fitness centres, and integrated weight management services.

Strategic opportunities lie in aligning services with local authority health and leisure strategies, addressing health inequalities through targeted and accessible provision, and developing innovative products that cater to unmet needs, such as specialised boutique offerings or holistic wellness centres.

Shrewsbury: Demographic and Socio-Economic Profile

Understanding the demographic and socio-economic composition of Shrewsbury is fundamental to assessing the potential demand for health and fitness services. This section examines population trends, age and gender structures, ethnic composition, and key economic indicators.

A. Population Overview

Shrewsbury serves as a significant urban centre within the county of Shropshire. According to the 2021 Census, the population of Shrewsbury Parish was 76,782, demonstrating an annual growth rate of 0.69% between 2011 and 2021.

The wider Shrewsbury agglomeration, or built-up area, recorded a population of 81,218 in the same census, with a slightly lower annual growth rate of 0.64% over the preceding decade.

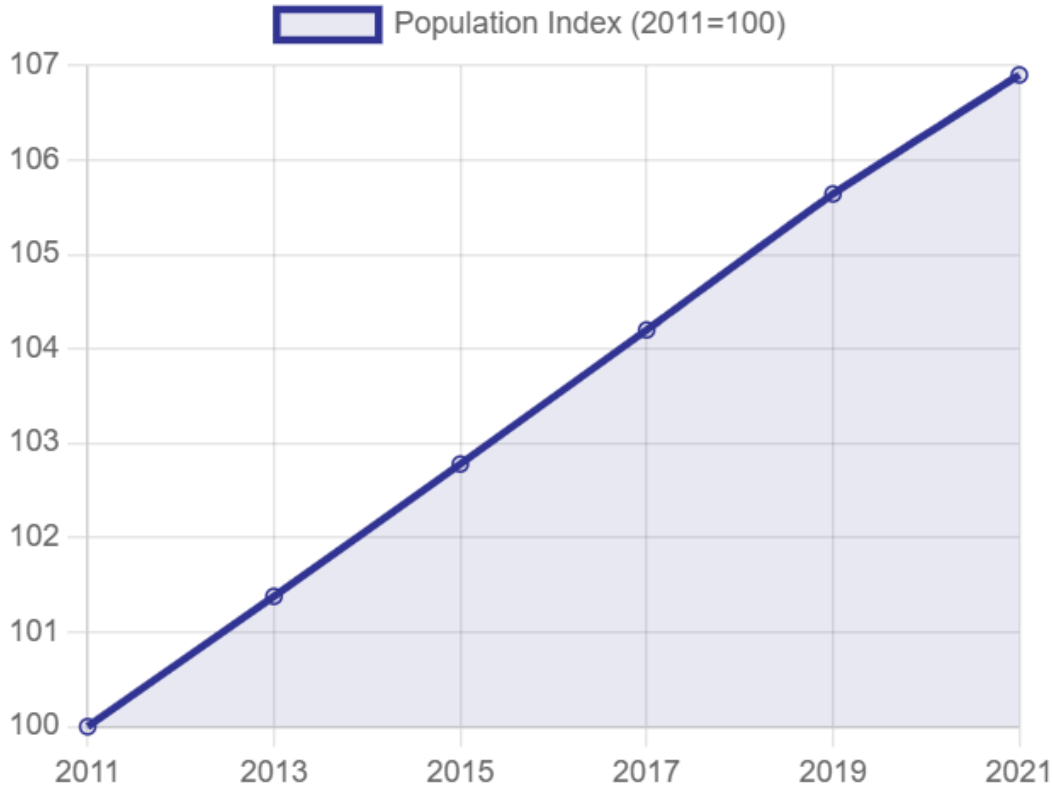
More recent Office for National Statistics (ONS) mid-year estimates for 2022 placed the population of Shrewsbury town at 77,100.

These figures indicate a pattern of sustained, albeit modest, population growth. Comparatively, the overall population of Shropshire was 327,200 in 2022 and is projected to increase by 17% to 381,500 by 2043.

The population density for Shrewsbury Parish stood at 2,019 persons per square kilometre in 2021.

Population Growth (Shrewsbury Parish)

From 2011 to 2021, Shrewsbury Parish experienced an annual growth rate of 0.69%, indicating a sustained, modest increase in its resident base.



Shrewsbury: Demographic and Socio-Economic Profile

The age structure of Shrewsbury presents a nuanced picture. Data from the 2021 Census for Shrewsbury Parish shows that 19.5% of the population were aged 0-17 years, 59.3% were in the 18-64 years age bracket, and 21.2% were aged 65 and over.

The figures for the Shrewsbury agglomeration are very similar: 0-17 years (19.5%), 18-64 years (58.9%), and 65+ years (21.6%). This demographic profile is notably younger than that of Shropshire as a whole, where 25% of the population was aged 65 and over in 2020, a cohort projected to constitute one-third of the county's population by 2043.

The median age for Shropshire in 2020 was 48.2 years, considerably higher than the England median of 40 years.

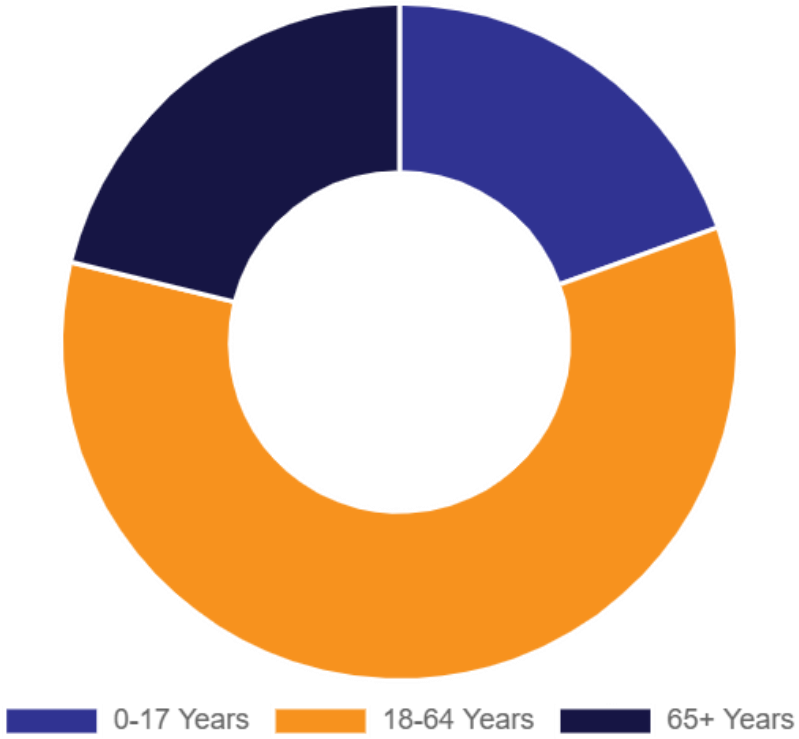
While specific median age data for Shrewsbury town is not readily available in the provided materials, its younger age structure compared to the county suggests it likely has a lower median age. This points to Shrewsbury potentially attracting and retaining a younger demographic relative to the wider, more rapidly ageing county. Such a demographic distinction is crucial for the fitness market, as it may imply a comparatively higher demand for active fitness options like gyms, intensive classes, and sports, as opposed to the more passive wellness or age-specific, low-impact activities that an older county-wide demographic might predominantly seek.

In terms of gender, the 2021 Census data for the Shrewsbury agglomeration indicates a slight female majority, with males accounting for 49.2% (39,965) and females 50.8% (41,310) of the population.

The substantial working-age population (18-64 years at approximately 59%) forms a core market for conventional fitness services. Concurrently, the significant proportion of residents aged 65 and over (around 21-22%), combined with national trends showing increased physical activity levels among older adults, suggests a growing and important market segment for age-appropriate fitness, rehabilitation, and wellness services. This is further supported by data from the Shrewsbury postcode area (2021 Census), which recorded 27.9% of its population as retired, a figure higher than the average for England & Wales. This confluence of a strong working-age demographic and an active, sizeable retiree population indicates a dual demand stream for fitness providers.

Age Structure (Shrewsbury Parish, 2021)

Shrewsbury's age structure, younger than Shropshire's average, features a significant working-age population and a substantial cohort of older adults, implying diverse fitness demands.



Shrewsbury: Demographic and Socio-Economic Profile

B. Ethnic Composition

The ethnic makeup of Shrewsbury, according to the 2021 Census for the Shrewsbury postcode area, is predominantly White, accounting for 96.9% of the population.

Other ethnic groups include Asian (1.3%), Black (0.3%), Mixed ethnicity (1.1%), and Other (0.4%).7 This profile closely mirrors that of Shropshire county, which in 2021 reported 96.7% White and 1.3% Asian residents.

Both Shrewsbury and Shropshire are considerably less ethnically diverse than England as a whole, where 81% of the population identified as White and 9.6% as Asian in the 2021 Census.

While the overall ethnic minority population in Shrewsbury is small, these communities may still possess specific cultural preferences regarding physical activity, sports participation, or health practices. For instance, there could be demand within these groups for women-only fitness sessions, particular dance fitness styles, or other culturally aligned activities. Although unlikely to be a mass-market driver due to the small percentages, understanding these micro-communities could present niche opportunities for specialised providers or for larger facilities to incorporate culturally sensitive programming.

National initiatives, such as those by the Youth Sport Trust, demonstrate an awareness of the importance of inclusivity and engagement with ethnically diverse communities in sports and physical activity programmes suggesting a broader recognition of these needs

Shrewsbury: Demographic and Socio-Economic Profile

C. Household Income, Deprivation, and Economic Activity

The economic landscape of Shrewsbury and its surrounding county influences disposable income and affordability of health and fitness services. In 2023, the average annual gross salary in Shropshire was £31,363, which was £3,638 lower than the national average. Older data from CACI Paycheck for 2016 indicated a median household income for Shropshire of £30,053, slightly above the England median of £30,015 at that time. The same 2016 data showed that 32.2% of households in Shropshire had a gross income below £20,000, while 24.3% had an income exceeding £50,000.10 More recent, specific household income data for Shrewsbury town from the ONS Census 2021 is not directly available in the provided research materials, with general postcode-level data being less granular.

Economic activity data for the Shrewsbury postcode area from the 2021 Census reveals that 41.8% of residents were employees (lower than the England & Wales average of 46.0%). Notably, 10.1% were self-employed without employees (higher than the England & Wales average of 7.9%), and 27.9% were retired (also higher than the England & Wales average of 21.6%). The higher proportion of self-employed individuals and retirees shapes the local economic fabric and potential consumer behaviour.

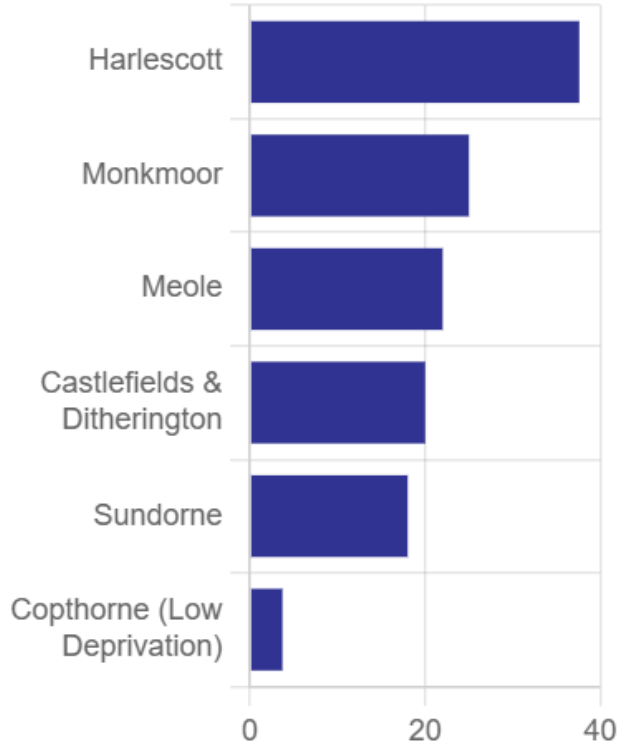
Deprivation levels present a critical aspect of Shrewsbury's socio-economic profile. Shropshire as a local authority was ranked 174th most deprived out of 317 in England in 2019, indicating a slight increase in relative overall deprivation compared to 2015. Crucially, this overall county figure masks significant local variations. Two Lower-layer Super Output Areas (LSOAs) in Shropshire fall within the 10% most deprived LSOAs nationally, and one of these is located within Shrewsbury: Harlescott. Furthermore, four of the seven Shropshire LSOAs that fall into Decile 2 (among the 20% most deprived nationally) are situated in Shrewsbury. These include Harlescott, Monkmoor, Meole, and areas within Castlefields and Ditherington, and Sundorne. The Shrewsbury Place Plan Joint Strategic Needs Assessment (JSNA) data further corroborates these disparities, showing significant ward-level differences in Index of Multiple Deprivation (IMD) scores, such as Harlescott (37.6, indicating high deprivation) versus Copthorne (3.7, indicating low deprivation).

This pronounced socio-economic polarisation within Shrewsbury demands a segmented approach from the health and fitness market. The existence of LSOAs like Harlescott in the top tier of national deprivation, alongside affluent wards such as Copthorne , signifies a highly divided economic landscape. Consequently, a single mid-market fitness offering may struggle to cater effectively to the entire population. Demand is likely to exist for both budget-friendly, highly accessible options tailored to residents in deprived areas (where cost is a documented major barrier to physical activity 14) and, simultaneously, for premium or specialised services appealing to more affluent residents with greater disposable income. This polarisation also has direct and significant implications for health inequalities within the town.

The higher-than-average retirement rate in the Shrewsbury postcode area (27.9% 7) also points towards a specific market segment. This demographic often seeks low-impact exercise options, such as specialised swimming sessions, gentle yoga or Pilates, and classes focused on strength, balance, and mobility, like the 'Elevate' programme mentioned in local health documents. Social engagement through activity and services aimed at managing chronic conditions are also important to this group. This aligns with national trends indicating increased physical activity participation among older adults.

Deprivation Levels

Shrewsbury exhibits significant local variations in deprivation, with some areas ranking among the most deprived nationally. This polarisation impacts health and service accessibility.



Shrewsbury: Demographic and Socio-Economic Profile

D. Implications for Health and Fitness Market

The demographic and socio-economic profile of Shrewsbury carries significant implications for the local health and fitness market. The town's younger-than-county-average working population suggests a foundational demand for convenient, varied gym offerings, fitness classes, and potentially more intensive training options. Simultaneously, the substantial and active retired population points towards a distinct market for wellness programmes, rehabilitation services, low-impact exercise, and socially oriented fitness activities.

The stark economic polarisation within Shrewsbury is a critical factor. It necessitates a tiered market structure, with clear opportunities for budget-friendly, accessible facilities in areas of high deprivation, alongside mid-range and potentially premium offerings in more affluent neighbourhoods. Providers overlooking this polarisation risk failing to meet the needs of significant segments of the population. The higher rates of self-employment might also suggest a demand for flexible membership options or services that can accommodate less predictable work schedules. Public health initiatives aimed at tackling health inequalities in deprived areas could also create partnership opportunities for fitness providers willing to offer accessible and affordable services.

76,782	~59%	~21%	27.9%
Shrewsbury Parish Population (2021)	Aged 18-64 Years (Working Age)	Aged 65+ Years	Retired (Shrewsbury Postcode Area, 2021)

Health and Wellbeing Landscape in Shrewsbury

The general health status of Shrewsbury's population, coupled with specific health challenges and local inequalities, directly shapes the demand for health-related fitness products and services.

A. General Health Status

Data for Shropshire indicates that life expectancy for both males (80.4 years) and females (83.4 years) during 2015-2017 was above the respective England averages of 79.6 and 83.1 years. Similarly, healthy life expectancy in Shropshire for the same period was also favourable, with males at 64.5 years and females at 65.4 years, compared to England's 63.4 and 63.8 years respectively.

However, these county-level figures can mask significant local variations. The Shrewsbury Place Plan JSNA data reveals considerable disparities in life expectancy at the ward level within Shrewsbury itself. For example, male life expectancy ranges from as low as 75.3 years in Sundorne ward to as high as 85.8 years in Copthorne ward. This gap of over ten years within the same town underscores the impact of localised factors, often linked to socio-economic deprivation, on health outcomes.

Self-reported health data from the 2021 Census for the Shrewsbury postcode area shows that 46.5% of residents rated their health as "very good" (compared to 48.4% for England & Wales), while 34.7% reported "good" health (E&W 33.6%). Those reporting "average" health constituted 13.7% (E&W 12.7%), with "poor" health at 4.0% (identical to E&W) and "very poor" health at 1.1% (E&W 1.2%). These figures suggest that while a large proportion of Shrewsbury residents perceive their health positively, there isn't a significantly higher rate of "very good" health compared to the national average, and a slightly larger group falls into the "good" or "average" categories.

The aggregate positive health indicators at the county level, such as life expectancy, should not obscure the stark local inequalities present within Shrewsbury. The substantial ward-level differences in life expectancy are a clear indication that "Shrewsbury" is not a homogenous health landscape. Deprived areas demonstrably experience poorer health outcomes. This means that health and fitness interventions need to be targeted and nuanced, rather than based on generalised "good" statistics for the wider area. Fitness providers have a potential role in addressing these inequalities by offering accessible and appropriate services in underserved areas.

The relatively high proportion of the population reporting "good" or "average" health, combined with generally good healthy life expectancy figures for Shropshire, suggests a population base that, while not acutely unhealthy overall, could be highly receptive to services aimed at maintaining current health levels, preventing future decline, and actively improving overall wellbeing. This supports a potential demand for preventative health services, fitness maintenance programmes, and a variety of wellness activities designed to enhance quality of life.

B. Key Health Challenges

Several specific health challenges are evident in Shrewsbury and the wider Shropshire area, creating clear needs that health and fitness services can help address.

Health and Wellbeing Landscape in Shrewsbury

1. Obesity Prevalence and Trends

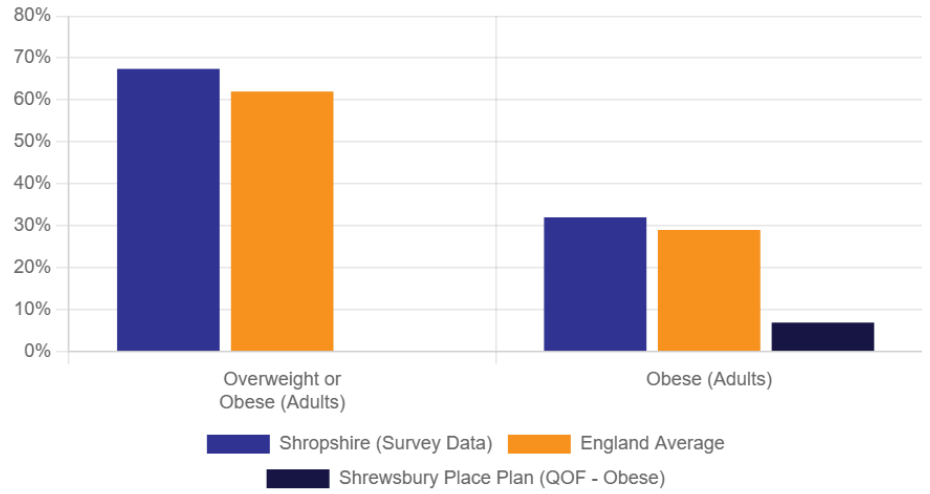
Obesity presents a significant public health concern. Data from 2017/18 indicated that 73.2% of adults in Shropshire were classified as overweight or obese, a figure significantly higher than the England average of 62.0% at the time.More recent figures cited by Shropshire Council reinforce this, stating that 32% of Shropshire adults are obese (considerably higher than the national average and ranking 2nd highest among comparable local authorities), and overall, 67.4% of adults in Shropshire are overweight or obese.

There is a notable discrepancy when comparing these broader Shropshire figures with data from the Quality & Outcomes Framework (QOF) for the Shrewsbury Place Plan Area. The 2020/21 QOF data indicated an adult (18+) obesity prevalence of 6.9% for the Shrewsbury Place Plan Area. This QOF figure is lower than the CCG average of 7.3% and the England QOF obesity prevalence of 9.7%. Within Shrewsbury's sub-areas, Shrewsbury South showed a slightly higher QOF obesity rate of 7.4%.12 It is important to recognize that QOF data typically reflects conditions diagnosed and recorded in primary care settings and can therefore underestimate the true prevalence of conditions like obesity in the general population. The much higher general Shropshire adult overweight and obesity figures (67-73%) are likely more indicative of the actual scale of the issue affecting Shrewsbury residents.

This high underlying prevalence of overweight and obesity suggests a strong and pressing demand for weight management services, fitness programmes specifically designed for weight loss and maintenance, and expert nutritional advice. The issue is recognized as a key priority by local authorities, with both the Shropshire Health and Wellbeing Strategy and the dedicated Healthier Weight Strategy aiming to reduce obesity levels. This council focus creates a supportive environment for related services and may foster opportunities for public-private partnerships or commissioned services. The significant difference between the broad survey-based county obesity figures and the more conservative clinical QOF data for Shrewsbury strongly implies a substantial latent need for weight management and fitness interventions within the town. This points to a market not just for general fitness, but for specialised weight loss programmes, nutritional guidance, and supportive exercise environments tailored to individuals seeking to manage their weight.

Adult Overweight & Obesity Prevalence

Shropshire has a high prevalence of adult overweight and obesity, significantly above the England average. While Shrewsbury's QOF data is lower, it likely underestimates the true scale, indicating a strong demand for weight management services.



Health and Wellbeing Landscape in Shrewsbury

2. Mental Health Overview

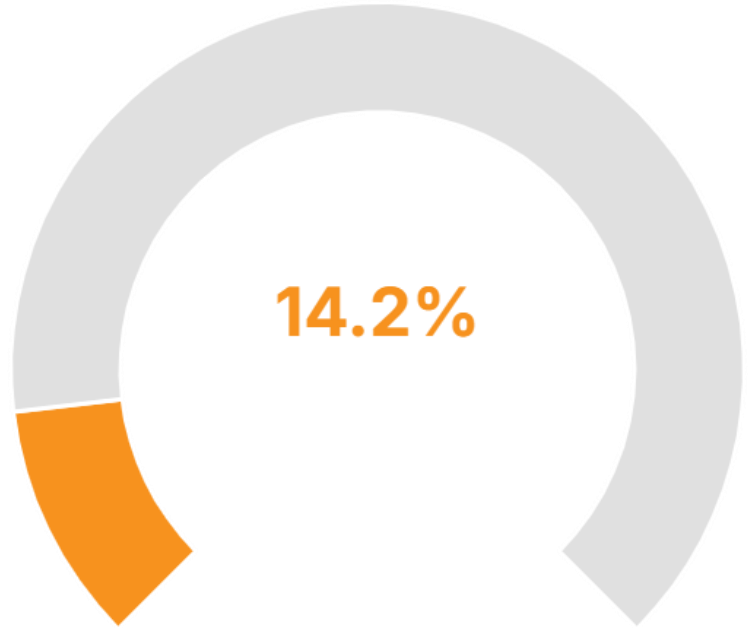
Mental health is a prominent concern in Shrewsbury, reflecting national trends and local strategic priorities. The Shropshire Health and Wellbeing Strategy explicitly identifies mental health as a key priority area , and the Council's COVID-19 impact report highlighted anxiety and depression as significant issues exacerbated by the pandemic.

QOF data from 2020/21 for the Shrewsbury Place Plan Area indicates a depression prevalence (18+) of 14.2%. This figure varies slightly across sub-areas, with Shrewsbury North East recording 15.3%. The general "Mental Health Prevalence" (not age-specific but likely reflecting diagnosed conditions) for the Shrewsbury Place Plan Area was 0.9%, with Shrewsbury North East, South, and West & Central at 1.0%.These figures are broadly comparable to, or in some sub-areas slightly higher than, CCG and England averages. National data from 2014 indicated that 1 in 6 adults had experienced symptoms of a common mental health problem in the past week, and more recent NHS Digital statistics show rising detentions under the Mental Health Act and increased mental health-related A&E incidents nationally.

Community feedback gathered through the JSNA process in Shrewsbury strongly underscores the perceived need for more comprehensive mental health support. Residents identified "Mental health issues" as a major concern and called for "Well funded mental health support" and improved "Young people's access to Mental health services".12 This growing awareness and expressed need for mental health support can fuel demand for holistic fitness approaches and mind-body practices. There is a clear opportunity for fitness providers to offer services that explicitly address mental wellbeing, such as mindfulness sessions, yoga, Pilates, stress-reduction classes, and the creation of supportive, community-focused environments. This aligns with broader UK wellness trends that emphasise mental health prioritisation. Furthermore, given that mental health is a council priority and a significant community concern, there is potential for collaboration between fitness providers and local NHS mental health services or charitable organisations. This could involve social prescribing schemes, which are a priority for the Health and Wellbeing Board, where individuals are referred to exercise programmes as part of their mental health treatment, or joint initiatives promoting the benefits of physical activity for mental wellbeing.

Mental Health: Depression

Mental health is a key concern. In 2020/21, the depression prevalence (18+) in the Shrewsbury Place Plan Area was **14.2%**, highlighting the need for services supporting mental wellbeing.



Health and Wellbeing Landscape in Shrewsbury

3. Other Prevalent Conditions and Risk Factors

Beyond obesity and mental health, other conditions and risk factors contribute to Shrewsbury's health profile. Smoking rates, particularly smoking at the time of delivery, are a concern. In 2018/19, 14% of mothers in Shropshire were smoking at delivery, higher than the England average of 10.6%.16 While the Shrewsbury Place Plan Area overall had a rate of 10.0% (2017/18-2021/22), the Shrewsbury North East sub-area recorded a significantly higher rate of 14.3%. Addressing smoking in pregnancy is a stated priority for the Health and Wellbeing Board.

QOF data for the Shrewsbury Place Plan Area (2020/21) also indicates prevalence rates for several chronic conditions, including Asthma (7.7%), Coronary Heart Disease (CHD) (3.4%), and Hypertension (15.0%).12 While specific diabetes prevalence for Shrewsbury is not detailed in these QOF snippets, it is a national concern closely linked to obesity, and Shropshire has an NHS Diabetes Prevention Programme. The NHS Health Check programme, available to adults aged 40-74, aims to prevent heart disease, diabetes, stroke, and kidney disease by assessing risk factors and providing lifestyle advice.

The prevalence of these specific conditions and risk factors points to a demand for tailored exercise programmes and preventative health initiatives. This could include services such as cardiac rehabilitation, pulmonary rehabilitation (exercise for COPD/asthma), exercise programmes for diabetes prevention and management, and smoking cessation support that incorporates physical activity. The existence of the NHS Health Check programme provides a potential referral pathway for individuals to be signposted to such specialised fitness and health services. Shropshire's "Healthy Life" initiative, which targets individuals with long-term conditions, further reinforces this need and opportunity.

Key Health Indicators & Disparities

- Life expectancy in Shropshire is generally good, but **significant ward-level disparities** exist within Shrewsbury (e.g., over 10-year gap for males between Sundorne and Copthorne).
- Smoking at time of delivery is higher in some Shrewsbury areas (e.g., **14.3%** in North East) compared to others.
- Prevalence of conditions like Asthma (7.7%), CHD (3.4%), and Hypertension (15.0%) indicates demand for tailored exercise programmes.
- The Shrewsbury JSNA highlights major health inequalities linked to socio-economic deprivation.

Health and Wellbeing Landscape in Shrewsbury

4. Local Health Inequalities and JSNA Insights (Shrewsbury Focus)

The JSNA documents for Shrewsbury (covering Central, West & South 12; Rural 13; and North East 27) consistently and clearly highlight significant health inequalities within the town. These disparities are often stark and strongly correlated with socio-economic deprivation.

As previously noted, life expectancy varies dramatically by ward, with a gap of over 10 years for males between Sundorne (75.3 years) and Copthorne (85.8 years). Deprivation levels also show extreme contrasts: the Harlescott LSOA is among the 10% most deprived nationally, while other areas like Monkmoor, Meole, Castlefields & Ditherington, and Sundorne also experience high levels of deprivation.11 IMD scores confirm this, with Harlescott scoring 37.6 compared to Copthorne's 3.7.12

Specific health behaviours and outcomes also vary. Smoking at the time of delivery in Shrewsbury North East (14.3%) is substantially higher than in Shrewsbury West & Central (6.1%).12 Even QOF-recorded adult obesity prevalence shows differences, with Shrewsbury South at 7.4% compared to 6.6% in Shrewsbury Rural and West & Central.

Community feedback gathered through JSNA surveys, particularly from more deprived areas like Shrewsbury North East, consistently points to significant barriers in accessing GPs, mental health services, affordable healthy food, and safe environments for physical activity. These findings demonstrate that a "one-size-fits-all" approach to health and fitness provision in Shrewsbury is unlikely to be effective. The considerable variations in health outcomes and socio-economic conditions within the town necessitate hyper-local targeting to address health inequalities. Effective interventions, including fitness and health services, need to be specifically designed for and delivered within the wards or even LSOAs experiencing the greatest need. This could involve outreach programmes, subsidized access schemes, or the strategic location of facilities directly within these underserved communities.

Furthermore, the wider determinants of health, such as crime rates, poor housing quality, lack of safe public spaces, and transport difficulties, which are frequently flagged in JSNA feedback from deprived areas, directly impact residents' ability and willingness to engage in physical activity and access health services. Fitness providers must be cognizant of these contextual factors. This might involve partnering with other local agencies to address some of these wider issues or adapting service delivery to mitigate their impact, for example, by ensuring facilities are demonstrably safe and welcoming, and by considering public transport links or offering services at varied times.

5. Impact on Demand for Health-Related Services

The health profile of Shrewsbury directly translates into specific demands for health-related services. The high prevalence of obesity and associated conditions (such as increased risk of diabetes and cardiovascular disease) creates a clear and substantial demand for effective weight management programmes, evidence-based nutritional advice, and medically appropriate or supervised exercise regimens.

The significant concerns around mental health, including diagnosed depression and community-expressed anxieties, drive demand for services that extend beyond purely physical training. This includes stress-reducing activities like yoga and Pilates, mindfulness practices, and fitness environments that foster social connection and community-based support.

The stark health inequalities evident within Shrewsbury suggest a differentiated demand. While more affluent areas may seek premium or specialized fitness services, deprived areas have a pressing need for targeted, accessible, and affordable options that can help address their disproportionate burden of ill health. The existence of initiatives like the NHS Health Checks and local authority health strategies (e.g., focusing on obesity and mental health) provides a structural framework that can facilitate referrals to appropriate services and create opportunities for collaborative partnerships between public health bodies and fitness providers.

