

Appendix 2

Sports Village Transformation – Proposal for new fitness and pool facilities at Sundorne – public consultation Draft 08/01/2024

Introduction

The consultation outlines exciting proposals for new swimming, fitness and leisure provision at Shrewsbury Sports Village. The proposals follow extensive work and engagement undertaken over the last few years to consider plans for the future provision of swimming, fitness and leisure provision in Shrewsbury.

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, operating as they are, do not provide a long-term viable solution for Shropshire and Shrewsbury's swimming and fitness needs due to the following reasons:

- The sites are currently not financially viable,
- Absence of a competition standard pool in the County,
- Poor utilisation of the Shrewsbury Sports Village,
- The need to meet carbon reduction targets,
- Then need to have leisure facilities that meet accessibility standards,
- The need to refresh and broaden the Council's health and fitness provision.

The following proposals relate to Shrewsbury Sports Village. No decision regarding the future of the Quarry facility has been made by Shropshire Council. The Council will look at future options for the Quarry site once the Shrewsbury Sports Village project is sufficiently advanced. The Quarry would be subject to a separate consultation in due course.

Shropshire Council therefore proposes to currently focus on Shrewsbury Sports Village with the aim of creating a multi-feature centre which is more appealing to a wider demographic, is more accessible, will attract greater revenue and offers an energy efficient modern building

Proposal

The current Shrewsbury Sports Village will be transformed to provide:

- 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

Work has been undertaken to ensure the proposals align with strategic plans and objectives (such as the Shropshire Plan and Leisure and Indoor Facilities Strategy), including opportunities to enable healthy lifestyles and positively influence the health and wellbeing of local residents.

The proposal will maintain the current facilities at the Sports Village but add additional ones as follows:

- 25 metre x 8 lane pool – suitable for County competitions and general swimming
- 17 x 10 metre learner pool with moveable floor and children's water party module
- Seating in pool hall for 300 spectators and space for 200 Competitors

- Changing village plus Changing Places facility.
- New reception area and lobby with Café overlooking the pool
- New children's soft play area adjacent to cafe
- New 130 station fitness-suite
- New toning and wellness suite for elderly users
- Multi-purpose studio with access to existing kitchen - divisible into 2 areas for events
- New Dance Studio
- New 30 station cycle spin studio
- Refurbish the dry changing facilities
- Maintain all other internal and external facilities on site including the main sports hall with 8 badminton courts, Box 12 Boxing studio, 16 football pitches and football changing, Football Academy offices, bowls hall, cycle track and 8 Netball courts.

Please read the consultation documents for more detail on the proposals. Please consider the proposals before responding to the consultation.

It is the expectation that this project may be delivered and opened to the public in 2026, subject to the results of this public consultation, planning permission and council approvals.

We are now seeking your views on these proposals. You may provide your views using the online survey, or alternatively respond to this consultation in writing:

Email: TellUs@shropshire.gov.uk

Post: Feedback and Insight Team, Shropshire Council, Shirehall, Abbey Foregate, Shropshire SY2 6ND.

If you would like the survey in an alternative format, please use the email below to request a copy or telephone Shropshire Council's Customer Services on 0345 678 9000 and explain any support you need to allow you to respond.

Shrewsbury Swimming, Fitness and Leisure Survey

Your views on the new centre proposal

The proposals have been designed to meet key objectives. Please consider the following statements. Do you agree or disagree with the following objectives...

		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
a	The wider range of facilities will increase appeal to people within the community with different swimming, fitness and leisure needs.						
b	Accessibility and equality considerations have been addressed in the proposals.						
c	The proposals offer new opportunities for local swimming, leisure and fitness groups (e.g. county based swimming competitions).						
d	Travel and access considerations have been fully considered.						
e	The proposals offer a centre that will be cost effective to operate allowing financial sustainability.						
f	The proposals are designed to offer a centre that will be energy efficient and feature low carbon operation.						

