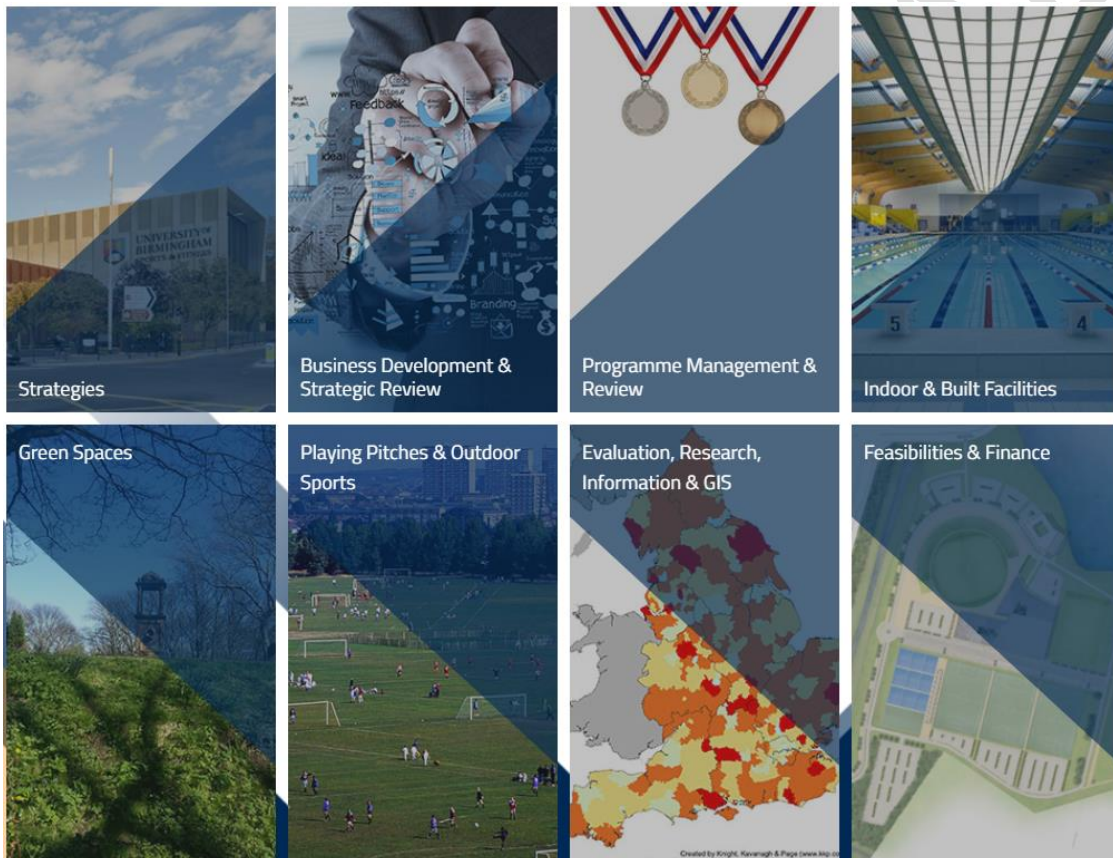


## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES



## NEEDS ASSESSMENT: JANUARY 2024

QUALITY, INTEGRITY, PROFESSIONALISM

**Knight, Kavanagh & Page Ltd**  
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Cert Num: 6543-QMS-001

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# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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## SECTION 1: INTRODUCTION

Knight, Kavanagh & Page Ltd (KKP) was appointed by East Staffordshire Borough Council (ESBC) to produce its Playing Pitch Strategy (PPS) and Built Facility Strategy (BFS) 2023-2031. This is the BFS; the stated objectives of which are to:

- ◀ Provide a documented assessment of current and future needs for indoor sports and aquatics facilities within the Authority; focusing on the quantity and quality issues in relation to supply and demand.
- ◀ Identify all valuable sites to ensure they can be protected and improved for the long-term benefit of sport.
- ◀ Provide a clear and justified series of recommendations and associated action plans for the provision of indoor sports and aquatics facilities (this includes all education sites, to ensure that the Council / school trusts are building fit for purpose facilities for both the curriculum and community use).
- ◀ Promote a sustainable approach to the provision of indoor sports and aquatics facilities and management of sports clubs.
- ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and long-term aspirations.
- ◀ Take account of indoor sport and aquatics facilities provided in neighbouring local authorities that presently service the sporting and recreational needs of East Staffordshire residents (and vice versa).
- ◀ Ensure provision can meet future demand derived from housing growth and to guide the level of increased provision required to create a clear plan of demand for future public leisure facilities (using Sport England's Sports Facilities Calculator).
- ◀ Help provide the evidence to secure internal and external funding to support the Indoor and Built Facilities Strategy action plan.

This report is, thus, a detailed assessment of current provision of indoor and built sports facilities located within East Staffordshire, identifying needs (demand) and gaps (deficiencies in provision). The BFS therefore:

- ◀ Incorporates a robust up to date needs assessment which supports the Council and meets the requirements of the amended National Planning Policy Framework (NPPF).
- ◀ Reflects and addresses the needs and demands of the local population that will grow in line with the changes defined by the emerging Plan.
- ◀ Should underpin action by ESBC and key stakeholders with regard to potential joint investment in sport and physical activity facilities.

# EAST STAFFORDSHIRE BOROUGH COUNCIL

## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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### 1.2: Scope of the project

This report provides a facility breakdown of 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, sports halls (and associated indoor sports), swimming pools, health and fitness, squash, gymnastics, indoor tennis, indoor bowls and community centres/ village halls. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e., 3+ court halls), swimming pools (minimum size 160m<sup>2</sup>), health and fitness facilities (including, within reason, dance studios) and the wider range of facilities identified above.
- ◀ Analysed supply and demand to identify gaps and opportunities to improve provision.
- ◀ Sought to identify the extent to which 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 to drive up participation levels.

The audit was conducted in spring 2023. Specific deficiencies and surpluses are identified to inform the provision required.

The specific objectives of the audit and assessment are to:

- ◀ Review relevant ESBC strategies, plans, reports and corporate objectives.
- ◀ Review the local, regional and national strategic context.
- ◀ Present the scale of known local housing growth.
- ◀ Analyse the demographics of the local population at present and in the future (up to 2031 and 2043), in line with the current and future Local Plan timeframes,
- ◀ Audit indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consider potential participation rates and model likely demand.
- ◀ Analyse the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision – now and in the future.
- ◀ Identify key issues to address in the future provision of indoor sports facilities.

This process applied reflects Sport England's Guide; Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities (ANOG) methodology and accords with the most up-to-date version of the NPPF and Planning Practice Guidance (PPG).

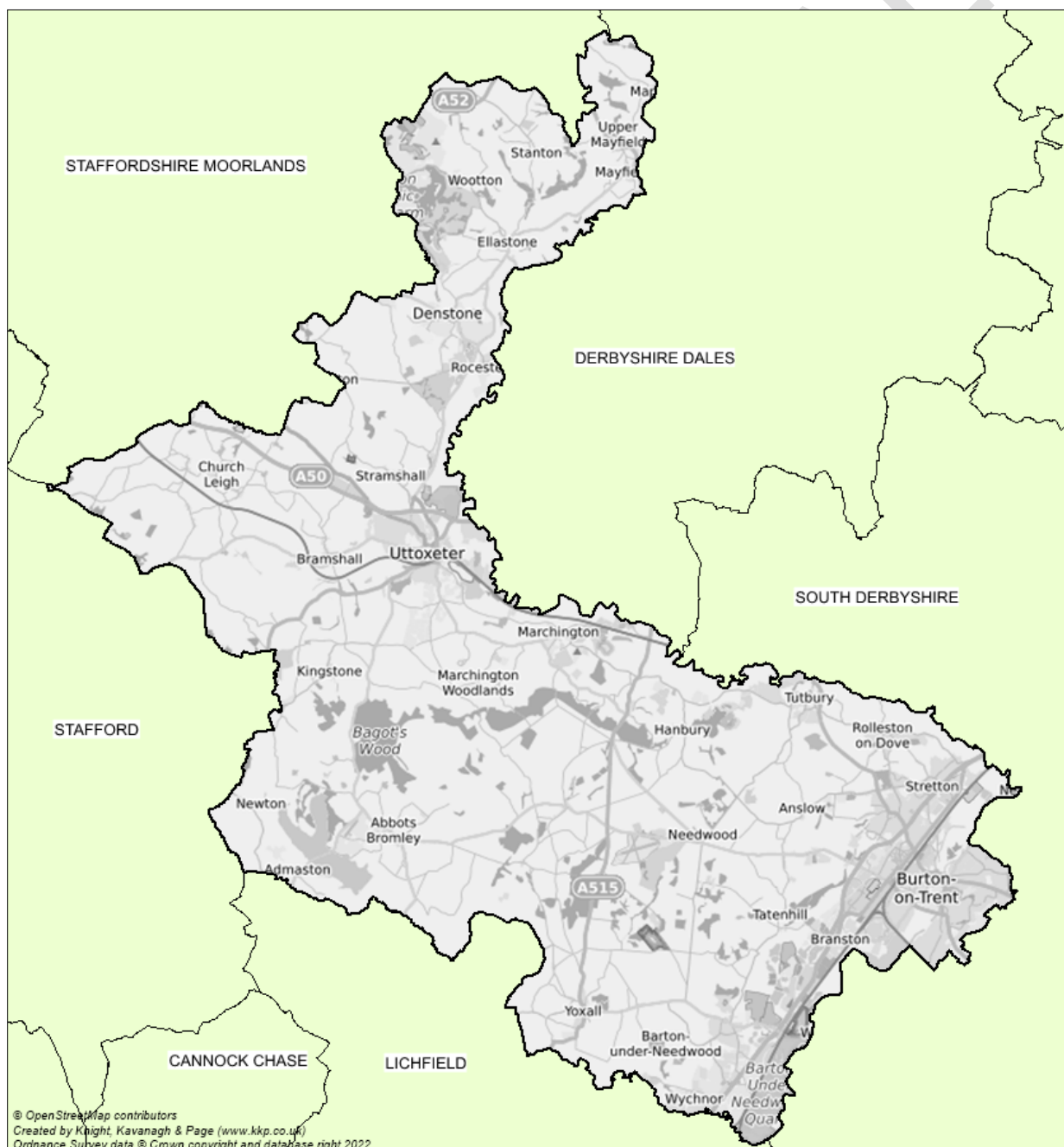
# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 1.3: Background

East Staffordshire is a large rural authority, which comprises two main towns, Uttoxeter and Burton. The main road transport links are the A50, which runs east to west, connecting the two towns and the A38, which runs north to south through Burton, connecting the town with Derby (north) and the M6 toll (south). The A50 also connects the Authority to both the M6 and the M1. There are two railway stations in the Borough, Burton-on-Trent on the Cross Country Route and Uttoxeter on the Crewe to Derby Line.

The three major sporting venues in the Authority are Uttoxeter racecourse, Burton Albion FC and St Georges Park, the Football Associations National Football Centre.

Figure 1.1: Main towns and transport links – ESBC



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## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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### 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 genuinely strategic.
- ◀ Be spatial.
- ◀ Be collaborative.
- ◀ Have strong leadership and
- ◀ 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 - background policy, population profile and demographic characteristics.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sports hall provision.
- ◀ Section 5 - assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of squash.
- ◀ Section 8 - assessment of gymnastics.
- ◀ Section 9- assessment of indoor bowls.
- ◀ Section 10 - assessment of indoor tennis.
- ◀ Section 11- assessment of village halls/community centres.
- ◀ Section 12 - strategic recommendations.



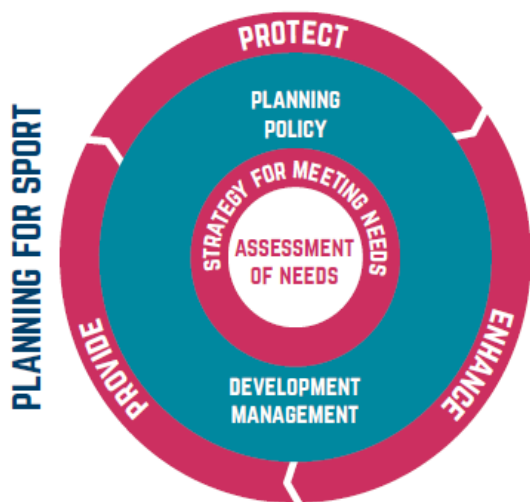
# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## SECTION 2: BACKGROUND

### 2.1: National context

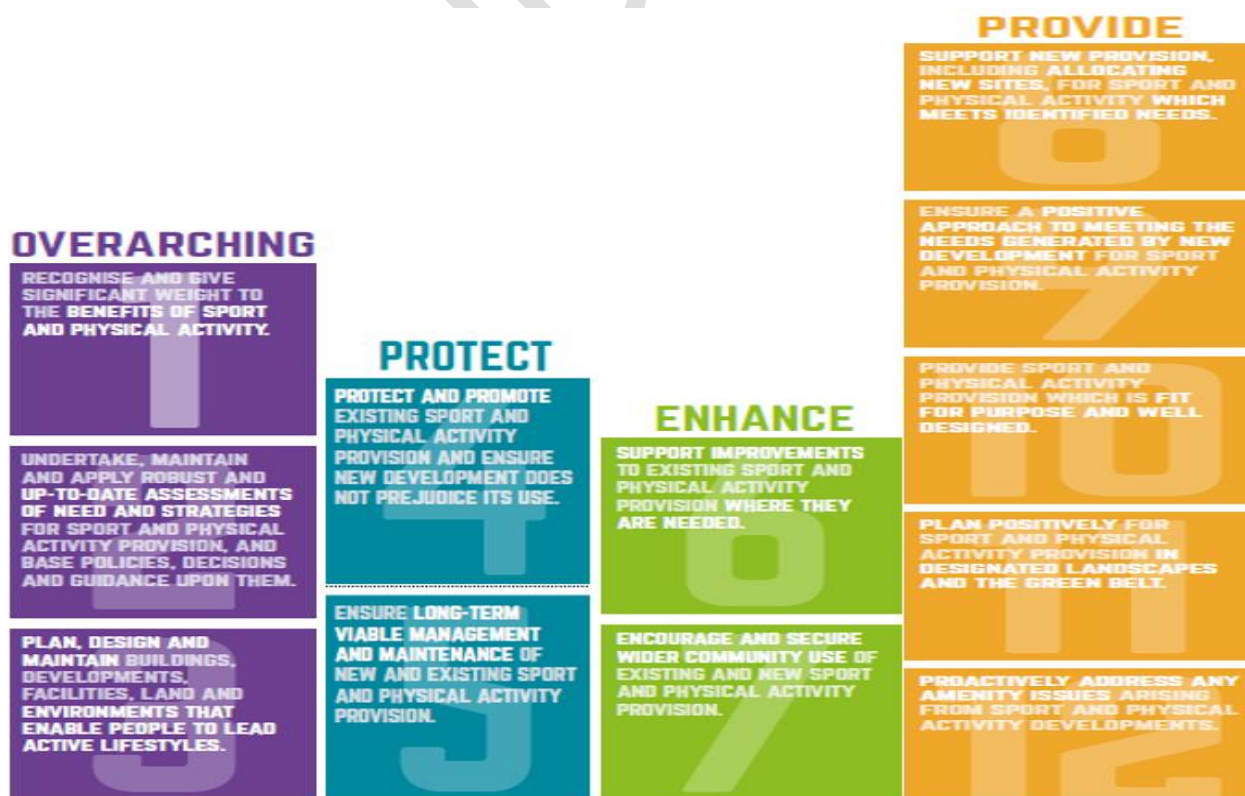
Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up-to-date assessment of needs for all levels of sport and all sectors of the community. This assessment report has been produced for ESBC applying the principles and tools identified in Sport England’s ANOG guidance.

Figure 2.1: The Sport England Planning for Sport Model



Assessment of need is core to planning for sporting provision. It is underpinned by 12 planning-for-sport principles which help the planning system to contribute to sustainable development by fulfilling the key role of the NPPF in creating strong, vibrant and healthy communities. Applying them ensures that the planning system plans positively to enable and support healthy lifestyles, delivers community and cultural facilities and services to meet local needs, and provides opportunity for all to experience the benefits that taking part in sport and physical activity brings. They apply to all areas of the planning system and to planning at local authority and neighbourhood levels. As such they are of relevance to all involved in, or looking to engage with, the planning system.

Figure 2.2: Sport England’s 12 planning principles



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## ***Sport England: Uniting the Movement 2021***

Sport and physical activity have a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all following the global pandemic. Reflecting this, Sport England's most recent strategy, Uniting the Movement is its 10-year vision to transform lives and communities through sport and physical activity.

It sets out its aims to tackle the inequalities that it states are long seen in sport and physical activity making the point that 'providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity, has never been more important'. The three key Strategy objectives are:

<b>1</b>	<b>2</b>	<b>3</b>
Advocating for movement, sport and physical activity	Joining forces on five big issues	Creating the catalysts for change

As well as being an advocate for sport and physical activity, through the building of evidence and partnership development, the Strategy identifies five 'big issues' upon which people and communities need to address by working together. They are described as the major challenges to England being an active nation over the next decade as well as being the greatest opportunities to make a lasting difference. Each is designated as a building block that, on its own, would make a difference, but together, could change things profoundly. The issues are:

- ◀ *Recover and reinvent*: Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.
- ◀ *Connecting communities*: Focusing on sport and physical activity's ability to make better places to live and bring people together.
- ◀ *Positive experiences for children and young people*: Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
- ◀ *Connecting with health and wellbeing*: Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
- ◀ *Active environments*: Creating and protecting the places and spaces that make it easier for people to be active.

To address these, the right conditions for change need to be created across people, organisations and partnerships to help convert plans and ideas. This will include a range of actions, including development of effective investment models and applying innovation and digital technology to ensure sport and physical activity are more accessible. The specific impact of the Strategy will be captured via funded programmes, interventions made, and partnerships forged. For each specific area of action, key performance indicators will be developed to help evidence overall progress being made by all those supporting sport and physical activity.

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### Sport England: The Future of Public Sector Leisure

Engagement by Sport England with the public leisure sector has highlighted that the pandemic has accelerated the appetite for local authorities to look at leisure services and re-examine the purpose of their provision, delivery against local community outcomes and consider their alignment with broader strategic outcomes, particularly health.

Key insight from the report ([Sport England: The Future of Public Sector Leisure](#)) includes:

- ◆ 68% of sports halls and swimming pools were built 20+ years ago. Although more than £150m was invested in the opening of new public leisure and swimming facilities in 2018/19<sup>1</sup>, with another £200m worth of assets in construction or planning there remains significant levels of ageing public leisure stock.
- ◆ 72% of all school swimming lessons take place in a public leisure facility, which included both the statutory learn to swim programme and the water safety curriculum across primary schools. Swimming club usage is also predominantly based at public leisure facilities.

The leisure sector is emerging from the pandemic in a particularly fragile state. Emergency funding <sup>2</sup> helped to avert financial catastrophe and enabled the additional costs of maintaining public assets and reopening services to be met. These funding sources are, however, finite and have now been virtually exhausted. At best, financial pressures risk limiting the ability of stakeholders to deliver against their commitments; at worst they may result in the permanent closure of some services or facilities.

In respect of the recovery of the sector to pre-Pandemic participation levels, data generated via the [Moving Communities](#) platform suggests that in October 2021, throughput levels (13.2 million) were still lower than the monthly average in 2019 (17.8 million). Recovery of participation levels across different activities has been imbalanced and has leaned towards those activities which deliver a faster return to pre-pandemic revenue levels.

Sites refurbished in the last 10 years are seeing a throughput recovery of 68% compared with a recovery of 62% for those last refurbished 20+ years ago, suggesting that investment in newer facilities creates spaces that have greater appeal, increase user confidence levels and provide a more relevant offer to meet current customer demands.

To address these significant challenges, a repositioning of the traditional offer of public leisure into one akin to an **active wellbeing service** is advocated (see Figure 2.3 overleaf) focusing on added value and supporting the delivery of key local priorities, alongside wider government policy around Levelling Up, net zero and health inequalities.

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<sup>1</sup> 2 Mintel Report on Leisure Centres and Swimming Pools (September 2019)

<sup>2</sup> Local authorities invested £160 million The National Leisure Recovery Fund £100m, Leisure operators drew on £171 million of reserves alongside further relief measures such as the Government's furlough scheme

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Figure 2.3; Vision and commitments: Public Sector Leisure Report



- ✓ High-quality data and insight**  
A commitment to build the evidence base and intelligence around what works, why and the difference it makes to communities.
- ✓ Coordination and partnerships**  
A commitment to coordinate stakeholders and share information across organisations and geographical boundaries.
- ✓ Leadership and workforce development**  
A commitment to develop and deliver programmes to support the workforce at all levels both within local authorities and providers.
- ✓ Champion equality, diversity and inclusion**  
A commitment to training and change to embed diversity and inclusion across the full range of activities, services and communications – for both communities and the workforce.
- ✓ Digital transformation**  
A commitment to support the digital transformation of the sector through the development of a white paper, partnering options and maturity assessment.
- ✓ Strengthen the connection to health**  
A commitment to building partnerships at all levels including ICS and providing materials to support engagement (e.g. social prescribing handbook).
- ✓ Environmental sustainability**  
A commitment to improving awareness, owning good practice and supporting the transition to zero carbon facilities.

# EAST STAFFORDSHIRE BOROUGH COUNCIL

## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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### **Social and economic value of community sport and physical activity in England 2020**

Sport England has brought together evidence on the contribution of community sport and physical activity to the five outcomes identified in the Government's strategy Sporting Future. These are physical wellbeing, mental wellbeing, individual development, social and community development, and economic development.

Its aim was to assess the evidence base with a view to demonstrating the contribution of community sport and physical activity to the outcomes. Building on this foundation and other previous work, Sport England quantified the social and economic impact of community sport and physical activity. There are two complementary parts to the research. Part one measures the social impact (including physical and mental health) of sport and physical activity while part two measures the economic importance.

The findings reveal that community sport and physical activity brings an annual contribution of £85.5 billion to the country (in 2018 prices) through social and economic benefits.

Its social value – including physical and mental health, wellbeing, individual and community development – is more than £72 billion, provided via routes such as a healthier population, consumer expenditure, greater work productivity, improved education attainment, reduced crime and stronger communities. It also generates more than £13bn in economic value. The economic value includes more than 285,000 jobs within the community sport and physical activity sector.

Together, both parts enable Sport England to demonstrate the contribution of sport and physical activity to the five government outcomes. The research revealed that the combined social and economic value of taking part (participating and volunteering) in community sport and physical activity in England in 2017/18 was £85.5bn. When measured against the £21.85 billion costs of engagement and providing sport and physical activity opportunities, for every £1 spent on community sport and physical activity, a return on investment (ROI) of £3.91 was created for individuals and society in 2017/18.

### **Chief Medical Officer Physical Activity Guidelines 2019**

This report updated the 2011 physical activity guidelines issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs drew 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 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 key factors for each age group are as follows:

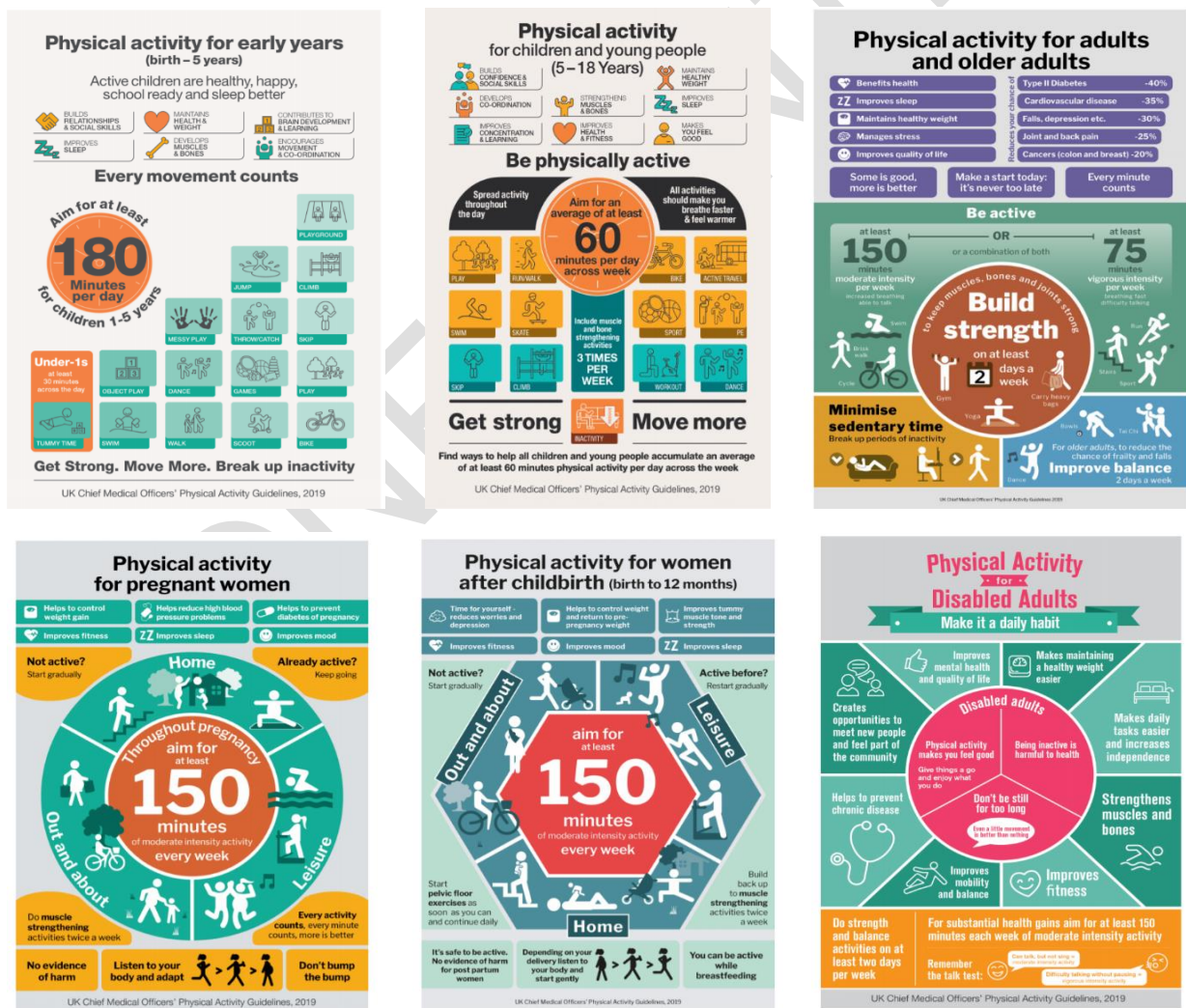
- ◆ *Under-5s*: This is broken down into infants, toddlers and pre-schoolers. Pre-schoolers and toddlers should spend at least 180 minutes (3 hours) per day in a variety of different exercises, whereas infants should be physically active several times every day in a variety of ways, including interactive floor-based activities.

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- Children and young people (5-18 years): Children and young people should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week.
- Adults (19-64 years): For good physical and mental health, adults should aim to be physically active every day. This could be 150 minutes of moderate exercise, 75 minutes of vigorous exercise or even shorter durations of very vigorous intensity activity, or a combination of moderate, vigorous and very vigorous intensity activity.
- Older adults (65+): Older adults should participate in daily physical activity to gain health benefits, including maintenance of good physical and mental health, wellbeing, and social functioning. Each week older adults should aim to accumulate 150 minutes (two and a half hours) of moderate intensity aerobic activity.