Physical Activity Profile of Shrewsbury Residents

Understanding the current physical activity levels, preferences, and barriers among Shrewsbury residents is crucial for tailoring fitness offerings and identifying opportunities for engagement.

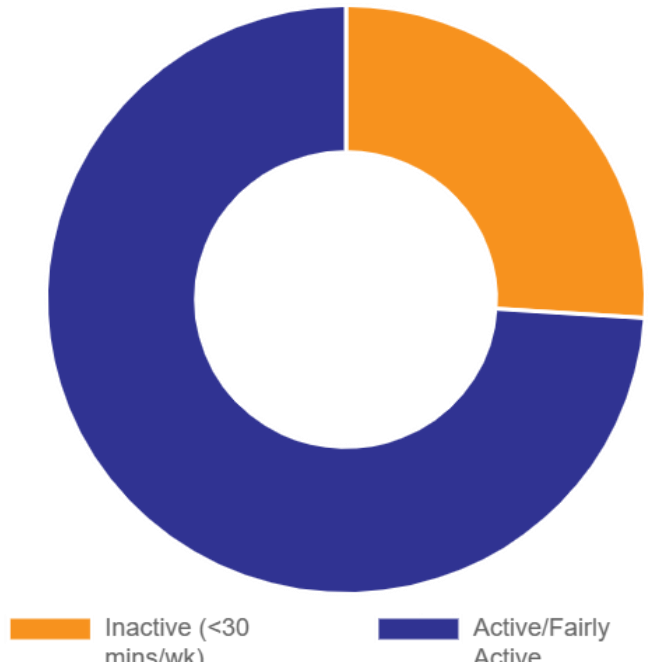
A. Participation Levels (Active, Fairly Active, Inactive)

Data from Energize STW, cited by Shropshire Council, indicates that over 26% of adults in Shropshire are classified as inactive, meaning they engage in less than 30 minutes of physical activity per week. This figure is reported to be similar to the national average. Another citation of Energize STW data within the Shrewsbury North East JSNA report specifies that 25.2% (equating to 68,800 individuals) of Shropshire residents are completely inactive. Older data (pre-2014) suggested an even higher proportion, with nearly 80% of adults in Shropshire not participating regularly enough to achieve health benefits, though participation varied significantly by area at that time. For context, national data from Sport England for 2023-24 shows that 63.7% of adults in England are active (achieving 150+ minutes of moderate-intensity activity per week), 11.2% are fairly active (30-149 minutes), and 25.1% are inactive.

Assuming Shrewsbury's inactivity levels are broadly in line with the Shropshire and national figures, it can be inferred that approximately one-quarter of its adult population is inactive. This substantial segment of the population represents both a significant public health challenge and a major untapped market for fitness providers. Successfully engaging this inactive group requires understanding their specific needs and overcoming the barriers they face. This points towards a demand for entry-level programmes, non-intimidating fitness environments, and activities that emphasise enjoyment and social interaction over high performance or aesthetics. Examples like the "Elevate" strength and balance classes for those aged 60+ in Shropshire, which have seen community demand , demonstrate that targeted approaches can be effective in engaging specific, less active demographics.

Physical Inactivity Levels (Shropshire Adults)

Over a quarter of adults in Shropshire are inactive (less than 30 minutes of activity per week), representing a significant untapped market for fitness services.



Physical Activity Profile of Shrewsbury Residents

B. Popular Activities and Trends (Gym use, swimming, team sports, etc.)

National trends from Sport England indicate a growing popularity of fitness activities, which include gym use and exercise classes, with 14.2 million adult participants in 2023-24.6 Swimming and team sports are showing signs of recovery to pre-pandemic levels, with 4.2 million and 3.4 million participants respectively. Running has also seen an increase in participation. Conversely, active travel (such as walking or cycling for commuting) and cycling for leisure have experienced a decline nationally.6

Specific local data on preferred activities within Shrewsbury is limited in the provided research. However, community feedback from the JSNA process indicates a desire among residents for more opportunities for cycling and walking, contingent on the provision of safer routes and better infrastructure. Shropshire Council's Indoor Leisure Facilities Strategy also underscores the importance of providing facilities for sports hall activities, swimming, and general fitness within its Tier 1 leisure hubs, which include Shrewsbury Sports Village and The Quarry Swimming & Fitness Centre.

The national popularity of a diverse range of fitness activities suggests that facilities in Shrewsbury offering a variety of options are more likely to attract and retain a broad membership base. This implies a market not just for traditional gym equipment but also for a comprehensive selection of fitness classes, accessible swimming facilities (given the national recovery trend in this activity), and potentially services catering to runners. The expressed local interest in cycling and walking, despite current infrastructural limitations, signals a latent demand for these activities. While improving public infrastructure is primarily a council responsibility, fitness providers could potentially tap into this interest by organising outdoor group activities, forming running or walking clubs, or aligning with local active travel initiatives.

Popular Activities & Trends

National trends show growing interest in:

- Gym-based fitness and exercise classes.
- Swimming and team sports (recovering post-pandemic).
- Running.
- Locally, there's a desire for more cycling and walking opportunities, contingent on safer infrastructure. This suggests a market for varied offerings.

Physical Activity Profile of Shrewsbury Residents

C. Barriers to Physical Activity (Shrewsbury/Shropshire context)

A survey conducted as part of Shropshire's JSNA, which included 1,525 respondents from Shrewsbury and other towns, found that 28.3% reported experiencing challenges to being physically active. The most commonly cited barriers were:

- Time constraints / work-life balance (35%)
- Underlying health issues (34%)
- Cost of facilities (26%)
- Lack of adequate local facilities or choice of activities (26%)
- Mobility issues (15%)
- Lack of motivation (14%)
- Safety concerns about exercising outside (14%)

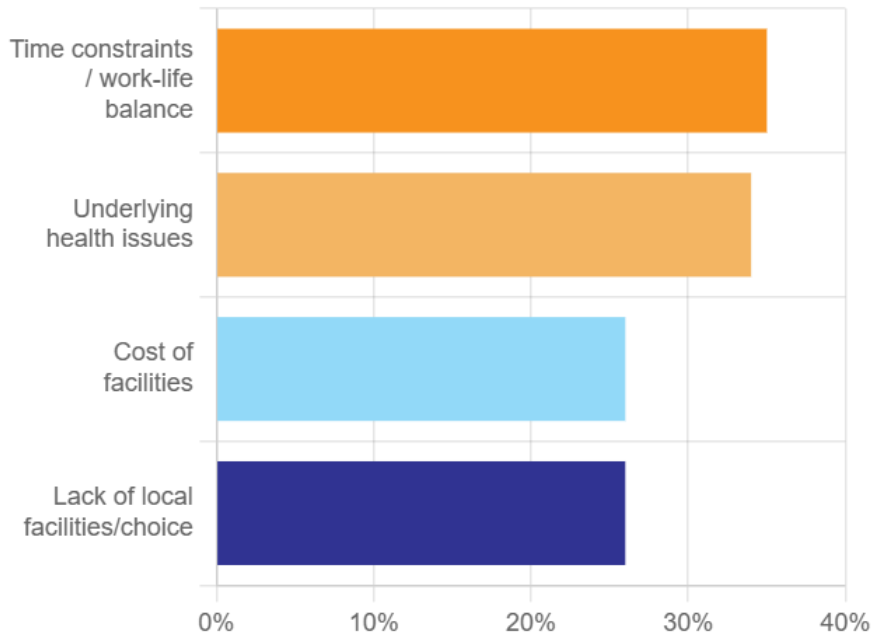
Feedback from the Shrewsbury North East JSNA survey echoed these barriers, with residents additionally mentioning poor public transport and a lack of childcare facilities as impediments. Furthermore, it was noted that young people (aged 13-18) in Shropshire often lack safe and appealing spaces where they can meet and be physically active.

The prevalence of these barriers, particularly cost and facility access, underscores the importance of affordability and convenience for increasing physical activity participation, especially in areas of Shrewsbury with higher deprivation. For over a quarter of those facing challenges, cost is a significant deterrent , and this is likely to be more acute in the town's more deprived LSOAs. Therefore, fitness providers aiming to penetrate this market segment need to consider flexible pricing structures, concessionary rates, or community outreach programmes. The reported "lack of adequate local facilities" also points to issues of geographical accessibility.

The fact that health issues (34%) and time constraints (35%) are the two most significant barriers has direct implications for service design. There is a clear need for programmes suitable for individuals managing common health conditions, linking back to the health challenges discussed earlier in the report. To address time pressures, providers should consider offering flexible opening hours, shorter class durations, online or hybrid fitness options, and potentially workplace wellness programmes. The provision of childcare facilities or family-friendly activity options, as suggested by JSNA feedback , could also help alleviate time-related barriers for parents.

Top Barriers to Physical Activity

Common challenges prevent many from being active. Addressing these is crucial for fitness providers.



Opportunities for Engagement

Opportunities for Engagement

Overcoming the identified barriers and tapping into the latent demand for physical activity in Shrewsbury requires a multi-faceted approach. Leveraging Shropshire Council's existing health priorities, such as tackling obesity and improving mental wellbeing, can create a supportive context for new initiatives. Developing targeted programmes for currently inactive populations, older adults, and individuals with specific health conditions is essential. This could involve partnerships with healthcare providers, building on schemes like the "Healthy Life" GP referral programme operating in Shropshire.

Offering flexible and affordable membership options, along with pay-as-you-go choices, can help address cost barriers. Improving the perceived safety and appeal of activities, particularly outdoor or community-based ones, may involve collaboration with local community groups or ensuring facilities are welcoming and well-maintained. For employers, offering workplace wellness programmes could encourage activity among the working population. Addressing the lack of safe and engaging spaces for young people also presents an opportunity for innovative youth-focused fitness and activity provision.

Demand Analysis for Fitness and Health Products/Services

The potential demand for fitness and health products and services in Shrewsbury is shaped by a confluence of market drivers, distinct target segments, prevailing consumer preferences, and identifiable unmet needs.

Understanding Market Demand

Demand for health and fitness services in Shrewsbury is driven by pressing health needs, demographic shifts, and growing health consciousness. Identifying key target segments is vital for service design.

Key Market Drivers

Health Needs: High obesity and mental health concerns act as strong motivators.

Demographics: Active working-age population and a growing, health-aware older adult segment. Gen Z/Millennials prioritise wellness.

Economic Polarisation: Demand for both budget-friendly and premium services. Price sensitivity is key.

Local Authority Support: Council strategies on health and leisure create a supportive environment.

"Third Space" Concept: Desire for fitness facilities offering social connection and experience.

Opportunities for Engagement

A. Market Drivers

Several key factors are poised to drive demand in Shrewsbury's health and fitness sector

Health Consciousness and Need

The high prevalence of overweight and obesity in the wider Shropshire area and notable mental health concerns within Shrewsbury indicate a population with clear and pressing health needs. These health imperatives often serve as stronger motivators for seeking fitness solutions than purely aesthetic or leisure-based goals. This is supported by national wellness trends showing an increased consumer focus on mental health, improved sleep, and preventative health measures. Indeed, 76% of UK gym users cite mental health as a motivation for their facility use , and broader UK trends show health as the primary driver for exercise.

Demographic Trends

Shrewsbury's demographic profile, featuring a substantial working-age population alongside a growing and increasingly health-aware older adult segment , creates diverse demand. Nationally, younger generations (Gen Z and Millennials) are demonstrating a greater prioritization of health and wellness and are willing to allocate more spending towards it. This suggests a future market sustained by younger consumers who view fitness as essential.

Income Levels and Deprivation

The economic polarisation observed within Shrewsbury means that demand will be segmented. More affluent residents may seek out premium facilities, boutique studios, and personalised wellness services. Conversely, in areas of higher deprivation, the primary driver will be the need for affordable and easily accessible fitness options. The ongoing cost of living pressures nationally also mean that price sensitivity is a key consideration for a large portion of the population.

Local Authority Strategies and Support

Shropshire Council's strategic focus on reducing obesity , improving mental health , and promoting active lifestyles through its leisure strategy creates a supportive policy environment. This can translate into increased public awareness, potential for partnerships, and funding for community-based initiatives, all of which can bolster the fitness market.

The "Third Space" Concept

National trends indicate a shift, particularly among younger demographics, towards viewing fitness facilities as "third spaces" – places for social connection and experience beyond home and work. The rise of premium gyms offering a club-like atmosphere and the broader "Experience Economy" in fitness suggest that facilities providing more than just exercise equipment – such as social areas, diverse classes, integrated wellness services (e.g., spa, nutrition advice), and a strong community focus – will hold increasing appeal, especially for those with the disposable income to invest in such experiences.

Opportunities for Engagement

B. Target Segments

The demographic and health data for Shrewsbury delineates several distinct target segments, each with unique needs and motivations:

Inactive Adults
Comprising roughly a quarter of the adult population 14, this group requires entry-level, supportive, and affordable fitness solutions designed to overcome common barriers like low confidence and lack of motivation.

Older Adults (65+)
Accounting for 21.2% of Shrewsbury parish residents and 27.9% of the postcode area's population being retired, this segment is significant. They typically seek low-impact exercise, social interaction, and programmes that help manage age-related conditions or maintain mobility (e.g., specialised strength and balance classes like 'Elevate' 14). National data confirms substantial growth in physical activity among the 55-74 and 75+ age groups.

Individuals with Obesity/Overweight
Given Shropshire's high prevalence rates 16, this is a very large potential market segment requiring structured weight management support, nutritional guidance, and appropriate, often supervised, exercise programmes.

Individuals with Mental Health Concerns
With notable depression prevalence and strong community-expressed needs for mental wellbeing support, this segment is likely to seek out mind-body disciplines (yoga, Pilates), stress-relief activities, and fitness environments that are socially supportive and non-judgmental.

Working-Age Adults (18-64)
This group, forming approximately 59% of Shrewsbury's parish population, is diverse. Many will seek variety in their fitness routines, convenience to fit busy lifestyles, and results-driven training. This segment includes Gen Z and Millennial consumers, who are key drivers of current fitness spending and trends.

Residents in Deprived Areas
Concentrated in specific wards like Harlescott and Monkmoor, this segment requires highly affordable, geographically accessible, and culturally appropriate fitness options. They may also benefit from targeted outreach initiatives or subsidised access schemes.

Families and Children
While the primary focus of this report is adult services, catering to families can address key barriers for parents, such as childcare. Family-friendly swim sessions or facilities with crèches can broaden appeal. Additionally, the identified lack of safe and engaging activity spaces for young people (13-18) points to a potential, albeit distinct, market need.

The existence of these multiple, distinct target segments underscores that a successful and comprehensive fitness market in Shrewsbury will likely require a diverse portfolio of services. Offerings must be tailored to the specific needs, motivations, and barriers of each group. A generic, one-size-fits-all approach is unlikely to achieve optimal market penetration or effectively address the community's varied health and fitness requirements.

Opportunities for Engagement

C. Consumer Preferences and Spending Trends (UK context and local insights)

Understanding broader consumer preferences and spending habits in the UK health and fitness market, alongside any available local insights, provides context for demand in Shrewsbury.

UK Market Growth and Resilience: The UK health and fitness market is substantial and demonstrates robust growth, with revenues reaching £5.7 billion in 2024 (an 8.8% increase from 2023). Membership numbers stand at 11.5 million, achieving a market penetration rate of 16.9%. This indicates a strong underlying consumer demand for fitness services nationally.

Prioritisation of Fitness Spending: Despite cost-of-living pressures, many UK consumers continue to value and prioritize gym memberships, often choosing to cut back on other discretionary leisure spending, such as eating out or cinema visits, before sacrificing their fitness routines.34 The average UK gym membership fee is around £47.24 per month, rising in areas like London. This highlights the perceived value and importance of health and fitness to a significant portion of the population.

Growth at Market Extremes: Nationally, the budget and premium segments of the fitness market are performing particularly well. Low-cost operators are successfully capitalizing on growing demand from price-sensitive consumers. Simultaneously, premium gyms are attracting individuals willing to pay higher fees for enhanced experiences, a broader range of wellness services, and a sense of community. This trend suggests that a clearly defined value proposition is crucial, whether based on affordability or extensive, high-quality offerings.

Boutique Fitness Sector: The boutique fitness studio market, particularly in urban centres like London, is recovering post-pandemic and continues to evolve. There are now over 300 such studios in London, and the average unlimited monthly membership fee has increased by over 20% since 2018. These studios often offer specialized workouts and are diversifying beyond single modalities to provide a more comprehensive experience.

Digital Fitness Integration: The UK fitness app market is experiencing rapid growth, with a projected compound annual growth rate (CAGR) of approximately 17.5%. This is driven by consumer demand for convenience, personalised training programmes, and dietary guidance accessible via technology. High smartphone and internet-connected device penetration in UK households (estimated 83% have at least one capable device 42) supports this trend. The continued presence of online offerings from many physical studios, even post-pandemic, indicates the recognised value of hybrid models.

Broader Wellness Trends: Consumer interest extends beyond physical exercise to encompass holistic wellbeing. Key UK wellness trends include an increased focus on mental health, optimizing sleep, "biohacking" (using diet/habits/tech to improve performance), tech-enhanced wellness experiences (like VR or sensory experiences in spas), sustainability in products and services, and a desire for nature-based wellness activities.

Local Preferences (Shropshire Council Leisure Survey)

A survey of Shropshire leisure centre users revealed that a majority of respondents were female (61%), married or in a civil partnership (61%), and a significant proportion were parents. 16% reported a long-standing illness or disability, with mobility being the main issue. Ethnically, 84% were White. In terms of religion, 40% reported no religion, and 38% identified as Christian. Employment status showed 41% employed, 12% self-employed, and a notable 34% retired. A high degree of loyalty was observed, with 68% having used their leisure centre for over two years.

Local Perceptions (RSPH Survey)

A broader public survey by the Royal Society for Public Health indicated that leisure centres and health clubs are generally perceived positively by the public for promoting healthy choices (81% and 78% respectively), fostering social interaction (72% and 68%), supporting access to health services/advice (54% and 56%), and promoting mental wellbeing (75% and 66%).

These trends suggest that consumers are increasingly discerning and seek value, whether that is through low-cost access or premium, experience-rich offerings. The Shropshire leisure user profile, with its high proportion of long-term users and retired individuals, combined with positive public perceptions of leisure centres' social and wellbeing benefits, highlights the importance of fostering community and catering to established, loyal user bases for retention in the Shrewsbury market. The strong growth of digital fitness also points towards opportunities for hybrid models that blend physical and online services to enhance engagement and reach a wider audience.

Opportunities for Engagement

D. Unmet Needs and Potential Niche Markets

Synthesizing the demographic profile, health status, activity levels, barriers, and consumer trends, several potential unmet needs and niche markets can be identified in Shrewsbury:

Hyper-Local, Affordable Options in Deprived Areas: Given the significant deprivation in certain LSOAs and cost being a major barrier to activity, there is a clear need for highly affordable, easily accessible fitness facilities or programmes located directly within these communities.

Dedicated and Comprehensive Older Adult Fitness: While some general provision exists, the large retired population and the national trend of increased activity in older adults suggest a market for more specialised and comprehensive fitness and wellness centres tailored to their specific needs (e.g., advanced strength and balance, chronic condition management, social engagement).

Integrated Weight Management Services: The high underlying obesity rates point to a demand for services that go beyond simple gym access, incorporating structured exercise plans, expert nutritional counselling, and behavioural support, potentially with clinical oversight.

Enhanced Mind-Body and Mental Wellbeing Provision: The expressed community need for mental health support and national wellness trends indicate an opportunity for a broader range of services focused on stress reduction, mindfulness, and holistic mental wellbeing, potentially integrated within existing fitness centres or as standalone studios.

Youth-Focused Activity Hubs: The lack of safe and engaging spaces for teenagers to be active 14 represents an unmet need that could be addressed through dedicated youth fitness programmes or multi-activity hubs.

Specialised Services for Long-Term Conditions: Building on the existing "Healthy Life" GP referral programme 26, there is likely further scope for specialised exercise services catering to individuals with common chronic conditions like diabetes, cardiovascular disease, or respiratory issues.

Diverse Boutique Offerings: Depending on the spending power and preferences of Shrewsbury's more affluent and younger demographics , there may be room for a wider variety of boutique fitness studios beyond the current yoga, Pilates, and CrossFit offerings. This could include specialised strength training facilities, High-Intensity Interval Training (HIIT) studios, or dedicated boxing/combat sports gyms, reflecting national boutique trends.

Outdoor and Adventure Fitness: The local desire for more cycling and walking opportunities and broader wellness trends towards nature-based activities could support businesses offering outdoor fitness bootcamps, guided walks/runs, or adventure-based group training, provided safety and accessibility are addressed.

The identification of these gaps suggests that while Shrewsbury has a foundational level of fitness provision, significant opportunities exist for services that are more targeted, specialised, accessible (both geographically and financially), and holistic in their approach to health and wellbeing.

Competitive Landscape: Gyms and Swimming Pools in Shrewsbury

Shrewsbury's fitness market comprises a mix of public leisure centres, private commercial gyms, specialized boutique studios, and hotel-based facilities, each catering to different segments of the population.

A. Overview of Major Public and Private Leisure Facilities

The primary fitness and swimming facilities in Shrewsbury include:

Public/Council-Supported Facilities (Operated by Serco on behalf of Shropshire Council):

Shrewsbury Sports Village: A multi-purpose centre offering a gym, an 8-court sports hall, a spin studio, a bowls centre, various workout classes, an outdoor floodlit cycle track, and 15 football pitches. It provides a broad range of activities suitable for different ages and abilities and offers dual membership options with The Quarry Swimming & Fitness Centre. This facility is also a key site for the "Healthy Life" GP referral programme.

The Quarry Swimming & Fitness Centre: Primarily known for its swimming facilities, it houses four pools, including the county's largest 33m pool, a 25m fitness pool, and a dedicated training pool. It also features a gym, workout classes, and a climbing wall.38 The centre offers a comprehensive range of swimming sessions, from family fun swims and lane swimming to lessons for all ages and aqua fitness classes. It is also part of the "Healthy Life" referral scheme.

Private Commercial Gyms

JD Gyms Shrewsbury: A large, modern gym operating 24/7 on a no-contract basis. It boasts over 250 pieces of cardio and strength equipment, an extensive free weights area, an Eleiko functional training zone, a boxing area, a sprint/sled track, and a separate women-only gym. A wide variety of fitness classes are included in the membership. This facility primarily targets the value-conscious segment of the market seeking extensive facilities and flexible access.

Castle Country Club: Positioned as a family-friendly health and fitness club, it offers a gym, a swimming complex with three pools, a jacuzzi, steam room, and sauna. Additional facilities include courts for squash, tennis, and badminton, a 400m outdoor forest trim track, and various fitness classes such as Spinning, yoga, Zumba, and circuits. It also provides a crèche and children's clubs.

Specialised Boutique Studios (Examples):

Yoga: Jenna Blair Yoga provides a range of gentle yoga classes suitable for beginners and experienced practitioners, with a focus on mindful movement and breathwork. Specialised classes include pregnancy yoga and yoga for cancer support.

Pilates: Lauren Hilton Pilates offers mat, Reformer, and Pilates equipment circuit classes, along with specialist pregnancy and postnatal Pilates sessions. Runlates focuses on Pilates for runners, traditional Pilates, Reformer sessions, and a "Run + Stretch" combination class.

CrossFit: CrossFit Shropshire offers group training, a kids' programme, personal training, and nutrition services, emphasising a strong community aspect.55 CrossFit Telford, located a short drive from Shrewsbury, also attracts residents and offers CrossFit and HYROX training.

Hotel Gyms with Public Access

Albrighton Hall Hotel & Spa: Features a fitness suite, an indoor heated pool, and a thermal suite (ice room, sauna, steam room). Day passes are available for non-guests at £15, and the hotel also mentions leisure club membership options for local residents, though details are sparse.

Mercure Telford Centre Hotel: While offering a gym, pool, and sauna, its location in Telford (approximately a 20-25 minute drive) makes it a less direct competitor for Shrewsbury town residents seeking regular fitness facilities.

This overview reveals a diverse competitive set in Shrewsbury, with providers catering to different market tiers, from budget-conscious (JD Gyms) and publicly accessible (Council centres) to family-oriented (Castle Country Club) and highly specialized (boutique studios).

New entrants would need to identify a clear unique selling proposition (USP) to effectively compete in this established market. The Council-run facilities play a significant dual role by providing broad community access and acting as delivery points for targeted public health programmes, making them both competitors and potential collaborators for other providers.

Competitive Landscape: Gyms and Swimming Pools in Shrewsbury

Summary of Key Gyms in Shrewsbury

Name	Operator Type	Key Facilities/Specialisms	Target Audience	Indicative Price Range	Contract Type
Shrewsbury Sports Village	Public (Serco/Council)	Gym, sports hall, spin studio, bowls, classes, cycle track, football	Broad community, families, health referrals	Mid (e.g., £24.50/mo DD)	DD / Annual / PAYG
David Lloyd Shrewsbury	Private Commercial	Gym, Swimming pool, spa, outdoor pool, padel, tennis. £11m investment into centre.	Premium market, family focused. Professionals.	Premium price point, from £135 p/m	DD / Annual/ Family
JD Gyms Shrewsbury	Private Commercial	24/7, 250+ machines, free weights, functional zone, women-only gym, classes	Budget-conscious, 24/7 access seekers, variety seekers	Budget (£26.99/mo)	No Contract
Castle Country Club	Private Commercial	Gym, 3 pools, spa, classes (Spin, yoga, Zumba), squash, tennis, family-friendly, crèche	Families, club atmosphere seekers, diverse sports interests	Mid-Premium (TBC)	TBC
CrossFit Shropshire	Boutique (Specialized)	CrossFit group training, kids/legends programs, PT, nutrition	Performance-focused, community seekers, CrossFit enthusiasts	Premium (TBC)	TBC
Albrighton Hall Hotel & Spa	Hotel / Private	Fitness suite, pool, thermal spa	Hotel guests, local residents seeking premium spa/leisure experience	Premium (Day Pass £15)	Membership (TBC)/ PAYG

Competitive Landscape: Gyms and Swimming Pools in Shrewsbury

Summary of Key Swimming Pool Providers in Shrewsbury

Name	Operator Type	Pool Facilities (Number, Type)	Key Session Types	Public Access/Membership	Indicative Pricing (Casual/Membership)
The Quarry Swimming & Fitness Centre	Public (Serco/Council)	4 pools (33m, 25m, training)	Lessons, Lane, Family, Aqua, General Swim	Membership & PAYG	Adult Casual £6.90; Memberships from £21/mo (swim-only)
Castle Country Club	Private Commercial	3 pools (part of complex with jacuzzi, steam, sauna)	General swimming, potentially family/relaxation focused	Membership	Included in overall club membership (TBC)
Albrighton Hall Hotel & Spa	Hotel / Private	1 indoor heated pool (10m) with whirlpool	General swimming, relaxation	Membership & PAYG (Day Pass £15)	Day Pass £15; Membership (TBC)

Latent Demand Health and Fitness

National Context

UK Fitness Market | Total

According to the State of the UK Fitness Industry Report 15.9% of the UKs population is a member of a gym.

Public Sector

5% of the UKs population is a member of public sector gym.

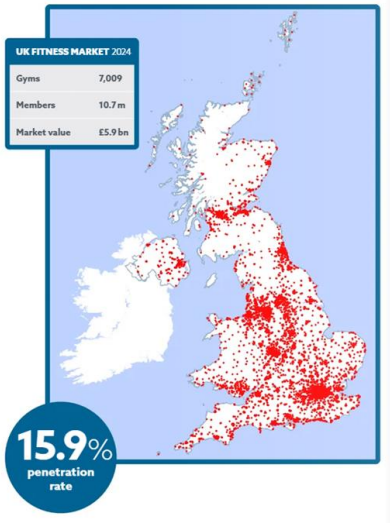
South West

According to the State of the UK Fitness Industry Report 14.6% of the South Wests population is a member of a gym.

4.7% of the South West regions population is a member of a public sector gym.

Pricing

The '2024 UK state of the Industry Report' highlights that the average headline monthly fee for UK public sector gyms is £32.07, with the South West reported as £32.75.



Latent Demand in Shrewsbury

Penetration rate for South West

The 2024 fitness penetration rate for the South West is 14.6%, meaning that 14.9% of the South Wests Ireland population has a health club membership. The South West penetration rate for local authorities is 4.7% for public sector facilities and 9.9% for private facilities.

Catchment Population for Shrewsbury Sports Village

The total population for people aged 15+ is 127,052 in 2024.

This is based on a 15 min drive time.

This equates to (14.6%) 18,922 people within the catchment having a gym membership.

We have made a small allowance for the population growth of c1% per year and an estimated completion time of +2years.

Competing Provision

In Shropshire, the estimated private sector penetration rate is estimated to be higher than the national average due to the volume of good quality private operators. As such, we have a 40% allowance on penetration rates to reflect the competing provision within the private sector.

Only the Quary leisure centre exists within the catchment that is a public sector facility, however other centres exist within the wider catchment. As such, we have reduced the penetration rate down by 1.5% to when including the Quarry and 1% when excluding.

Estimated Latent Demand ** (Including The Quarry)

Total Population within 15-minute drive: 127,502 + 2% population growth = 129,606

Target penetration for Shrewsbury Sports Village (4.7% - 1.5) 3.2% of 129,606 = 4,147 members

Deduct 40% to reflect enhanced private sector provision. – 1,659

New Catchment: 2,488

Add in 10% for people joining outside of the catchment + 415

Total Demand: 2,903

Current Shrewsbury Sports Village membership (16+):

-800 members

Latent demand +2,103 members.

Estimated Latent Demand ** (Excluding The Quarry)

Total Population within 15-minute drive: 127,502 + 2% population growth = 129,606

Target penetration for Shrewsbury Sports Village (4.7% - 1%) 3.7% of 129,606 = 4,795 members

Deduct 40% to reflect enhanced private sector provision. – 1,981

New Catchment: 2,877

Add in 10% for people joining outside of the catchment + 480

Total Demand: 3,357

Current Shrewsbury Sports Village membership (16+):

-800 members

Latent demand +2,557 members.

