

SOUTH STAFFORDSHIRE COUNCIL INDOOR SPORTS FACILITIES NEEDS ASSESSMENT FINAL REPORT

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QUALITY, INTEGRITY, PROFESSIONALISM

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INDOOR SPORTS FACILITIES: NEEDS ASSESSMENT REPORT

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SECTION 1: INTRODUCTION

Knight, Kavanagh & Page Ltd (KKP) was appointed by South Staffordshire District Council (SSDC) to undertake an assessment of formal indoor sports facility needs across the Authority to assist it to strategically plan for the future via an Indoor Sports Facilities Strategy (SFS). The overall aim is to locate the right sport and physical activity facilities in the right places to ensure that the maximum number of local people take part in regular, meaningful physical activity whilst achieving short, medium and longer-term financial goals. The stated objectives of the SFS are, thus, to:

- ◀ Provide a robust up to date needs assessment which support the Council and to meet the requirement of the amended National Planning Policy Framework (NPPF).
- ◀ Build upon the needs and demands of the local population that will grow in line with the changes defined by the Local Plan from 2019-2037.
- ◀ Act as a catalyst for action by the Council and key stakeholders for potential joint investment in sport and physical activity facilities.

This report is, therefore, a detailed assessment of current provision of indoor and built sports facilities, identifying needs (demand) and gaps (deficiencies in provision).

1.2: Background

South Staffordshire is a rural district covering an area of 40,000 hectares on the north-western edge of the West Midlands conurbation. It is 80% Green Belt and comprises 27 parishes with a collection of settlements ranging from small hamlets to large villages. There is no dominant settlement in South Staffordshire.

Figure 1.1 overleaf illustrates that South Staffordshire is surrounded by eight other local authorities. It is centrally dissected from east to west by the M54 and from north to south (in the north of the district) by the M6. The map depicts how key transport routes including the M6, M54, A5, A458 and A449 run with routes in and out of Wolverhampton having a primary bearing.

1.3: Scope of the project

The report provides detail as to what exists in the Authority, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and takes into consideration health and economic deprivation. The facilities/sports covered include village/community halls, sports halls (and associated indoor sports), swimming pools, health and fitness, squash, gymnastics and indoor bowls. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. 3+ court halls) swimming pools (minimum size 160m²), health and fitness facilities (including, within reason, dance studios) and the wider range of facilities identified above.
- ◀ Analysed supply and demand to identify facility gaps and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

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Figure 1.1: South Staffordshire with main roads



This evidence-based report provides a quantitative and qualitative audit-based assessment of the facilities identified above. It is a robust, up-to-date assessment of need and identifies opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:

- ◆ Identify local needs and quantify levels of demand.
- ◆ Audit existing facility provision.

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The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population at present and in the future (up to 2037).
- ◀ An audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ A supply and demand analysis.
- ◀ Analysis of the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision.
- ◀ Identification of key issues to address in the future provision of indoor sports facilities.

This process follows that set out in Assessment Needs and Opportunities Guidance (ANOG), the methodology for assessing indoor sports need, developed by Sport England. The SFS will also accord with relevant paragraphs of the most up-to-date version of the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG).

1.4: Report structure

The Royal Town Planning Institute (RTPI) in a report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- | | |
|---------------------------|--|
| ◀ Have focus. | ◀ Be collaborative. |
| ◀ Be genuinely strategic. | ◀ Have strong leadership and |
| ◀ Be spatial. | ◀ Be accountable to local electorates. |

In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the District.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of village hall provision.
- ◀ Section 5 - assessment of sports hall provision.
- ◀ Section 6 - assessment of swimming pool provision.
- ◀ Section 7 - assessment of health and fitness provision.
- ◀ Section 8 - assessment of squash.
- ◀ Section 9 - assessment of gymnastics.
- ◀ Section 10 - assessment of indoor bowls.
- ◀ Section 11 - membership analysis.
- ◀ Section 12 - strategic recommendations.

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SECTION 2: BACKGROUND

2.1: National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of needs for all levels of sport and all sectors of the community. This assessment report has been produced for SSDC applying the principles and tools identified in the Sport England Guide Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities (ANOG).

Figure 2.1: ANOG model



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This report reviews indoor and built sporting facility needs in South Staffordshire and provides a basis for future strategic planning.

‘Sporting Future: A New Strategy for an Active Nation’

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

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

It further identifies the following actions will need to occur that:

- ✦ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ✦ Meet the needs of the customer and enable them to engage in sport and physical activity.
- ✦ Strengthen the sport sector and make it more effective and resilient.

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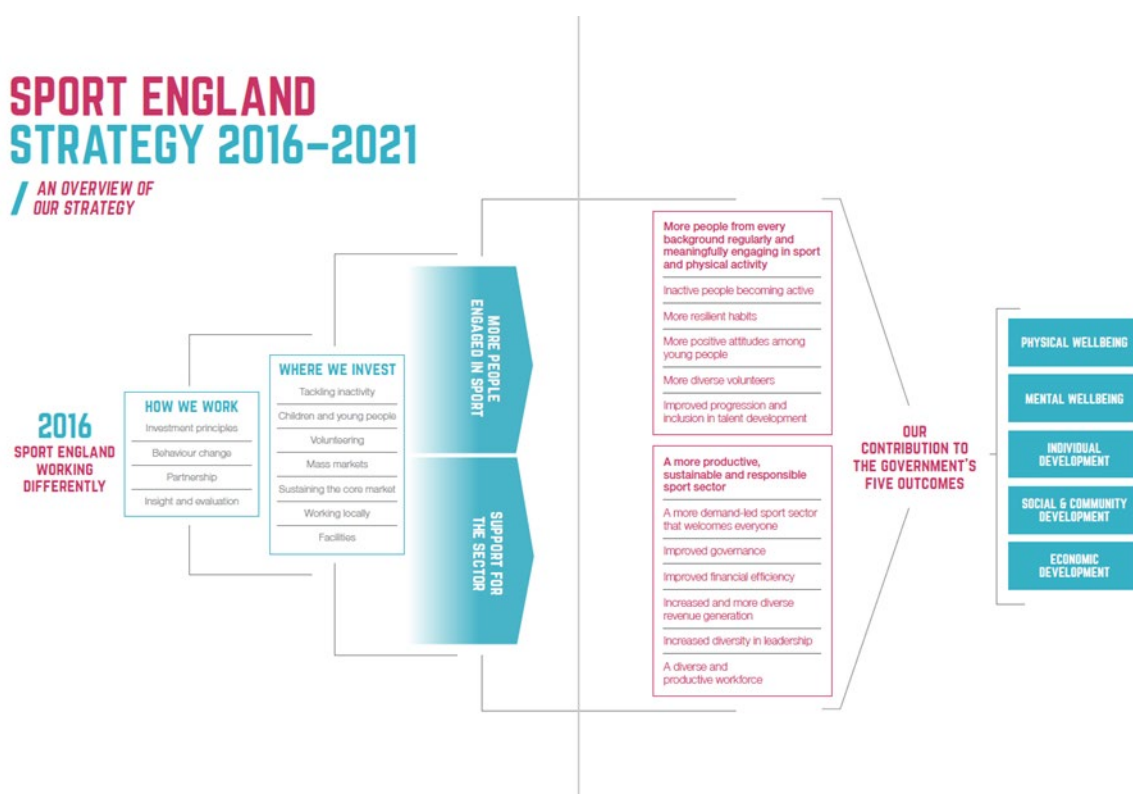
Sport England: Towards an Active Nation (2016-2021)

In its strategy, Sport England has identified that it will invest in:

- ✦ Tackling inactivity.
- ✦ Children and young people.
- ✦ Volunteering – a dual benefit.
- ✦ Taking sport and activity into the mass market.
- ✦ Supporting sport's core market.
- ✦ Local delivery.
- ✦ Facilities.

These seven investment programmes are underpinned by a new Workforce Strategy and a new Coaching Plan.

Figure 2.2: Sport England Strategy 2016-2021



Sport England is looking to invest in projects, programmes and individuals that make sure everybody can experience the many benefits of sport and activity. Its seven investment principles include:

- ✦ Ensuring a clear line of sight to the objectives in Sporting Future, thereby making a wider impact on people's lives in terms of physical wellbeing, mental wellbeing, individual development, social and community development and economic development, rather than simply driving numbers.
- ✦ Prioritising demographic groups which are currently under-represented; this includes women, older people, disabled people and people from lower socio-economic backgrounds.

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- Using the behaviour change model to guide its decisions focusing on three main challenges: tackling inactivity, creating regular activity habits and helping those with a habit to stay that way.
- Getting maximum value from all its resources which may mean contributing advice and insight or broker a collaboration rather than a cash injection.
- Expanding the supply chain, wanting to strike a balance between 'bankers' and 'innovators' to make sure it is investing in projects that deliver the outcomes while still investing in other areas that test new approaches.
- Reviewing its investment portfolio regularly, it could invest more in anything going particularly well and stop investment if a project is failing and cannot be rescue.
- Encourage increased efficiency by encouraging the sport and activity sector to diversify its funding from both private and other public sector sources.

Sport England's Strategic Facilities Fund is not a stand-alone funding stream, it is part of a portfolio of support and tools designed to strategically support the sector (local authority provision in particular). The Fund has been re-positioned within Sport England's new strategy in order to help the sector to be effective in their investment decision making. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) which effect behaviour change in the target audience and ultimately outcome delivery.

The 'Strategic Outcomes Model' (Figure 2.3) illustrates the process which Sport England would expect a local authority to follow as part of a local strategic planning process in partnership with key stakeholders and other sectors.

Figure 2.3 Sport England's Strategic Outcomes Model (vision)



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Revised National Planning Policy Framework 2019

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social, environmentally sustainable development:

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making, the NPPF states that local plans should meet objectively assessed needs. It is clear about sport's role delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits includes the well-being/happiness of spectators and the national pride/feel good factor derived from sporting success/achievement.

Participation in sport contributes to reducing crime and anti-social behaviour, particularly among young people. It also has a net impact on the environment; where, for example, more people walk, and cycle, emissions and congestion can reduce. In summary, it can provide a range of economic and health benefits to South Staffordshire and its population as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

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Public Health England: Everybody Active, Everyday

In October 2014, Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:

- ◆ *Active society*: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◆ *Moving professionals*: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◆ *Active environments*: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◆ *Moving at scale*: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

Investment in school sport

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and DCMS departments, funds went directly to primary school head teachers for them to spend on sport. Its four objectives were to:

- ◆ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.
- ◆ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence.
- ◆ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◆ Ensure that schools understand and value the benefits of high-quality PE and sport, including its use as a tool for whole school improvement.

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head. In 2017, the amount allocated doubled and Government ministers have confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020.

Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

Chief Medical Officer Physical Activity Guidelines 2019

This report presents an update to the 2011 physical activity guidelines issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs draw upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

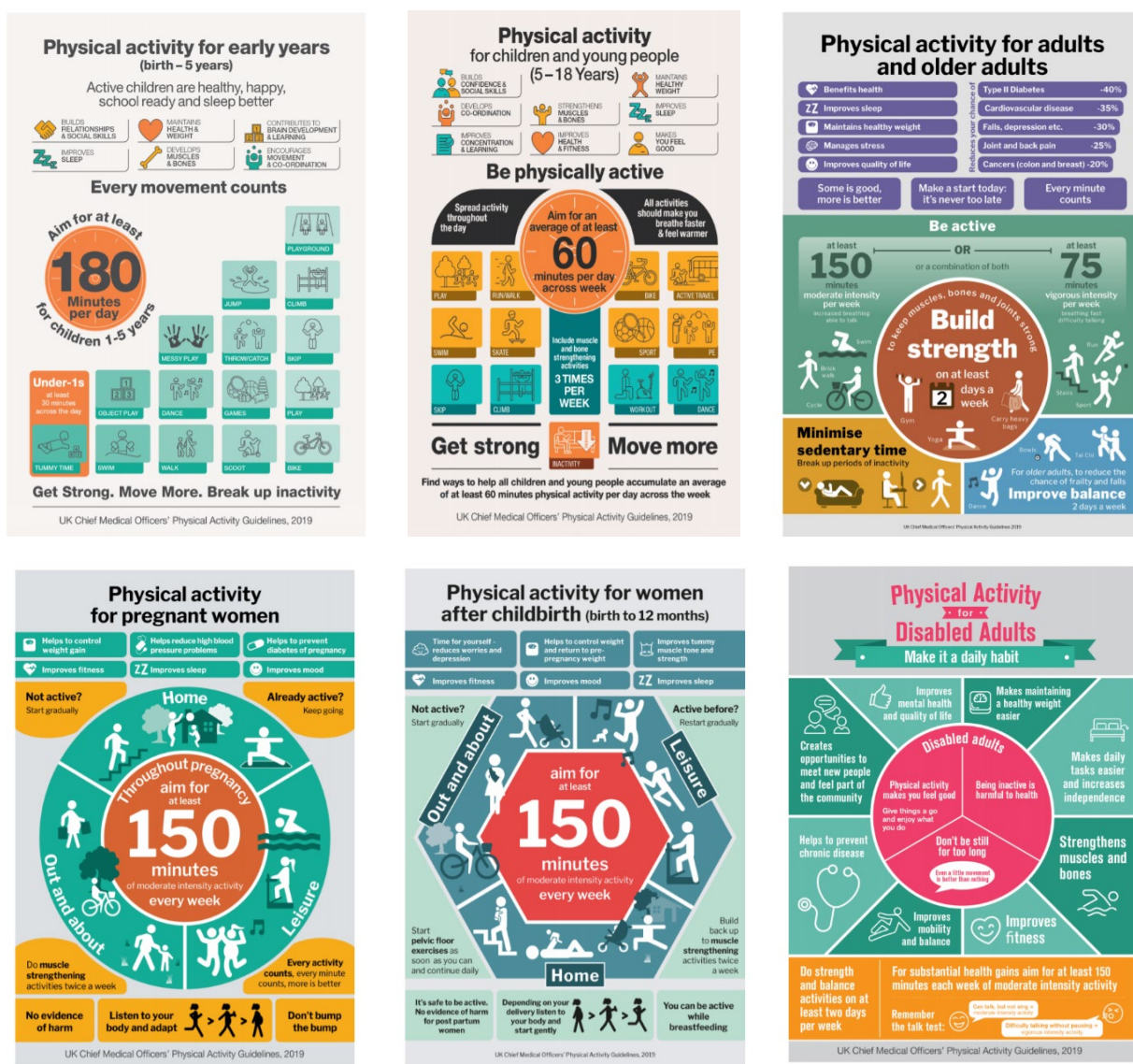
Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity

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is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The report emphasises the importance of regular activity for people of all ages, and for the first time presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new guidelines are broadly consistent with previous ones, while also introducing some new elements and allowing for more flexibility in achieving the recommended levels of physical activity for each age group.

Figure 2.4: Physical activity guidelines



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Summary of national context

Engaging all residents in physical activity is a high priority. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Sport and physical activity also contribute significantly to the national and local economy. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system in line with national policy recommendations.

2.2: Local context

South Staffordshire Council Plan 2016-2020 - “Your Council supporting Your Place and Your Communities”

The Council's plan communicates the commitments it makes to its residents. The values underpinning the plan are:

- ♦ Customer focused organisation.
- ♦ Value for money.
- ♦ Working in partnership.

It identifies themes, objectives and focus areas for 2016-2020.

Table 2.1: Council priorities:

Theme	Objectives	Focus
A skilled and prosperous district	Supporting and growing existing businesses. Attracting and supporting new businesses. Enhancing the skills of residents.	Backing business development, supporting vulnerable people to move closer to work and self-sufficiency, opportunities for young people.
A safe and sustainable district	Protect the green belt Ensure a safe and clean environment. Aim to provide homes that people need.	Safeguarding the environment, reassuring residents, future housing meets local need.
A connected district	Easily accessible services Supporting communities A strong Voluntary and Community Sector	Making a positive difference to people's lives, achieving the 'Goodlife' by working together.

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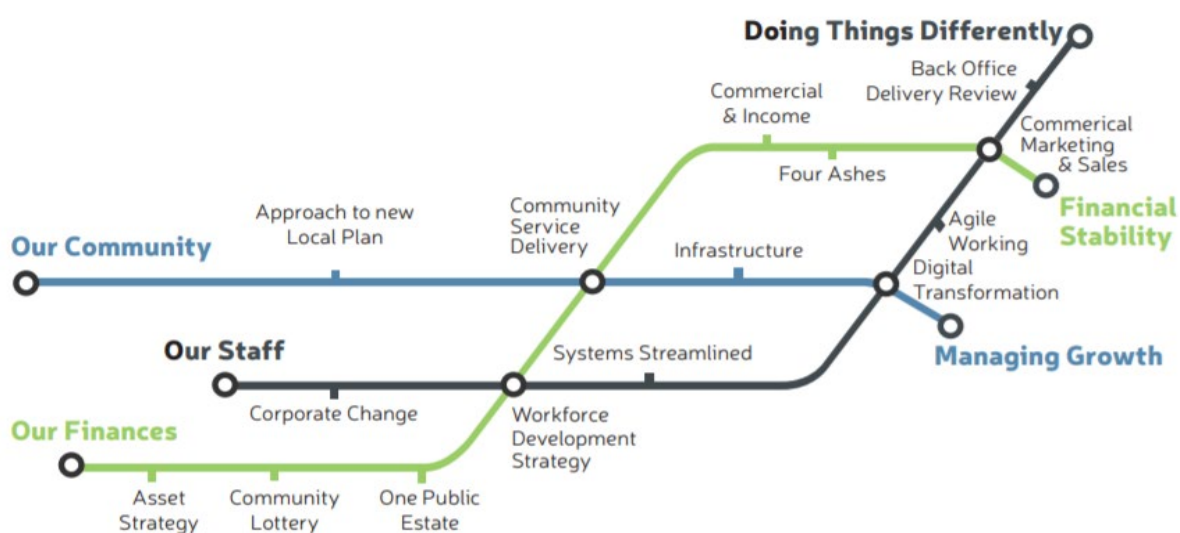
The South Staffordshire Efficiency and Income Plan 2017-2020

The Efficiency and Income Plan for South Staffordshire supports the delivery of the Council's three priorities set out in the Council's plan. The refreshed Plan (2018/19) focused on financial stability, managing growth and doing things differently. As part of this Plan, SSDC introduced a Route Map with annual milestones around the three key headings. It also changed the Plan's overall priority with the aim to move from a three-year balanced budget to a five-year balanced budget by 2020 and develop a workforce that looks to do things differently to help strengthen resilience within local communities. It sets out a clear direction and clarifies the focus to support the overall delivery of the Council's priorities.

South Staffordshire Efficiency and Income Plan – route map

The Route Map

The E&I Route Map is designed around three key delivery strands:



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Core Strategy Development Plan Document (adopted December 2012)

This shapes a sustainable future for South Staffordshire, it replaces the 1996 Local Plan and sets out the spatial planning strategy for the District up to 2028. It includes a number of statutory and non-statutory documents that together set out the planning policies and proposals to guide the development of the District. It comprises seven strategies

Table 2.2: Structure of strategic objectives

Strategy	Objectives
Spatial Strategy	<ul style="list-style-type: none"> ◆ The overall approach to the provision of new homes, jobs, community facilities and infrastructure and outlines the broad strategic direction that will be followed for managing change and development in the District to 2028.
Environmental Quality	<ul style="list-style-type: none"> ◆ Maintain high standards of cleanliness on streets and open spaces and take robust action to deter and reduce instances of environmental crime (littering, dog fouling and fly tipping). ◆ Reduce the impact on climate change and prepare for its effects. ◆ Ensure residents have access to a diverse range of open spaces suitable to meet their needs. ◆ Protect and enhance South Staffordshire's natural and built environments and distinctive landscape. ◆ Minimise the amount of waste sent to landfill.
Housing	<ul style="list-style-type: none"> ◆ Maintain the sustainability of local villages. ◆ Ensure the supply of the right type of housing in the right locations. ◆ Reduce and prevent homelessness. ◆ Target poor quality housing and ensure everyone has access to a decent house. ◆ Ensure that a variety of housing options is available for the most vulnerable residents.
Economic Vibrancy	<ul style="list-style-type: none"> ◆ Increase the range of employment opportunities. ◆ Support and develop the key business sectors. ◆ Core Strategy DPD Adopted December 2012. ◆ Equip local people with the skills businesses require. ◆ Attract new businesses and services into the area. ◆ Improve access to services and jobs. ◆ Deliver appropriate affordable and aspirational housing.
Community Safety	<ul style="list-style-type: none"> ◆ Reduce violent crime; including actual bodily harm and alcohol fuelled violence. ◆ Improve road safety. ◆ Reduce anti-social behaviour; including criminal damage and vehicle related nuisance. ◆ Reduce business crime; including domestic burglary and distraction burglary. ◆ Reduce vehicle crime – including theft of, and theft from, vehicles.
Health and wellbeing	<ul style="list-style-type: none"> ◆ Support older people to stay healthy and independent. ◆ Promote healthy lifestyles of adults and young people. ◆ Reduce health inequalities.
Children and young people	<ul style="list-style-type: none"> ◆ Improve access to services. ◆ Ensure the voices of children and young people in the District are heard. ◆ Ensure families and parents are engaged with services.

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Local Plan Review

SSDC is currently undertaking a review of its Local Plan. The Issues and Options Consultation (held in Autumn 2018) identified a suggested level of growth to plan for in the District of approximately 9,000 homes. This included five different high-level growth options for where growth could be located. The spatial strategy and draft developmental management policies are being progressed in preparation for the Preferred Options Consultation in autumn 2020.

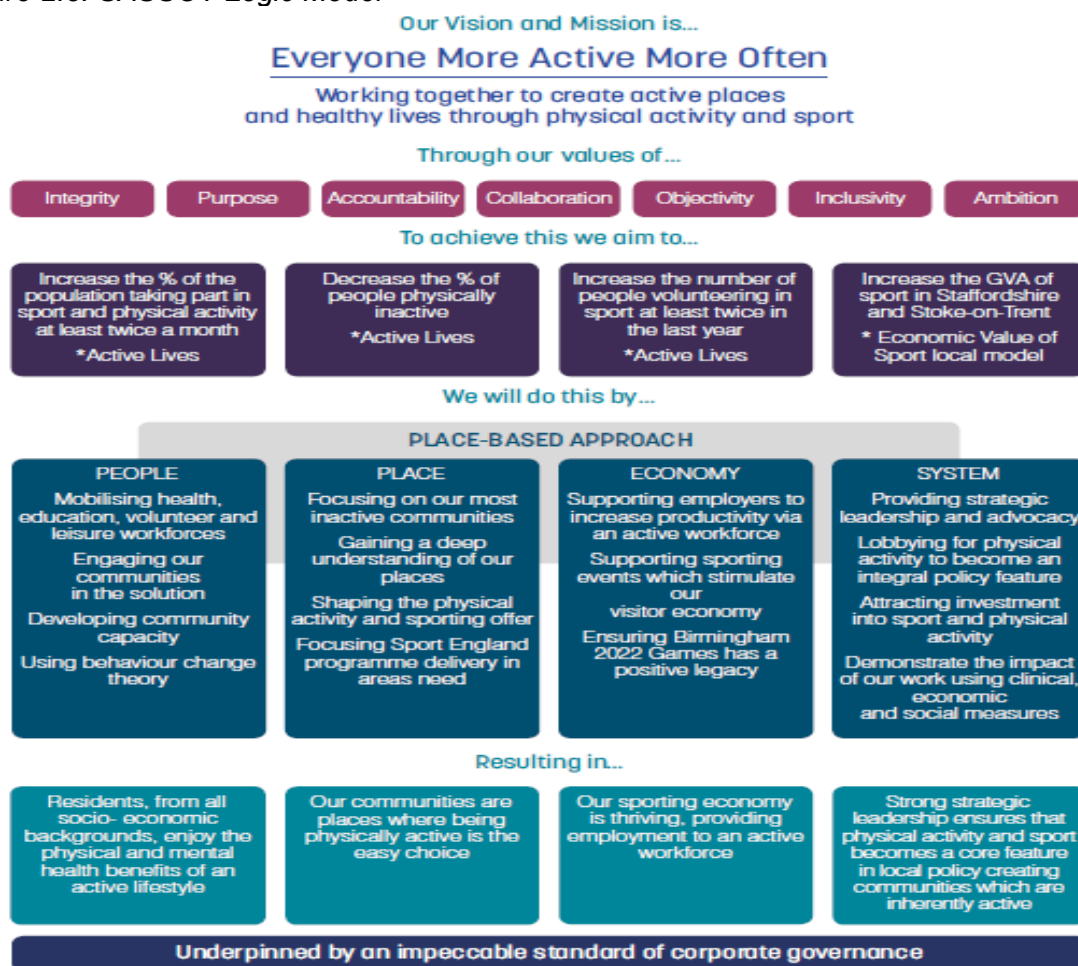
Sports Facilities and Playing Pitch Strategy 2013-2028

This provided recommendations in terms of specific sports facilities, usage and condition. This report, the subsequent strategy and the corresponding playing pitch needs assessment and strategy will supersede the 2013-28 report.

Active Partnership - Sport Across Staffordshire and Stoke-on-Trent Strategy 2018-2021

Active partnerships are locally based strategic organisations which recognise that activity levels are affected by a complex system of influences and no single organisation or programme creates sustainable change at scale. By adopting a collaborative whole system approach, they seek to make active lifestyles the social norm for everyone and address levels of inactivity in society. SASSOT's priorities for the next three years are outlined below:

Figure 2.5: SASSOT Logic Model



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Summary of local context

The key messages emerging from local policies are primarily focused on improving the quality lives of residents through flexible partnerships. Health and wellbeing, community safety and children and young people can all be influenced positively by increases in physical activity and sport.

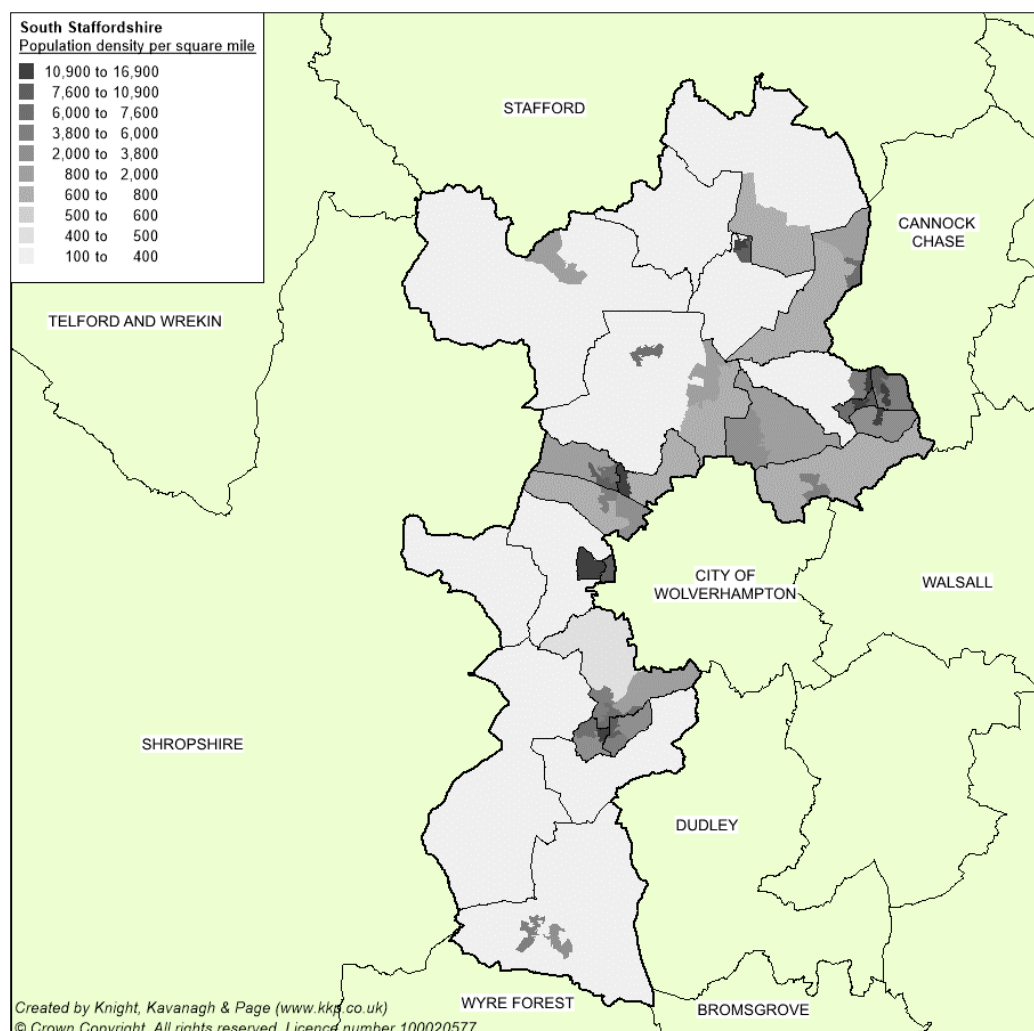
2.3: Demographic profile

The following is an overview of South Staffordshire based on data taken from nationally recognised sources. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

Population and distribution (Data source: 2018 Mid-Year Estimate, ONS)

The total population of South Staffordshire is 112,126 of which 56,163 are males and 55,963 are females. The area is largely rural with the main settlements of Penkridge in the north, Cheslyn Hay/Great Wyrley in the east, Codsall/Bilbrook in the centre, and Wombourne in the south of the District.

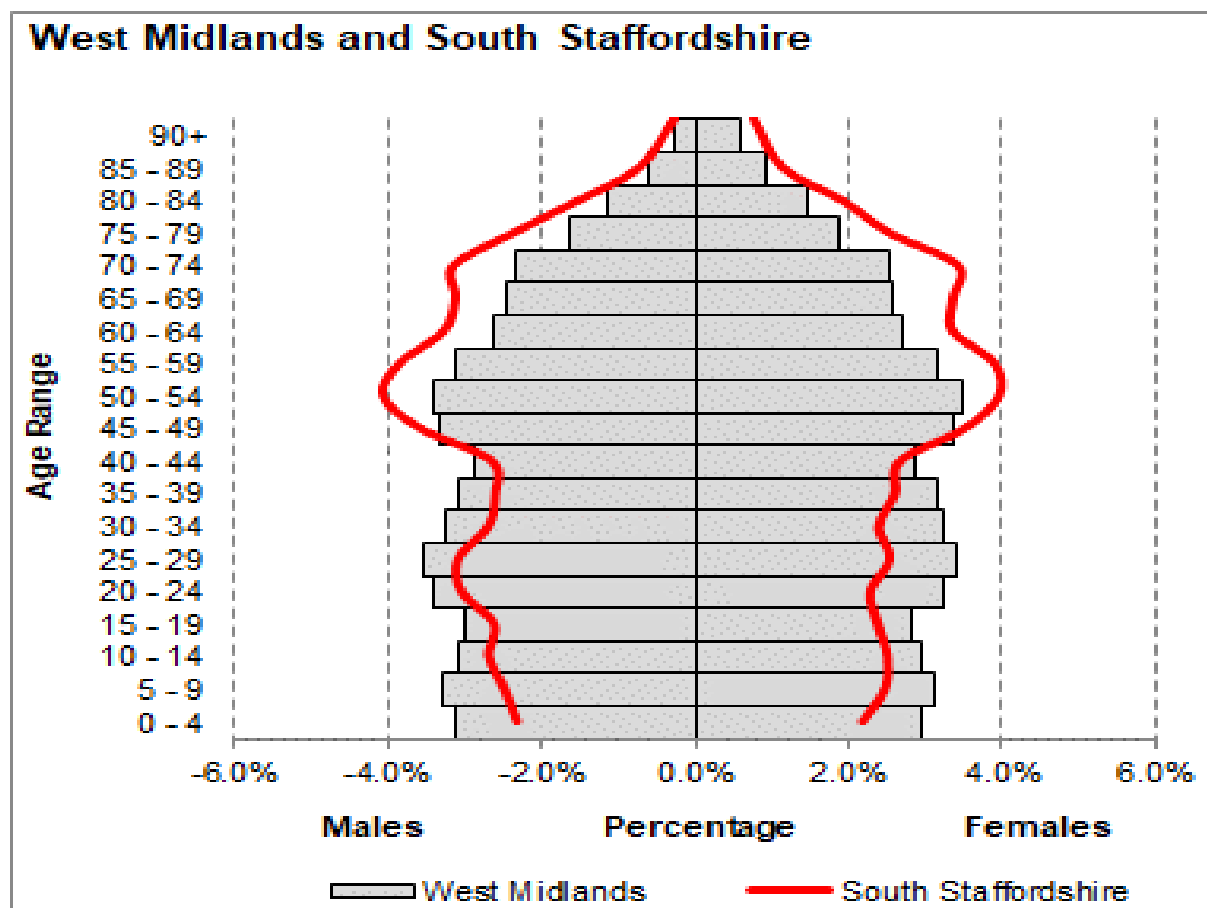
Figure 2.6: Population density 2018 MYE: South Staffordshire lower super output areas (Isa)



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Figure 2.7 overleaf illustrates South Staffordshire's population age and gender composition set against that of the region.

