



Table 1 - Criteria used in the evaluation of different location options -

- A. Deliverability & Affordability – Is the project deliverable with respect to site conditions, etc.? Can the project be afforded, and will it be sustainable, based on predicted throughput?**
- B. Meeting Council and Community Priorities – does the project address Council priorities through its outcomes? Can the community’s preferences be met?**
- C. What are the social, environmental and economic impact and implications of the project?**

A	DELIVERABILITY AND AFFORDABILITY	50%
A1	Site Constraints <ul style="list-style-type: none"> Does the Council own the site and is the site within the Council’s control? If no, can the land be acquired at no cost? Has the site already got services i.e. utilities, sewerage, etc.? Is there existing infrastructure to the site, i.e. access road? Are there any significant planning issues to overcome which may have cost implications? Are there likely to be site abnormalities or any topographical impact? Impact of the existing/previous use of the site? Does the site have the capacity to accommodate all the required infrastructure to facilitate usage? Does the site provide flexibility to support secondary spend, e.g. location of café? Does the site allow for a well-designed building, with efficient user flow, and similar facilities e.g. fitness being grouped together? Can continuity of service be provided? Can the site accommodate the identified facility mix needed? 	10%
A2	Capital Costs – Construction <ul style="list-style-type: none"> Which site provides the lowest construction cost? Does the site keep the net borrowing liability to a minimum? Is there a need to phase construction to address access issues? Will there be a need for external funding, e.g. Sport England, CIL, etc. Are there any demolition costs? 	10%
A3	Revenue consequences <ul style="list-style-type: none"> Does the site offer the potential to reduce operational costs year on year? Is there scope to link new provision to existing provision, thereby reducing operational costs? 	10%
A4	Affordability <ul style="list-style-type: none"> How affordable is the facility based on the forecast surplus / deficit to Shropshire Council over a 25 year period? 	20%

B	MEETING COUNCIL AND COMMUNITY PRIORITIES	30%
B1	Council Vision and Priorities <ul style="list-style-type: none"> Does the site have the capability to support increased participation? Does the site have the potential to attract new swimming and fitness users? Does the site have the potential to attract users from the more identified deprived areas of Shrewsbury? Does the site offer any specific opportunities for partnership working with other public sector agencies? Does the site have the capability to provide the focus for community participation? Are there existing complimentary facilities on site or nearby? 	15%
B2	Community Preferences <ul style="list-style-type: none"> Does the site address the priorities identified through the public consultation response, i.e. location? Can the site provide the facilities that the public has identified as priorities through the consultation process? 	15%
C	SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT	20%
C1	Social & Accessibility <ul style="list-style-type: none"> Can the site provide inclusive access meeting all design requirements? Is the site accessible by public transport? Is the site accessible by private transport? Can the site provide sufficient and appropriate car parking provision i.e. cars, coaches, emergency access, Is the site accessible by walking and cycling? Can the site provide appropriate cycling infrastructure? e.g. storage racks Does the site have the potential to benefit those in identified areas of social need? Will the site have a positive benefit on local community health? Is the site well-located to provide for areas of new housing growth? 	8%
C2	Environmental Impact <ul style="list-style-type: none"> Does the site provide an opportunity to develop a well-designed building, responding to BREEAM, SE design guidance, and energy efficient design guidelines and standards without incurring unnecessary costs? Is the site one to which the public already travel? Will the site location have any potential adverse impacts to carbon emissions? 	4%
C3	Economic Impact <ul style="list-style-type: none"> Will the site contribute positively to increased economic activity in the local area? Will the site contribute positively to an increase in town centre economic activity? Will the site attract more visitors to the Shrewsbury area? 	8%

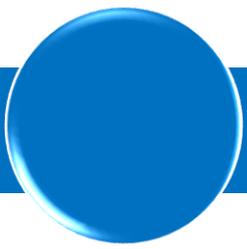


TABLE 2 – SCORING SCHEME

Questions are scored using the following scoring scheme. Each answer from the questions identified below will be given a mark between 0 and 10 with the following meanings:

ASSESSMENT	MARK	INTERPRETATION
Excellent	10	Exceeds the requirement, demonstrates added value
	9	
Good	8	Satisfies the requirement with minor added value
	7	
Acceptable	6	Satisfies the requirement.
	5	
Minor Reservations	4	Satisfies the requirement with minor reservations
	3	
Serious Reservations	2	Satisfies the requirement with major reservations.
	1	
Unacceptable	0	Does not meet the requirement

The use of odd numbers indicates an answer's allocated mark lies between definitions.