Drive Time Catchment Maps - Fitness

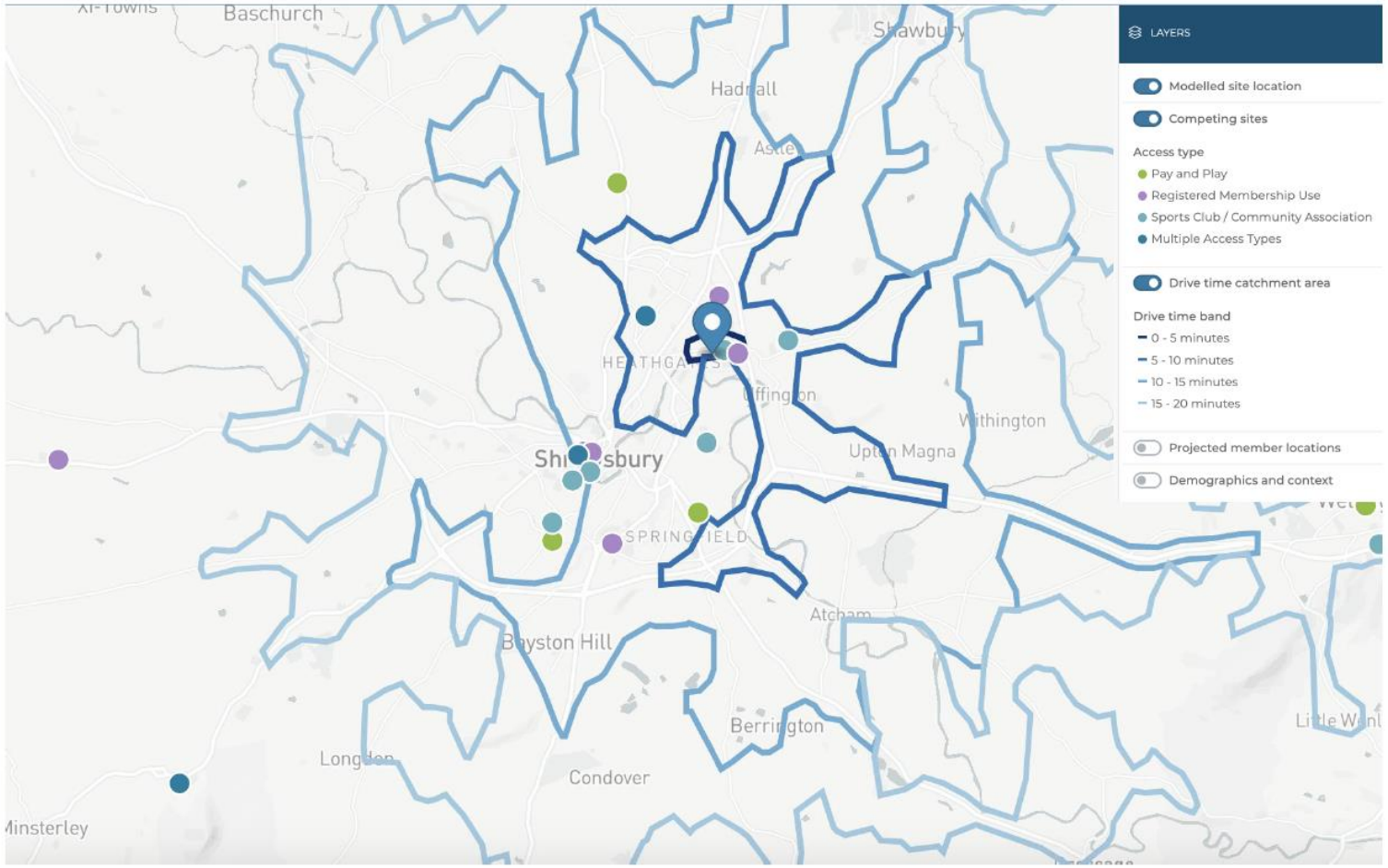
- Population within 15-min drive time: **115,510**

District postcode	% of coverage
SY1	100
SY2	100
SY3	95
SY4	45
TF6	28
TF1	21
SY5	18

Catchment Insight

4GLOBAL CATCHMENT OVERVIEW

Map 1: Location context Shrewsbury Sports Village and surrounding competition



The catchment area for Shrewsbury Sports Village, as shown on the map to the left, encompasses not only the town itself but also several surrounding towns within a 20-minute drive radius.

The area faces strong competition for health & fitness suites, with two major gym chains—JD Gyms and David Lloyd Clubs—located less than 10 minutes from the Sports Village. Additionally, other competing gyms, such as PureGym and Anytime Fitness, are situated within a 15-minute drive.

The Quarry Swimming & Fitness centre presents the largest competition for swimming pool demand in the 10-minute vicinity. Other competing sites with swimming pools in the 15-minute catchment include David Lloyd, Bannatyne Health Club, and Mercure Hotel.

There are currently no leisure centres or comparable facilities within the 20-minute catchment offering the same facility mix as the Shrewsbury Sports Village. This presents a clear opportunity for this site to fill this gap in the market.

The rise of small, equipment-limited gyms without swimming pools further highlights the potential for Shrewsbury Sports Village to stand out by providing comprehensive sports and fitness services, including pool access.

A detailed breakdown of local competition is available in the accompanying Excel appendix.
in the accompanying Excel appendix.

Drive Time Catchment Maps

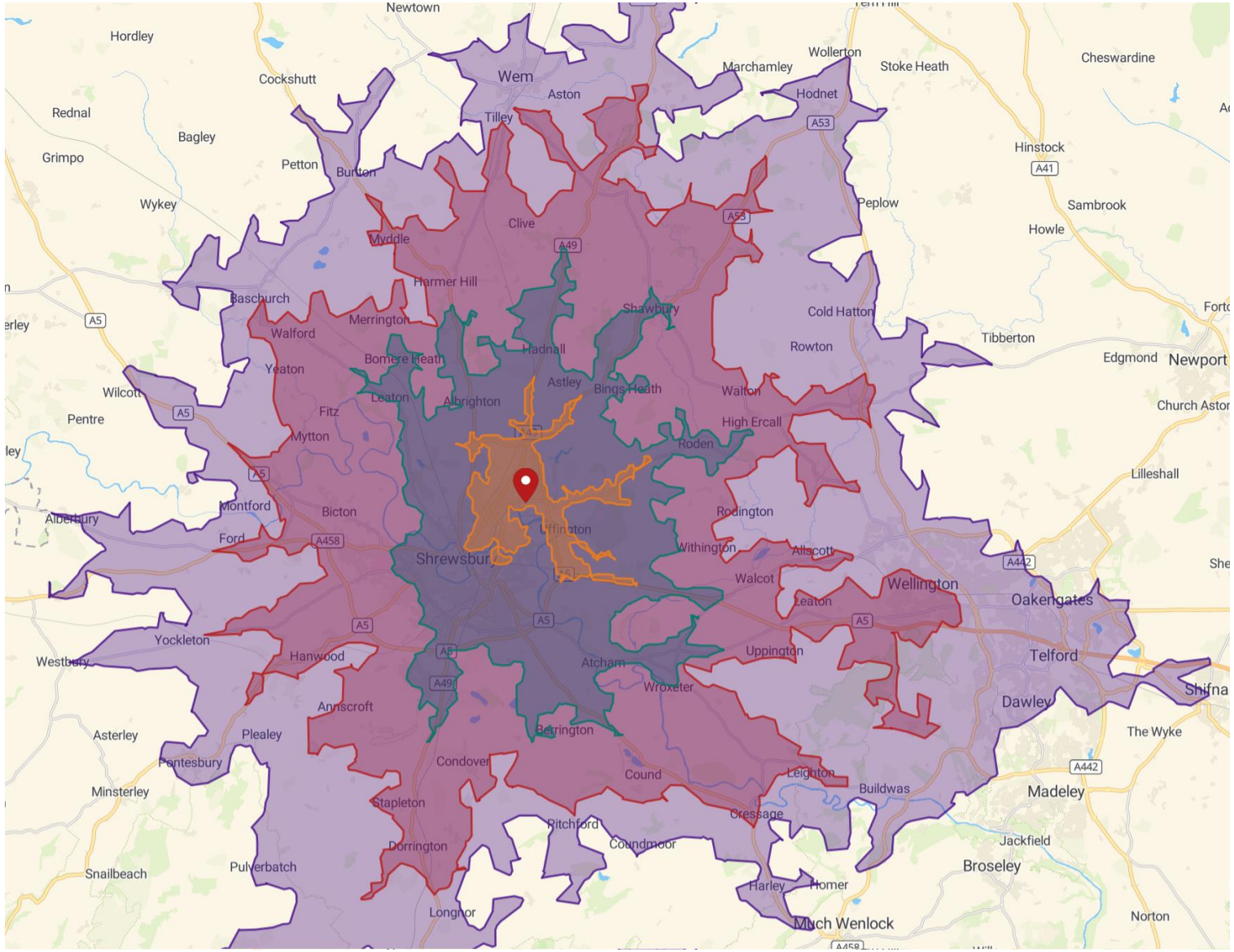
Drive Time (Mins) - Population of Catchment			
5	10	15	20
23,254	72,272	115,510	217,543

15 min Shrewsbury Sports Village, ...

10 min Shrewsbury Sports Village, ...

20 min Shrewsbury Sports Village, ...

05 min Shrewsbury Sports Village, ...



Walk Time Catchment Maps

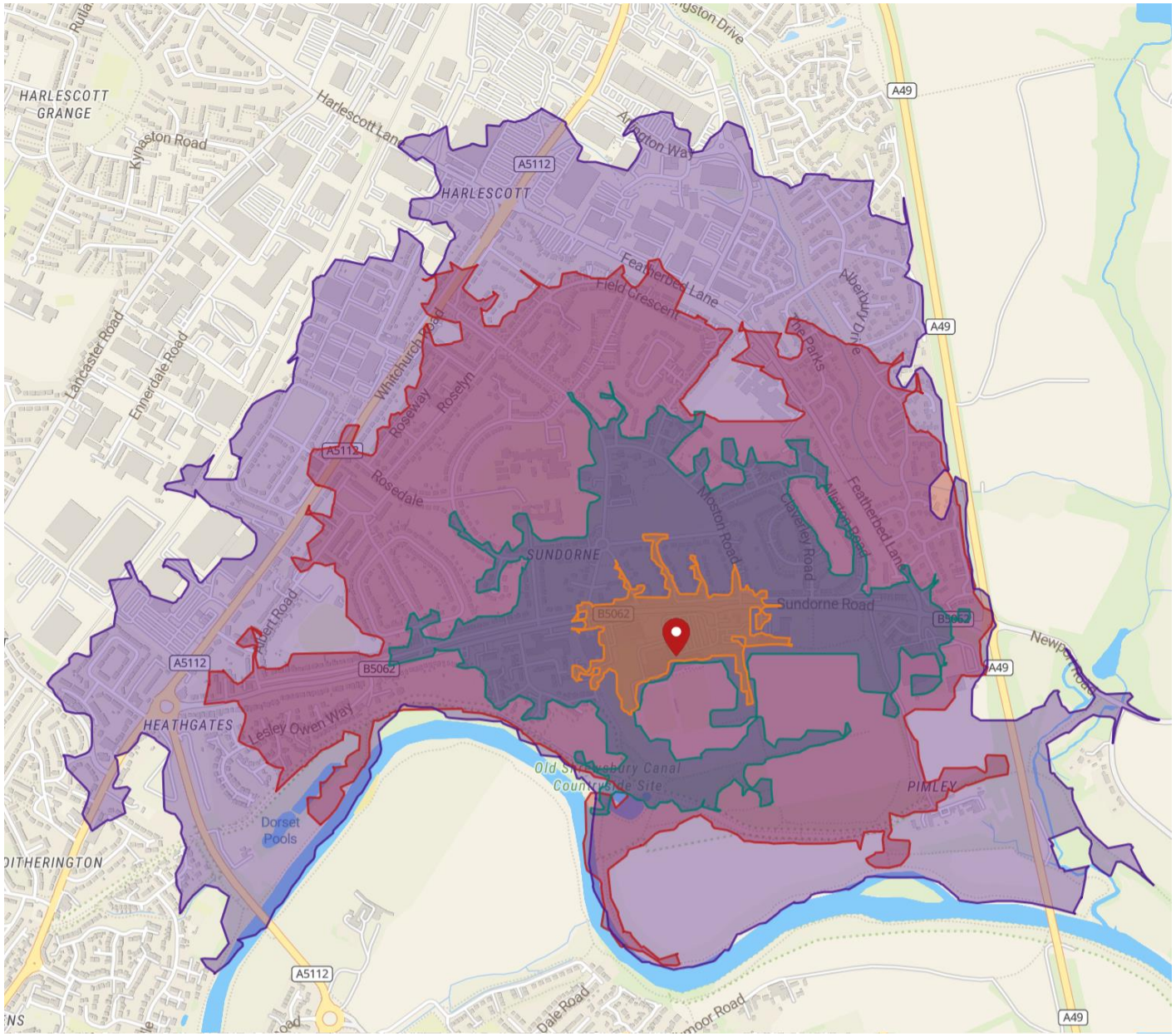
Walk Time (Mins) - Population of Catchment			
5	10	15	20
61	1,049	4,590	7,745

15 min Shrewsbury Sports Village, ...

10 min Shrewsbury Sports Village, ...

20 min Shrewsbury Sports Village, ...

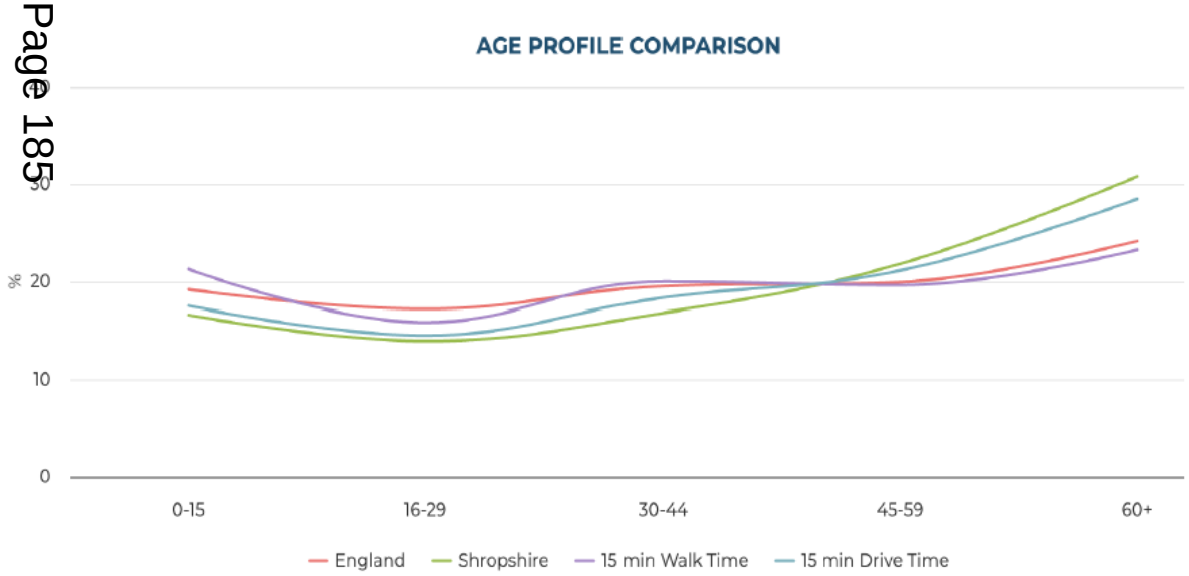
05 min Shrewsbury Sports Village, ...

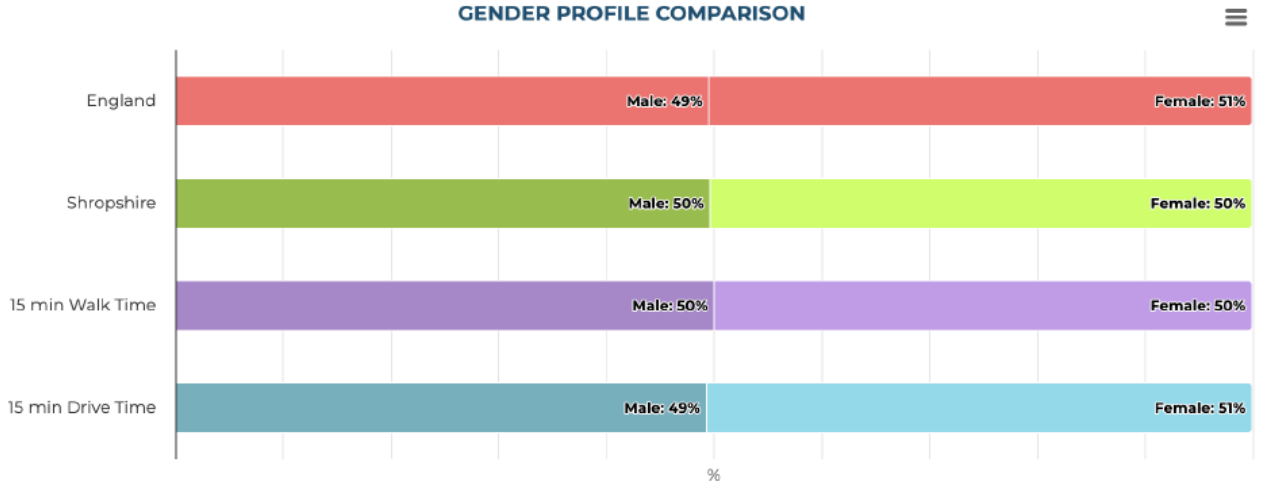


4GLOBAL CATCHMENT DEMOGRAPHICS – AGE AND GENDER

This section provides a detailed analysis of the demographic profile of residents within the 15-minute drive time and walk time catchments around the site to understand the local population profile and the expected user base.

Analysis includes detail on age, gender and ethnicity profiles sourced from the latest Office of National Statistics release. National and Local Authority level benchmarks are provided to give wider context on the location.

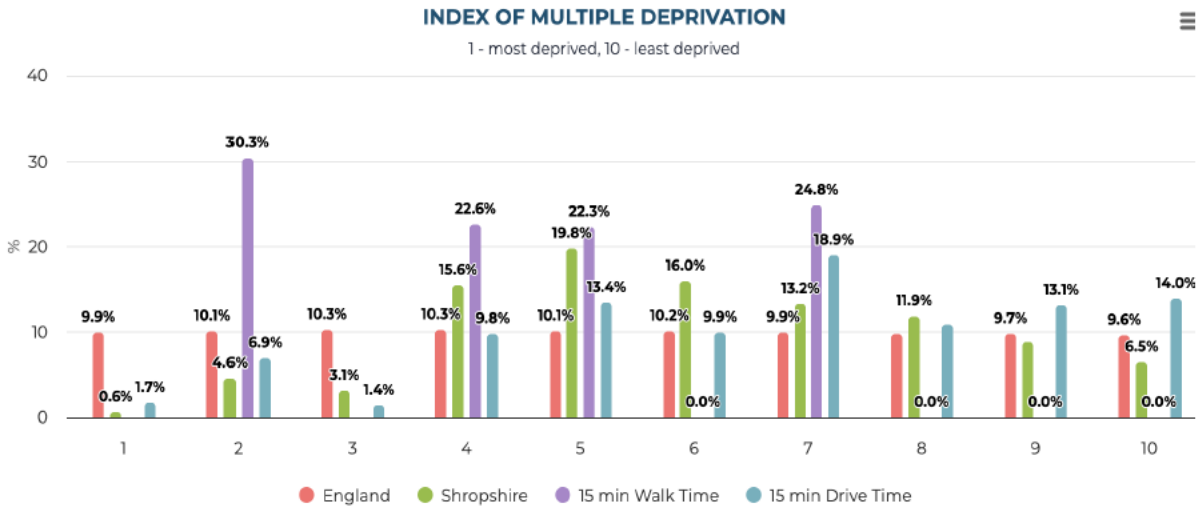


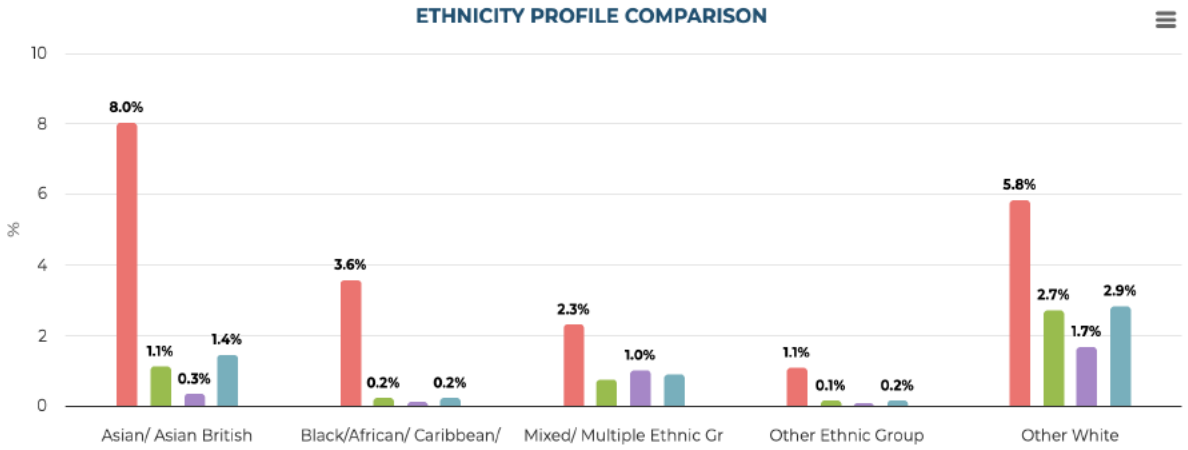


4GLOBAL CATCHMENT DEMOGRAPHICS – DEPRIVATION & ETHNICITY

Data shows that around 30% of people within a 15-minute walk of the site live in areas with high levels of deprivation, with 10% of those within a 15-minute drive also in the most deprived national groups.

The area has a lower-than-average proportion of ethnic minority residents, and while Shropshire overall is not highly deprived, the site itself is in one of the top 10% most deprived towns nationally, with the wider area in the top 30%. This suggests the site has strong potential to serve disadvantaged and working-class communities, helping to tackle social inequalities and support inclusive community development.





The ethnicity profile comparison graph in this section shows non “White British” groups only.

4GLOBAL CATCHMENT DEMOGRAPHICS – EXPERIAN MOSAIC SEGMENTATION

Experian's Mosaic personal profiling tool is a cross-channel consumer classification system that is used to understand customers characteristics and build a picture of the latest UK consumer and social trends. The dominant profiles within a 15-minute walk time and a 15-minute drive catchment are shown below, as well as the likely dominant profiles of the projected users and members for the site.

MOSAIC GROUP	LOCAL AUTHORITY (%)	WALK TIME (%)	DRIVE TIME (%)	PROJECTED USERS (%)	PROJECTED MEMBERS (%)
A City Prosperity	0.1%	0.0%	0.3%	0.1%	0.1%
B Prestige Positions	4.5%	0.0%	6.6%	1.8%	2.1%
C Country Living	26.3%	0.0%	9.7%	8.9%	9.2%
D Rural Reality	14.1%	0.0%	5.6%	5.0%	4.6%
E Senior Security	8.1%	4.1%	12.2%	10.5%	10.7%
F Suburban Stability	5.1%	1.9%	6.6%	8.4%	8.8%
G Domestic Success	6.9%	0.0%	11.5%	3.6%	4.1%
H Aspiring Homemakers	11.8%	34.1%	14.9%	23.2%	24.5%
I Family Basics	5.6%	26.6%	9.4%	16.4%	15.5%
J Translent Renters	4.4%	3.7%	3.9%	4.3%	3.6%
K Municipal Tenants	1.0%	6.1%	1.2%	2.1%	1.9%
L Vintage Value	4.8%	6.4%	6.2%	6.0%	5.3%
M Modest Traditions	2.6%	17.1%	2.5%	5.1%	4.6%
N Urban Cohesion	1.3%	0.0%	3.4%	1.5%	1.5%
O Rental Hubs	3.3%	0.0%	6.2%	3.1%	3.1%

4GLOBAL — CATCHMENT DEMOGRAPHICS – DOMINANT MOSAIC GROUPS

A detailed overview of the core characteristics of the top 4 dominant mosaic groups are provided to further support consumer profiling opportunities and target groups. Ranking is provided in terms of how each profile compares to the other 14 groups in terms of household income, monthly disposable income, smartphone ownership, social media access, email responsiveness and SMS responsiveness.

H Aspiring Homemakers

Younger households settling down in housing priced within their means

Key Features

- Families with young children
- 3 bedrooms
- High outstanding mortgages
- Internet via smartphone
- Texts and photos on smartphone
- Order from takeaways

Who We Are

Aspiring Homemakers are young people in their twenties and thirties who are putting down roots in pleasant homes. Many have moved in recently, others have lived there for a few years and are beginning to settle. Households are a mix of young couples and single people. Around two-thirds have started families and have young children.

Income		Technology		Communication	
Annual Household		Smartphone Ownership		Email Responsiveness	
£46,976	11th / 15	87.2%	15th / 15	14.5%	13th / 15
Monthly Disposable		Social Media Access		SMS Responsiveness	
£353	8th / 15	51.1%	12th / 15	7.6%	7th / 15

I Family Basics

Families with limited resources who budget to make ends meet

Key Features

- Families with lots of children
- Council/HA tenants
- Low discretionary income
- Low affluence
- Internet via smartphone
- Games consoles

Who We Are

Family Basics are households bringing up children, who have limited incomes and budget carefully. Most adults are aged in their twenties, thirties and forties. Many live as couples, others are single. Children are aged from pre-school years to adulthood.

Income		Technology		Communication	
Annual Household		Smartphone Ownership		Email Responsiveness	
£26,079	6th / 15	84.0%	13th / 15	14.2%	8th / 15
Monthly Disposable		Social Media Access		SMS Responsiveness	
£88	3rd / 15	56.0%	15th / 15	10.1%	14th / 15

4GLOBAL CATCHMENT DEMOGRAPHICS – DOMINANT MOSAIC GROUPS

E Senior Security

Elderly people with assets who are enjoying a comfortable retirement

Key Features

- Retired singles and couples
- Pre-war generation
- Established in community
- Low internet use
- Have wills
- Solar panels

Who We Are

Senior Security are retired homeowners with good pension incomes who live in pleasant suburbs. Aged in their late sixties, seventies and eighties, some are married but many more now live alone. They have been settled in their current homes for many years.

Income		Technology		Communication	
Annual Household		Smartphone Ownership		Email Responsiveness	
£22,179	4th / 15	42.7%	1st / 15	15.1%	15th / 15
Monthly Disposable		Social Media Access		SMS Responsiveness	
£347	8th / 15	24.4%	1st / 15	6.4%	3rd / 15

C Country Living

Well-off owners in rural locations enjoying the benefits of country life

Key Features

- Rural locations
- Own old, detached houses
- Electronic money transfers
- Garden or allotment
- Oil central heating
- High environmental impact gap

Who We Are

Country Living are owners of rural homes who enjoy a comfortable lifestyle. Many are of an older generation, aged in their fifties or beyond, who appreciate the quiet atmosphere of the countryside. Some are families who have made an active choice to raise their children in a rural environment. Most are settled and have been living at their address for some time.

Income		Technology		Communication	
Annual Household		Smartphone Ownership		Email Responsiveness	
£58,694	12th / 15	55.8%	3rd / 15	13.3%	2nd / 15
Monthly Disposable		Social Media Access		SMS Responsiveness	
£855	13th / 15	33.7%	3rd / 15	5.0%	1st / 15

Social Value

4GLOBAL EXECUTIVE SUMMARY

Social value calculations were performed for the existing facility for January 2024 – December 2024, and for the modelled facility's annual usage.

Key findings:

Current Social Value:

- A **total** of **£918k** of social value was generated between January 2024 – December 2024, from **6,169** participants.
- **Subjective Wellbeing** contributed to **£455,991** of that total social value, a **49.6%** contribution to the total.
- The average social value contribution per person is **£139.**

Projected Social Value:

- A **total** of **£2.12m** of social value is an annual projection from **15,321** participants. The closure of the Quarry increases the **total social value by 26%** from **19,301** participants
- **Subjective Wellbeing** contributed to **£1.18m** with the Quarry still open, increasing to **£1.49m** with the Quarry closed.
- The **average social value contribution per person is £139**. This is a **slight decrease of £10** from the current per person value of £149. This is **likely due to an increase in the number of social value participants** driven by **higher facility usage.**

4GLOBAL

INTRODUCTION

The research aims to explore the projected social value (SV) generated by Shrewsbury Sports Village This incorporates a combination of participation data information gathered from 4GLOBAL's DataHub, wider data collected from Shropshire Council, and estimates based on industry trends. Full details of methodology is available upon request.