Figure 2.7: Comparative age/sex pyramid for South Staffordshire and the West Midlands



The data indicates that there is a lower proportion of 20-34 year olds in South Staffordshire (16.0%) compared to the West Midlands (20.1%). There are, however, significantly more people in the age groups from 50-79 (South Staffordshire; 40.4% the West Midlands; 31.9%). (The age and make-up of the population is a key factor to consider when developing and implementing the sport and physical activity offer within the area).

Ethnicity (Data source: 2011 census of population, ONS) - In broad terms, South Staffordshire's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (95.9%) of the local population classified its ethnicity as White; this is much higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 2.0% which is markedly lower than the national equivalent (7.8%).

Crime (Data source: 2017 Recorded Crime, Home Office) - During the 12 months to December 2018 the rate for recorded crimes per 1,000 persons in the South Staffordshire partnership area was 50.0; this is markedly lower the equivalent rate for England and Wales as a whole which was 83.0. The crime rate has fallen for South Staffordshire around 2.0% since December 2017 while, in contrast, the rate for England and Wales has risen by 2.5% over the same period.

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Income and dependency (*Data source: NOMIS (2017)*) - The median figure for full-time earnings (2017) in South Staffordshire is £30,389; the comparative rate for the West Midlands is £27,903 (-8.2%) and for Great Britain is £29,697 (-2.3%). In August 2019 there were 1,210 people in South Staffordshire claiming out of work benefits¹; this represents an increase of 26.7% when compared to August 2014 (955).

Health data (*Data sources: ONS births and deaths, NCMP² and NOO³*) - In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in South Staffordshire is higher than the national figure; the male rate is currently 80.5 compared to 79.6 for England, and the female equivalent is 83.4 compared to 83.2 nationally.⁴

Deprivation (*Data source: 2015 indices of deprivation, DCLG*)- Relative to other parts of the country Staffordshire experiences low levels of deprivation; a very small proportion of the District's population (4.4%) falls within the areas covered by the country's three most deprived cohorts (national average; c. 30%). Conversely, 49.7% live in the three least deprived groupings in the country (national 'norm'; 30%).

Table 2.5: Index of multiple deprivation (IMD) and health deprivation in South Staffordshire

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	0	12.6%	12.6%	0	7.1%	7.1%
	20.0	13,158	10.7%	23.3%	0	17.9%	25.1%
	30.0	3,248	6.2%	29.4%	10,111	8.2%	33.3%
	40.0	7,182	9.4%	38.8%	5,040	8.8%	42.0%
	50.0	9,118	9.3%	48.0%	6,390	13.2%	55.3%
	60.0	14,221	12.4%	60.5%	18,285	5.8%	61.1%
Least deprived	70.0	18,703	7.0%	67.4%	14,528	16.5%	77.6%
	80.0	18,854	5.1%	72.5%	19,486	17.3%	94.8%
	90.0	19,683	14.7%	87.2%	21,904	5.2%	100.0%
	100.0	14,722	12.8%	100.0%	18,559	0.0%	100.0%

A similar pattern, to that seen for multiple deprivation, is seen in relation to health. A very small proportion of South Staffordshire's population (2.8%) falls within the areas covered by the three most deprived cohorts. Conversely, 55.9% live in the three least deprived groupings.

¹ This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

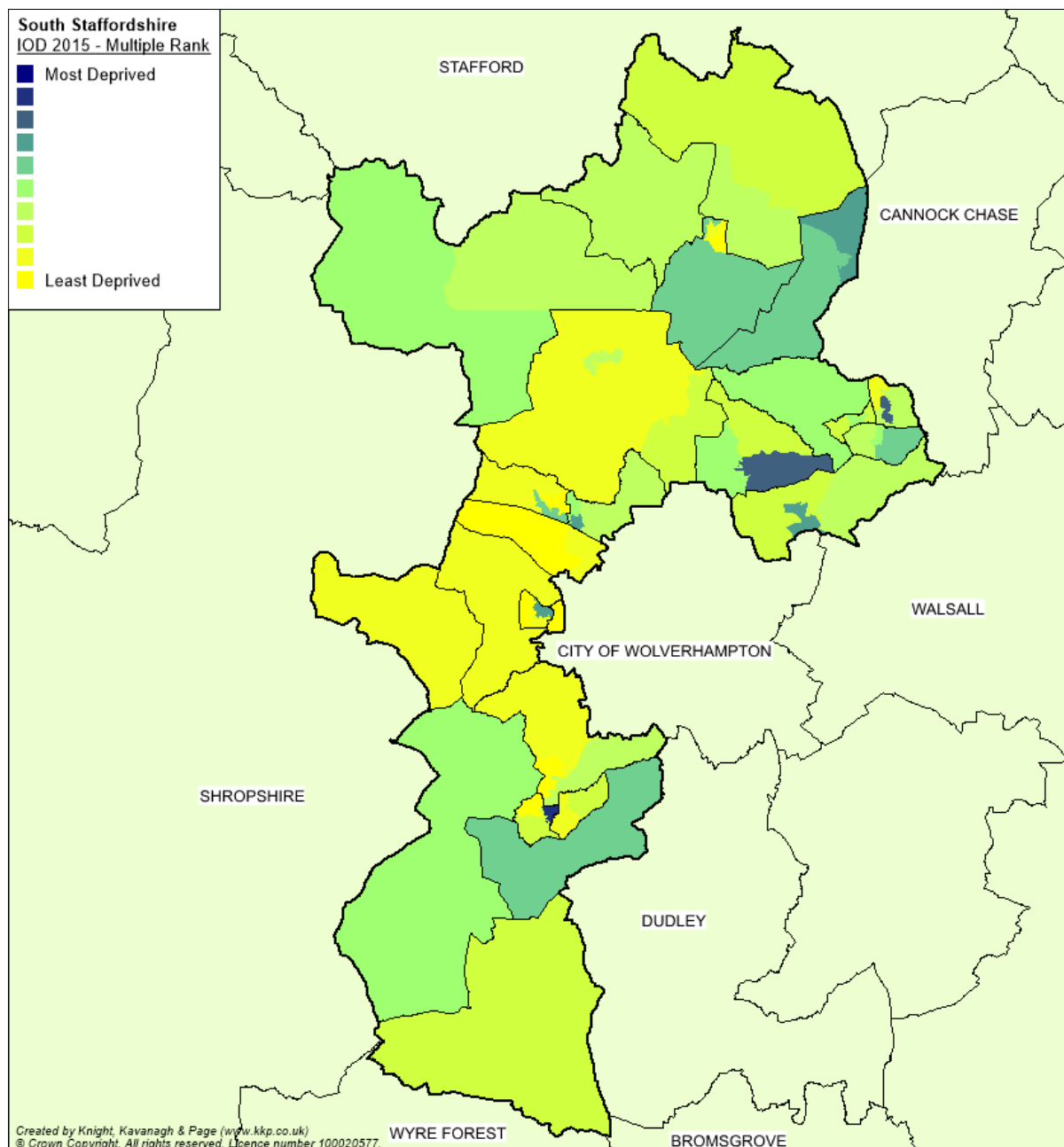
² *National Child Measurement Program*

³ *National Obesity Observatory*

⁴ *Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.*

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Figure 2.8: Index of multiple deprivation

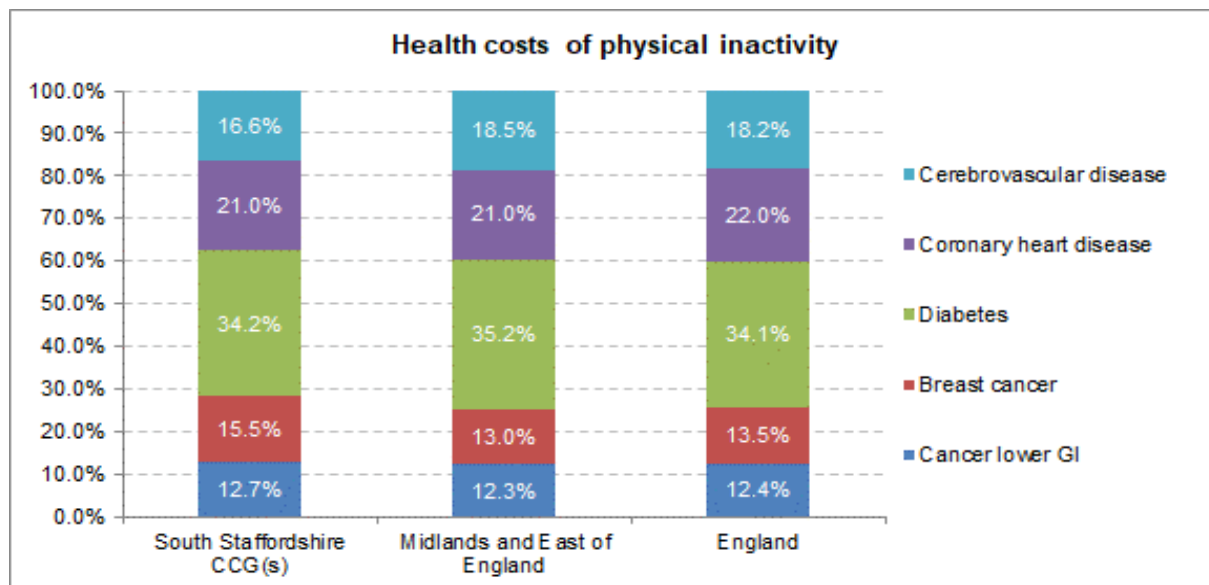


Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England and updated in 2014/15 by Public Health England. Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Figure 2.10: Health costs of physical inactivity

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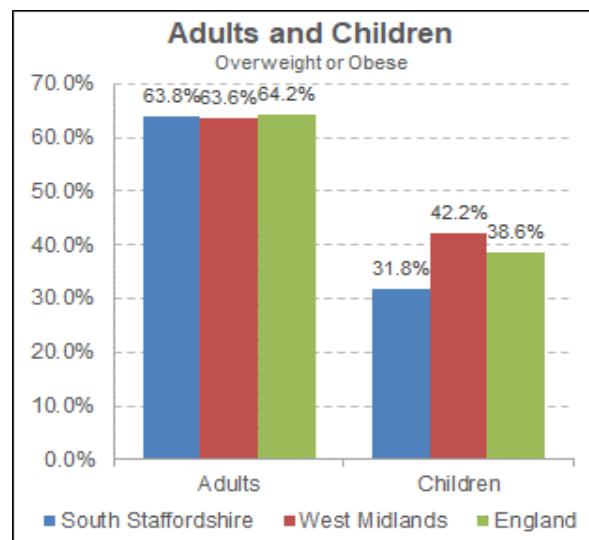


Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁵ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult rates of being either overweight or obese in South Staffordshire are below national but above regional rates. Child rates, however, are below both regional and national rates as identified in Figure 2.9.

Figure 2.9: Adult and child obesity rates



South Staffordshire is covered by three Clinical Commissioning Groups (CCGs):

- ♦ NHS Cannock Chase CCG (Lichfield, South Staffordshire and Cannock Chase) which covers 27.2% of South Staffordshire's population.
- ♦ NHS South East Staffordshire and Seisdon Peninsula CCG (Lichfield, South Staffordshire and Tamworth) which covers 55.0% of South Staffordshire's population.
- ♦ NHS Stafford and Surrounds CCG (South Staffordshire and Stafford) which covers 17.8% of South Staffordshire's population.

The total annual cost to the NHS of physical inactivity for the CCGs within which South Staffordshire falls is estimated at £3,764,744. When compared to regional and national costs

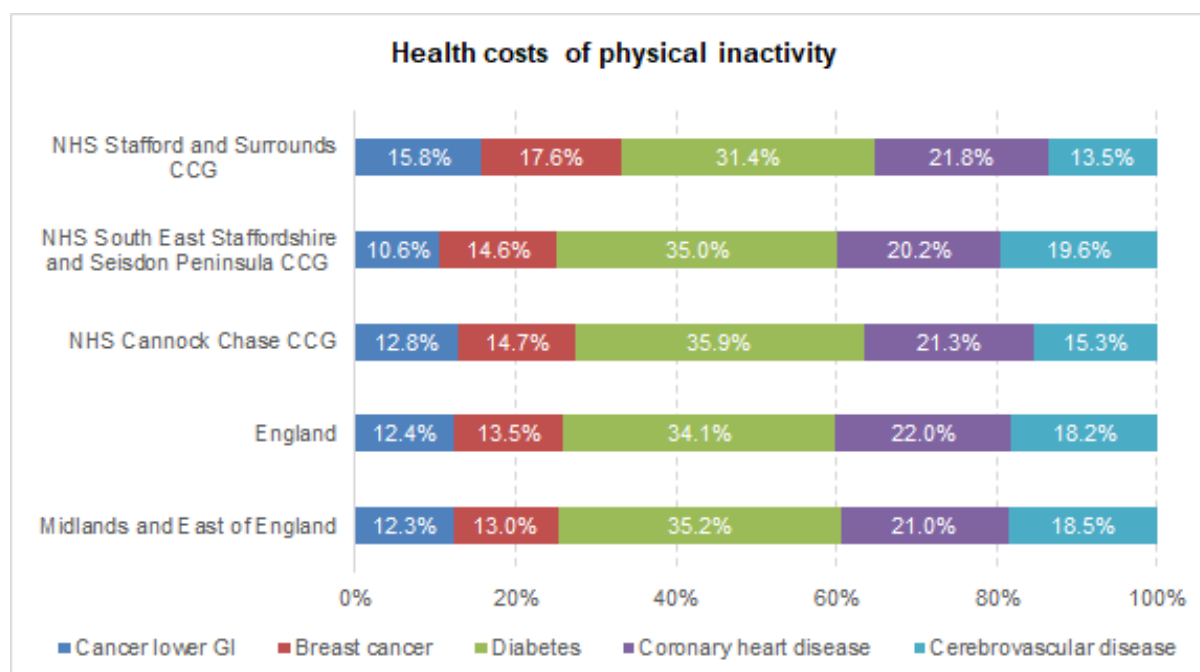
⁵ Adult Weight Data was released in June 2015 for 2012-2014. The child data is for the period 2015-2016

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per 100,000, the CCG costs (at £766,711) are 6.2% below the national average (£817,274) and 6.3% below the regional average (£818,185).

Costs vary across each of the CCGs, for example, the annual cost for the treatment of diabetes in NHS South East Staffordshire and Seisdon Peninsula equates to 43.4% of the total spend. This compares to 29.5% in NHS Stafford and Surrounds and 27.1% for NHS Cannock Chase.

Figure 2.11: Health costs of physical inactivity – individual CCG's



It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

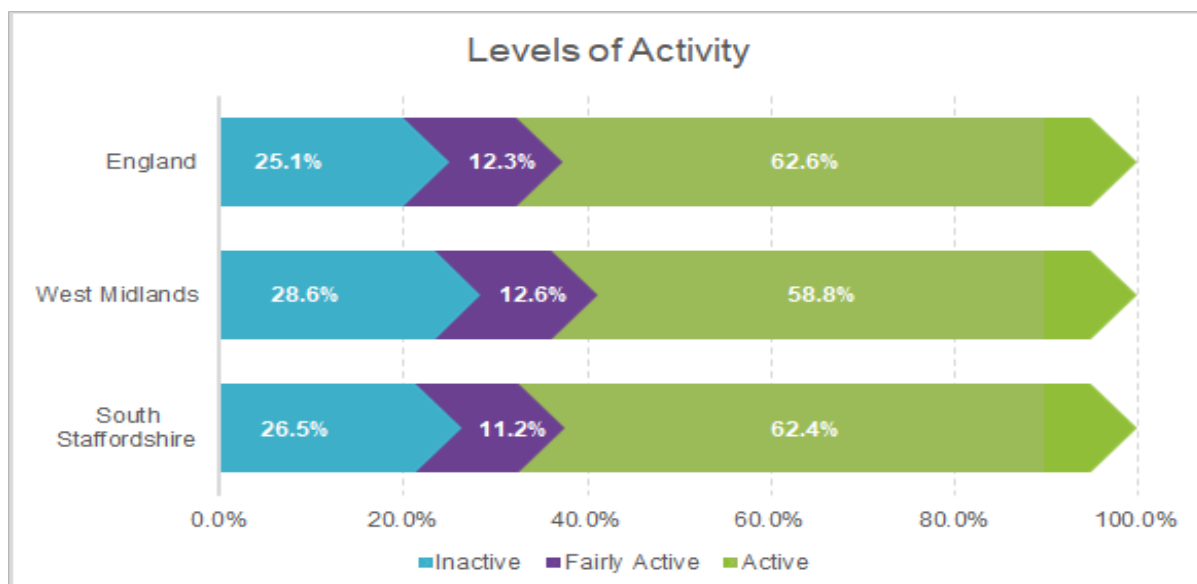
Active Lives Survey 2017/2018

Sport England Active Lives Survey (ALS) November 2017/18, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity (excluding gardening). As identified in Table 2.6, the percentage of the South Staffordshire population is inactive is between that of England and the West Midlands the percentage of the population that is active is slightly below than that of England. Figure 2.12 overleaf indicates that there are:

- ♦ More inactive people in South Staffordshire (26.5%) than in England (25.1%), but less than West Midlands (28.6%).
- ♦ Fewer fairly active people in South Staffordshire (11.2%) than both the region (12.6%) and nationally (12.3%).
- ♦ More active people in South Staffordshire (62.4%) than the region (58.8%) and it is on a par with national levels (62.6%).

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Figure 2.12: Levels of activity



The most popular sports

ALS makes it possible to identify the top five sports within South Staffordshire. As with many other areas, walking for leisure and structured programme classes are among the most popular and are known to cut across age groups and gender; in South Staffordshire just under half of adults go walking for leisure, on average, at least once a month. The next most popular activity is structured programme classes which 16.3% of adults do on a relatively regular basis.

Table 2.7: Most popular sports in South Staffordshire (SE ALS Nov 16/17)

Sport	South Staffordshire		West Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Walking (Leisure)	45,800	48.8%	1,879,500	40.3%	18,722,600	41.8%
Structured Programme Class	15,300	16.3%	743,200	15.9%	7,938,000	17.7%
Cycling	13,300	14.1%	623,400	13.4%	7,498,900	16.8%
Athletics	12,700	13.5%	618,200	13.2%	7,266,300	16.2%
Fitness	10,700	11.4%	578,400	12.4%	5,727,600	12.8%

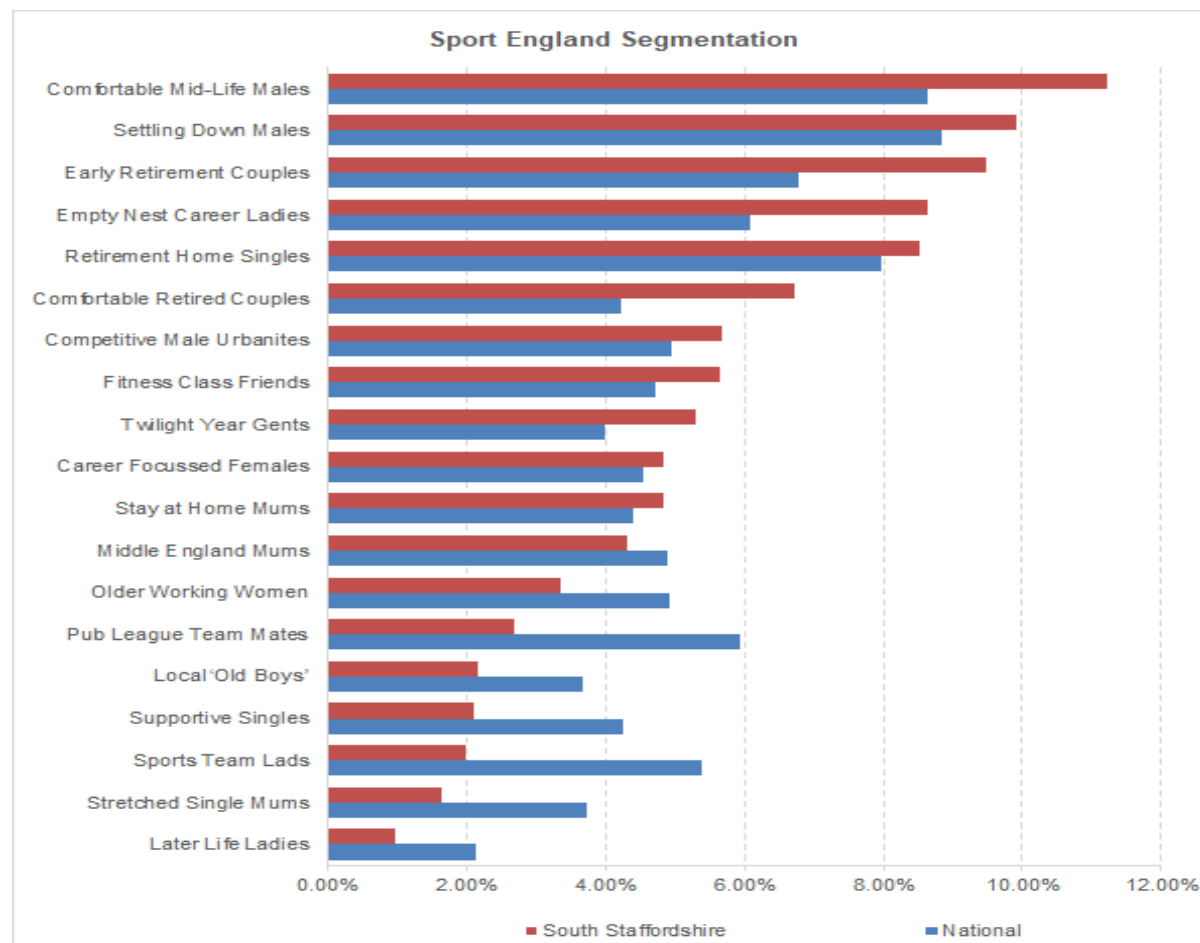
Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England classifies the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals. Profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc.

The segmentation profile for South Staffordshire indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 11.23% (9,578) - national average; 8.65%. This is closely followed by 'Settling Down Males' (9.92%) and 'Early Retirement Couples' (9.47%). At the other end of the spectrum, there are fewest 'Later Life Ladies', 'Stretched Single Mums' and 'Sports Team Lads'.

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Figure 2.13: SE segmentation – South Staffordshire compared to England



Mosaic (Data source: 2019 Mosaic analysis, Experian)

Mosaic 2019 is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour. The table below shows the top five Mosaic classifications in South Staffordshire compared to the country as a whole. The dominance of these can be seen inasmuch as they represent just under two thirds (64.2%) of the population compared to a national equivalent rate of just over one third (36.5%).

Table 2.8: Mosaic – main population segments in South Staffordshire

Mosaic group description	South Staffordshire		National %
	#	%	
1 - Prestige Positions	17,498	15.2%	8.9%
2 - Suburban Stability	16,664	14.5%	12.6%
3 - Aspiring Homemakers	14,000	12.2%	4.3%
4 - Country Living	13,426	11.7%	4.5%
5- Domestic Success	12,265	10.7%	6.1%

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The largest segment profiled for South Staffordshire is the Prestige Positions group - at 15.2% of the local adult population. This is twice the national rate (8.9%). It is defined as affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

Figure 2.14: Mosaic segmentation – South Staffordshire compared to England

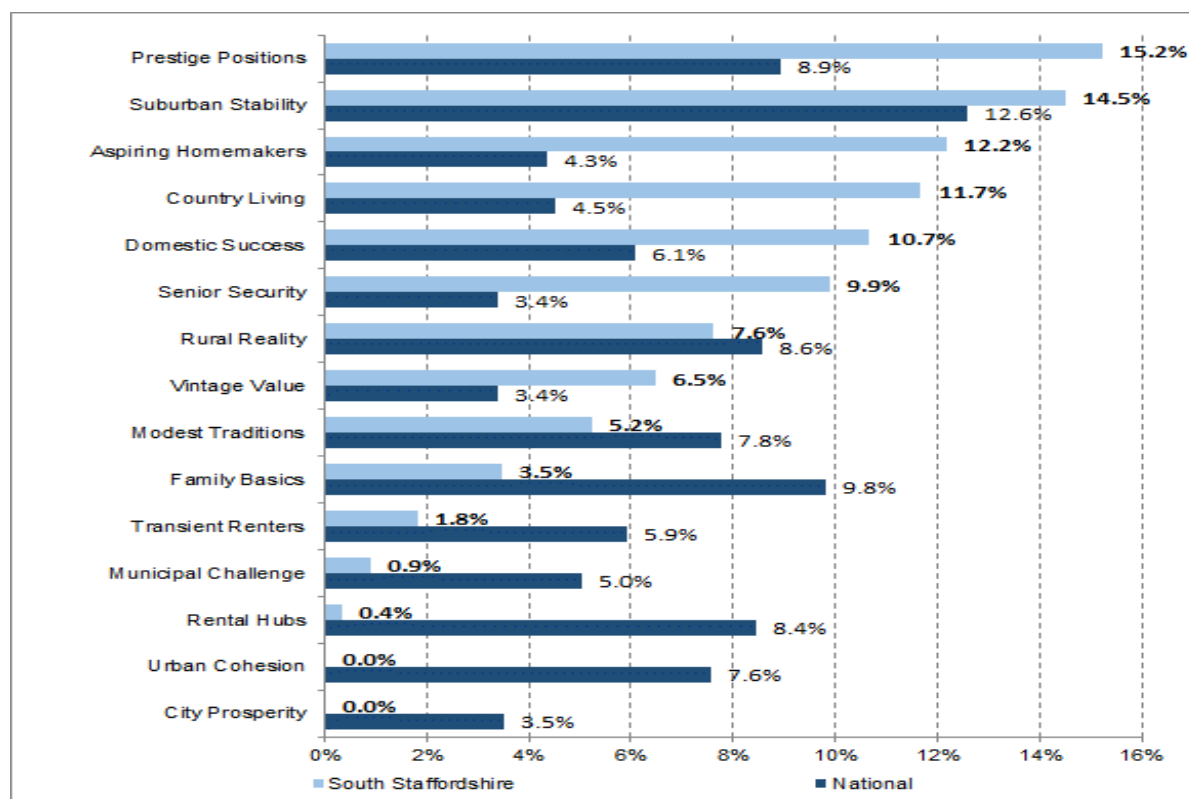



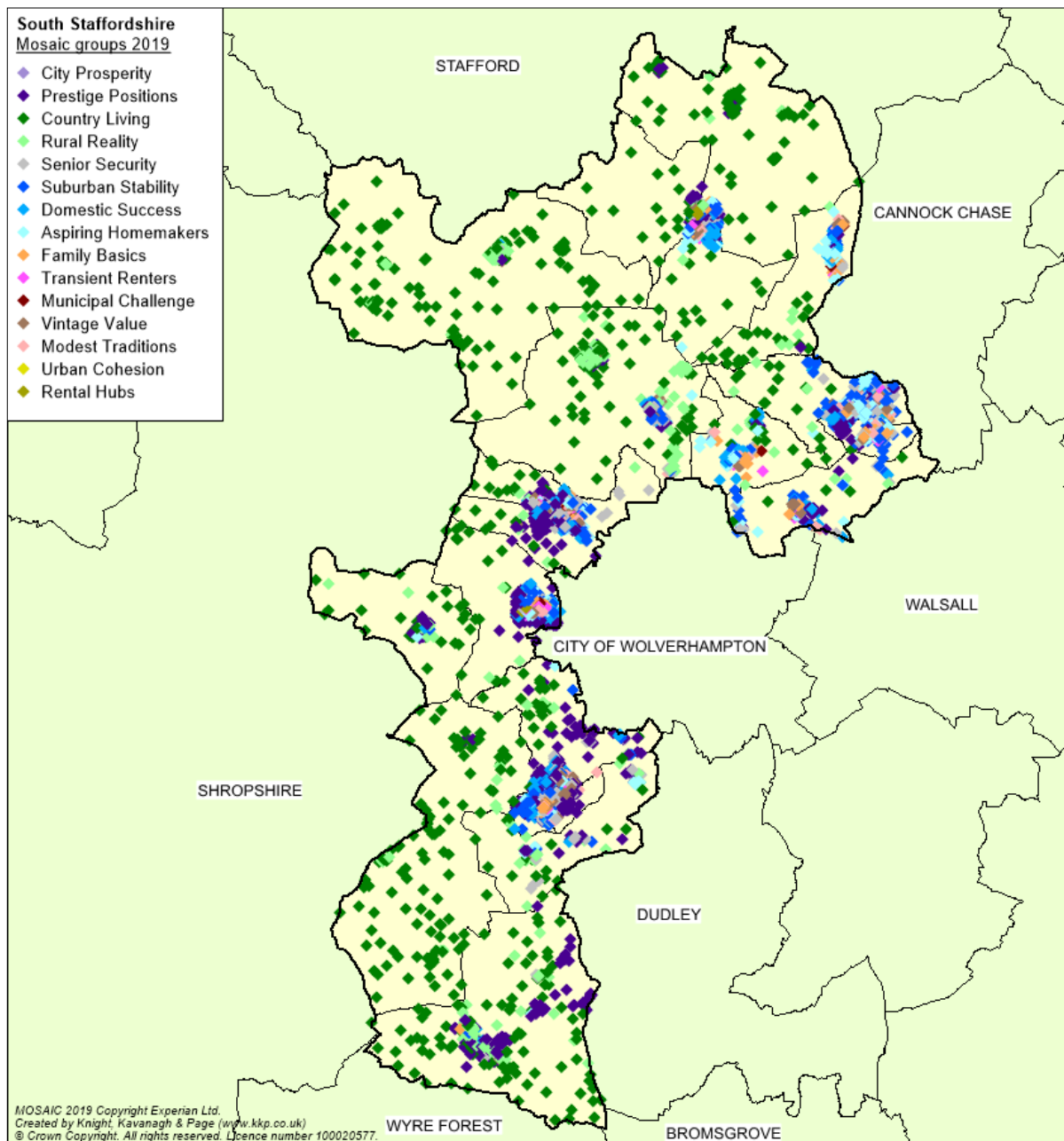


Table 2.9: Dominant Mosaic profiles in South Staffordshire

Prestige Positions		Affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.
Suburban Stability		Typically, mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.
Aspiring Homemakers		Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

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Figure 2.15: Distribution of Mosaic segments in South Staffordshire



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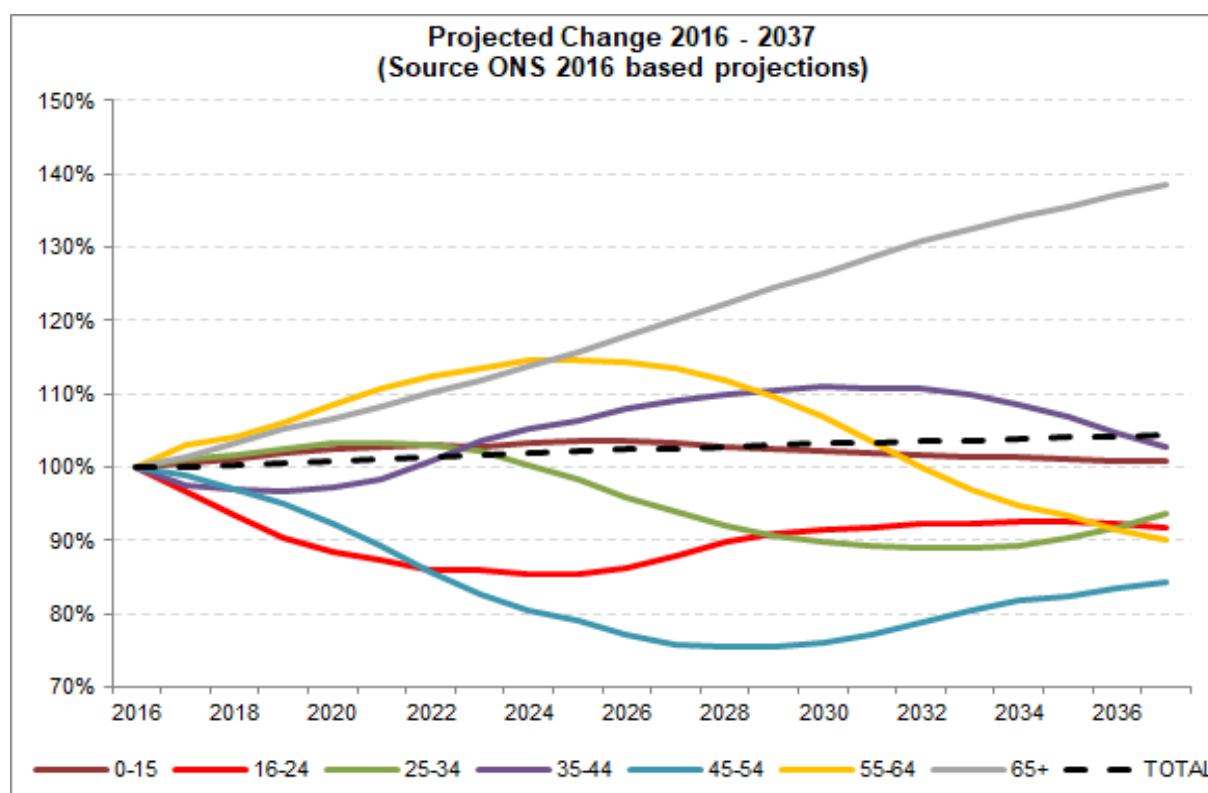
Population projections

Strategic planning: Change over 21 years (2016 to 2037⁶)

The most recent ONS projections indicate a rise of 4.3% in South Staffordshire's population (+6,720) over the 21 years from 2016 to 2037. Over this extended timeframe fluctuations are seen at different points for the majority of age groups. Key points for South Staffordshire are outlined below:

- ▶ One of the most notable is the progressive rise in the number of 0-15 year olds, rising by +638 (+3.7%) over the first half of the projection (to 2026). This will place pressure on differing types of sporting, educational and cultural provision (facility and services) by age, gender and sub-groups of the cohort.
- ▶ by contrast, there is predicted to be decline in the number of 16-24 year olds, -13.8% in the first period (-1,492) followed by growth back to -8.3% (-898) in the second period.
- ▶ There is a continuous increase in the numbers of persons aged 65+. This represents an increase of +17.8% (+4,724) in the first period continuing to rise to +38.5% (+10,190) between 2016 and 2037. While the age group represented 23.8% of South Staffordshire's population in 2016 it is projected to be 31.6% of the total by 2037.