TABLE 3 - OVERALL SUMMARY SCORES FOR EACH OPTION

	EVALUATION CRITERIA	WEIGHTED SCORES	OPTIONS						
			1A QUARRY REFURBISHMENT	1B QUARRY RENOVATION	1C QUARRY NEW BUILD	3A CLAYTON WAY	3B ELLESMERE ROAD	3C SHREWSBURY SPORTS VILLAGE	3D SHREWSBURY COLLEGE
A	DELIVERABILITY AND AFFORDABILITY								
	A1	(10%)	4 (40)	6 (60)	6 (60)	6 (60)	6 (60)	8 (80)	4 (40)
	A2	(10%)	7 (70)	1 (10)	3 (30)	4 (40)	4 (40)	5 (50)	4 (40)
	A3	(10%)	0 (0)	0 (0)	7 (70)	7 (70)	7 (70)	9 (90)	7 (70)
	A4	(20%)	1 (20)	0 (0)	1 (20)	1 (20)	1 (20)	8 (160)	1 (20)
	TOTAL	(50%)	(130)	(70)	(180)	(190)	(190)	(380)	(170)
B	MEETING COUNCIL AND COMMUNITY PRIORITIES								
	B1	(15%)	2 (30)	5 (75)	8 (120)	5 (75)	5 (75)	9 (135)	8 (120)
	B2	(15%)	9 (135)	9 (135)	9 (135)	1 (15)	1 (15)	3 (45)	2 (30)
	TOTAL B	(30%)	(165)	(210)	(255)	(90)	(90)	(180)	(150)
C	SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT								
	C1	(8%)	8 (64)	8 (64)	8 (64)	5 (40)	4 (32)	6(48)	6 (48)
	C2	(4%)	3 (12)	5 (20)	8 (32)	5 (20)	5 (20)	6 (24)	7 (28)
	C3	(8%)	6 (48)	7 (56)	9 (72)	3 (24)	3 (24)	6 (48)	6 (48)
	TOTAL C	(20%)	(124)	(140)	(168)	(84)	(76)	(120)	(124)
	TOTAL SCORES		(419)	(420)	(603)	(364)	(356)	(680)	(444)