It notes the emerging evidence base for the health benefits of performing very vigorous intensity activity performed in short bouts interspersed with periods of rest or recovery (high intensity interval exercise, HIIT). This interval exercise has clinically meaningful effects on fitness, body weight and insulin resistance and is incorporated in recommendations for adults.

Figure 2.4: Physical activity guidelines



It, thus, emphasises the importance of regular activity for people of all ages. It presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new

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## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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guidelines are consistent with previous ones, introducing some new elements and allowing flexibility in achieving recommended physical activity levels for each age group.

### ***Revised National Planning Policy Framework 2021***

The 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 and safe 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.

### ***Cost pressures affecting the leisure industry***

Insight produced by the [Local Government Association](#) suggests that Councils continue to face substantial inflationary, COVID-19 related, and demand-led pressures. These are affecting their ability to efficiently operate leisure provision. This comes alongside the steep increase of living costs to households.

Whilst during 2022, the leisure sector recovery following Covid -19 restrictions has gained momentum, rising utility costs and the recent cost of living pressures on households is likely to adversely impact consumer confidence, throughput, and participation rates. Councils and leisure operators are therefore being required to address and review existing management arrangements and options to ensure the viability of the sector.

Leisure providers (both in-house and externally commissioned) are being adversely and disproportionately affected because leisure centres have high energy demands, especially those with swimming pools. Typically, energy costs are a leisure operator's second highest cost after staffing. This is further exacerbated because the leisure estate is ageing and energy inefficient. Research shows that two-thirds of public swimming pools and sports halls are in need of replacement or refurbishment, and ageing assets are contributing up to 40% of some councils' direct carbon emissions.

The LGA suggests that, in tackling the challenges presented by the current energy crisis, councils should pursue a partnership focused approach and consider solutions which may contribute to wider public health, decarbonisation, and levelling up and economic outcomes. This could include the following measures:

- ◀ Regular monthly meetings with leisure operator to review and monitor utility costs.
- ◀ Encourage leisure operators to be open and transparent about the true cost of utilities.

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## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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- ◀ Explore potential for flexibility in contractual arrangements and operating parameters: i.e. pool temperature / building temperature / reviewing pricing
- ◀ Review non-viable/low priority contractual requirements.
- ◀ Consider using any management fee to stabilise utilities and stabilise providers to ensure service continuity.
- ◀ Consider renegotiating the repayment terms of loans to enable providers to defer COVID repayments to later years when they are more stable.
- ◀ Work with the operator to include leisure projects as part of decarbonisation projects and/or council investment in energy saving projects.

### ***Environmental sustainability***

The UK Government net zero strategy 'Build Back Greener', published in October 2021, sets out how it intends to meet 2050 decarbonisation targets focusing on interventions such as:

- ◀ A fully decarbonised power system by 2035 with all electricity coming from 'low carbon sources'.
- ◀ Improved home and buildings heating efficiency, aiming for all new heating appliances to be based on low carbon technologies, such as electric heat pumps or hydrogen boilers.
- ◀ Low carbon fuel supply – by scaling up the production of low carbon alternatives including hydrogen and biofuels.

ESBC's net zero carbon commitment is set out in its Climate Change Action Plan. It aims to make the Council's operations and activities carbon neutral by 2040 and includes the aspiration to make the Borough carbon neutral by 2050.

[Sport England](#) reports that <sup>3</sup>climate change and the increased occurrence of extreme weather that it brings are already affecting sports facilities, meaning that the sector needs to build greater resilience in respect of this very real threat.

It proposes that a wide range of issues should be considered when considering project development and the resultant environmental impact of, say, a new swimming pool. This includes determining whether to refurbish an existing building with its carbon already embodied or to build anew<sup>4</sup>. Sport England suggests some key principles as part of a 'pathway to sustainability' and net zero carbon in respect of building design and operation – including:

- ◀ *Reduce energy consumption* - as the first measure to reduce carbon emissions and energy costs.
- ◀ *Change behaviour* - eliminate energy waste and operate energy control systems more effectively at no extra cost.
- ◀ *Passive design* - building orientation and placement on site is critical to achieving net zero targets Harness a site's natural resources to benefit cross ventilation, natural lighting, solar gain, shelter or shading.
- ◀ *Fabric efficiency* - maximise building fabric and glazing performance.
- ◀ *Minimise initial energy demand* - to reduce demand on plant and technologies incorporated.
- ◀ *Efficient systems* - invest in appropriate energy-efficient products including heating, ventilation, fittings, controls, sensors, heat pumps and recovery systems

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<sup>3</sup><https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2021-01/Environmental%20Sustainability%20check%20list.pdf?VersionId=7XfZPDhHKoKHpfKqk165MMWdxwCmYsPO>



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- ◀ *On-site renewables* - incorporate low and zero carbon (LZC) technologies to produce energy on site.
- ◀ *Off-site renewables* - only use energy providers who use renewable energy.

### **Summary of national context**

Multiple challenges are currently impacting on the national policy context for physical activity and sport in the UK. Activity habits are continuing to be affected by rates of recovery from the Pandemic and the cost-of-living crisis, meanwhile rising utilities costs are imposing serious financial constraints on the operation of leisure facilities.

Local authorities need to consider how sport and physical activity can be better positioned as a key driver in influencing wider corporate outcomes such as the reduction of health inequalities. This can be achieved through working more effectively with 'whole system' partners such as those in the NHS at neighbourhood level, whilst employing the skills within the physical activity sector to better connect people with opportunities to participate.

Ensuring an adequate supply of sustainable facilities to support this is also key and may require a radical re-shaping of facility stock in some areas given the age and low energy efficiency of certain facilities, particularly swimming pools. The evidence base provided within this report is intended to help ESBC to make such decisions on an informed basis.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 2.2: Local context

### **East Staffordshire Local Plan (2012-2031)**

The Local Plan's vision for the Local Authority is to ensure 'East Staffordshire is a Borough where people matter and people want to live, work and spend their leisure time'. To deliver this vision for the Borough, the following strategic objectives are identified within the Local Plan.

Strategic objective	Description
Well designed communities	Develop green healthy communities through strategic led housing growth.
Housing Choice	To provide a mix of well designed, specialist and affordable homes.
Accessibility and Transport Infrastructure:	To ensure that new development will be supported by effective sustainable transport infrastructure.
Neighbourhood Planning	To ensure local communities have opportunities to help plan their own neighbourhoods to positively shape where development is located.
Education Infrastructure	To plan for and deliver new education infrastructure to meet the growing need of Borough's residents.
Centres	Maintain and enhance Burton upon Trent and Uttoxeter town centres and other local centres as thriving, attractive and accessible places to live and visit.
Economic Diversification	To foster and diversify the employment base of Burton upon Trent to support higher growth and higher quality jobs, and the employment base of Uttoxeter.
Rural Economy:	To sustain and enhance employment opportunities in the rural part of the Borough
Heritage (Historic Environment – Sustainable Management and Use):	To deliver high quality places that conserve and enhance the historic environment whilst promoting local distinctiveness, place making, significance and sustainable development to support heritage-led regeneration.
Flood Risk:	To plan for and reduce the impacts of climate change
Prudent Use of Resources	To promote the prudent use of finite resources and the positive use of renewable resources
Countryside	To protect, conserve and enhance the local countryside.

To support developing healthy communities, the Council is committed to providing a range of leisure centres serving the two major settlements. The Local Plan does anticipate that the three current Council owned centres will be operating at capacity by the end of the current Local Plan timeframe (2031) due to considerable planned housing growth. Consequently, there will need to be a future review of leisure centre capacity across the Authority and to act on any recommendations.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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## ***Staffordshire Health and Wellbeing Strategy 2022 – 2027***

The Staffordshire Health and Wellbeing Board brings together local leaders from the health and social care system to improve the health and wellbeing in the area and identify a range of priorities. Its vision for Staffordshire is to 'ensure that all people will live longer, healthier and more richer lives'. This vision will be achieved via delivery of the following priorities:

- ◀ Priority 1: Reduce the differences in health between different groups of people.
- ◀ Priority 2: Support individuals at high risk of bad health outcomes to live healthy lives.
- ◀ Priority 3: Help families and children in early years.
- ◀ Priority 4: Promote good mental health and wellbeing for all children and young people.
- ◀ Priority 5: Promote good mental health and wellbeing for all adults.

Providing high quality, accessible sports provision (indoor and outdoor) within Staffordshire will support all five priorities, helping to ensure that people live longer, healthier and richer lives.

### ***Leisure operator***

Everyone Active presently manages the three Council-owned leisure centres. These are:

- ◀ Meadowside Leisure Centre.
- ◀ Shobnall Leisure Centre.
- ◀ Uttoxeter Leisure Centre.

It took over the running of these venues from the Council in 2019 for a ten-year period – with a potential further five year extension following this.

Upon contract award, significant investment was undertaken at all three sites. This included the repurposing of the 6-court hall at Meadowside Leisure Centre to become a three-court hall and a large clip and climb/soft play facility. New fitness suite was added to Shobnall Leisure Centre alongside a full refurbishment of the gym at Meadowside leisure centres and new equipment at Uttoxeter.

### ***Summary of local policy***

The Authority is committed to ensuring that current and future residents have access to good physical activity opportunities, reside within strong communities, and are supported by a successful and sustainable economy. ESBC recognises that population growth is likely to require some form of intervention in relation to sports facility capacity by 2031.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 2.3: Demographic profile

### Population and distribution:

The total population in East Staffordshire (*Data source: 2021 Mid-Year Estimate, ONS*): was 124,022 (males = 62,035 and females = 61,987). Population density is focused in and around the two main settlements of the Authority, Uttoxeter and Burton. The rest of the Authority is predominantly rural.

Figure 2.5: ESBC population density: 2021 MYE, ONS

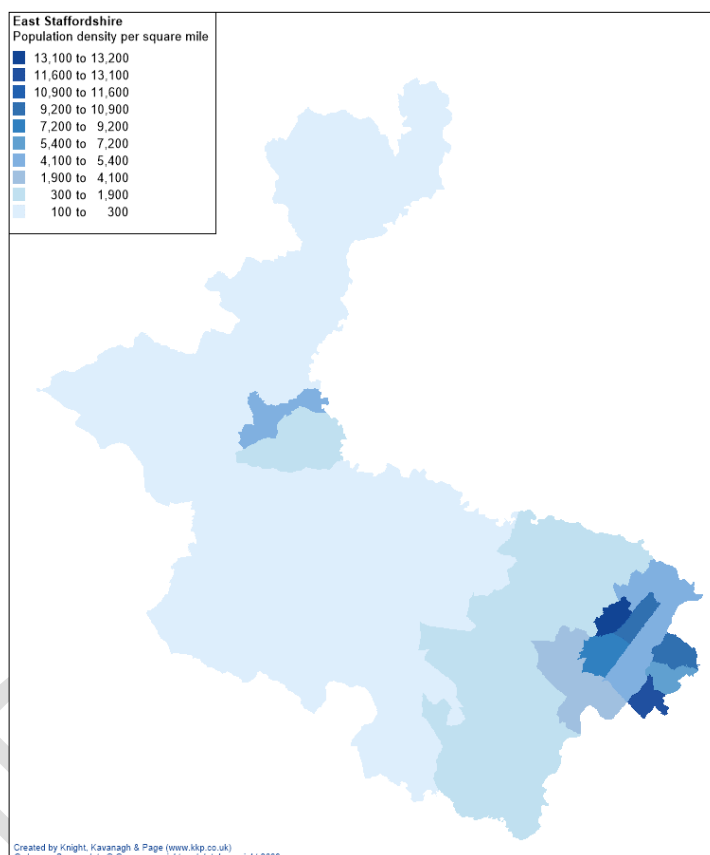
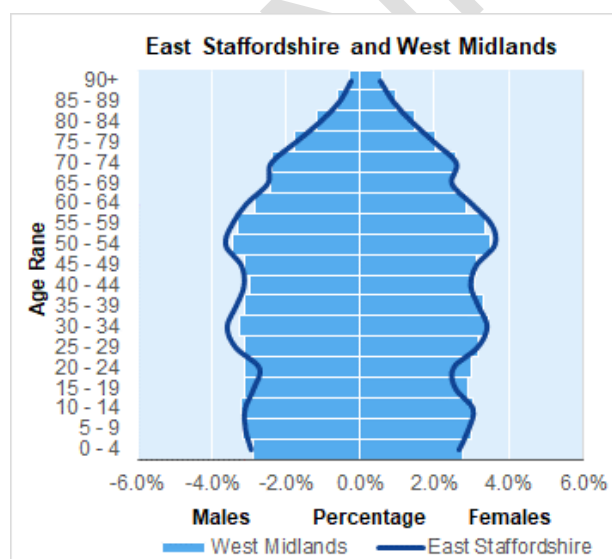


Figure 2.6: Comparative age/sex pyramid and ESBC population density: 2020 MYE, ONS



The proportion of 15-24 year olds is lower in East Staffordshire (10.7%) than it is in the West Midlands (12.1%). There are, however, more people in the age groups from 50-64; East Staffordshire; 20.3%, West Midlands; 19.3%.

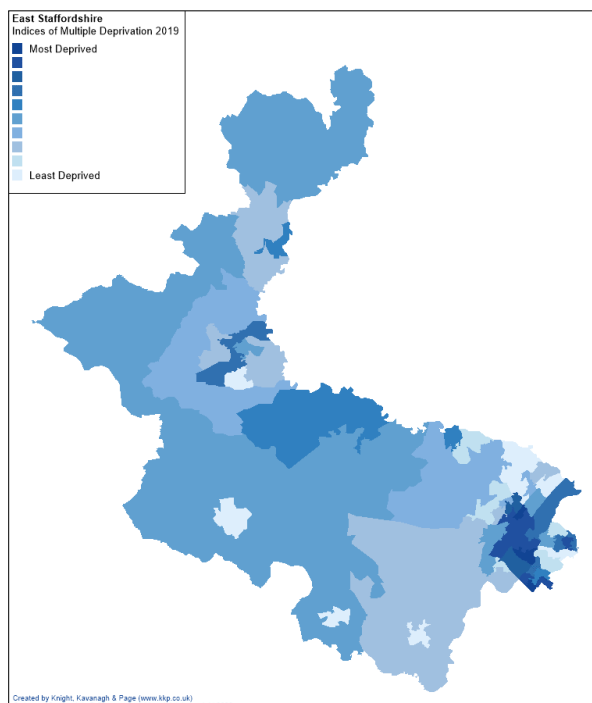
**Ethnicity:** (*Data source: 2021 census of population, ONS*): East Staffordshire's ethnic composition reflects that of England as a whole. The largest proportion (86.3%) of the local population classified their ethnicity as White; this is slightly higher than the comparative England

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

rate of 85.4%. The next largest population group (by self classification) is Asian, at 9.3% this is higher than the national equivalent (7.8%).

**Car ownership- (Data source: 2021 Census):** According to the 2011 census, 80.7% of households have at least one car or van and 41.7% have two or more vehicles in East Staffordshire. This is significantly above the England and Wales national average which is that 43.4% of households have at least one vehicle.

Figure 2.7: Index of multiple deprivation



**Deprivation (Data source: 2020 indices of deprivation, DCLG):** East Staffordshire experiences similar levels of deprivation; three in 10 of the Borough's population (29.1%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 35.7% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

The settlement of Burton experiences the highest levels of deprivation, as depicted in the darker blues in Figure 2.7. Areas which have the lower levels of deprivation are predominantly the rural areas of the Authority.

Table 2.2: Index of Multiple Deprivation (IMD) and health deprivation in East Staffordshire

IMD cumulative norm		Multiple deprivation			Health deprivation		
		Population in band	Percent of population		Population in band	Percent of population	
Most deprived	10.0	4,269	3.7%	3.7%	2,734	2.4%	2.4%
	20.0	17,351	15.1%	18.8%	12,560	10.9%	13.3%
	30.0	11,899	10.3%	29.1%	15,345	13.3%	26.6%
	40.0	11,199	9.7%	38.8%	14,613	12.7%	39.3%
	50.0	6,252	5.4%	44.2%	11,954	10.4%	49.6%
	60.0	15,772	13.7%	57.9%	18,689	16.2%	65.8%
Least deprived	70.0	7,360	6.4%	64.3%	11,175	9.7%	75.5%
	80.0	16,060	13.9%	78.2%	19,098	16.6%	92.1%
	90.0	9,753	8.5%	86.7%	7,766	6.7%	98.8%
	100.0	15,369	13.3%	100.0%	1,350	1.2%	100.0%

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

**Health data** (Data sources: ONS births and deaths, NCMP<sup>5</sup> and NOO<sup>6</sup>): In keeping with patterns seen alongside similar levels of health deprivation, life expectancy in East Staffordshire is slightly lower than the national figure; the male rate is currently 78.2 compared to 79.6 for England, and the female equivalent is 82.5 compared to 83.2 nationally.

**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 obesity 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 prevention of obesity a major public health challenge. Adult rates of being either overweight or obese in East Staffordshire are above national and regional rates. However, child rates are below both national and regional rates.

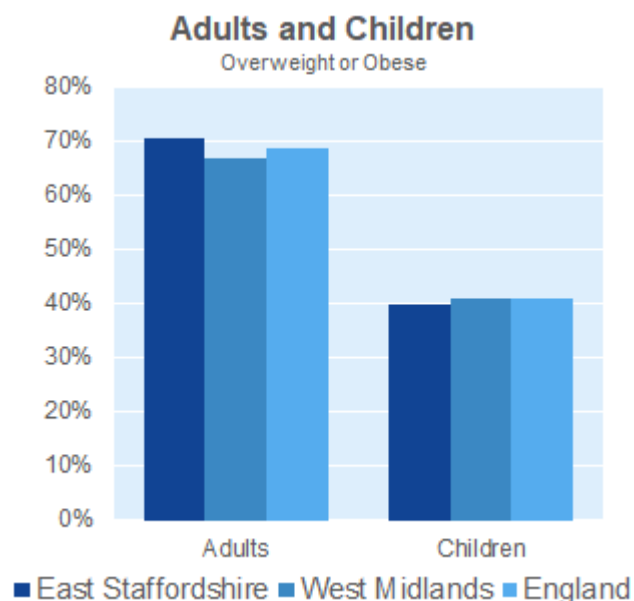
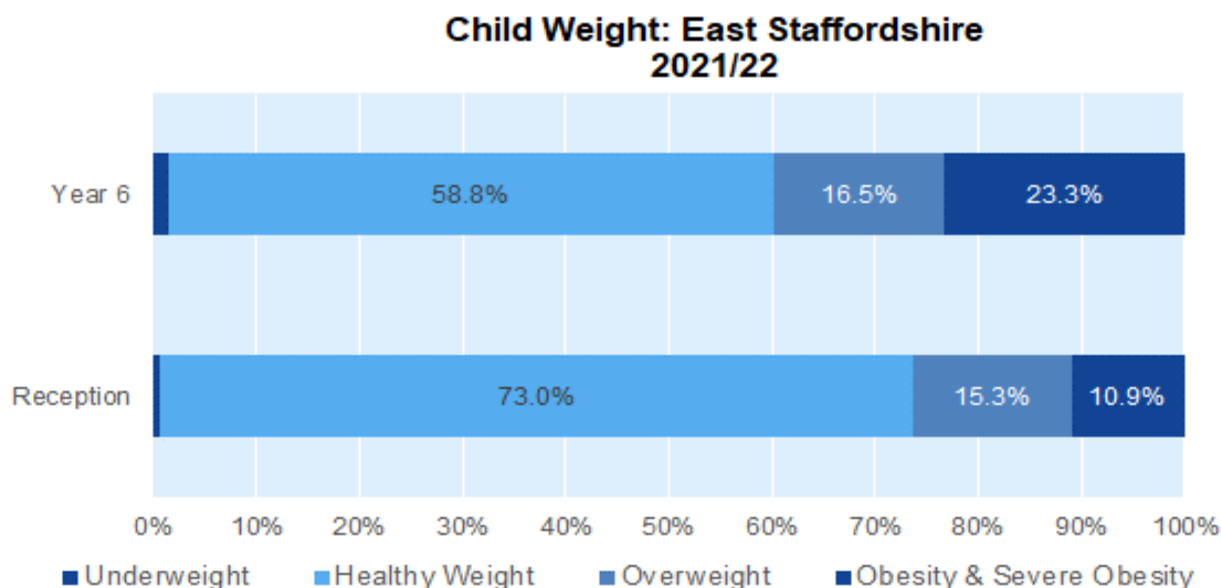


Figure 2.8: Child weight – reception and year 6



Obesity rates increase significantly between the ages of 4 and 11. Just over 1 in 10 (10.9%) in East Staffordshire are obese in their Reception Year at school and 15.3% are overweight. By Year 6 these figures have risen to just under one quarter (23.3%) being obese and 16.5% being overweight. In total by Year 6 2 in 5 (39.8%) are either overweight or obese.

5 National Child Measurement Program

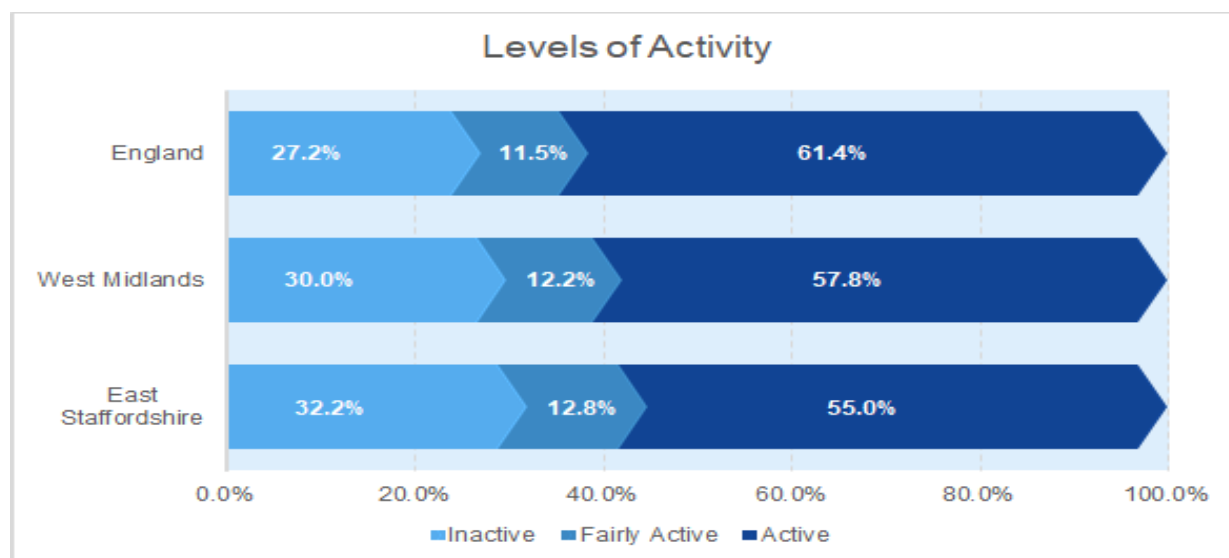
6 National Obesity Observatory

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## Sport England: Active Lives Survey (ALS) 2021/22

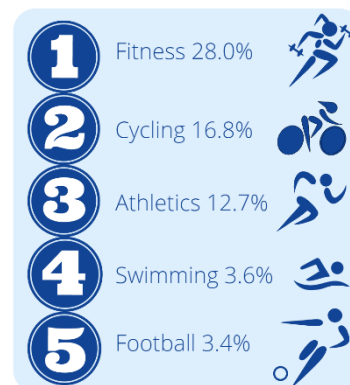
This is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity (excluding gardening). A higher percentage of the East Staffordshire population is inactive compared to England and the West Midlands and a lower percentage is considered to be active.

Figure 2.9: levels of activity and most popular sports and physical activities



### The most popular sports and physical activities:

ALS also makes it possible to identify the top five participation sports within East Staffordshire. As with many other areas, fitness and cycling are among the most popular and are known to cut across age groups and gender; in East Staffordshire just under one third of adults take part in fitness activities, on average, at least twice a month. The next most popular activity is cycling which 16.8% of adults do on a regular basis.



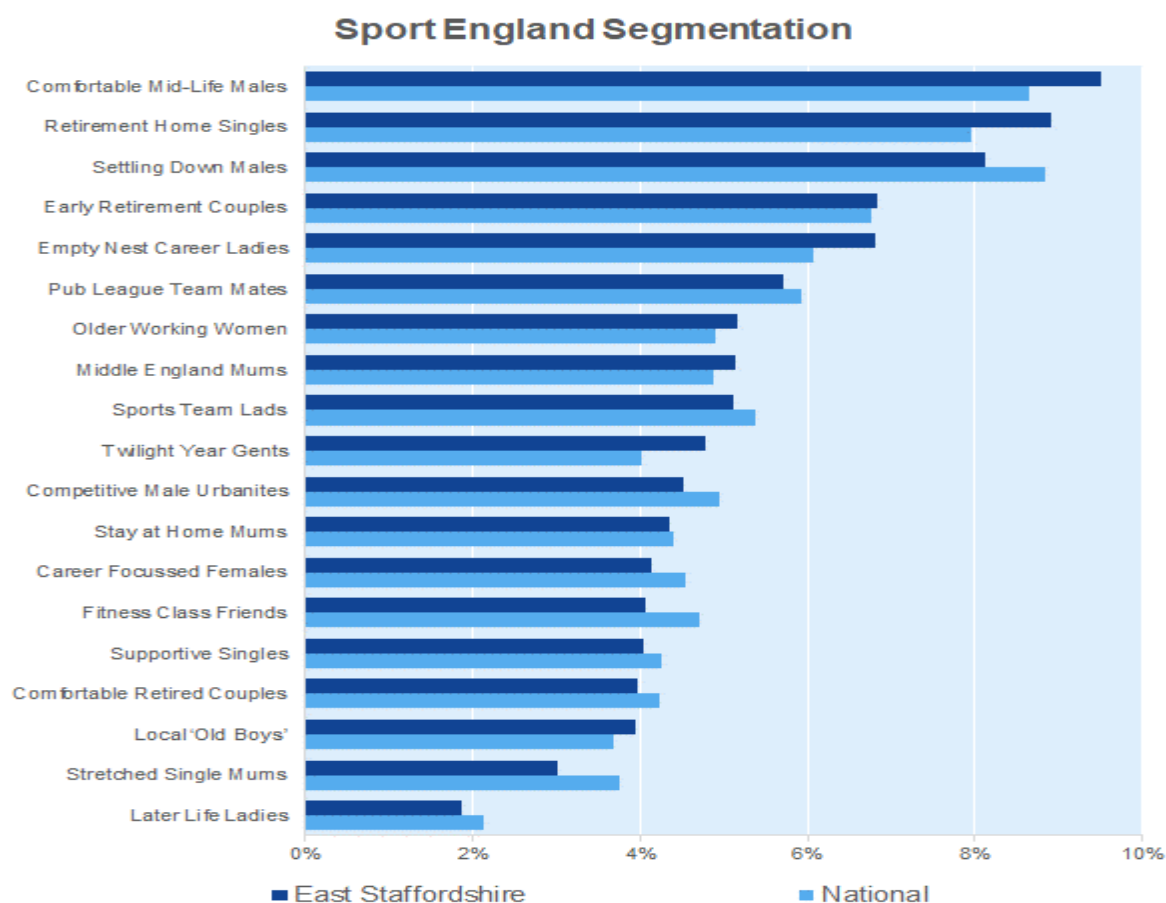
### Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England classifies the adult population in 19 market segments to provide insight into the sporting behaviours. The segmentation profile for East Staffordshire indicates 'Comfortable Mid-Life Males' to be the largest segment of the adult population at 9.51% (8,121) compared to a national average of 8.65%. This is closely followed by 'Retirement Home Singles' (8.91%) and 'Settling Down Males' (8.14%).