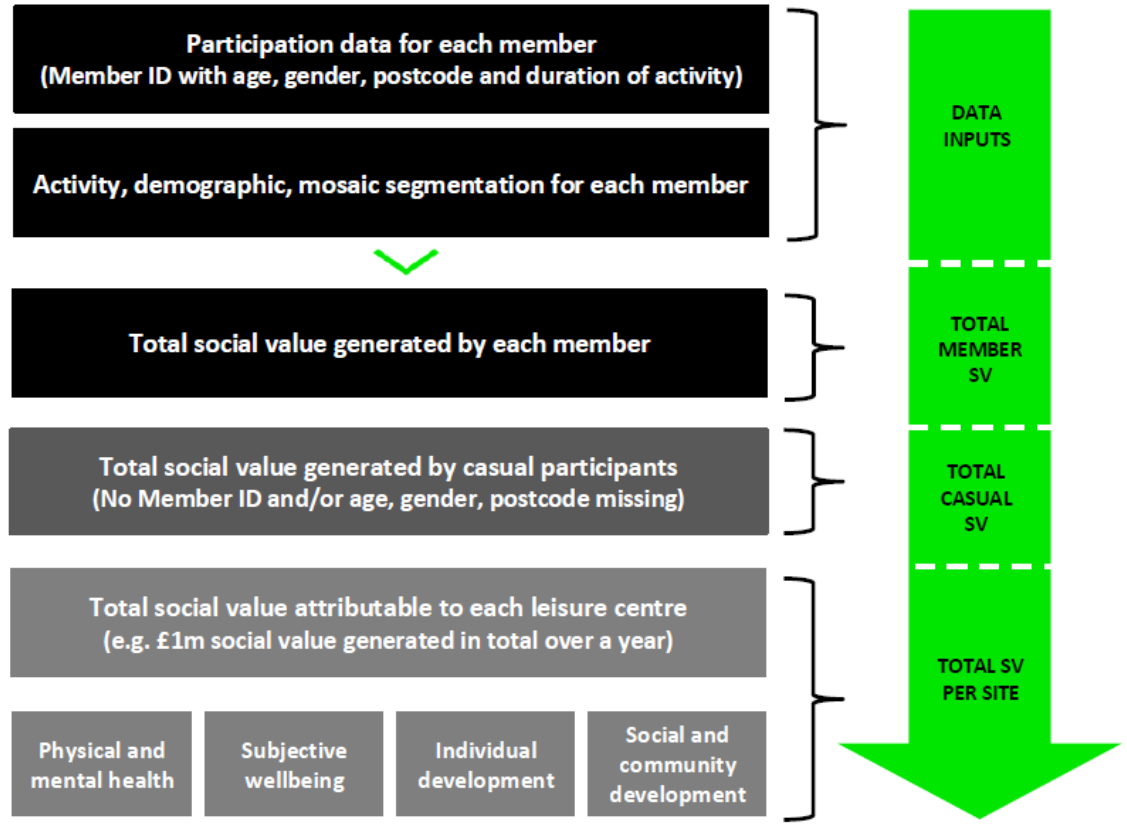
Objective	Key Features	Current Social Value	Projected Social Value
To demonstrate how the focused work taking place in leisure facilities contributes towards the social value generated.	• To provide total social value split into sub-categories: physical and mental health, subjective wellbeing, individual development, and social and community development. • To breakdown figures to a per person level.	Outputs are provided for the Shrewsbury Sports Village using the annual usage recorded at the site and facility level in 2024.	The projected social value was calculated the usage estimations from the demand modelling exercise at the site and facility level, modelled both including and excluding the Quarry. • Sports hall: 8 Badminton Courts • Swimming pool: 562 m^2 • Children's Splash pool: 69 m^2 • Studio: 284 m^2 • Spin Studio: 94 m^2 • Innerva Suite: 60 m^2 • Health and fitness gym: 117 Stations

4GLOBAL MEASURING SOCIAL VALUE: AN EXPLANATION

The figure (right) summarises the approach for the application of the social value model developed by Sheffield Hallam University (SHU) to generate leisure trust contribution. The approach uses live participation data collected from the leisure facilities in 4GLOBAL's DataHub to calculate an individual's activity profile.

A user generates social value when they participate in an activity. The amount of value depends on demographic factors (age, gender, postcode) and how long they are active for. There are two types of user, either a member (known person with a unique reference ID) or a casual participant (unknown member).

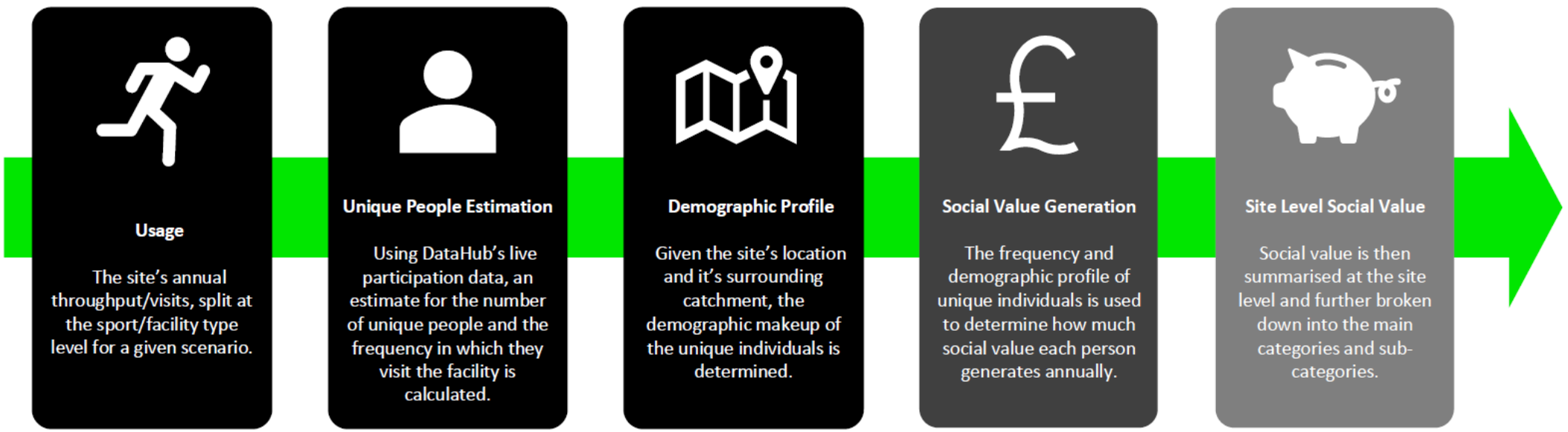
The value generated is broken down to the per-person level and divided into four key indicators: physical and mental health; subjective wellbeing; individual development; and social and community development.



4GLOBAL

MEASURING SOCIAL VALUE

In the case where live participation data is unavailable for a given site, a methodology is adopted combining site-specific assumptions with sector wide information.



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MEASURING SOCIAL VALUE: MODEL VARIATION

The Social Value calculator has been updated in 2021 to incorporate the latest research from SHU and Sport England.

"Social Return on Investment in Sport: A participation wide model for England" was published in 2016 by Sheffield Hallam University (SHU) and was the previous basis for social value calculations. In 2019 Sport England commissioned an update to the national model for England and the updated guidance has been incorporated into the social value calculations in this report.[1] This new version is aligned with the UK Government strategy for sport, Sporting Future – A New Strategy for an Active Nation.[2]

The table below shows the factors incorporated into each outcome category of social value.

Outcome	Description
Physical and mental health	
CHD/ stroke	Reduced risk (participants 16+)
Breast cancer	Reduced risk (female participants 16+)
Colon cancer	Reduced risk (participants 16+)
Type 2 diabetes	Reduced risk (participants 16+)
Hip fractures	Reduced risk (participants 65+)
Back pain	Reduced risk (participants 16+)
Dementia	Reduced risk (participants 16+)
Depression	Reduced risk (participants 16+)
Injuries	Increased risk (participants 16+) – this is a negative value in the model

	Description
Subjective wellbeing	
Subjective wellbeing	Improved life satisfaction (participants 16+)
Individual development	
Educational attainment	Improved educational attainment (participants 11 - 18)
Human capital	Enhanced human capital (average additional salary for graduates)
Social and community development	
Crime	Reduced criminal incidences (male participants 10-24)
Social capital	Improved social networks, trust and reciprocity

Outcomes in the analysis are expressed on a 'per participant per month' basis.

4GLOBAL

MEASURING SOCIAL VALUE: KEY TERMS

Key terms and analysis groups have been identified below, based on SHU research.

Improved physical and mental health	• Eight health outcomes (reduced risk of various health conditions) were valued by estimating the number of reduced cases resulting from sports participation multiplied by the average annual cost per person diagnosed with the condition. • Reduced GP visits and psychotherapy usage was calculated by estimating the reduced likelihood of visiting the GP 6+ times per year/ using psychotherapy services, multiplied by the average annual cost savings per person. • Injuries were valued by multiplying the number of A&E attendances recorded as sport injuries by the average annual cost of an injury. Different than the other indicator, this has a negative impact on the total social value. • The SVC3 modifies health values for age, gender and NS-SEC category, using weights which are derived using the prevalence of disease reported in the Health Survey for England.
Improved subjective well-being	• Subjective wellbeing was calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport (using the wellbeing valuation approach) by the number of unique people taking part. • The wellbeing valuation approach uses large scale survey data to estimate the impact of sport on people's self-reported wellbeing and uses these estimates to calculate the amount of money that would produce the equivalent impact on wellbeing. The wellbeing value represents the hypothetical income required to compensate for not benefitting from wellbeing enhancement through participation in sport and physical activity.
Improved individual development	• Educational attainment was valued by estimating the number of additional sports participants with formal qualifications (level 2 and level 3) by the average lifetime productivity returns. • The human capital outcome represents the value of an individual's enhanced skills, gained through participating in sport at university. It was valued by estimating the number of final year students in Higher Education Institutions doing sport, multiplied by the average additional starting salary for sports participants.
Improved social and community development	• The crime outcome was valued by estimating the number of criminal incidents prevented amongst males in the 10-24 cohort taking part in sport (based on improved networks, trust and reciprocity), multiplied by the average cost per incident of crime. • Social capital was valued in a similar way subjective wellbeing, using the wellbeing valuation approach: the higher value of social capital derived from a participant's engagement in sport was multiplied by the number of unique people taking part in sport. The social capital value represents the hypothetical income required to compensate for not benefiting from social capital enhancement through participation in sport and physical activity.

Social Value for Shrewsbury Sports Village in 2024

The social value generated by Shrewsbury Sports Village between January 2024 – December 2024 is £919k.

TOTAL SOCIAL VALUE
£ 918,801

TOTAL SV PARTICIPANTS
6,169

SV PER PERSON
£149

PHYSICAL & MENTAL HEALTH
£ 251,164

SUBJECTIVE WELLBEING
£ 455,991

INDIVIDUAL DEVELOPMENT
£ 3,687

SOCIAL & COMMUNITY DEVELOPMENT
£ 207,954

Out of the £919k of value generated, **subjective wellbeing** was the principal driver with **£456k**, accounting for **49.6%** of overall value. Physical and mental health, social and community development, and individual development accounted for 27.3%, 22.6%, and 0.4% of the overall value, respectively.

Social Value for Shrewsbury Sports Village (Including the Quarry)

4GLOBAL

The social value projected to be generated annually by the Shrewsbury Sports Village is £2.12m.

TOTAL SOCIAL VALUE
£ 2,122,166

TOTAL SV PARTICIPANTS
15,321

SV PER PERSON
£139

PHYSICAL & MENTAL HEALTH
£ 379,604

SUBJECTIVE WELLBEING
£ 1,182,807

INDIVIDUAL DEVELOPMENT
£ 19,315

SOCIAL & COMMUNITY DEVELOPMENT
£ 540,440

Out of the £2.12m of value generated, **subjective wellbeing** was the principal driver with **£1.18k** accounting for **55.7%** of overall value. Social and community development, physical and mental health, and individual development accounted for 25.5%, 17.9%, and 0.9% of the overall value respectively.

Social Value for Shrewsbury Sports Village (Excluding the Quarry)

The social value projected to be generated annually by the Shrewsbury Sports Village, with the Quarry excluded, is £2.67m.

TOTAL SOCIAL VALUE
£2,673,496

TOTAL SV PARTICIPANTS
19,301

SV PER PERSON
£139

PHYSICAL & MENTAL HEALTH
£478,223

SUBJECTIVE WELLBEING
£ 1,490,095

INDIVIDUAL DEVELOPMENT
£ 24,333

SOCIAL & COMMUNITY DEVELOPMENT
£ 680,844

Out of the £2.67m of value generated, **subjective wellbeing** was the principal driver with **£1.49m** accounting for **55.7%** of overall value. Social and community development, physical and mental health, and individual development accounted for 25.5%, 17.9%, and 0.9% of the overall value respectively.

Thank you.

James Cole
Head of Partnership

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Follow us

Quarry Swimming Pool - Alternative locations

Land at Ellesmere Road, Shrewsbury:

This site presents a more remote location on the North West fringe of the town and distant from any other sporting and recreational community facilities.

It is understood that there is the potential for minimising the running costs of a new swimming facility by harnessing the heat generation from the nearby Veolia incinerator plant.

The site is beyond the built up area of the town and new transport links, public and private, would need to be established

Land adjoining Sundorne Sports Village, Sundorne Road, Shrewsbury SY1 4RQ:

The current site has established a wide range of sporting opportunities for the town, and the inclusion of a new swimming pool with associated leisure facilities would complete the Sports Village as the principle sporting venue for the town.

Land is available within the site to develop a swimming pool building, with adjustments to the current site layout and parking provision.

The site lies in an ecologically sensitive area, with known protected species (great crested newt colonies) nearby.

Land off Clayton Way, Oxon, Shrewsbury:

Land under Council ownership within the western area of Shrewsbury, presently more divorced from other recreational facilities.

In any event, the land lies within the Shrewsbury West Proposed Urban Extension, with land use proposals already identified and consulted upon within the emerging LDF Process (SAMDev).

Riverside Shopping Centre, Smithfield Road, Shrewsbury SY1 1PH:

The town centre has a key role to play with the delivery of retail facilities, and the 2012 full planning permission for redevelopment of the Riverside Centre and adjacent area supports this modernisation of the shopping experience.

Consideration is being given to the potential for the introduction of a swimming facility within this town centre site.

There are major legal constraints to this opportunity in the form of a 200 year lease on the land expiring in 2193, which would need to be renegotiated, with major financial implications.

Quarry Swimming Pool and Fitness Centre, Priory Road, Shrewsbury SY1 1RU:

The location of the existing swimming pool provides a town site with good access from public transport links and town centre parking locations. It complements the wider recreational amenities of the Quarry Park.

An updated condition survey to assess costs of the outstanding maintenance backlog and liabilities going forward is required, and to be commissioned.

A wider assessment will be necessary to establish the costs of bringing the facility up to current guidelines and specifications as set out by Sport England.

Land adjoining Shrewsbury Town Football Club, Otley Road, Shrewsbury:

This site is not within the Council's ownership, and it is not known at this stage whether there would be a willing vendor.

In any event, the land lies within the Shrewsbury South Proposed Urban Extension, with land use proposals already identified and consulted upon within the emerging LDF Process (SAMDev).

Potential access issues with adjoining land uses, specifically with the Football Club during homes games.

5 August 2014

Roberts Limbrick

Shrewsbury Pride Hill Swimming Pool Appraisal

Feasibility Study

Client:	Shropshire Council
Author:	Roberts Limbrick
Reference & Revision:	11981 / Draft Issue P03
Issued:	August 2025

00 Contents

01 Introduction

1.1 Introduction

Shropshire Council is seeking to develop new swimming facilities, along with complementary health and fitness amenities, at the former Pride Hill Shopping Centre in response to a recognised shortfall of leisure provision in the local area. The Council has issued a brief with the intention of aligning the proposed facilities with those planned for Shrewsbury Sports Village, the brief for this project is demonstrated in the following sections.

Roberts Limbrick has been appointed by Shropshire Council to carry out a RIBA Stage 1 feasibility study, exploring the integration of the proposed swimming and fitness facilities within the existing structure of the Pride Hill building. The study will be supported by structural engineers and delivered through the Alliance Leisure Framework, with Alliance Leisure acting as the Council's strategic development partner.

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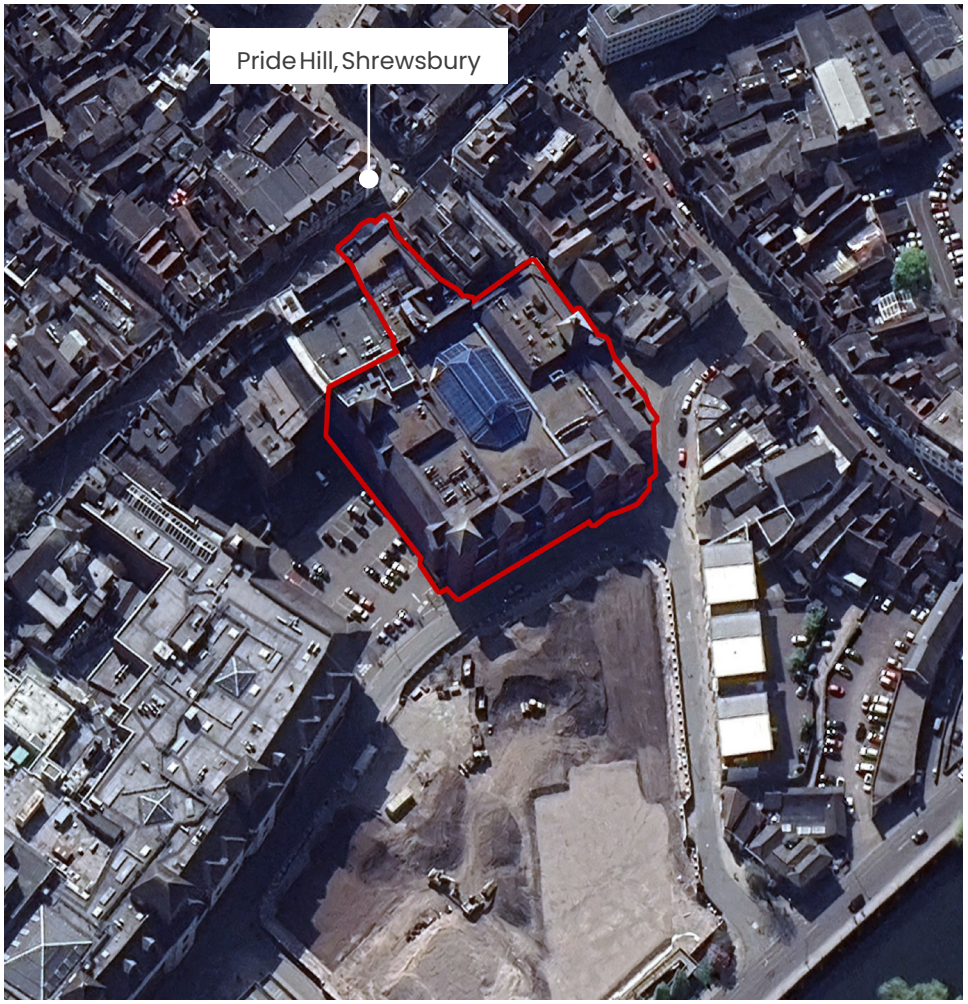


Figure 01: Site location plan with indicative red line boundary

1.2 Brief and Key Client Objectives

Shropshire Council has established the following key objectives for the leisure facilities at Pride Hill:

- Develop new swimming and fitness facilities within the existing structure of the former Pride Hill Shopping Centre;
- Ensure the proposed facilities align with those at Shrewsbury Sports Village.

1.3 Shrewsbury Sport Village Proposals

Shropshire Council is looking to develop new swimming and fitness facilities at Shrewsbury Sports Village, Sundorne Road, to meet the counties needs. Roberts Limbrick are appointed as architects on the project, working under the main contractor. Planning was submitted in July 2025.

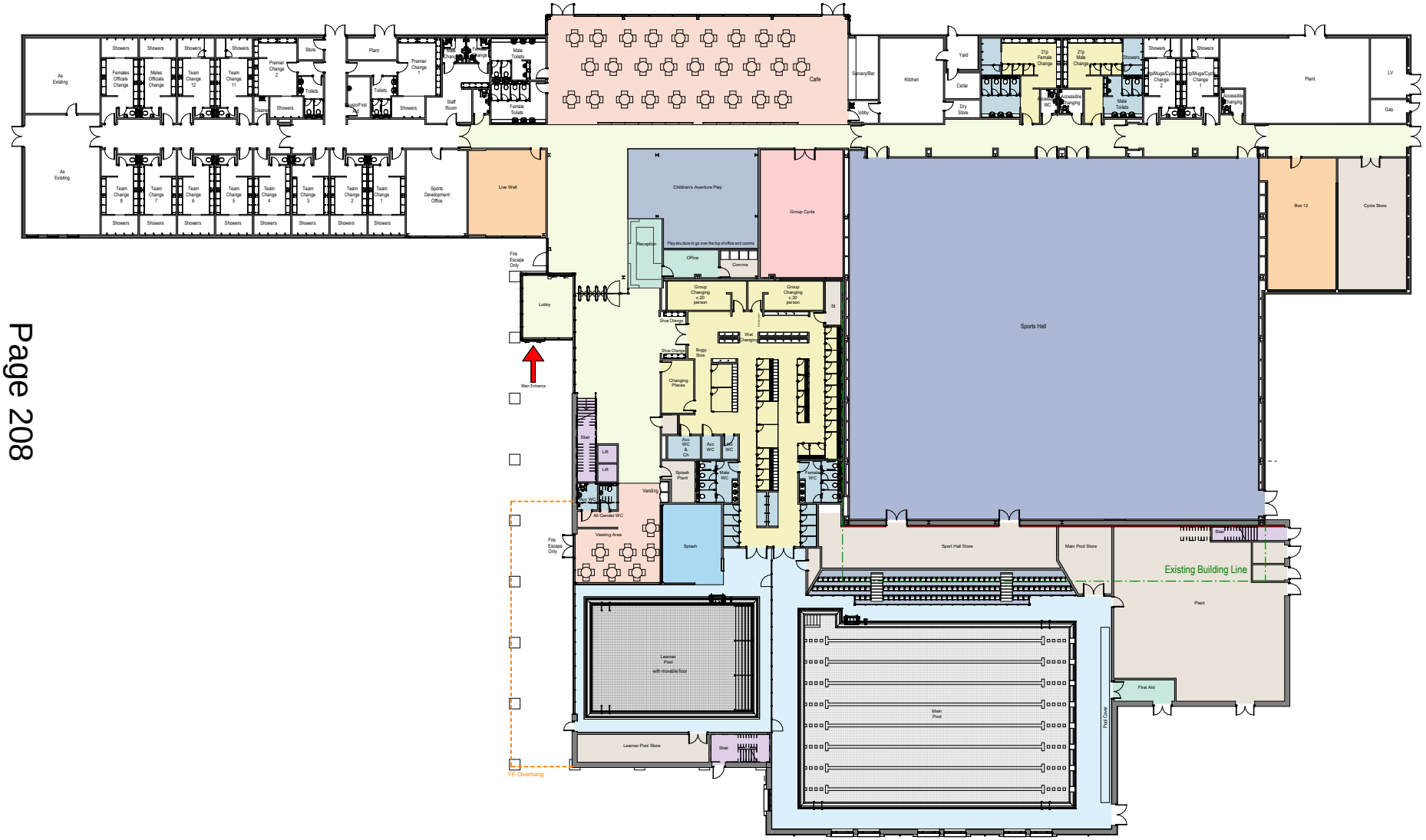
Key objectives include delivering high-quality swimming facilities, expanding leisure options, improving site efficiency, ensuring accessibility, and reducing environmental impact by creating a carbon-efficient health and well-being centre.

Figure 02 highlights the proposed facilities and the basis for the proposed brief.

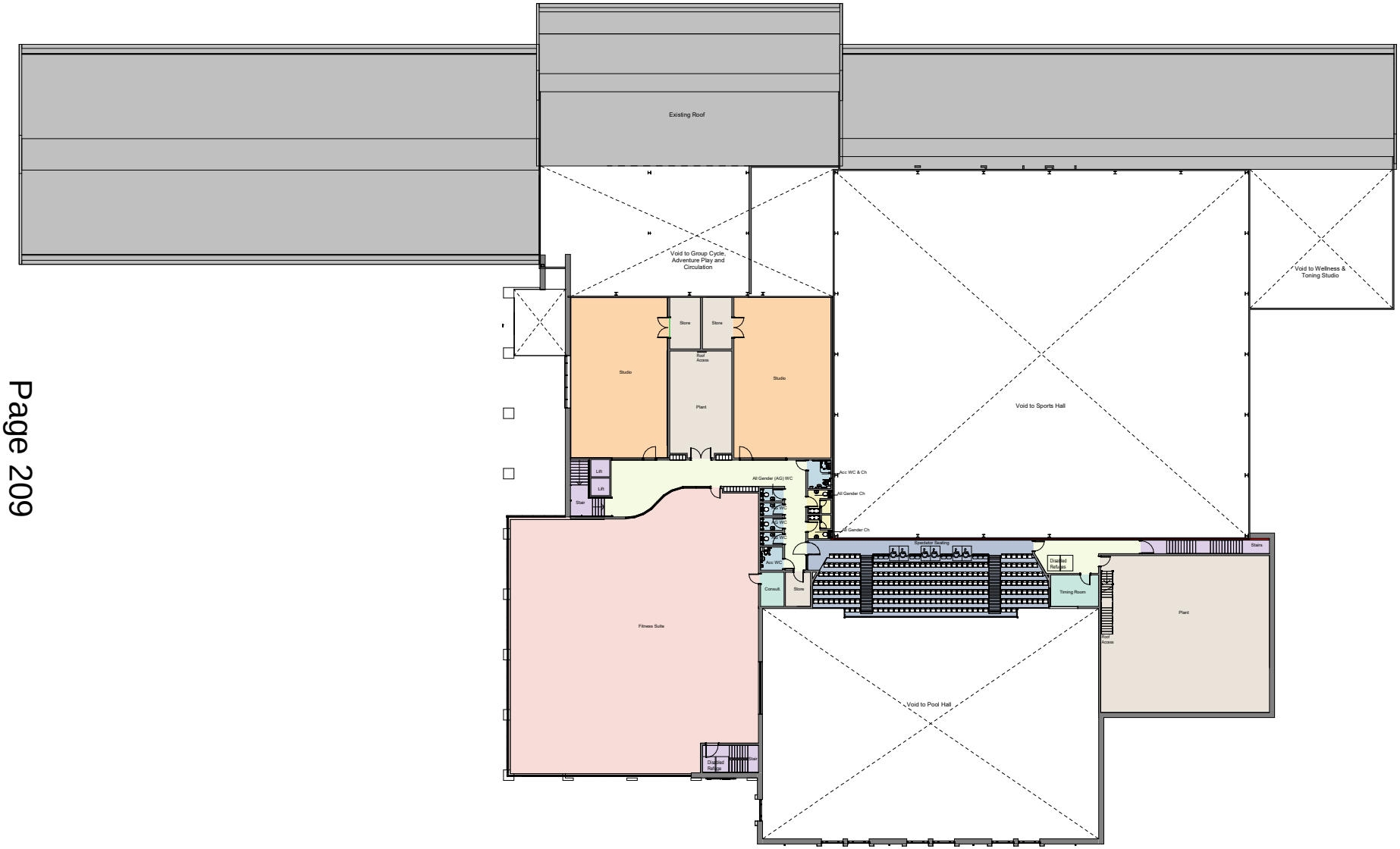
Shrewsbury Sport Village - Area Schedule	
Facility	**Shrewsbury Sport Village**
Dry Side	
Box 12	80 m²
Dry Change - Mens	55 m²
Dry Change - Womens	55 m²
Fitness Suite (130 Station)	590 m²
Group Cycle	95 m²
Live Well	60 m²
Soft Play	105 m²
Studio	140 m²
Studio (Immersive)	140 m²
Dry Side	1320 m²
Wet Side	
25m x 8 Lane Pool	705 m²
Learner Pool 15x10m	265 m²
Spectator Viewing (250)	155 m²
Splash	65 m²
Timing Room	15 m²
Wet Change	300 m²
Wet Side	1505 m²
Grand total: 18	2825 m²

Figure 02: Proposed accommodation schedule at Shrewsbury Sports Village. All areas are indicative and subject to design development.
nb circulation and plant not shown.

1.4 Shrewsbury Existing Ground Floor Plan



1.4 Shrewsbury Existing First Floor Plan



02 Site Analysis

2.1 Background

The Pride Hill Shopping Centre is a prominent, though now-vacant, commercial building located in the heart of Shrewsbury town centre. The building in part lies within Flood Zone 3. Adjacent to the site within the nearby car park is a protected Scheduled Monument consisting of a section of medieval town wall.

Architecturally Pride Hill is characterised by a linear, multi-level layout and glazed roof-light elements that previously contributed to a bright interior. The building's internal organisation follows a typical mall typology, featuring centralised circulation flanked by retail units, with access points to Raven Meadows, Roushill, and Pride Hill.

Today, the structure stands largely empty, with public access restricted. Despite its dormant state, a recent inspection by ARUP confirmed the building remains visibly in good condition, offering a robust shell suitable for adaptive reuse. Its scale, prominent location, and connectivity to surrounding developments establish it as a key opportunity within Shrewsbury's broader urban regeneration strategy.

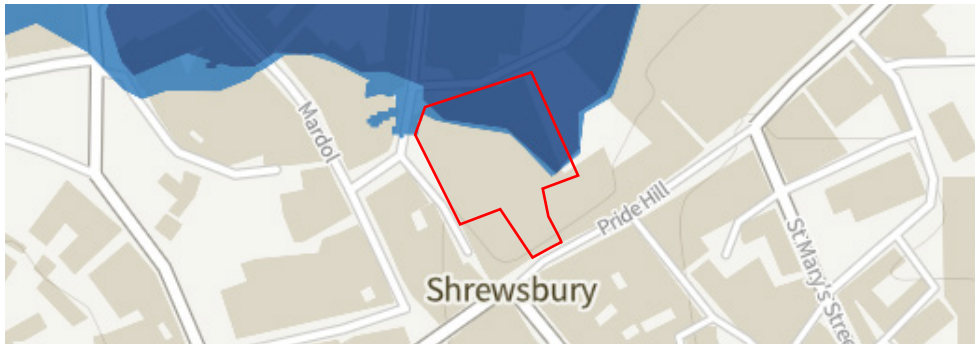


Fig 03 - Flood Risk - Flood Zone 3 (Shown in Blue)

Fig 04 - Scheduled Monument (Shown in Green)

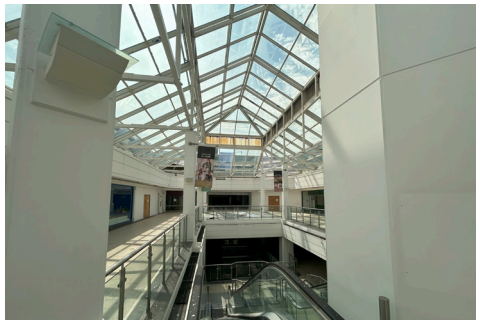


Fig 05 - Site Photo of Atrium

Fig 06 - Site Photo of Retail Unit

2.2 Site Access and Parking Provision

The site has two existing pedestrian access points located along Roushill and Pride Hill, with Pride Hill considered the primary pedestrian entrance. Vehicle access for loading is available via Raven Meadows.

