

# Warwick District Council Indoor Sports and Leisure Strategy

## Needs and Evidence Report

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# 1. Introduction and Context

## Introduction

- 1.1 Warwick District Council is one of five district and borough councils within the county of Warwickshire. The district covers four towns; Leamington Spa, Warwick, Kenilworth and Whitnash, and numerous villages. The population served is almost 140,000.
- 1.2 In April 2012 the Council appointed Neil Allen Associates (NAA) to support them with delivering their vision of developing *a long term strategy for the provision of indoor and built sports facilities within the district*. The strategy will be used to guide the future provision and management of both new and existing indoor sports facilities in Warwick District in the context of national and regional policy and local sports development needs.
- 1.3 At the time of the NAA appointment a study of playing pitches was well-advanced by the Council and there was a desire for the indoor strategy to complement the emerging playing pitches strategy, in order to develop an overall strategy for indoor and outdoor sport across the district. This work subsequently stalled and has been picked up additionally by NAA as part of the process, thus ensuring an integrated approach will be developed.
- 1.4 This report sets out the *needs and evidence* for indoor sport and built facilities. An additional report sets out the *needs and evidence* for playing pitches and outdoor sport along with a strategy and action plan. Both pieces of work together provide a coordinated and long-term approach to sports facility provision and planning across Warwick for both indoor and outdoor sport.

## Context

- 1.5 In developing the strategic work set out, one of the Council's key corporate priorities is to increase the health and well being of the District's inhabitants. It is intended to achieve this by working to ensure all sections of the community have access to participate in sporting activities appropriate to their needs and enjoy the associated benefits of a healthy lifestyle.
- 1.6 The efficient management of the Council's assets is also a key priority (in terms of land and buildings) the proposed strategies together will enable the Council to prioritise its future financial commitments to its existing assets. The Council owned leisure facilities are all managed directly by Council staff, in addition, the Council are in dual use partnerships with two local secondary schools for the out of school management of their sports facilities for community use. The future of these will need to be explored as part of the work.
- 1.7 At the time of the commission the Council was also in the process of consulting on the development of a Local Plan to manage the development of the District to 2029. The provision of community facilities and health and wellbeing of the population have been identified as key issues and draft objectives were prepared as part of the Local Plan process to address these.

- 1.8 The Council's decision on the level of growth and subsequent preferred options on sites for development is subject to ongoing consultation. What is evident is that the Local Plan will be putting forward a case for growth, on the basis of a Plan that will support growth in the District in the region of 550 homes per annum on new allocated sites over the plan period 2011-2029. The map below shows the Preferred Options for growth and development, which went out to consultation in May 2012. The Council's ultimate decisions on growth, in 2013, will undoubtedly have a significant impact on the level of demand for sports facilities.



- 1.9 To further inform the preparation of the Local Plan, the development of an indoor sports facility strategy was seen as essential to help plan for the future of indoor and built sports facilities throughout the district.

### Report Structure

- 1.10 The work has been undertaken and the report structured to address the key drivers of the Council and ensure compliance with new national planning policy. At the time of commissioning of the work the new National Policy Planning Framework (NPPF) was just emerging.



1.11 The needs assessment work has been produced in line with NPPF, which requires that (Paragraph 73, page 18):

*'.....planning policies are based upon robust and up-to-date assessments of needs for open space, sport and recreation facilities and opportunities for new provision.....'*

1.12 The needs assessment has therefore considered the sports participation profile across the district, looked at supply and demand of facilities across Warwick, built in consultation and utilised Sport England planning tools to develop the needs and evidence base and subsequent strategy recommendations. Similarly the Playing Pitch Strategy (PPS) work utilises the newly emerging PPS methodology.

1.13 In order to meet the key drivers set by the Council, the report is structured as follows:

- **Section 2 Strategic Review** - This section explores further the key strategic drivers for future facility provision across Warwick
- **Section 3 Participation Profile** - This addresses the issue of increasing health and well being across the district and the facility implications
- **Section 4 Supply and Demand Analysis** - This section considers the supply and demand for facilities across Warwick utilising Sport England strategic planning tools and building in local consultation
- **Section 5 Facility Analysis** – This section looks at the capital and revenue issues surrounding the current facility stock and implications for future facility provision
- **Section 6 Options Analysis** – This section explores the options for facility provision across Warwick based on the needs and evidence set out in the previous sections and current needs
- **Section 7 Future Needs** – This section looks at future needs based on the Local Plan timeframe and uses Sport England's Facilities Planning Model (FPM) to look at future needs based on population projections
- **Section 8 Conclusions and Recommendations** – The final section concludes by setting out the long-term strategy and priorities for sports facility provision across Warwick and the subsequent planning policies to deliver. This section draws together the conclusions from the data sets above to form the basis for the development of a strategy and planning policies.