At the other end of the spectrum, there are fewest 'Later Life Ladies' with only 1.86%, 'Stretched Single Mums' (3.01%) and 'Local 'Old Boys'' (3.95%).

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 2.10: SE segmentation –East Staffordshire- compared to England



## Mosaic (Data source: 2020 Mosaic analysis, Experian)

This is a similar consumer segmentation product. The top five classifications represent more than two thirds (57.5%) of the population compared to a national equivalent rate of one third (37.1%). The largest segment profiled for East Staffordshire is the Aspiring Homemakers group, making up 14.5% of the adult population in the area.




Table 2.3: Mosaic – main population segments in East Staffordshire

Mosaic group description	East Staffordshire		National %
	#	%	
1 - Aspiring Homemakers	17,866	14.5%	10.5%
2 - Transient Renters	14,565	11.8%	5.0%
3 - Country Living	14,440	11.7%	7.1%
4 - Family Basics	13,747	11.2%	8.8%
5 - Suburban Stability	10,153	8.3%	5.6%



# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Table 2.4: Dominant Mosaic profiles in East Staffordshire

<b>Aspiring Homemakers</b>		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.
<b>Transient Renters</b>		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.
<b>Country Living</b>		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

## Population projections

It is important to analyse population projections within the current local plan (until 2031) and the future plan (2043) periods. Within the current local plan period, the ONS projections indicate a rise of 7.4% in East Staffordshire's population (+8,746) over the 13 years from 2018 to 2031. Several key points are outlined below.

- ✦ The number of 0-15 year olds, grows by 413 (+1.8%) over the first half of the projection (to 2030).
- ✦ There is a predicted decrease in the number of 16-24 year olds, -4.6% in the first period (-515) followed by a growth of +11.3% (+1,209) in the second period.
- ✦ There is a continuous increase in the numbers of persons aged 65+.

Table 2.5: East Staffordshire - ONS projected population (2018 to 2031)

Age (years)	Number			Age structure %			Change 2018 – 2031		
	2018	2024	2031	2018	2024	2031	2018	2024	2031
0-15	23,056	23,469	22,692	19.4%	19.1%	17.8%	100.0%	101.8%	98.4%
16-24	11,255	10,740	11,949	9.5%	8.7%	9.4%	100.0%	95.4%	106.2%
25-34	14,627	14,926	13,944	12.3%	12.1%	11.0%	100.0%	102.0%	95.3%
35-44	14,457	15,599	16,291	12.2%	12.7%	12.8%	100.0%	107.9%	112.7%
45-54	17,462	15,609	15,903	14.7%	12.7%	12.5%	100.0%	89.4%	91.1%
55-64	15,036	17,285	16,746	12.7%	14.0%	13.2%	100.0%	115.0%	111.4%
65+	22,681	25,470	29,795	19.1%	20.7%	23.4%	100.0%	112.3%	131.4%
<b>Total</b>	<b>118,574</b>	<b>123,098</b>	<b>127,320</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>103.8%</b>	<b>107.4%</b>

In the future local plan period, the ONS projections indicate a rise of 13.3% in East Staffordshire's population (+15,759) over the 26 years from 2018 to 2043. Several key points are outlined below.

- ✦ The number of 25-34yr olds (-6.4%) and 45-54yr olds (-10.6%) will a fall over the first half of the projection.
- ✦ There will be an overall increase of 11.4% in the 55-64yr age group
- ✦ The biggest increase in population overall will come in the 65+ age group (51.2%).

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Table 2.5: East Staffordshire - ONS projected population (2018 to 2043)

Age (years)	Number			Age structure %			Change 2018 – 2043		
	2018	2030	2043	2018	2030	2043	2018	2030	2043
0-15	23,056	22,788	23,534	19.4%	18.0%	17.5%	100.0%	98.8%	102.1%
16-24	11,255	11,852	11,300	9.5%	9.3%	8.4%	100.0%	105.3%	100.4%
25-34	14,627	13,998	15,544	12.3%	11.0%	11.6%	100.0%	95.7%	106.3%
35-44	14,457	16,172	15,467	12.2%	12.8%	11.5%	100.0%	111.9%	107.0%
45-54	17,462	15,710	17,470	14.7%	12.4%	13.0%	100.0%	90.0%	100.0%
55-64	15,036	17,088	16,727	12.7%	13.5%	12.5%	100.0%	113.7%	111.2%
65+	22,681	29,152	34,290	19.1%	23.0%	25.5%	100.0%	128.5%	151.2%
<b>Total</b>	<b>118,574</b>	<b>126,761</b>	<b>134,333</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>106.9%</b>	<b>113.3%</b>

## East Staffordshire housing growth

As documented in the local plan, the following growth areas are planned until 2031.

Burton and the surrounds- c.5,000 new dwellings are being delivered in and around the town centre. This is broken down into several areas, including Brandon Locks and Beam Hill. Building commenced 2018 and will be completed within the timeframe of the plan. A new secondary school (John Taylor Free School) opened in 2018, meanwhile a new primary school is to be created as part of the Beam Hill development.

Uttoxeter – c.1,500 new dwellings are planned, broken down into small pockets around the town centre. No additional facilities are to be created as part of the listed growth. Consultation indicates that work has begun on this growth area.

## Summary of the demographic profile and population projections

East Staffordshire is an area containing some distinct contrasts in terms of its demographic profile, with neighbourhoods around Burton containing particularly high concentrations of socio economic deprivation.

The population in East Staffordshire is expected to grow by 7% by 2031 within the current local plan period, and by 13% in the future local plan period (2043). This growth will mainly be accommodated in and around the two main towns of the Authority, Burton and Uttoxeter.

The key challenge will be to ensure the leisure provision in these two towns can accommodate both the existing and future populations. There should be a particular focus on Meadowside and Shobnall Leisure Centres in Burton, as the bulk of the growth will be in and around the town centre.

Both Local Plan projections predict large increases in the number of people aged 65 or over. It is therefore important to ensure that leisure facilities will be able to support this demographic cohort, with appropriate accessible daytime and evening activities.

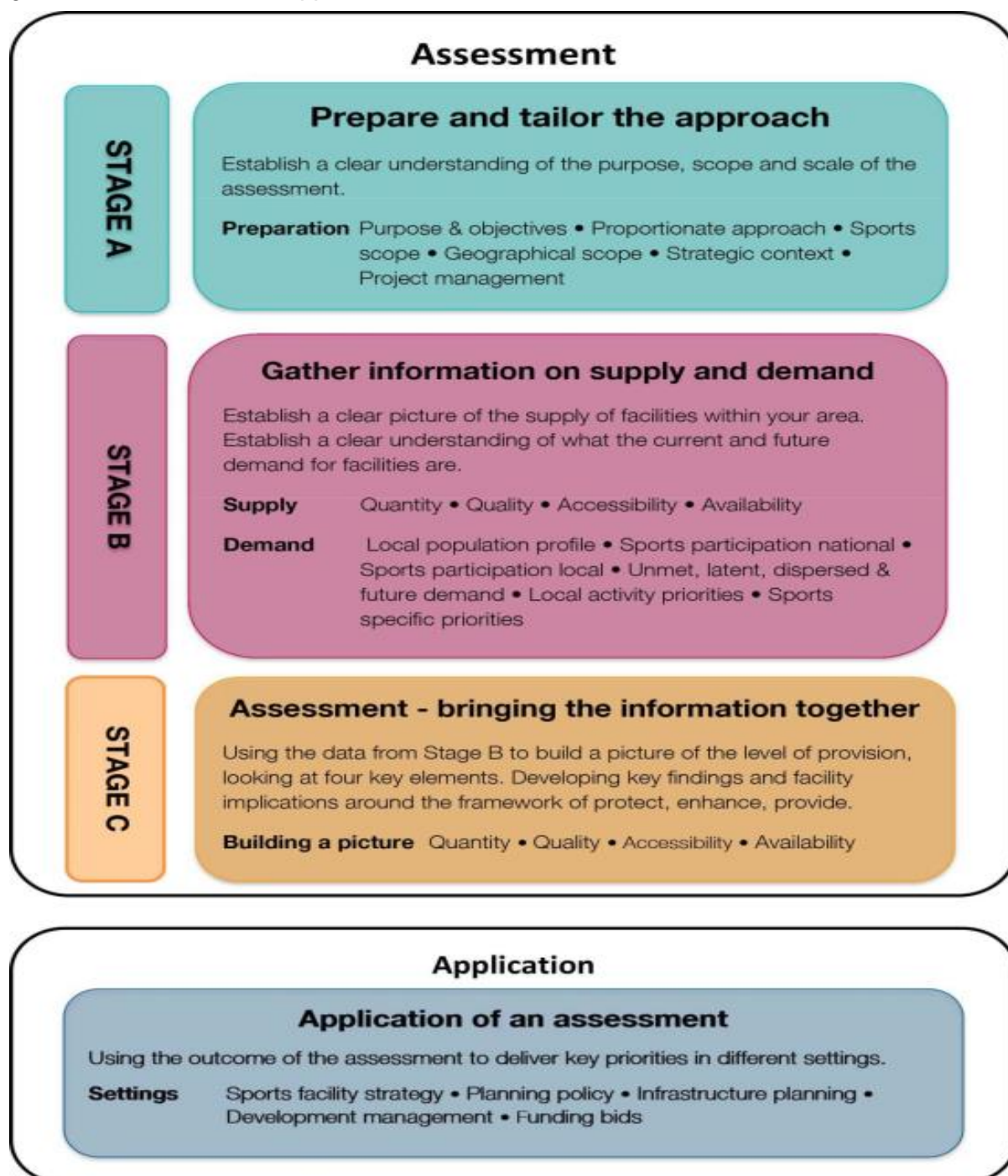
# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT

### 3.1: Methodology

Assessment of provision is based on Sport England’s ANOG for Indoor and Outdoor Sports Facilities.

Figure 3.1: Recommended approach



This is the recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities.

# EAST STAFFORDSHIRE BOROUGH COUNCIL

## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

It was 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 levels of consultation garnered. In some instances, national data is available whilst in others, it is possible to drill down and get some very detailed local information. This is evident within the demand section. This report considers distribution and interrelationship between facility types in ESBC indicating of areas of high demand. It identifies where there is potential for improved and/or additional facilities to meet this demand or, where appropriate, to protect or rationalise current stock.

### 3.2: Site visits

Active Places Power (APP) provides baseline facilities data in the study area. Site visits to indoor facilities were undertaken in spring 2023. Where a physical visit was not possible, telephone consultation with the facility/site manager was undertaken. Via the audit and informal interviews with facility managers the report identifies 'relevance' and 'condition' describing (e.g.):

- ◀ Facility and scale.
- ◀ Usage/local market.
- ◀ Ownership, management and access arrangements (plus, as relevant, owner aspirations).
- ◀ Management, programming, catchments, user groups, gaps.
- ◀ Location (urban/rural), access and accessibility.
- ◀ Condition, maintenance, existing improvement plans; short, medium and long term lifespan.
- ◀ Existing/ planned adjacent facilities.

Table 3.1: Quality ratings of indoor sports facilities using ANOG

Rating	Description
<b>Good</b>	Facility is new (less than 10 years old) or recently invested in, up to date, clean, well maintained and presented. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. They are well-lit with a modern feel. Ancillary facilities are new or well maintained, fit for purpose, modern and attractive.
<b>Above average</b>	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.
<b>Below average</b>	Facility is older and showing signs of age/poor quality. Fixtures, fittings, equipment and sports surfaces show signs of wear and tear. It 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.
<b>Poor</b>	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.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

The assessment 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 assessment 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. The condition of fixtures, fittings and equipment is recorded.

Maintenance and facility 'wear and tear' is considered as is compliance 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 are rated according to the following categories.

## Energy efficiency

To better understand required steps to improve energy efficiency of key leisure assets, KKP undertakes a 'health check' of main Council operated/contracted stock. As per the wider ANOG quality assessment, it provides an overall 'traffic light' rating in respect of the following criteria:

- ◀ Current age of facilities.
- ◀ Level of recent investment in swimming pool plant.
- ◀ Current pool heating method (i.e. Gas boiler or alternative).
- ◀ Level of planned investment in energy efficiency measures.

Assessment ratings are taken into consideration in the accompanying facility strategy which will detail measures which contribute to meeting the Council's net zero commitments.

## Catchment areas

Applying catchment areas for different provision types enables identification of areas currently not served. These vary from person to person, day to day, hour to hour. This is overcome by accepting the concept of 'effective catchment'; 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 in/with leisure facilities and use of local data enables identification of catchment areas for sports facilities as follows.

Table 3.2: Facility catchment areas

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

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## SECTION 4: SPORTS HALLS

Indoor multi-purpose sports halls are key facilities for community sport accommodating a range of sport and recreational activities. The standard measurement method is the number of badminton courts within the floor area. They are of greatest value if they are of at least three badminton court size with sufficient height to allow games such as badminton to be played. A 4-court sports hall (690 sqm) provides greater flexibility as it can accommodate major indoor team sports such as football, basketball and netball. It also has sufficient length for indoor cricket nets and indoor athletics and, thus, offers greater sports development flexibility than a 3-court venue.

Larger halls (e.g., those with 6-8 courts, can accommodate higher level training and/or competition and meet day to day need. They also provide options 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 covers all 3+ court facilities in East Staffordshire. Halls that function as specialist venues (e.g., dance studios) are excluded.

### 4.1: Supply

#### Quantity

There are 37 sports halls listed on Active Places in East Staffordshire. These accommodate 74 badminton courts. There are certain sites which have halls which are not the equivalent of a badminton sized hall. For example, the halls at Paulet High School and Rykneld Primary School.

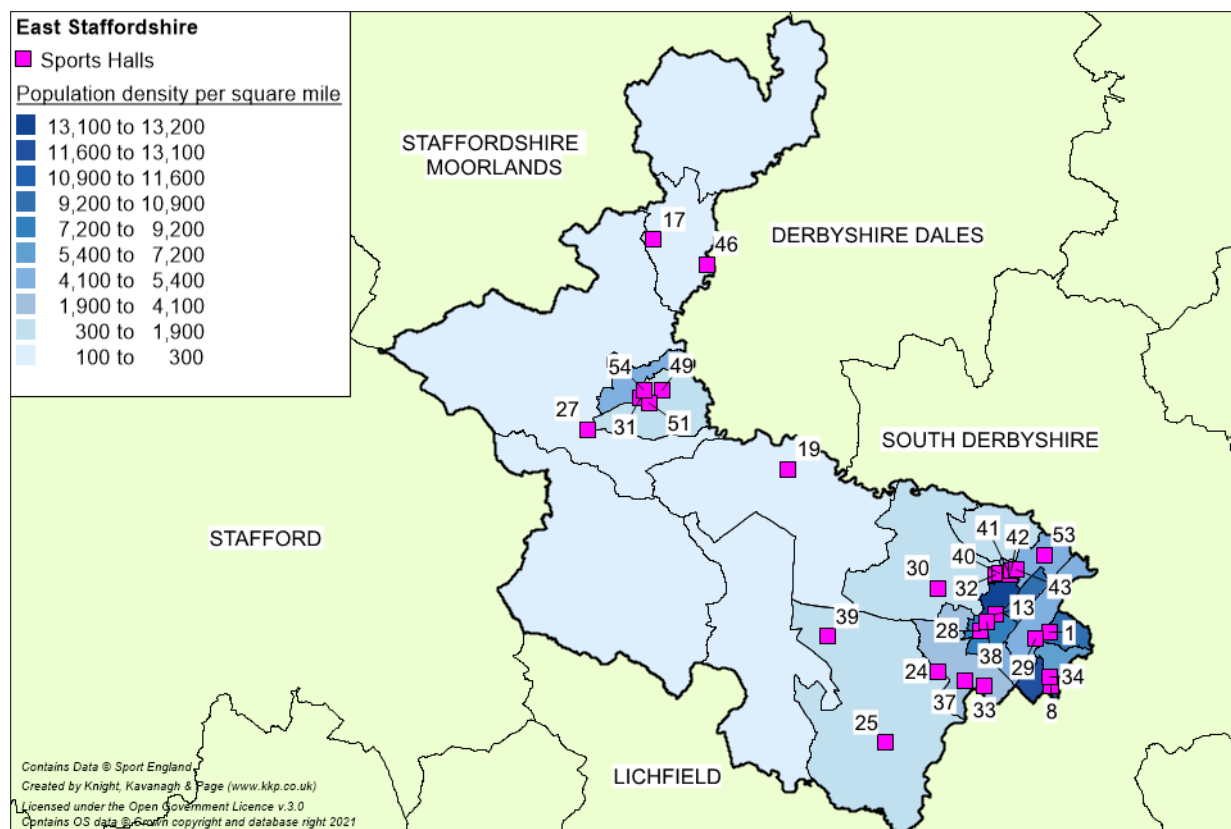
Table 4.1: All sports halls in East Staffordshire

ID	Site name	Courts	ID	Site name	Courts
1	Abbot Beyne School	2	37	Rykneld Primary School	0
8	Blessed Robert Sutton Catholic	4	38	Shobnall Leisure Complex	4
8	Blessed Robert Sutton Catholic	0	39	St George's Park National	4
13	Burton Fields School	1	40	The De Ferrers Academy	1
17	Denstone College	5	40	The De Ferrers Academy	4
19	HMP Dovegate	4	41	The De Ferrers Academy	4
24	John Taylor Free School	4	41	The De Ferrers Academy	1
25	John Taylor High School	4	41	The De Ferrers Academy	1
27	Loxley Hall School	1	42	The Fountains High	1
28	Marstons Sports & Social Club	1	43	The Fountains Primary	0
29	Meadowside Leisure Centre	3	46	The JCB Academy	2
29	Meadowside Leisure Centre	0	49	Thomas Alleyne's High	1
30	Mosley Academy	1	49	Thomas Alleyne's High	4
31	Oldfields Hall Middle School	1	51	Uttoxeter Leisure Centre	4
32	Outwoods Primary School	2	53	William Shrewsbury	0
32	Outwoods Primary School	1	53	William Shrewsbury	1
33	Paget High School	3	54	Windsor Park C Of E	0
34	Paulet High School	4	54	Windsor Park C Of E	1
34	Paulet High School	0	<b>Total</b>		<b>74</b>

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

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 4.1: All sports / activity halls in East Staffordshire– all sizes



25 sites have two or fewer badminton courts. These can be appropriate for mat sports, dance and gentle exercise and in some cases to deliver NHS services. They can also accommodate physical activity for the currently inactive or people returning from injury or long-term illness. They are, however, excluded from the full audit due to their limited capacity for formal sport.

Table 4.2: Sports halls with fewer than 3 badminton courts (excluded from supply due to size)

ID	Site name	Cts	ID	Site name	Cts
<b>No marked courts</b>					
8	Blessed Robert Sutton Catholic	0	43	The Fountains Primary School	0
34	Paulet High School	0	53	William Shrewsbury Primary	0
37	Rykneld Primary School	0	54	Windsor Park C Of E Middle	0
<b>One marked court</b>					
13	Burton Fields School	1	41	The De Ferrers Academy (Trent	1
27	Loxley Hall School	1	41	The De Ferrers Academy (Trent	1
28	Marstons Sports & Social Club	1	42	The Fountains High School	1
30	Mosley Academy	1	49	Thomas Alleyne's High School	1
31	Oldfields Hall Middle School	1	53	William Shrewsbury Primary	1
32	Outwoods Primary School	1	54	Windsor Park C Of E Middle	1
40	The De Ferrers Academy - Dove	1			
<b>Two marked court</b>					
1	Abbot Beyne School	2	46	The JCB Academy	2
32	Outwoods Primary School	2			

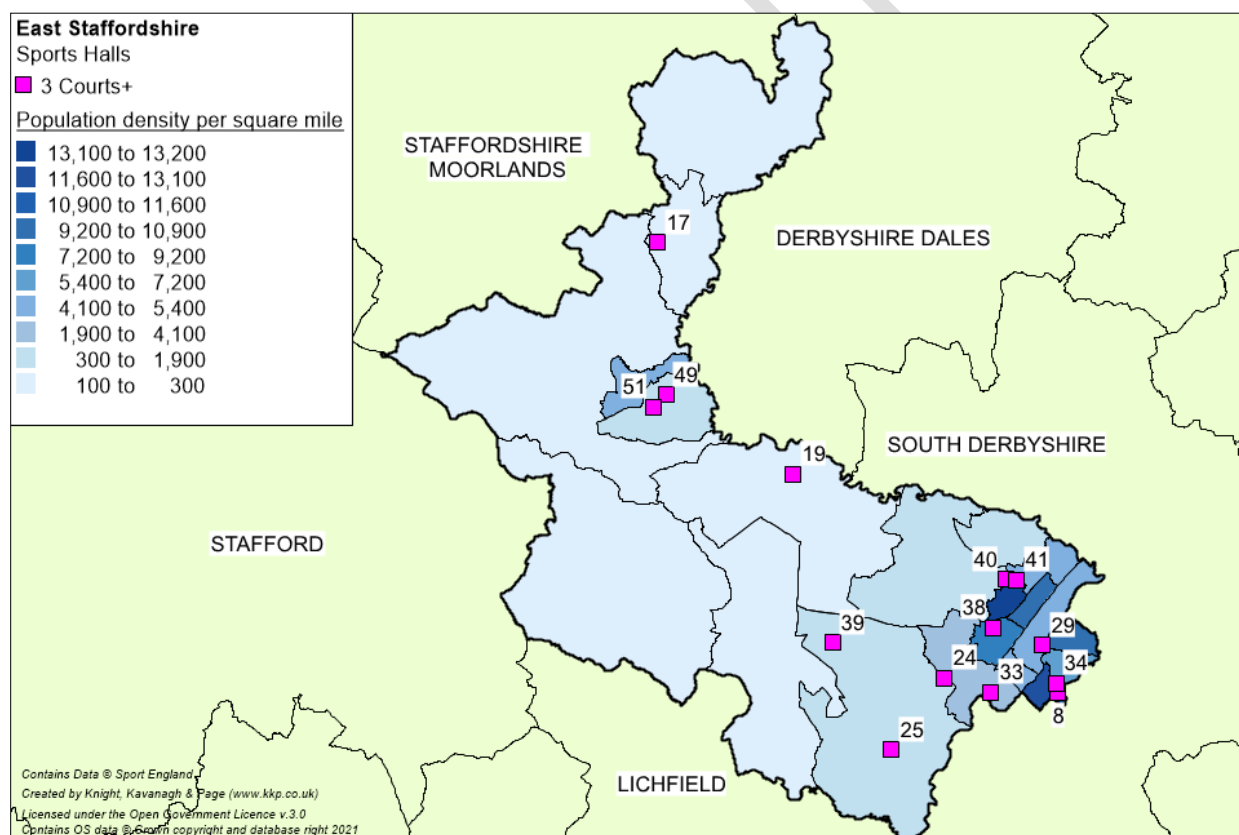
# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

The remaining 14 have three or more sized badminton court halls. As with the overall distribution of halls, the majority are located within Burton and the surrounding area. There are two in Uttoxeter, and one (Denstone College) serving the rural north. It should be noted that site 19, HMP Dovegate, is a prison.

Table 4.3: Sports halls with 3+ badminton courts

ID	Site	Cts	ID	Site	Cts
17	Denstone College	4	38	Shobnall Leisure Complex	4
8	Blessed Robert Sutton Catholic	4	39	St George's Park National Football	4
19	HMP Dovegate	4	40	The De Ferrers Academy - Dove	4
24	John Taylor Free School	4	41	The De Ferrers Academy (Trent	4
25	John Taylor High School	4	49	Thomas Alleyne's High School	4
29	Meadowside Leisure Centre	3	51	Uttoxeter Leisure Centre	4
34	Paulet High School	4	33	Paget High School	3
<b>Total</b>					<b>54</b>

Figure 4.2: Sports halls with 3+ courts in East Staffordshire



## Facility quality

The majority of 3+ court sports halls were subject to a non-technical quality assessment. The exceptions were HMP Dovegate, due to the absence of community access, along with Paget High School. The request to visit Paget High School was unsuccessful.



# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 4.3: Sports halls with 3+ courts in East Staffordshire by condition

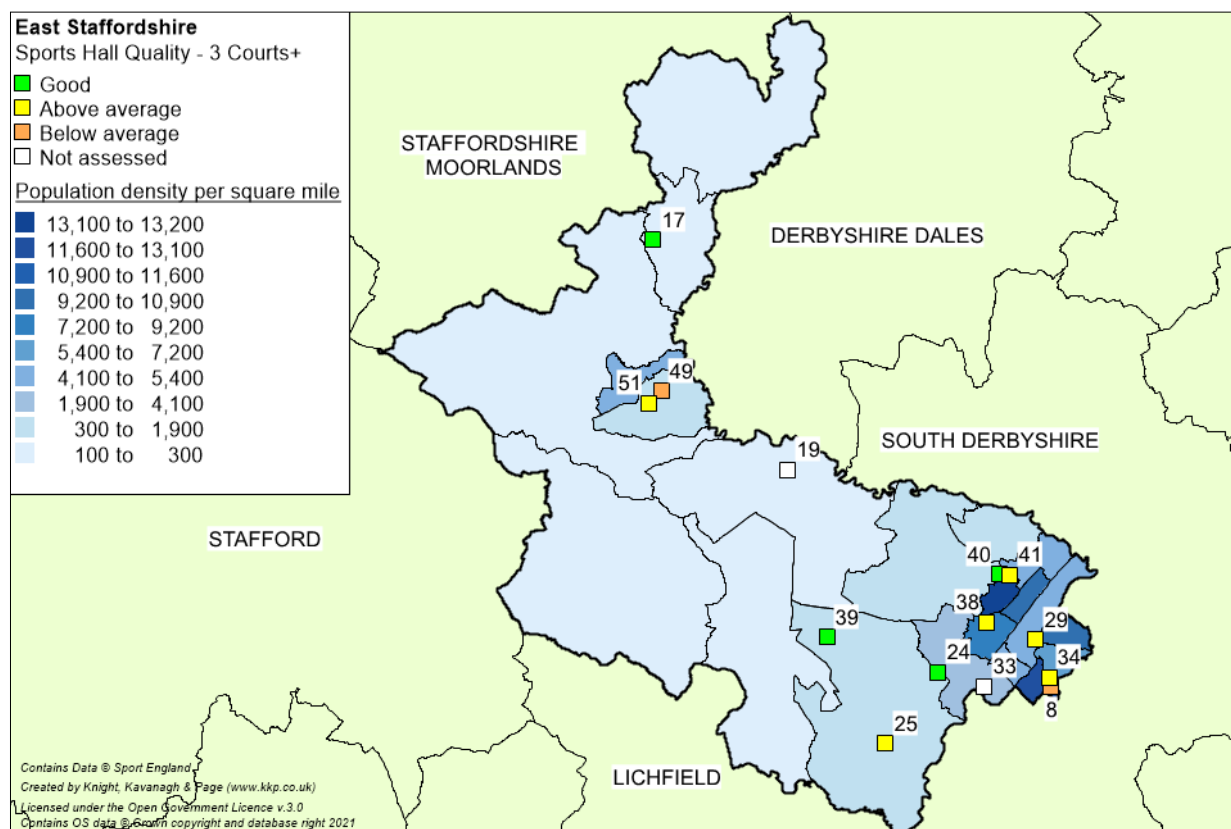


Table 4.4: 3+ court sports halls with quality assessment – East Staffordshire

ID	Site name	Courts	Assessment condition	
			Sports hall	Changing
8	Blessed Robert Sutton Catholic Academy	4	Below average	Below average
17	Denstone College	5	Good	Good
19	HMP Dovegate	4	Not assessed	Not assessed
24	John Taylor Free School	4	Good	Good
25	John Taylor High School	4	Above average	Good
29	Meadowside Leisure Centre	3	Above average	Above average
33	Paget High School	3	Not assessed	Not assessed
34	Paulet High School	4	Above average	Above average
38	Shobnall Leisure Complex	4	Above average	Above average
39	St George's Park National Football Centre	4	Good	Good
40	The De Ferrers Academy - Dove Campus	4	Good	Good
41	The De Ferrers Academy (Trent Campus)	4	Above average	Above average
49	Thomas Alleyne's High School	4	Below average	Above average
51	Uttoxeter Leisure Centre	4	Above average	Good

Quality ratings generally relate to facility age and whether it has received recent investment. For example, the 10 sites rated good or above average are all relatively new or have received recent significant investment. John Taylor Free School has only been open for two years at the time of the audit and is considered new.

## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

The John Taylor High School sports hall was built in 1976, however, has recently undergone significant investment, including a new floor and remarking, resulting in it being rated above average. Meadowside Sports hall has also received recent investment, including the sanding and re-seal of the sports hall floor.

St George's Park National Football Centre sports hall is an international standard indoor futsal court but not a traditional sports hall with badminton court markings. It is mainly used for futsal and indoor football. It does not have any markings for badminton or other traditional sports hall sports.

Table 4.5: Summary of non-technical assessments

Good	Above average	Below average	Poor	Not assessed
4	6	2	0	2

Table 4.6: Year of construction and refurbishment of sports halls

Map ID	Site name	Crts	Year opened	Year of refurb	Years since open/refurb
8	Blessed Robert Sutton Catholic Academy	4	1989	2008	15
17	Denstone College	5	2000	2018	5
24	John Taylor Free School	4	2018	N/A	5
25	John Taylor High School	4	1976	2020	3
29	Meadowside Leisure Centre	3	1980	2020	3
33	Paget High School	3	1973	2010	13
34	Paulet High School	4	2007	N/A	16
38	Shobnall Leisure Complex	4	2003	N/A	20
39	St George's Park National Football Centre	4	2012	N/A	11
40	The De Ferrers Academy - Dove Campus	4	2012	N/A	11
41	The De Ferrers Academy (Trent Campus)	4	2008	N/A	15
49	Thomas Alleyne's High School	4	1975	2002	21
51	Uttoxeter Leisure Centre	4	1986	2015-	8

### Accessibility

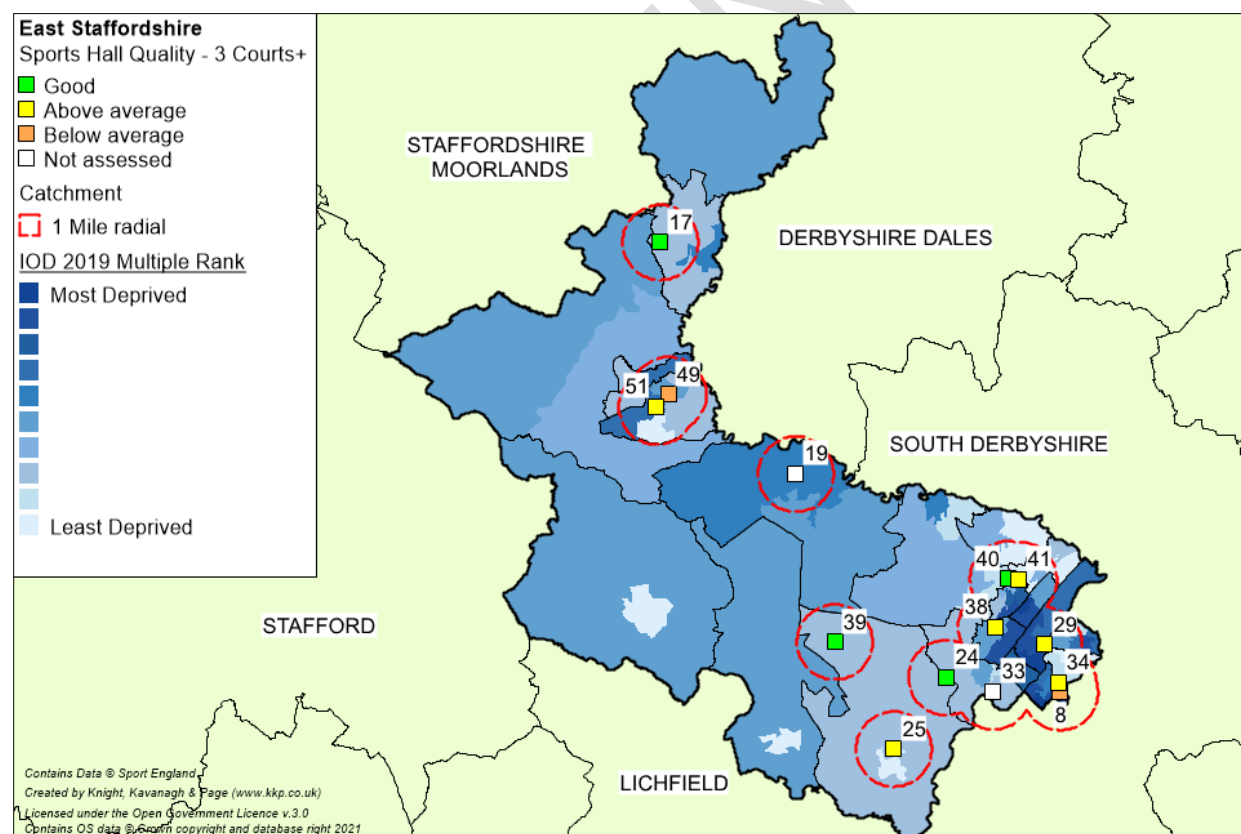
Sports hall accessibility is influenced by how far people are willing and able to travel to/from them. Walk and drive-time catchments are applied to determine facility accessibility to different communities for sites available to hire. The normal (industry) standard is a 20-minute walk time (one-mile radial catchment) for urban areas and 20-minutes' drive time for rural areas. East Staffordshire is typically considered to be a rural area so 20-minute walk and drive times are applied.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Table 4.7: Accessibility of community available sports halls (3+ courts excluding private use)

IMD 10% bands	East Staffordshire		Sports halls minimum 3 courts+ catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	4,269	3.7%	4,269	3.7%	0	0.0%
10.1 - 20	17,351	15.1%	15,750	13.7%	1,601	1.4%
20.1 - 30	11,899	10.3%	9,430	8.2%	2,469	2.1%
30.1 - 40	11,199	9.7%	7,667	6.7%	3,532	3.1%
40.1 - 50	6,252	5.4%	1,925	1.7%	4,327	3.8%
50.1 - 60	15,772	13.7%	8,289	7.2%	7,483	6.5%
60.1 - 70	7,360	6.4%	3,399	2.9%	3,961	3.4%
70.1 - 80	16,060	13.9%	8,152	7.1%	7,908	6.9%
80.1 - 90	9,753	8.5%	5,920	5.1%	3,833	3.3%
90.1 - 100	15,369	13.3%	9,730	8.4%	5,639	4.9%
<b>Total</b>	<b>115,284</b>	<b>100.0%</b>	<b>74,531</b>	<b>64.6%</b>	<b>40,753</b>	<b>35.4%</b>

Figure 4.4: All community available sports halls (3+ courts relative to IMD (exclude private use)



The following sites were removed from the analysis because they do not offer community use.

- ◀ HMP Dovegate- prison site which does not allow for community use.
- ◀ Paget High School - unassessed and it is assumed that it does not offer community use. There is no evidence to suggest it is accessible on its website.
- ◀ Blessed Robert Sutton Catholic Academy - does not currently offer community use.

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St George's Park National Football Centre is considered as a community available sports hall as it is available to hire on a pay and play basis. However, it is predominantly used for futsal/indoor football and has very limited programme of 'traditional' sports hall activity.

Analysis of 20-minute walk time data (residents living within the red circles), when including these community available sites reveals the following.

- ◀ 74,531 of residents live within one mile of a sports hall (64.6% of the total population).
- ◀ 33,519 people (29.1% of the population) live in areas of higher deprivation and of these, 87.8% live within a one-mile radial catchment of a sports hall.

Residents in more deprived localities are statistically less likely to participate in sport than those from more affluent areas for reasons including cost and access. In East Staffordshire, over three quarters (87.7%) of those who live in areas of higher (top 30% IMD) deprivation live within a mile of a community accessible sports hall. This would suggest that sports halls are well placed to serve these residents.

Drive time catchment modelling suggests that over 99% of East Staffordshire's population is within a 20-minute drive of a publicly accessible sports hall with 3+ badminton courts. As car ownership is good (over 80%) and above the national average, sports halls are very accessible for residents within the Authority on this measure.

### **Availability**

Eleven of the fourteen sports halls in East Staffordshire are community available. Access levels vary. Four offer daytime as well as evening use (the three Everyone Active sites and the National Football Centre). The remaining sports halls, all located at education sites, are only available at evenings and weekends. These are solely accessible via advance block bookings, whereas the three Everyone Active sites are available on the basis of pay and play access. The National Football Centre is also only available via advance block bookings.

### **Facility management**

ESBC owns the three Everyone Active managed sites. Each school site is owned by its respective multi academy trust and managed internally. The National Football Centre is owned and managed by the Football Association.

*Table 4.8: Management and ownership of sports hall facilities*

Site	Management	Ownership
Denstone College	Denstone College	Denstone College
John Taylor Free School	Internal	John Taylor Multi Academy Trust
John Taylor High School	Internal	John Taylor Multi Academy Trust
Meadowside Leisure Centre	Everyone Active	ESBC
Paulet High School	Internal	John Taylor Multi Academy Trust
Shobnall Leisure Complex	Everyone Active	ESBC
St George's Park National Football Centre	The FA	The FA
The De Ferrers Academy - Dove Campus	Internal	The De Ferrers Trust
The De Ferrers Academy (Trent Campus)	Internal	The De Ferrers Trust
Thomas Alleyne's High School	Internal	Uttoxeter Learning Trust
Uttoxeter Leisure Centre	Everyone Active	ESBC

## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

### *Daytime availability and used capacity*

As described above, daytime availability is limited to four sites. The remainder solely offer evening and weekend bookings. Table 4.9 details the levels of community use available at each venue. (Figures are based either upon booking sheets from the respective sites or consultation). Data collected relates to current utilisation at all sites in Spring 2023.

The three Everyone Active sites contain the widest programme of activity. All school sites have a common offer of badminton, indoor cricket and indoor football. In respect of indoor football it is common that football clubs book out an entire site (indoor hall and outdoor pitch) to accommodate training demand. For example, Uttoxeter Juniors Football Club takes the sand dressed pitch at Thomas Alleyne's High School while some of its junior teams use the sports hall at the site.

Denstone College has a strong reputation for cricket and supports a number of clubs with their winter training. Its sports hall is predominantly used for cricket. The five clubs it accommodates include Uttoxeter and Loughborough Lightning cricket clubs.

*Table 4.9: Opening hours and activities in sports halls East Staffordshire*

Community use hours	Site	Total courts	Main sports played	
1 - 40	25.0	Denstone College	4	Cricket, football
	30	John Taylor Free School	4	.Netball, football, cricket
	36.0	John Taylor High School	4	Badminton, football, indoor cricket
	35.0	Paulet High School	4	Badminton, matt sports, cricket.
	35	The De Ferrers Academy (Dove Campus)	4	Archery, football, badminton.
	30	The De Ferrers Academy (Trent Campus)	4	Indoor football,
	27.0	Thomas Alleyne's High School	4	Indoor cricket, badminton, football.
40+	100.0	Meadowside Leisure Centre	3	Badminton, football, martial arts, volleyball.
	83.0	Shobnall Leisure Complex	4	Football, badminton, Volleyball, wheelchair football, wheelchair rugby
	105.0	St George's Park National Football Centre	4	Predominantly futsal and football
	93.0	Uttoxeter Leisure Centre	4	Indoor bowls, gymnastic, netball, basketball.

There is strong demand for sports halls in East Staffordshire, with all but one site operating at over 60% of used capacity.

All schools, bar John Taylor Free School operate between 60-80%, with limited space available. John Taylor Free School is the only site with significant spare capacity, with reported utilisation currently at 30%. The School, re-commenced offering community use following the pandemic and is currently building up demand for its facility.

The three Everyone Active leisure centres are all well used. They report no spare capacity and have a strong level of both casual and block bookings throughout the weekend and at weekends.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

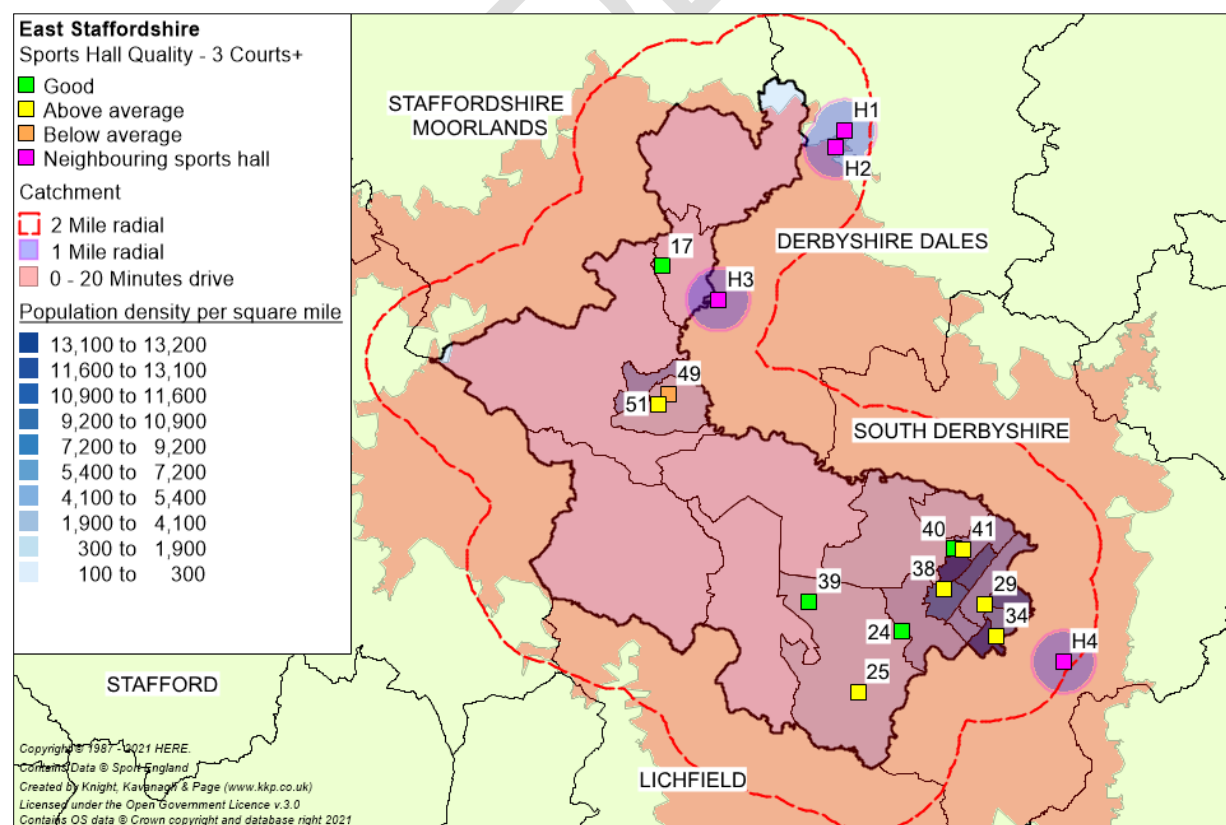
Table 4.10: Used capacity of sports halls based on KKP audit findings (peak hours only)

Used capacity	Site
>60%	John Taylor Free School
60-80%	Thomas Alleyne's High School
	Paulet High School
	The De Ferrers Academy (Dove Campus)
	The De Ferrers Academy (Trent Campus)
	Denstone College
	John Taylor High School
80%-100%	Meadowside Leisure Centre
	Shobnall Leisure Complex
	St George's Park National Football Centre
	Uttoxeter Leisure Centre

## Neighbouring facilities

Accessibility is influenced by facilities located outside East Staffordshire. Four (minimum 3+ court) sports halls are located within two miles (indicative of how far people may travel) of the Borough. All are close to its western border. Three are in Derbyshire Dales, and one in South Derbyshire. Of the four, Ashbourne Leisure Centre is the only pay and play site.

Figure 4.6: Sports halls (3+ courts) within two miles of East Staffordshire



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Table 4.12: Neighbouring 3+ court sports halls (excluding private use)

ID	Site name	Courts	Access type	Local Authority
H1	Queen Elizabeth Grammar School	4	Sports Club / CA	Derbyshire Dales
H2	Ashbourne Leisure Centre	4	Pay and Play	Derbyshire Dales
H3	Abbotsholme School	4	Sports Club / CA	Derbyshire Dales
H4	Pingle Academy	4	Sports Club / CA	South Derbyshire

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

## Future developments

It must be noted that Abbot Beyne School, a secondary school, is looking at expanding its provision from a two court to a four court sports hall. It will see a large growth in student numbers over the next couple of years (additional 200 students) and would like to increase its sports provision to accommodate this expansion. This includes a larger sports hall and a full sized 3G pitch. Planning permission and funding are yet to be sourced.

## 4.2: Demand

### Consultation

National governing bodies of sport (NGBs) and active clubs have been consulted to ascertain and understand current use, participation trends, needs and challenges facing sports hall facilities in the area.

### Badminton England

Badminton England (BE) is the 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.
- ◀ Build financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

It applies a specific strategy model to assess court quality and sufficiency by local authority.

### Overall statistics

#### Badminton participation statistics

- ◀ 0.86% of adults (73.87%; male and 26.13%; female) have played badminton at least twice in the last 28 days<sup>7</sup>. This equates to **800 regular adult players**.

<sup>7</sup> ALS states that people that have participated at least twice in the last 28 days. For modelling purposes, it is assumed that they participate every week

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- 6.00%<sup>8</sup> of juniors<sup>7</sup> have played badminton at least twice in the last 28 days. This equates to **406 regular junior players**.
- It is estimated that 3.54% of adults have played badminton at least once in the last 12 months. This equates to **2,500 occasional adult players**<sup>9</sup> (2.66% latent demand).

### Demand

- The presumption is that **regular adult players** play once per week for one hour and that their average need is for 3 adults per court. This equates to a weekly requirement for **267 court hours** (current demand).
- The presumption is that **regular junior players** play once per week for 45 minutes and that their average need is for 4 players per court. This equates to a weekly requirement for **77 court hours** (current demand).
- The presumption is that **occasional adult players** play four times per annum for one hour and that their average need is for 3 adults per court. This requires **65 court hours** (latent demand).
- To service all badminton demand there is a need for **409 court hours** per week.
- Projected increase in regular demand in 2030 is **26 court hours**.

### Supply

- There are 14 (3+court) sports halls containing 58 courts in East Staffordshire.
- Four hall(s) are for private use only; thus 42 courts are available for badminton.
- The total number of court hours per week (3+ court sports halls) available in East Staffordshire during stated peak time is **1,270**<sup>10</sup>
- 80.95%<sup>11</sup> of badminton courts in East Staffordshire meet the Badminton England quality threshold (above average/good) which equates to **1,036** court hours<sup>12</sup>.
- There is a need for **39.48%** of the **1,036** good quality peak time court hours, available each week, to service current and latent badminton demand.
- Additional court hours required per week in 2030 are **26**.

KKP's needs assessment differs to the findings of the BE model. BE's assessment identifies 42 courts at 10 venues, whereas the KKP audit lists 12 sites with a total of 47 courts. This will increase the total number of court hours per week in the supply calculation.

There are two affiliated badminton clubs in East Staffordshire:

*Uttoxeter Badminton Club* - is a small club which currently has 16 members. It trains at Uttoxeter Leisure Centre on a Friday evening and competes across three leagues - the East Staffordshire, North Staffordshire and Derby District badminton leagues.

League matches are generally played on a Wednesday. The Club's major challenges are cost of facility hire for training and gaining regular access to the hall on a Wednesday to compete in the respective leagues. It also has ambitions to develop a junior section, however, lacks volunteers to set this up currently.

*Sunnyside Badminton Club* - is based at Paulet School and has 25 members, including a small junior section. The junior section was established through a link with the School. The Club competes in the East Staffordshire League and currently trains on Tuesday and Thursday evenings. It reports having a good relationship with the school with regard to hall access.

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<sup>8</sup> ALS states that 6.0% of juniors nationally (14-15 year olds) have played at least twice in the last 28 days. For modelling purposes this has been extended to include 11-13 year olds.

<sup>9</sup> Occasional players equates to all players minus regular players

<sup>10</sup> Peak time hours are defined as; Monday – Friday 17:00-22:00, Saturday 09:30-17:00, Sunday 09:00-14:30 & 17:00-19:30

<sup>11</sup> National figure: 75.0%

<sup>12</sup> Assumes that all courts of all standards available during all peak hours.



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### ***Basketball***

Basketball England (BBE) is the 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.

To achieve this, a series of key objectives have been identified:

- ◀ 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.

The aim of the BBE facilities strategy is 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. 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.

Consultation with BBE suggests there is one club in the Authority- Uttoxeter Bulls. It also notes there is an undersupply of basketball facilities in East Staffordshire. However, it is not a priority development area for BBE.

### ***Club consultation***

*Uttoxeter Bulls Basketball Club*- is based at Uttoxeter Leisure Centre, where it runs five sessions over three nights, offering basketball for both males and females aged 12 and upwards. There is also an open casual female session on one of the three nights. It enters teams in four age groups in the West Midlands Basketball League.

The Club reports having a positive relationship with Everyone Active and sessions can be added/removed as demand ebbs and flows. Its key challenge is recruiting sufficient volunteers to manage its teams and to develop and promote the Club.

### **4.3: Future demand and Sports Facilities Calculator (SFC)**

The SFC helps local 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 populations but is not used to assess 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 4.13: Sport England Sports Facility Calculator*

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

	Population 2018 ONS	Population estimate (2031)	Population estimate (2043)
<b>ONS population projections</b>	118,574	127,320	134,333
<b>Population increase</b>	-	8,746	15,759
<b>Facilities to meet additional demand</b>	-	+2.47 courts or 0.62 sports halls	+4.44 courts or 1.11 sports halls
<b>Estimated cost</b>	-	£1,595,984	£2,875,727

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. The projected increase in population of 8,746 within the current local plan (2031) will lead to a small increase in demand for sports hall space in East Staffordshire up to 2031. The SFC indicates a requirement for an additional 2.47 courts/0.62 sports halls (estimated cost: £1,595,984).

Within the future local plan, the future requirement will double. By 2043, there will need to be a requirement for an additional 4.44 courts/1.11 sports halls (estimated cost: £2,875,727).

Based on current utilisation levels ascertained through consultation, it is anticipated that demand (by 2043) can be accommodated through current spare capacity, however, this will need to be accommodated within the education sector. Due to most of the growth occurring in Burton, future demand will be absorbed by the four schools which currently have spare capacity (one of which currently has over 60% spare capacity- John Taylor Free School).

NB Facilities Planning Model (FPM) analysis would add a greater degree of robustness to these overall supply / demand findings via providing the potential to factor in population growth at a spatial level to the analysis.

#### 4.4: Summary of key facts and issues

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	East Staffordshire has 37 sports halls of all sizes (74 courts) Nine out of 12 (3+ court) halls are community available.	Population growth will generate additional demand for a +2.47 courts or 0.62 sports halls (by 2031) / +4.44 courts or 1.11 sports halls (by 2043) according to the Sports Facilities Calculator.
<b>Quality</b>	Sports hall stock is generally either rated good or above average quality. Only two sites were rated either below average or poor.	Ensure quality of halls is maintained, particularly the Everyone Active sites at Uttoxeter and Burton.
<b>Accessibility</b>	64% of the population lives within one mile (20 minutes' walk) of a sports hall. Of those living in areas of high IMD, 88% live within a mile of a 3+ court sports hall. Essentially the whole population (99%) lives within a 20 minute drive of a facility. There are four (3+ court) sports halls located within two miles of East Staffordshire.	Accessibility to sports halls is generally good for all residents, with the three main leisure centres serving the key areas of population. It is important to ensure there are good public transport links to the key leisure facilities for those who do not have access to their own vehicle, to ensure that facilities remain as accessible as possible.
<b>Availability</b>	Nine sports halls are community available.	Halls have sufficient capacity to accommodate the increasing

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Facility type	Sports halls	
Elements	Assessment findings	Specific facility needs
(Management and usage)	Although utilisation of Everyone Active sports halls is high, all school halls reported some element of spare capacity.	population in the key growth areas, particularly Burton. It is important to ensure that these sites, such as the John Taylor Free School remain as accessible as possible as the population in the town increases.
<b>Summary</b>	<p>The key areas of population in East Staffordshire are well served by a 3+ court sports halls, with both a pay and play and daytime accessible facility in Burton and Uttoxeter. The stock of sports halls is generally rated as good or above average quality.</p> <p>Consultation indicates that halls offer a variety of different sports and there is some spare capacity at facilities in both main towns. It is estimated that halls will be able to absorb the anticipated growth, particularly at sites such as the John Taylor Free School.</p> <p>FPM analysis would provide an additional layer of insight to the above assessment by measuring the potential impact of new population growth at the spatial level.</p>	

### SECTION 5: 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.

Swim England’s report ‘A Decade of Decline: The Future of Swimming Pools in England’ provides a national analysis of the current swimming pool stock across England. It notes that the average age of a pool built from 1960 onwards is 43 years. On this basis it suggests that many of these pools are now coming to the end of their lifespan.

Many pool operators were placed in a serious financial situation during the pandemic, when many local authorities provided emergency financial support through direct grants, deferred payments or loans to subsidise pool operators who had suffered loss of income due to pool closures.

UK Government’s £100 million National Leisure Recovery Fund also provided assistance to enable pools to re-open once restrictions had been lifted. East Staffordshire Council was successful in securing £235,000 to support its facilities. Despite this, Swim England reports that 206 pools (including 68 public pools) closed, either permanently or temporarily over the period of the Pandemic.