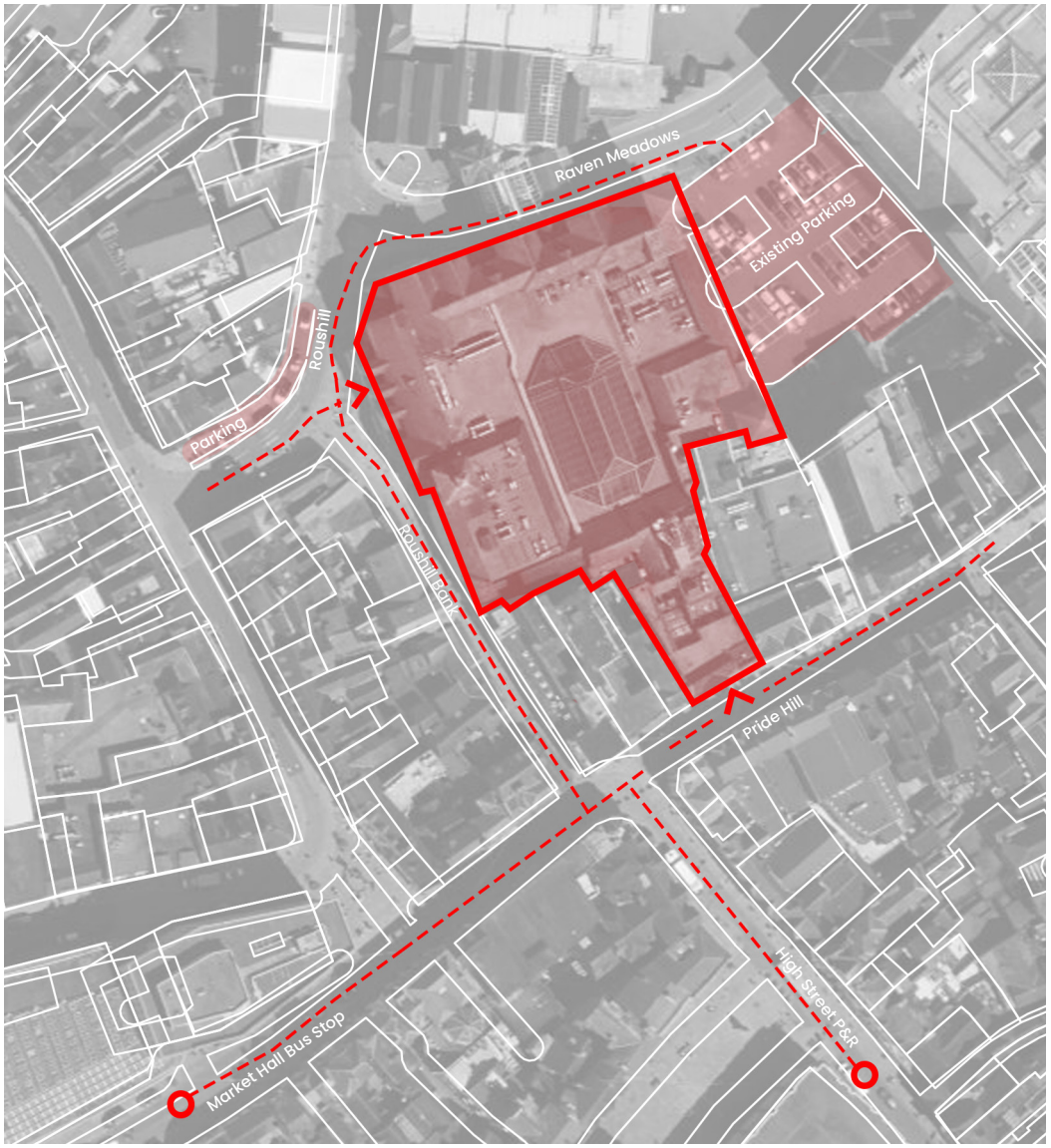
Adjacent to the site, along Raven Meadows Road, is a pay and display car park providing approximately 62 parking spaces. The nearest pedestrian entrance to the building is situated on Roushill Bank, a steep pedestrian street, approximately 110m away (2-minute walk).

Street parking along Roushill Road offers a limited provision of around 10 spaces, including two designated disabled bays. This parking provides direct access to the eastern pedestrian entrance on Roushill Road.

Cycle parking facilities near the site include five cycle racks along Roushill Bank, accommodating up to 10 bicycles. A desktop study using Google images indicate that cyclists also use roadside railings for parking, suggesting a potential shortfall in available cycle parking.

Several bus stops serve the area around Pride Hill Shopping Centre, with the closest being:

- Market Hill Stop, approximately 115m (2-minute walk) from the Pride Hill entrance and 150m (2.5-minute walk) from the Roushill entrance
- High Street Park and Ride, located within 90m (1.5-minute walk) of Pride Hill and 180m (3-minute walk) from the Roushill entrance



2.3 Site Photos

Fig 07 - Site Photo of Raven Meadows Entrance

Fig 08 - Site Photo of Lower Atrium

Fig 09 - Site Photo of Roushill Entrance

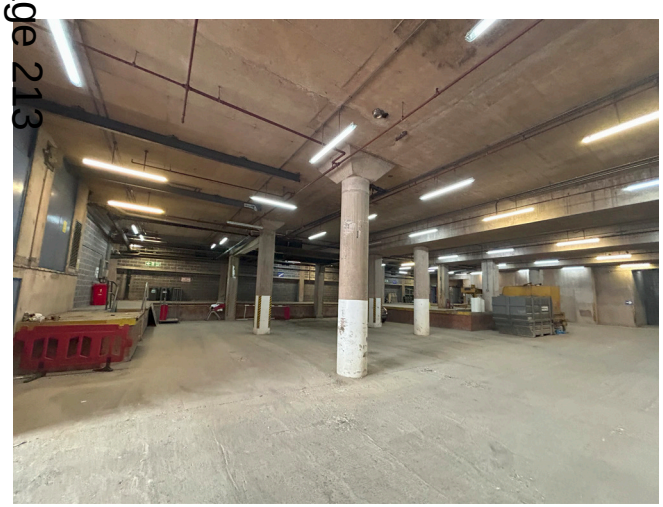
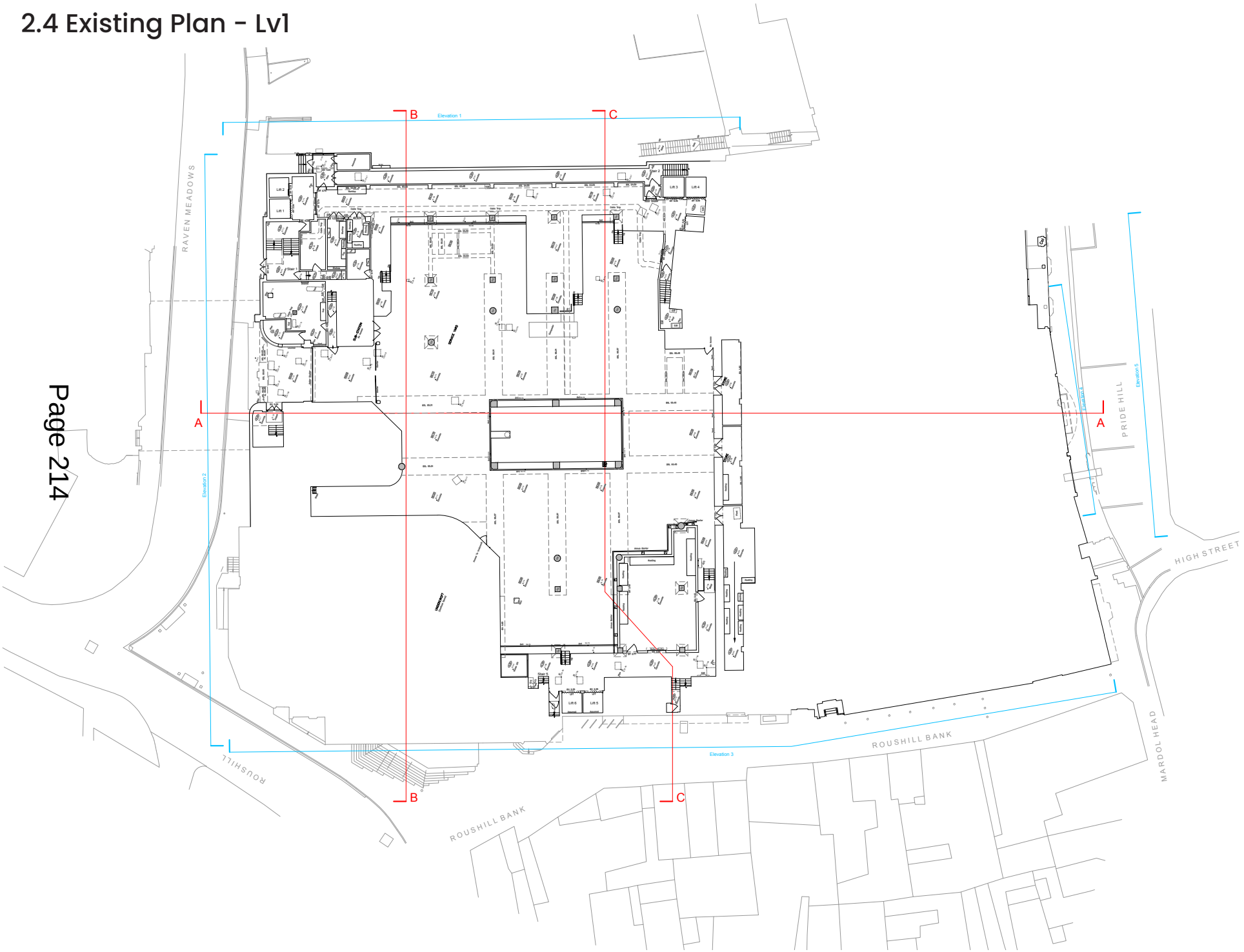