Figure 2.16: Projected population change (2016 -2037)



⁶ Office for National Statistics 2016-based population projections (data released May 2018)

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Table 2.10: South Staffordshire - ONS projected population (2016 to 2037)

Age (years)	Number			Age structure %			Change 2016 – 2037		
	2016	2026	2037	2016 %	2026 %	2037 %	2016 %	2026 %	2037 %
0-15	17,214	17,852	17,343	15.5	15.7	15.0	100.0	103.7	100.8
16-24	10,838	9,346	9,940	9.7	8.2	8.6	100.0	86.2	91.7
25-34	11,670	11,196	10,932	10.5	9.8	9.4	100.0	95.9	93.7
35-44	12,243	13,225	12,593	11.0	11.6	10.9	100.0	108.0	102.9
45-54	17,398	13,450	14,687	15.6	11.8	12.7	100.0	77.3	84.4
55-64	15,328	17,545	13,827	13.8	15.4	11.9	100.0	114.5	90.2
65+	26,482	31,206	36,672	23.8	27.4	31.6	100.0	117.8	138.5
Total	111,173	113,820	115,995	100.0	100.0	100.0	100.0	102.4	104.3

Housebuilding

Strategic Housing Market Assessment 2017

The Strategic Housing Market Assessment (SHMA) is a document which enables the Council to understand the nature and level of housing demand and need within South Staffordshire. It also informs the Council's Business Planning Process, as well as identifying targets for investment. The SHMA is a joint study covering South Staffordshire and the Black Country Authorities of Dudley MBC, Sandwell MBC, Walsall MBC and City of Wolverhampton Council.

Site Allocations Document 2018

This document agrees the principle that a suitable form of development can be located on a particular site, and where relevant, change the current land designation in order to facilitate a development coming forward for example removing a housing site from Green Belt. The intention is to provide some certainty about which sites will be developed in the future and for what purpose. This document delivers the adopted Core Strategy 2012.

Local Plan Review

SSDC is currently consulting on the second stage of the Local Plan which is focused on broad locations for housing growth and the infrastructure required to deliver the growth. This consultation is not site specific but looks at seven different options to deliver housing to meet South Staffordshire's own housing needs and a contribution towards unmet housing need in the wider region. It does not cover employment growth or the needs of the Gypsy and Traveller community. These issues will be consulted on at Preferred Options, scheduled for summer 2020.

Spatial Housing Strategy & Infrastructure Delivery October 2019 (Consultation document)

The suggested preferred option within the Spatial Housing Strategy and Infrastructure Delivery report is Option G. It represents an infrastructure led strategy. This option meets the preferred target of 8,845 dwellings between 2018 and 2037. It identifies growth on strategic sites is prioritised in locations where it could help to meet local infrastructure needs and opportunities, with smaller allocations being made in other broad locations having regard to their local environment constraints. Urban extensions are provided across all neighbouring authorities within Greater Birmingham Housing Market Area (GBHMA) with unmet housing needs to ensure that the district's contribution to the GBHMA shortfall is met in locations from which

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households are being displaced. Growth in the form of urban extensions is being proposed along the northern and western edges of the Black Country to ensure that the districts contribution to the Greater Birmingham Housing Market Area shortfall is in locations close to where the need is generated. The preferred option is Option G identified in Figure 2.17.

Figure 2.17: Spatial Housing Strategy and Infrastructure Delivery consultation 2019: Option G)



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Approximately 60% of development in the plan would occur in the district's rural villages, whilst 40% would occur in urban extensions to neighbouring urban areas or other rural locations. An area of new settlement to be delivered beyond the plan period will be established along the A449 corridor. This recognises longer term opportunities which may be explored following Plan adoption, via reviews of the Local Plan or a separate Garden Village Development Plan Document (DPD). The accompanying Infrastructure Delivery Plan also identifies a number of infrastructure opportunities that Option G could help deliver, including a new swimming pool at Penkridge.

Currently, as of December 2019, the District's emerging Local Plan Review housing target is 8,845 dwellings over the 2018 – 2037 period. This can be broken down into three factors;

- ◀ Housing completions in the 2018/19 monitoring year are **273** dwellings.
- ◀ The Governments' standard methodology needs for the District 2019 – 2037 is **4,572** dwellings. This is calculated as 254 x18 (average annual growth in households from the next 10 years projections including the affordability multiplier x the entirety of the remaining plan years).
- ◀ Contribution to unmet Greater Birmingham Housing Market Area housing needs 2019 – 2037 is **4,000** dwellings.

The District's average household size (as of the 2011 Census) was 2.39 persons per dwelling⁷. Multiplying likely household growth (8,845 dwellings) by this figure would give a likely population growth in South Staffordshire of 21,139 people between 2018 and 2037. This is, however, considered an informed estimate, and there is not yet enough information to predict when within the plan period population growth will be at its most rapid. Once sites are chosen to deliver the required level of housing growth, the District will then be in a better position to estimate the likely peaks and troughs in housing (and therefore population) growth over the Plan period.

Projection implications

Increases in population are likely to lead to increases in demand of facilities. Monitoring of the growth throughout the Plan period will be required to ensure that the needs of the residents can be met from the existing stock. Should the anticipated 8,845 houses (21,139) be developed, additional facilities are likely to be required.

Size of schools in South Staffordshire

The Published Admission Numbers (PAN) and capacity of each school in South Staffordshire are identified in Table 2.11. This relates to the number of children in each cohort. South Staffordshire has a two tier and three tier education process in operation. Within the secondary school operations, the two-tier option provides five-year groups, whilst the three-tier option provides three-year groups. All schools with the exception of The Rural Enterprise Academy have sixth form provision but the scale of this differs significantly between schools.

Table 2.11: School Sizes in SSDC

	Phase	PAN	PAN Capacity
Wolgarston High School	3 Tier	220	660

⁷ See Table 2.1 of the 2017 SHMA part 2

<https://www.sstaffs.gov.uk/doc/176337/name/SHMA%20Pt2%20-%208th%20June%202017.pdf/>

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The Rural Enterprise Academy	3 Tier	60	180
Cheslyn Hay Academy	2 Tier	224	1120
Great Wyrley Academy	2 Tier	195	975
Codsall Community High School	3 Tier	250	750
Ounsdale High School	2 Tier	192	960
Kinver High School	2 Tier	120	600

The two-tier schools are, therefore, likely to require more access to sports facilities to meet the needs of the school than the three-tier schools as they have more pupils.

Summary of the demographic profile and population projections

The projected increase in the size of the population in South Staffordshire is unlikely to lead to major increases in the number of people wishing to take part in sport and physical activity (potential customers of leisure facilities). The key issue is more to do with how the ageing population chooses to use its leisure time; this may well lead to changes in levels of demand for different activities. It is fair to assume that there will be increased demand for sports facilities and physical activity opportunity in areas where housebuilding is planned.

The importance of ensuring that the proportion of the population which is currently active remains so and that more of the presently inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant. Indoor and built facilities, and programmes of activity therein, need to be capable of adapting to any changing demands and needs associated with demographic change.

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2.4: Local health and wellbeing activities

Consultation with a range of agencies indicates that South Staffordshire has a number of local health and wellbeing programmes. Improving health and wellbeing via partnership work is a key focus. As identified in the local context, the challenges for SSDC are tackling childhood obesity, improving health and wellbeing and ensuring facilities and programming meet the needs of communities.

The leisure centres in the District are operated by the Council's Leisure Services (The Good Life). In addition, it offers a range of outreach programmes, Good Life health and fitness in the community (which are easy to access with a view to helping people to get fitter and improve health.). They include:

- ◀ **Gentle exercise classes** – aimed at over 50s aimed at all fitness levels taking place in community rooms, schools, halls and clubs across the District.
- ◀ **Walking for Health** – a walking scheme with a range of walks suitable for all. These vary in length and challenge and each is led by experienced and trained walk leaders. There are also additional festival walks on occasions.
- ◀ **Forward to Health** - a scheme designed for people with medical conditions, with the aim of increasing activity and improving health. It is a 12-week programme comprising one to one assessment, all-inclusive use of the leisure facilities, nutritional advice and personal 12-week exercise programme and ongoing support throughout the programme.
- ◀ **Fit & Fabulous over 50 (gentle exercise)** - a range of exercise classes taking place in the community, where no membership or commitment is required. Classes are located in community rooms, schools, community centres, civic centre and village halls.
- ◀ **The Space Scheme** - holiday schemes funded by the Police and Crime Commissioner. The leisure centres offer discounts to young people aged 8-18 years which are available throughout the school holidays. Typically, there is an option to buy a 6-week pass or a one week pass to access the gym, swim and exercise classes.
- ◀ **Active Youth Times** - dedicated youth sessions take place across the leisure centres at various times of the day (morning, afternoon and evening).
- ◀ **Challenge Academy** (*third party operator*) - high ropes adventure day including climbing, aerial trek, power fan, team challenges and forest skills and bush craft challenges.
- ◀ **South Staffs Cycling Scheme** - routes and rides to promote cycling as a fun and safe way to stay active and healthy. There are routes designed for all ages and cycling abilities.

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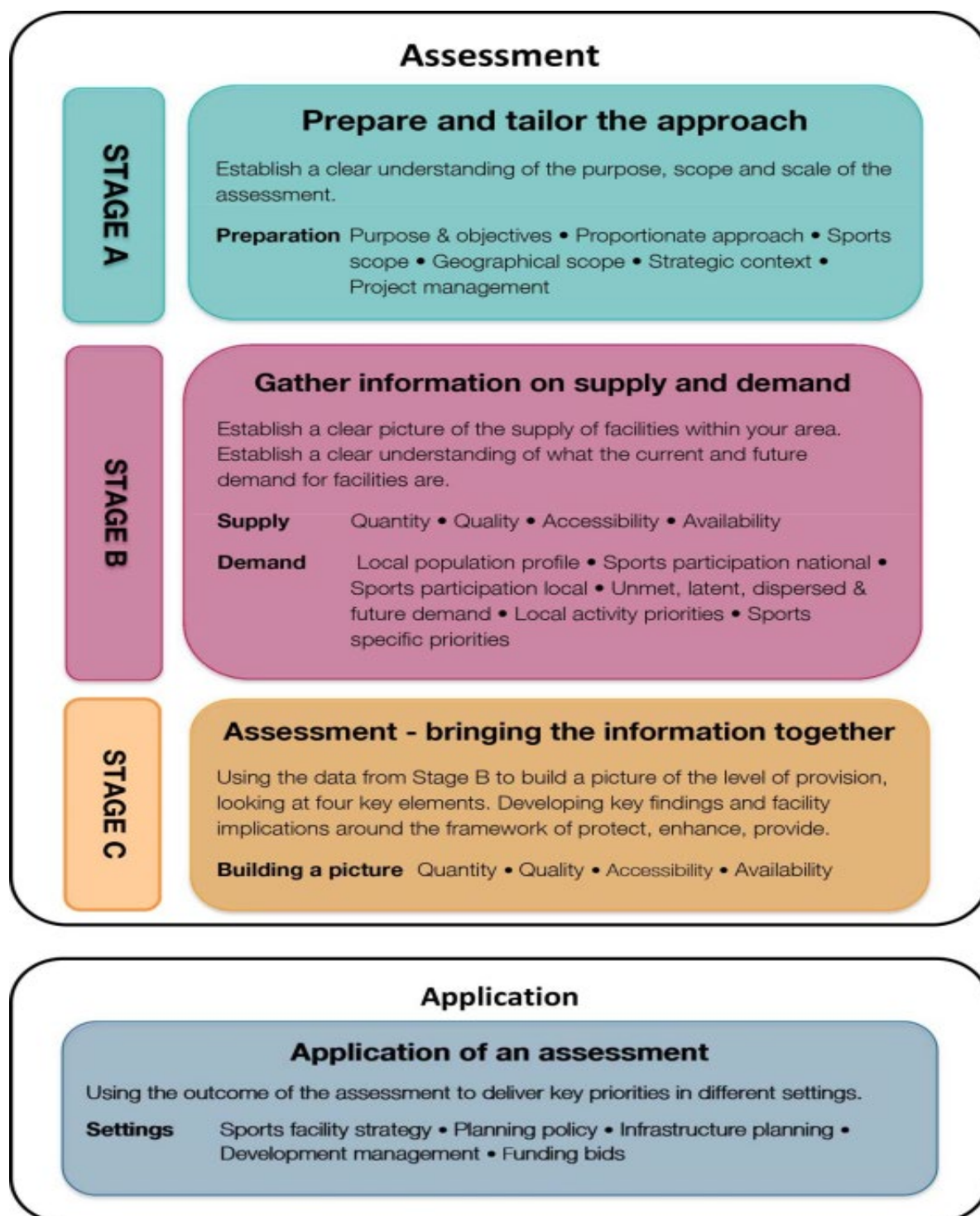
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT

3.1: Methodology

The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities.

Figure 3.1: Recommended approach



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This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that:

'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

Provision assessment involves analysis of quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each venue is considered on a 'like for like' basis within its own facility type, to enable it to be assessed for adequacy.

Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and get some very detailed local information. This is evident within the demand section.

The report considers the distribution of and interrelationship between facility types in the District and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This tends to add value as it enables access to be gained to more areas within venues and more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. Where possible it adds value to the audit (which is a 'snapshot' visit) enhancing the accuracy of insight gathered about the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector have been undertaken. Via the audit and via informal interviews with facility managers this report identifies 'relevance' and 'condition' and describes (e.g.):

- ✦ Facility and scale.
- ✦ Usage/local market.
- ✦ Ownership, management and access arrangements (plus, where available, facility owner aspirations).
- ✦ Management, programming, catchments, user groups, gaps.
- ✦ Location (urban/rural), access and accessibility.
- ✦ Condition, maintenance, existing improvement plans, facility 'investment status' (lifespan in the short, medium and long term).
- ✦ Existing/ planned adjacent facilities.

The assessment form utilised captures quantity and quality data on a site by site basis and feeds directly into the main database allowing information to be stored and analysed. Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

Table 3.1: Quality ratings of indoor sports facilities using ANOG

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Quality rating	Description
Good	Facility is assessed as being new or recently invested, up to date, well maintained, clean and well-presented and generally no older than ten years. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. The facility is well lit with a modern feel. Ancillary facilities are welcoming, new or well maintained, fit for purpose, modern and attractive to use.
Above average	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
Below average	Facility is older and showing signs of age and poor quality. Fixtures, fittings, equipment and sports surfaces are showing signs of wear and tear. The facility is usable, but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
Poor	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on non-technical visual assessments. These consider facility age and condition. Surfaces, tiles and walls, line markings and safety equipment are considered and problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment is recorded. Maintenance and facility 'wear and tear' is considered as is compliant with the Equality Act, although this is not studied in detail for the purposes of this report. When all data is collated, key facility elements receive an overall quality rating.

Catchment areas

Applying catchments areas for different provision types enables identification of areas currently not served by existing indoor sports facilities. It is recognised that these can vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model - FPM). Sport England data indicates that most people will travel up to 20 minutes to access sports facilities.

This, coupled with KKP's experience of working with leisure facilities and use of local data enables identification of catchment areas for sports facilities as follows in table 3.2:

It is understood that village halls and community centres generally cater for a much more local population. With that in mind, catchment areas for village halls are identified as 800m which is considered to reflect a 10-minute walk time.

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Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Village halls/community centres	10-minute walk / 800m
Sport halls	20-minute walk/ 20 minutes' drive
Health and fitness	20-minute walk/ 20 minutes' drive
Swimming pools	20-minute walk/ 20 minutes' drive
Squash courts	20 minutes' drive
Indoor bowls centre	30-minute drive
Dedicated gymnastics centre	20 minutes' drive

3.3: Facilities Planning Model overview

Sport England's Facilities Planning Model (FPM) helps to assess the strategic provision of community sports facilities. It has been developed as a means of:

- ◆ Assessing requirements for different types of community sports facilities on a local, regional or national scale.
- ◆ Helping local authorities determine an adequate level of sports facility provision to meet local need.
- ◆ Testing 'what if' scenarios with regard to provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes may have on need for sports facilities.

In its simplest form it seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand considering how far people are prepared to travel to a facility (using the integrated transport network). To estimate the level of sports facility provision in an area, the model compares the number of facilities (supply) with the demand for that facility (demand) that the local population will generate.

The FPM is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

It is used to test scenarios by predicting the impact of creating a new facility or closing an existing venue, to the overall level of facility provision. It can also take account and model the impact of changes in population, for example, from major housing development.

For this assessment, we have used FPM data from the Strategic Assessment of Provision for Sports Halls Provision in South Staffordshire Report Local Run September 2016. It is based on current provision of sports halls and swimming pools and assessing the future needs to meet demand across the Council area up to 2027. Findings are compared directly with the audit and assessment carried out by KKP.

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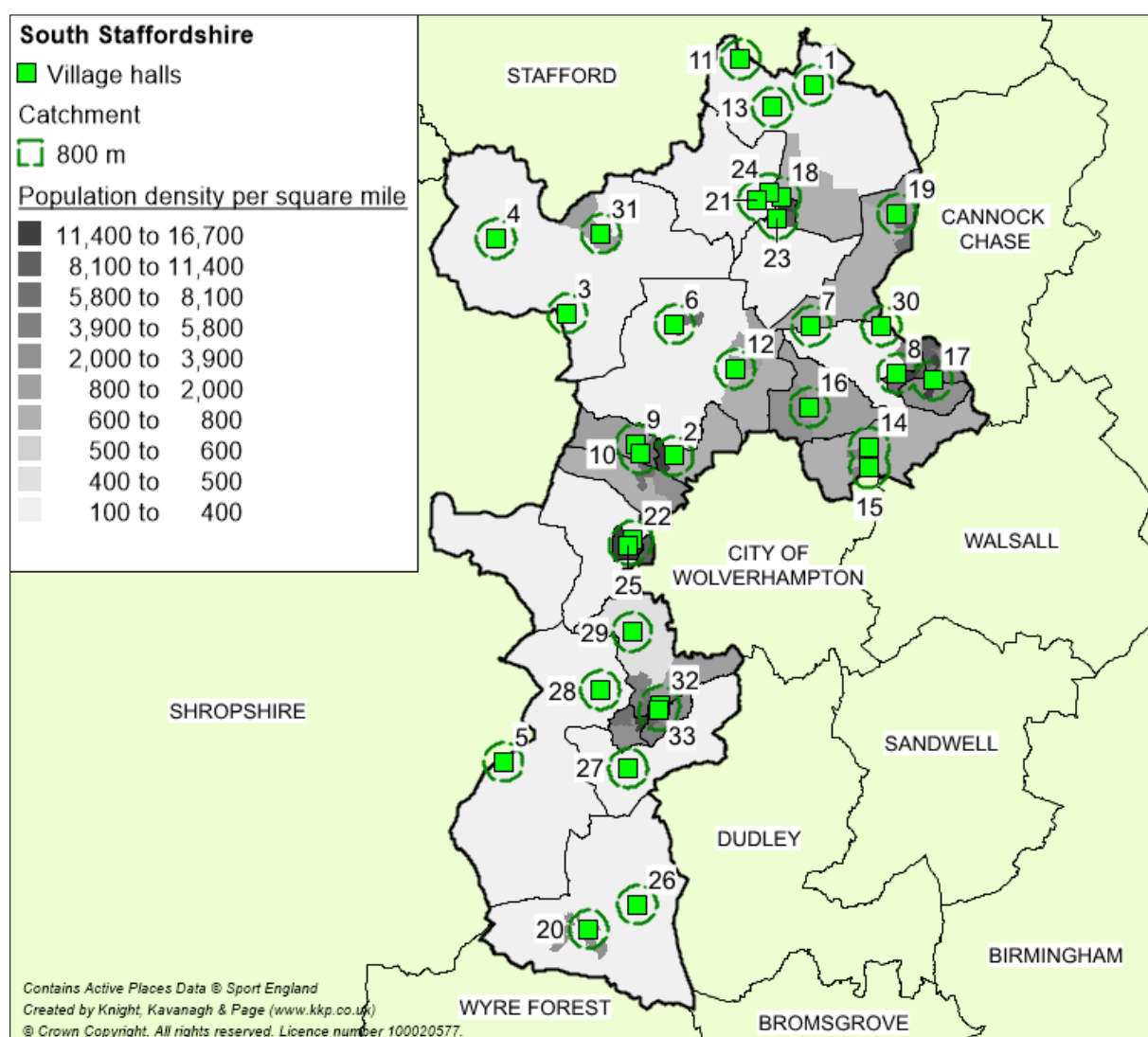
SECTION 4: VILLAGE/COMMUNITY HALLS

4.1: Supply of village/community halls

Village halls and community centres are important recreational facilities, especially in rural areas that, in some instances, may lack access to purpose-built sport facilities. They are usually multi-functional, providing places for meetings, to socialise and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size.

There are 33 village halls, community centres and church halls identified in South Staffordshire. They are distributed throughout the District covering areas of both higher population density and the more rural areas.

Figure 4.1: Village/community halls in South Staffordshire with 800m radial catchment



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Table 4.1: Village/community halls in South Staffordshire

ID	Site name	ID	Site name
1	Acton Trussell Community Centre	18	Hailing Dean Centre, Penkridge
2	Bilbrook Village Hall	19	Huntington Community Centre
3	Bishop's Wood Village Hall	20	Kinver Hall and Community Centre
4	Blymhill and Weston-u-Lizard Village Hall	21	Monckton Recreation Centre
5	Bobbington Village Hall	22	Pattingham Village Hall
6	Brewood Jubilee Hall	23	Penkridge Community Fire Station
7	Calf Heath Village Hall	24	Penkridge Peace Memorial Hall
8	Cheslyn Hay Village Hall	25	Perton Civic Centre
9	Codsall Parish Rooms	26	Stourton Village Hall
10	Codsall Village Hall	27	Swindon Community Centre
11	Coppenhall Village Hall	28	Trysull Village Hall
12	Coven Memorial Hall	29	Victory Hall, Lower Penn
13	Dunston Village Hall	30	Wedges Mill Village Hall
14	Essington Community Centre	31	Wheaton Aston & Lapley Village Hall
15	Essington Working Men's Club	32	Wombourne Community Centre
16	Featherstone & Hilton Community Centre	33	Wombourne Civic Centre
17	Great Wyrley Community Centre		

Radial catchment modelling estimates that approximately 37% of South Staffordshire's population is within 800m of such facility, which equates to approximately 42,000 people out of a population of just under 112,000 (MYE 2017). It should be noted that the catchment is based on 800m (10-minute walk) many users travel by car to venues and parking is still an important requirement. Located throughout the district and in areas of both higher population density and some of the more rural areas, these facilities have potential to offer different types of physical activity which are relevant to the local communities which they serve.

Availability

Most village halls rely on volunteers to operate them and service the local community. Many offer facilities to the local community at the times needed i.e. daytime and evening. Activities tend to reflect the needs of the local community with the different types including:

Table 4.2: Sports and physical activities in community centres / village halls

Dance	Fitness	Physical activity	Sport
Ballroom Latin Modern Tap Street dance Ballet (Adult and children) Line dancing Didi dance Dance X-treme Dance Dynamics	Zumba Pilates Boot camp Yoga Pole fitness	Aerobics Keep fit Tai chi Gentle Exercise Class Over 60s classes Jiggy Wrigglers	Table tennis Badminton Martial Arts (Karate, Kick Boxing, Black Star Aikido.) Short Mat Bowls Gymnastics (KOSSMIC) Skittles Soccer Tots

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4.2 Demand

Research undertaken for the audit suggests that demand for village hall and community centre space is high. This highlights the importance of these sites in ensuring that a good range of local sport and physical activity is provided for South Staffordshire residents.

They also reportedly play an important role in ensuring older people or people living in more rural areas have access to facilities and can also contribute to getting the inactive active or retaining those already involved. Further analysis is required to understand how, and the extent to which, activities in these facilities can further meet the needs of what is an ageing local population.

4.3 Summary of key facts and issues

Facility type	Village halls	
Elements	Assessment findings	Specific facility needs
Quantity	There are 33 village and community halls in the District. They are well distributed across the authority serving different communities.	No specific facility needs identified
Quality	No site visits were undertaken, however, it is understood that facilities generally deteriorate with age, unless sufficient maintenance, resources and investment are forthcoming.	SSDC and partners need to fully understand the age and quality of its village halls/ community centres with a view to establishing a register of need. SSDC, with partners, should consider whether and if it can offer support to ensure that facility quality is improved and/or maintained.
Accessibility	Just over one third (37.0%) of the local population lives within 800m of a community centre/village hall - thus nearly two thirds of the resident population do not reside within 800m of a facility. New housing developments may place additional demand on current facilities. The more rural areas of SSDC do not necessarily have access to village/ community halls. Their importance in the communities which they serve should not be underestimated. .	
Availability (Management and usage)	Management varies between village hall committees, parish councils and individuals. All management relies on the goodwill of volunteers. The range of activities varies between each hall and is considered to broadly reflect interpreted local need.	Continue to support the work of hall management to secure external funding, improve volunteer skills and enhance the quality and effectiveness of facility management, programming, and finance.
Summary	Support village hall and parish council committees to continue to offer, coordinate and publicise community spaces which contribute positively to the physical activity and health and wellbeing agenda.	

SECTION 5: SPORTS HALLS

SOUTH STAFFORDSHIRE COUNCIL INDOOR SPORTS FACILITIES – NEEDS ASSESSMENT

Indoor multi-purpose sports halls are one of the prime sports facilities for community sport. They provide venues suitable to allow a range of sport and recreational activities to be played. The standard methodology for measuring sports halls is the number of badminton courts contained within the floor area.

Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics; as such they tend to offer greater sports development flexibility than the 3-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities in South Staffordshire. Halls that function as specialist venues, such as dance studios are excluded.

5.1: Supply

Quantity

Figure 5.1 and Table 5.1 identify all sports halls in South Staffordshire regardless of size.

Table 5.1: All sports / activity halls in South Staffordshire

ID	Site name	Cts.	ID	Site name	Cts.
6	Bilbrook C of E Middle School	1	62	Ounsdale High School	1
20	Cheslyn Hay LC	5	66	Penkridge LC	4
20	Cheslyn Hay LC	0	69	Perton Middle School	0*
24	Codsall LC	5	73	St Thomas More Primary School	1
37	Great Wyrley Academy	1	74	Salem Methodist Church	1
39	Great Wyrley Table Tennis Club	0*	77	St Dominic's Brewood	4
47	HMP Brinsford	4	77	St Dominic's Brewood	0*
48	HMP Featherstone	4	85	The Rural Enterprise Academy	4
54	Kinver High School	4	92	Wolgarston High School	1
62	Ounsdale High School	1	95	Wombourne Leisure Centre	5
	Total	25		Total	21

(0 court halls identified in Active Places but not considered large enough to accommodate 1 badminton court).

The 20 sports halls in South Staffordshire offer a total of 46 badminton courts and are generally located in the areas of higher population density. Of these, 11 have two or fewer badminton courts. While often appropriate for mat sports, exercise to music and similar provision, they inevitably limit the range and scale of recreational and sporting activity that larger halls can enable. Some venues have more than one activity/sports hall on site.