TABLE 4 – BRIEF NOTES ON ASSESSMENT OF EACH OPTION

	EVALUATION CRITERIA	WEIGHTED SCORES	OPTIONS						
			1A QUARRY REFURBISHMENT	1B QUARRY RENOVATION	1C QUARRY NEW BUILD	3A CLAYTON WAY	3B ELLESMERE ROAD	3C SHREWSBURY SPORTS VILLAGE	3D SHREWSBURY COLLEGE
A	DELIVERABILITY AND AFFORDABILITY	50%							
A1	Site Constraints <ul style="list-style-type: none"> Does the Council own the site and is the site within the Council's control? If no, can the land be acquired at no cost? Has the site already got services i.e. utilities, sewerage, etc.? Is there existing infrastructure to the site, i.e. access road? Are there any significant planning issues to overcome which may have cost implications? Are there likely to be site abnormalities or any topographical impact? Impact of the existing/previous use of the site? Does the site have the capacity to accommodate all the required infrastructure to facilitate usage? Does the site provide flexibility to support secondary spend, e.g. location of café? Does the site allow for a well-designed building, with efficient user flow, and similar facilities e.g. fitness being grouped together? Can continuity of service be provided? Can the site accommodate the identified facility mix needed? 	10%	<p>Council owned site and facility.</p> <p>Work can be delivered quickly with minimal disruption to service provision.</p> <p>Whilst refurbishment would be the cheapest and quickest option, it would not result in modern, fit for purpose facilities, because no money is actually spent on the sports facilities; it is all on the building infrastructure.</p> <p>This option does not future proof provision, as it prolongs the life of the existing building as opposed to developing fit for purpose provision.</p>	<p>Council owned site and facility.</p> <p>This is a high level of investment to make in a facility which would not generate as much future usage as other new build options.</p> <p>This option does not future proof provision, as it prolongs the life of the existing building as opposed to developing modern fit for purpose provision.</p> <p>Continuity of provision could not be guaranteed.</p>	<p>Council owned site and facility.</p> <p>Potential less flexibility over design due to site constraints.</p> <p>Site adjacent to a historic park may constrain opportunities</p> <p>Potential for site abnormalities.</p> <p>Infrastructure is a challenge</p> <p>Needs more detailed consideration of 'fit' on site</p> <p>Loss of facility for minimum of 2 years</p>	<p>Land in Council ownership.</p> <p>No existing services and infrastructure on site, therefore additional costs.</p> <p>Potential for site abnormalities.</p>	<p>Land in Council ownership.</p> <p>No existing services and infrastructure on site, therefore additional costs.</p> <p>Potential for site abnormalities.</p> <p>Adjacent to an important archaeological site</p>	<p>The Council owns the site and there is an existing operational sports facility on site, together with parking.</p> <p>Existing site infrastructure</p> <p>Continuity of use could be maintained.</p> <p>Unlikely to be site abnormalities.</p>	<p>Land not in Council ownership but potential to 'exchange' land for access to new sports facilities.</p> <p>Existing site infrastructure</p>
A2	Capital Costs – Construction <ul style="list-style-type: none"> Which site provides the lowest construction cost? Does the site keep the net borrowing liability to a minimum? Is there a need to phase construction to address access issues? Will there be a need for external funding, e.g. Sport England, CIL, etc. Are there any demolition costs? 	10%	<p>The cheapest option but no investment in improvements to the actual sports facilities.</p>	<p>Construction works may need to be phased.</p> <p>Significant capital investment with potential difficulties in attracting external funding for e.g. Sport England.</p>	<p>High capital costs due to site constraints; abnormalities very likely</p> <p>Demolition required prior to construction</p>	<p>Capital cost higher than SSV given nature of site.</p>	<p>Capital cost higher than SSV given nature of site.</p>	<p>Some phasing possible to allow continuity of access.</p> <p>Less than other schemes due to smaller footprint</p>	<p>Capital cost have not been calculated; a range lying between a new build on a new site and a new build on the Sports Village site is assumed.</p> <p>Some phasing may be needed to allow continuity of access</p> <p>Demolition of existing facilities required</p>
A3	Revenue consequences <ul style="list-style-type: none"> Does the site offer the potential to reduce operational costs year on year? Is there scope to link new provision to existing provision, thereby reducing operational costs? 	10%	<p>Unlikely</p>	<p>Unlikely; slight operational cost reductions given investment in new plant, but not significant.</p>	<p>Less opportunity to reduce operating costs as smaller scale of facility overall.</p> <p>Generates less income per annum than SSV</p>	<p>Less opportunity to reduce operating costs</p>	<p>Less opportunity to reduce operating costs</p>	<p>Significant potential to improve operating costs and to generate increased income.</p>	<p>Revenue costs have not been calculated; a range lying between a new build on a new site and a new build on the Sports Village site is assumed.</p> <p>Unlikely to be as extensive as SSV</p>

	EVALUATION CRITERIA	WEIGHTED SCORES	OPTIONS						
			1A QUARRY REFURBISHMENT	1B QUARRY RENOVATION	1C QUARRY NEW BUILD	3A CLAYTON WAY	3B ELLESMERE ROAD	3C SHREWSBURY SPORTS VILLAGE	3D SHREWSBURY COLLEGE
A	DELIVERABILITY AND AFFORDABILITY	50%							
A4	Affordability <ul style="list-style-type: none"> How affordable is the facility based on the forecast surplus / deficit to Shropshire Council over a 25 year period? 	20%	Second most affordable option based on lower capital costs. Unlikely to provide a long term sustainable solution and further significant investment is likely to be required in the medium term	The least affordable based on high capital expenditure and minimal revenue improvements.	Affordability is compromised by absence of synergy with other income generating community facilities	Affordability is compromised by absence of synergy with other income generating community facilities	Affordability is compromised by absence of synergy with other income generating community facilities	The most affordable based on lower capital costs and improved revenue generation	Prudent financial assumptions have been used in the calculations and further detailed work might show this option to more affordable, but very unlikely to be as affordable as the SSV