Fig 10 - Site Photo of Ground Floor Lvl/2

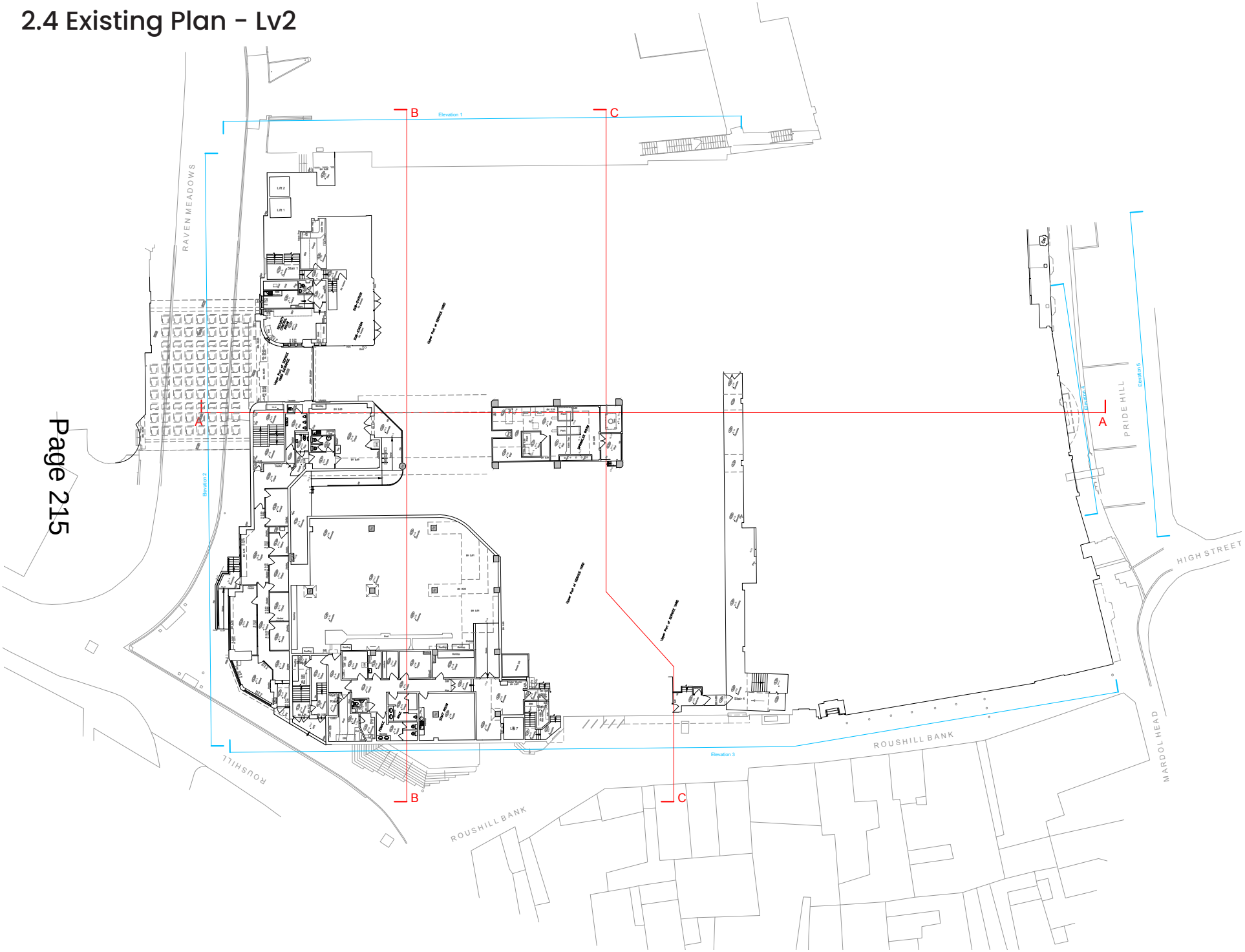
Fig 11 - Site Photo of Upper Atrium

Fig 12 - Site Photo of Pride Hill Entrance

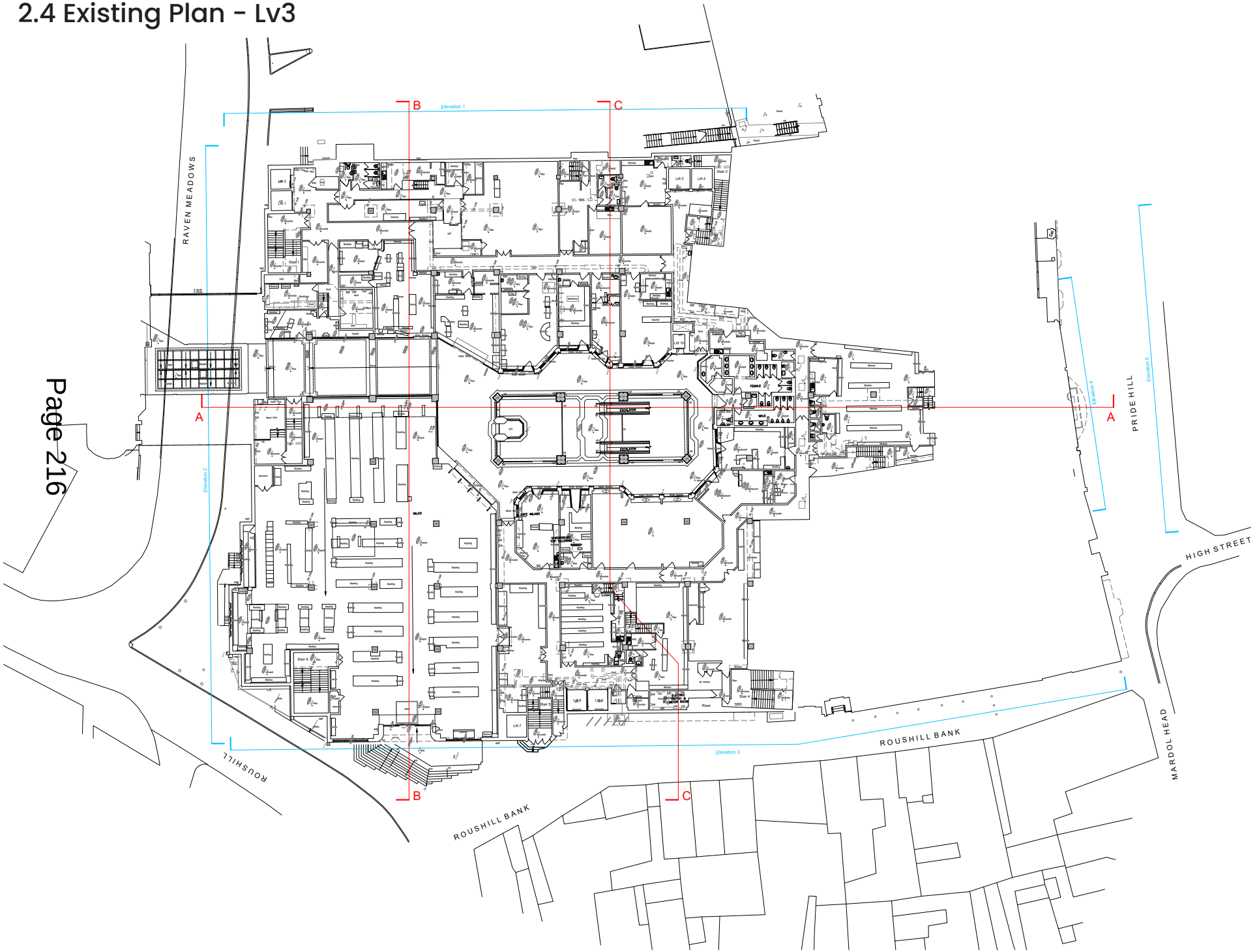
2.4 Existing Plan - Lv1



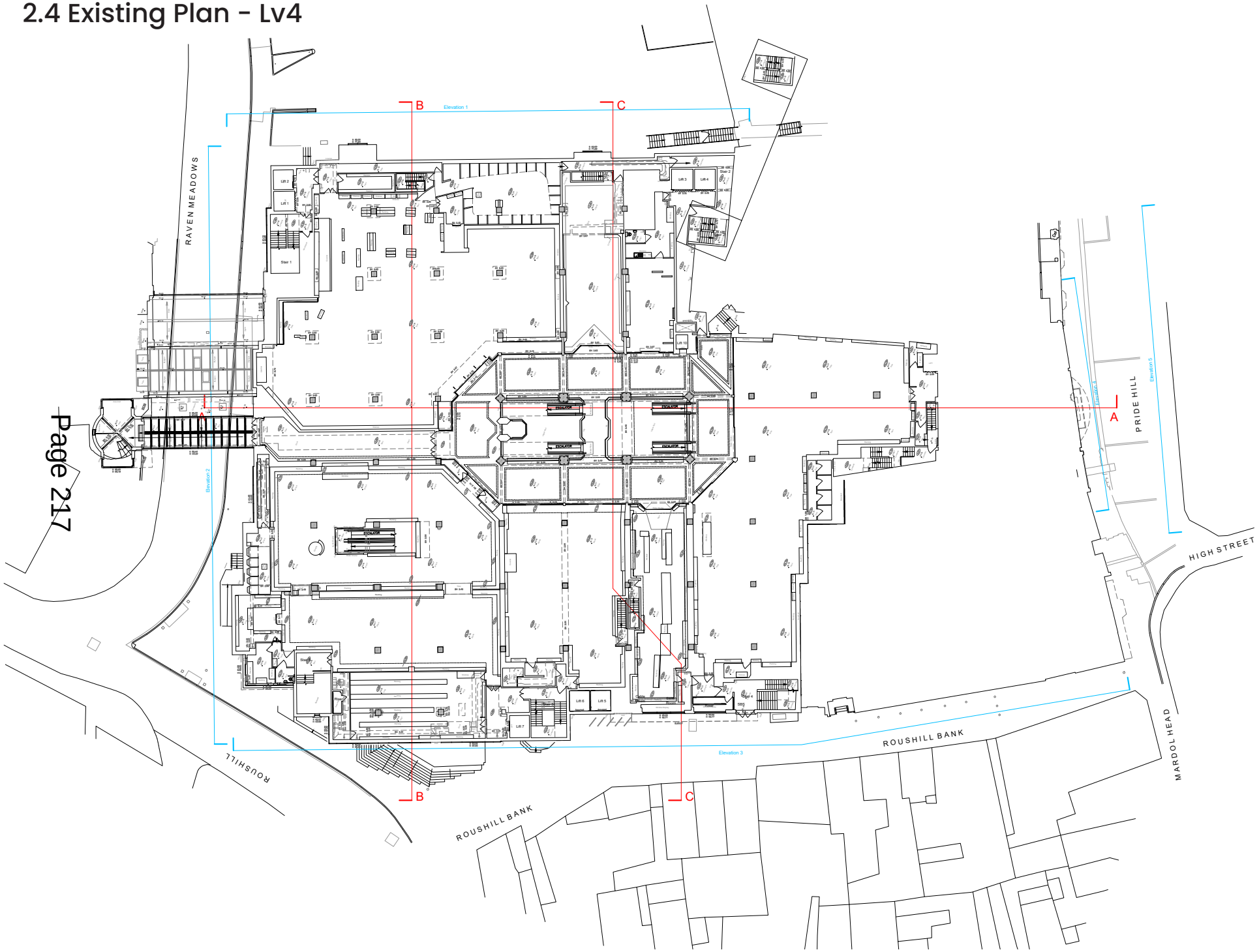
2.4 Existing Plan - Lv2



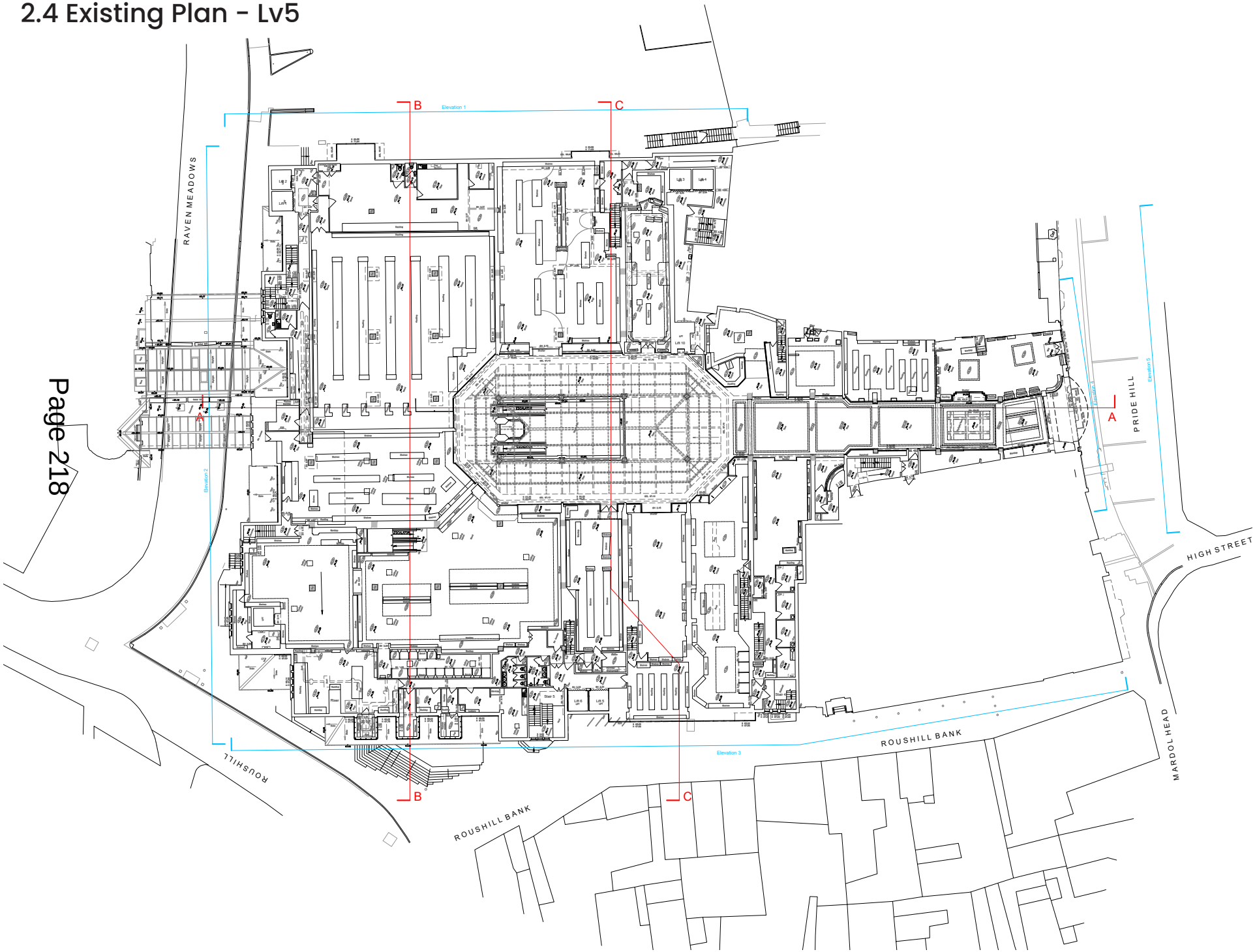
2.4 Existing Plan - Lv3



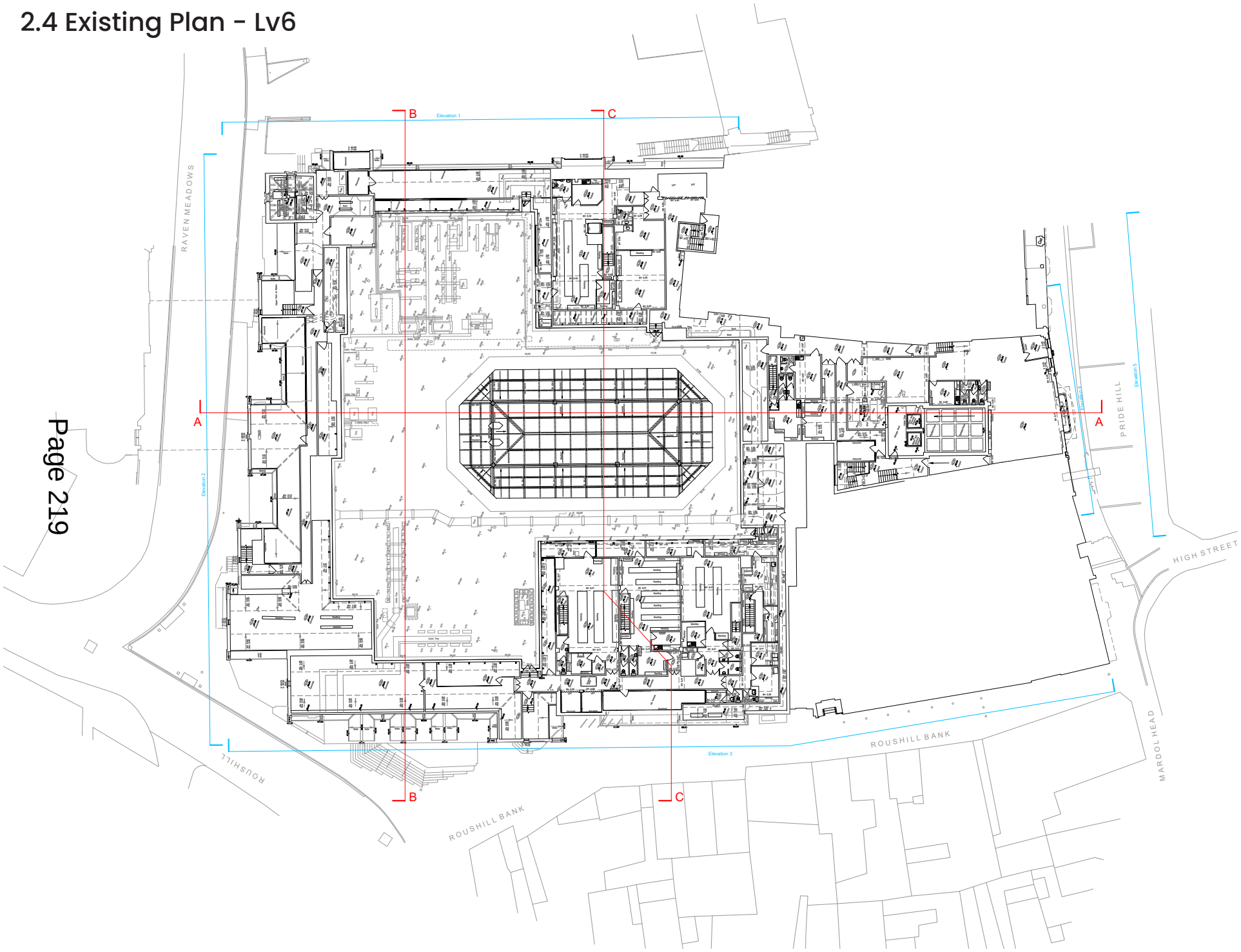
2.4 Existing Plan - Lv4



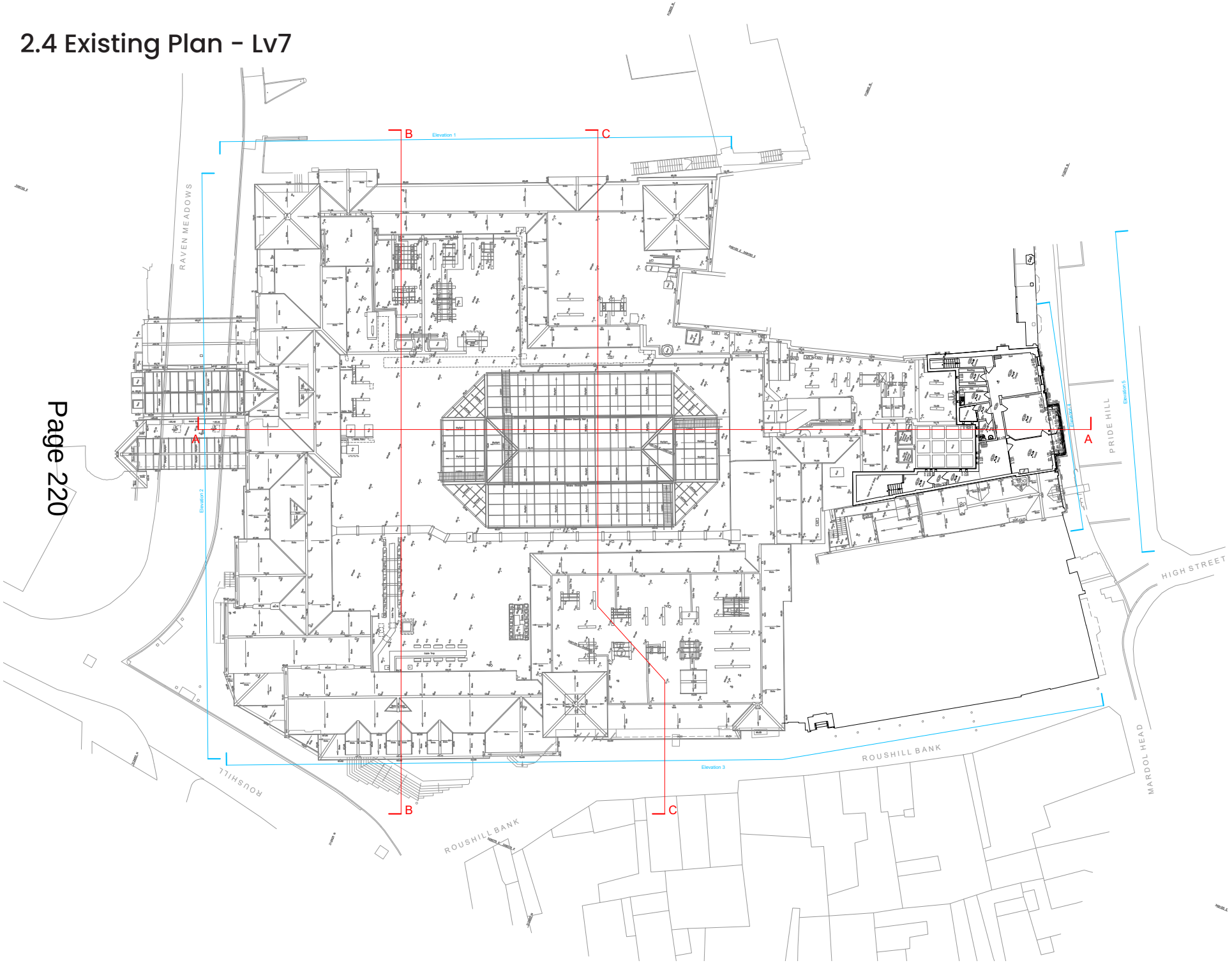
2.4 Existing Plan - Lv5



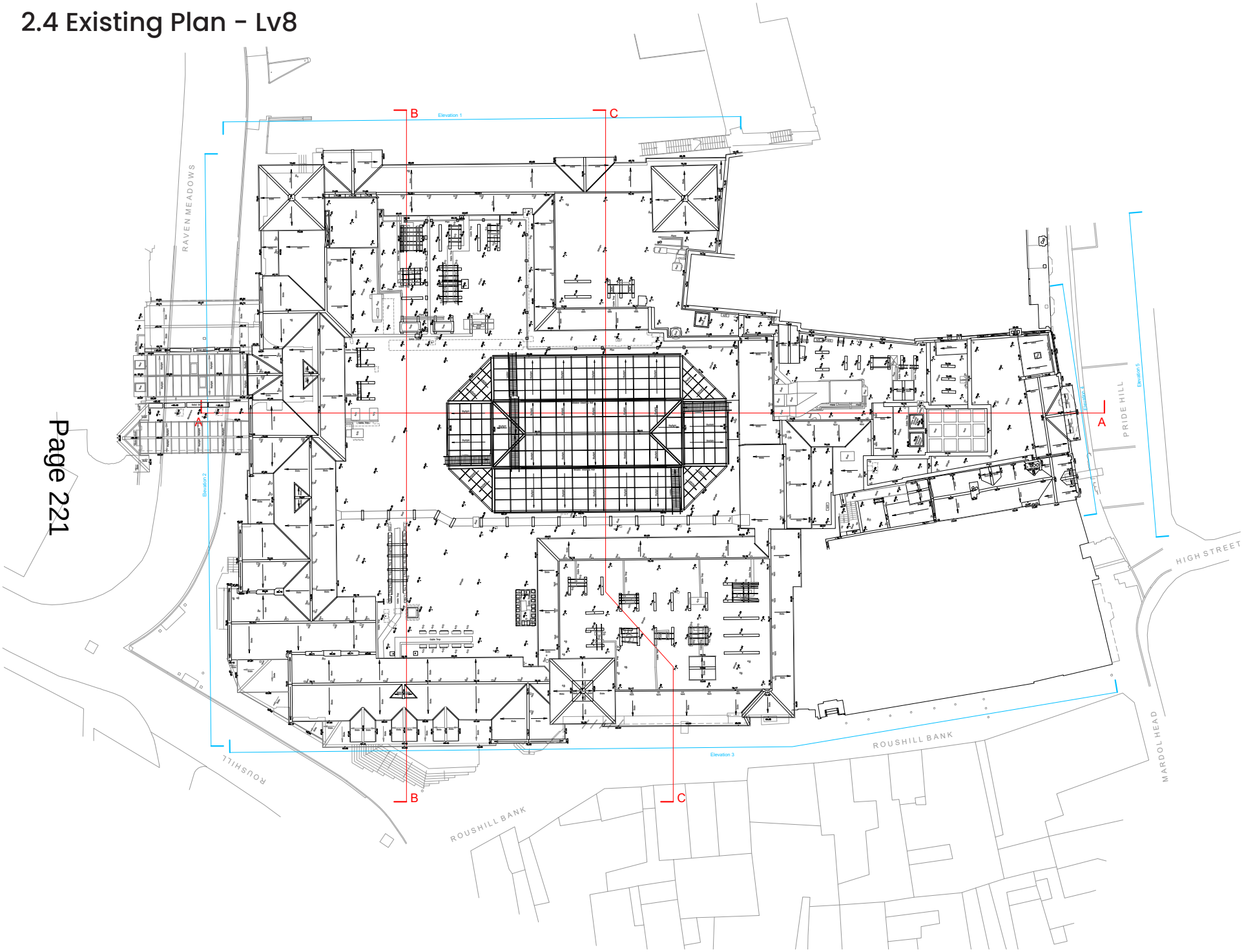
2.4 Existing Plan - Lv6



2.4 Existing Plan - Lv7



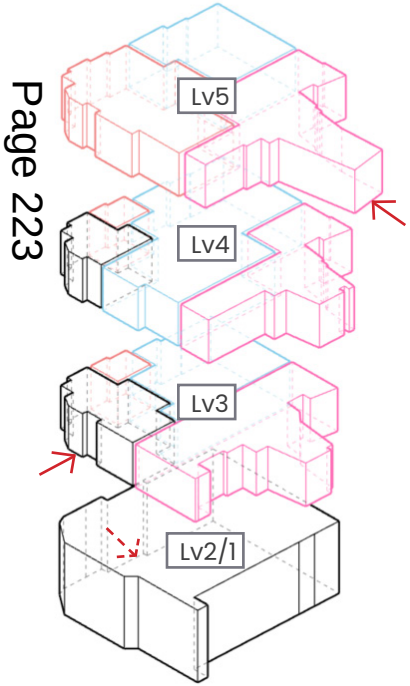
2.4 Existing Plan - Lv8



03 Design Proposal - Option 1

3.1 Proposed Ground Floor Plan - Lv2

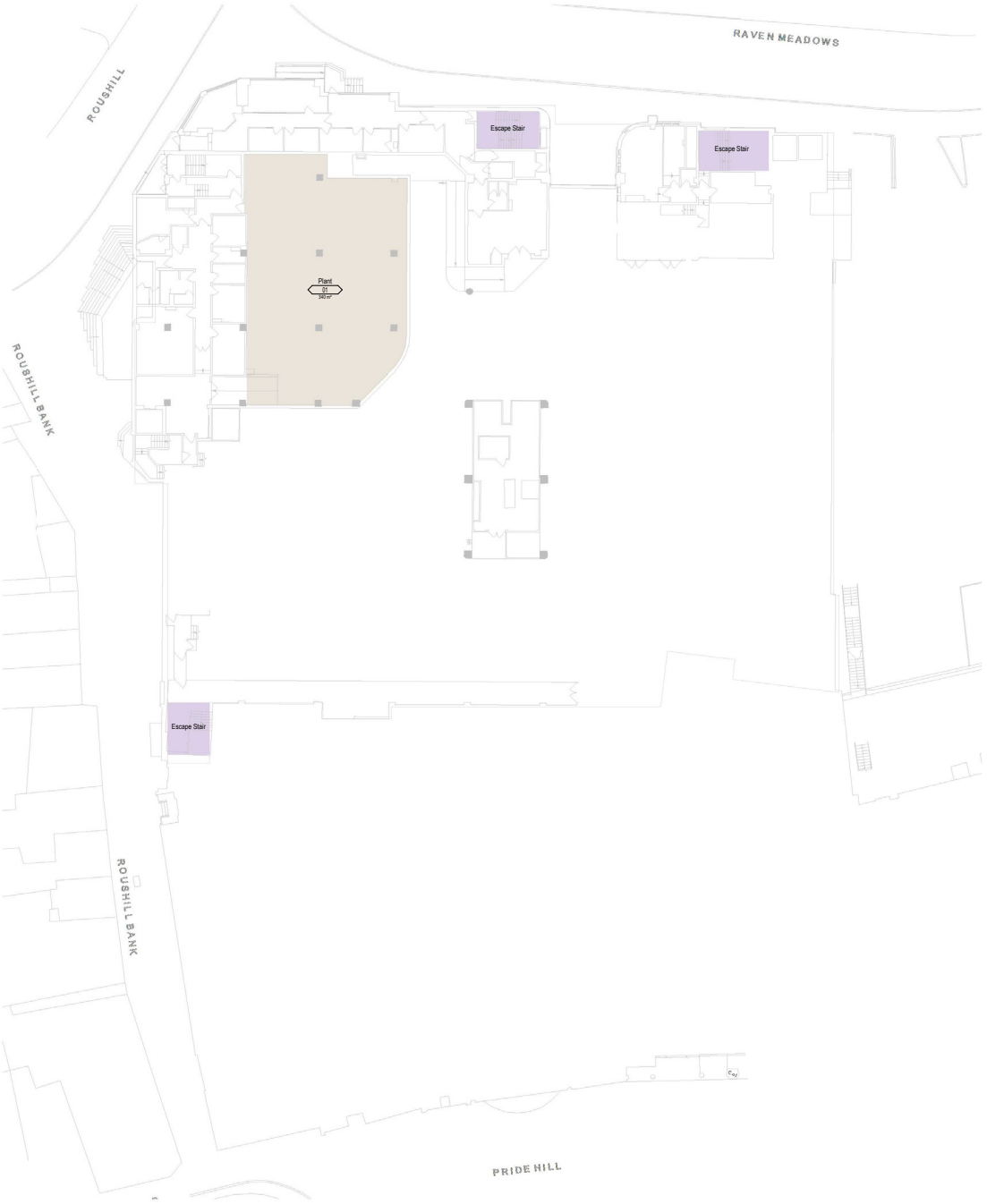
The ground floor, currently accessible to vehicles via Raven Meadow, will continue to function as a loading area and accommodate plant facilities. However, its usability remains uncertain, as additional columns, piles, and other structural interventions may be required to support the increased load from the proposed pools, as advised by the structural engineer. As a result, the design of the ground floor has largely been left unchanged at this stage.



General Arrangement Axonometric

Key

- Dry Side facilities
- Wet Side Facilities
- Retail
- Other
- Access points



3.2 Proposed First Floor Plan - Lv3

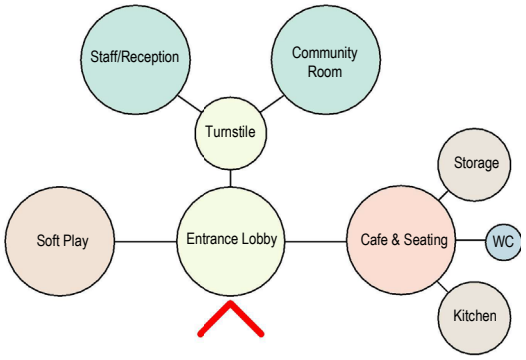
In this proposal, site access is provided via Roushill, which is suitably located to make use of the existing parking facilities near the site albeit on a steep pedestrian street.

Following the recommendations of the structural engineer, the learner and main swimming pools are proposed to be constructed on top of the existing Level 3 structure, allowing for additional structural support to be incorporated below. Access to these pool facilities would then be provided from Level 4.

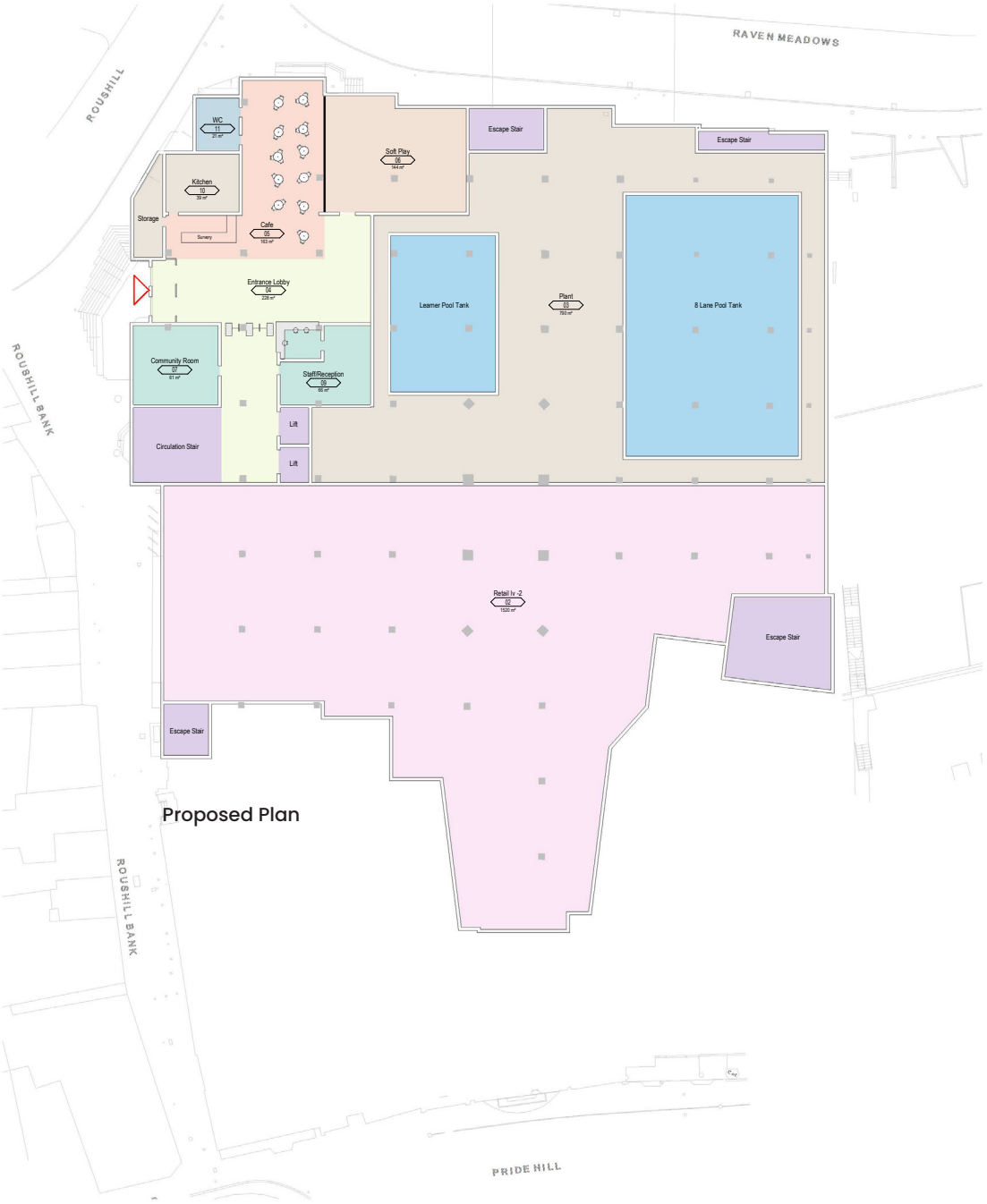
Plant equipment will be placed around the pool tanks on Level 3 to support their operation.

The southern part of the floor area is not required to meet the project brief and is therefore proposed for retail or other use. This area includes access to two emergency exits to meet safety requirements.

First Floor – Spatial Adjacency Diagram



First Floor - LV 3



Proposed Plan

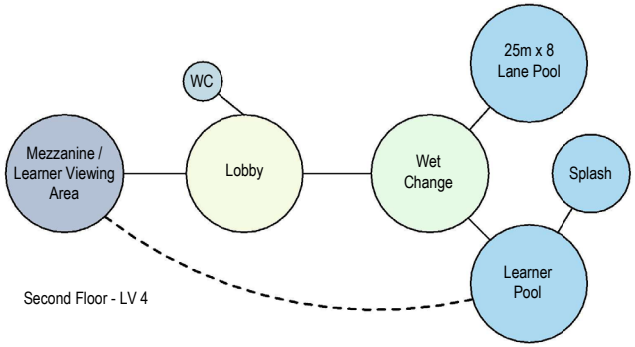
3.3 Proposed Second Floor Plan - Lv4

In this proposal, Level 4 is designed to accommodate the wet side facilities, including a mezzanine, wet change area, splash zone, and main and learner pools—aligning with the requirements outlined in the brief.

To make space for these facilities and provide the necessary headroom for both the pool and entrance lobby, the northern portion of the Level 4 floor plate will need to be demolished. As advised by the structural engineer, this intervention will result in the removal of the floors above due to the loss of vertical structural support.

The inclusion of retail extends to Level 4, aiming to utilise space that would otherwise remain vacant.

Second Floor – Spatial Adjacency Diagram



Proposed Plan

Demolition Plan

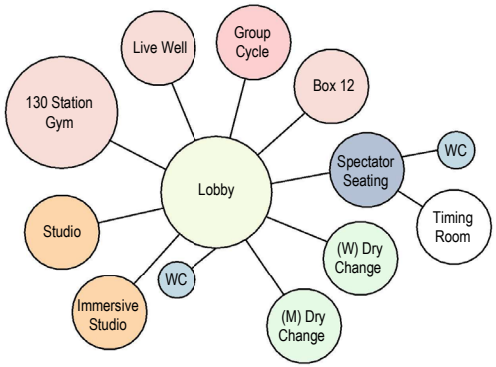
3.4 Proposed Third Floor Plan - Lv5

In this option, Level 5 accommodates the dry side facilities and provides access to spectator seating, accessible via a central lobby and corridor. All spaces required by the brief are included, with some facilities offering an increase in area compared to the initial brief to make use of spaces that would otherwise be isolated.

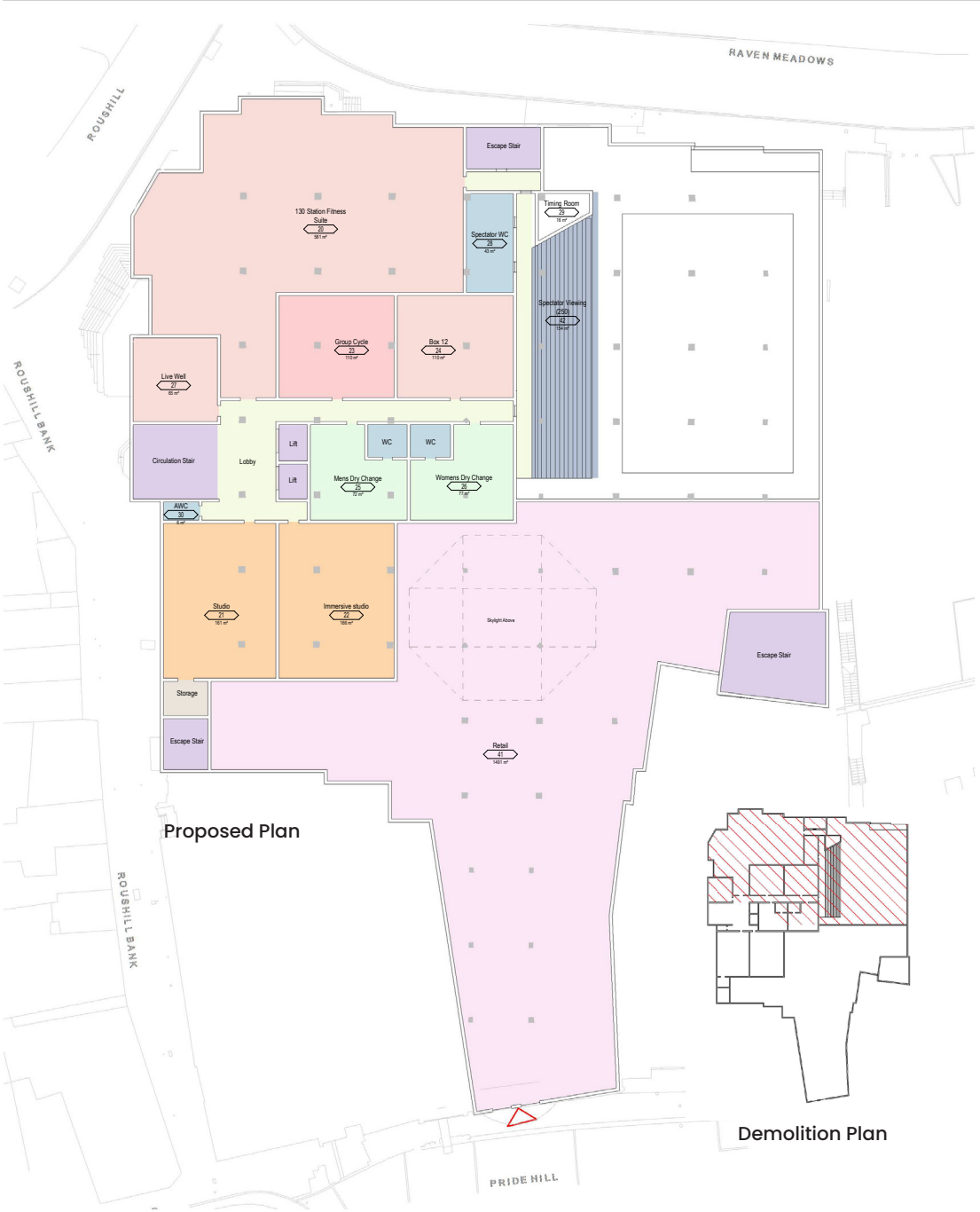
As a result of the demolition of the northern portion of the floor plate, necessitated by the removal of the floor below, the north western section of Level 5 will need to be rebuilt to house the 130-station fitness suite and associated facilities.

In the southern part of the site, the retail entrance is retained from Pride Hill. The proposal also suggests utilising the existing roof opening to introduce a skylight, enhancing natural light at the retail entrance level.

Third Floor – Spatial Adjacency Diagram



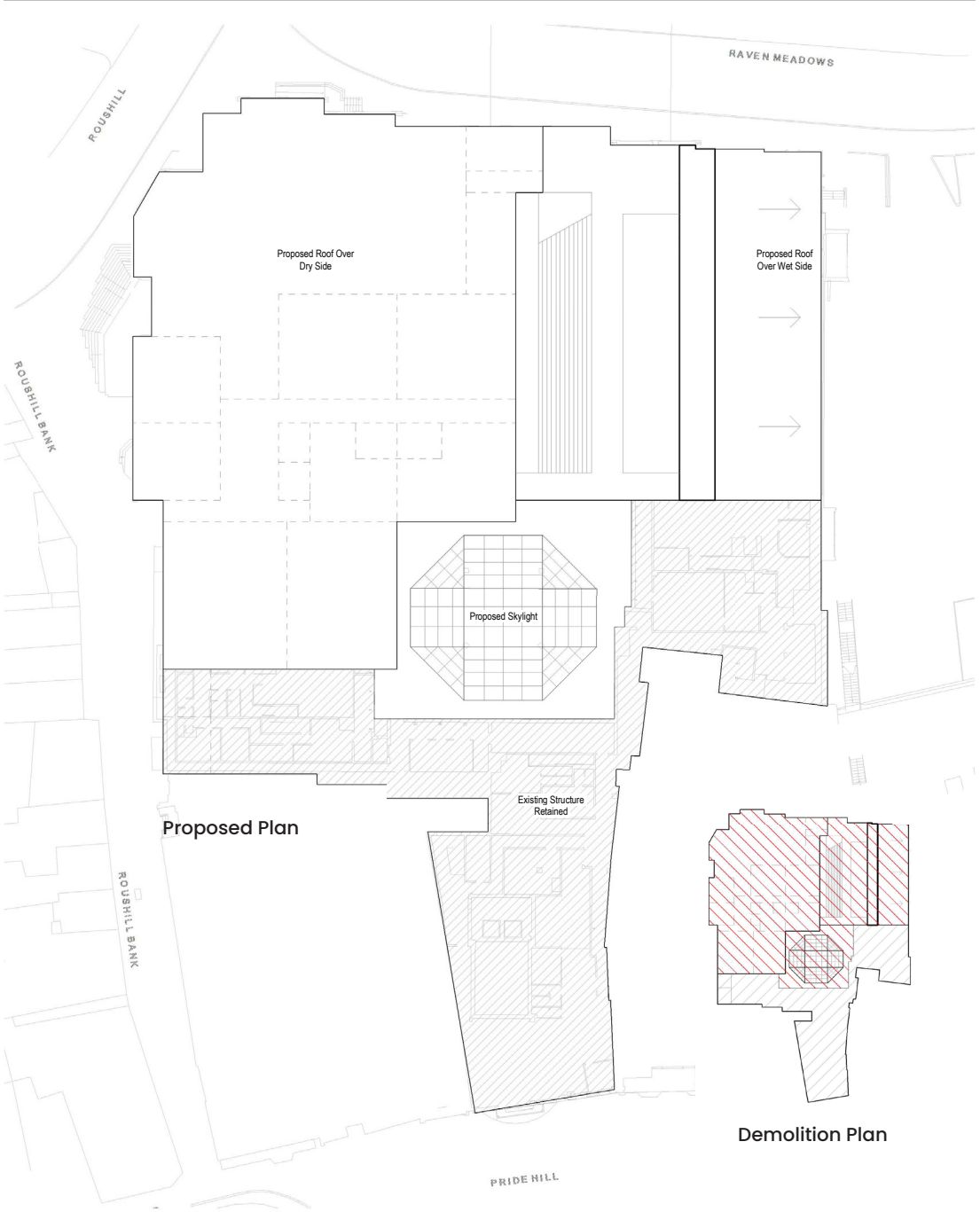
Third Floor - LV 5



3.5 Proposed Roof Plan - Lv6

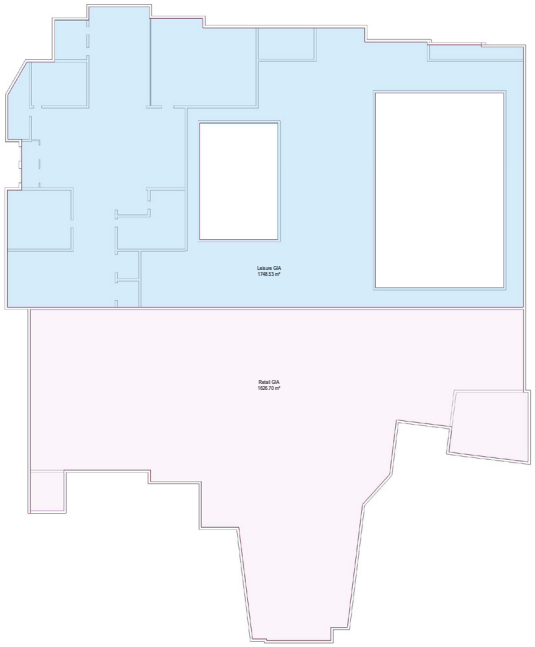
The roof plan of the building illustrates the extent of demolition required to implement this proposal, indicating areas where new roofing is likely to be necessary while also highlighting the structural elements that are to be retained. Within the retained areas, the extent of internal demolition remains uncertain, as does the potential for future use within this existing space.

With regard to plant, this level is proposed to accommodate equipment (AHU's, ASHP's, PV's etc) to support the building's services and functions.



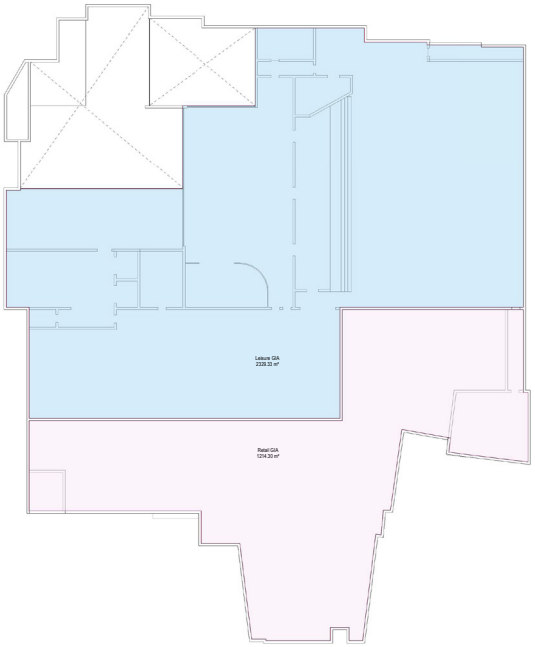
3.6 GIA Plans - First Second and Third Floor - Lv3, 4 & 5

First Floor - Lv3



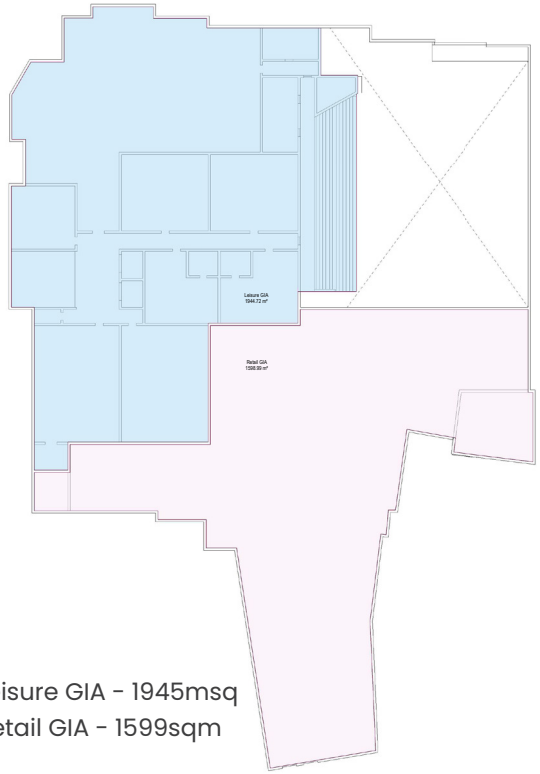
Leisure GIA - 1749msq
Retail GIA - 1627sqm

Second Floor - Lv4



Leisure GIA - 2329msq
Retail GIA - 1214sqm

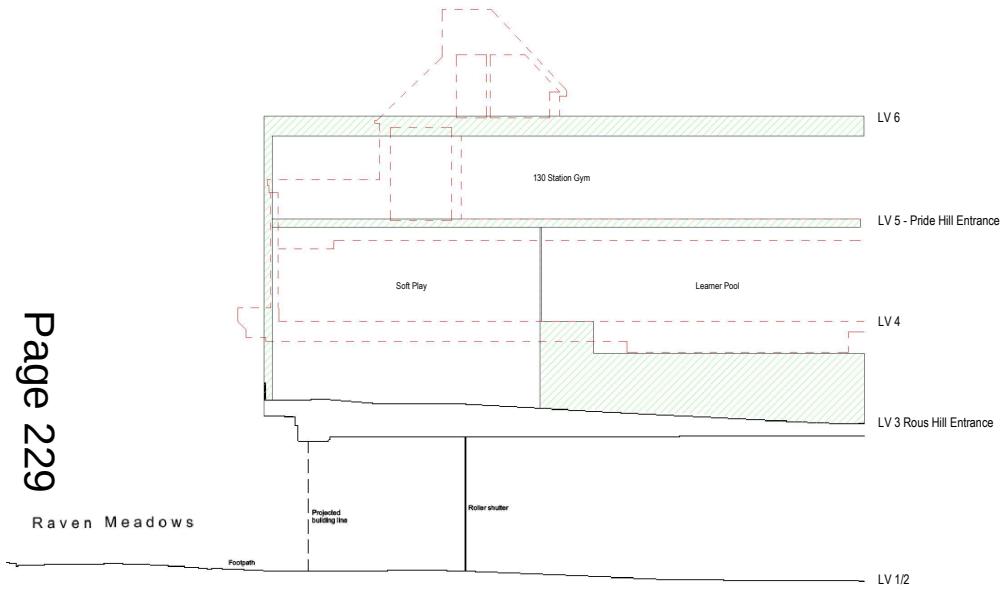
Third Floor - Lv5



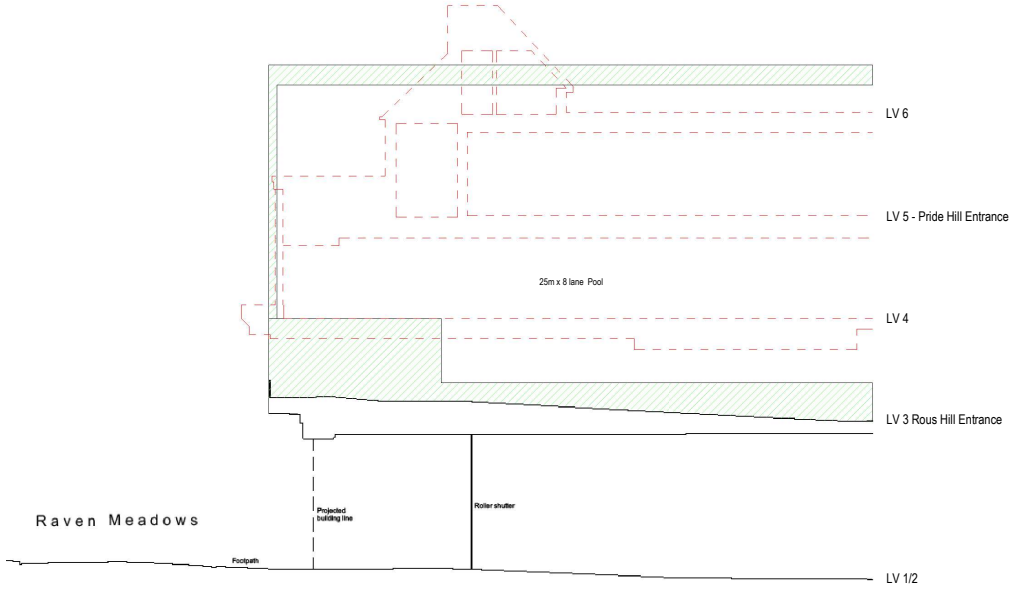
Leisure GIA - 1945msq
Retail GIA - 1599sqm

All areas are indicative and based on surveys provided by the client.