In preparing for the future, Swim England recommend that local authorities conduct analysis of their pool stock to understand if they have the right pools in the right places to meet the needs of the local community. In the light of leisure facilities accounting for over 40% cent of some councils’ direct carbon emissions it advocates capital investment into renewal of pool stock in order to support efforts to reach net zero targets, alongside combating the predicted overall future deficit of water space nationally.

#### 5.1: Supply

This assessment is mostly concerned with larger pools available for community use (no membership base criteria restricting access). Those less than 160m<sup>2</sup> (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 needs assessment/modelling 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.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## Quantity

There are 13 pools at 12 sites in East Staffordshire (including all irrespective of size and access). Uttoxeter and Burton are served by pools operated under the auspices of ESBC's contract with Everyone Active. Uttoxeter Leisure Centre has a 5-lane 25m pool and Meadowside Leisure Centre has a 6-lane 25m pool and a teaching pool.

Figure 5.1: All swimming pools in East Staffordshire

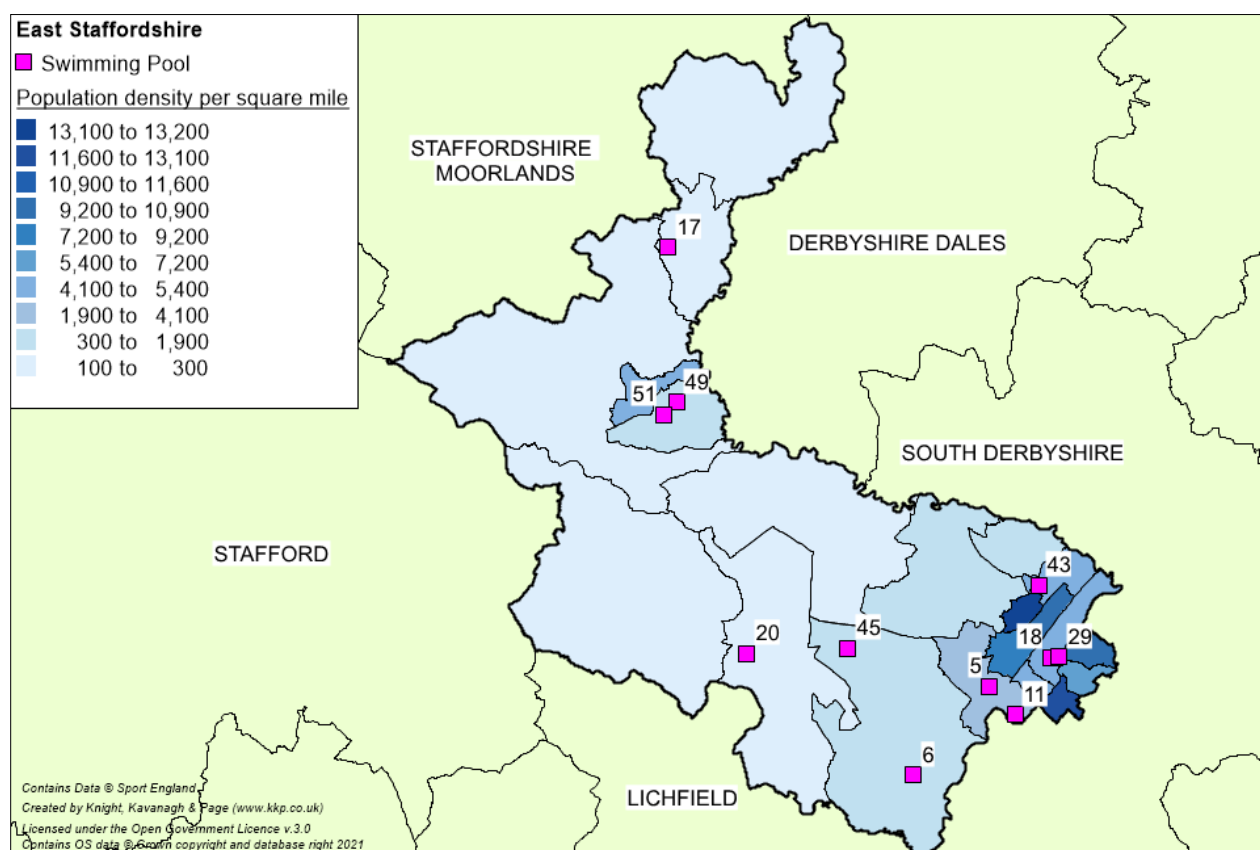


Table 5.1: All swimming pools in East Staffordshire.

ID	Site name	Facility type	Lanes/length	Area (m <sup>2</sup> )
5	Bannatyne Health Club	Main/General	1 x 20m	160
6	Barton Aquadome	Main/General	4 x 15m	60
11	Branston Golf & Country Club	Main/General	0 x 17m	136
17	Denstone College	Main/General	6 x 22m	264
18	Everlast Fitness Club	Main/General	1 x 20m	200
20	Hoar Cross Hall Spa Hotel	Learner/Teaching	0 x 10m	90
20	Hoar Cross Hall Spa Hotel	Main/General	0 x 26m	260
29	Meadowside LC	Main/General	6 x 25m	325
29	Meadowside LC	Learner/Teaching	0 x 13m	104
43	The Fountains Primary School	Main/General	0 x 15m	108
45	The Health Club & Spa (St George's Park)	Leisure Pool	0 x 18m	144
49	Thomas Alleyne's High School	Main/General	4 x 18m	144
51	Uttoxeter LC	Main/General	5 x 25m	250

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## Quality

KKP completed non-technical visual assessments at all main swimming pools. This included assessment of changing provision, as this is significant in influencing and attracting users.

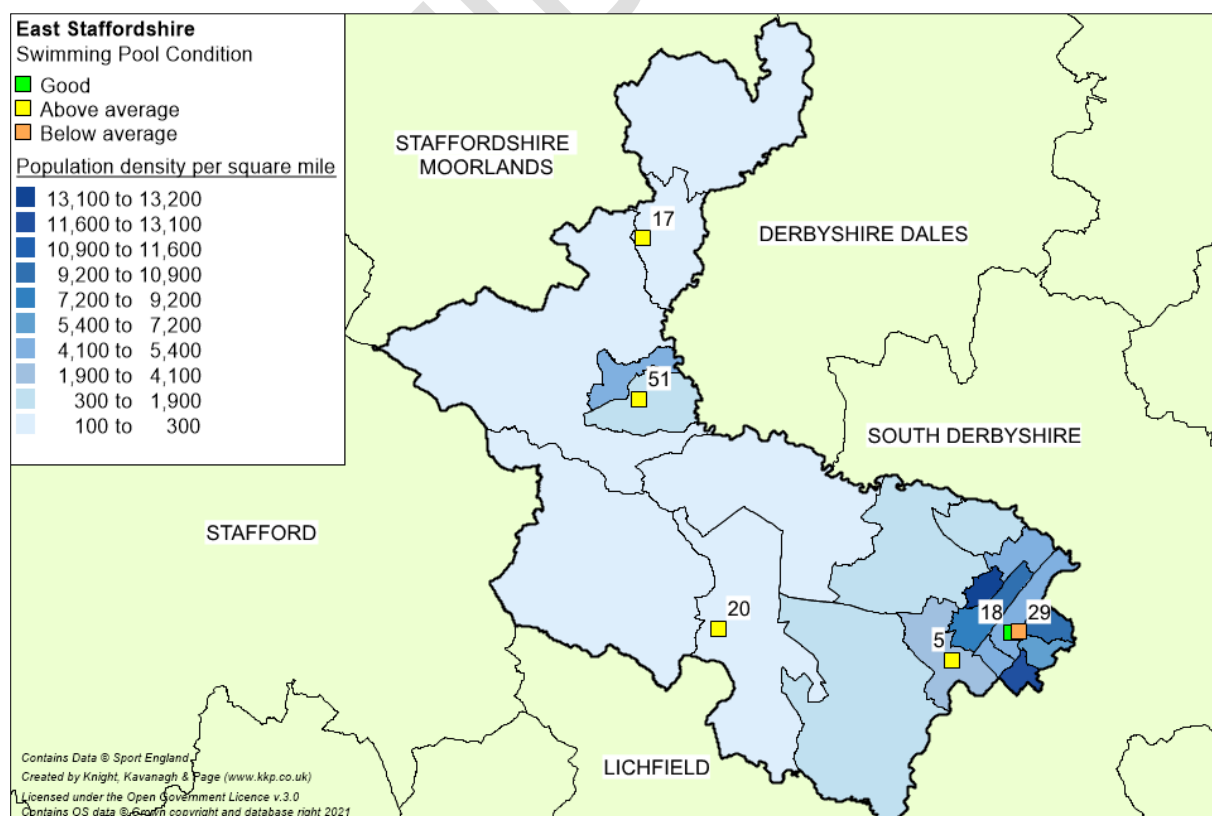
Table 5.2: Quality of swimming pools (more than 160m<sup>2</sup> in size) in East Staffordshire

ID	Site name	Lanes/length	Area (m <sup>2</sup> )	Condition	
				Pool	Changing
5	Bannatyne Health Club	1 x 20m	160	Above average	Good
17	Denstone College	6 x 22m	264	Above average	Above average
18	Everlast Fitness Club	1 x 20m	200	Good	Above average
20	Hoar Cross Hall Spa Hotel	0 x 26m	260	Above average	Above average
29	Meadowside LC	6 x 25m	325	Below average	Below average
51	Uttoxeter LC	5 x 25m	250	Above average	Good

Based on the sites assessed, swimming pools in East Staffordshire are generally of above average or good quality. The pool at Meadowside Leisure Centre is the one rated below average. Uttoxeter Leisure Centre's swimming pool, which was re-built in 2015 as part of a major investment in the Town's leisure provision is rated above average quality.

Meadowside Leisure Centre's swimming pool opened in 1980, and has received investment in 2010 when the pool tiles tank and surrounds were replaced, the changing provision was remodelled, a new school changing area added and plant equipment upgraded. Aspects of pool plant equipment, however, require investment including the upgrade of the boilers as three out of the four boilers are coming into end of life (this is based on the boilers having a 15 year life span).

Figure 5.3: Quality of 160m<sup>2</sup>+ swimming pools in East Staffordshire



# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Table 5.3: Age of swimming pools and refurbishment dates (where applicable)

Site	Year opened	Refurbishment	Age (years) since refurbishment
Bannatyne Health Club	2000		23
Denstone College	1979	2018	5
Everlast Fitness Club	2004	2020	3
Hoar Cross Hall Spa Hotel	2005		18
Meadowside LC	1980	2010	13
Uttoxeter LC	1985	2015	8

## Energy efficiency of pools

The Authority has invested significantly in all three leisure centres over recent years. All now have LED lights throughout - at a total outlay of c. £40k.

Meadowside Leisure Centre's boiler was replaced with a new eco boiler in March 2022. Two new dosing units were installed in October 2022 to ensure that pool chemical consumption is kept to a minimum. The Authority, in partnership with Everyone Active, is presently working with consultants to identify further carbon reduction measures (particularly at Uttoxeter), however, no plans have (at the time of the preparation of this report) been finalised.

## Availability of swimming pools

Swimming pool availability differs dependent upon ownership and/or management. For East Staffordshire this can be broken down into the following:

- ◀ The two main sites (Uttoxeter and Meadowside) offer pay and play access.
- ◀ Three offer a mixture of block bookings or registered memberships to access the site.

Both Uttoxeter and Meadowside offer pay and play access throughout the day and also at weekends. Denstone College is only available via a block booking system. It accommodates a swimming club (Cheadle Swimming Club) and a number of private swim schools. The remaining pools are accessible through registered membership only.

Table 5.4: Access policy of swimming pools

Site	Access policy
Bannatyne Health Club	Registered membership
Denstone College	Block bookings
Everlast Fitness Club	Registered membership
Hoar Cross Hall Spa Hotel	Registered membership
Meadowside LC	Pay and play
Uttoxeter LC	Pay and play

## Accessibility

Swimming pool accessibility is influenced by the physical environment. Appropriate walk and drive-time catchments are applied to determine accessibility to communities. The normal accepted standard is 20-minutes' walk time (1-mile radial catchment) for an urban area and a 20-minutes' drive time for a rural area.

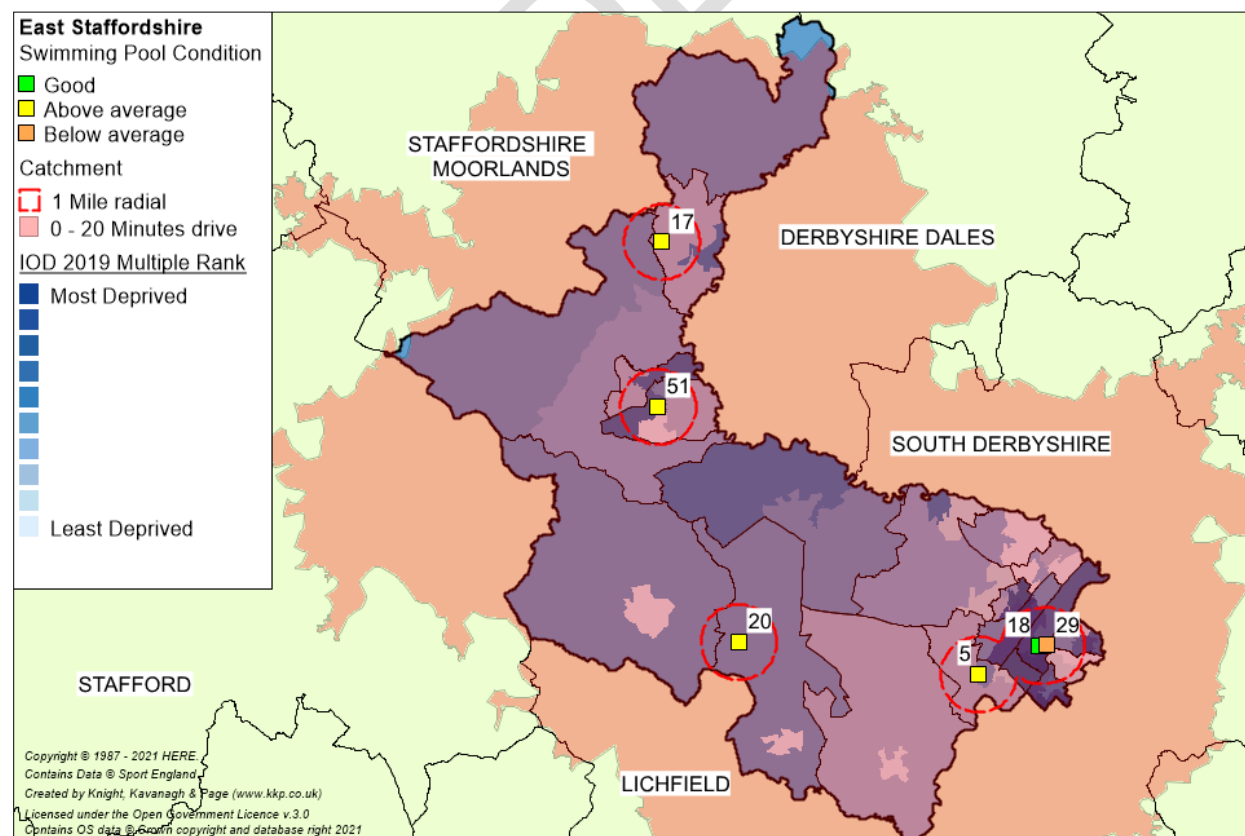
# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

This enables analysis of the adequacy of coverage and helps identify areas currently not serviced by existing provision. As East Staffordshire is predominantly a rural authority, both standards are applied.

Table 5.5: Accessibility of swimming pools in East Staffordshire

IMD 10% bands	East Staffordshire		Swimming pools, 160m <sup>2</sup> Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	4,269	3.7%	1,541	1.3%	2,728	2.4%
10.1 - 20	17,351	15.1%	10,050	8.7%	7,301	6.3%
20.1 - 30	11,899	10.3%	6,543	5.7%	5,356	4.6%
30.1 - 40	11,199	9.7%	6,493	5.6%	4,706	4.1%
40.1 - 50	6,252	5.4%	479	0.4%	5,773	5.0%
50.1 - 60	15,772	13.7%	6,426	5.6%	9,346	8.1%
60.1 - 70	7,360	6.4%	6	0.0%	7,354	6.4%
70.1 - 80	16,060	13.9%	5,236	4.5%	10,824	9.4%
80.1 - 90	9,753	8.5%	5,255	4.6%	4,498	3.9%
90.1 - 100	15,369	13.3%	2,687	2.3%	12,682	11.0%
<b>Total</b>	<b>115,284</b>	<b>100.0%</b>	<b>44,716</b>	<b>38.8%</b>	<b>70,568</b>	<b>61.2%</b>

Figure 5.4: Pools of 160m<sup>2</sup>+ by quality on IMD with 1-mile catchment and a 20-minute drive.





# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Nearly two fifths (38.3%) of the population live within one mile of a swimming pool in the Authority. Of those living in areas of higher deprivation, over half (54%) live within a mile of a swimming facility.

The two public leisure centres at Burton and Uttoxeter are located in the two more densely populated settlements which in turn contain the main concentrations of higher deprivation.

In terms of accessibility to these public sites, the number of people who live within a mile (i.e., walking distance) of such a facility is 27.8%. This rises to 37.5% of residents living in areas of higher deprivation.

As with sports halls, drive time catchment modelling is good. It suggests nearly the whole (over 99%) of East Staffordshire's population resides within a 20-minute drive of a swimming pool having an area of 160m<sup>2</sup> or more.

## Facilities in neighbouring authorities

Facilities within easy reach can influence resident choices in terms of access and convenience. There are three pools located within two miles of the border. The only pay and play site is located at Ashbourne Leisure Centre, which is a 5 lane 25m pool. The remaining two are located at schools and are accessible through block booking arrangements.

Figure 5.6: Swimming pools located within two miles of East Staffordshire

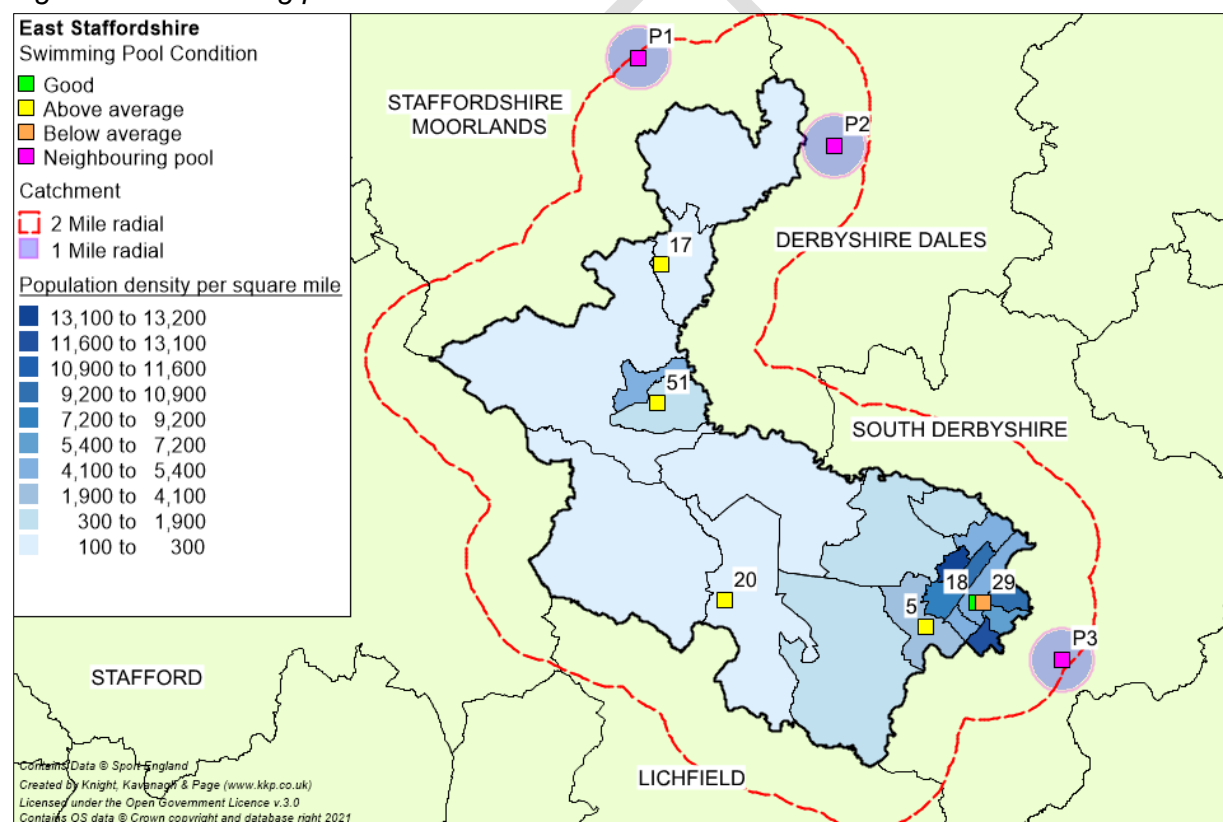


Table 5.9: Neighbouring community available pools within 2-miles of East Staffordshire

ID	Site name	Pool type	Lanes/length	Access type	Local Authority
P1	Waterhouses Academy	Main/General	0 x 23m	Block bookings	Staffs Moorlands

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ID	Site name	Pool type	Lanes/length	Access type	Local Authority
P2	Ashbourne Leisure Centre	Main/General	5 x 25m	Pay and play	Derbyshire Dales
P3	Pingle Academy	Main/General	4 x 20m	Block booking	South Derbyshire

Source: Active Places Power 12/03/2022

### 5.2: Demand

Swim England's latest strategic plan (May 2020), which supersedes *Towards a Nation Swimming: a Strategic Plan for Swimming in England 2017-21*, 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.

Swim England did not respond to the request for consultation as part of this study and it is recommended that their views are obtained within further strategy development. It will also be beneficial for the Authority to commission a Facilities Planning Model study incorporating bespoke population modelling in order to understand the specific spatial impact of new population growth on demand for swimming provision in the Borough.

#### *Club consultation*

*Dove Valley Swimming Club* - is a local club based at Uttoxeter Leisure Centre. It offers two sessions per day, five days a week and accommodates both junior and masters age ranges. It reports having a good relationship with Everyone Active. It acknowledges that it is a feeder club to larger clubs, such as City of Derby Swim Club. Its key challenge is to recruit sufficient coaches to support its junior section.

*Burton Amateur Swimming Club* - currently has 150 members, which include both juniors and masters. It uses Meadowside Leisure Centre four days a week. It is generally happy with amount of pool time it has; however, it would prefer earlier evening slots. This is to ensure training suits younger junior swimmers.

#### *Swimming lesson provision*

Swimming lessons are delivered by Everyone Active at both Uttoxeter and Meadowside leisure centres. At the time of consultation, both had spare swim lesson capacity with no reported waiting lists. (Uttoxeter was at 82% and Meadowside at 84% capacity)

As Meadowside has a learner pool, there is scope to remodel the current swimming programme and increase swimming lesson capacity if required. Uttoxeter, however, only has a single pool, with limited programme flexibility. Consequently, there are concerns that swimming lesson capacity will be reached soon, particularly as the population is expected to grow in the town. This was suggested through consultation with the current leisure operator.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 5.3: 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 (Authority) 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 5.6: Sport England Sports facilities calculator – swimming pools

Factor	Population 2018	Population estimate 2031	Population estimate 2043
ONS population projections	118,574	127,320	134,333
Population increase	-	8,746	8,746
Facilities to meet change in demand	-	0.44 swimming pools	0.80 swimming pools
Cost		£1,757,984	£3,167,628

The SFC calculates that projected population increases in the Authority will create an increase in required pool capacity by the equivalent of two additional lanes of a 25m swimming pool by 2031 and three lanes by 2043. The cost of this will be £1,757,984 and £3,167,628 respectively.

Swimming lesson data suggests current spare capacity across both Everyone Active sites, however, there are concerns with regard to short/medium term capacity at Uttoxeter given the lack of a learner pool at this site.

FPM analysis would add further evidence in respect of potential future supply requirements for the Borough at a spatial level.

## 5.4: Summary of key facts and issues

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There 13 operational pools on 11 sites available in East Staffordshire. Six are equal or greater than 160m <sup>2</sup> in size.	The two main population settlements are served by publicly operated pools. Due to the age of Meadowside and the anticipated housing growth in the area, further analysis is required to fully gauge future requirements at that site.
<b>Quality</b>	The majority of pools are rated either good or above average quality. Meadowside is rated below average,	There will be medium term investment required at Meadowside to refurbish the pool surrounds and plant equipment.
<b>Accessibility</b>	54.1% of the population live within a mile of a community accessible pool. This reduces to 27.8% for those living within one-mile of a pay and play pool. 37.5% of those living in high IMD areas live within a mile of a pay and play pool.	There are good levels of accessibility to pool provision bearing in mind the rural nature of the Authority. The two key areas of population are served by a pay and play facility.

## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
	Virtually the whole population live within a 20 minute drive of a community accessible pool.	For those in rural communities, ensuring a good public transport network is available is key to access the strategic sites.
<b>Availability</b> (Management & usage)	<p>The two pay and play facilities serve the main two towns in the Authority.</p> <p>Remaining pools within the Authority either require a registered membership or an advance block booking.</p> <p>Swimming lesson data suggests that there is capacity at both main pools.</p> <p>There are concerns with regard to lesson capacity at Uttoxeter given that there is no teaching pool at this site.</p>	<p>Given future population growth, and data obtained from Everyone Active it is likely that additional pool capacity will be required at Uttoxeter Leisure Centre.</p> <p>This could be provided via the addition of a teaching pool.</p>
<b>Summary</b>	<p>There are six pools equal or greater than 160m<sup>2</sup> in size.</p> <p>The two main areas of population are served by a pay and play pool. There is a need, however, to ensure there is good public transport accessibility within rural communities give everyone has access to the two Everyone Active facilities.</p> <p>Site quality is generally good with the majority of pools rated either good or above average. Meadowside pool is the only site rated below average.</p> <p>Meadowside's wet side environment will require investment in the short to medium term. The plant equipment will also require investment due to its age.</p> <p>Although Uttoxeter's pool is relatively new, there are concerns that it could reach capacity within the lifespan of this strategy (2031). Consideration should be given to adding a learner pool at this site.</p> <p>FPM analysis, including bespoke population modelling for the Authority would provide further supporting evidence on which to base future decision making regarding facility developments.</p>	

# EAST STAFFORDSHIRE BOROUGH COUNCIL

## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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### SECTION 6: HEALTH AND FITNESS SUITES

According to the most recent ALS data<sup>13</sup>, around 11.4 million adults regularly engage in some form of fitness type activity (i.e., using gym equipment, a weights session, fitness class, or interval session). The popularity of fitness activities is reflective of their taking place across a wide range of facilities including larger gyms (run on behalf of the local authority by companies and/or Trusts, managed in-house or private sector operators), and also other smaller activity spaces such as village and community halls.

Fitness studios also vary in their size and function, from relatively large rooms within leisure centres often containing a sprung floor, to smaller spaces (often within community and village halls) which may serve as dedicated spinning (indoor cycling) studios or to hold virtual fitness classes. Studio based timetabled classes such as pilates, yoga, dance, step, boxercise and Zumba usually generate a significant amount of activity within publicly operated provision and comprise a core benefit of a health and fitness membership.