	EVALUATION CRITERIA	WEIGHTED SCORES	OPTIONS						
			1A QUARRY REFURBISHMENT	1B QUARRY RENOVATION	1C QUARRY NEW BUILD	3A CLAYTON WAY	3B ELLESMERE ROAD	3C SHREWSBURY SPORTS VILLAGE	3D SHREWSBURY COLLEGE
B	MEETING COUNCIL AND COMMUNITY PRIORITIES	30%							
B1	Council Vision and Priorities <ul style="list-style-type: none"> Does the site have the capability to support increased participation? Does the site have the potential to attract new swimming and fitness users? Does the site have the potential to attract users from the more identified deprived areas of Shrewsbury? Does the site offer any specific opportunities for partnership working with other public sector agencies? Does the site have the capability to provide the focus for community participation? Are there existing complimentary facilities on site or nearby? 	15%	Unlikely to generate significantly more participation – no investment in improved sports facilities. Not close to most deprived areas in town. Not a future proofed option. Would provide the current facilities, not the Council's future vision for facilities, which is supported by the ASA and SE.	Unlikely to generate significantly more participation. Not close to most deprived areas in town. Not a future proof option. Would provide the current facilities, not the Council's future vision for facilities, which is supported by the ASA and SE.	Less potential given site constraints and lack of synergy with existing community facilities. Limited to two facility types. Benefits from loyal existing customer base and a key town centre location. Opportunities for town centre partnership working in support of a long term sustainable approach	Less potential given location and lack of synergy with existing community facilities.	Less potential given location and lack of synergy with existing community facilities.	High potential given range of existing facilities on site and existing loyal customer base Adjacent Medical Centre and community facilities. Close to deprived area of town	High potential given existing sports, pitch and community facilities on site. Strong potential education partnerships. Will also need to deliver curriculum and student use alongside community, so potentially limited day time access.
B2	Community Preferences <ul style="list-style-type: none"> Does the site address the priorities identified through the public consultation response, i.e. location? Can the site provide the facilities that the public has identified as priorities through the consultation process? 	15%	The strongest public preference is for a town centre location, i.e. the existing Quarry site	The strongest public preference is for a town centre location, i.e. the existing Quarry site	The strongest public preference is for a town centre location, i.e. the existing Quarry site	Site not prioritised through public consultation.	Site not prioritised through public consultation.	Marginally the most preferred alternative option to a town centre Quarry location	Also strongly favoured as an alternative option to a town centre Quarry location