SOUTH STAFFORDSHIRE COUNCIL INDOOR SPORTS FACILITIES – NEEDS ASSESSMENT

Figure 5.1: All sports / activity halls in South Staffordshire

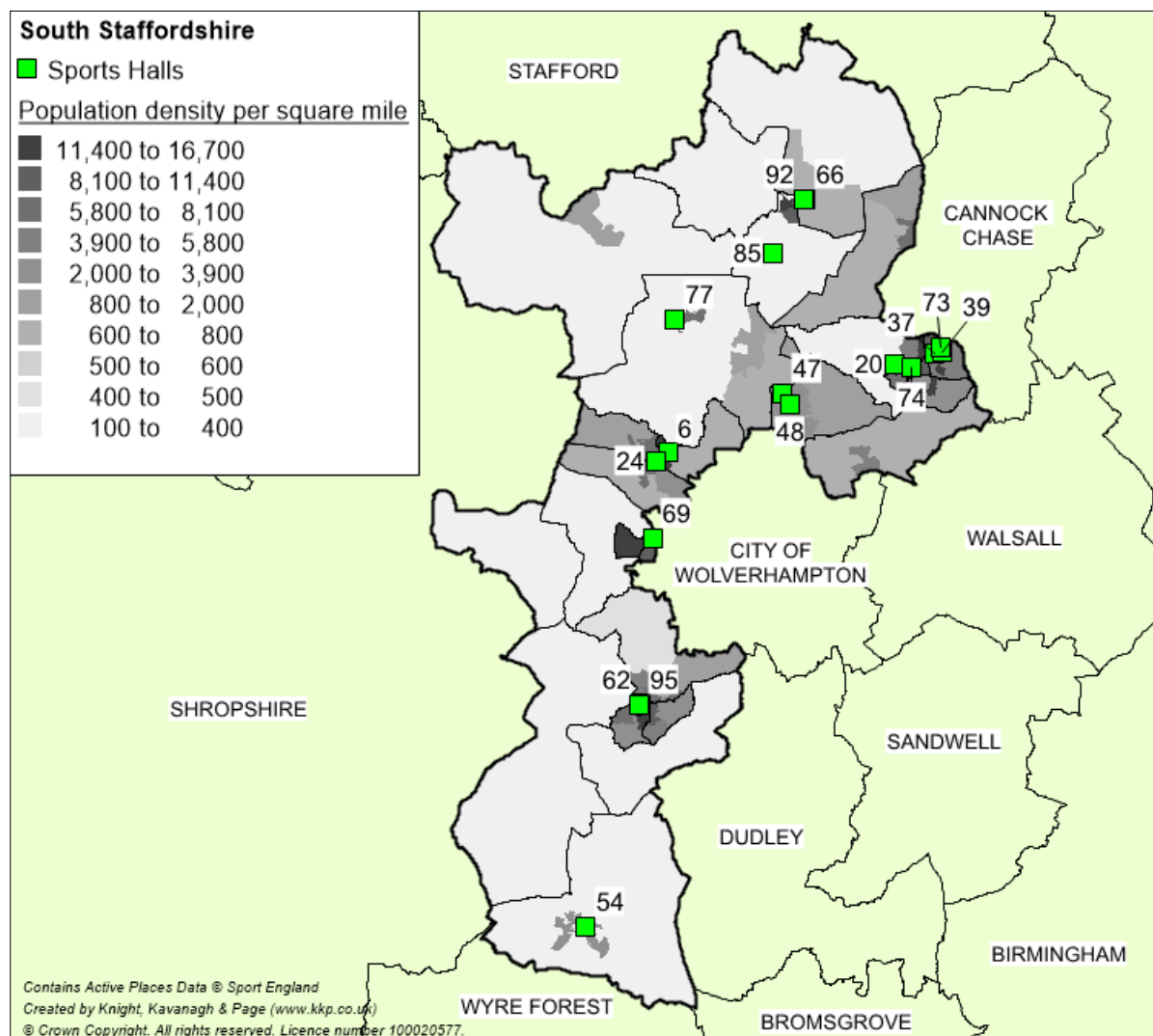


Table 5.2: Halls courts which are excluded from the assessed supply because of size

Map ID	Site name	Courts
6	Bilbrook C of E Middle School	1
20	Cheslyn Hay Leisure Centre	0
37	Great Wyrley Academy	1
39	Great Wyrley Table Tennis Club	0
62	Ounsdale High School	1
62	Ounsdale High School	1
69	Perton Middle School	0
73	St Thomas More Primary School	1
74	Salem Methodist Church	1
77	St Dominic's Brewood	0
92	Wolgarston High School	1
Total		7

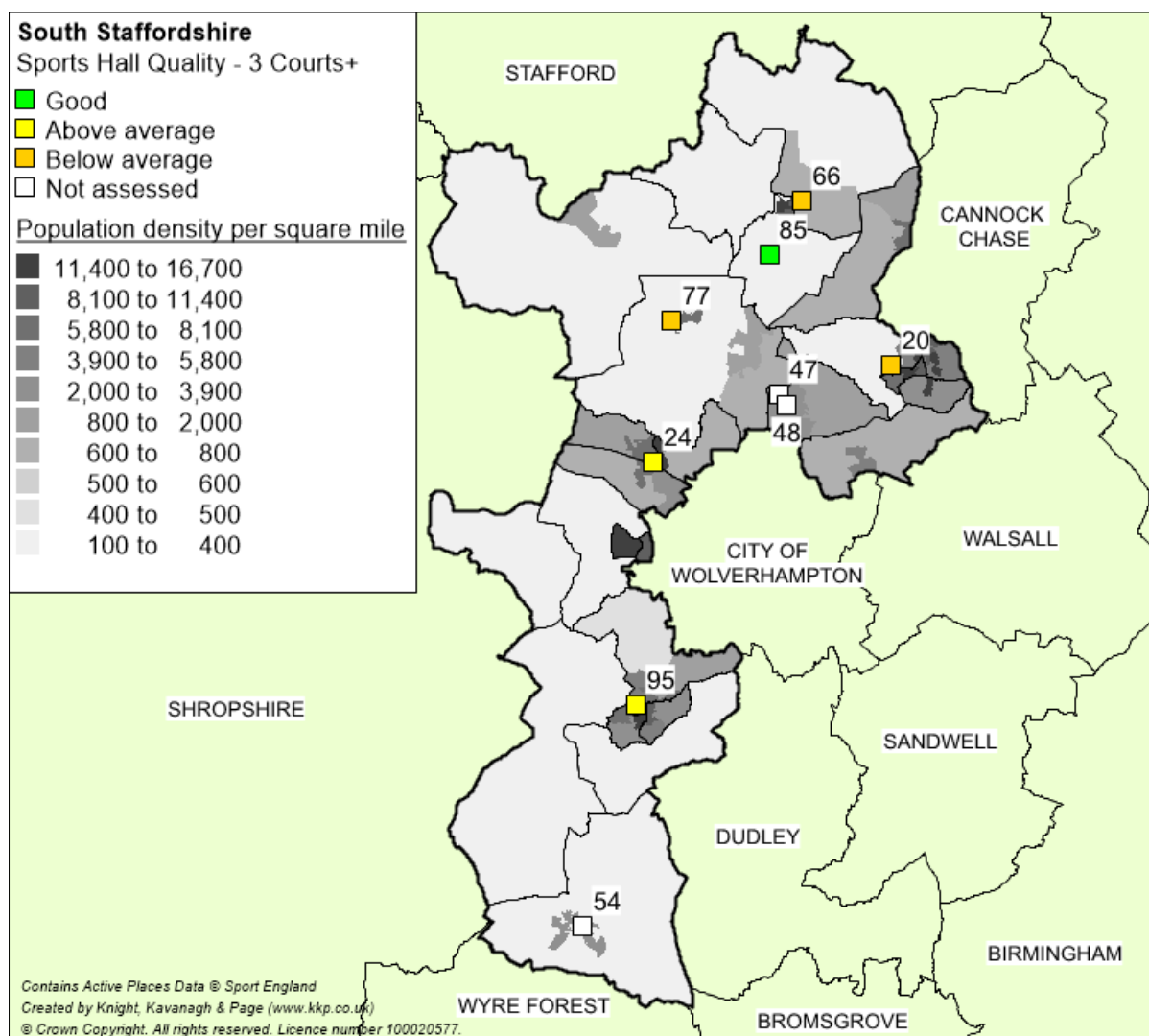
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The nine remaining sports hall sites with 3+ badminton courts (39 badminton courts of available space) are identified in Figure 5.3. Three are 5-court sports halls and six are 4-court halls. The majority are located in the more densely populated north areas of the District. Spatially, it appears that the south and west of the District are not well served.

Quality of facilities

Access to HMP Brinsford and HMP Featherstone was not available and despite many attempts access was also not obtained to Kinver High School. All other 3+ court sports halls were subject to a non-technical assessment to ascertain quality, details of which are found in Figure 5.2 and Table 5.3.

Figure 5.2: Sports halls with 3+ courts in South Staffordshire by condition



The North of the District is serviced by a good sports hall and three below average facilities, whilst the centre and South of the District has above quality sports halls (notwithstanding Kinver High School, whose quality remains unknown). Consultation indicated that St Dominic's Brewood reports insufficient number of changing facilities at the site. It also has plans to improve the lighting to LED in the near future.

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Table 5.3 Quality of sports halls 3+ courts in South Staffordshire

Map ID	Site name	Courts	Assessment condition	
			Court	Changing
20	Cheslyn Hay Leisure Centre	5	Below average	Below average
24	Codsall Leisure Centre	5	Above average	Below average
47	HMP Brinsford	4	Not assessed	Not assessed
48	HMP Featherstone	4	Not assessed	Not assessed
54	Kinver High School	4	Not assessed	Not assessed
66	Penkridge Leisure Centre	4	Below average	Below average
77	St Dominic's Brewood	4	Below Average	Below average
85	The Rural Enterprise Academy	4	Good	Good
95	Wombourne Leisure Centre	5	Above average	Below average
	Total	39		

The non-technical assessment identified:

- ✦ One good quality sports hall (The Rural Enterprise Academy).
- ✦ Two above average sports halls (Codsall and Wombourne leisure centres).
- ✦ Three below average halls (Cheslyn Hay and Penkridge leisure centres and St Dominic's Brewood).
- ✦ Three sites remain unassessed (two prisons and one school).

Wombourne Leisure Centre requires improved lighting and the floor needs to be resealed, whilst Penkridge Leisure Centre (at the time of audit) had a leaking roof and requires re-painting. The colour of the corrugated section on the top half of the sports hall is not conducive for sports such as badminton and table tennis, in particular.

Figure 5.3: Penkridge Leisure Centre sports hall (Source: SSDC website)



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The oldest sports hall in the area is Kinver High School built in 1965 and the newest is The Rural Enterprise Academy built in 2013. As Table 5.4 shows, most facilities have not been refurbished since opening. The majority of the sports halls in the area are, therefore, over 30 years in age and in need of refurbishment if they are to meet the expectations of modern users.

Table 5.4: Year of construction and refurbishment of sports halls

Site name	Year built	Year refurbished	Age since opened / refurbishment
Cheslyn Hay Leisure Centre	1976	2007	12
Codsall Leisure Centre	1974	-	45
HMP Brinsford	1991	-	28
HMP Featherstone	Unknown	-	-
Kinver High School	1965	-	54
Penkridge Leisure Centre	1988	-	31
St Dominic's Brewood	1985	-	34
The Rural Enterprise Academy	2013	-	6
Wombourne Leisure Centre	1975	-	44

Accessibility

Sports hall accessibility is influenced by how far people are willing and able to travel to and from them. Appropriate walk and drive-time catchments are applied to facilities to determine accessibility of facilities to different communities. The normal acceptable (industry) standard is a 20-minute walk time (one-mile radial catchment) for an urban area and a 20-minute drive time for a rural area. Both HMP prisons are removed from the analysis due to them being inaccessible.

Table 5.5: Accessibility of sports halls with 3+ courts excluding HMP prisons

IMD 2015 10% bands	South Staffordshire		Community use sports halls minimum 3 courts+ catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,439	1.3%	1,439	1.3%	0	0.0%
20.1 - 30	3,248	3.0%	0	0.0%	3,248	3.0%
30.1 - 40	7,182	6.7%	1,199	1.1%	5,983	5.6%
40.1 - 50	9,118	8.5%	2,196	2.0%	6,922	6.5%
50.1 - 60	14,221	13.3%	6,486	6.1%	7,735	7.2%
60.1 - 70	18,703	17.5%	5,955	5.6%	12,748	11.9%
70.1 - 80	18,854	17.6%	7,553	7.0%	11,301	10.5%
80.1 - 90	19,683	18.4%	6,416	6.0%	13,267	12.4%
90.1 - 100	14,722	13.7%	8,289	7.7%	6,433	6.0%
Total	107,170	100.0%	39,533	36.9%	67,637	63.1%

Figure 5.4: Community available sports halls (3+ courts) on IMD 2015

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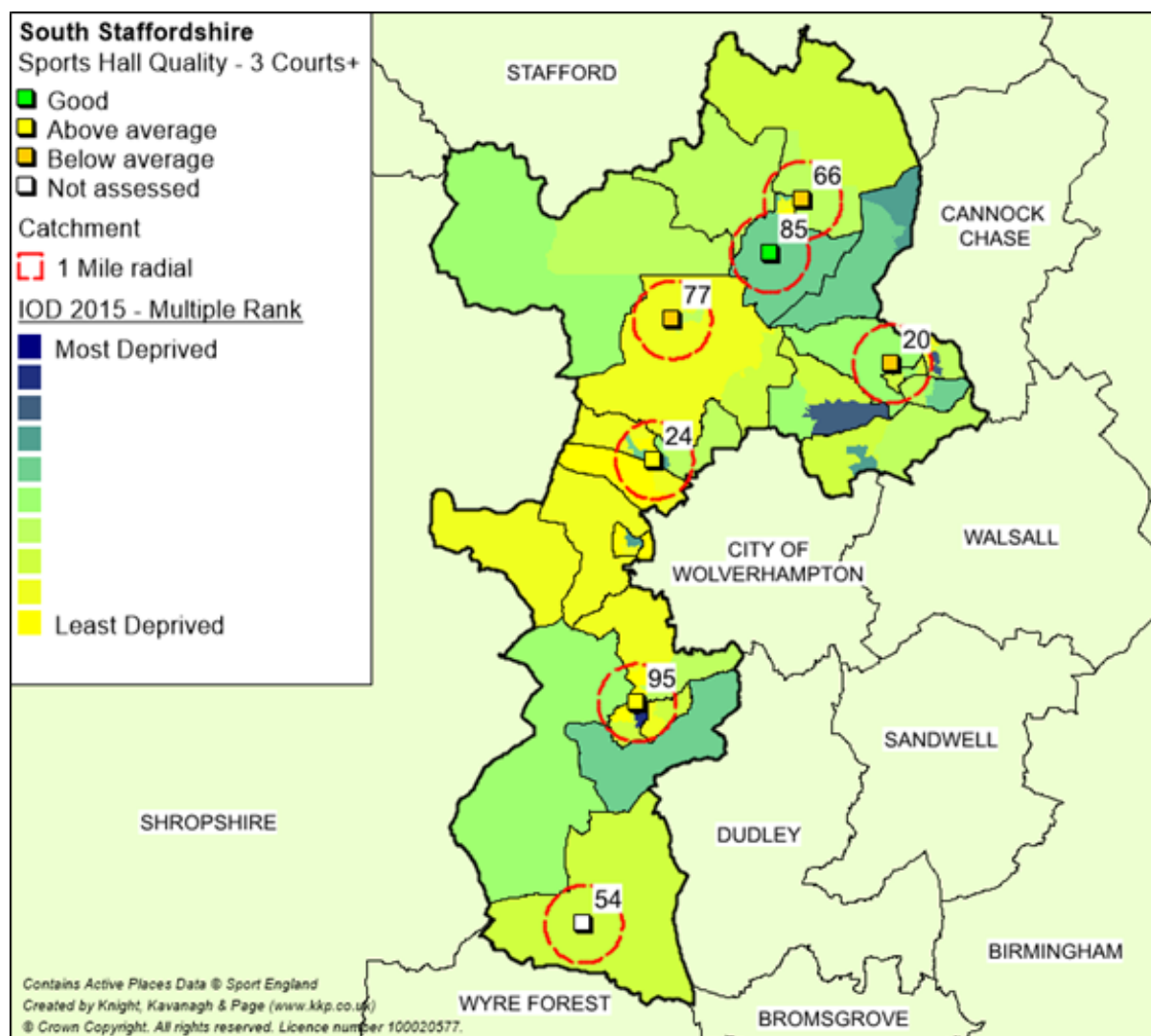


Table 5.5 and Figure 5.4 identify the one-mile radial catchments of sports halls in South Staffordshire. Analysis confirms that 36.9% (39,533) of the population lives within a 20 minutes' walk (one mile) of a 3+ court sports hall. Residents who do not, tend to reside in the District's more rural, less densely populated areas.

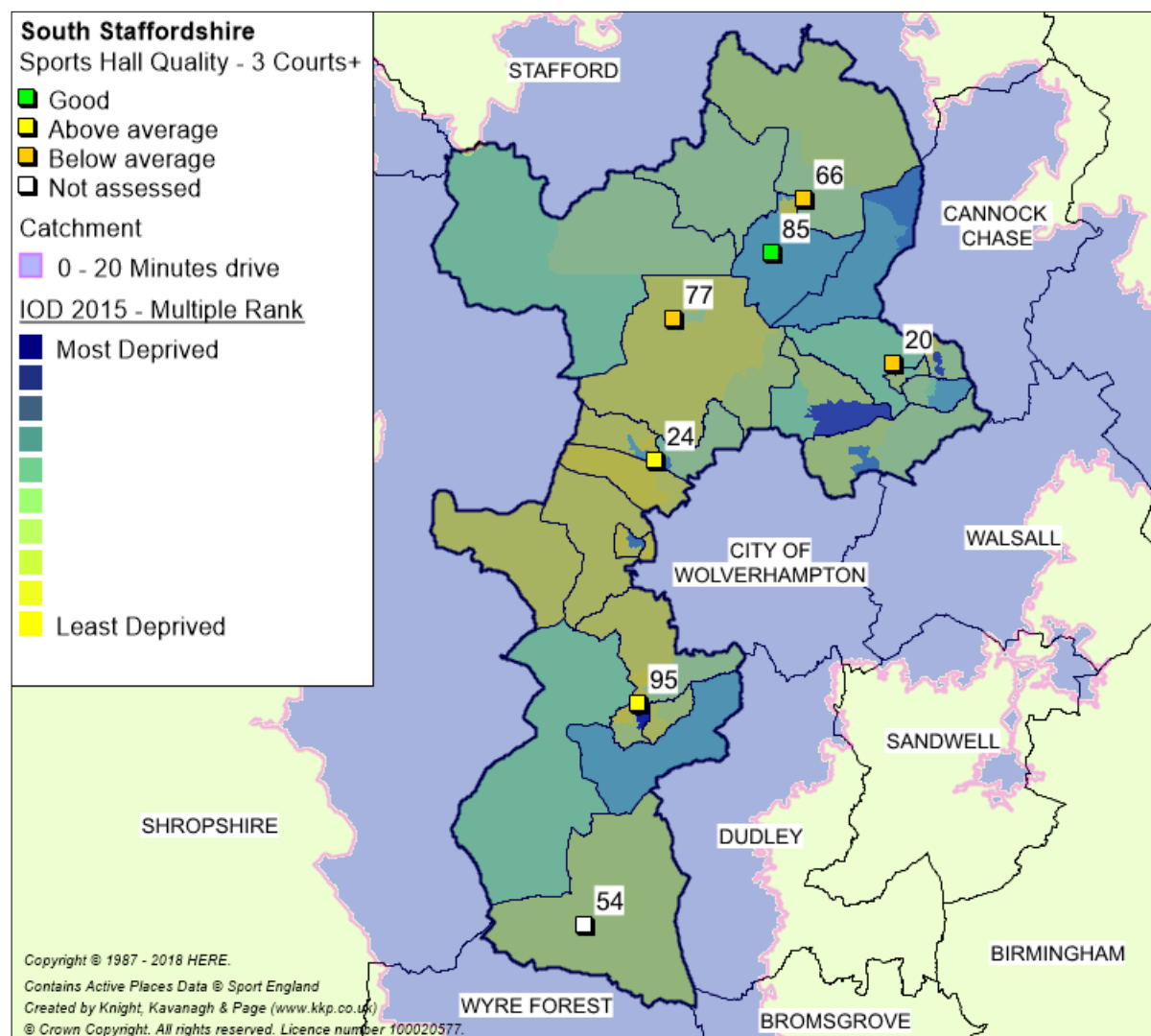
As identified above, South Staffordshire has a relatively small number of residents living in areas of higher deprivation (4,687 residents which equates to 4.3% of SSDC's population compared to 30.0% nationally). Of these, nearly one third (1,439) of people living in areas of higher deprivation live within 20 minutes' walk time of a sports hall.

Research identifies that residents from more deprived areas are less likely to participate in sport than more affluent areas. The reasons for this include, for example, cost and access. Having facilities within a suitable distance (20-minutes' walk time) is important to ensure that all residents have access.

Figure 5.5 indicates the whole South Staffordshire population is located within 20-minutes' drive of a publicly accessible sports hall with 3+ badminton courts, or a hall of equivalent dimensions.

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Figure 5.5: All Sports halls 3+ courts on IMD with a 20-minute drive time



Availability and facility management

The majority of sports halls are managed by schools themselves, using in-house staff/teams.

Table 5.7: Ownership and management of sports hall facilities

Site	Ownership	Management
Cheslyn Hay Leisure Centre	Community school	Local Authority
Codsall Leisure Centre	Local Authority	Local Authority
HMP Brinsford	Government	-
HMP Featherstone	Government	-
Kinver High School	Community school	School (in house)
Penkridge Leisure Centre	Community school	Local Authority (in house)
St Dominic's Brewood	Independent school	School (in house)
The Rural Enterprise Academy	College	College (in house)
Wombourne Leisure Centre	Community school	Local Authority

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No sports hall provision is available during the daytime in term time (off peak) due to the location of most on education sites. Table 5.8 indicates the level of community use available in sports halls across South Staffordshire. There is limited scope to increase community use due to the constraints on education sites.

St Dominic's Brewood offers the fewest hours available for community use at 20 hours. The main sports on offer in the area are football, netball, cricket, badminton and fitness.

Table 5.8: Opening hours and activities in sports halls in South Staffordshire

Community use hours		KKP Ref	Site	Total courts	Main sports played
None		47	HMP Brinsford	4	No community use
		48	HMP Featherstone	4	No community use
1-40 hours	20.0	77	St Dominic's Brewood	4	Football, fitness, cricket netball.
	25.0	85	Rural Enterprise Academy	4	Rugby tots
	36.0	54	Kinver High School	4	Unknown
	38.5	95	Wombourne Leisure Centre	5	Badminton, football, table tennis, netball, rugby tots.
40+	41.0	66	Penkridge Leisure Centre	4	Badminton, football, netball, martial arts, fitness, basketball
	42.0	24	Codsall Leisure Centre	5	Badminton, football, athletics, netball, cricket
	47.5	20	Cheslyn Hay Leisure Centre	5	Badminton, football, table tennis, netball, roller skating.

Used capacity

Non-technical site audits identified the used capacity of each hall. Used capacity is assessed as a percentage of available community use hours used. Table 5.9 summarises the used capacity identified during consultation. For example, of the 20 hours available at St Dominic's Brewood, it is used over 80% of the time; whereas the Rural Enterprise Academy suggests that it is available for 25 hours per week but it is used for between 0% and 20% of this time, reportedly, due to lack of demand. (Access was not obtained to Kinver High School to ascertain capacity.

Table 5.9: Used capacity of sports halls

Used capacity	Site
0-20%	The Rural Enterprise Academy
21-40%	
41-60%	Codsall Leisure Centre
61-80%*	Penkridge Leisure Centre
81-100%	St Dominic's Brewood
	Wombourne Leisure Centre
	Cheslyn Hay Leisure Centre
Unknown	Kinver High School

(*80% -Sport England's guidance threshold which is considered to be a "comfortably full" sports hall)

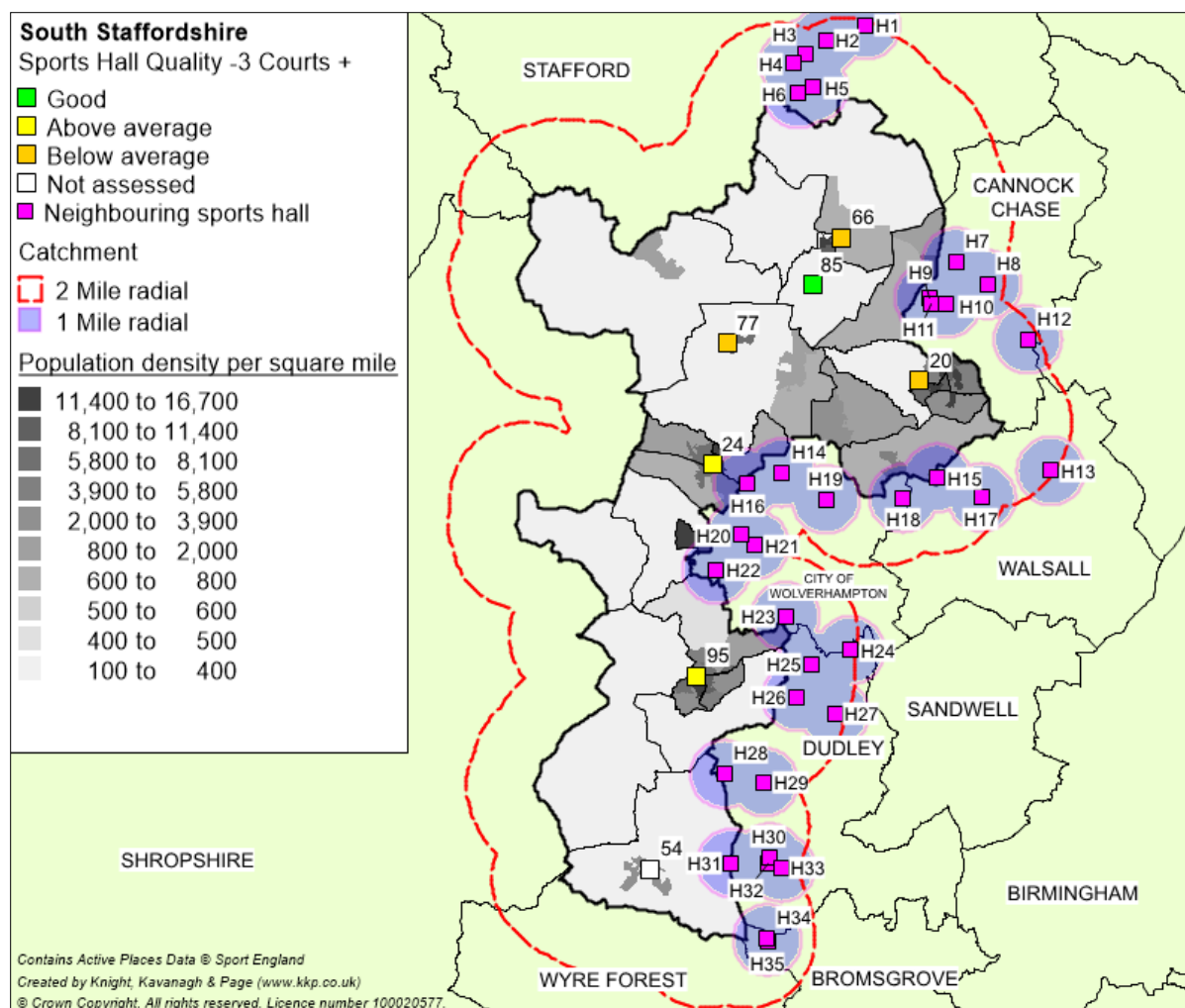
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Consultation indicates capacity to accommodate increased demand for sports hall facilities at Codsall Leisure Centre and The Rural Enterprise Academy. Penkridge Leisure Centre is operating at Sport England's threshold of being comfortably full (80% capacity) and three sites (St Dominic's Brewood, Wombourne Leisure Centre and Cheslyn Hay Leisure Centre) are operating above the comfortably full threshold. St Dominic's Brewood is considered to be operating above the benchmark, however, it is only available for 20 hours per week. The possibility of extending the hours available for community use should be explored to increase availability and capacity should demand and need arise.

Neighbouring facilities

Accessibility is influenced by facilities located outside South Staffordshire. Thirty-five sports halls are located within two miles (indicative of how far people may travel) of SSDC's boundary. They offer 164 courts and are all located to the East of SSDC. Eight of these sports halls offer pay and play access, the others are all accessible via a sports club/community association. Three halls have 8-courts, two 6-courts and two 5- courts, the remainder are all 4- court halls.

Figure 5.6 Sports halls with 3+ courts within 2 miles of South Staffordshire



*Table of information can be found in Appendix 1.

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Facilities planning model (FPM)

Sport England's FPM report provides an overview of current levels of provision of sports halls in South Staffordshire; based on data from the Facility Planning Local Run; September 2016. Run 1 is based on the 2015 (current) position on sports halls and Run 2 is on the projected position on supply and demand in 2027. Findings from the FPM with regard to supply are:

- ◀ There are seven sports halls across six sites and 29 badminton courts in total.
- ◀ Runs 1 and 2 both identify the same number of courts available at peak times (24).
- ◀ Run 1 identifies 2.69 courts per 10,000 people in South Staffordshire reducing to 2.62 in Run 2. This is less than the regional average of 4.6 courts per 10,000.

The audit differs from the FPM in that it categorised The Rural Enterprise Academy (4 courts) as available to the community.

Future developments

No known sports hall developments are planned in the area at the time of audit.

5.2: Demand

In the context of current demand for sports halls, Sport England's FPM 2016 report, (based on 2015 data) comparing the number of badminton courts at sites available for community use with the demand for sports halls by South Staffordshire residents, suggests an undersupply of eight badminton courts in 2015 and seven courts in Run 2 (2027).

Simplistic analysis of FPM assessment of overall supply and demand in South Staffordshire is that the resident population generated demand for a minimum of 32 courts in 2015 and will need 31 courts in 2031. This compares to a current available supply of 24 courts, giving a supply/demand (in)balance of -8 courts in 2015 and -7 courts in 2027. The FPM considers hall space to include the equivalent of all the main and ancillary/secondary halls available.

To provide realistic/comfortable provision, supply must be greater than demand. If supply only matches demand, all halls need to be full all of the time in order to meet all demand.

It should also be noted that the supply demand measure only provides a 'global' view of provision and does not take account of the location, nature and quality of facilities in relation to demand; how accessible facilities are to a resident population (by car and foot); nor does it take account of facilities in adjoining local authorities.

Table 5.10: Demand findings from the FPM

Element	FPM 2016 Run 1	FPM 2027 Run 2
Satisfied demand (%)	93.9%	94.0%
Satisfied demand retained within South Staffordshire	40.2%	36.5%
Satisfied demand exported	59.8%	63.5%
Levels of unmet demand	6.1%	6.0%
% of unmet demand due to residents living outside catchment of a hall (as opposed to no capacity).	96.37%	98.16%
Used capacity	71.5%	61.0%

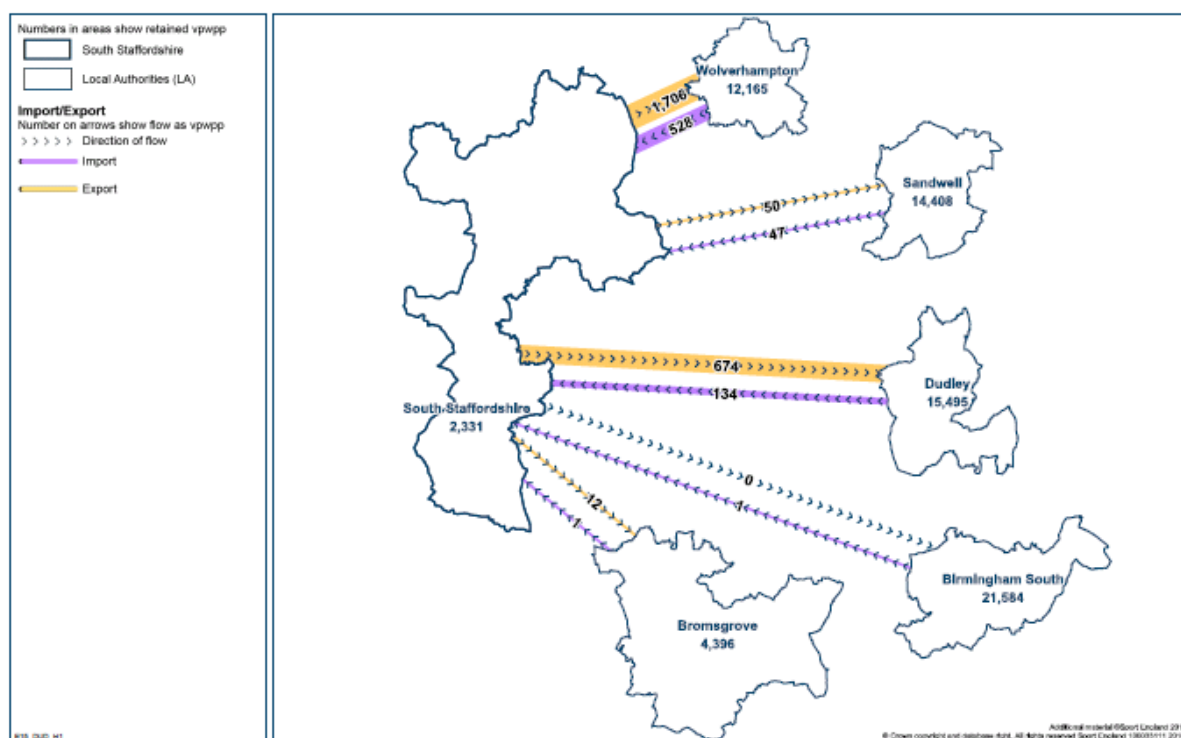
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Table 5.10 indicates that 93.9% of demand is satisfied, increasing to 94.0% in 2027. The level of satisfied demand is slightly higher than the regional average of 90.3%.

There are slight changes to the pattern of satisfied demand by transport mode with the increase in demand satisfied by residents walking to facilities in Run 2.

The model estimates that approximately 60.0% of satisfied demand is met via demand exported to adjoining local authorities. A quarter of this goes to Wolverhampton and a lesser amount to Dudley. The pattern of imported-exported demand in Run 1 is shown in figure 5.7.

Figure 5.7: Run 1 Import Export Demand



The level of unmet demand equates to just under two courts in Run 1 and decreases slightly in Run 2, although it should be remembered that this is spread across the District.

The vast majority of unmet demand is due to residents living outside the catchment area of a hall and the majority of unmet demand is due to residents not having access to a car. There is no area of significant demand apart from a small 'hot spot' in Penkridge. This is shown in both Runs 1 and 2. Overall, the sports halls are 71.5% utilised in Run 1 reducing to 61.0% in Run 2. This is below the Sport England benchmark measure of 80% of capacity used in the weekly peak period. This is comparable to the regional average in Run 1 and indicates there is scope to absorb additional demand to use sports hall provision within the District.

The impact of future demand (from current population of Cheslyn Hay and growth) and the opening of new sports halls in the wider areas results in a decrease in used capacity in Run 2. This is likely to be due to more mobile residents being able to access newer and more attractive facilities in adjacent local authority areas.

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Table 5.12: Forecast used capacity comparison 2015 with 2027

Individual sites utilised capacity	Run 1 (2016) %	Run 2 (2027) %
South Staffordshire collectively	72	61
Cheslyn Hay Leisure Centre	100	75
Codsall Leisure Centre	50	47
Kinver High School	27	28
Penkridge Leisure Centre	68	65
St Dominic's Brewood	36	34
Wombourne Leisure Centre	100	88

The audit findings differ in that it found St Dominic's Brewood to be operating at a higher used capacity than reported in the FPM. As mentioned previously, Kinver High School was not assessed and, therefore, cannot be verified.