In terms of trends in the market, prior to the Pandemic, the UK health and fitness industry was enjoying a strong period of growth. It had more gyms, more members and a greater market value than ever before. The State of the Fitness Industry Report UK for 2022 found that membership levels dropped by around 5% since 2019 as a result of the Pandemic and numbers of facilities had also reduced. This correlates with ALS data which measured regular pre-Pandemic activity levels at around 14 million. Pure Gym and GLL remain the UK's leading operators (by number of gyms and members).

Health and fitness facilities are a core element within the transitioning of public leisure facilities towards delivering on wider health improvement outcomes. A leisure operator's role in providing for people with long term health conditions, including via exercise referral is critical. Fitness studios may 'double up' as spaces where NHS services such as physiotherapy, health screening, and weight management can take place alongside gentle exercise classes.

Larger health and fitness gyms containing a mix of flexible spaces (such as cardio, free weights and boxing equipment, (80 stations +<sup>14</sup>) remain central to the financial viability of public sector leisure centres. When combined with multiple studio facilities offering a good mix (and sufficient number) of classes, these usually offer the most profitable spaces within a typical leisure centre.

The past decade or so has also seen a growth in the prevalence of operators offering 'functional fitness' type equipment and activities. This form of fitness is a type of strength training that readies your body for daily activities and includes lifting, loading, pushing, pulling, squatting and hauling. This is manifested both in terms of small private facilities, and the incorporation of functional fitness spaces within publicly operated health and fitness facilities.

#### 6.1: Supply

##### *Quantity*

There are 18 health and fitness facilities in East Staffordshire with a total of 1007 stations. The two key settlements (Uttoxeter and Burton) are served by a good supply of health and fitness provision.

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<sup>13</sup> [Active Lives adult survey Nov 20-21 report](#)

<sup>14</sup> A health and fitness 'station' is defined as a piece of static fitness equipment – KKP normally audits facilities of 20 stations or more.

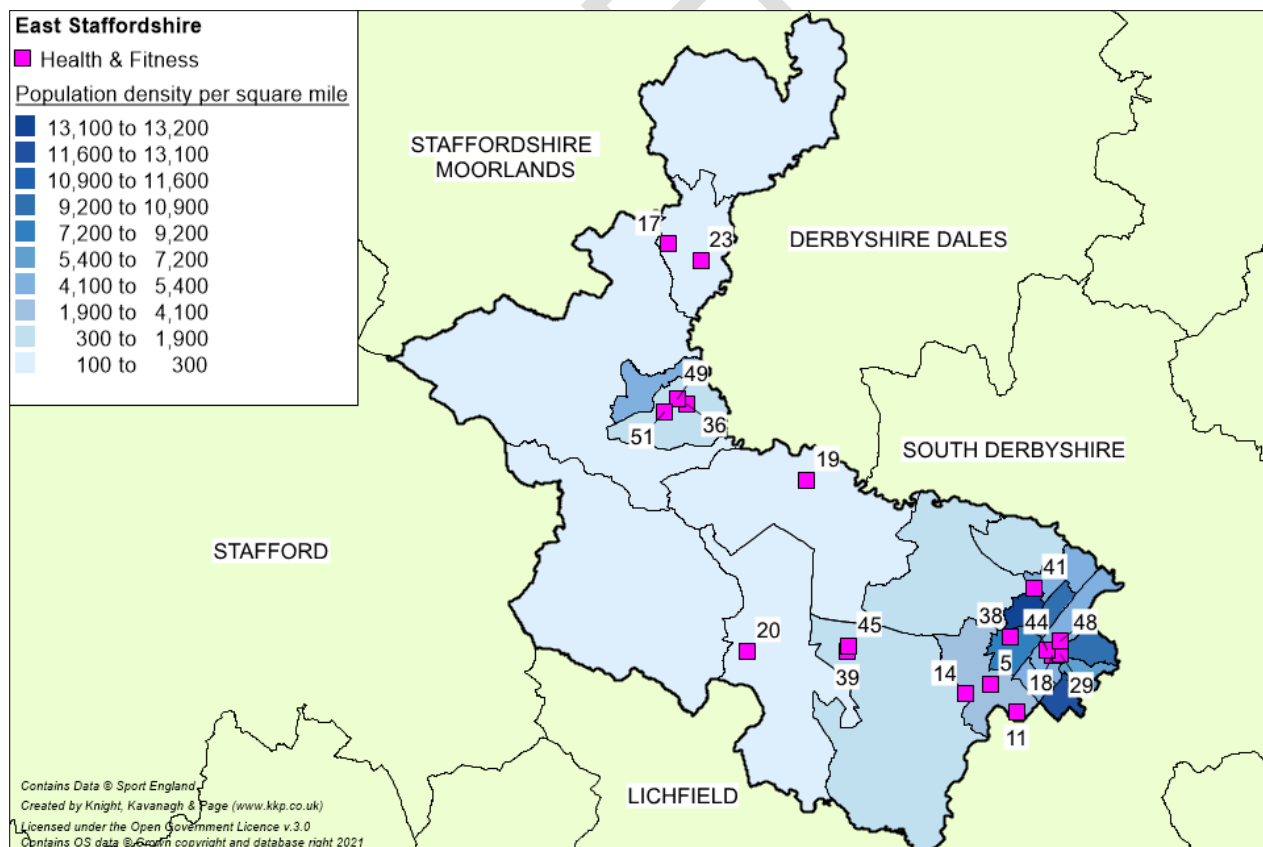
# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Three sites are managed by Everyone Active, including the health and fitness facilities at Meadowside Leisure Centre (100 stations) and Uttoxeter Leisure Centre (94 stations). As mentioned earlier, all three Everyone Active sites were refurbished in 2019; this included installing new equipment and improving studio spaces. An additional spin studio is planned in 2024 at Uttoxeter Leisure Centre.

Table 6.1: All health and fitness facilities in East Staffordshire

ID	Site name	Stns	ID	Site name	Stns
5	Bannatyne Health Club	110	36	Puregym	32
11	Branston Golf & Country Club	49	38	Shobnall Leisure Complex	30
14	Burton Rugby Football Club	12	39	St George's Park National Football Centre	24
17	Denstone College	28	41	The De Ferrers Academy (Trent Campus)	20
18	Everlast Fitness Club	126	44	The Gym Group	170
19	HMP Dovegate	50	45	The Health Club & Spa (St George's Park)	24
20	Hoar Cross Hall Spa Hotel	33	48	The Workout	76
23	JCB World Headquarters	30	49	Thomas Alleyne's High School	14
29	Meadowside Leisure Centre	100	51	Uttoxeter Leisure Centre	94
<b>Total</b>					<b>1076</b>

Figure 6.1: All health and fitness facilities in East Staffordshire



# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## Quality

All health and fitness sites with 20+ stations, which are community accessible, received a non-technical quality assessment. All are rated either good or above average, with no sites rated either below average or poor. The audit excluded the following sites (which have 20+ stations or more) as these are not community accessible: HMP Dovegate (50 stations), Denstone College (28 stations) and JCB World Headquarters (30 stations).

Table 6.2: Health & fitness suites with 20+ stations on population density by condition

ID	Site name	Stations	Condition
5	Bannatyne Health Club	110	Good
11	Branston Golf & Country Club	49	Good
18	Everlast Fitness Club	126	Good
20	Hoar Cross Hall Spa Hotel	33	Good
29	Meadowside Leisure Centre	100	Good
36	Puregym	32	Good
38	Shobnall Leisure Complex	30	Good
39	St George's Park National Football Centre	24	Good
44	The Gym Group	170	Above average
45	The Health Club & Spa (St George's Park)	24	Above average
48	The Workout	76	Good
51	Uttoxeter Leisure Centre	94	Good
<b>Total</b>		<b>868</b>	

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

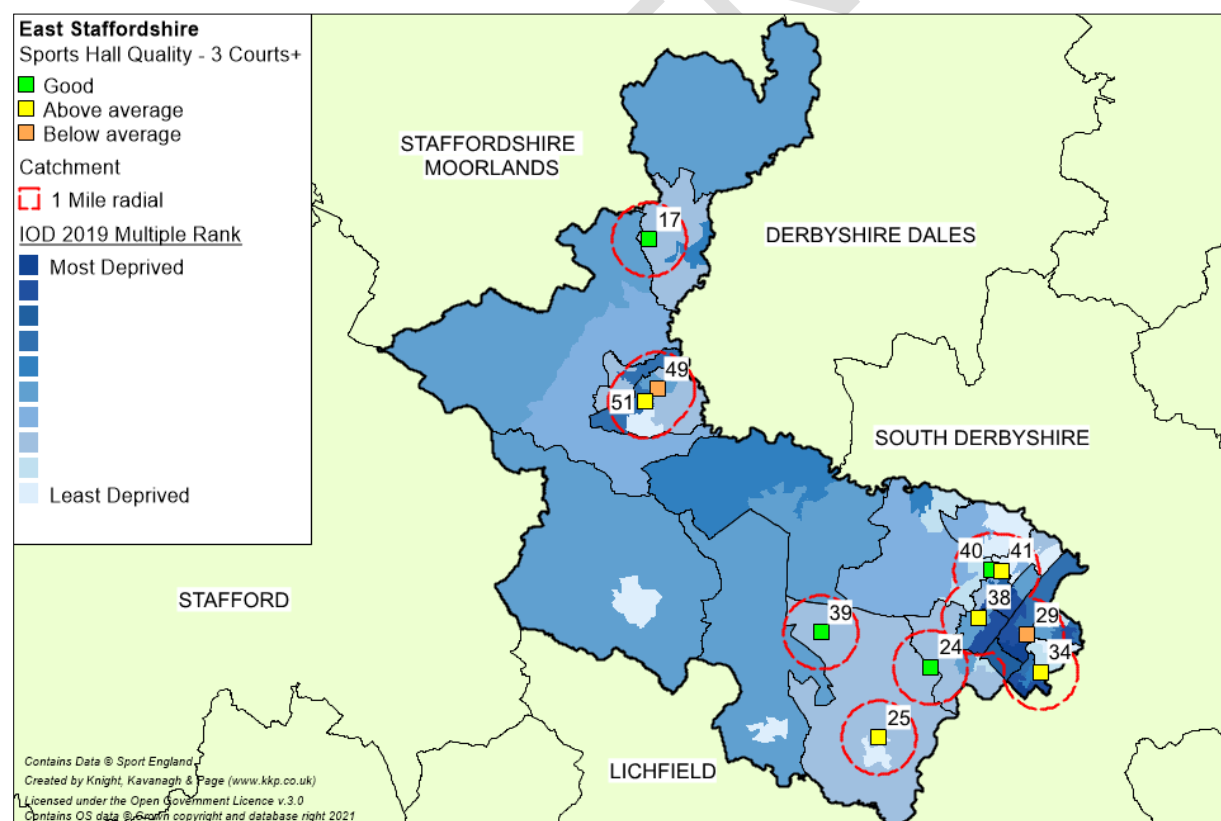
As with pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses on the basis of a one-mile radial (20-minute walk). On this measure, there are good levels of access to provision, with 64% of the population living within one-mile of a health and fitness facility with 20+ stations. Of the number of residents (33,519 in total) residing in areas of higher deprivation, 87% live within one mile of a fitness facility.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Table 6.3: IMD (2021 populations): health and fitness 20+ stations; one mile radial catchment

IMD 10% bands	East Staffordshire		Health & Fitness, 20 stations or more Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	4,269	3.7%	3,399	2.9%	870	0.8%
10.1 - 20	17,351	15.1%	13,874	12.0%	3,477	3.0%
20.1 - 30	11,899	10.3%	11,899	10.3%	0	0.0%
30.1 - 40	11,199	9.7%	7,433	6.4%	3,766	3.3%
40.1 - 50	6,252	5.4%	2,018	1.8%	4,234	3.7%
50.1 - 60	15,772	13.7%	9,196	8.0%	6,576	5.7%
60.1 - 70	7,360	6.4%	3,173	2.8%	4,187	3.6%
70.1 - 80	16,060	13.9%	9,689	8.4%	6,371	5.5%
80.1 - 90	9,753	8.5%	6,984	6.1%	2,769	2.4%
90.1 - 100	15,369	13.3%	6,552	5.7%	8,817	7.6%
<b>Total</b>	<b>115,284</b>	<b>100.0%</b>	<b>74,217</b>	<b>64.4%</b>	<b>41,067</b>	<b>35.6%</b>

Figure 6.3: Health and fitness facilities – one mile radial catchment and condition rating



## Health and fitness provision in neighbouring authorities

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



## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

There are two facilities located close to the East Staffordshire boundary; one in South Derbyshire and the other is Ashbourne Leisure Centre. The latter is a pay and play site.

A full list and location of these facilities can be found in Appendix A.

### **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). In the Authority, three health and fitness facilities offer pay and play availability with the remainder requiring a membership. Both key areas of population have access to a pay and play facility.

*Table 6.5: Health and fitness gyms (20+ stations) access policy*

ID	Site name	Stations	Access type
5	Bannatyne Health Club	110	Registered membership
11	Branston Golf & Country Club	49	Registered membership
18	Everlast Fitness Club	126	Registered membership
20	Hoar Cross Hall Spa Hotel	33	Registered membership
29	Meadowside Leisure Centre	75	Pay and Play
36	Puregym	32	Registered membership
38	Shobnall Leisure Complex	30	Pay and Play
39	St George's Park National Football Centre	24	Registered membership
44	The Gym Group	170	Registered membership
45	The Health Club & Spa (St George's Park)	24	Registered membership
48	The Workout	76	Registered membership
51	Uttoxeter Leisure Centre	50	Pay and Play

Prices at Everyone Active sites to access the gym on a pay and play basis are set at £7.90 (Meadowside and Uttoxeter) and £7.25 (Shobnall Leisure Complex). No other site offers pay and play access. Monthly membership rates range from a budget gym- type offer at Pure Gym (£25.99 per month) to the premium offer at Hoar Cross Hall Spa Hotel (£149.00), inclusive of spa treatments.

Of the three Everyone Active gyms' monthly prices, Shobnall Leisure Complex is the cheapest as this is reflective of the smaller offer compared to the larger gyms at both Meadowside and Uttoxeter, which have a greater variety.

*Table 6.6: Pricing structure of health and fitness facilities in East Staffordshire*

Venue	P&P	Annual	DD (pcm)	Activities included
Bannatyne Health Club			£44.99	Pool, gym, classes
Branston Golf & Country Club			£93.00	Pool, gym, classes
Everlast Fitness Club			£30.00	Gym, classes
Hoar Cross Hall Spa Hotel			£149	Gym, classes spa treatments
Meadowside Leisure Centre	£7.90	£299.90	£29.99	Pool, gym, classes
Puregym			£25.99	Gym, classes
Shobnall Leisure Complex	£7.25	£224.90	£21.99	Pool, gym, classes
St George's Park NFC			£50.00	Pool, gym, classes

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The Gym Group			£24.99	Gym, classes
The Workout			£30.00	Gym, classes
Uttoxeter Leisure Centre	£7.90	£299.90	£29.99	Pool, gym, classes

### **Health referral programmes.**

Everyone Active delivers a GP Referral programme at both Uttoxeter and Meadowside leisure centres. This comprises a 12-week course which involves developing a fitness plan and having access to a range of facilities and activities, applicable to the individual. Activities range from access to fitness classes to social prescribing. Following the 12-week programme, individuals are offered a one-year discounted gym membership.

Most people with long-term health conditions are accepted onto the GP Exercise Referral Scheme. These include people with asthma, arthritis, high blood pressure, diabetes and obesity, as well as depression, anxiety, osteoporosis and plenty of other conditions. Individuals do need to be referred by a health practitioner.

Everyone Active also partners with Staffordshire County Council in respect of the 'Everyone Health' scheme. This scheme offers a free weekly exercise class, which runs for 12 weeks. The long-term aim is to change habits around exercise. The programme is aimed at those with a BMI of 27.5+ with a long-term medical condition or people from a Black African, African-Caribbean and Asian family background or a BMI of 30+ without any of the above.

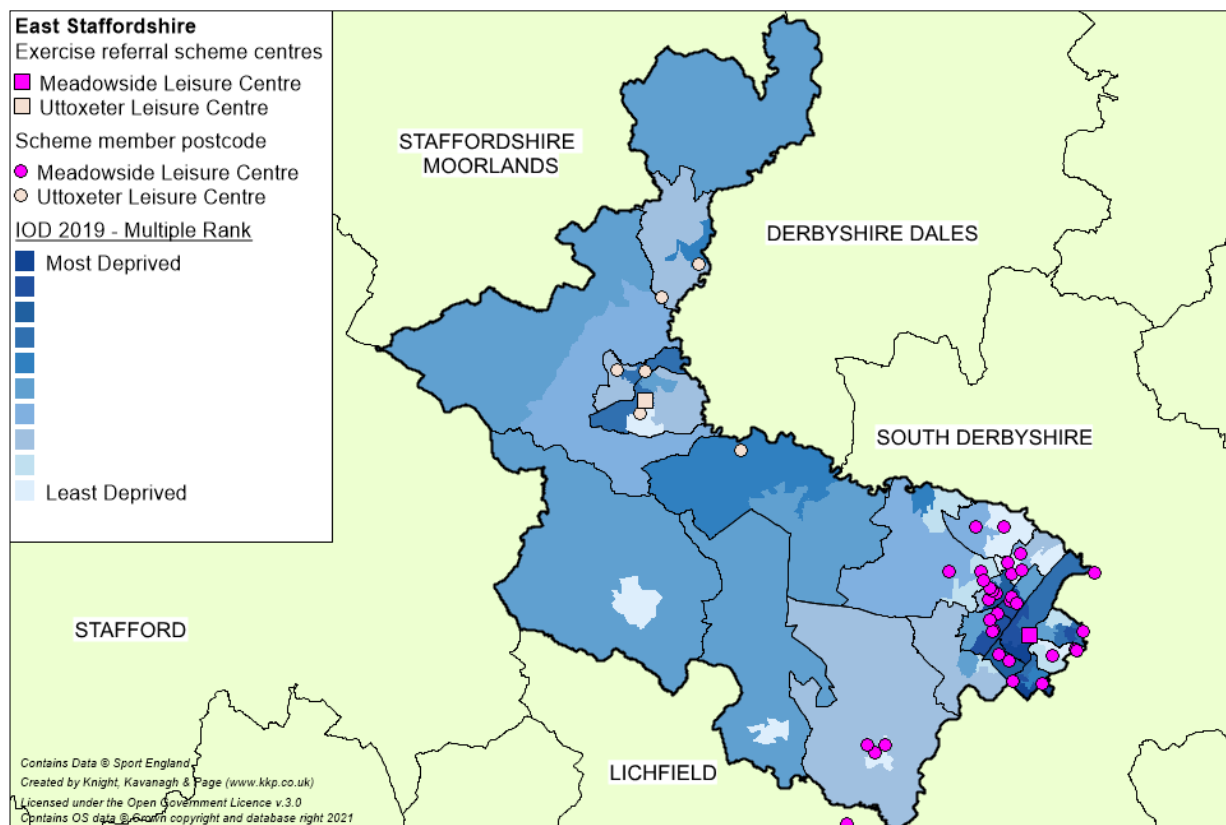
As demonstrated in section two, there are high levels of health deprivation in and around Uttoxeter and more pertinently, Burton. Everyone Active, through consultation, indicates that these two initiatives are attracting residents from these areas, thus, reducing health inequalities. To illustrate this, this study over laid those who are currently on the 12-week GP Referral programme with deprivation levels across the Authority. Nearly half (42.11%) of those on the programme currently live in areas of higher deprivation.

*Table 6.7: Breakdown of GP referrals per centre*

IMD Decile	East Staffordshire Persons		Meadowside LC Referrals		Uttoxeter LC Referrals		Total Referrals	
	Number	%	Number	%	Number	%	Number	%
1	4,269	3.7%	1	3.13%	0	0.0%	1	2.63%
2	17,351	15.1%	5	15.63%	0	0.0%	5	13.16%
3	11,899	10.3%	8	21.88%	2	16.7%	10	26.32%
4	11,199	9.7%	4	12.50%	0	0.0%	4	10.53%
5	6,252	5.4%	3	9.38%	1	16.7%	4	10.53%
6	15,772	13.7%	3	9.38%	2	50.0%	5	13.16%
7	7,360	6.4%	3	12.50%	0	0.0%	3	7.89%
8	16,060	13.9%	3	9.38%	0	0.0%	3	7.89%
9	9,753	8.5%	2	6.25%	1	16.7%	3	7.89%
10	15,369	13.3%	0	0.00%	0	0.0%	0	0.00%
<b>Total</b>	<b>115,284</b>	<b>100.0%</b>	<b>32</b>	<b>100.00%</b>	<b>6</b>	<b>100.0%</b>	<b>38</b>	<b>100.00%</b>

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 6.4: Current individuals on the GP referral programme along with IMD.



## 6.2: Demand

Exercise at a gym or class is popular, appealing to men and women across a range of age groups. To identify provision adequacy a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are factored in to enable a calculation of whether current supply will meet future demand. Based upon UK penetration rates the current need is for 830 stations in East Staffordshire. This will grow to 947 by 2031 and 999 by 2043, taking account of a comfort factor (particularly at peak times).

Table 6.8: UK penetration rates; health/fitness in East Staffordshire (ONS Data)

	Current (2018)	Future (2031)	Future (2043)
Adult population (16+ years)	118,574	127,320	134,333
UK penetration rate	16%	17%	17%
Number of potential members	18,972	21,644	22,837
Number of visits per week (1.75/member)	33,201	37,878	39,964
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e., no. of visits/39 weeks*65%)	553	631	666
<b>Number of stations (with comfort factor applied)</b>	<b>830</b>	<b>947</b>	<b>999</b>

(Model applies 1.75 visits/week by members and 65% usage for 39 weeks of the year. (Figures rounded up/down))

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

When comparing community available stations currently available (868) and accounting for the comfort factor, there is a current small surplus of c.40 stations. Should there be no further increase in the number of stations within the Authority, there will be a deficit by c.125 by 2031 and c.175 by 2043.

## 6.3: Fitness studios

Fitness studios are an important element of the wider health, fitness and conditioning market. There has been an increase in the number of people accessing fitness classes as identified in increased UK penetration rates. Activity offered varies 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 identified 14 studios in East Staffordshire, across eight sites. All were rated either good or above average quality. Two venues are available for pay and play activities, with the remainder via registered membership.

Figure 6.5: Fitness studios in East Staffordshire

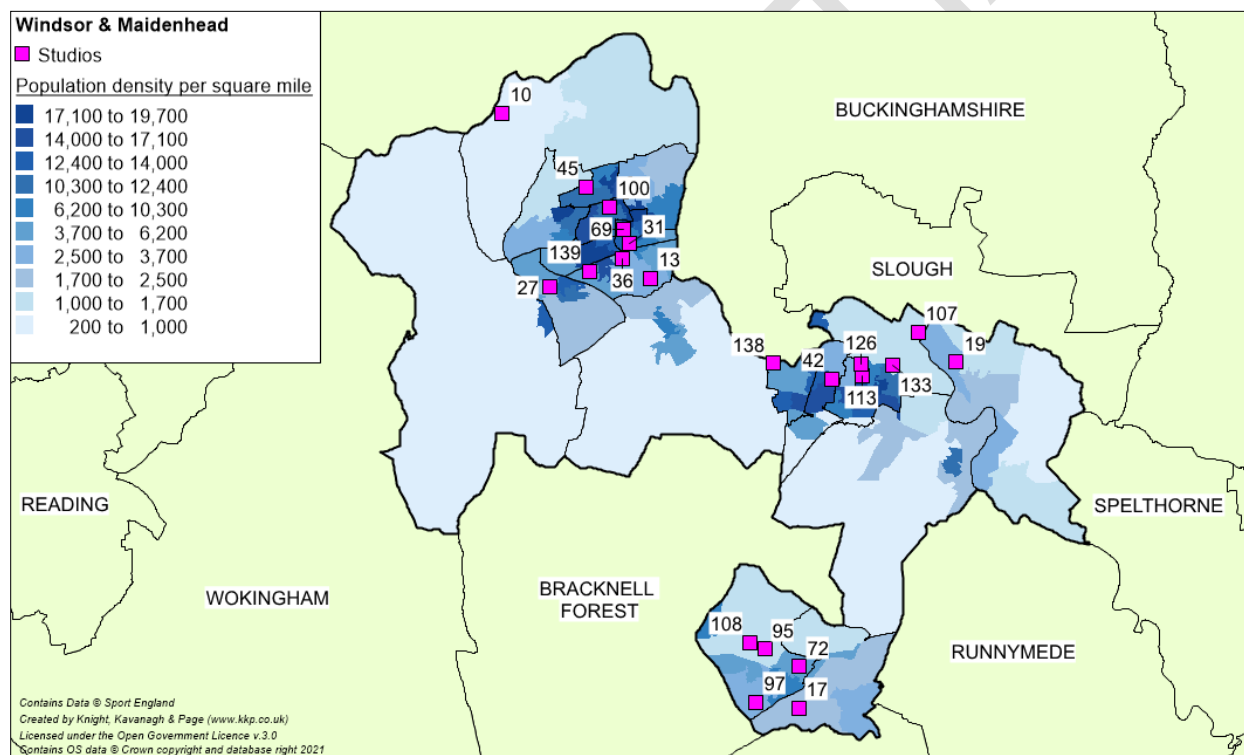


Table 6.9: Table of studios in East Staffordshire

ID	Site name	Access	Condition
5	Bannatyne Health Club	Registered Membership	Good
5	Bannatyne Health Club	Registered Membership	Good
11	Branston Golf & Country Club	Registered Membership	Good
11	Branston Golf & Country Club cycle studio	Registered Membership	Good
18	Everlast Fitness Club	Registered Membership	Good
18	Everlast Fitness Club	Registered Membership	Good

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

ID	Site name	Access	Condition
20	Hoar Cross Hall Spa Hotel	Registered Membership	Good
20	Hoar Cross Hall Spa Hotel	Registered Membership	Good
29	Meadowside Leisure Centre	Pay and Play	Above average
29	Meadowside Leisure Centre	Pay and Play	Above average
36	Puregym	Registered Membership	Good
48	The Workout	Registered Membership	Good
48	The Workout	Registered Membership	Above average

Studios are a vital part of the health and fitness offer. Meadowside Leisure Centre offers a varied inclusive programme, including circuits, body conditioning, and aerobics with classes available both during peak and off peak times. For example, Meadowside runs over 50 classes a week in both the evening/at weekends and during the day. Uttoxeter Leisure Centre did have a studio, however, this was lost as part of the fitness suite expansion.