	EVALUATION CRITERIA	WEIGHTED SCORES	OPTIONS						
			1A QUARRY REFURBISHMENT	1B QUARRY RENOVATION	1C QUARRY NEW BUILD	3A CLAYTON WAY	3B ELLESMERE ROAD	3C SHREWSBURY SPORTS VILLAGE	3D SHREWSBURY COLLEGE
	SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT	20%							
C1	Social & Accessibility <ul style="list-style-type: none"> Can the site provide inclusive access meeting all design requirements? Is the site accessible by public transport? Is the site accessible by private transport? Can the site provide sufficient and appropriate car parking provision i.e. cars, coaches, emergency access? Is the site accessible by walking and cycling? Can the site provide appropriate cycling infrastructure? e.g. storage racks Does the site have the potential to benefit those in identified areas of social need? Will the site have a positive benefit on local community health? Is the site well-located to provide for areas of new housing growth? 	8%	<p>Close to town centre bus station and to good transport links</p> <p>Doesn't address concerns about parking and limited potential for provision of car parking on site; but close to town centre pay and display car parks.</p> <p>Good access for cycling and walking</p> <p>Less likely to benefit those in identified areas of social need, given location</p> <p>Strong part of town centre community fabric and close to university</p>	<p>Close to town centre bus station and to good transport links</p> <p>Doesn't address concerns about parking and limited potential for provision of car parking on site; but close to town centre pay and display car parks.</p> <p>Good access for cycling and walking</p> <p>Less likely to benefit those in identified areas of social need, given location</p> <p>Strong part of town centre community fabric and close to university</p>	<p>Close to town centre bus station and to good transport links</p> <p>Opportunity to partly address car parking issues within a new build although site constraints may make this challenging.</p> <p>Close to town centre pay and display car parks</p> <p>Good access for cycling and walking</p> <p>Less likely to benefit those in identified areas of social need, given location</p> <p>Strong part of town centre community fabric and close to university</p>	<p>Less likely to benefit those in identified areas of social need, given location.</p> <p>Potentially the least accessible site by public transport, cycle and foot.</p> <p>Close to area of future housing growth, the West Shrewsbury Sustainable Urban Extension</p>	<p>Less likely to benefit those in identified areas of social need, given location</p> <p>Potentially the least accessible site by public transport, cycle and foot.</p> <p>Closer to good car access on ring road</p>	<p>Would require second bus journey from town centre; would benefit from improved public transport infrastructure</p> <p>On cycle route from town centre.</p> <p>Just off ring road so accessible to both new areas within short distance; access better on ring road than through town centre.</p> <p>Potential constraints on car parking at weekends.</p> <p>Potential to attract new users due to proximity to A5/M54</p> <p>Facility would be closest to those with worst health in town so increasing participation in these areas will deliver greatest health impact</p>	<p>On site car parking already full due to student and weekend sporting use.</p> <p>Bus journey from town centre but established public transport infrastructure given existing student use.</p> <p>Potential to attract new users due to proximity to A5/M54</p> <p>Less likely to benefit those in identified areas of social need, given location.</p>
C2	Environmental Impact <ul style="list-style-type: none"> Does the site provide an opportunity to develop a well-designed building, responding to BREEAM, SE design guidance, and energy efficient design guidelines and standards without incurring unnecessary costs? Is the site one to which the public already travel? Will the site location have any potential adverse impacts to carbon emissions? 	4%	<p>Limited opportunity as existing building will remain; internal works only.</p> <p>Retains the town centre transport advantages of Town centre location</p>	<p>Limited opportunity as existing building will remain; internal works only.</p> <p>Some improvements to existing pool, plant etc., will provide potential benefits.</p> <p>Retains the town centre transport advantages of Town centre location</p>	<p>New building built to modern energy efficient standards</p> <p>Retains the town centre transport advantages of Town centre location</p>	<p>New building built to modern energy efficient standards</p> <p>Edge of town location likely to result in more car journeys</p>	<p>New building built to modern energy efficient standards</p> <p>Edge of town location likely to result in more car journeys.</p> <p>Hypothetical potential to use residual heat from the energy recovery facility to assist with running costs</p>	<p>New building built to modern energy efficient standards</p> <p>Edge of town location likely to result in more car journeys; partially mitigated by existing community facilities on site</p>	<p>New building built to modern energy efficient standards</p> <p>Edge of town location likely to result in more car journeys; partially mitigated by existing community facilities on site</p>
3	Economic Impact <ul style="list-style-type: none"> Will the site contribute positively to increased economic activity in the local area? Will the site contribute positively to an increase in town centre economic activity? 	8%	<p>Strong potential to positively contribute to the town centre economy.</p>	<p>Strong potential to positively contribute to the town centre economy.</p>	<p>Strong potential to positively contribute to the town centre economy.</p>	<p>Least potential to contribute to town centre economic activity.</p>	<p>Least potential to contribute to town centre economic activity.</p>	<p>The greatest potential to support secondary town spend based on local, regional and even nation events and competitions and</p>	<p>Potential to support secondary town spend based on significant events and competitions that build on existing leisure reputation.</p>

EVALUATION CRITERIA	WEIGHTED SCORES	OPTIONS						
		1A QUARRY REFURBISHMENT	1B QUARRY RENOVATION	1C QUARRY NEW BUILD	3A CLAYTON WAY	3B ELLESMERE ROAD	3C SHREWSBURY SPORTS VILLAGE	3D SHREWSBURY COLLEGE
SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT	20%							
<ul style="list-style-type: none"> Will the site attract more visitors to the Shrewsbury area? 				A new facility with onsite parking could attract more galas and competitions supporting secondary spend within the town.	A new facility with onsite parking could attract more galas and competitions supporting secondary spend within the town.	A new facility with onsite parking could attract more galas and competitions supporting secondary spend within the town.	building on existing reputation. Less potential to contribute to town centre economic activity.	Less potential to contribute to town centre economic activity.