NGB consultation

Badminton

Badminton England (BE) is the national governing body of sport (NGB) for badminton. Its latest strategy, Discover Badminton 2017-2025 presents a vision for the sport to become one of the nation's most popular and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ▶ Grow grassroots participation.
- ▶ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ▶ Built financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

Consultation with BE indicates that a badminton league with 10 clubs covers South Staffordshire and beyond. Three clubs that play in the South Staffordshire League are affiliated to Badminton England. Pinfold Badminton Club is the only one to have its home in South Staffordshire. BE reports that the nearest No Strings Badminton sessions are played within Wolverhampton and Cannock Chase as there are no sessions in the local area.

There is scope to grow badminton in South Staffordshire as there is an identified lack of affiliated clubs. Further, junior participation development has been identified by Staffordshire Schools Badminton Association an area for future development.

Good Life hosts a weekly Badminton Mash up session at Penkridge Leisure Centre. The sessions are pay and play and are aimed at all ages and abilities with a coach present at the sessions.

Pinfold Badminton Club plays at Cheslyn Hay Leisure Centre. It is not affiliated to BE. It plays in the South Staffordshire Badminton League. Attempts to contact this club for consultation have been unsuccessful. All other badminton activity in the area is informal and recreational.

Netball

England Netball's latest strategy, Your Game, Your Way, aims to establish it as a top performing, financially sustainable NGB that promotes 'Netball for Life' and develops more world class athletes. The four key stated priorities are:

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- ✦ Grow participation in the game by an average of 10,000 participants per annum.
- ✦ Deliver a 1st class member and participant experience.
- ✦ Establish England as the number one team in the world by winning the World Netball Championships.
- ✦ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

England Netball reports the sport to be growing fast nationally. A recent YouGov report commissioned by England Netball reported that the 2019 World Cup inspired 160,000 adult women to take up the sport and there has been 1000% increase in visits to its online netball session finder from the end of the World Cup, compared to the two weeks prior. In addition, 71% of clubs report more people have shown an interest in playing netball than before the tournament started.

For outdoor provision please refer to the Playing Pitch Strategy 2019. Current indoor provision in the SSDC area is as follows.

Back 2 Netball- sessions are aimed at re-introducing players to the sport. Sessions are run by coaches and are currently taking place at:

- ✦ Wombourne Leisure Centre.
- ✦ Cheslyn Hay Leisure Centre.
- ✦ Penkridge Leisure Centre.

Walking Netball - this slower version of the game is netball, but at a walking pace. It has been designed so that anyone can play it regardless of age or fitness level. Currently sessions take place at Penkridge Leisure Centre - run by Walking Netball Hosts.

Basketball

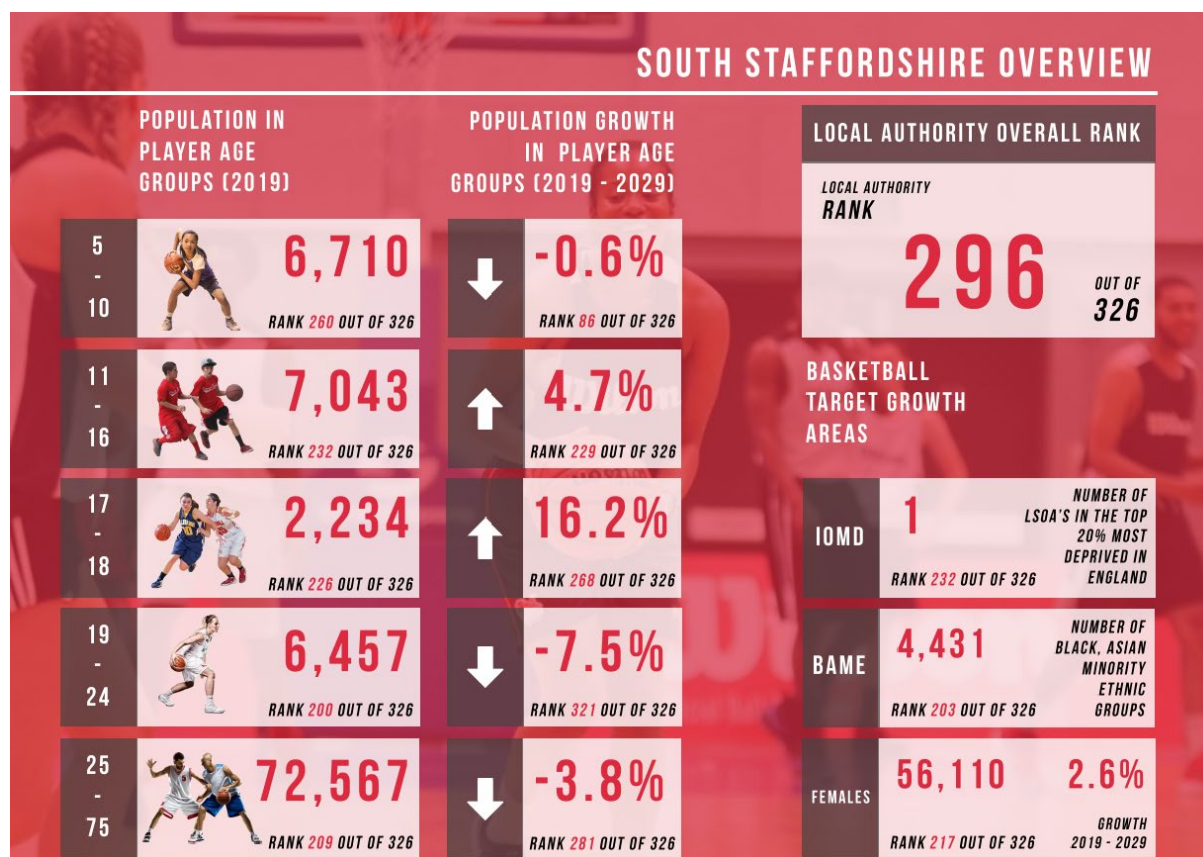
Basketball England (BBE) is the national governing body (NGB) for the sport in England. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. Its related key objectives are to:

- ✦ Develop successful GB teams.
- ✦ Build high-quality men's and women's leagues and teams.
- ✦ Support talented players, officials and coaches and coach development pathways.
- ✦ Drive increased awareness and profile of the sport.
- ✦ Increase opportunities to play the game at every level.
- ✦ Transform the leadership and culture of the sport.

To increase the opportunities to play the game at every level, BBE is in the process of producing a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League, Women's British Basketball League and community clubs.

Figure 5.8: Basketball England Local Authority overview

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The stated intent is that as part of its facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps, looking to improve connections between these organisations to increase the availability and affordability of facilities of the right quality.

BBE reports Featherstone Wasps to be the only club in the area. It has approximately 12 members. BBE projected demand calculations estimate that demand will be generated for an additional team by 2029.

Featherstone Wasps currently plays in Division 3 of the West Midlands Basketball League. It is based at HPM Featherstone where there are access restrictions in place and high-level security measures. This entails visiting clubs submitting names and contact details of players and spectators wishing to attend at least one week in advance of games; arrival at the site 30 minutes prior to tip off which will include a security clearance including photographic ID. Under 18s are not permitted on site.

Roller skating

Chase Artistic Roller Skating Club is the only club in this sport in the area. It is based at Cheslyn Hay Leisure Centre and provides both lessons and recreational skating to beginners and competitive participants.

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Futsal

Futsal is administered by the Football Association. The vision of its strategy “Fast Forward with Futsal” Futsal Strategy 2018 – 2024 is to *Make futsal The FA’s -and the nation’s indoor game of choice for young players* with an accompanying mission to ensure that every young player experiences futsal as part of his/her development. Targets set by the FA to achieve by 2024 are:

- ✦ *Participation:* 150,000 futsal players participating regularly across genders & of all ages.
- ✦ *Workforce:* 15,000 FA qualified futsal coaches at FA Level 2 and UEFA ‘B’ (currently 900).
- ✦ *Facilities:* A defined network of futsal facilities, covering every County FA
- ✦ *International:* An England men’s futsal team in the top 20 of the FIFA world rankings (currently 54th) and an England women’s futsal team.

This is an emerging sport nationally with rising popularity and participation rates. The FA is keen to see new sports hall facilities including futsal markings to enable the sport to grow. In addition to the increase in provision of facilities there is also a need to grow the workforce.

Outdoor sports

A number of outdoor sports hire sports halls over the winter period, including athletics (juniors), indoor cricket and football teams.

Summary of current demand

The FPM indicates that while there is a modelled undersupply of sports halls, satisfied demand is high at 93.0% due to the high level of demand exported to facilities in neighbouring authorities (notably Wolverhampton and Dudley). Two thirds of facilities are reported to be operating at comfortably full levels. Badminton and netball identify scope to grow in the area.

5.3: Future demand and Sports Facilities Calculator (SFC)

The SFC assists planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take account of:

- ✦ Facility location compared to demand.
- ✦ Capacity and availability of facilities – opening hours.
- ✦ Cross boundary movement of demand.
- ✦ Travel networks and topography.
- ✦ Attractiveness of facilities.

Table 5.13: Sport England: Sports Facilities Calculator – sports halls

	Population 2016: ONS	Population estimate: 2037*ONS	Population estimate 2037 Local Plan Review
ONS population projections	111,173	115,995	132,312
Population increase	-	4,822	21,139
Facilities to meet additional demand	-	+1.25 courts or 0.31 sports halls	+5.62 courts or 1.4 sports halls
Estimated cost	-	£717,194	£3,230,505

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Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space.

The SFC indicates based on the ONS population estimates a recommendation for an additional 1.25 (badminton) courts, up to 2037; the cost of this is estimated to be £717,194. The audit identifies that current use of sport hall stock is high but that there is capacity within sports halls to enable clubs to expand. Should the Local Plan review estimates be realised there will be a need for an additional four court sports hall.

Based on current assessment and availability there is no need for additional sports hall provision in South Staffordshire to accommodate the increase in population as there is capacity within the existing stock. There is also the potential to increase the number of hours available to the community at some sites within the area, for example, St Dominic's Brewood. There is, however, a need to improve quality at some of the facilities especially at those which identified as below average quality.

5.4: Supply and demand analysis

Supply and demand as summarised by the FPM are as follows:

- ✦ There is a modest level of sports hall provision in the area.
- ✦ There is some capacity to absorb any additional demand.
- ✦ There are high levels of satisfied demand (94.0%). Unmet demand (almost 6.0%) is due to residents living outside the walking catchment of a sports hall. The two reasons for this are the proximity to adjoining local authority provision and the high levels of car ownership/ access to a car. (Residents are more mobile and able to travel to satisfy their demand.)
- ✦ A modest population growth combined with an ageing population profile results in a slight decrease in total demand for sports hall space up to 2037.
- ✦ Neighbouring authorities are investing in newer and more modern facilities which is attracting South Staffordshire residents leading to a reliance on these facilities.
- ✦ There is a small 'hot spot' of unmet demand in Penkridge.

5.5: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
Quantity	There are: <ul style="list-style-type: none"> ▪ 20 sports halls with 46 badminton courts. ▪ nine 3+ court halls at nine sites totalling 39 badminton courts. ▪ three 5-court and six 4 courts halls. 	The FPM identifies a small hot spot of unmet demand in Penkridge, this is not significant and does not warrant new provision. The Local Plan review estimates may create additional demand for one four court sports hall.
Quality	Sports halls in the north of the district tend to be of lower quality than those in the south. There is/are: <ul style="list-style-type: none"> ▪ One good quality sports hall (Rural Enterprise Academy) ▪ Two above average sports halls (Codsall and Wombourne leisure centres) 	The majority of sports halls are 30 years+ in age and require investment. There is a requirement to improve the standard of the below average sports halls, whilst maintaining the quality of those which are presently above average or good.

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Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
	<ul style="list-style-type: none"> Three below average (Cheslyn Hay, Penkridge leisure centres and St Dominic's Brewood). Kinver School is unassessed. 	
Accessibility	<p>All of SSDC's population lives within 20 minutes' drive of a sports hall.</p> <p>40% of the population lives within 20 minutes' walk time of a sports hall.</p> <p>There are numerous sports halls located within 2 miles of the Authority which appear to service and satisfy the demand of a significant number of residents. They are all located to the east of the Authority boundary.</p>	<p>Main population settlements are all serviced by sports hall facilities. Spatially it appears that residents to the west of the District have limited access to sports halls; this area is mostly rural and is less densely populated.</p>
Availability (Management and usage)	<p>All sports halls, apart from one prison facility offer community availability. (One of the prisons offers very limited use to a basketball club but requires stringent security measures to access the facility). Four of the six halls are reported to be operating at or above the Sport England comfortably full benchmark.</p> <p>There is no sports hall availability in the daytime due to sports halls being located on education sites.</p>	<p>Maintenance of the good relationships between schools and clubs is required to ensure continued usage and room for increased use of sites.</p> <p>There is scope to explore the opportunity to increase hours of community availability at St Dominic's Brewood subject to demand.</p> <p>Access to daytime facilities and activities is currently and will be of increasing importance with the projected growth of the older population.</p>
Strategic summary	<p>Improve the quality of the below average sports halls.</p> <p>Continue to support and develop good relationships with schools, to ensure continued high levels of community use.</p> <p>Explore opportunity to obtain daytime access to sports halls where possible.</p> <p>Where possible extend community use availability at education sites (although this is relatively strong at present).</p> <p>Keep a watching brief on provision in adjoining authorities to ensure the needs of South Staffordshire residents continue to be met.</p>	

SECTION 6: SWIMMING POOLS

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water-based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England.

The 2019 State of the UK Swimming Industry Report reveals that the UK swimming industry has not changed significantly in the previous 12 months although. 26 swimming pool sites have opened and 27 have closed. Nuffield and GLL remain the UK's leading private and public operators (by number of sites with a pool). GLL has 146 swimming centres, while Nuffield has 111 clubs with a swimming pool. The 2019 report shows that 84% of the UK population live within two miles of one of the 3,170 swimming pool sites.

6.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, those less than 160m² (e.g. 20m x 4 lanes) water space and/or located at private member clubs are deemed to offer limited value in relation to community use and delivery of outcomes related to health and deprivation. It is recognised that smaller pools do offer learning/teaching sessions but they are, for modelling/needs assessment purposes, deemed unable to offer a full swim programme and, thus, eliminated from the supply evaluation, when considering accessibility and availability later in this section.

Quantity

The audit identifies six swimming pools at six sites. This includes all pools irrespective of size and access. There is no learner/teaching pool in the District. This is likely to be restricting programming (and income generation) at the public leisure centre sites in particular.

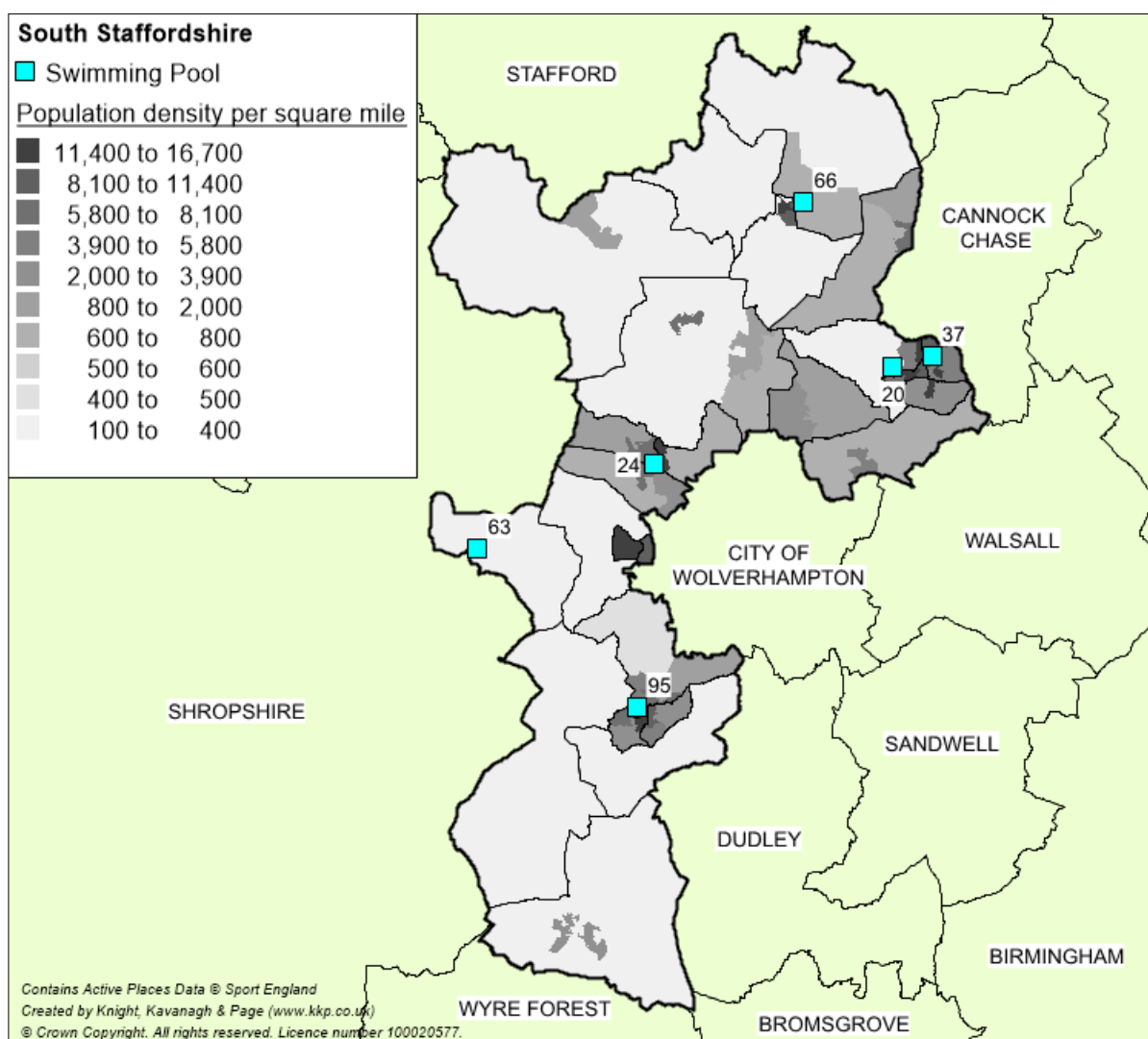
As noted in Figure 6.1, swimming facilities are well distributed across the authority with settlements of higher population density having a swimming pool within close proximity.

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Table 6.1: All swimming pools in South Staffordshire

Map ID	Site name	Facility type	Lanes	Length (m)	Area (m ²)
20	Cheslyn Hay Leisure Centre	Main/general	6	25	312
24	Codsall Leisure Centre	Main/general	4	25	225
37	Great Wyrley Academy	Main/general	4	17	170
63	Patshull Park Hotel Golf & Country Club	Main/general	0	15	135
66	Penkridge Leisure Centre	Main/general	4	17	119
95	Wombourne Leisure Centre	Main/general	6	25	325

Figure 6.1: All swimming pools in South Staffordshire



Quality

As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments. This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. Quality is assessed as previously described in Section 3.2.

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Figure 6.2: Quality of swimming pools in South Staffordshire

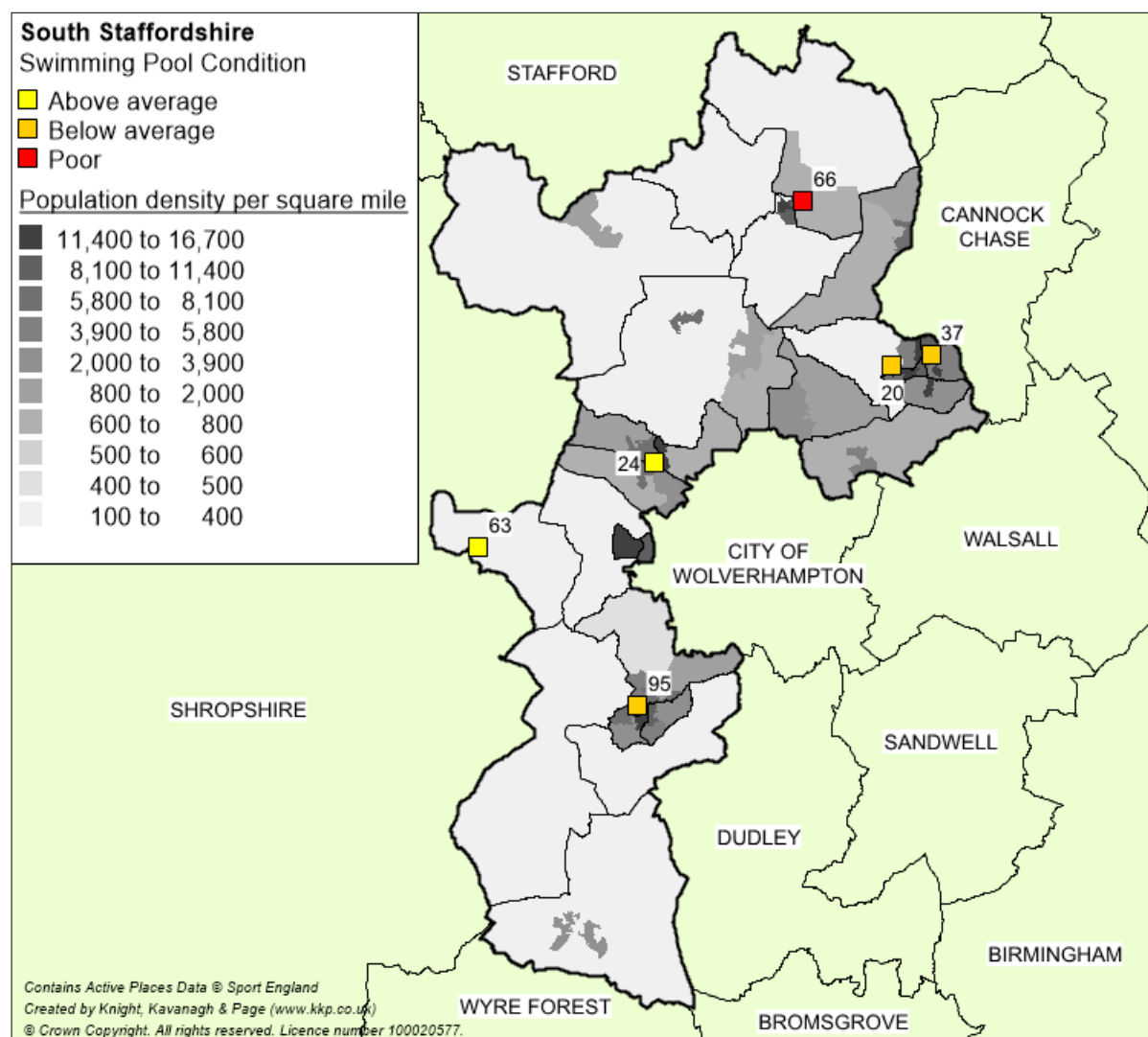


Table 6.2: Quality of swimming pools in South Staffordshire

Map ID	Site name	Lanes x length (m)	Condition	
			Pool	Changing
20	Cheslyn Hay Leisure Centre	6x25m	Below average	Below average
24	Codsall Leisure Centre	4x25m	Above average	Below average
37	Great Wyrley Academy	4x17m	Below average	Below average
63	Patshull Park Hotel Golf & Country Club	0x15m	Above average	Above average
66	Penkridge Leisure Centre	4x17m	Poor	Poor
95	Wombourne Leisure Centre	6x25m	Below average	Below average

The pools at Patshull Park Hotel Golf & Country Club and Codsall Leisure Centre are considered to be in above average condition. Cheslyn Hay Leisure Centre, Great Wyrley Academy and Wombourne Leisure Centre are rated below average with Penkridge Leisure Centre in poor condition. Changing provision broadly matches pool condition.

Residents in the north of the District only have access to below average facilities – a situation exacerbated by the recent (temporary) closure of Penkridge Leisure Centre swimming pool.

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At the time of audit, the pool at Penkridge Leisure Centre is closed (and has been since July 2019.) This is mainly due to the lack of available parts to replace/mend equipment in the plant room. The centre reports that sourcing parts has become an increasing challenge as the facility ages and plant and equipment becomes obsolete.

In addition, there are management challenges with operating the swimming pool (it is located separate from the other sports facilities). There are systems in place to manage this, however, should the opportunity arises to situate the sports facilities adjacent to each other, it is highly likely that efficiencies could be made in operating the pool also leading to an improved user experience.

Table 6.3: Age of swimming pools and refurbishment dates (where applicable)

Site name	Year built	Refurbishment	Age (years) since refurbishment
Cheslyn Hay Leisure Centre	1980		39
Codsall Leisure Centre	1975	2009	10
Great Wyrley Academy	1972		47
Patshull Park Hotel Golf & Country Club	1986		33
Penkridge Leisure Centre	1988	2007	12
Wombourne Leisure Centre	1984		35

Great Wyrley Academy is the oldest pool in South Staffordshire (built in 1972). The School leases the pool to a commercial swim school provider and the Academy is responsible for its maintenance and upkeep. All pools in the area were built in the 1970's or 1980's, with refurbishment only occurring at Codsall and Penkridge leisure centres over the past 12 years.

Availability of swimming pools

Swimming pool availability differs dependent upon ownership and/or management. Facilities audited all offer swimming lessons to the public. There are no private use swimming pools in South Staffordshire.

Table 6.4: Access policy of swimming pools

Site name	Access policy
Cheslyn Hay Leisure Centre	Pay & play
Codsall Leisure Centre	Pay & play
Great Wyrley Academy	Sports club/ association
Patshull Park Hotel Golf & Country Club	Registered membership
Penkridge Leisure Centre	Pay & play
Wombourne Leisure Centre	Pay & play

Patshull Park is commercially managed and there is a requirement to purchase a monthly/ annual membership to access facilities. Great Wyrley can be accessed through the resident swim school.

Whilst acknowledging that commercially managed facilities can cater for specific market segments, they are not available to all sections of the community and may not necessarily be

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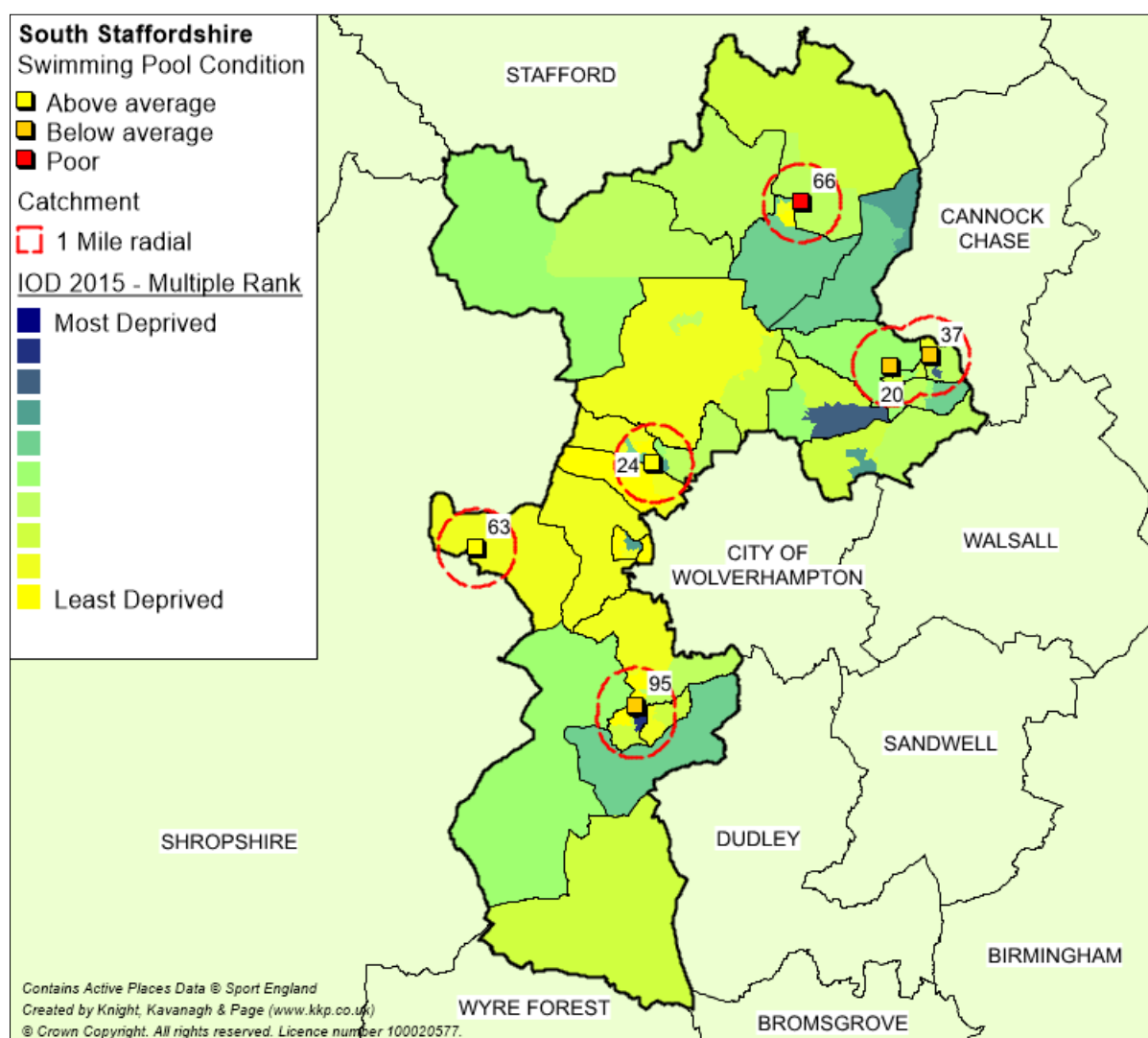
affordable to all households in the District. Pay and play opportunity is available at the four leisure centres (Cheslyn Hay, Codsall, Penkridge (when operational) and Wombourne).

Access to swimming pool provision during the daytime differs by site dependent upon agreements in place with schools and the operator.

Accessibility

Swimming pool accessibility is influenced by physical (i.e. built environment). Appropriate walk and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is a 20-minute walk time (1-mile radial catchment) for an urban area and a 20-minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision. Table 6.5 illustrates the walk-time based accessibility of all swimming pools in South Staffordshire.

Figure 6.3: All pools by quality on IMD with 1-mile catchment



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Table 6.5 Accessibility of swimming pools in South Staffordshire

IMD 2015 10% bands	South Staffordshire		All pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,439	1.3%	1,439	1.3%	0	0.0%
20.1 - 30	3,248	3.0%	1,485	1.4%	1,763	1.6%
30.1 - 40	7,182	6.7%	1,199	1.1%	5,983	5.6%
40.1 - 50	9,118	8.5%	2,178	2.0%	6,940	6.5%
50.1 - 60	14,221	13.3%	7,714	7.2%	6,507	6.1%
60.1 - 70	18,703	17.5%	7,151	6.7%	11,552	10.8%
70.1 - 80	18,854	17.6%	4,662	4.4%	14,192	13.2%
80.1 - 90	19,683	18.4%	7,887	7.4%	11,796	11.0%
90.1 - 100	14,722	13.7%	8,289	7.7%	6,433	6.0%
Total	107,170	100.0%	42,004	39.2%	65,166	60.8%

Almost all (98.0%) of South Staffordshire's population resides within a 20-minutes' drive time of a swimming pool. This equates to 109,855 residents from a population of 111,890 (2017 MYE).

Approximately 40% of the population lives within one mile of a swimming pool. Of the 4,687 people living in areas of higher deprivation (4.3% of the SSDC's population) 2,924 people (62.0%) live within one mile of a swimming pool.