## 6.4: Summary of key facts and issues

Facility type	Health & fitness	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are 20 health and fitness facilities which have 20+ stations. They provide a total of 868 stations. There are 14 studios. Of the two H&F facilities in neighbouring areas, one offers pay and play access.	There is a current and future shortfall in provision. The current shortfall is calculated at c.40 stations, rising to 125 when factoring in population growth to 2031 and 175 by 2043.
<b>Quality</b>	All facilities are rated either good or above average.	Maintain quality of gyms rated good/above average.
<b>Accessibility</b>	All main population areas have fitness facilities; 64% of the population lives within one-mile of a gym. Nearly nine in ten (87%) of those who live in higher deprivation, reside within one mile of a gym.	There is a need to ensure that those in rural communities have access to reliable public transport. This will ensure all can access health and fitness provision.
<b>Availability</b> (Management and usage)	There are three publicly accessible pay and play H&F facilities with 20+ stations. The remainder require membership to access. Health referral offer is available at both Uttoxeter and Meadowside leisure centres.	A key need is to ensure that gyms cater for the full range of market segments and that residents from hard-to-reach groups can afford them
<b>Summary</b>	<p>There is a good supply of H&amp;F/studio provision in the Authority - all key areas of population are served. Each area has a range of gyms and pay and play options. There are successful GP / exercise on referral programmes available at both Burton and Uttoxeter, delivered by Everyone Active, in partnership with the County Council and the Local Authority.</p> <p>Whilst the H&amp;F offer is generally good in the Authority, the primary challenges are to ensure that:</p> <ul style="list-style-type: none"> <li>◆ Supply keeps pace with population growth.</li> <li>◆ There is an affordable pay and play offer serving all the Borough's communities.</li> <li>◆ People living in the Authority's rural communities have access to provision., particularly for those who do not drive. It is important for the Authority to ensure that all communities have good public transport serving both key towns.</li> </ul>	

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## SECTION 7: SQUASH

England Squash is the NGB responsible for the sport. Its latest Strategy (2021 – 2025) *Squash in a Changing World* aims to grow the game in England from 2021 onwards through a thriving, diverse and growing community. To achieve this, it has identified a number of objectives:

- ◀ *Create a world-class workforce* - inspire and train a community of world-class coaches, referees and volunteers at every level - to drive up participation and increase engagement in the game.
- ◀ *Sustain world-leading pathways and programmes* - for high-performing players who achieve success on the global stage and inspire others to realise their potential.
- ◀ *Enhance the visibility and appeal of squash* - spearhead new and creative ways to enhance the visibility and appeal of squash at local, national and international levels, including the pursuit of Olympic inclusion.
- ◀ *Provide leadership for the game* - nationally and internationally, including addressing the climate and ecological crisis.

The ratio of courts to the Borough’s population is 1:18,574 – which is below the England Squash target of 1:10,000. Based on the NGB ratio, there is a requirement for five additional courts in the Authority to meet the current shortfall.

### 7.1 Supply

There are seven squash courts in East Staffordshire at two sites. Burton Tennis & Squash Club has four and Meadowside Leisure Centre has three courts. The latter is available on a pay and play basis, Burton Tennis & Squash Club requires a club membership to use its courts.

There are two community available squash facilities within two miles of the Authority boundary. Ashbourne Leisure Centre is the only pay and play facility.

#### Quality

All courts that were assessed were either rated good or above average.

Table 7.2: Quality of squash courts in East Staffordshire

ID	Site name	Courts			Condition
		Normal	Glass backed	Total	
15	Burton Tennis & Squash Club	3	1	4	Good
29	Meadowside Leisure Centre	3	-	3	Above average

(Source: Active Places Power 26/05/2023)

Drive time catchment modelling suggests that approximately 74% of East Staffordshire’s population lives within a 20-minute drive of the two facilities located in the Authority offering squash courts. Residents who live in the north and west of East Staffordshire could use two facilities in the neighbouring authorities.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 7.1: Community available squash courts in Borough and within 20 minute drive-time (of the Borough's two main facilities)

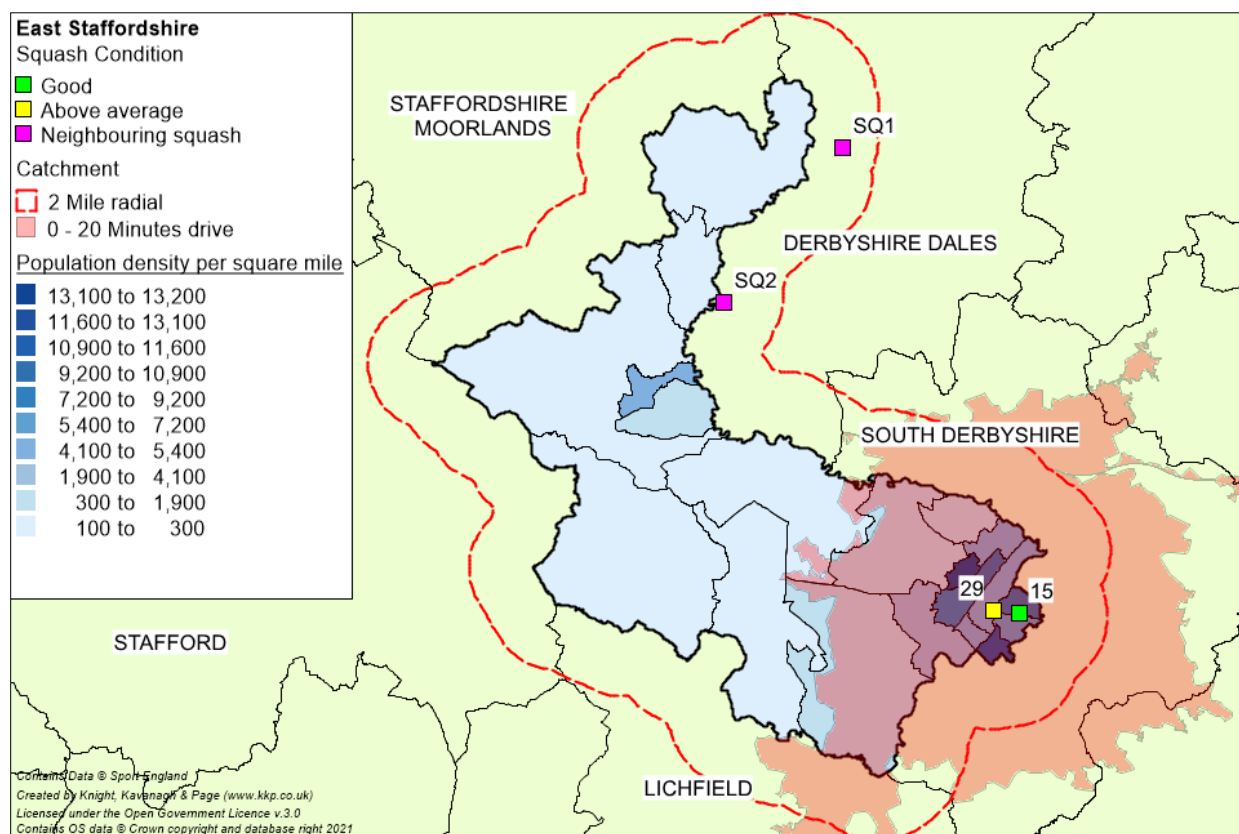


Table 7.2: Squash facilities within 2 miles of East Staffordshire boundary

Map ID	Site name	Courts		Access type	Local authority
		Number	Facility type		
SQ1	Ashbourne Leisure Centre	1	Normal	Pay and Play	Derbyshire
SQ1	Ashbourne Leisure Centre	2	Glass-	Pay and Play	Derbyshire
SQ2	Abbotsholme School	1	Normal	Sports Club / CA	Derbyshire

(Source: Active Places Power 26/05/2023)

## 7.2: Demand

There is one squash club in the Authority. Burton Tennis & Squash Club is a membership-based club which competes in various age categories within the Staffordshire and Central League. In addition, it also runs an internal box league (intra-club member competition). It currently has over 100 members, and owns the facility in which it is located. Its key challenge is to ensure its membership base is strong. It currently has a number of incentives to increase membership, one of which is an offer of £1 for the first three months of membership.

*Everyone Active* – there are three courts at Meadowside Leisure Centre. These are available on a pay and play basis. No clubs are located here, and consultation with the operator states that there is spare capacity during peak periods.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 7.3: Summary of key facts and issues

Facility type	Squash	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are two community available facilities in East Staffordshire, offering seven courts in total.	The England Squash ratio target suggests a shortfall of five courts.
<b>Quality</b>	All community available sites are rated good or above average.	There is a need to maintain the quality of the community available facilities.
<b>Accessibility</b>	Just under three quarters (73%) of the Borough's population lives within a 20-minute drive of a community available squash court within the Authority. There are also two squash facilities within two miles of the Authority's boundary.	
<b>Availability</b> (Management and usage)	Meadowside Leisure Centre offers pay and play access to squash. Burton Tennis & Squash Club requires a club-based membership.	
<b>Summary</b>	There are seven community available squash courts at two sites, all rated good or above average quality. One site (Meadowside) offers pay and play access. While the Authority is, according to the England Squash ratio, currently short of five publicly accessible courts, consultation indicates that there is spare capacity during peak periods, with no reported latent demand. Burton Tennis & Squash Club is also currently looking to recruit new members and increase membership – via a range of membership incentives.	



# EAST STAFFORDSHIRE BOROUGH COUNCIL

## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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### SECTION 8: GYMNASTICS

In 2023 British Gymnastics released its latest strategy – *Leap Without Limits: A New Vision for a New Era*. The strategy is developed as a shared vision for gymnastics across all four home nations. The Strategy focuses on five 'leaps':

- ◀ The Why Leap - Nurturing and celebrating the positive impact of gymnastics on individuals, communities and wider society.
- ◀ The Empowerment Leap – Supporting everyone involved in gymnastics to play their part in making a positive difference.
- ◀ The Experience Leap – Making positive experiences and memories central to everything we do, at every stage, in every role.
- ◀ The Creative Leap – Encouraging and welcoming new ideas to support meaningful change.
- ◀ The Together Leap – Uniting the community, existing and new partners to maximise impact, learning and growth.

To deliver these five 'leaps', British Gymnastics is working on the following:

- ◀ Membership – Develop a new more relevant membership offer that provides value for all its members, and an improved membership system.
- ◀ Education - Implement a reformed and reimagined approach to supporting the learning and development of the gymnastics workforce, ensuring it feels valued and supported by British Gymnastics and the clubs and delivery environments you operate within.
- ◀ Community – Celebrate and recognise the contribution and stories of those in the gymnastics community on British Gymnastics channels and more widely, including further developing the British Gymnastics Awards as an annual platform for this.
- ◀ Reform - Deliver all of the 40 actions British Gymnastics has committed to in Reform '25 over the next two years to create safe, positive and fair experiences for all in gymnastics, including a major Safe Sport campaign.
- ◀ Events - Work with its Technical Committees to agree a clearly defined and sustainable long-term national event programme for each discipline, and develop new competitions and events at a recreational level.
- ◀ Disability- Work to build international support for our ambition for gymnastics to become a Paralympic sport, with the aim of agreeing a plan and pathway for this to become a reality.
- ◀ Building capacity- We will look to develop facilities, and will work to bring together clubs, schools, leisure providers and local authorities to provide city wide plans for gymnastics.

#### 8.1: Supply

There are two dedicated gymnastic facilities in the Authority. The first is located at Paulet School which hosts East Staffs Gymnastics Club. It has a contract with the school to lease the small hall until 2030. This was established in 2009, when the school became an academy and the Club was looking for a permanent home. Sport England funded the equipment at the site, to the value of £30,000. As part of the lease, the school can use the facility during the day.

The second club, Uttoxeter Gymnastics Club, is located in a former play barn. It has a long-term lease at the site. Both sites are rated above average quality.

There is also an agreement between British Gymnastics and Everyone Active to deliver introductory gymnastics at Meadowside in the sports hall. This, however, is not a dedicated facility.

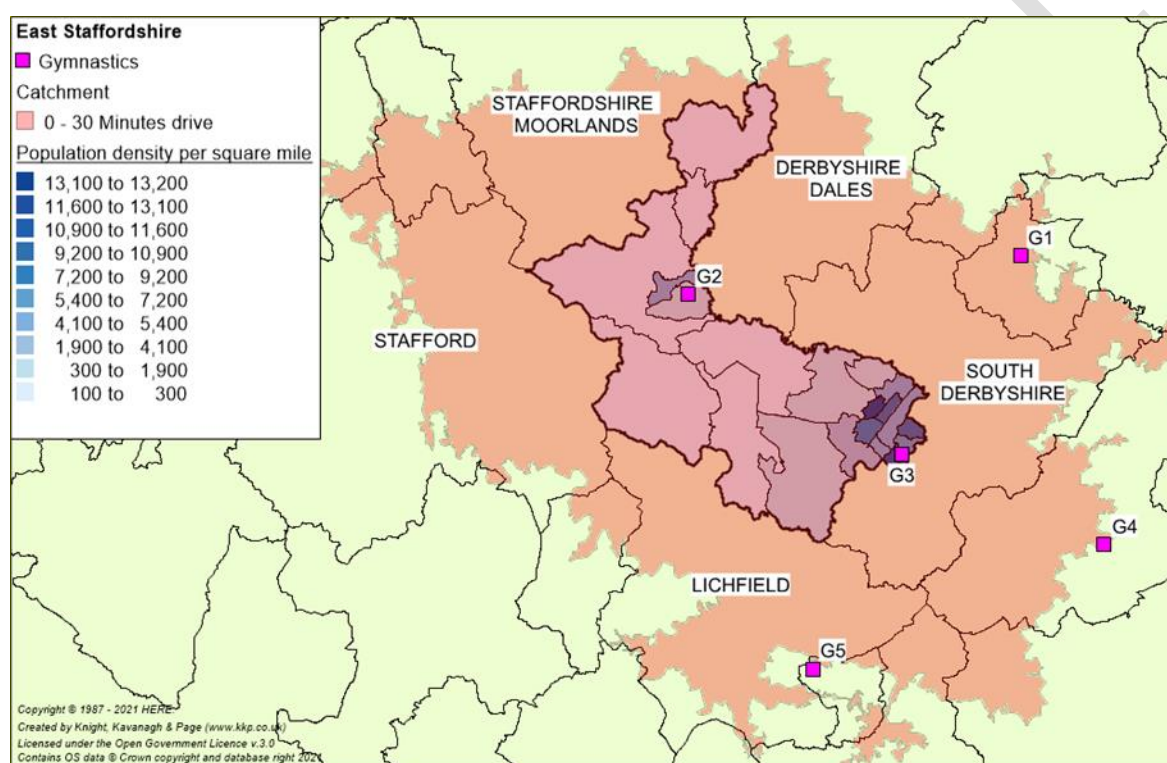
Within a 30-minute drive of the current provision in East Staffordshire, there are three further dedicated facilities. These are all located to the east of the Authority.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Table 8.1: Gymnastics centres in East Staffs and within 30-minute drive from these facilities

Map ID	Site name	Local authority
G1	Derby City Gymnastics Club	Derby
G2	Uttoxeter GC	East Staffordshire
G3	East Staffs GC	East Staffordshire
G4	Coalville Gymnastics	North West Leicestershire
G5	Tamworth GC	Tamworth

Figure 8.1: Gymnastics facilities in East Staffs and within 30-minute drive of these facilities



## 8.2: Demand

Consultation with British Gymnastics indicate there are two affiliated clubs in the authority.

- ◀ Uttoxeter Gymnastics Club.
- ◀ East Staffs Gymnastics Club

Uttoxeter GC is the larger of the two clubs. It currently has 760 affiliated members and a waiting list of c. 100. It specialises in a range of disciplines, including both men's and women's artistic, TEAM gym and pre-school activities. It has a long-term lease (to 2030) on an industrial unit to the east of the Town Centre and has been at its current location since 2011.

East Staffordshire Gymnastic Club, as stated above, is located at Paulet School in Burton. It currently has 450 members, with a waiting list of 150. It has sole use of the school hall and delivers gymnastics seven days a week. It reports having a good relationship with the school.

## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Everyone Active also delivers gymnastics sessions at Meadowside Leisure Centre, which it reports being popular with 100 people currently attending. They are delivered in partnership with British Gymnastics with the aim to allow young people a safe space to learn and perform the sport.

### 8.3: Summary of key facts and issues

Facility type	Gymnastics	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are two dedicated facilities in the Authority. Everyone Active delivers gymnastics at Meadowside Leisure Centre	Neither club highlighted any additional facility requirements.
<b>Quality</b>	Both dedicated facilities are rated above average. The two clubs did not report any issues with their current facilities.	
<b>Accessibility</b>	All of East Staffordshire's residents live within a 30-minute drive of a facility. There are three facilities to the east in neighbouring authorities which fall into this drivetime catchment.	
<b>Availability</b> (Management & usage)	Gymnastics is popular in the Authority. Both clubs have waiting lists.	
<b>Summary</b>	There are two affiliated clubs in the Authority are located in dedicated facilities. Both clubs are generally satisfied with the facilities they have, with no reported concerns. Everyone Active in partnership with British Gymnastics also delivers sessions at Meadowside Leisure Centre	

# EAST STAFFORDSHIRE BOROUGH COUNCIL

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### SECTION 9: INDOOR BOWLS

The five forms of bowls that are played indoors (flat/level green, crown green, long mat, short mat and carpet mat) each require a different venue and each format of the game has a different technical specification for their indoor facility.

Indoor flat / level green bowls is played on a purpose-built indoor green which complies with the Laws of the sport of Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 31-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

Crown Green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m square which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than those provided for flat green bowls. The NGB is the British Crown Green Bowling Association.

Carpet bowls is played on a rectangular carpet (13.7 x 1.8m) that is rolled out. It can take place in any indoor space large enough to accommodate the mats which come in different lengths. It tends to be played at a recreational level. The NGB is the English Carpet Bowls Association.

Short mat bowls is typically played in sports halls, parish council rooms, outdoor bowls club pavilions; on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association. Long mat bowls is played on a rolled carpet typically laid on a sports hall floor. There are no ditches in this game. It is typically found in areas of low flat-green supply and/or where Crown Green bowls is played outdoors. There is no NGB for this version of the game.

An indoor bowling centre typically comprises a single flat green with several rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/ meeting rooms and stores plus designated car parking. The scale of ancillary accommodation varies according to the number of rinks. A successful centre requires a combination of the right location, design, and financial and general management. Sport England<sup>15</sup> guidelines on indoor bowls centres catchments are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 30 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 total population.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The stated priorities of EIBA are:

- ◀ Recruitment of participants.
- ◀ Retention of participants.
- ◀ Clubs obtaining “Clubmark Accreditation”.
- ◀ Retention and improvement of facilities.
- ◀ New indoor facilities in areas of low-supply and high-demand.

#### *EIBA Outline Plan 2022-2025*

The EIBA plan is focused on: *recruit and retain 45+* and *recruit and retain 70+*. Both markets require growth. The idea is that people aged 45+ need new versions/formats of the game to play and the 70+ will wish to continue with current formats.

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<sup>15</sup> Sport England Design Guidance Note Indoor Bowls 2005

# EAST STAFFORDSHIRE BOROUGH COUNCIL

## INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

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Its focus areas are:

- ◀ Focus on getting core bowlers back playing following COVID lockdowns
- ◀ 45-59 year old participants
- ◀ Volunteers
- ◀ Health and Wellbeing
- ◀ Inclusivity – Women, Ethnic Communities
- ◀ Facilities: build, improve, retain.
- ◀ Youth and the family.
- ◀ Disability.
- ◀ Competitions.
- ◀ Internationals.
- ◀ Promotion.
- ◀ Commercial partnerships.

The “Recruit and Retain Strategy” is to concentrate on encouraging and supporting clubs to increase participation and improve the experience of all participants. Its objectives include:

- ◀ Growing participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ Growing participation in the 12-18 age range as part of the EIBA Development Pathway.
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in Indoor Bowls participation by people who have disabilities.

Running alongside this is the Sport England funded development work provided jointly by the Indoor NGB (EIBA); Outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the Board of BDA.

The Sport England funding for the 2022-2025 period, focuses on the delivery of:

- ◀ **Club hubs:** ensure that all clubs remain sustainably positioned at the heart of the communities, and there are good pathways to increase membership.
- ◀ **Communities:** Develop healthy bowling communities, with good quality competitions, options to increase coaches and volunteers and healthy relationships between clubs.
- ◀ **Health and wellbeing:** support clubs promote health and wellbeing of members with a range of programmes and activities.
- ◀ **Inclusion:** ensure clubs are as inclusive as possible, promoting the sport to all including; females and people from diverse communities.

Alongside these core objectives the BDA works with key partners on:

- ◀ **Safeguarding:** ensuring the sport is safe for everyone to play by working across all five National Governing Bodies (NGBs) [BE, EIBA, British Crown Green BA, English Short Mat BA and English Bowling Federation] to have policies and processes in place. Training is also available to support the network of Club Safeguarding Officers.
- ◀ **Disability:** the BDA works in partnership with Disability Bowls England, Activity Alliance, BE and the EIBA to ensure everyone regardless of disability can access the sport of bowls.
- ◀ **Women Can:** the BDA are driving a campaign alongside BE and the EIBA to encourage more women to play bowls, coach bowls and volunteer in bowls.
- ◀ **Equality & Diversity:** the BDA, BE and the EIBA are all striving to ensure the sport of bowls is as diverse as it can be.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 9.1: Supply

There are no indoor facilities in East Staffordshire. There are, however five facilities located within neighbouring authorities.

Figure 9.1: 30-minute drive time catchment from facilities near to East Staffordshire

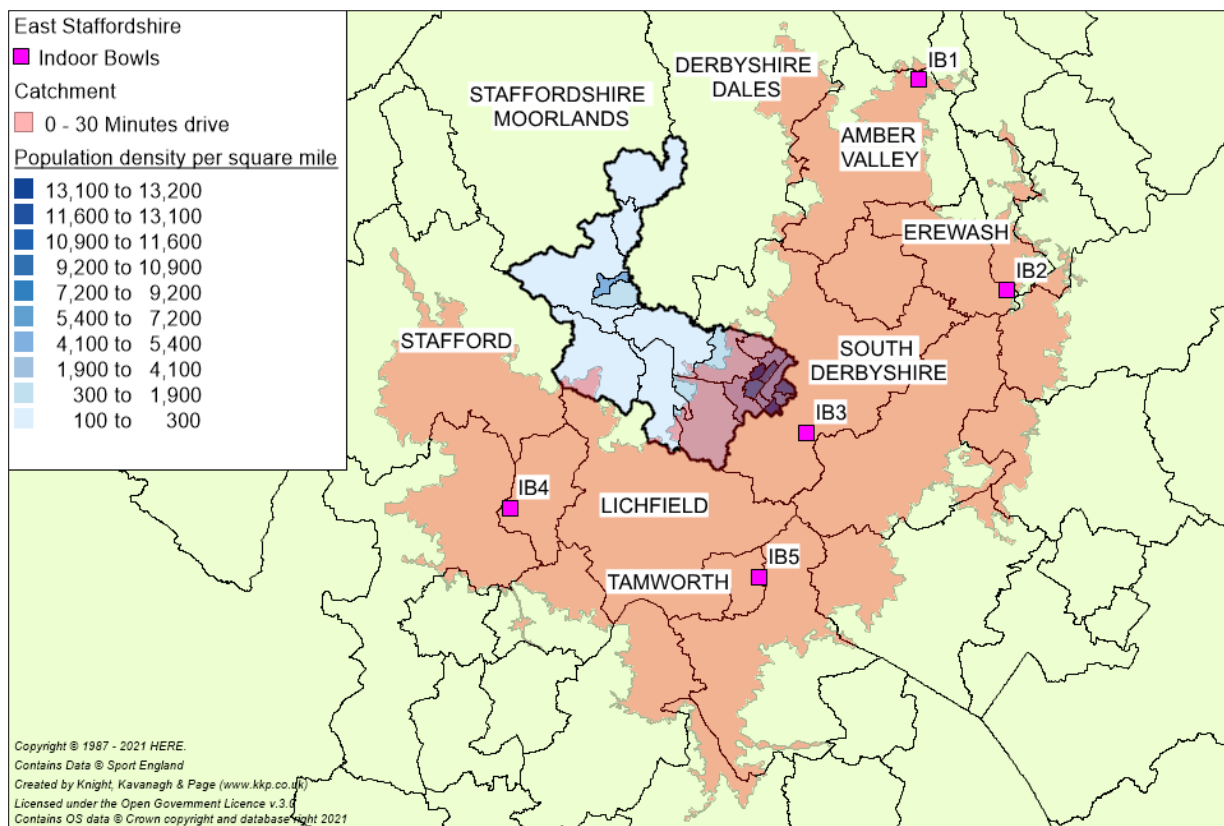


Table 9.1: List of Indoor bowls facilities within neighbouring authorities

ID	Site name	Rinks	Access type	Local authority
IB1	Alfreton Leisure Centre	6	Pay and Play	Amber Valley
IB2	Erewash Indoor Bowls Club	9	Sports Club / CA	Erewash
IB3	Gresley Old Hall	8	Sports Club / CA	South Derbyshire
IB4	Chase Leisure Centre	2	Pay and Play	Cannock Chase
IB5	Tamworth & District Indoor Bowls Club	6	Sports Club / CA	Tamworth

### Accessibility

A 30-minute drive time catchment was applied to the five facilities located in adjacent local authority areas. It is calculated that approximately 73% of East Staffordshire's population have access to these facilities through this catchment. The catchment includes the town of Burton and its surrounds.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## Availability

Of the five facilities located in neighbouring authorities, two are pay and play (Chase Leisure Centre and Alfreton Leisure Centre). The largest is Erewash Indoor Bowls Club which has nine rinks.

## 9.2: Demand

EIBA suggests that demand for a facility is calculated through the ratio of one rink per 14,000-17,000 of total population. Based on current levels of population, it is calculated that there is a need for an eight-rink facility within the Authority. The NGB suggests the following facility solutions for East Staffordshire should be explored:

- ◀ Indoor bowls facility added to an existing outdoor bowls club which has full ancillary services (catering, bar, toilets, changing rooms) and has the land to build on
- ◀ Indoor Bowls added to an existing outdoor sports club which has full ancillary services (catering, bar, toilets, changing rooms) and has the land to build on
- ◀ Indoor Bowls within a building that could accommodate the sport – with appropriate lease arrangements.

## 9.3: Summary

Facility type	Indoor bowls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are no indoor bowls facility in the Authority. There are five in neighbouring authorities.	EIBA population modelling would suggest a need for an eight rink facility in the Authority.
<b>Quality</b>	No quality ratings were undertaken of the five facilities in neighbouring authorities.	
<b>Accessibility</b>	A 30-minute drivetime catchment was applied from all facilities in neighbouring authorities. This resulted in 73% of East Staffordshire's population technically having access to these facilities.	
<b>Availability (Management and usage)</b>	Of the five facilities in neighbouring authorities, two are available on a pay and play basis. The remainder can be accessed through purchasing a club membership.	
<b>Summary</b>	There are no indoor bowl facilities in East Staffordshire. There are, however, five facilities in neighbouring authorities, all located to the east of the Authority. Population modelling suggests a requirement for eight indoor rinks in the Authority to accommodate current demand. Further feasibility work is required to explore possible options for a potential site.	

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### SECTION 10: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK. It administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. To achieve this, through its most recent Investment Framework (Vision 2019 – 2023), priorities will be given to the following sites:

- ◀ New and existing indoor tennis centres
- ◀ Park tennis
- ◀ Tennis clubs
- ◀ Schools and other educational establishments

This will be supported through the following key funding objectives:

- ◀ Funding through interest free loans.
- ◀ Investing in venues that have a proven record of increasing participation.
- ◀ Investing where there is thorough community engagement.
- ◀ Support venues that encourage participation growth.
- ◀ Target investment that is demand led.
- ◀ Invest in venues that are financially sustainable.
- ◀ Support venues that have successfully sourced partnership funding.