Do you have other comments on the objectives outlined above? (If you have selected disagree or strongly disagree your comments will be helpful to understand your views).

Swimming

Engagement has taken place with local swimming clubs and group to inform the proposals. The proposal include:

- A main competition standard pool 17m by 25m with 8 lanes and ranges in depth from 1m to 1.8.
- A studio/learner pool 17m by 10m with a moveable floor and self-depositing steps. Pool depth ranges up to 1.8m.

- Easy access steps to both pools.
- Pool pod to both pools for disabled access.
- A changing places facility for use by people with disabilities and access needs.
- Design to allow swimming pools to be used independently of each other.

What are your views on the proposals for swimming pool provision?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

If you selected dissatisfied or very dissatisfied, please explain below.

The proposal includes 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 England.

How do you feel about the proposal for seats (consistent with Swim England standards for competition pools)?

- No opinion
- Adequate
- Inadequate (more required)

If you have any concerns about this proposal, please explain below.

Leisure and Fitness Facilities

Which proposed fitness facilities listed below, would you be most likely to use? (select all that apply)

- 130 station health and fitness suite
- 2 gym and dance studios
- 1 group cycling studio
- New wellness and toning centre
- Box 12 boxing studio (existing)
- 8 court sports hall (existing)
- Football pitches and changing facilities (existing)
- 4 x Multi use games area (existing)
- Cycle track (existing)
- Bowls Hall (existing)

**Which proposed other leisure features listed below, would you be most likely to use?
(select all that apply)**

- Café and seating
- New soft play area
- Changing Places facility for people with disabilities and access needs

Do you feel this is an adequate facility mix for the new centre?

Yes	
No	

Are there any other comments about facilities you would like to make? Please use the space below.

Travel and parking

What forms of travel would you most likely use to get to the proposed centre? (select all that apply)

Walking
Cycling
Public transport/ bus
Car/van
Motorcycle/moped
Adapted vehicle (requiring accessible parking)
Taxi/mini-cab
None, I am unlikely to visit
Other

The proposals allow for 226 car parking spaces on the main car park (reducing provision from the current 340 spaces) with potential options to add extra spaces at peak times (offering 466 spaces approximately). Parking and travel have been built into the proposals outlined, recognising that there is adequate parking for most needs but at times large events may see greater demand.

How satisfied are you with the proposals for parking?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Please rank the following, with your top priority first.

- Public transport
- Cycling and walking routes
- Increase in car parking spaces

In your view, how accessible is the proposed site at Sundorne?

- Very Accessible
- Somewhat Accessible
- Neither accessible nor inaccessible
- Somewhat inaccessible
- Very inaccessible

If you have any comments about access to the site, travel and parking (i.e. please explain if you selected inaccessible or dissatisfied above) please explain below.

Service beneficiaries

We want to consider the needs of all ages and all abilities when working to design proposals and implement future changes. **Do you feel the swimming and fitness needs of different age groups and members of the community can be met by the proposed new centre and its facilities?**

	Needs met	Needs not met	Don't know
Babies and very young children			
Children			
Teenagers and young adults			
People of all ages learning to swim			
Adult swimmers			
Active adults and youth (fitness)			
Pregnant women and mothers			
People with limited mobility			
People with sensory impairment			
Older people			

Shropshire Council undertakes Equality, Social Inclusion and Health Impact Assessments (ESHIA) for new strategies, plans and service changes. The proposals have been designed to reflect a wide range of needs, but your feedback is important.

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.

The new centre will be an important community facility. Are there any opportunities you would like to see developed at the new centre to increase wider community use (e.g. use by local groups, exercise on prescription etc.)?

Overall view

Overall, how do you feel about the swimming, fitness and leisure proposals for Shrewsbury Sports Village?

Very satisfied	
Satisfied	
Neither satisfied nor dissatisfied (neutral)	
Dissatisfied	
Very dissatisfied	
Don't know	

What do you like most about the proposals?