The next section looks in further detail at the key strategic drivers for indoor sport and built facility provision across Warwick.

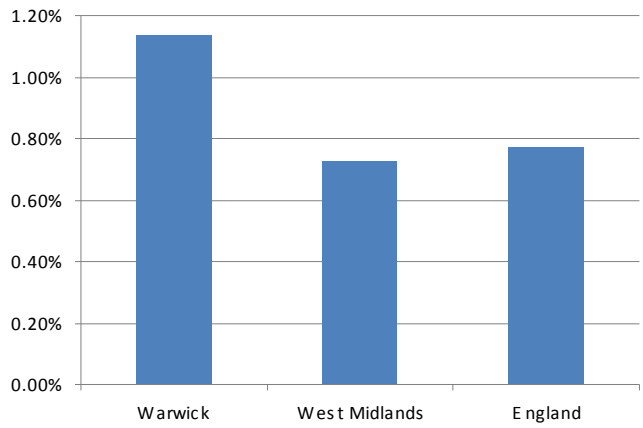
## 2. Strategic Review

### Introduction

- 2.1 This section considers in further detail the key drivers for the work, set out previously. Table 2.1 below sets out the key Warwick District documents which provide the strategic context for the Indoor Sports Facilities Audit, Assessment and Strategy. The first column of the table describes the key content of each strategic document, whilst the second column sets out what this content means for the development and delivery of the indoor sports facilities audit and strategy.
- 2.2 The findings from the document review will be used to inform the development of the strategy itself and ensure that the policy proposals contained within the strategy are consistent with approved Warwick District policy documents.

**Table 2.1: Key Documents**

Name of Document and Key Content	Key content/implications for the facilities strategy
<p><b>A Shared Vision" Warwick District's Sustainable Community Strategy 2009 – 2026</b></p> <p>Vision is to make Warwick District a great place to live, work and visit.</p> <p>4 key priorities:</p> <ul style="list-style-type: none"> <li>• Safer communities</li> <li>• Health and well being</li> <li>• Housing</li> <li>• Economy, skills and employment</li> </ul> <p>Approach to deliver the priorities through 4 cross cutting themes:</p> <ul style="list-style-type: none"> <li>• Narrowing the gaps</li> <li>• Embedding sustainability – families at risk</li> <li>• Engaging and strengthening communities</li> <li>• Rurality</li> </ul> <p>The SCS is supported by a delivery plan and locality plans which sets out the approach to improving specific areas of the district.</p>	<p>Document references the former core strategy as one of the delivery plans for the SCS. This is now superseded by the development of the new Local Plan up to 2029.</p> <p>The local plan preferred options addresses the key priorities and cross cutting themes of the SCS.</p> <p>The <b>health priority</b> possibly reflects sport and active recreation as being promoted for health benefit as the leading rationale for sports and active recreation participation. This is consistent with the Active People market segmentation findings that 5 of the 6 top six market segments in terms of numbers of population are within the 35 – 54 age group and do sports/active recreation for recreational purposes, health benefit and keep fit, rather than for organised competitive sport.</p> <p>There are no explicit details of the actions to removing barriers and increasing access. The analysis of the Sport England 2012 spatial data has shown that over 90% of the Warwick population lives within the catchment area of a sports hall or swimming pool. Reducing access barriers based on pricing and programming of sports facilities will be assessed as part of stage 2 of the project.</p> <p>The <b>economic priority/reference</b> to sport could be a higher priority/value for Warwick District as the Sport England local borough profile for 2012 shows</p>