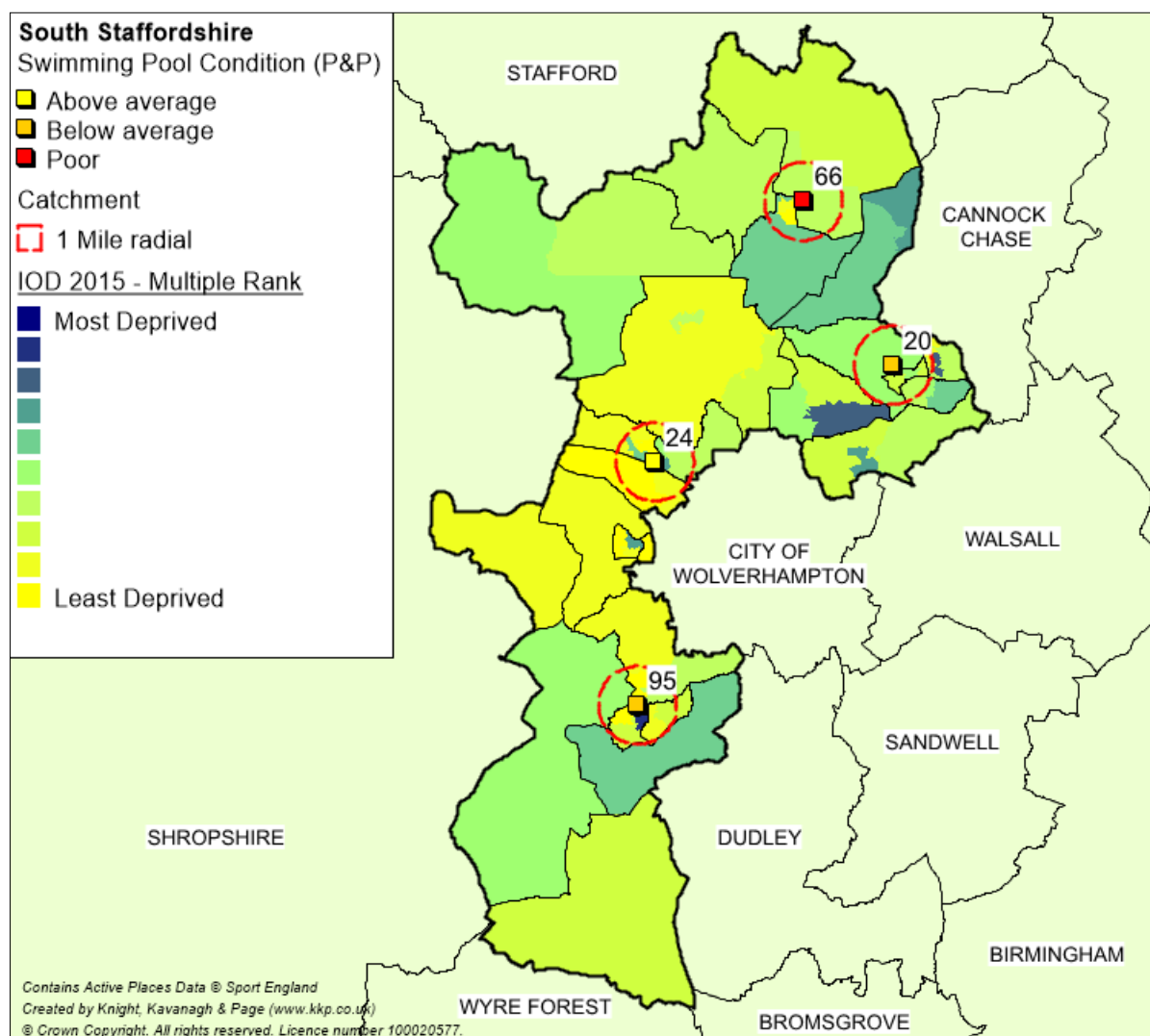
When swimming pools which require membership are removed from the IMD analysis, as per Table 6.6 and Figure 6.4, accessibility reduces to 31.5% of the population within the one-mile catchment. Of these, 1,439 (30.7%) out of the 4,687 people live in areas of higher deprivation.

Table 6.6: Population within one mile of community available swimming pools

IMD 2015 10% bands	South Staffordshire		'Pay and Play' pools catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,439	1.3%	1,439	1.3%	0	0.0%
20.1 - 30	3,248	3.0%	0	0.0%	3,248	3.0%
30.1 - 40	7,182	6.7%	1,199	1.1%	5,983	5.6%
40.1 - 50	9,118	8.5%	1,560	1.5%	7,558	7.0%
50.1 - 60	14,221	13.3%	6,482	6.0%	7,739	7.3%
60.1 - 70	18,703	17.5%	4,397	4.1%	14,306	13.3%
70.1 - 80	18,854	17.6%	4,358	4.1%	14,496	13.5%
80.1 - 90	19,683	18.4%	6,003	5.6%	13,680	12.8%
90.1 - 100	14,722	13.7%	8,289	7.7%	6,433	6.0%
Total	107,170	100.0%	33,727	31.5%	73,443	68.5%

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Figure 6.4: Pay and Play pools quality on IMD 1-mile catchment



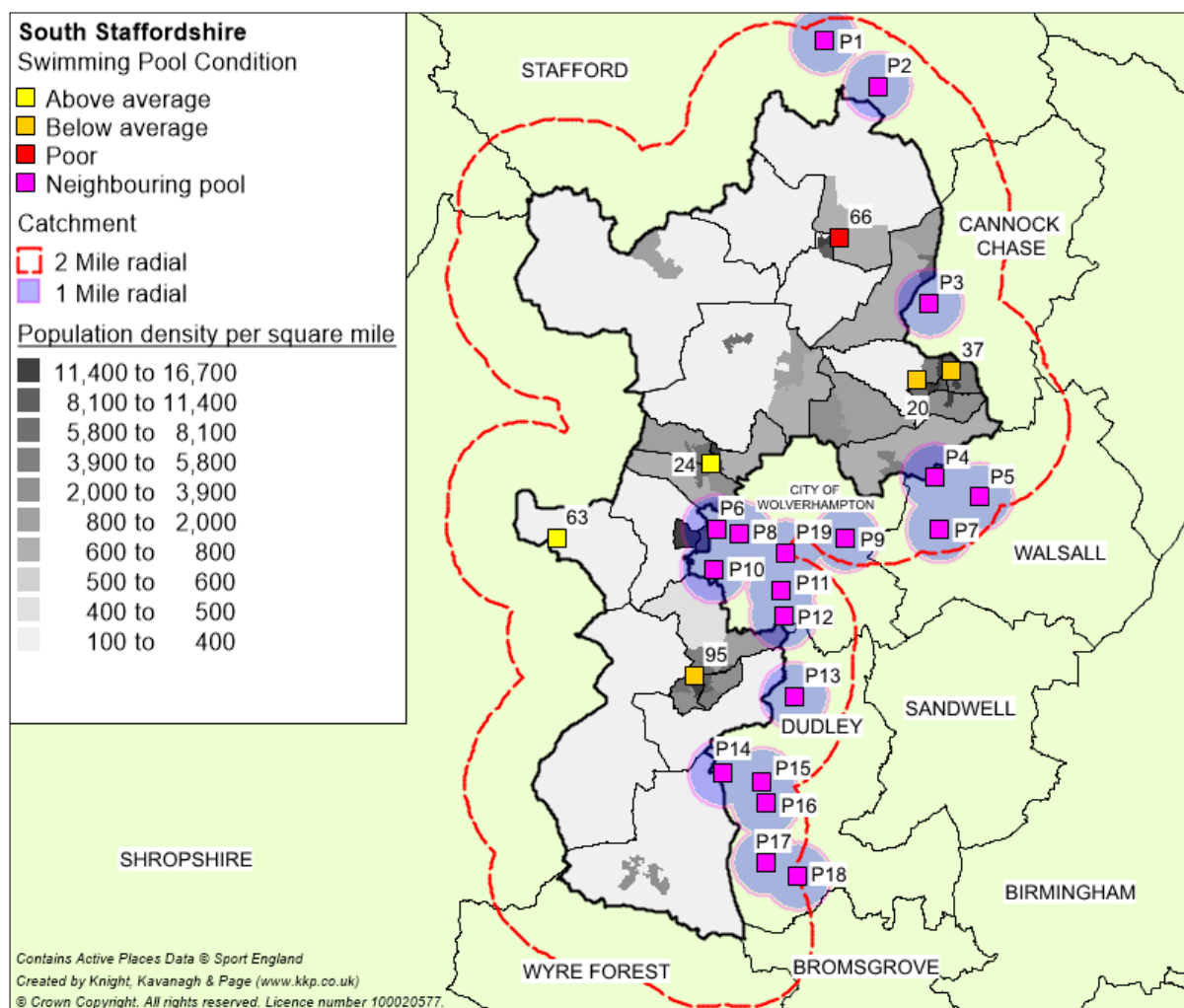
On the occasions the swimming pool at Penkrige Leisure Centre is not available, 72.8% (78,051) of the population live outwith one mile of a swimming pool (this is 4,608 people (4.3%) more than when it is open. It also results in an increase of 1,424 SSDC residents living more than 20 minutes' drive from a swimming pool

Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the local authority. Figure 6.5 and Table 6.7 detail swimming pools located within two miles of SSDC boundary. There are 13 swimming pools located at seven sites which are available to the community via pay and play availability arrangements; the others require membership of a sports club/association.

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Figure 6.5: Swimming pools located within 2 miles of SSDC boundary



(*Table of information can be found in Appendix 2)

Future enhancements/new developments

The leisure operator (Good Life) indicates that condition surveys have taken place for the swimming pools operated by Good Life. They indicate the following investment is required at the different sites.

Table 6.8: Leisure centre refurbishment plans

Site	Potential plans	Indicative cost
Penkridge Leisure Centre	Swimming pool <ul style="list-style-type: none"> Replace current ventilation system Make building airtight & address damp problems Separate boiler and own meter required New filter system for pool Changing rooms <ul style="list-style-type: none"> Refurbishment of male & female changing rooms Address drainage issues within changing areas Other <ul style="list-style-type: none"> Refurbishment of seating/viewing area 	£1.15m

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Site	Potential plans	Indicative cost
Wombourne Leisure Centre	Swimming pool <ul style="list-style-type: none"> Replace current ventilation system Retiling of ledges on the poolside New tiles to the side of the pool New filter system for the pool Survey on tank and damaged tiles Changing rooms <ul style="list-style-type: none"> Refurbishment of male and female changing rooms Additional cubicles added so dry side can access during the daytime New benches and lockers 	£1.3m (includes improvements to the health and fitness gym, reception, entrance and general circulation areas).
Cheslyn Hay Leisure Centre	Swimming pool <ul style="list-style-type: none"> Replace current ventilation system Replace seating in the balcony area New ceiling and lighting Replace tiles on ledges surrounding the pool Install timer on the pool cover Tank survey and replace tiles Address drainage issues and replace drainage Changing rooms <ul style="list-style-type: none"> Create village change accommodation Create two team/school changing rooms 	£1.9m (Includes health and fitness development, front entrance and reception improvements, and additional car parking).

There are longer term plans to replace the swimming pool at Penkridge Leisure Centre with a new and larger pool, therefore, consideration should be made to invest in a new pool rather than the existing. (Some reactive maintenance will be required to keep the existing pool operational).

6.2: Sport England Facilities Planning Model (FPM)

Sport England's FPM report provides an overview of current levels of provision of swimming pools in South Staffordshire; based on data from the Facility Planning Local Run; January 2019. Run 1 is based on the 2018 (current) position on sports halls and Run 2 is on the impact of the projected growth in population between 2018 and 2028 across South Staffordshire and neighbouring authorities. It also assesses the impact of closing Penkridge Leisure Centre in 2022 and opening a new larger pool (25m x 6 lane) at the same location.

The FPM identifies six swimming pools in South Staffordshire - at six sites.

The audit differs from the FPM in that the FPM includes the learner/teaching pool at Westcroft Sports and Applied Learning College. Postcode analysis suggests that this facility is actually located in the Wolverhampton City Council authority area and not South Staffordshire.

The KKP audit includes Patshull Park Hotel Golf & Country Club swimming pool, which is a similar size and, thus, balances the overall findings.

The FPM report found that:

- ♦ The average age of the swimming pools is 35 years, a relatively old stock. The oldest is Great Wyrley High School built in 1972, which has not been modernised.
- ♦ Of the pools opened before 2000, only two have been modernised. (Penkridge Leisure Centre and Codsall Leisure Centre).

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- ✦ The option to provide the new Penkridge Leisure Centre (Run 2) would replace the small pool (17m x 4 lanes) with a larger pool and provide a third six lane 25m pool within the authority. This will, in turn, enable the four public leisure centres to offer a full swim programme of learn to swim, recreational swimming, lane swimming, aquatic fitness activities and swimming development through clubs.
- ✦ Run 1 has 12m² per 1,000 population which increases to 13m² in Run 2. The impact of the projected population increases between 2018 and 2028 and the reduction in water space per 1,000 is offset because of the net increase of water space with the new Penkridge Leisure Centre pool replacement.
- ✦ Water space per 1,000 population is comparable with neighbouring authorities. West Midlands average is 11m² per 1,000 population and England is 12m² per 1,000 in 2018. (This is not a standard of provision, just a quantitative provision comparison).

FPM demand analysis

There is a projected 3.2% increase in population over the analysis period (up to 2028) and a project 0.2% decrease in total demand for swimming. The most likely reason is the higher proportion of older people in the resident population. There are also fewer people in the 14-54 years age bands (the main age band for swimming) in Run 2.

Table 6.9: Demand findings from the FPM in South Staffordshire

Element	FPM 2019 Run 1	FPM 2028 Run 2
Satisfied demand	94.8%	94.7%
Satisfied demand retained within South Staffordshire	45.8%	50.3%
Levels of unmet demand	5.2	5.3
% of unmet demand from residents living outside catchment of a swimming pool (as opposed to no capacity)	95.4%	93.9%
Used capacity	66.4%	65.2%
Imported use (% of used capacity)	49.9%	53.7%
Exported demand (% of used capacity)	54.2%	49.7%

(*Visits per week in the peak period)

Key points are:

- ✦ In both 2018 and 2028, 94% of the total demand for swimming is satisfied. This indicates the level of total demand is located in the catchment area of a swimming pool and there is enough capacity to meet 94% of South Staffordshire total demand for swimming.
- ✦ There are low levels of retained demand (45% in 2018 and 50%) in 2028, this is based on the catchment area of pools and SSDC residents using the nearest one to where they live.
- ✦ In 2018, 55% of the satisfied demand was exported to adjoining authorities. This will be 49.7% in 2028.
- ✦ Wolverhampton is the largest area exported to with 18% followed by Walsall with 11%. The reason for the large export is because of the high number of pools sites in these authorities, located close to the SSDC boundary.
- ✦ Unmet demand is low at 5.2% in 2018 and 5.3% in 2028 this equates to 58m² (This is minimal as a 25m 4 lane pool is approximately 210-250m² depending on lane width). The main reason for unmet demand is demand located outside the catchment area. This is also spread across the area; there is no one area cluster of high unmet demand.

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- Used capacity the model is designed to include a 'comfort factor' beyond which pools are considered too full. The model assumes usage over 70% of capacity is busy and operating at an uncomfortable level above that percentage.
- In 2018, the authority wide average was 66% and in 2028 it is predicted to be 65%. There is a slight decrease in the total demand for swimming pools between 2018 and 2028 due to population increase and the ageing population hence the reason for the projected slight decrease in the used capacity of pools in 2028.

Table 6.10: Used capacity of swimming pools

Site name	FPM 2019 Run 1 (existing pool)	FPM 2028 Run 2 (proposed pool)
South Staffordshire	66	65
Codsall Leisure Centre	98	86
Wombourne Leisure Centre	64	70
Penkridge Leisure Centre	58	0
New Penkridge Leisure Centre	0	69
Cheslyn Hay Leisure Centre	62	68
Great Wyrley High School	67	65

Codsall Leisure Centre has the highest used capacity, used capacity reduces in Run 2 as it is the oldest public pool in the area. The model also takes account of facility age and attractiveness and Codsall is, thus, given a lower rating.

Wombourne Leisure Centre can absorb more usage than the existing smaller pool at Codsall, it, therefore has more water space and capacity to absorb more usage. The new larger pool at Penkridge will also benefit from the increased water space.

Supply and demand analysis

- Both supply and demand are almost in overall balance.
- A high level of demand is met and satisfied.
- There are low levels of unmet demand; mostly due to demand located outside catchment areas.
- There are no 'hot spots' of unmet demand.
- Public leisure centres are estimated to be comfortably full in both Runs 1 and 2.
- The location and scale of the new Penkridge LC is assessed to be the correct scale and in the best location to meet the projected demand for swimming in its catchment area up to 2028 and beyond.

It is important to note that the FPM model is a quantitative, accessibility and spatial assessment of the supply, demand and access to swimming pools. It assesses changes based on projected population growth. There are wider considerations in the overall provision of swimming pools and the role they play in meeting SSDC's objectives.

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6.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a Strategic Plan for Swimming in England 2017-21*, has the stated aims to create a happier, healthier and more successful nation through swimming.

To achieve this, several strategic objectives are set - to:

- ◀ Provide strong leadership and be the recognised authority for swimming.
- ◀ Substantially increase the number of people able to swim.
- ◀ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming.
- ◀ Create a world leading talent system for all disciplines.
- ◀ Deliver a high quality, diverse and motivated workforce within swimming.
- ◀ Strengthening organisational sustainability for future generations.

Consultation with Swim England confirms that in relation to UK wide participation all local authority areas are priority areas but areas with swimming pool water deficit are a greater priority. Swim England indicates that whilst there is a small deficit, there are limited options for facilities to offer a diverse range of activities, due the sites only having one pool (no additional learner pools). Swim England recommends that future developments consider options for a learner pool to enhance the programme offer. It also highlights the need for refurbishment of pools in the area due to the age of the stock. In terms of participation nationally, participation levels are steadily increasing, which is a reversal of the position over the previous decade.

Club consultation

Chase Swimming Club is based at Cheslyn Hay Leisure Centre and also serves Cannock and all surrounding areas. It runs training sessions at Cannock and Rugeley leisure centres and at Darlaston Swimming pool (Walsall). It is affiliated to Swim England West Midland Region and the Staffordshire ASA.

Cannock Phoenix Swimming Club, formerly Phoenix Youth, was formed in the early 1980's. It is affiliated to the Swim England West Midland Region and Staffordshire County Swimming Association. It holds sessions at Cannock Leisure Centre Rugeley Leisure Centre, Cheslyn Hay Leisure Centre and Sneyd School (both in Walsall). It runs pre-squad, junior squad, senior squad and competitive squads plus a learn to swim programme at Cheslyn Hay Leisure Centre.

Wombourne Warriors Swimming Club is based at Wombourne Leisure Centre and Colton Hills Community school. It is also affiliated to Swim England West Midland Region & Staffordshire and has 135 members. This has increased over the last few years. It is now full to capacity and operating a waiting list. It offers a swim programme for children aged 7+. New swimmers are invited to trials and recruited based upon ability. There are two junior squads and one senior squad.

6.5: Sport England's Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension as it does not take account of:

- ◀ Facility location compared to demand.

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- Capacity and availability of facilities – opening hours.
- Cross boundary movement of demand.
- Travel networks and topography.
- Attractiveness of facilities.

Table 6.11: Sport England Sports facilities calculator – swimming pools

Factor	Population 2016	Population estimate 2037	Local Plan Review estimate 2037
ONS population projections	111,173	115,995	132,312
Population increase	-	4,822	21,139
Facilities to meet additional demand	-	0.86 lanes or 0.22 swimming pools	3.9 lanes or 0.97 swimming pools
Cost	-	£763,190	£3,437,693

Calculations assume that the current pool stock remains available for community use and the quality remains the same. It appears that both the ONS and Local Plan Review projected increase in population will lead to an increase in demand for pools. The SFC indicates that there will be a need for an additional 0.86 swimming lanes, up to 2037; at an estimated cost of £763,190. The Local Plan Review estimate up to 2037 indicates a need for an additional 3.9 lanes (0.97 pools) at an estimated cost of £3,437,693.

Both the FPM and the KKP audit identify availability within the area of a near supply/demand balance at peak times. Current and increased demand can be accommodated by the provision of a new, larger swimming pool at Penkridge Leisure Centre.

6.6: Summary of key facts and issues

In summary, the above consultation and analysis indicates that South Staffordshire is in the following position with regards to its swimming pool provision:

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
Quantity	There are seven pools on seven sites in South Staffordshire; six main pools/one teaching pool. All main pools are 30+ years old. Four pools at leisure centres (Wombourne, Penkridge, Codsall and Cheslyn Hay) are open on a pay and play basis. Great Wyrley Academy is available via the resident swim school.	Penkridge Leisure Centre swimming pool was closed in July – October 2019 due to unavailability of parts to repair plant room equipment.
Quality	The general stock of swimming pools is below average. The pool at Penkridge Leisure Centre is in poor condition. Codsall Leisure Centre and Patshull Park Hotel Golf & Country Club are the only above average pools in the area. Penkridge Leisure Centre, a key public swimming facility in the area, it has recently had a multitude of plant issues resulting in temporary closure.	All the pools are of significant age. Penkridge, is poor quality. All the public swimming pools are in need of current investment.

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Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
Accessibility	<p>Almost the whole population lives within 20 minutes' drive of a swimming pool.</p> <p>Approximately one third of the population lives within 20-minutes' walk of a pay and play pool.</p> <p>Without Penkridge Leisure Centre, an additional 4,608 residents live more than one mile from a swimming pool; 1,424 people live more than 20 minutes' drive away.</p>	<p>Residents in the north of the Authority have recently had the use of Penkridge withdrawn. The closest two venues only offer access to a below average/poor-quality swimming pool.</p>
Availability (Management and usage)	<p>The FPM identifies significant export of swimming demand to facilities in neighbouring authorities.</p> <p>The aquatics programme on offer is limited due to the lack of learner/teaching pools at the public leisure centres.</p> <p>Other facilities have limitations due to either being located on a school site or being commercially operated requiring membership fees.</p>	<p>The FPM indicates that the new swimming pool proposed at Penkridge Leisure Centre is the correct location and size required.</p> <p>Consideration should be given to the installation of a learner pool to enhance the programme and offer.</p>
Summary	<p>Supply and demand are almost in overall balance.</p> <p>All public leisure centre-based swimming pools require increasing investment over the lifetime of the Local Plan, a fully costed repair and maintenance plan will be required to ensure that they remain fit for purpose in the 21st century. A long-term strategy for the replacement of pools should be considered.</p> <p>Penkridge Leisure Centre swimming pool is in need of maintenance in the shorter-term, but a longer-term option should be to plan for its replacement and increase the size and scale of the pool to meet future demand. It is recommended the installation of a learner pool at the site should also be considered to enable an enhanced programme and offer.</p>	

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SECTION 7: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users. They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high-end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 4.7% in the number of members, 2.9% in the number of facilities and 4.2% in market value. The growth is higher than last year across public and private sectors; which saw increases of over 4% in both members and market value.

According to the State of the UK Fitness Industry Report (2018) there are now 7,200 fitness facilities in the UK, up from 7,038 last year. Total industry membership is up 4.7% to 10.4 million which means that one in seven people in the UK is a member of a gym. The total market value is estimated at 5.1 billion. The UK penetration rate passed 15% for the first time.

A total of 215 new public and private fitness facilities opened in the last 12 months, up from 275 in 2018. Pure Gym and GLL have strengthened their positions as the UK's leading private and public operators (by number of gyms and members). Pure Gym became the first operator to reach 200 clubs and this year GLL has also joined with 203 gyms. (There are no figures available to indicate the number of gyms which have closed).

7.1: Supply

Quantity

As is illustrated in Table 7.1 and Figure 7.1 overleaf, there are 14 health and fitness gyms in South Staffordshire with 518 stations. Generally, health and fitness gyms are located in more densely populated areas. Fitness facilities containing fewer than 20 stations are typically not considered within the assessment although they can be available and service small sections of the community; where this is considered to be the case they are included. In general, however, they are discounted because of their scale.

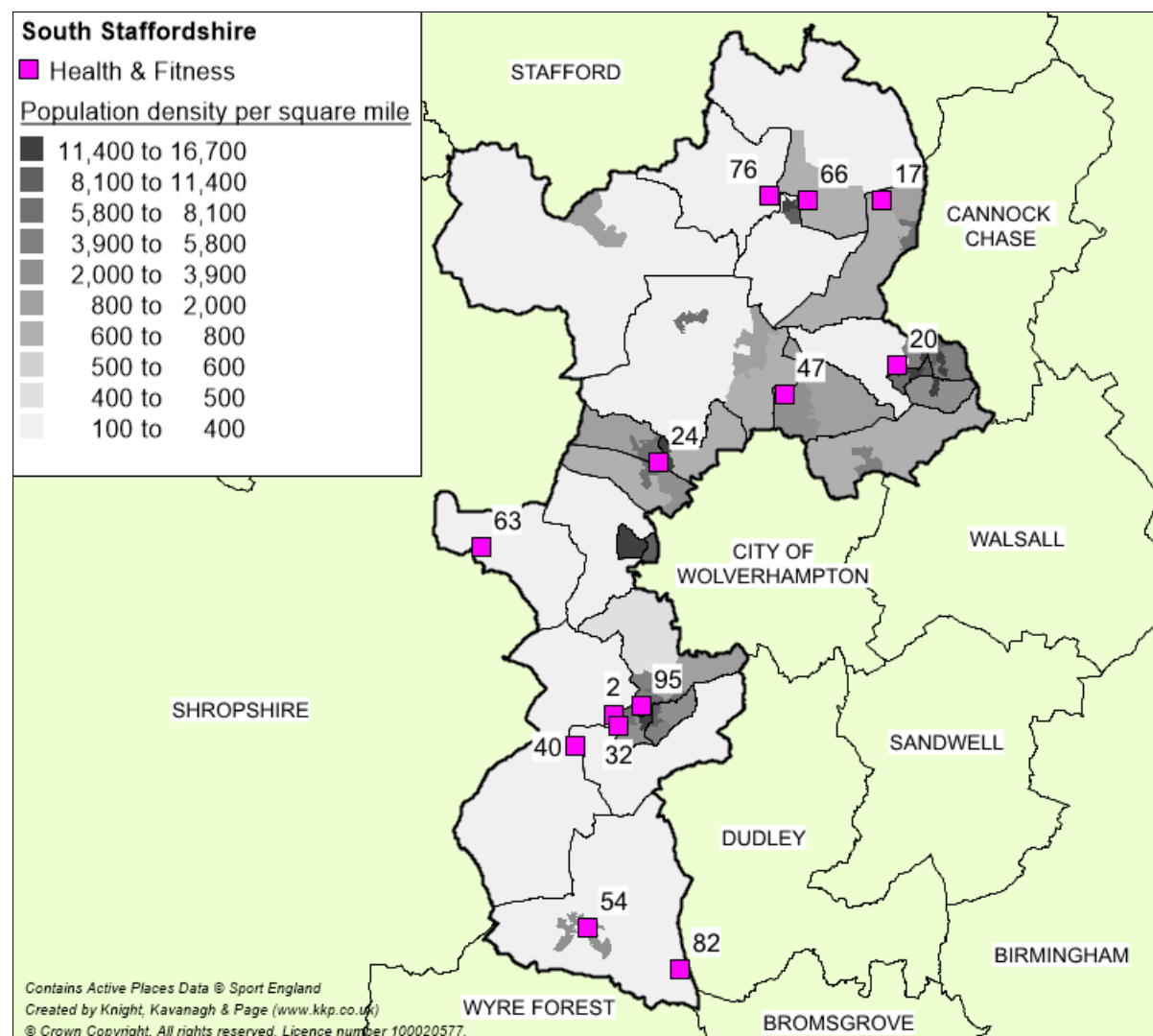
Table 7.1: All health and fitness gyms

ID	Site name	Stations	ID	Site name	Stations
2	Active Fitness Club	150	54	Kinver High School	12
17	Chase Golf Club	45	63	Patshull Park Hotel Golf & Country Club	23
20	Cheslyn Hay Leisure Centre	50	63	Patshull Park Hotel	7
24	Codsall Leisure Centre	30	66	Penkridge Leisure Centre	40
32	Evolution Leisure	27	76	South Stafford Hatherton Hotel	25
40	Half Penny Green Golf Club	14	82	Stourbridge Lawn Tennis & Squash Club	25
47	HMP Brinsford	30	95	Wombourne Leisure Centre	40

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Figure 7.1: All health and fitness facilities in South Staffordshire on population density



HMP Brinsford (prison) is used privately only and Half Penny Green Golf Club only has 14 stations and is only available to registered members. The number of community available health and fitness sites available in the Authority thus reduces to 10 - with 455 stations.

Quality

All community available health and fitness sites received a non-technical quality assessment.

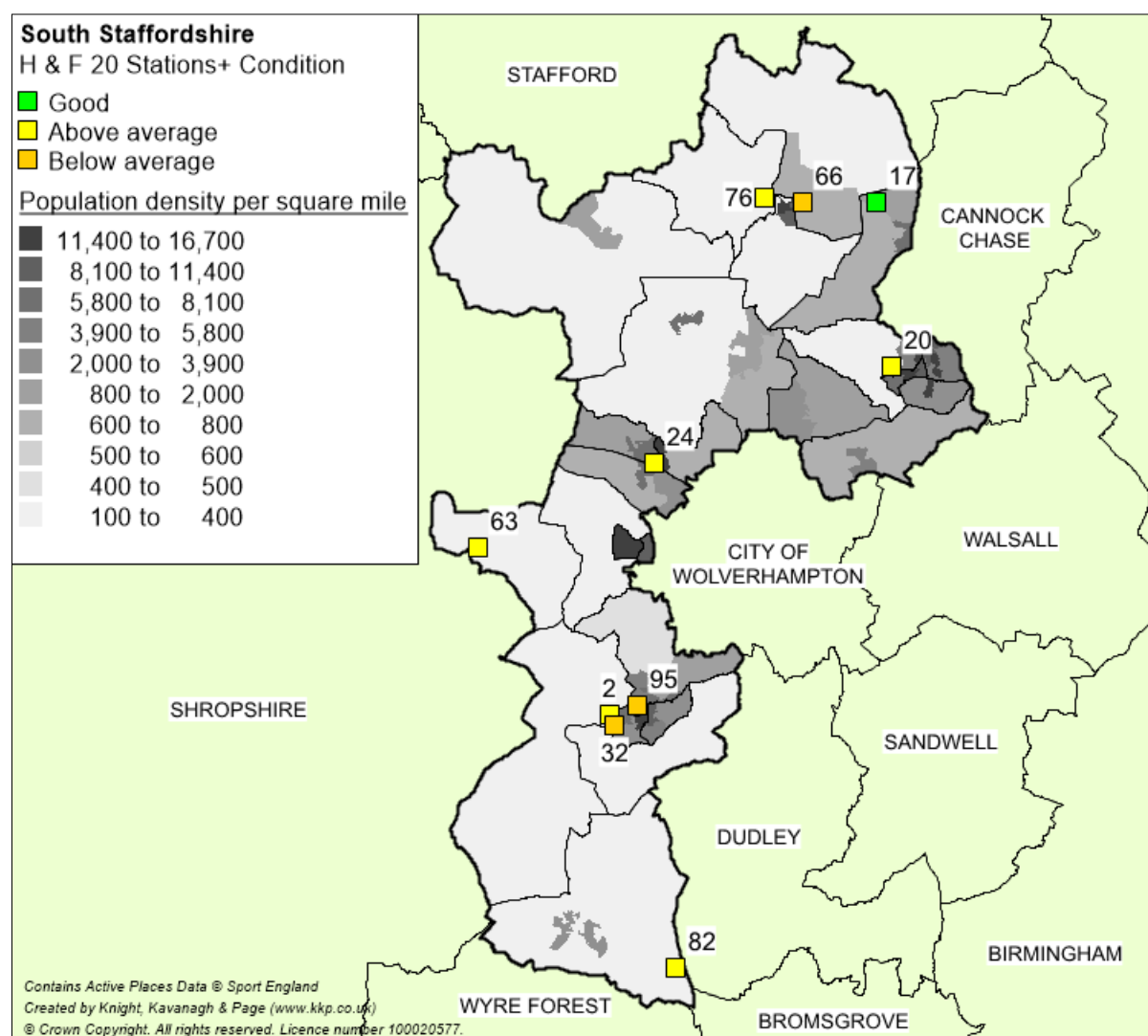
Table 7.2: Health & fitness suites with 20+ stations on population density by condition

Map ID	Site name	Stations	Condition
2	Active Fitness Club (Wombourne)	150	Above average
17	Chase Golf Club	45	Good
20	Cheslyn Hay Leisure Centre	50	Above average
24	Codsall Leisure Centre	30	Above average
32	Evolution Leisure	27	Below average

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Map ID	Site name	Stations	Condition
63	Patshull Park Hotel Golf & Country Club	23	Above average
66	Penkridge Leisure Centre	40	Below average
76	South Stafford Hatherton Hotel	25	Above average
82	Stourbridge Lawn Tennis & Squash Club	25	Above average
95	Wombourne Leisure Centre	40	Below average
Total		455 stations	

Figure 7.2: Health and fitness suites with 20+ stations on population density by condition



Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups.