Is there anything you dislike about the proposals?

Please use the space below for anything else you would like to add. Are there any further comments or observations you would like to make about the proposals?

Use of current centres

Which Shrewsbury based, Shropshire Council owned centre do you use now? (select all that apply)

- Shrewsbury Sports Village
- Quarry Swimming & Fitness Centre
- I don't use either

If you use, one or both, how often do you visit?

	Shrewsbury Sports Village	Quarry Swimming and Fitness Centre
Daily		
A few times a week		
Weekly		
A few times a month		
Once a month		
Less than monthly but more than annually		
Once a year or less often		
Never		

As a household, which facilities do you make use of?

- Children's swimming
- Adult Swimming
- Quarry fitness suite
- Quarry studio
- Quarry cafe
- Sundorne Sports Village Fitness Suite
- Sundorne sports hall
- Spin studio
- Indoor bowls
- Sundorne dance studio
- Sundorne café
- Football pitches
- Cycle track
- Tennis/netball courts
- Skate park
- Other, please describe

If don't use either centre please describe any barriers preventing you from accessing the facilities..

About You

The next questions are more personal and are about you. You do not have to complete this section if you don't want to (all questions are optional). We do not use this information to identify individuals but to make sure people of all different characteristics have been engaged in the survey and that the feedback we have is representative.

How are you responding to this consultation?

- As a member of the public
- As a representative of a local leisure/fitness/swimming group
- As a voluntary sector organisation or group (other)
- As a town or parish council
- As a member of staff or elected member at Shropshire Council
- As a representative of a public sector organisation
- As a local business
- Other

If you are answering on behalf of a group or organisation and would like to add the name please use the space below.

.....

What is your gender?

- Male
- Female
- Other (e.g. non-binary, prefer to self-describe)
- Prefer not to say

Which age group are you?

10 or under	<input type="checkbox"/>
11 - 15	<input type="checkbox"/>
16 - 19	<input type="checkbox"/>
20 - 29	<input type="checkbox"/>
30 - 39	<input type="checkbox"/>
40 - 49	<input type="checkbox"/>
50 - 59	<input type="checkbox"/>
60 - 69	<input type="checkbox"/>
70 - 79	<input type="checkbox"/>
80+	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Please provide your postcode. (This will be used for mapping where respondents to the survey are from and to see if their experiences differ. We do not use this information to try to identify anyone or for any other purpose).

Postcode:

Do you have any long-standing illness or disability that limits your daily activity?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

What is your ethnic origin?

<input type="checkbox"/>	White (British, Irish, Polish, Gypsy or Irish Traveller, Other White)
<input type="checkbox"/>	Mixed (White and Black Caribbean, White and Black African, White and Asian, Other Mixed)
<input type="checkbox"/>	Asian or Asian British (Indian, Pakistani, Bangladeshi, Chinese, Other Asian)
<input type="checkbox"/>	Black or Black British (Caribbean, African, Other Black)
<input type="checkbox"/>	Other Ethnic Group (Arab, Other)
<input type="checkbox"/>	Prefer not to say

How we will use the information you have provided

The information you have provided will be used by Shropshire Council to influence the work on the provision of swimming, leisure and fitness facilities in Shrewsbury and to inform the development of leisure services. We will only publish anonymised responses, parts of responses, or a summarized version of responses and will ensure individual survey respondents cannot be identified. Your response will be stored and kept in line with Shropshire Council's Retention Schedule.

The survey results will be shared with other services within Shropshire Council and anonymised data may be shared with services commissioned by Shropshire Council. We will not share your data with any external third parties. A summary report will be developed and made available. Your information will be held securely, only shared internally where necessary. We comply with data protection laws concerning the protection of personal information, including the General Data Protection Regulation (GDPR). For more information on how information is held by Shropshire Council and your rights to gain access to the information we hold on you please see our corporate privacy policy at www.shropshire.gov.uk/privacy

Thank you for taking the time to complete the survey