3.7 Indicative Sections



Section 1 - Through Learner Pool



Section 2 - Through 25m x 8 Lane Pool

04 Design Proposal - Option 2

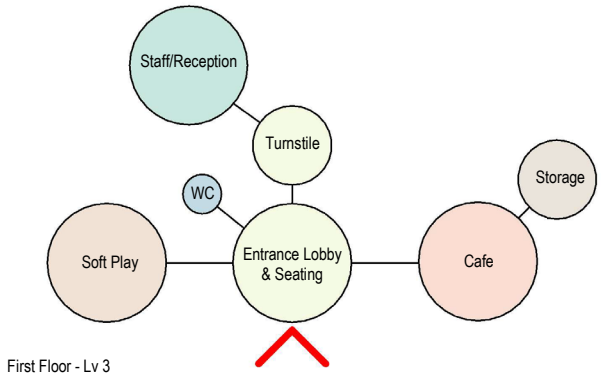
4.1 Proposed Ground & First Floor Plan - Lv2 & 3

The ground floor (level 2) is as Option 1.

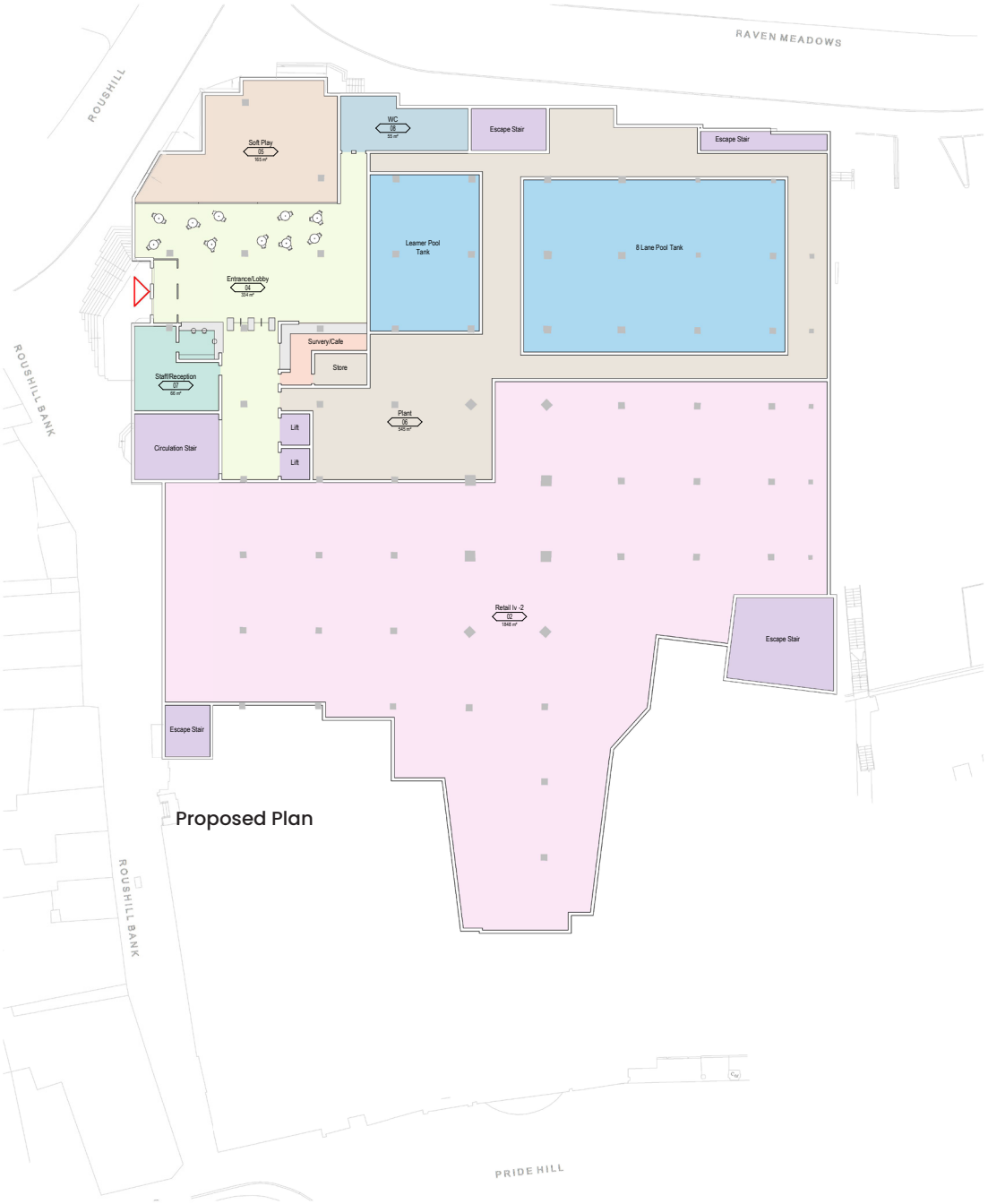
The primary distinction between Option 1 and Option 2 lies in the positioning and orientation of the wet-side facilities. In Option 2, the pools and spectator seating have been rotated to optimise access to northern daylight and enhance overall spatial efficiency.

Additionally, internal spatial arrangements have been reconfigured. Key changes on this level include an expanded soft play area and the strategic relocation of support functions—such as the staff/reception area, public toilets, community room, and café.

First Floor – Spatial Adjacency Diagram



First Floor - Lv 3



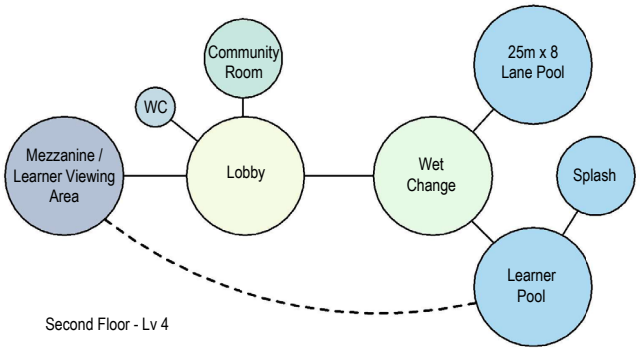
Proposed Plan

4.2 Proposed Second Floor Plan - Lv4

The Level 4 floor design in Option 2 follows the same core principles as Option 1, with minor adjustments to the internal layout. Notable changes include the relocation of the community room to this level and a revised mezzanine design, aimed at enhancing the overall viewing experience onto the learner pool.

A key improvement in Option 2 is the slight reduction in required floor structure demolition, which helps to minimise the impact on the existing building structure.

Second Floor – Spatial Adjacency Diagram



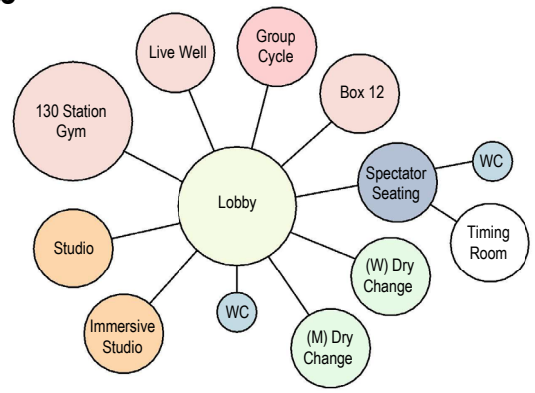
Proposed Plan

Demolition Plan

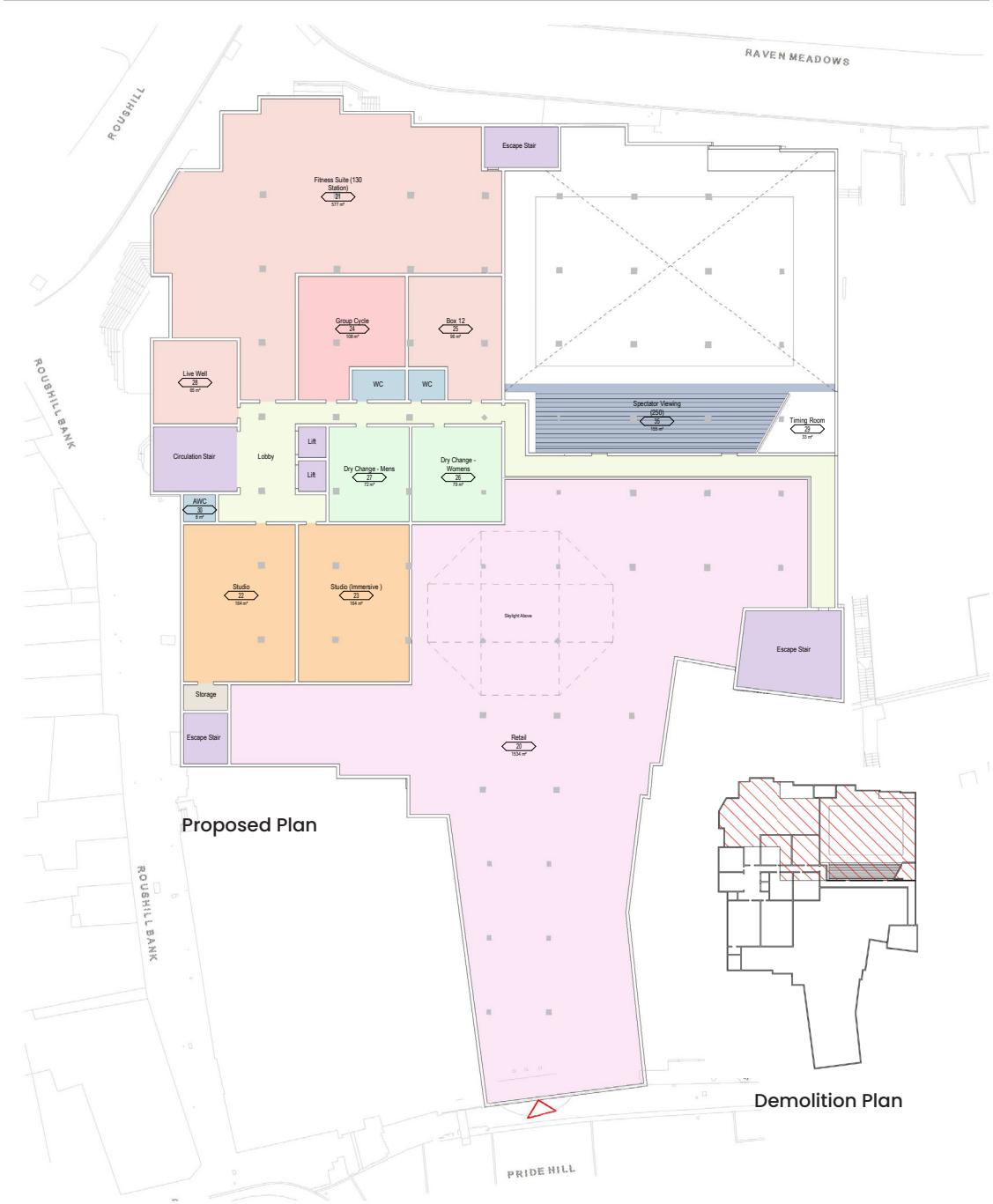
4.3 Proposed Third Floor Plan - Lv5

The Level 5 floor plan follows the same overall strategy as in Option 1, with the primary modification being a revised fire escape route for the spectator seating area.

Third Floor – Spatial Adjacency Diagram



Third Floor - Lv 5



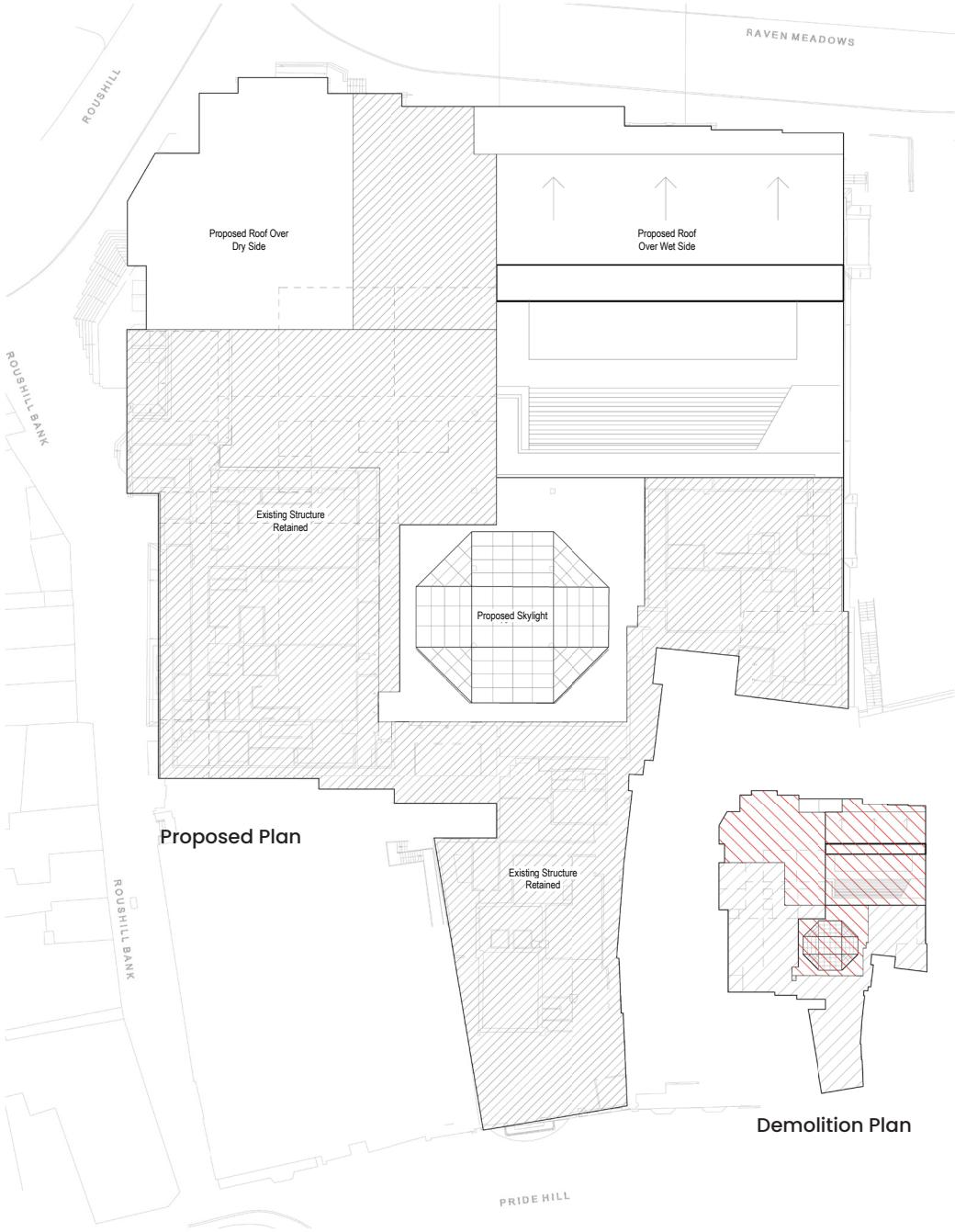
Proposed Plan

Demolition Plan

4.4 Proposed Roof Plan - Lv6

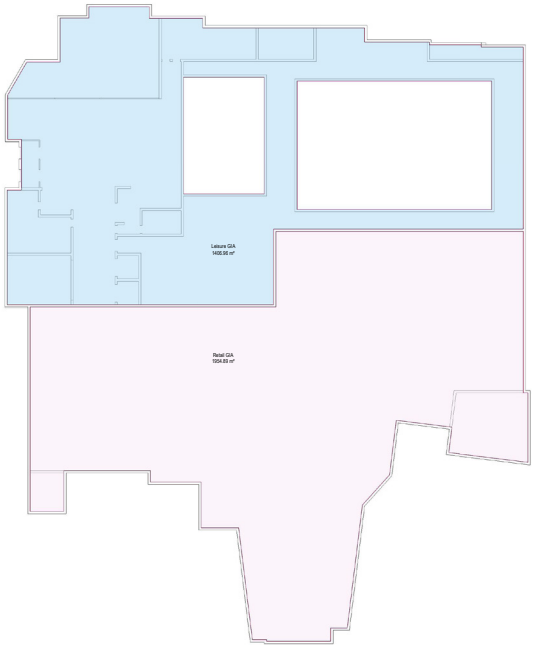
The Level 6 plan in Option 2 includes several minor adjustments from Option 1. Most notably, the orientation and placement of the proposed swimming pool roof has been revised to align with the arrangement of spectator seating.

Another key change is reflected in the demolition plan. This version aims to retain as much of the existing roof structure as possible, thereby reducing the overall impact on the existing building. At this stage, the proposed demolition area is indicative and will require confirmation by a structural engineer if proposals are developed.



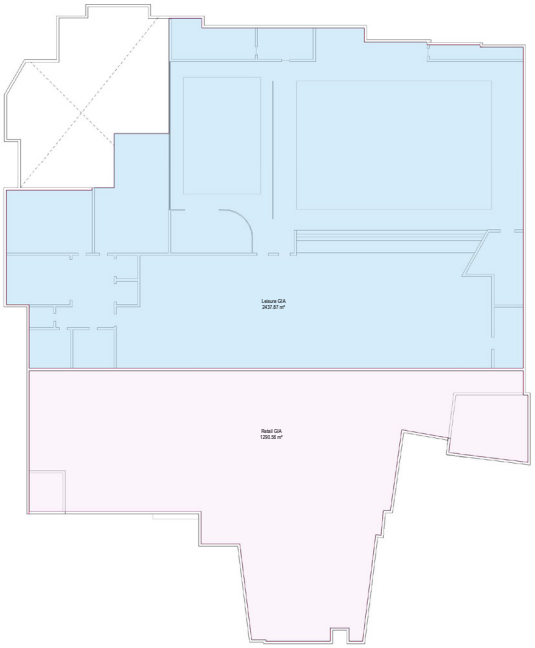
4.5 GIA Plans - First Second and Third Floor - Lv3, 4 & 5

First Floor - Lv3



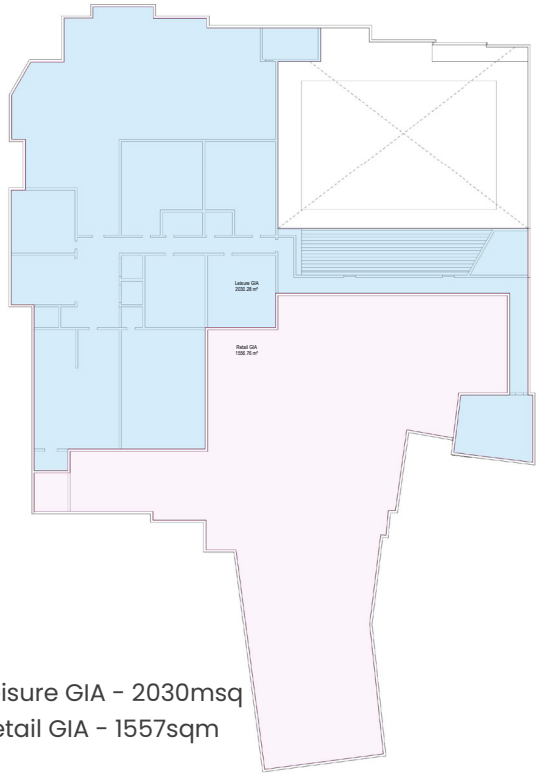
Leisure GIA - 1407msq
Retail GIA - 1955sqm

Second Floor - Lv4



Leisure GIA - 2438msq
Retail GIA - 1291sqm

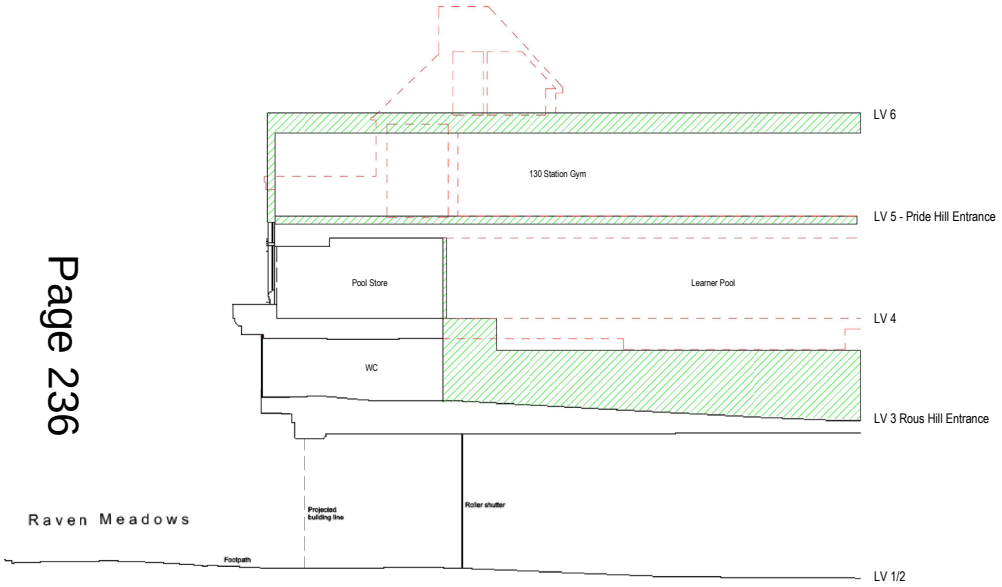
Third Floor - Lv5



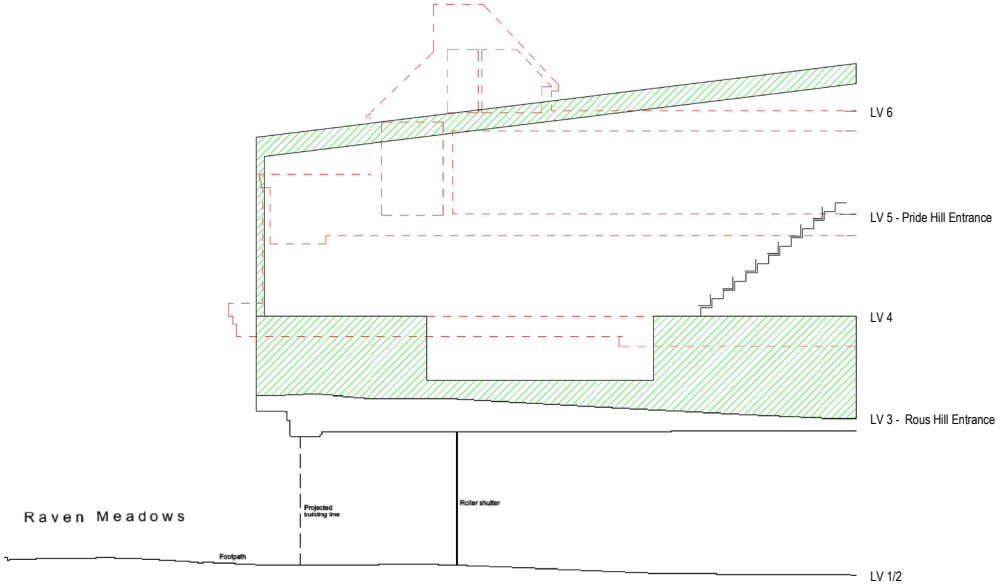
Leisure GIA - 2030msq
Retail GIA - 1557sqm

All areas are indicative and based on surveys provided by the client.

4.6 Indicative Sections



Section 1 - Through Learner Pool



Section 2 - Through 25m x 8 Lane Pool

05 Evaluation

5.1 Area Schedule Comparison

Due to the complex nature of the existing building, a minimum tolerance of 10% has been applied to the proposed areas to allow for flexibility during design development.

Area Comparison to Shrewsbury Sport Village

An analysis of the proposed design options in relation to the base target areas yields the following conclusions:

Dry Side Facilities:
- Option 1: 12% increase
- Option 2: 15% increase

Wet Side Facilities:
- Option 1: 30% increase
- Option 2: 36% increase

Total Provided Area, including Retail:
- Option 1: 274% of base target
- Option 2: 296% of base target

Examining the individual facilities, it is important to note that both the proposed 130-station fitness suite and splash area fall below the expected minimum size due to constraints in the building layout.

Comparing the two design options, Option 2 provides increased space for both facilities and retail compared to Option 1. This is largely achieved through the reorientation of the swimming pool, which optimises the use of floor area. However, the additional space in Option 2 comes at the cost of a reduced plant area on Level 3 compared to Option 1, highlighting a key design trade-off.

To maximise the efficiency of the layouts both Options 1 and 2 result in a staggered layout across floor plates with changing and other uses overlapping with retail on floors below. This will result in drainage and other services running through other demises. Acoustics, especially structural borne noise, will need to be considered subject to the uses.

Shrewsbury Pride Hill Area Schedule			
Facility	**Shrewsbury Sport Village**	**Option 1**	**Option 2**
Dry Side			
Box 12	80 m²	110 m²	96 m²
Dry Change - Mens	55 m²	72 m²	72 m²
Dry Change - Womens	55 m²	77 m²	79 m²
Fitness Suite (130 Station)	590 m²	581 m²	577 m²
Group Cycle	95 m²	110 m²	108 m²
Live Well	60 m²	65 m²	65 m²
Soft Play	105 m²	144 m²	165 m²
Studio	140 m²	161 m²	164 m²
Studio (Immersive)	140 m²	166 m²	164 m²
Dry Side	1320 m²	1486 m²	1491 m²
Retail			
Retail	0 m²	1491 m²	1534 m²
Retail Lv -1	0 m²	1082 m²	1185 m²
Retail lv -2	0 m²	1520 m²	1848 m²
Retail	0 m²	4093 m²	4567 m²
Wet Side			
25m x 8 Lane Pool	705 m²	827 m²	814 m²
Learner Pool 15x10m	265 m²	319 m²	268 m²
Spectator Viewing (250)	155 m²	154 m²	155 m²
Splash	65 m²	57 m²	55 m²
Timing Room	15 m²	16 m²	33 m²
Wet Change	300 m²	523 m²	674 m²
Wet Side	1505 m²	1896 m²	2000 m²
Grand total: 18	2825 m²	7475 m²	8058 m²

Fig 13 - Shrewsbury Pride Hill Area Schedule. **All areas are indicative and subject to design development.**

5.2 GIA Comparison (msq)

Floor	Level	Existing GIA	Option 1 GIA		Option 2 GIA	
			Leisure	Retail	Leisure	Retail
Ground	1	2454	N/A	N/A	N/A	N/A
Ground	2	1093	N/A	N/A	N/A	N/A
First	3	3913	1749	1627	1407	1955
Second	4	3910	2329	1214	2438	1291
Third	5	4110	1945	1599	2030	1557
Fourth	6	2390	N/A	N/A	N/A	N/A
Fifth	7	168	N/A	N/A	N/A	N/A
Total area		18038	6023	4440	5875	4803

Existing GIA Total - Lv3,4&5	11933	
Proposed GIA Total - Lv3,4&5	10463	10678

Area variation Discrepancies

Option 1	**Total GIA + double-height/atrium**
Existing	12143
Proposed	12358.5
Difference	215.5

Option 2	**Total GIA + double-height/atrium**
Existing	12143
Proposed	12352.5
Difference	209.5

Notes

The areas listed are indicative and based on surveys provided by the client. Please note that both existing and proposed double-height, atrium spaces and pool tanks are excluded from the Gross Internal Areas (GIAs). Additionally, the proposed building line may differ from that shown in the existing plans.