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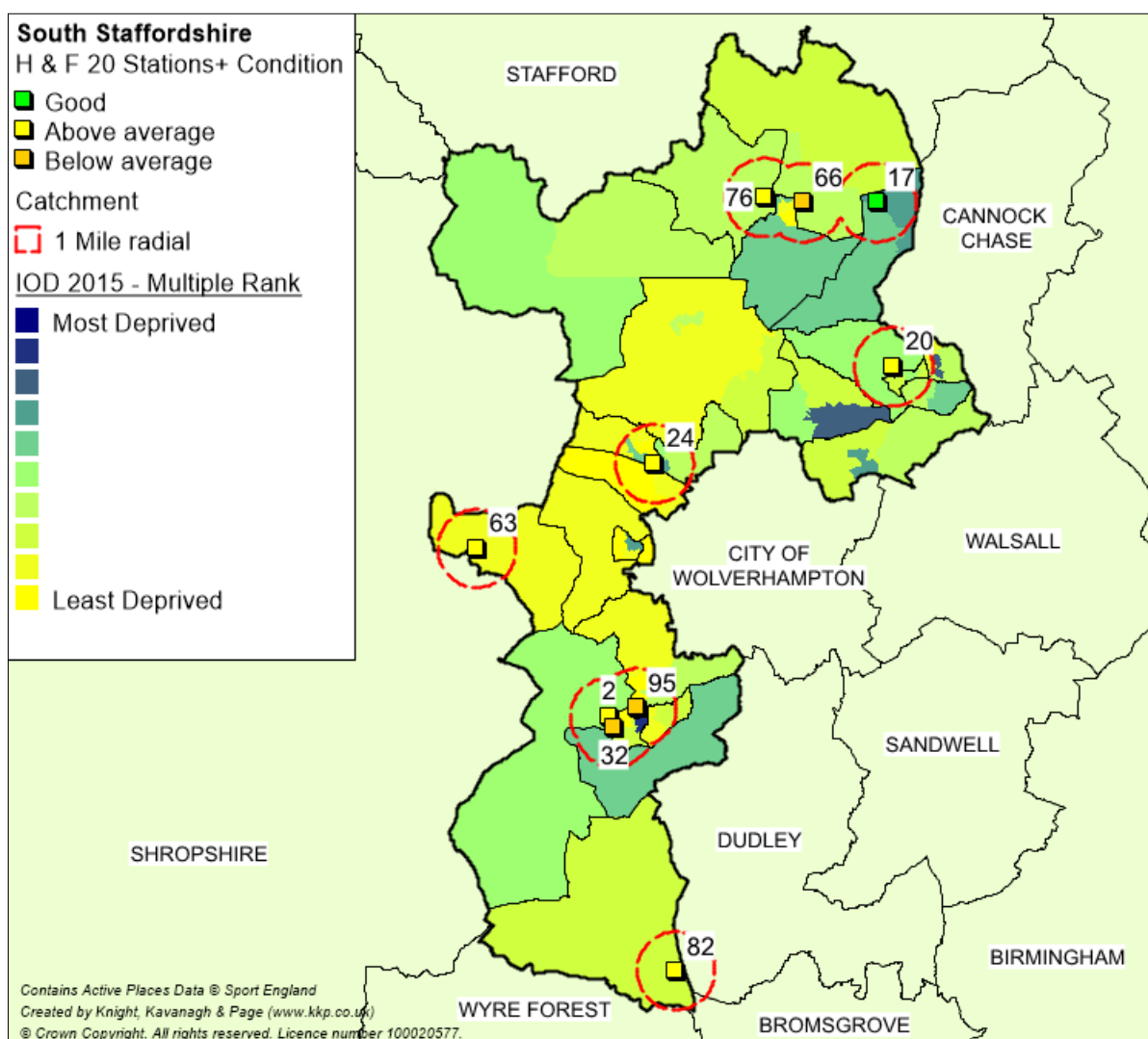
It is also acknowledged that some memberships available are considered expensive while others are cheaper than those offered by public sector managed venues. There is little doubt that the various private operators can take pressure off the more available public facilities.

As with swimming pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minute drive time.

Table 7.3 indicates that over a third (36.1%) of SSDCs population is within 20 minutes' walk of a health and fitness facility with 20+ stations. The whole population lives within 20 minutes' drive time. Consequently, two thirds of the population are likely to need to use a car or public transport to access health and fitness facilities.

The table also identifies that 1,439 (1.3%) of the population which lives in areas of higher deprivation are within one mile of a health and fitness facility 3,248 (3.0%) are not. (This equates to 69.0% of this cohort).

Figure 7.3: Health and fitness suites with 20 minutes' walk time catchment on IMD



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Table 7.3: IMD 2015 populations: health and fitness 20+ stations with 1 mile radial

IMD 2015 10% bands	South Staffordshire		Health & Fitness facilities – 20 stations or more catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Populatio n outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,439	1.3%	1,439	1.3%	0	0.0%
20.1 - 30	3,248	3.0%	0	0.0%	3,248	3.0%
30.1 - 40	7,182	6.7%	2,667	2.5%	4,515	4.2%
40.1 - 50	9,118	8.5%	2,340	2.2%	6,778	6.3%
50.1 - 60	14,221	13.3%	6,585	6.1%	7,636	7.1%
60.1 - 70	18,703	17.5%	5,212	4.9%	13,491	12.6%
70.1 - 80	18,854	17.6%	5,363	5.0%	13,491	12.6%
80.1 - 90	19,683	18.4%	6,752	6.3%	12,931	12.1%
90.1 - 100	14,722	13.7%	8,289	7.7%	6,433	6.0%
Total	107,170	100.0%	38,647	36.1%	68,523	63.9%

Neighbouring facilities

As with swimming and use of sports halls, users of health and fitness facilities do not just use facilities within their own local authority, consequently those with two miles of the border are considered within the report.

As identified below, 40 health and fitness facilities are located within two miles of the South Staffordshire boundary. Thirteen offer pay and play access while the others, with the exception of three, require membership to access. The remaining three are accessible via a sports club/community association. It is also highly likely that the 14 larger facilities (with 100+ stations) pull from further afield and penetrate further into the east of South Staffordshire.

Table 7.4: Community available health and fitness (20+ stations) within 2 miles of boundary

Map ID	Active Places site name	Stations	Access type	Local authority
H1	Beacon Sport & Fitness	50	Registered membership	Stafford
H2	I-Motion Gym	180	Registered membership	Stafford
H3	Stafford Leisure Centre	112	Pay and play	Stafford
H4	Gym & Tonic	100	Registered membership	Stafford
H5	Staffordshire University Academy	22	Sports club / CA	Cannock Chase
H6	Pure Gym	70	Registered membership	Cannock Chase
H7	Nuffield Health	78	Registered membership	Cannock Chase
H8	Chase Leisure Centre	116	Pay and play	Cannock Chase
H9	Better Gym	100	Registered membership	Cannock Chase
H10	Xtreme Training Centre	25	Registered membership	Cannock Chase
H11	Nuffield Health	100	Registered membership	Wolverhampton

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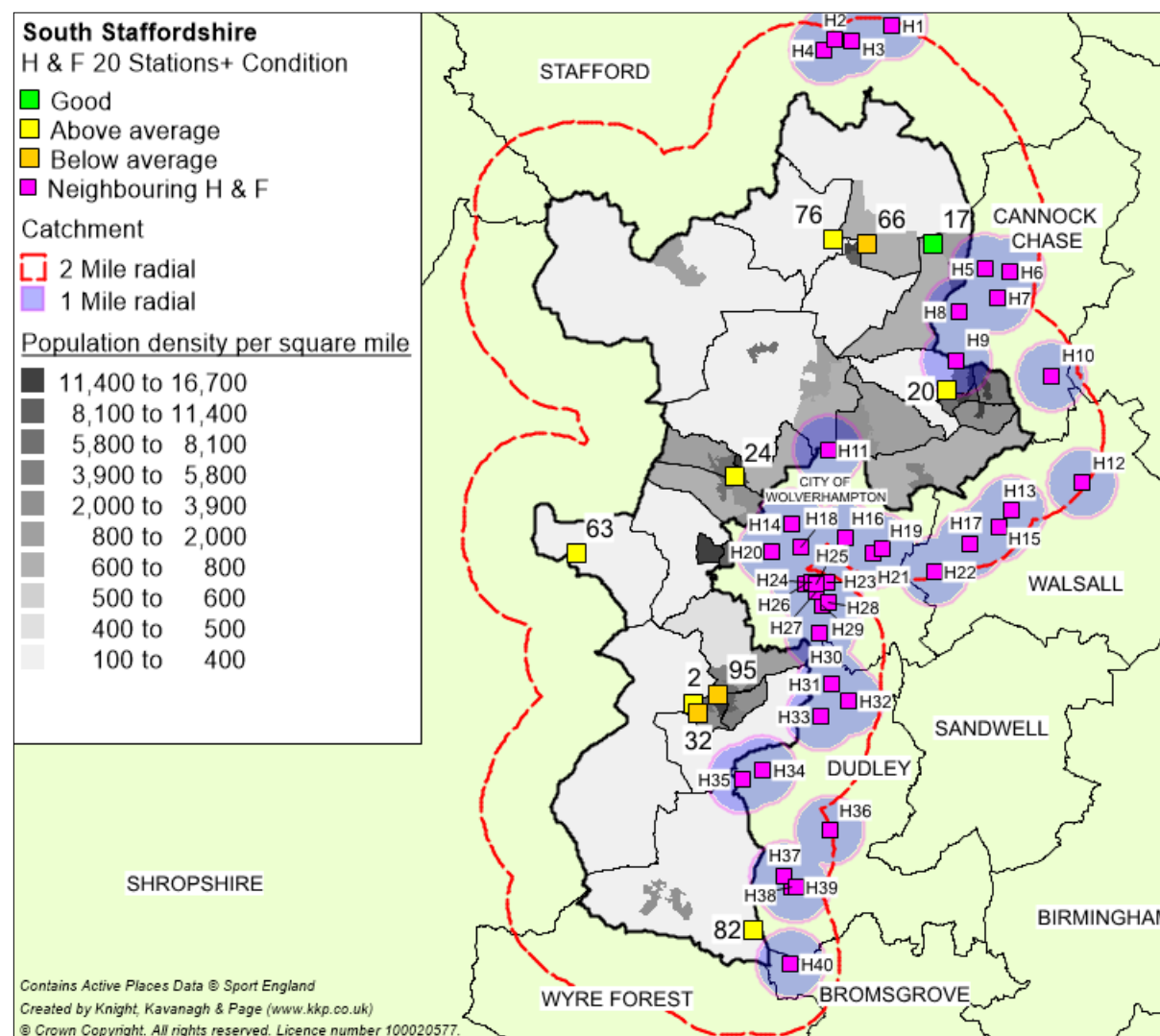
Map ID	Active Places site name	Stations	Access type	Local authority
H12	Ormiston Shelfield Community Academy	32	Pay and play	Walsall
H13	Bloxwich Active Living Centre	100	Pay and play	Walsall
H14	WV Active Aldersley	50	Pay and play	Wolverhampton
H15	Changeurshape Health Club	50	Pay and play	Walsall
H16	Muscle Masters	33	Registered membership	Wolverhampton
H17	Willenhall E-Act Academy	27	Pay and play	Walsall
H18	Xercise4Less	400	Registered membership	Wolverhampton
H19	Pure Gym	220	Registered membership	Wolverhampton
H20	Wolverhampton Lawn Tennis & Squash Club	35	Registered membership	Wolverhampton
H21	Wolverhampton Swimming & Fitness Centre	144	Registered membership	Wolverhampton
H22	Fosters Fitness Centre	51	Pay and play	Walsall
H23	Complexions Gym Limited	40	Registered membership	Wolverhampton
H24	The Gym	110	Registered membership	Wolverhampton
H25	The Way Youth Zone	20	Pay and play	Wolverhampton
H26	Firewalker Fitness & Martial Arts	40	Registered membership	Wolverhampton
H27	L M'S Gym	100	Pay and play	Wolverhampton
H28	Pure Gym	220	Registered membership	Wolverhampton
H29	Bob Jones Community Hub	24	Pay and play	Wolverhampton
H30	Park Hall Health Club & Spa	21	Registered membership	Wolverhampton
H31	Power Flex Gym	38	Registered membership	Dudley
H32	Beacon Hill Academy	22	Sports club / CA	Dudley
H33	The Ellowes Hall Sports College	28	Sports club / CA	Dudley
H34	Fortnocks Health Club	80	Registered membership	Dudley
H35	Klassics Health & Leisure	32	Registered membership	Dudley
H36	Xercise4Less (Brierley Hill)	400	Registered membership	Dudley
H37	Fitness Factory	90	Registered membership	Dudley
H38	Crystal Leisure Centre	90	Registered membership	Dudley
H39	Pump Gyms (Stourbridge)	75	Pay and play	Dudley
H40	Haybridge Sports Centre	20	Pay and play	Bromsgrove

Source: Active Places Power 20/06/2019

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Figure 7.4: Fitness gyms with 20+ stations within 2 miles of SSDC boundary



Availability and programming

Sport England's classification of access type defines registered membership use facilities as publicly available. This generally means a monthly membership fee, the cost of which can vary considerably. It is acknowledged that memberships which might be considered expensive offer access to different market segments and can ease pressure on more available facilities (i.e. those with cheaper membership options).

Table 7.5: All health and fitness facilities in South Staffordshire

Map ID	Site name	Stations	Access type
2	Active Fitness Club (Wombourne)	150	Registered membership
17	Chase Golf Club	45	Registered membership
20	Cheslyn Hay Leisure Centre	50	Pay & play
24	Codsall Leisure Centre	30	Pay & play
32	Evolution Leisure	27	Registered membership
63	Patshull Park Hotel Golf & Country Club	23	Registered membership

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Map ID	Site name	Stations	Access type
66	Penkridge Leisure Centre	40	Pay & play
76	South Stafford Hatherton Hotel	25	Registered membership
82	Stourbridge Lawn Tennis & Squash Club	25	Registered membership
95	Wombourne Leisure Centre	40	Pay & play

Consultation identified particular issues at Codsall Leisure Centre in that:

- ◀ Dedicated school use of the fitness gym (six hours per week) affects community access. (The fitness gym is not available to the community during this time).
- ◀ At the site, only the squash changing facilities are available during the day due to the school needing to use main changing rooms. Squash changing only accommodates up to two people at a time.

Table 7.6: Pricing structure of health and fitness facilities in South Staffordshire

Site name	Pay & play	3 Month	Annual	12 months direct debit	Notes
Active Fitness Club (Wombourne)				£24.95 standard* £29.95 Premier* £19.95 off peak*	Premier includes all classes. £5.00 per month extra Hydro+ drink & shake per day Students get £5.00 reduction/month.
Chase Golf Club	Unknown				
Cheslyn Hay Leisure Centre Codsall Leisure Centre Penkridge Leisure Centre Wombourne Leisure Centre	Privilege member Peak £6.00 Non-member £7.00	Exercise referral) £65.00 (3 x 1:1 sessions) nutrition advice & ongoing support)	Full membership £344.30 Gym membership £292.60	Full membership £31.30 Gym membership £26.60 Leisure Linx £10.70	Full includes swimming, classes and toning suite Multi-site access Leisure Linx (discounted for people in receipt of benefits)
Evolution Leisure			Peak + £275.00 Full £330.00 Juniors £275.00	Off peak £14.99 Peak £19.99 Classes included £24.99 Full gym, classes & martial arts £29.99	Junior membership £24.99
Patshull Park Hotel Golf & Country Club		£99.00	£675.00 includes golf	Full -£54.00 Off peak £36.00 60+ £36.00 18-23yrs £36.00 Juniors £25.00	
South Stafford Hatherton Hotel		£80.00		£36.00	
Stourbridge LT Club	Unknown				

(*£10 joining fee and £10 annual Club Enhancement fee)

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Table 7.6 shows that monthly costs for an adult single usage varies from £6.00 for a day pass at the public leisure centres to £54.00 per month at Patshull Park Hotel & Golf Club for adult standard anytime use. The cheapest monthly membership is £19.99 at Evolution Leisure. Membership at the public leisure centres offer multi activity options (e.g. swimming and fitness classes) and multiple site usage.

It is recognised that well run health and fitness facilities with studios can support the financial viability of other venue elements such as swimming pools and in many instances are used to cross subsidise such facilities.

Future developments

No known new health and fitness gyms are planned for the area. There are, however, planned improvements to the existing health and fitness facilities as follows:

Table 7.7: Planned refurbishments

Site name	Planned works
Cheslyn Hay Leisure Centre	<ul style="list-style-type: none"> ✦ Extension to existing gym ✦ New air conditioning ✦ New flooring ✦ Improved décor ✦ Refurbishment to changing
Wombourne Leisure Centre	<ul style="list-style-type: none"> ✦ New air conditioning and ventilation ✦ New ceiling ✦ New lighting to modernise ✦ Refurbishment to changing rooms

7.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision quantity a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

Table 7.8: UK penetration rates; health/fitness in South Staffordshire (ONS Data)

	Curent (2016)	Future (2037)
Adult population (16+ years)	93,959	98,652
UK penetration rate	15%	16%
Number of potential members	14,094	15,784
Number of visits per week (1.75/member)	24,664	27,623
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	411	460
Number of stations (with comfort factor applied)	617	691

The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year. (All figures rounded up/down)

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Based upon UK penetration rates there is a current need for 617 stations across South Staffordshire. This is expected to grow to 691 by 2037; taking account of a comfort factor (particularly at peak times).

When comparing the number of community available stations currently available (455) and accounting for the comfort factor, there is an undersupply of sufficient facilities to service the adult population. Although this looks significant, it does not take into consideration facilities in adjoining authorities in which there is a considerable number of gyms many of which are national chains and of significant size. They are attracting and will attract South Staffordshire residents. It is unlikely, therefore, that there is an actual under provision in the area.

It is not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations which can appear to look as though the market is congested. The key issue is that while some of these may be budget operators this does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage). Especially those that require transport to access such facilities.

Supply and demand analysis

As noted earlier, health and fitness facilities are an important facet of leisure provision and have been a successful addition to sports centres over the past three decades. Income derived can help to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral.

For SSDC, the challenge is to provide opportunity for people from areas of higher deprivation and rural areas who are less likely to be able to afford or choose to access health and fitness opportunity and do not have the transport to access the facilities. In the more rural areas, use of greenspace and flexible community spaces for fitness / physical activity is likely to be of key importance.

7.3: Dance studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There has been an increase in the number of people accessing fitness classes as identified in increased UK penetration rates. Activity types offered also vary from low impact classes such as pilates and yoga to dance, step, boxercise and Zumba. It is worth noting that dance classes/clubs are key users of studio spaces throughout the country.

The audit found 11 studios, 10 of which were subject to a non-technical assessment. Dance studios, generally, are in below average condition with one site (St Dominic's Brewood) rated good quality and two studios (Active Fitness Club) assessed as being above average.

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Figure 7.5: Dance studios in South Staffordshire

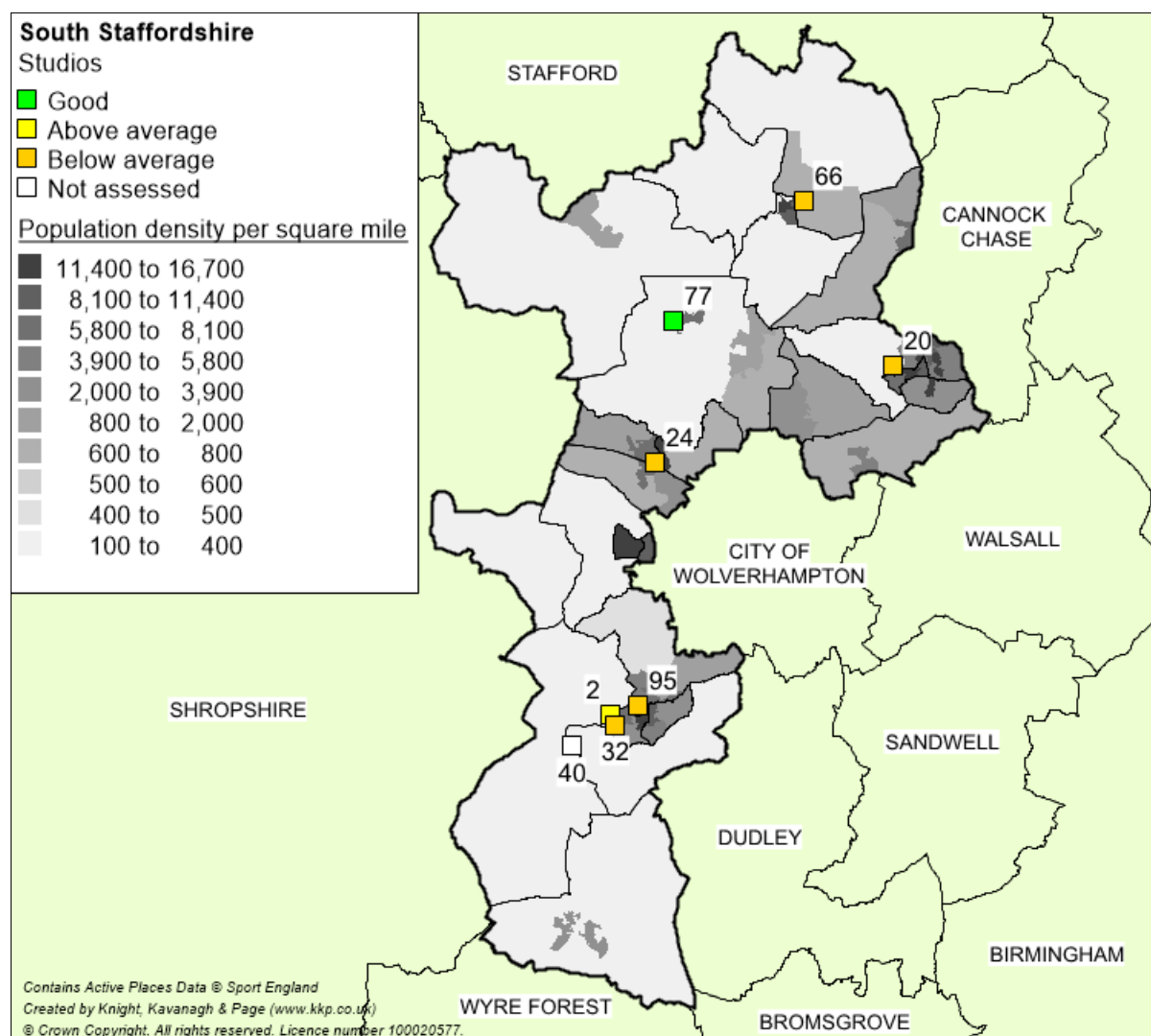


Table 7.9: List of South Staffordshire studios

Map ID	Site name	Access	Condition
2	Active Fitness Club	Registered Membership use	Above average
2	Active Fitness Club	Registered Membership use	Above average
20	Cheslyn Hay Leisure Centre	Pay and Play	Below average
20	Cheslyn Hay Leisure Centre	Pay and Play	Above average
24	Codsall Leisure Centre	Pay and Play	Below average
24	Codsall Leisure Centre	Pay and Play	Above average
32	Evolution Leisure	Registered Membership use	Below average
40	Half Penny Green Golf Club	Registered Membership use	Not assessed
66	Penkridge Leisure Centre	Registered Membership use	Below average
66	Penkridge Leisure Centre	Registered Membership use	Below average
95	Wombourne Leisure Centre	Pay and Play	Below average
95	Wombourne Leisure Centre	Pay and Play	Below average
77	St Dominic's Brewood	Sports club/ Association	Good

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7.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
Quantity	There are 14 health and fitness facilities of which 10 have 20 stations or more. These 10 facilities provide 455 stations in SSDC. In addition, there are 11 studios. There are 40 health and fitness gyms in neighbouring authorities, 13 offer pay and play access and 14 are of significant size with 100+ stations.	There does not appear to be a need for additional health and fitness provision at present or in the future (to 2037).
Quality	There is one good quality gym, six above average, and three are below average. There are planned improvements to Wombourne Leisure Centre and Cheslyn Hay, which is likely to improve the quality.	There is a need to maintain quality and where possible improve the condition of the average/below average rated gyms and dance studios.
Accessibility	All the main population areas have health and fitness facilities. Over 36% of the population live within one mile of a health and fitness facility and all residents in SSDC live within 20 minutes' drive of a health and fitness and dance facility. 3,248 (69%) of the cohort living in the areas of higher deprivation reside more than one mile of a health and fitness gym.	There is a need to ensure that harder to reach groups and people with specific health needs can access facilities.
Availability (Management and usage)	There are four publicly accessible pay and play health and fitness facilities with 20+ stations in SSDC. Six require a membership to access. There is dedicated school use at Codsall Leisure Centre reducing the availability of the gym.	The key need is to ensure health and fitness facilities cater fully for the full range of different market segments within the SSDC community. There is insufficient changing provision at Codsall Leisure Centre to accommodate both the school and the community.
Strategic Summary	There is sufficient supply of health and fitness facilities in SSDC currently and projected up to 2037 even taking into account the fact that the market for health and fitness nationally is still growing. The importance of the financial contribution that health and fitness provision can make to the viability of (and to enable) other publicly accessible facilities as swimming pools is an important facet. Development of health and fitness facilities which are not in the local authority domain, may increase the financial pressure on SSDC owned facilities. Health and fitness facilities along with dance studio space have the potential to increase physical activity in the wider population. The significant number of facilities in adjoining authorities are of significant size and scale. They are likely to be attracting SSDC residents and catering for some of the fitness demand in the area.	

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SECTION 8: SQUASH

Squash is now on a new strategic path, implementing a rebrand and undergoing a major restructure. England Squash has achieved core strategic goals agreed with Sport England one of which was to arrest the decline in participation. It is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game through key programmes (e.g., Squash101) and campaigns (e.g., Squash Girls Can) but will need to apportion resources in a significantly different manner.

Table 8.1: England Squash Strategic aims:

Element	Aim
Governance	Adhere to the highest standards of organisational governance.
Membership	Provide a membership model that caters to and provides benefits for anyone interested in playing and coaching squash irrespective of their ability.
Programmes	Enabling and supporting partners to be at the forefront of adult and player recruitment and retention.
Talent & high performance	Provide a support and development programme that identifies, develops and delivers world leading individuals and teams.
Commercial	Create a diversified and effective revenue model that minimises risk and reduces dependency on funding.

Enhancing Squash (2017-2021) outlines the vision, principles and strategic pillars for England Squash. Its vision is *to make squash the #1 racket sport in England*. Its Mission is to create a thriving squash community by redefining and enhancing the experience for players, coaches, officials and volunteers - enabling England Squash to sustain the sport, maximise revenue potential and develop world leading teams and individuals. The 2017-2021 strategy aims to:

- ◀ Continue to build a model sport NGB that enables participation and enjoyment of squash whilst delivering a robust talent pathway and successful performance programme.
- ◀ Deliver a membership scheme that caters to and encourages players/coaches at all levels.
- ◀ Form a progressive organisation with an enhanced international reputation.

8.1 Supply

Ten squash courts are located at three sites in the District. They are in good and above average condition with the exception of Codsall Leisure Centre where the two courts are both rated below average. There are four glass backed courts in the area. (Two each at Codsall Leisure Centre and South Stafford Hatherton Hotel).

Approximately 85% (95,137, MYE 2017) of South Staffordshire's population lives within a 20-minute drive of a squash facility.

There are 33 courts across 11 sites located within two miles of the local authority boundary. Ten of these courts (five sites) offer pay and play access, two courts are private use only, two courts require a membership to access and 18 are accessible via a sports club/community association.

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Figure 8.1: Squash courts in South Staffordshire and neighbouring authorities (20 min drive)

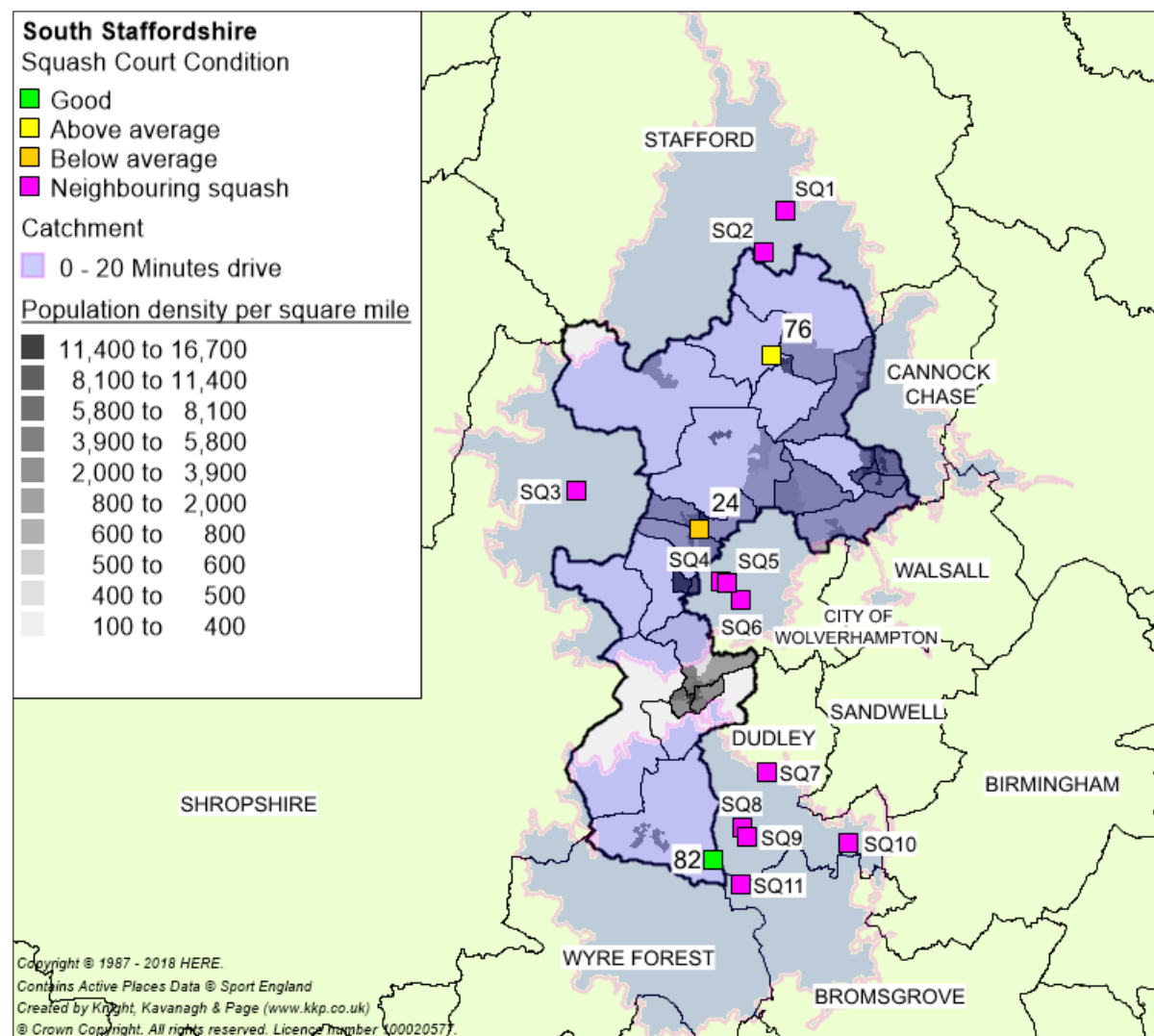


Table 8.2: Squash courts in South Staffordshire

Map ID	Site name	Courts			Condition
		Normal	Glass backed	Total	
24	Codsall Leisure Centre	0	2	2	Below average
76	South Stafford Hatherton Hotel	0	2	2	Above average
82	Stourbridge Lawn Tennis & Squash Club	6	0	6	Good
Total				10	

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Table 8.3: Squash courts within 2 miles of the SSDC boundary

Map ID	Site name	Cts	Access type	Local authority
SQ1	Stafford Leisure Centre	2	Pay & play	Stafford
SQ2	Burton Manor Sports Association	2	Sports club / CA	Stafford
SQ3	RAF Cosford School of Physical Training	4	Sports club / CA	Shropshire
SQ4	Tettenhall College	2	Pay & play	Wolverhampton
SQ5	Wolverhampton Lawn Tennis & Squash Club	8	Sports club / CA	Wolverhampton
SQ6	The Wolverhampton Grammar School	4	Sports club / CA	Wolverhampton
SQ7	David Lloyd Club	3	Reg. members	Dudley
SQ8	Crystal Leisure Centre	2	Pay & play	Dudley
SQ9	Old Swinford Hospital	2	Private use	Dudley
SQ10	Halesowen Leisure Centre	2	Pay & play	Dudley
SQ11	Haybridge Sports Centre	2	Pay & play	Bromsgrove

Source: Active Places Power 26/09/2019

NB: Sports Club / CA = Sports Club / Community Association use

Planned developments

The audit identifies that there will be a loss of the two squash courts at Codsall Leisure Centre in the near future as they are to be converted into a permanent studio space for fitness classes. They are reportedly already used for fitness classes due to a reported lack of squash demand. The centre of the SSDC area will, from this point on, not have access to squash courts.