Central to any investment will be the provision of a sustainable business case.

This section considers indoor tennis facilities provision in the East Staffordshire and the surrounding authorities. It uses two terms to describe indoor building types:

*Traditional* - A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.

*Non-traditional* - A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:

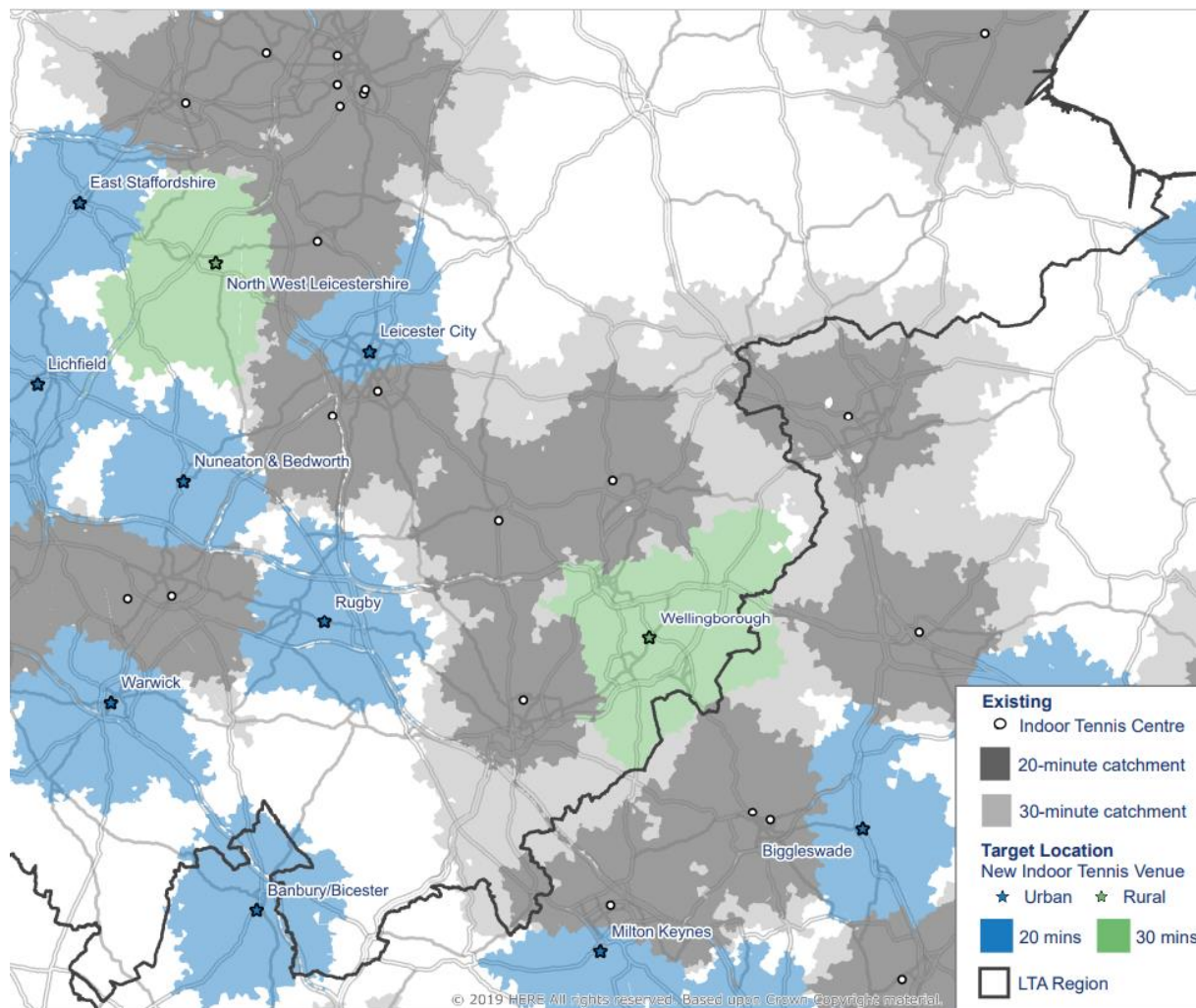
- ◀ Air supported structures (air halls).
- ◀ Framed fabric structures.
- ◀ Tensile structures.

The LTA identifies 72 target locations for new community indoor tennis venues in England. **Burton has been identified as a priority area.** Consultation with the LTA indicate that no specific site has been identified yet, however, it is looking for a town centre location. Through its mapping analysis, the LTA has identified tennis demand of 23,617 for indoor tennis in East Staffordshire. The figure overleaf shows the priority areas throughout the East Midlands.



# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Figure 10.1: LTA indoor midland investment priority sites



## 10.1: Supply

There is no indoor facility in the borough. There are 11 within a 30 minute drive of the Authority.

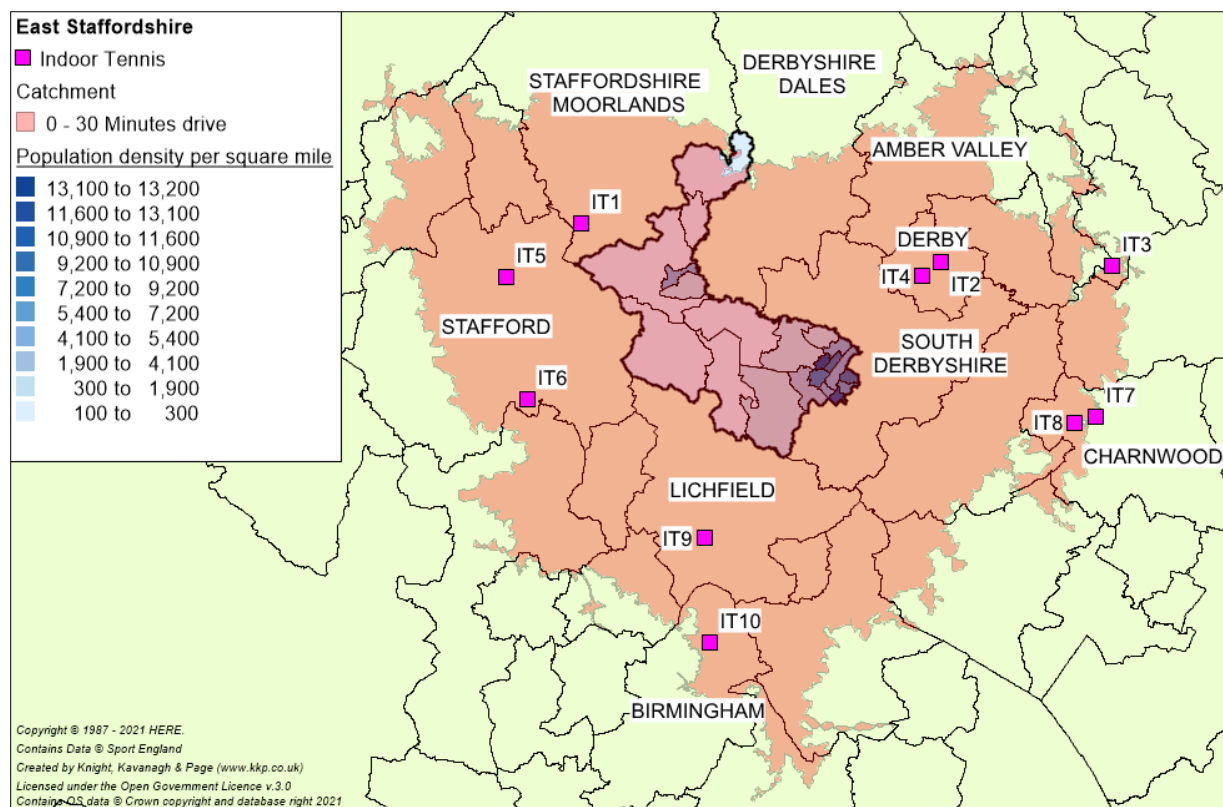
Table 10.1: Indoor tennis centres within 30 minutes drive-time of East Staffordshire

ID	Site name	Courts	Access type	Authority
IT1	Draycott Sports Centre Ltd	2	Reg. membership	Staffordshire
IT2	David Lloyd Club	7	Reg. membership	Derby
IT2	David Lloyd Club	3	Reg. membership	Derby
IT3	Lee Westwood Sports Centre	4	Pay and Play	Nottingham
IT4	Derbyshire Tennis Centre	2	Pay and Play	Derby
IT5	St Dominics Priory School	2	Sports Club / CA	Stafford
IT6	Stafford Manor High School	3	Sports Club / CA	Stafford
IT7	Loughborough Lawn Tennis Club	2	Sports Club / CA	Charnwood
IT8	Loughborough University	8	Pay and Play	Charnwood
IT9	David Lloyd (Lichfield)	3	Reg. membership	Lichfield
IT10	Sutton Coldfield Tennis & Squash Club	2	Sports Club / CA	Birmingham

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The largest facility is located at Loughborough University which has eight indoor courts and offers pay and play access. The two other pay and play sites within the 30-minute drive catchment are in Derby and Nottingham.

Figure 10.2: Indoor tennis centres in within a 30-minute drive time



## Accessibility

A 30-minute drive time catchment was applied to the five facilities in neighbouring authorities. It is calculated that nearly all (99.56%) of East Staffordshire's population have access to these facilities within this catchment.

## Availability

Of the eleven facilities in neighbouring authorities, two are accessible on a pay and play basis. These are the Lee Westwood Sports Centre (Nottingham) and Derbyshire Tennis Centre (Derby). The remainder sites require a registered sports club membership to access the site.

## 10.2: Demand

The LTA recently set out its revised strategic approach to target key national focus areas, ultimately to grow participation. Future investment in facilities will be based on detailed analysis of potential demand throughout the UK. It has identified 72 priority target areas for development of new indoor courts in the UK of which East Staffordshire is one. As noted above, no site has been identified yet, and it is the responsibility of the Authority and the LTA to explore potential sites and sources funding for a potential venue.

As there are no indoor venues in the Authority, no club/organisation consultation was undertaken.

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## 10.3: Summary of key facts and issues

Facility type	Indoor tennis	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	There are no indoor venues in the Authority. There are 11 facilities in neighbouring authorities.	The LTA has identified the Authority as an investment priority for an indoor venue.
<b>Quality</b>	No quality assessments of the facilities in neighbouring authorities.	
<b>Accessibility</b>	The majority of East Staffordshire's residents live within a 30 minutes' drive time of indoor tennis facilities in the Authority.	
<b>Availability</b> (Management & usage)	Of the 11 facilities located in neighbouring authorities, two offer pay and play access. the remainder require some form of membership to access.	
<b>Summary</b>	<p>There are no indoor tennis facilities in the Authority, however, the LTA has identified Burton as a priority area for one. No work has, as yet, been undertaken to identify a potential site.</p> <p>In the future, the Authority and the LTA will need to begin the formal process of identifying a site and undertaking a feasibility process on this.</p>	

# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## SECTION 11: VILLAGE HALLS/COMMUNITY CENTRES

### 11.1: Introduction

Community centres are important recreational facilities, especially in rural areas that, in some instances, may lack access to purpose-built sports facilities. They are usually multi-functional, providing places for meetings, socialising and for sports and recreational clubs and activities. In more isolated areas, a church hall or a sports pavilion can also serve a range of functions depending on its size. They thus have potential to offer different types of physical activity which are relevant to the local communities which they serve.

### 11.2: Supply of village/community halls

The audit identified a total of 25 community halls in the Authority located mainly in areas of rural population. Desktop research was undertaken and a selection of parish councils were consulted as part of the audit, which ascertained management details as well as the activity offer at each site. Radial catchment modelling estimates that nearly a quarter (23.35%) of the population of East Staffordshire lives within 800 metres walk of a community centre.

Figure 11.1: Village/community halls in East Staffordshire with 800m radial catchment

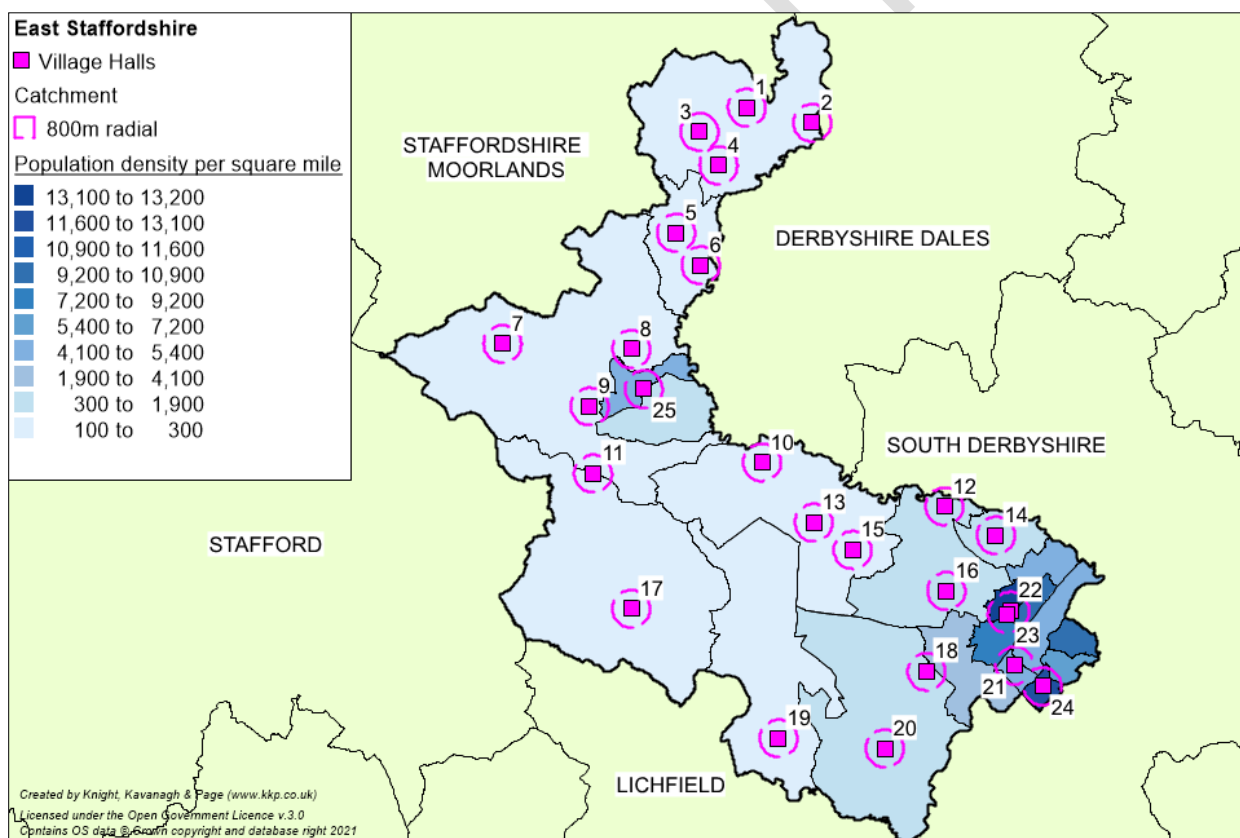


Table 11.1: All village/community buildings in East Staffordshire

ID	Site name
1	The Village Hall Stanton
2	Mayfield Memorial Hall
3	Wootton Village Room

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ID	Site name
4	Ellastone Parish Hall
5	Denstone Village Hall
6	Rocester Village Hall
7	Leigh Village Hall
8	Stramshall Village Hall
9	Bramshall and Loxley Parish Hall
10	Marchington Village Hall
11	Kingstone Village Hall
12	Tutbury Village Hall
13	Draycott in the Clay Village Hall
14	Old Grammar School Room, Rolleston-on-Dove
15	Hanbury Memorial Hall
16	Anslow Village Hall
17	Abbots Bromley Village Hall
18	Tatenhill Memorial & Thanksgiving Hall
19	Yoxall Parish Hall
20	Barton under Needwood Village Hall
21	Queen's Street Community Centre
22	Carver Road Community Centre
23	Burton Upon Trent Boxing Club
24	Waterside Community Centre
25	Heath Community Centre

## Availability

All facilities assessed are self-managed via parish councils or charitable organisations. All are available both during the day and evenings/weekends, offering a range of activities serving their respective communities.

## 11.3 Demand

As mentioned earlier, all sites were contacted as part of the audit. A management breakdown of those sites, along with the type of activities delivered at each venue are illustrated below.

Table 11.2: Site visit consultation summary

Venue	Management	Activities
The Village Hall Stanton	Registered charity	Martial arts, group singing, fitness, community support groups.
Mayfield Memorial Hall	Parish Council	Line dancing, Pilates, yoga, university of the third age, indoor bowls, martial arts.
Wootton Village Room	Parish Council	Sunflower groups, line dancing, yoga.
Ellastone Parish Hall	Parish Council	Indoor bowling, yoga, community support groups.
Denstone Village Hall	Parish Council	Art Classes, yoga, community events.
Rocester Village Hall	Parish Council	Village societies, yoga, dancing.
Leigh Village Hall	Local diocese	Group meetings, dancing, toddler groups, martial arts.

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Stramshall Village Hall	Local diocese	Line dancing, fitness classes
Bramshall and Loxley Parish Hall	Parish Council	Fitness, dancing, indoor bowling, community events.
Marchington Village Hall	Parish Council	Dancing, local singers group, Zumba
Kingstone Village Hall	Parish Council	Fitness classes, badminton, dance, community meetings.
Tutbury Village Hall	Parish Council	Mobile library, fitness classes, community group sessions.
Draycott in the Clay Village Hall	Parish Council	Film night, community meetings, zumba, dance.
Old Grammar School Room, Rolleston-on-Dove	Parish Council	Group meetings, toddler groups, dancing, martial arts.
Hanbury Memorial Hall	Parish Council	Infant groups, indoor bowls, fitness, yoga.
Anslow Village Hall	Parish Council	Dog training, yoga, fitness classes, U3A meetings
Abbots Bromley Village Hall	Parish Council	Mother and baby classes, U3A meetings, art classes.
Tatenhill Memorial & Thanksgiving Hall	Parish Council	Group meetings, dancing, toddler groups, martial arts.
Yoxall Parish Hall	Parish Council	Dancing, yoga, baby classes, community meetings.
Barton under Needwood Village Hall	Parish Council	Parties, small concerts, markets, keep fit, dance, crafting and art.
Queen's Street Community Centre	Registered charity	Martial arts, nursery, socatots, dancing, fitness classes, over 50's activities, learning and development days.
Carver Road Community Centre	Local Authority	Indoor bowls, badminton, karate, slimming world, pre-school sessions.
Burton Upon Trent Boxing Club	Registered charity	Boxing, fitness
Waterside Community Centre	Registered charity	Badminton, fitness classes, yoga, nursery activities
Heath Community Centre	Registered charity	Badminton, Zumba, health promotion, yoga, nursery, over 50s clubs.

Audit research suggests that demand for community centre space is strong across East Staffordshire. A broad range of activities is delivered at these sites including fitness and dance classes and community orientated activities, such as University of the 3rd Age sessions. Data was not available for Carver Road Community Centre.

Consultation indicates some spare capacity during the day and at weekends, however, there was limited capacity on weekday evenings. Consultation with Everyone Active's Health Referral Team indicated that smaller community venues could be an ideal environment to deliver (e.g.) gentle and chair-based exercise. Any future development of community hall provision should investigate potential for integration with health referral programmes/physical activity priorities.

### 11.4 Summary of key facts and issues

Facility type	Village halls	
Elements	Assessment finding	Specific facility needs
Quantity	There are 25 community centres in East Staffordshire - generally located in the rural areas of the Authority.	Seek s.106 developer contributions where additional community facilities are deemed to be required.

## EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

Facility type	Village halls	
Elements	Assessment finding	Specific facility needs
<b>Quality</b>	No quality ratings were produced.	
<b>Accessibility</b>	Nearly a quarter (23.35%) of the population lives within 800m of a community centre/village hall..	Increase accessibility via identifying options for new centres ;linked to housing growth sites.
<b>Availability</b> (Management and usage)	The majority of centres are managed by parish council/local dioceses. Activities range between halls but are considered to broadly reflect local need. A wide range of social and community services are offered.	Support community hall management to ensure that activities provided reflect/ support need in the relevant community. Identify funding, should it be required. Recognise/act upon the potential for greater integration of Everyone Active's programming with village halls,
<b>Summary</b>	The 25 community centres in East Staffordshire generally serve the rural areas of the Authority, predominately in the central/eastern areas. Venue utilisation is strong and reflects community need. The variety of activities offered includes martial arts, and fitness classes. ESBC should consider allocating developer contributions to small community hall facilities linked to new housing developments, should demand justify this. These should be designed to make them attractive to sport/physical activity organisations.	

### SECTION 12: KEY CONSIDERATIONS

ESBC is committed to developing a long-term strategy for built leisure facilities to support its local plan evidence base. The following issues are seen as key to developing the future vision for indoor facilities across the Authority. ESBC is committed to developing a long-term strategy for built leisure facilities to support its local plan evidence base, which is due to be updated over the next 12-18 months and will include anticipated housing growth for the period to 2043.

- ◀ Currently, there are good levels of accessibility to, and availability of provision across the core indoor facility types: swimming pools, sports halls and health & fitness. The three contractor-managed facilities serve the key towns of Uttoxeter and Burton. Local Authority facility quality is generally good reflecting recent investment – a need for medium term improvements are identified at Meadowside Leisure Centre along with future expansion of learner pool provision at Uttoxeter.
- ◀ The addition of a learner pool at Uttoxeter Leisure Centre would add pool capacity in response to planned Authority housing growth. ESBC could commission a Facilities Planning Model study (at the point where detailed 2043 housing forecasts are known) to model the impact of population growth at a local level, which would support the development of strategic options with regard to investment at Uttoxeter.
- ◀ Meadowside Leisure Centre's Swimming Pool will require medium term investment, to ensure it is fit for purpose in the future. This will include a new tank, plant equipment and changing village. This is Burton's main pool therefore ensuring it is well presented and operates efficiently is important for the local community.
- ◀ ESBC should monitor health and fitness provision capacity in relation to population and housing growth. The current small surplus (13 stations) will become a deficit over time. Therefore, the Authority should, first and foremost, explore options to expand provision at its three centres. One option might be to align the development of a new teaching pool with expansion of fitness capacity at Uttoxeter Leisure Centre. There may also be a need to work with local private sector providers to increase supply.
- ◀ Everyone Active operates its own health referral programme, and a separate initiative 'Everyone Health with Staffordshire County Council. It is important that these programmes continue to serve communities experiencing high levels of health inequality in the key settlements of Burton and Uttoxeter.
- ◀ Outside the two main towns, East Staffordshire is a largely rural authority. It has a network of community and village halls which provide spaces for informal physical activity and sport. These are important in respect of servicing parts of the local population which may be ageing and / or have poorer connectivity to public transport. It is key therefore that ESBC ensures that it is conscious of any required facility improvements at these sites, and that awareness of these facilities is promoted to the local population via social media, and the Authorities corporate communications generally.
- ◀ In respect of tennis, the LTA indicates that ESBC is a priority investment authority for an indoor facility. No site has however been identified nor has funding been ringfenced. The Authority should work with the LTA to progress this concept, possibly in partnership with Burton Tennis and Squash Club.
- ◀ EIBA population modelling suggests a requirement for eight rinks within the Authority. With a growing population in the 65+ demographic, it is suggested that further feasibility work is



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required to identify a possible site which might accommodate residents from both Uttoxeter and Burton.

- ◀ All squash provision (including the three pay and play courts at Meadowside Leisure Centre) is located in the east of the Authority. There is no provision in the west. It is important that existing facilities are retained (and improved) to ensure that the sport has a presence in the Authority. If Uttoxeter's Leisure Centre is expanded, the Authority should explore the possibility of installing squash courts at the site to ensure an even geographical spread and to effectively serve the two key population areas.

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# EAST STAFFORDSHIRE BOROUGH COUNCIL INDOOR & BUILT SPORTS FACILITIES NEEDS ASSESSMENT

## Appendix A: Health and fitness provision in neighbouring authorities

Figure A1: Facilities in neighbouring areas

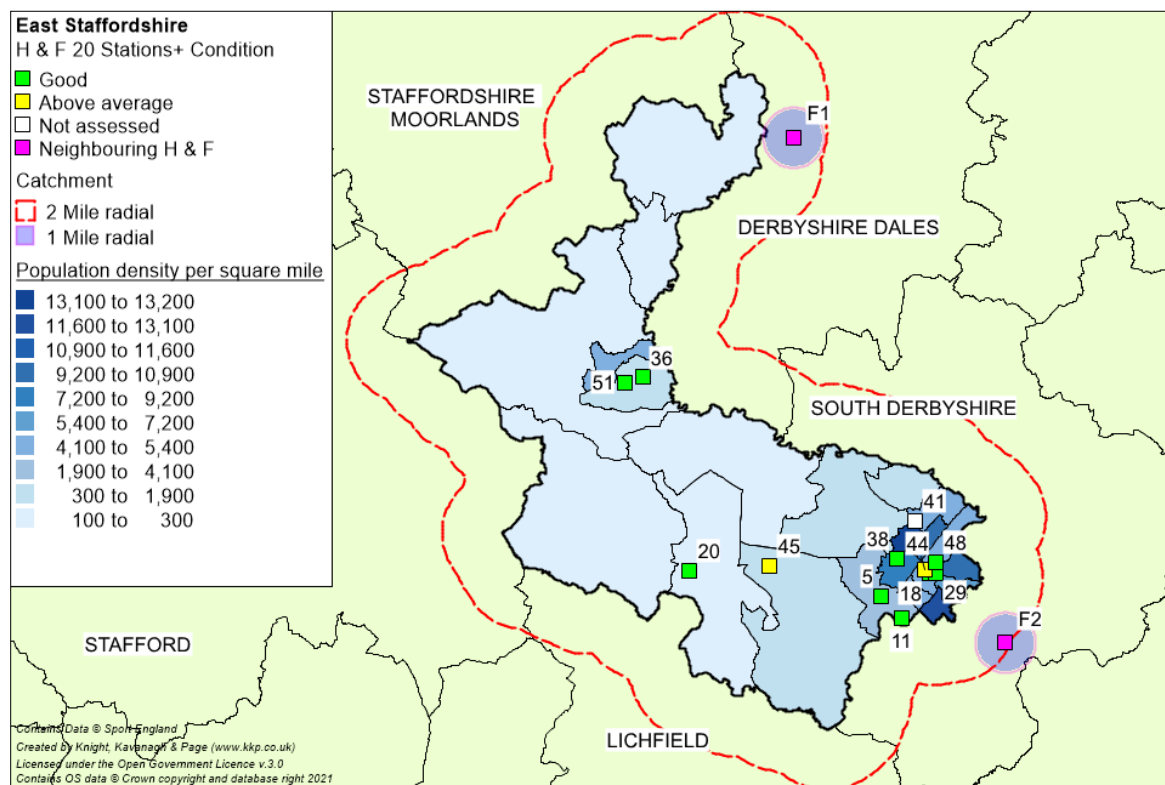


Table A2: Community available health and fitness (20+ stations) within 2 miles of boundary

Map ID	Active Places site name	Stations	Access type	Local authority
F1	Ashbourne Leisure Centre	38	Pay and Play	Derbyshire Dales
F2	Evisa Fitness	90	Registered Membership	South Derbyshire

Source: Active Places Power 25/03/2022