5.3 Structural and Civil Engineering

The following has been taken directly from the Furness Structural and Civils Feasibility Report and is included to highlight the potential risks associated with the proposed design options.

- **Existing Foundations**: There is a high risk that the foundations cannot accommodate the significant change to the superstructure with out detrimental affect to the movement and settlement of the existing structure. To proceed with the design options an allowance for installing deep piled foundations through the basement slab. This may not be possible with the height in the basement space so elements of Level 3 may need to be removed to accommodate.

- **Retaining Wall Stability**:The upper slabs may well have played a part in the lateral stability of the retaining walls so any changes to the superstructure need to be reviewed with the substructure.
- **Lateral Stability**: If significant sections of the existing building are to be removed then the overall lateral stability of the building needs to be considered. Modifications to the existing frame are likely to be needed.

- **Existing Building Structural Condition**:The building is nearing 40 years old; it will have undergone modifications and refurbishments in that time. There is a risk that the building condition is not suitable to accommodate and additional 50 years of design life.

- **Adaption of Existing Structure**: Whilst the general thought is that the frame can accommodate most of the proposed options and uses, there are some specific areas, pool tanks, plant and service routing that may be more tricky to incorporate.

- **Floatation**: As the water table is not known and the site is in flood zone, water table and water ingress is a design and construction risk.

PRIDE HILL SPORTS CENTRE – SHREWSBURY

L3248

FEASIBILITY REPORT

JULY 2025

London
Bradford

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Revision	Date	Issue Status	Prepared by	Checked by
P01	23/07/25	FEASIBILTY	C HENRY	L WALTER

CONTENTS

1 INTRODUCTION

Furness Partnership has been appointed as the Structural and Civils Consultant for a feasibility study for incorporating leisure facilities into Pride Hill Shopping Centre in Shrewsbury

This report is on behalf of Shropshire County Council: The Shirehall Abbey Foregate, Shrewsbury SY2 6ND

The report reviews/considers the following aspects;

- Existing information available for the site,
- Proposed superstructure and substruction scheme
- Next phase investigations required to progress the design.

This report is a high-level site overview to assess whether the site can house the required facilities, what impact that may have on the building operation and structurally whether the proposals can be accommodated. We will also review risks and build issues.

2 SITE INFORMATION

2.1 SITE LOCATION & BOUNDARIES

The proposed development is located on the site of the existing Pride Hill Shopping Centre. It is located in Shrewsbury town centre.

The report is to assess the feasibility of incorporating within the building a new 8 lane swimming pool and learner pool adjacent, with associated plant rooms adjacent to the new pools. The extension also includes the construction of a new fitness suite, café, and soft play area. The alterations will require some reconfiguring of existing room layouts, along with some altered egress points. The site proposals will require some alterations to the existing car parking scheme.

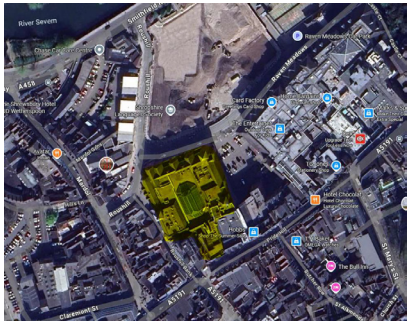

Figure 2-1 – Arial view of existing site

The information and options provided by Robert Limbricks Architects to be read in conjunction with this report.

2.2 EXISTING BUILDINGS

The existing building was constructed in the late 1980s. The existing building is a 6-storey building comprising of predominantly retail accommodation. The frame is constructed using reinforced concrete with masonry cladding.

The structural form seems to comprise a concrete frame on a 7.2m grid, there is a central atrium. The columns are supported on a reinforced concrete raft foundation slab.

The slabs are designed as flat slabs with some areas of deeper beam strips and column heads.

The site slopes and the building can be accessed from 3 levels, Level 0, Level 3 and Level 5.

Sheet pile and concrete retaining walls run around the perimeter to support the external ground levels.

2.3 SITE INVESTIGATION & GROUND CONDITIONS

There is no site investigation available for the building, this would have to be undertaken to confirm ground conditions and overall foundation load capacities.

No structural intrusive or testing surveys have been completed for this report.

It is understood that the site is founded upon water bearing clay/silt subsoils.

2.3.1 Foundation Recommendations

The existing drawings provided show that the building is founded on a reinforced concrete raft foundation.

The raft is utilised to spread the loading over the founding strata below and to reduce the impact of any isolated point loading.

A key risk item in this assessment it ensuring the integrity of the existing raft foundation. It is key that the existing pressures are not exceeded and that the load distribution remains the same as in the current state to avoid any settlement risks.

The existing building calculations are not available for assessment, at this stage the loading allowances are based on the British Standard guidance from the time of construction.

For our review whilst the vertical loadings for the proposed options should be able to be accommodated in the raft, with structural modifications in the heavy loaded areas, it is unlikely that the load spread will remain the same pattern and ratios as the existing frame.

The uneven loading would cause the raft to settle differentially both temporarily and in the permanent state.

This will lead to movement within the structure that remains and is being remodelled.

3 BASIS OF STRUCTURAL DESIGN

3.1 DESIGN LOADS

The loading criteria will form the basis for the developed structural design and has been derived in accordance with the statutory requirements of Building Regulations Part A and Eurocode BS EN 1991-1 + NA

In the following sections there is an assessment of the existing and proposed loadings.

In summary from purely a loading perspective the building could generally accommodate the proposals suggested in options 1 & 2. The main area of loading would be the deep pool, this is proposed to be in the region of 1.8m plus a movable floor, this equates to a load of 24kN/m² water.

The areas of deep water are likely to required structural modification to be able to accommodate the water load and spread load out to ensure the existing frame and foundations can accommodate the increase isolated loading.

The advantage of having the pool located off Level 3 is that additional columns and frame can be taken down in the basement area, an unoccupied space.

3.1.1 REVIEW OF EXISTING ACTIONS

Upper floors existing L3, L4 and L5 loads taken as 13.8 kN/m² made up as follows;

- 325mm thick slab = 7.8 kN/m²
- 75mm screed = 1.8 kN/m²
- Services allowance = 0.2 kN/m²

Additional allowance of 1.0kN/sqm allowed for partitions

- Imposed - retail and circulation = 4 kN/m²

Roof - Concrete slab

- Roof with access = 13.8 kN/m² as above
- Roof with plant = 17.3 kN/m² (includes 7.5kN/sqm imposed)

3.1.2 REVIEW OF PROPOSED ACTIONS

Proposed Permanent Actions

UPPER FLOOR PERMANENT ACTIONS		
Area	**Assumed Buildup**	**Load**
Floor construction		
First floor composite slab	Kingspan MD V50 Metal Decking &150mm Slab	3.45 kN/m²
Floor finishes		
Typical internal	Finishes	0.10 kN/m²
Studios	Timber sprung floor	0.30 kN/m²
Suspended ceiling & services		
Typical internal	Plasterboard ceiling & lightweight services	0.25 kN/m²

ROOF PERMANENT ACTIONS		
Area	**Assumed Buildup**	**Load**
Roof construction		
Roof Construction	Typical flat roof & waterproofing	0.50 kN/m²
Roof superimposed		
PV allowance		0.15 kN/m²
Typical internal	Plasterboard ceiling & lightweight services	0.25 kN/m²

EXTERNAL / INTERNAL WALLS PERMANENT ACTIONS		
Area	**Assumed Buildup**	**Load**
External walls/cladding		
Rainscreen cladding	Rainscreen panel	0.50 kN/m²
Glazing	Patent double glazing, transoms & mullions	0.50 kN/m²
Brick-block cavity wall	100mm brick, 100mm block & insulation	4.20 kN/m²
Internal partition walls		
Masonry	140mm blockwork, (assumed to be painted only)	2.24 kN/m²
Cavity Wall	2 x100mm brick, insulation	3.6 kN/m²

Glazing	Glazing panels, transoms & mullions	0.50 kN/m²
Lightweight	Lightweight metal stud partitions, load included in imposed load	

3.1.3 Variable Actions – Gravity Loads

Variable actions adopted for design of new structural elements have been derived in accordance with appropriate categories as specified in BS EN 1991-1 + NA.

VARIABLE ACTIONS		
Area	**Category/Description**	**Load**
Typical floor area at ground and first floors	Category C33 [Institutional building subject wheeled vehicles incl. trolleys], Category C35 [Institutional building subject to crowds], Category C41 [Dance halls and gymnasia], or lower loaded areas (Categories B2 & C11) with a 1.0 kN/m² allowance for lightweight moveable partitions.	5.00 kN/m²
Swimming pool	To suit depth of water	10 kN/m³
Pool hall & pool surround	Category C41	5.00 kN/m²
Administration & office spaces	Category B2	3.00 kN/m²
Changing facilities & toilets	Category C11	2.00 kN/m²
Plant rooms	Category E213	7.50 kN/m²
Roof (no access)	No access except for maintenance	0.60 kN/m²

[1]Plant loading TBC subject to confirmation of mechanical plant weights.

3.2 DESIGN LIFE & DURABILITY

The proposed structure will be designed and specified for the indicative design working life. This is defined as 'the period for which a structure or part of it is to be used for its intended purpose with anticipated maintenance but without major repair being necessary'.

The design working life of new structures for the proposed development will be 50 years (category 4) in accordance with Table 2.1 of BS EN 1990.

Structural concrete will be designed and specified with inherent durability for the relevant design working life. The building is already 40 years old and as such will need a survey to confirm its condition and ability to extend its design life

All structure within the pool environment, including the pool hall and changing village and plant room will need to be suitable for a C4 environment. There is an advantage in the existing frame comprising concrete as this is more inherently suitable to accommodate this. Checks would be needed to confirm the concrete cover to the reinforcement and if there are any existing concrete defects.

ENVIRONMENT CATEGORIES (per BS EN ISO 12944: Part 2)		
Areas	**Category**	**Risk**
Café, reception, soft play, administration	C1	Very Low
Sports hall, gym, studios, squash courts, dry change	C2	Low
Pool halls, wet change, health suite	C4	High

3.3 DESIGN FOR ROBUSTNESS

The proposed structure will be designed and detailed as sufficiently robust for the avoidance of disproportionate collapse in accordance with Building Regulations.

The proposed building is categorised as Consequence Class 3 with respect to disproportionate collapse in accordance with Table 11 in Approved Document A, as it is a building to which the public is admitted with floor area between exceeding 5000m² per floor. The design requirements with respect to consequences class are summarised in the below table with further detailed provisions specified in the relevant material codes.

It can be assumed for the feasibility that the building has been suitable designed for its current use and remains the same consequence class, therefore there is limited risk in this section.

It is noted however if sections of the building are to be demolished then the ties and disproportional collapse elements need to be reassessed for the new frame and to ensure the stability of the building remains.

Consequence Class	**Structural Design Requirements**
CC3	A systematic risk assessment of the building should be undertaken considering all normal hazards that may reasonably be seen, together with any abnormal hazards. Critical situations for design should be selected that reflect the conditions that can reasonably be foreseen as possible during the life of the building. The structural form and concept and any protective measures should then be chosen and the detailed design of the structure and its elements undertaken. Provision of effective horizontal ties together with provision of effective vertical ties in all supporting columns and walls. Including tie force determination, together with the design approaches for checking the integrity of the building following the notional removal of vertical members and the design of key elements.

3.4 FIRE RESISTANCE

The requirements for fire resistance of structural elements are expected to be defined within the Fire Strategy Report in accordance with Building Regulations Approved Document B.

Standard methods for fire protection of structural elements of typical construction materials are as follows:

Note the substation, if integral, will require four hours fire protection which is typically achieved using an additional insitu reinforced concrete slab supported on brickwork walls to form a 'box within a box'.

Given that the existing building is predominantly in situ concrete this will provide inherent fire protection through appropriate structural design and specification, the checks are needed to confirm the concrete cover to the reinforcement but for the feasibility stage it is considered low ris

3.5 SERVICEABILITY CRITERIA

3.5.1 Movement & Tolerances

The structure will be designed to control deflections to acceptable limits according to the relevant Eurocodes and their National Annexes. In general, imposed load deflection will be limited to span/360. Special consideration will be needed for any glazed façades, any cantilever elements, and long span elements over the sports and pool halls.

Horizontal deflections due to lateral loading will be limited to height/300 both for total deflection and inter-storey drift, subject to cladding requirements.

Given the existing frame is design to accommodate a shopping centre and is constructure using reinforced concrete then this element can be considered low risk for the proposed options

3.5.2 Vibration

All structural beams will be designed for limiting vertical natural frequencies as tabulated below. This is based on stiffness under full permanent load and 10% imposed load.

Area	Minimum Natural Frequency	Source
All beams unless noted otherwise	4.0 Hz	Traditional approach in the UK
Beams supporting gym/fitness suite, squash courts, and sports hall	6.0 Hz	Based on Furness Partnership experience and engineering judgement
Beams supporting studios	8.4 Hz	Clause NA.2.1.2, UK N.A. to BS EN 1991-1-1

Given the existing frame is design to accommodate a shopping centre and is constructure using reinforced concrete then this element can be considered low risk for the proposed options.

4 SCHEME PROPOSAL

The layout for both proposed options comprises an open pool hall and learner pool adjacent with required plant room. It also has a new café and wet change facilities on the ground floor with a new gymnasium, studios and associated toilets and changing rooms etc on the first floor. The main drivers governing the structural design solutions are:

- Large roof span over pool area and fitness suite
- Interaction of the new steel frame to the existing building
- Required services above and below ground
- Foundation / ground floor design requirements
- Pool tank construction, including integration with new and existing foundations
- Lateral stability of proposed building frame and existing building stability lateral stability

4.1 PROPOSED SUBSTRUCTURE

4.1.1 Foundations

These would have to be formed off the exiting building upper floor levels and then in turn off the existing raft foundation.

As mentioned in the earlier section, it is likely that the existing building can accommodate the majority of the proposed uses, with structural modification for the heavy isolated loads, however the load distribution are liely to cause issues with settlements and movement of the existing raft foundation.

4.1.2 Pool Tanks & Balance Tanks

Concrete pool tanks would not be suitable for use with these options, the tanks would need to be constructed from a lighter weight frame, stainless steelwork pool tanks would be more suitable.

Settlements are also key for the filtration systems, so all suspended floors would have to be designed with this in mind.

It would be recommended that any filtration vessels would be housed in the basement area, on raised platforms out of the flood zone.

4.2 PROPOSED SUPERSTRUCTURE

The proposed leisure centre building would have to be formed out of a new, likely to be steelwork frame, on top of the existing concrete upper slabs.

The Architects options show formation off Level 3 or Level 4. The existing building would need to be demolished above these levels to accommodate the new building.

The new frame would need to span back to the existing columns on the 7.2m grid.

Loading wise this is feasible with modifications in the heavy load areas, however temporary works and overall stability are a high risk.

4.2.1 Suspended floors

The upper levels are primarily assigned as gym space with some additional areas for dry changing facilities and administration. The floor structure will be constructed from steel frame and composite metal deck with insitu 150mm concrete slab, looking to keep the mass to a minimum while considering the frequency of the activites.

Beams within the studios and fitness area are subject to rhythmic loading and have been designed for a natural frequency of 8.4Hz and 6.0 respectively, see plan sketch in Appendix B.

4.2.2 Roof structure

The light weight roof covering the pool and fitness areas is proposed to comprise of a structural metal deck, supporting the roof build up and finishes. Within the pool hall, the structural roof deck is aluminium to resist corrosion due to the pool environment, and is perforated to aid the acoustics of the pool hall.

4.2.3 Structural Stability and Serviceability

For all the buildings, lateral loads will be transferred to foundations using vertical cross bracing and plan bracing in the lightweight roof structure.

These loads will need to go back through the existing building, utilising the existing load paths where possible.

5 FLOOD RISK SUMMARY

Considering the Environment Agency Flood Mapping, the site is generally shown to be located within an area of very low risk of flooding due to rivers or seas, which is defined in the National Planning Policy Framework (NPPF) Planning Practice Guidance (PPG) as Land having a chance of flooding of less than 0.1% per year from river or seas.

The site is also predominantly in Flood Zone 1, an area of very low risk from surface water flooding, which is defined as land having a chance of flooding of less than 0.1% per year from surface water. However, there are some localised areas across the northern section of the building fall into Flood Zone 2/3, they are also at risk of river flooding. These are the basement, Level 0, areas of the building, generally unoccupied spaces in the existing building. We understand that there has been flooding in the basement of up to around 2m high in recent times

The basement area of the site is at risk of local flooding from surface water issues.

Figure 5-1 – Flood risk map for Zones 2 & 3

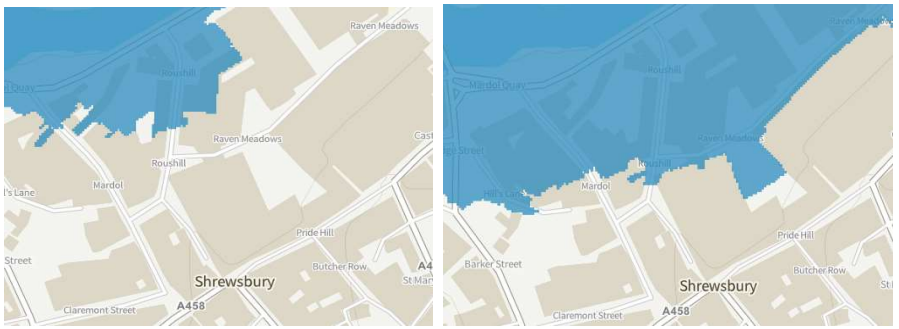

Figure 5-2 – Flood map for risk from river flooding, without and with climate change

Figure 5-3 – Flood risk map for 1:100-year surface water

6 EXISTING DRAINAGE

The existing drainage systems are not known; these would have to be surveyed at the next design stages to allow incorporation of a drainage design into the scheme.

7 PROPOSED DRAINAGE

7.1 FOUL WATER

Discharge Method

The existing system has a strategy that will need to be updated for the proposed system. The proposed strategy needs to be agreed with the Local Authority prior to start on site. Formal approval to connect into the public drainage network will be agreed through the submission of an S106 application during the works.

Design Criteria

New foul drains will be provided to serve all foul producing appliances within the proposed development. All drains will be designed in accordance with BS EN 752:2017 and Building Regulations Approved Document H.

All adoptable foul water drainage will be designed and constructed to 'Sewerage Section Guidance (SSG) Codes for Adoption' standards, in accordance with the SSG Design & Construction Guidance document.

Trade Effluent

'Trade effluent' is classified as foul waste and must be connected into the proposed foul network. Formal approval is required to discharge trade effluent, and a trade effluent agreement will need to be arranged between the site operator and the operator's chosen water retailer. The trade effluent agreement will stipulate the frequency, volume, and maximum rate at which the operator will be able to discharge trade effluent from their site.

In addition, a pre-development enquiry will be submitted to the local water authority to confirm whether there is capacity within their foul network to accommodate the trade effluent discharge. This drainage strategy will be updated once a response is received however for the purposes of this report it has been assumed that the network will have available capacity.

It is likely that the proposed discharge rate and discharge volume from the backwashing facilities will be restricted as part of the trade effluent agreement as it is unlikely that the public network would be able to accommodate the unrestricted backwash rate. Trade effluent from the swimming pool filters will therefore discharge into an isolated foul drainage network and make a separate connection into the main foul drainage network, downstream of a dedicated sampling chamber. The trade effluent network will have a suitably sized backwash storage facility and a mechanism to restrict the flow rate into the main foul drainage network in accordance with the approved trade effluent agreement.

7.2 SURFACE WATER

Surface Water Discharge Hierarchy

The recommended surface water discharge hierarchy set out in the CIRIA SuDS Manual is to utilise soakaways, or infiltration as the preferred option, followed by discharging to an appropriate watercourse. If these options are not feasible then the final option is to discharge to an existing surface water sewer, followed by discharge into a combined public sewer. The strategy is to be completed in the next stage.

SuDS Considerations

SuDS will be considered when producing this drainage strategy in an effort to provide effective surface water treatment and slow down the rate of surface water runoff in accordance with National Planning Policy recommendations and the lead local flood authority SuDS Design Guidance. The following sustainable drainage systems will be considered:

Infiltration Systems: – not likely on this site

Porous Pavements: - not likely to be affective on this site

Design Criteria

All private surface water drains will be designed and constructed in accordance with BS EN 752:2017 and Building Regulations Approved Document H. All adoptable surface water drainage will be designed and constructed to 'Sewerage Section Guidance (SSG) Codes for Adoption' standards, in accordance with the SSG Design & Construction Guidance document.

of the external works are to remain, and the landscaping required where existing structure has been demolished will tie into what already exists.

8 CONCLUSION

The below are a summary of identified high design risks which will need further consideration during subsequent design phases to either remove, mitigate:

- **Existing Foundations:**
  There is a high risk that the foundations cannot accommodate the significant change to the superstructure with out detrimental affect to the movement and settlement of the existing structure.
  To proceed with the design options an allowance for installing deep piled foundations through the basement slab. This may not be possible with the height in the basement space so elements of Level 3 may need to be removed to accommodate.
- **Retaining Wall Stability:**
  The upper slabs may well have played a part in the lateral stability of the retaining walls so any changes to the superstructure need to be reviewed with the substructure.
- **Lateral Stability:**
  If significant sections of the existing building are to be removed then the overall lateral stability of the building needs to be considered. Modifications to the existing frame are likely to be needed
- **Existing Building Structural Condition:**
  The building is nearing 40 years old; it will have undergone modifications and refurbishments in that time. There is a risk that the building condition is not suitable to accommodate and additional 50 years of design life.
- **Adaption of Existing Structure:**
  Whilst the general thought is that the frame can accommodate most of the proposed options and uses, there are some specific areas, pool tanks, plant and service routing that may be more tricky to incorporate.
- **Floatation:**
  As the water table is not known and the site is in flood zone, water table and water ingress is a design and construction risk.

07 Conclusion

This Stage 1 feasibility study confirms that the former Pride Hill Shopping Centre offers sufficient spatial capacity to accommodate the proposed swimming and fitness facilities. However, both design options significantly exceed the base area targets outlined in the initial brief and achieved at Shrewsbury Sports Village proposals. Despite some spatial constraints—particularly in the fitness and splash areas both options demonstrate the potential for a leisure facility within the retained building. Noting the user experience and management will be compromised by the layouts, especially with access at level 3 and no visual connection between the main facilities and entrance.

Option 2, in particular, presents a more efficient internal layout through the reorientation of the swimming pool, resulting in increased usable space for leisure and retail. However, both proposals rely on a substantial level of demolition, raising important questions around the overall feasibility and cost-effectiveness of the intervention.

The conversion of the existing retail building into a high-quality leisure facility introduces several architectural and technical challenges. These include the age and condition of the structure, uncertainties regarding the performance and capacity of existing foundations, issues of lateral stability, the potential requirement for deep piling, and the complex adaptation of the existing frame to accommodate new plant, services, and pool infrastructure. In addition the acoustic implications and servicing (especially drainage) will need to be assessed. Further work is also required on transport and servicing including cycle parking, parking, coach parking and drop-off. This would include access for competitions and schools. The suitability of access for wheelchair and ambulant disabled users off Roushill Bank will need to be assessed as level access is not available elsewhere on the site.

In summary, while the building provides a generous spatial envelope and both design options appear viable (subject to significant abnormal costs) at this early stage, the successful realisation of the scheme will depend on the resolution of complicated structural and environmental risks.


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		Borrowing	Cap Recipts	CIL	Breakeven Year	Ave NPV 25Yr	Ave NY 25Yr	5 Year Revenue	25 Year Revenue
Option 0	Status Quo - do not proceed	0.000	0.000	0.000	NA	-0.16	0.00%	(2.429)	(5.319)
Option 1	Sundorne Budget	29.099	0.000	0.000	NA	-0.29	-1.37%	(2.457)	(9.959)
Option 2	Sundorne & Quarry Budget	29.099	0.000	0.000	12	0.04	0.42%	(0.674)	3.052
Option 3	Both Budgets & Quarry Receipt, some	24.856	4.000	0.500	6	0.19	1.18%	0.248	8.586
Option 4	Both Budgets & Quarry Receipt, more	22.356	4.000	3.000	1	0.28	1.63%	0.791	11.846

Option 0

As is position - do not proveed with project and write off design costs

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25
Loan Repayment	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Income	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Result	0.000	(2.105)	(0.105)	(0.108)	(0.110)	(0.113)	(0.116)	(0.119)	(0.122)	(0.125)	(0.128)	(0.131)	(0.134)	(0.138)	(0.141)	(0.145)	(0.148)	(0.152)	(0.156)	(0.160)	(0.164)	(0.168)	(0.172)	(0.176)	(0.181)
NPV	0.000	(2.0342)	(0.0981)	(0.0971)	(0.0962)	(0.0953)	(0.0943)	(0.0934)	(0.0925)	(0.0916)	(0.0907)	(0.0899)	(0.0890)	(0.0881)	(0.0873)	(0.0864)	(0.0856)	(0.0848)	(0.0837)	(0.0832)	(0.0824)	(0.0816)	(0.0808)	(0.0800)	(0.0792)
Net Yield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Option 1

100% Borrowing & Just the Sundorne Budget

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25
Loan Repayment	0.000	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)
Income	0.315	0.856	0.877	0.899	0.921	0.944	0.968	0.992	1.017	1.042	1.069	1.095	1.123	1.151	1.179	1.209	1.239	1.270	1.302	1.334	1.368	1.402	1.437	1.473	1.510
Result	0.315	(0.726)	(0.704)	(0.682)	(0.660)	(0.637)	(0.613)	(0.589)	(0.564)	(0.539)	(0.513)	(0.486)	(0.459)	(0.431)	(0.402)	(0.372)	(0.342)	(0.311)	(0.279)	(0.247)	(0.214)	(0.179)	(0.144)	(0.108)	(0.072)
NPV	0.315	(0.701)	(0.657)	(0.615)	(0.575)	(0.536)	(0.499)	(0.463)	(0.429)	(0.395)	(0.364)	(0.333)	(0.304)	(0.275)	(0.248)	(0.222)	(0.197)	(0.173)	(0.150)	(0.128)	(0.107)	(0.087)	(0.068)	(0.049)	(0.031)
Net Yield	1.08%	-2.49%	-2.42%	-2.35%	-2.27%	-2.19%	-2.11%	-2.02%	-1.94%	-1.85%	-1.76%	-1.67%	-1.58%	-1.48%	-1.38%	-1.28%	-1.18%	-1.07%	-0.96%	-0.85%	-0.73%	-0.62%	-0.50%	-0.37%	-0.25%

Option 2

100% Borrowing, Sundorne Budget & Quarry Budget

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25
Loan Repayment	0.000	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)	(1.581)
Income	0.445	1.254	1.285	1.317	1.350	1.384	1.419	1.454	1.490	1.528	1.566	1.605	1.645	1.686	1.728	1.772	1.816	1.861	1.908	1.955	2.004	2.054	2.106	2.158	2.212
Result	0.445	(0.328)	(0.296)	(0.264)	(0.231)	(0.197)	(0.163)	(0.127)	(0.091)	(0.054)	(0.016)	0.024	0.064	0.105	0.147	0.190	0.235	0.280	0.326	0.374	0.423	0.473	0.525	0.577	0.631
NPV	0.445	(0.316)	(0.276)	(0.238)	(0.201)	(0.166)	(0.132)	(0.100)	(0.069)	(0.039)	(0.011)	0.016	0.042	0.067	0.091	0.114	0.135	0.156	0.175	0.195	0.213	0.230	0.246	0.262	0.276
Net Yield	1.53%	-1.13%	-1.02%	-0.91%	-0.79%	-0.68%	-0.56%	-0.44%	-0.31%	-0.18%	-0.05%	0.08%	0.22%	0.36%	0.51%	0.65%	0.81%	0.96%	1.12%	1.29%	1.45%	1.63%	1.80%	1.98%	2.17%

Option 3

85% Borrowing, £4M Capital Receipt, £0.5M CIL, Sundorne Budget & Quarry Budget

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25
Loan Repayment	0.000	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)	(1.351)
Income	0.445	1.254	1.285	1.317	1.350	1.384	1.419	1.454	1.490	1.528	1.566	1.605	1.645	1.686	1.728	1.772	1.816	1.861	1.908	1.955	2.004	2.054	2.106	2.158	2.212
Result	0.445	(0.097)	(0.066)	(0.033)	(0.001)	0.033	0.068	0.103	0.140	0.177	0.215	0.254	0.294	0.335	0.378	0.421	0.465	0.511	0.557	0.605	0.654	0.704	0.755	0.808	0.862
NPV	0.445	(0.094)	(0.061)	(0.030)	(0.000)	0.028	0.055	0.081	0.106	0.130	0.152	0.174	0.195	0.215	0.233	0.251	0.268	0.284	0.299	0.315	0.329	0.342	0.354	0.366	0.377
Net Yield	1.53%	-0.33%	-0.23%	-0.12%	0.00%	0.11%	0.23%	0.35%	0.48%	0.61%	0.74%	0.87%	1.01%	1.15%	1.30%	1.45%	1.60%	1.75%	1.91%	2.08%	2.25%	2.42%	2.59%	2.78%	2.96%

Option 4

85% Borrowing, £4M Capital Receipt, £3M CIL, Sundorne Budget & Quarry Budget

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25
Loan Repayment	0.000	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)	(1.215)
Income	0.445	1.254	1.285	1.317	1.350	1.384	1.419	1.454	1.490	1.528	1.566	1.605	1.645	1.686	1.728	1.772	1.816	1.861	1.908	1.955	2.004	2.054	2.106	2.158	2.212
Result	0.445	0.039	0.070	0.102	0.135	0.169	0.204	0.239	0.275	0.313	0.351	0.390	0.430	0.471	0.513	0.557	0.601	0.646	0.693	0.741	0.789	0.840	0.891	0.944	0.998
NPV	0.445	0.038	0.066	0.092	0.118	0.142	0.166	0.188	0.209	0.229	0.249	0.267	0.285	0.301	0.317	0.332	0.347	0.360	0.372	0.385	0.397	0.408	0.418	0.428	0.437
Net Yield	1.53%	0.13%	0.24%	0.35%	0.47%	0.58%	0.70%	0.82%	0.95%	1.07%	1.21%	1.34%	1.48%	1.62%	1.76%	1.91%	2.07%	2.22%	2.38%	2.55%	2.71%	2.89%	3.06%	3.24%	3.43%

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