On closure of the squash courts at Codsall Leisure Centre, 75,332 (67%) people will reside within 20 minutes of a squash court within the District. There are, however, squash courts located approx. three miles away (11mins drive) Wolverhampton (Map ID SQ4 and SQ5).

8.2: Demand

Several consultation requests were sent to Stourbridge Lawn Tennis & Squash Club, but it actively decided not to participate in the study.

8.3: Summary of key facts and issues

Facility type	Squash	
Elements	Assessment findings	Specific facility needs
Quantity	There are 10 squash courts in South Staffordshire; 4 glass backed; the others traditional.	The number of courts will reduce from 10 to eight in the near future.
Quality	Six good quality, two are above average and two are below average.	Continued maintenance/investment is needed to maintain court quality.
Accessibility	85.0% of SSDC residents currently reside within 20 minutes' drive of a squash court. This will reduce to 67.0% of the population when the two squash courts at Codsall Leisure Centre are converted to fitness space.	Accessibility to squash courts will be reduced to 67% of the population once the courts at Codsall Leisure Centre close.

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Facility type	Squash	
Elements	Assessment findings	Specific facility needs
Availability	<ul style="list-style-type: none"> ◆ A membership fee is required to access squash courts at Stourbridge Lawn Tennis & Squash Club. ◆ Pay and play access will reduce with loss of courts at Codsall Leisure Centre. ◆ Pay and play is still available at Hatherton House Hotel. ◆ 33 courts across 11 sites are located within 2 miles of the local authority boundary. 10 courts (five sites) offer pay and play access. 	
Strategic summary	<p>Squash is relatively well catered for. Clubs are actively trying to recruit new members. Continued monitoring is required to ensure that the sport is being catered for and that squash court facilities meet users' needs.</p> <p>There will be a reduction of squash courts in the centre of the authority when Codsall Leisure Centre squash courts close, however there are courts nearby (c.3miles) in the neighbouring authority of Wolverhampton.</p>	

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SECTION 9: GYMNASTICS

The British Gymnastics (BG) Strategic Framework 2017-2021 identifies three key priorities, to:

- ◆ Diversify sources of revenue to develop and grow the provision of gymnastics.
- ◆ Build the capacity and grow the demand in gymnastics.
- ◆ Raise the profile and increase the appeal of gymnastics.

Its facility development priorities (for the period 2017 - 2021) are to:

- ◆ Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers.
- ◆ Guide funding investment through the United Kingdom from BG, home country sports councils, local authorities and other potential funders.
- ◆ Maintain/improve the quality of facilities and equipment within existing delivery partners.
- ◆ Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

Participation in gymnastics is reportedly increasing rapidly. BG membership reached 390,500 in 2017 and has been increasing at about 12% per year between 2013-17. The emphasis for this strategy period is on using gymnastics as a foundation sport for 5 to 11-year olds. Across the country, BG reports extensive demand for more gymnastics opportunity and many clubs report having long waiting lists.

One million people are estimated to be on waiting lists for gymnastics (Freshminds Latent Demand Research, 2017). This research also suggests that a further 1.9 million would like to participate but are not currently on a waiting list. A key part of BG's strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. There is a definite trend for gymnastics clubs to do this.

There are also initiatives for older people funded by Sport England, such as, Love to Move focused on dementia patients.

9.1: Supply

There is no dedicated gymnastics venue in South Staffordshire. Wolverhampton Gymnastics Club offers gymnastics provides opportunity in the District at Cheslyn Hay and Codsall leisure centres. (The Club also operates from Chase Leisure Centre in Cannock Chase).

Club name	Number of participants	Facility type
Wolverhampton Gymnastics Club	495 (across 3 sites)	Non dedicated leisure centres

Consultation with BG indicated that there are several dedicated centres in neighbouring authorities. Figure 9.1 overleaf shows the location of the dedicated centres with a 20 minutes' drive time from each site. It illustrates that there is a 'gymnastics gap' in the centre of the authority which could potentially present an opportunity.

Currently drive time catchment modelling estimates that approximately 63% of South Staffordshire's population is within a 20-minutes' drive of a gymnastics facility which is 70,988 out of a population of 111,890 using MYE 2017.

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Consultation with BG suggests that Dudley Gymnastics Club is looking at a dedicated facility project on a school site. It has an offer of £100,000 from Charities Aid Funding (CAF). Should the development come to fruition, the new facility will fill the gap in the centre of Dudley, although it does mean that for dedicated gymnastics provision, SSDC residents are required to travel to a neighbouring authority.

Figure 9.1: Dedicated Gymnastics centres within 20 min drive time of SSDC

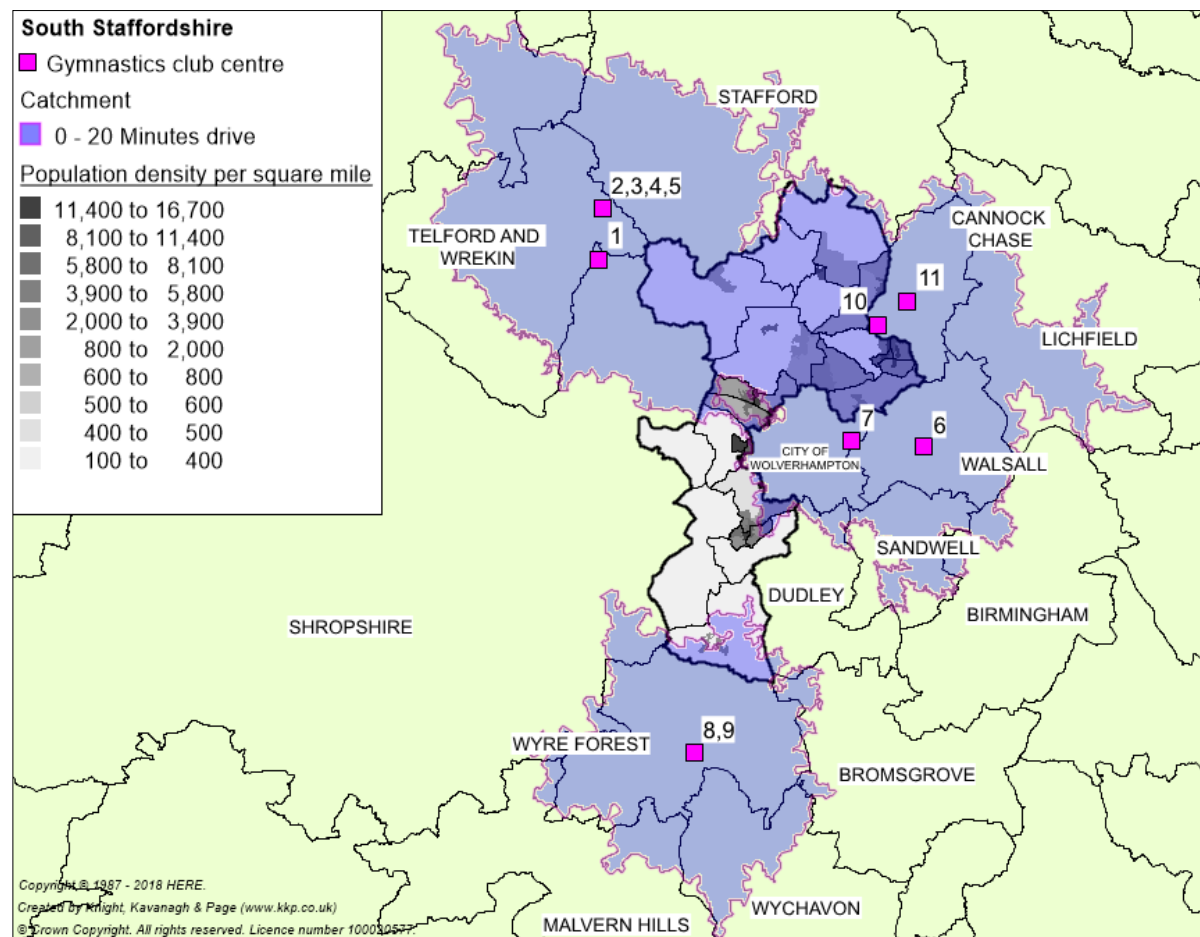


Table 9.1: Gymnastics dedicated centres within 20 minutes' drive time of SSDC

Map ID	Site name	Map ID	Site name
1	Lilleshall National Sports Centre	7	Wolverhampton Gym Club
2	Telford Gymnastics Academy	8	Wyre Forest Gymnastics School
3	Airborne Gymnastics	9	Worcestershire Special Olympic
4	Darwin Gymnastics and Dance	10	Birches Valley Gymnastics Club
5	Idsall Gymnastics and Trampoline Club	11	South Staffs Acrobatics (Gymnastics)
6	Walsall Gym Club		

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9.2: Demand

BG reports that participation in gymnastics is increasing rapidly. Membership reached 390,500 in 2017 and has been increasing at about 12% per year over 2013 -17. As noted above, the emphasis for 2017 – 2021 will be on using gymnastics as a foundation sport for 5 to 11 year olds.

BG reports that there is a large demand for more gymnastics opportunity at its clubs was confirmed via consultation. A key part of BG's strategy to increase participation is to support clubs, leisure providers and other partners moving into their own dedicated facilities, offering more time and space for classes. BG provides a range of products and programmes and expert assistance to support local delivery; gymnastic activities which are successfully driving membership growth and retention across the country.

9.3: Summary

Facility type	Gymnastics	
Elements	Assessment findings	Specific facility needs
Quantity	BG identifies one key club operating in the district which has c..500 registered members. It operates at the three public leisure centres. There is no dedicated facility in the Authority.	Ensure provision is available in leisure centres to cater for recreational demand.
Quality	The sports hall at Codsall Leisure Centre is rated as above average and Cheslyn Hay is below average.	There is a requirement to improve the standard of the below average sports halls, whilst maintaining the quality of those which are above average or good.
Accessibility	Gymnastics is accessible to SSDC residents recreationally. Residents are required to travel to an adjoining authority to access dedicated provision. Residents in the centre of SSDC do not have access to a dedicated gymnastics facility within 20 minutes' drive time. Dudley Gymnastics Club has plans to develop a dedicated centre (within Dudley) which will help plug this gap.	Travel times to gymnastics clubs for all residents is less than 20 minutes. The key issue is that there is no dedicated provision in the area, residents are required to travel to adjoining authorities to access this.
Availability (Management & usage)	There is opportunity to grow participation in gymnastics in the SSDC area. Clubs understand the need to develop the coaching and volunteer workforce in order to increase participation in gymnastics.	Facility management reports a need to increase the coaching and volunteer workforce to develop the sport in the area.
Strategic summary	There is a need to support clubs as they look to increase the available qualified coach workforce and volunteers which underpin existing provision and enable future expansion.	

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SECTION 10: INDOOR BOWLS

There is currently no indoor bowls centre located within the Authority.

Research suggests that some short mat bowls and carpet bowls is played in village and community halls and this currently meets residents' needs.

Consultation with the English Indoor Bowls Association indicates that it is keen to explore ways to enable a purpose-built indoor bowls facility to be built locally. The rationale for this is based on population analysis and the number of "older" people projected within the timescale of the Local Plan. The NGB recognises that the area is primarily an outdoor crown green area and that there will need to be a robust business plan in place to justify a 12 month a year purpose-built site. EIBA would like the following to be considered:

- ❖ Compliant Indoor bowls green(s) in a leisure centre with at least 4 rinks.
- ❖ Indoor bowls added to an existing outdoor bowls club which has full ancillary services (catering, bar, toilets, changing provision and has the land to build on.
- ❖ Indoor bowls added to an existing outdoor sports club which has full ancillary provision and the land to build on.
- ❖ Indoor bowls within a building that could accommodate it with an appropriate lease.

10.1: Supply

Figure 10.1: Dedicated indoor bowls centres within 30 minutes' drive time of SSDC

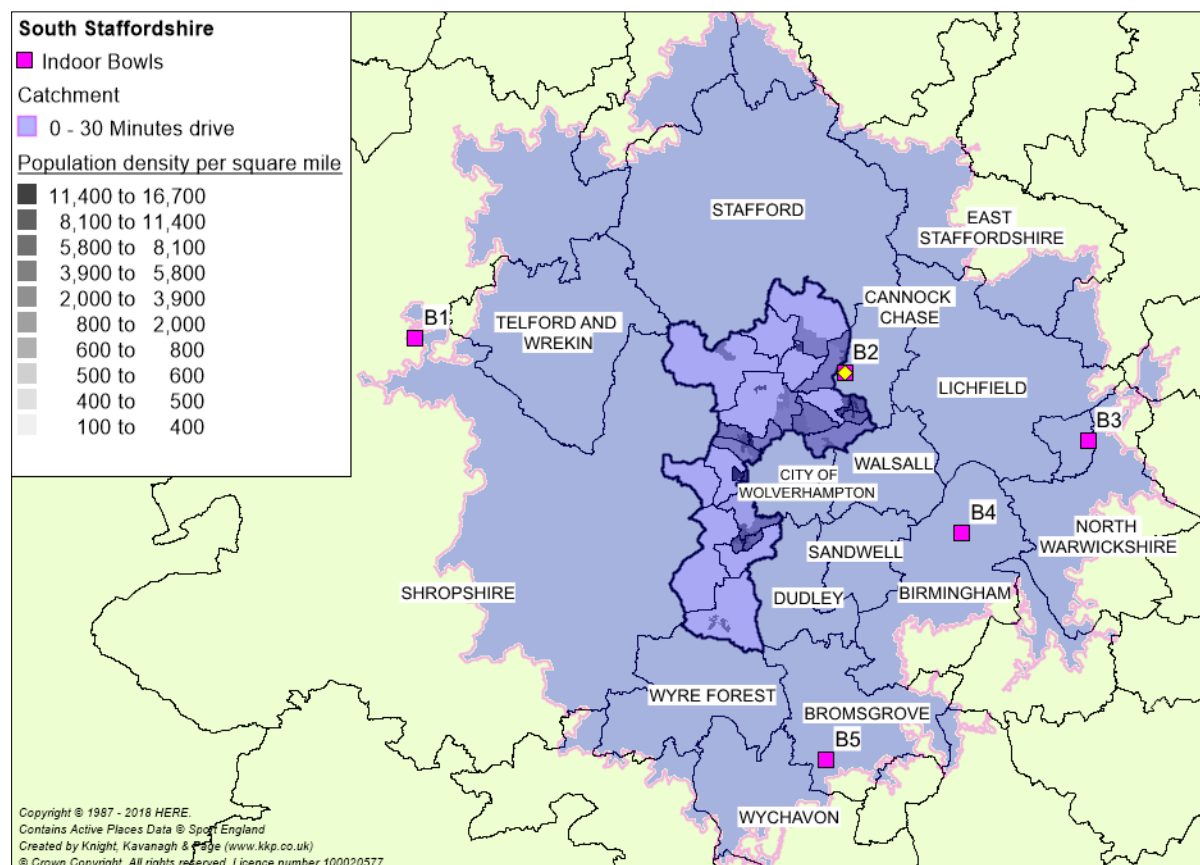


Table 10.1 above and Figure 10.1 show the nearest indoor bowls facilities within neighbouring authorities and a 30 minutes' drive time from the Authority. There are five indoor bowls

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facilities within the 30 minutes' drive time. Research indicates that Chase Leisure Centre facility is not of regulation size and has recently closed reportedly due to lack of demand.

Table 10.1: Neighbouring indoor bowls

Map ID	Site name	Rinks	Access type	Local authority
B1	Shrewsbury Sports Village	6	Pay and Play	Shropshire
B2	Chase Leisure Centre	2	Pay and Play	Cannock Chase
B3	Tamworth & District Indoor Bowls Club	6	Sports Club / CA	Tamworth
B4	Erdington Court Sports Club	4	Sports Club / CA	Birmingham
B5	Bromsgrove & District Indoor Bowls Club	6	Sports Club / CA	Bromsgrove

Source: Active Places Power 28/10/2019

NB: Sports Club / CA = Sports Club / Community Association use

Only Shrewsbury Sports Village offers pay and play access, the others require access via a sports club/association.

10.2: Demand

The audit did not identify any demand in the area for indoor bowls, further exploration and consultation with outdoor bowls is required. This is being covered in the Playing Pitch Strategy needs assessment.

Sport England's Sports Facilities Calculator

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It is used to estimate facility needs for whole area (district) populations but should not be applied for strategic gap analysis as it has no spatial dimension as it does not take account of:

- ✦ Facility location compared to demand.
- ✦ Capacity and availability of facilities – opening hours.
- ✦ Cross boundary movement of demand.
- ✦ Travel networks and topography.
- ✦ Attractiveness of facilities.

Table 10.2: Sport England Sports Facilities Calculator – indoor bowls

	Population 2016	Population estimate 2037	Local Plan Review estimate 2037
ONS population projections	111,173	115,995	132,312
Population increase	-	4,822	21,139
Facilities to meet additional demand	-	0.41 rinks 0.7 centres	1.85 rinks or 1.62 centres
Cost	-	£143,339	£645,649

The SFC calculates that for a population of 111,173 there is a demand for 9.74 rinks (1.62 centres). The cost of building this/these is estimated at £3,395,560. The projected increase in population to 2037 will raise the level of demand for indoor bowls. By that time the SFC indicates a need for an additional 0.41 rinks based on ONS estimates and based on the Local Plan Review estimates there will be a need for additional 1.85 rinks or 1.62 centres.

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10.3: Summary

Facility type	Indoor Bowls	
Elements	Assessment findings	Specific facility needs
Quantity	There is no indoor bowls centre in South Staffordshire.	The EIBA is keen to explore ways in which a purpose-built indoor bowls facility could be built locally given the increasing number and proportion of older residents.
Quality		
Accessibility	There are four operational centres within 30 minutes' drive time of South Staffordshire.	
Availability (Management & usage)	The nearest dedicated pay and play indoor facility is located in Shropshire (Shrewsbury Sports Village). Access to the other centres is via a sports club/community association.	
Strategic summary	The audit did not find any latent demand for an indoor bowls facility. Other formats of the game are being played in small halls e.g. short mat bowls (see Section 4).	

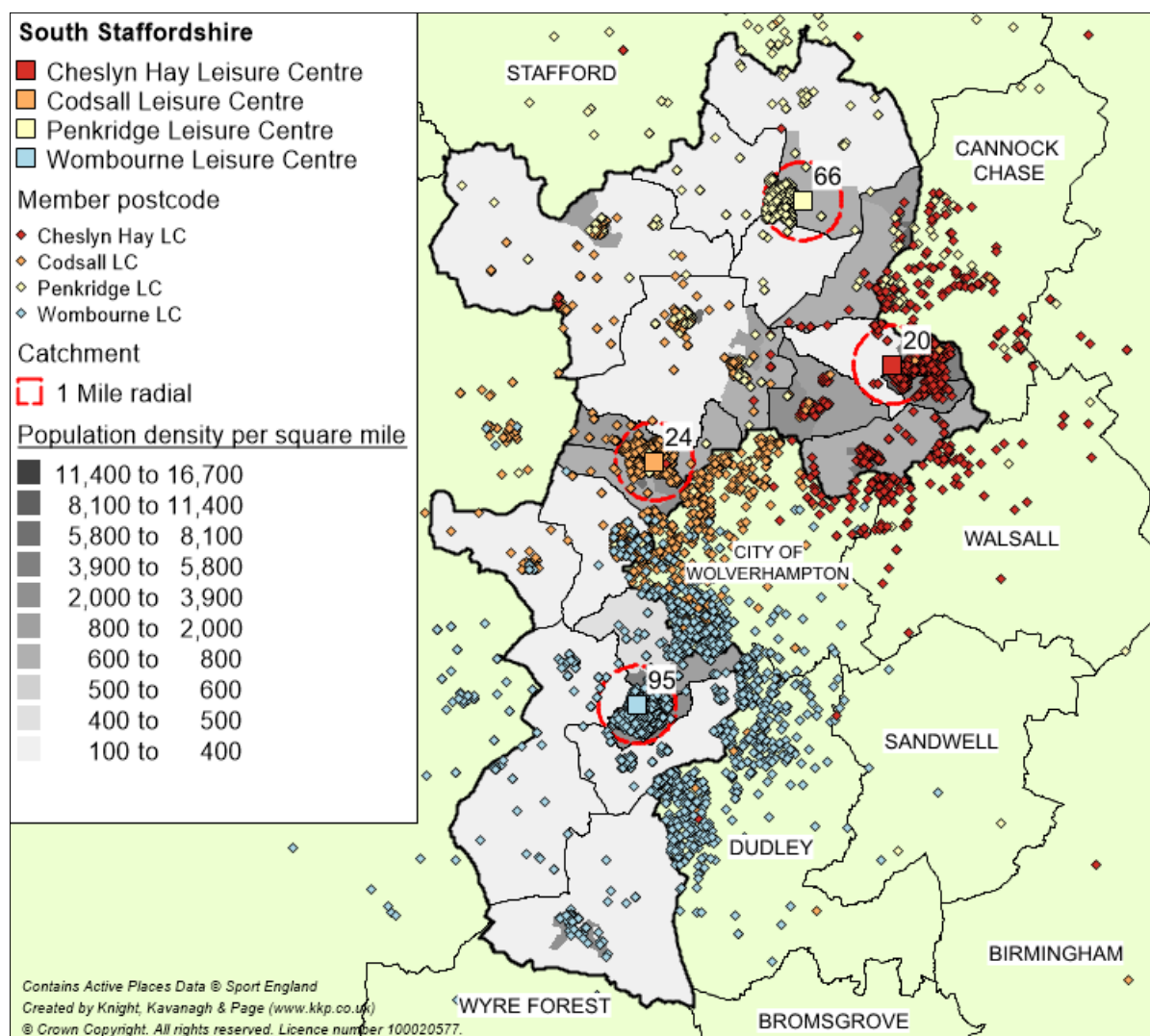
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SECTION 11: MEMBERSHIP ANALYSIS

KKP requested the current membership data from The Good Life in order to analyse where its current members live in relation to the centre they attend. A total of 6,474 postcode records were provided on 26/09/2019. The data did not contain unique subscriber ID or other means of ascribing uniqueness to each postcode record. The exact currency period of the records (date from / date to) is unknown, although at the time of providing the data the client informed KKP that the data was from the last six months. The data provided the following:

- ♦ 6,297 (97.27%) had valid postcodes for mapping.
- ♦ 177 postcodes were incorrectly formatted, missing or invalid.
- ♦ 4,279 (66.10%) of the mapped postcodes are within the South Staffordshire local authority area.
- ♦ 2,195 (33.90%) of mapped postcodes are outwith the South Staffordshire local authority area or have location unknown.

Figure 11.1: Membership distribution by centre MYE 2017



The data is allocated to the following centres:

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- ◀ Cheslyn Hay Leisure Centre (1,107)
- ◀ Codsall Leisure Centre (1,946)
- ◀ Penkridge Leisure Centre (830)
- ◀ Wombourne Leisure Centre (2,424)

It confirms that Wombourne Leisure Centre has the most members (2,424), and Penkridge Leisure Centre (at 830) has the fewest. (It should be noted that at the time of audit the swimming pool at Penkridge Leisure Centre was closed and may have affected the current number of members data).

Figure 11.1 shows where members live in relation to the leisure centre to which they subscribe. It shows that all of centres have a significant number of members who travelling more than one mile. All four leisure centres also import members in from adjoining authorities. Wombourne Leisure Centre is attracting more members generally from a wider catchment area than the other centres.

Based on this, it is likely that the members rely heavily on transport (cars or public transport) to access the centre they attend.

SECTION 12: INITIAL STRATEGIC RECOMMENDATIONS

Overarching findings are that there is an imminent requirement for SSDC to more clearly determine and define the scale, location and quality of leisure provision the Authority wishes to provide for residents. This is based on the fact that the stock of Council owned and managed facilities in South Staffordshire is ageing, has received very limited investment and, as is best illustrated by the issues faced replacing pool plant and equipment at Penkridge Leisure Centre, is all below par in the context of quality, likely longevity and customer experience.

The Council is highly reliant upon a high proportion of local demand being 'exported' to facilities provided by neighbouring local authorities and there is no apparent coherent plan to maintain, improve or replace its own. Some clarity in respect of the Authority's interest in and commitment to maintain and renew provision to service its own settlements and communities is necessary in order to provide clear direction for future planning and investment.

The strategy which follows this needs assessment will need to take into account the findings identified within the needs assessments, the demographic make-up of the District, the current vision of the Council and the financial constraints it faces. Nonetheless, SSDC needs to invest in its own facilities in order to ensure they are fit for purpose for the 21st Century (e.g. welcoming, clean, attractive, flexible spaces, wide programme offer, ability to learn to swim cost-effective to manage and operate etc). This should lead to increased financial viability. Once the overall direction of travel is clear, recommendations are likely to be as follows:

- ◀ A long-term strategy is needed to address facility issues by ensuring sports stock remains attractive and fit for purpose. This should identify upfront and ongoing investment, maintenance and refurbishment requirements to protect, improve and/or replace existing sports facilities.
- ◀ There is a need to retain a watching brief on facilities in neighbouring local authorities to ensure that the needs of SSDC residents continue to be met. Levels of exported demand (and SSDC dependence upon this) need to be monitored and evaluated.
- ◀ The swimming pool at Penkridge Leisure Centre is in urgent need of replacement. SSDC should replace it with a 6 lane 25m pool and consider adding a fixed, permanent, integrated learner pool to enhance the programme and offer to the community. There is a requirement to undertake a feasibility to determine the capital costs and the potential return on the investment. It is imperative to consider long-term solutions.
- ◀ There is a need to ensure that settlement sports facilities and community/village halls are, and remain, accessible to hard-to-reach groups such as those living in rural communities and older people.
- ◀ Improved use of membership and usage data will enable Good Life (and/or any future operator) to fully understand who is using (and thus who is not using) facilities. This enables the delivery and development of targeted programmes and pricing to help drive increases in participation.
- ◀ Daytime access to sport and leisure facilities is required in order to meet the needs of the growing older population. Good Life community sessions are of increasing importance to this population.
- ◀ Support other developments (via planning, developer contributions and officer expertise) which may assist in increasing sport and physical activity within the wider community.
- ◀ Ensure that programming and pricing of facilities and activities are accessible for all e.g. ladies only swimming.
- ◀ The key challenge for Good Life is to drive increases in participation (challenging itself to innovate) by delivering high quality, varied programmes. This will require considerable drive, ambition and resource.

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APPENDIX 1: Sports halls within 2 miles of the SSDC boundary

Table 5.10: Community available Sports halls within 3 miles of local authority boundary

Map ID	Site name	Courts	Access type	Local authority
H1	Beacon Sport & Fitness	4	Pay and Play	Stafford
H2	Stafford Leisure Centre	4	Pay and Play	Stafford
H3	Blessed William Howard High School	4	Sports Club /	Stafford
H4	King Edward VI High School	4	Sports Club / CA	Stafford
H5	Stafford Manor High School	5	Sports Club / CA	Stafford
H6	Stafford Grammar School	4	Sports Club / CA	Stafford
H7	Staffordshire University Academy	4	Sports Club / CA	Cannock Chase
H8	Kingsmead School	4	Sports Club / CA	Cannock Chase
H9	Cardinal Griffin Catholic College	4	Sports Club / CA	Cannock Chase
H10	Cannock Chase High School	4	Sports Club / CA	Cannock Chase
H11	Chase Leisure Centre	8	Pay and Play	Cannock Chase
H12	Norton Canes High School	4	Sports Club / CA	Cannock Chase
H13	Ormiston Shelfield Community	4	Pay and Play	Walsall
H14	Ormiston New Academy	4	Sports Club / CA	Wolverhampton
H15	Sneyd Community Association	6	Sports Club / CA	Walsall
H16	Aldersley High School Sports Centre	4	Sports Club / CA	Wolverhampton
H17	Bloxwich Active Living Centre	6	Pay and Play	Walsall
H18	Coppice Performing Arts School	3	Sports Club / CA	Wolverhampton
H18	Coppice Performing Arts School	4	Sports Club / CA	Wolverhampton
H19	Our Lady & St Chad School	4	Sports Club / CA	Wolverhampton
H20	Tettenhall College	4	Sports Club / CA	Wolverhampton
H21	St. Peter's Collegiate School	5	Sports Club / CA	Wolverhampton
H21	St. Peter's Collegiate School	4	Sports Club / CA	Wolverhampton
H22	Smestow School	4	Sports Club / CA	Wolverhampton
H23	Colton Hills School Community	4	Sports Club / CA	Wolverhampton
H24	Coseley Leisure Centre	4	Sports Club / CA	Dudley
H25	The Dormston Centre	4	Pay and Play	Dudley
H26	The Ellowes Hall Sports College	8	Sports Club / CA	Dudley
H27	Bishop Milner Catholic College	4	Sports Club / CA	Dudley
H28	Summerhill School	3	Sports Club / CA	Dudley
H29	The Crestwood School	4	Sports Club / CA	Dudley
H30	King Edward VI College Stourbridge	4	Sports Club / CA	Dudley
H31	Ridgewood High School	4	Sports Club / CA	Dudley
H32	Crystal Leisure Centre	8	Pay and Play	Dudley
H33	Redhill School	4	Sports Club / CA	Dudley
H34	Haybridge Sports Centre	4	Pay and Play	Bromsgrove
H35	Hagley Catholic High School	4	Sports Club / CA	Bromsgrove

Source: Active Places Power 24/09/2019

NB: Sports Club / CA = Sports Club / CA use

SOUTH STAFFORDSHIRE COUNCIL

INDOOR SPORTS FACILITIES – NEEDS ASSESSMENT

APPENDIX 2: Swimming pool within 2 miles of the SSDC boundary

Table 6.7: Swimming pools in neighbouring authorities

Map ID	Active Places site name	Pool type	Access type	Local authority
P1	Stafford Leisure Centre	Main/general	Pay and Play	Stafford
P1	Stafford Leisure Centre	Learner/teaching	Pay and Play	Stafford
P2	Walton High School	Main/general	Sports Club / CA	Stafford
P3	Chase Leisure Centre	Main/general	Pay and Play	Cannock Chase
P3	Chase Leisure Centre	Learner/teaching	Pay and Play	Cannock Chase
P3	Chase Leisure Centre	Learner/teaching	Pay and Play	Cannock Chase
P4	Sneyd Community Association	Main/general	Sports Club / CA	Walsall
P5	Bloxwich Active Living Centre	Main/general	Pay and Play	Walsall
P5	Bloxwich Active Living Centre	Learner/teaching	Pay and Play	Walsall
P6	The King's C.E. School	Main/general	Sports Club / CA	Wolverhampton
P7	Willenhall E-Act Academy	Main/general	Sports Club / CA	Walsall
P8	Tettenhall College	Learner/teaching	Sports Club / CA	Wolverhampton
P9	Wolverhampton Swimming & Fitness Centre	Main/general	Pay and Play	Wolverhampton
P9	Wolverhampton Swimming & Fitness Centre	Leisure pool	Sports Club / CA	Wolverhampton
P9	Wolverhampton Swimming & Fitness Centre	Learner/teaching	Pay and Play	Wolverhampton
P9	Wolverhampton Swimming & Fitness Centre	Learner/teaching	Pay and Play	Wolverhampton
P10	Smestow School	Main/general	Sports Club / CA	Wolverhampton
P11	Royal Wolverhampton School	Main/general	Sports Club / CA	Wolverhampton
P11	Royal Wolverhampton School	Learner/teaching	Sports Club / CA	Wolverhampton
P12	Colton Hills School Community School	Main/general	Sports Club / CA	Wolverhampton
P13	Ellowes Hall Sports College	Main/general	Sports Club / CA	Dudley
P14	Summerhill School	Main/general	Sports Club / CA	Dudley
P15	The Crestwood School	Main/general	Sports Club / CA	Dudley
P16	The Wordsley School	Main/general	Sports Club / CA	Dudley
P17	Crystal Leisure Centre	Leisure pool	Pay and Play	Dudley
P17	Crystal Leisure Centre	Main/general	Pay and Play	Dudley
P18	Pedmore Technology College	Main/general	Sports Club / CA	Dudley
P19	WV Active	Main/general	Pay and Play	Wolverhampton

Source: Active Places Power 24/09/2019