Name of Document and Key Content	Key content/implications for the facilities strategy																
<p><b>Sport and active recreation is within (1) health and well being and (2) economy, skills and development.</b></p> <p>Under health defined as - a healthier community – encouraging a rounded and active view of lifestyles including exercise and healthy eating to minimize preventable deaths and illnesses.</p> <p>Actions are around removing barriers to make it easier for people to access sports leisure and cultural activities.</p> <p>There is targeted action in three wards Brunswick Ward, Crown Ward and West Warwick Ward. The aim being to ensure that there is no area within the District that is in the worst 30% of deprived Super Output Areas across England.</p> <p>Under economy defined as - promoting continuous learning and innovation in our educational, economic, tourism, sporting and cultural activities.</p> <p>Delivery plans will set out what the achievement aims for the SCS are in the first three years of the strategy and reviewed annually. Based on: what will be delivered; when; How performance will be measured; outputs and outcomes; and resources partners.</p> <p>Measurement will be based on local LAA targets and performance indicators, quality of life indicators and surveys e.g. place survey, citizens' panels, stakeholder events.</p>	<p>that Warwick District has a higher number of sports businesses than in West Midlands Region and England wide (see two examples below).</p> <p>Possibly the economic sports activity is seen in terms of events and education – however as the diagram shows sports business is much wider than events. The action in the SCS to support small and medium sized businesses could include sports business for the reasons set out above.</p> <p><b>Sports Business Birth Rates between 2008 &amp; 11</b></p>  <table border="1"> <thead> <tr> <th>Region</th> <th>Birth Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Warwick</td> <td>6.3%</td> </tr> <tr> <td>West Midlands</td> <td>4.8%</td> </tr> <tr> <td>England</td> <td>5.4%</td> </tr> </tbody> </table> <p><b>New Sports Businesses as a proportion of all new businesses between 2008 &amp; 2011</b></p>  <table border="1"> <thead> <tr> <th>Region</th> <th>Proportion (%)</th> </tr> </thead> <tbody> <tr> <td>Warwick</td> <td>1.15%</td> </tr> <tr> <td>West Midlands</td> <td>0.75%</td> </tr> <tr> <td>England</td> <td>0.78%</td> </tr> </tbody> </table> <p>Reference to delivery plans does not cite actual sporting data such as Active People survey or Active Places Power as the reference source for setting baseline data/evidence and from which to measure change. Active People is referenced as a data source.</p>	Region	Birth Rate (%)	Warwick	6.3%	West Midlands	4.8%	England	5.4%	Region	Proportion (%)	Warwick	1.15%	West Midlands	0.75%	England	0.78%
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<p><b>Fit for the Future October 2010</b></p> <p>This is a service review document to ensure service delivery is cost and service effective. The document has a benefits listing of actions – same content headings as in the SCS and under the same priority areas. The benefits listings are aimed to deliver a £5m spend reduction.</p> <p>F for F content is about measuring performance management in services. It measures how well services are delivered and what matters to customers so as to be able to continuously improve.</p> <p>At a strategic level three different kinds of data are identified:</p> <ul style="list-style-type: none"> <li>• Strategic Context / Intelligence – to understand the district and residents’ needs and perceptions.</li> <li>• Strategic System Measures – data about our internal operations and work management.</li> <li>• Strategic Outcomes – developed based on a clear understanding of what matters to people.</li> </ul>	<p>Fit for the Future is a service review and performance management document seeking to improve service delivery to meet the SCS.</p> <p>There are annual service delivery plans and sport and active recreation are within Cultural Services.</p> <p>The service plan for 2011-12 sets out a service aim to provide facilities, activities and support to encourage people from all sectors of the community to start, sustain and improve active lifestyles. Customer’s measures on improving the service include conducting customer service surveys and reviewing the Active people surveys to determine the Warwick measure of customer satisfaction.</p> <p>The next section on the sporting participation profile for Warwick based on Active People shows a very high level of resident satisfaction with the provision for sport. Over the full period of 2007 – 2011 resident satisfaction ranges between 70.1% - 76.6% of residents surveyed who are satisfied with the local provision for sport. It is highest at 76.6% in 2010 -11. The Warwick percentages are considerably higher than both the findings for West Midlands Region, within a range of 65.3% - 67.3% and for England wide, a range of 66.6% - 69% respectively.</p> <p>The remainder of the portfolio holder service plan for 2011- 12 deals with budgetary information and relationship of the service delivery to the four priorities of the SCS. Comment on these aspects is already set out under the SCS heading above.</p>
<p><b>Asset Management Plan 2008</b></p> <p>The asset management plan (AMP) is the Council’s corporate document detailing its asset management arrangements, changes already put in place and planned action to improve assets. The AMP sets out the key objectives for the medium-term property interests in operational and non-operational land and buildings.</p> <p>The AMP sets out the organisational structure and management responsibilities for asset</p>	<p>The AMP sets out the running cost information based on a m<sup>2</sup> of floor area for the 10 sports and recreation buildings over the period 2003 – 04 to 2006 -07. There is no more recent information. Information is for: repairs and maintenance, energy consumption and water consumption.</p> <p>The data shows that for all years and for all headings Newbold Comyn Centre has the highest costs/consumption, followed by the St Nicholas Park Centre and then Abbey Fields Swimming Pool. What is perhaps surprising is that there is not a considerable difference in floor area between Newbold Comyn and St Nicholas Park but the costs are significantly different. The total floor areas are:</p>

Name of Document and Key Content	Key content/implications for the facilities strategy
<p>management across the Council.</p> <p>The AMP lists the data compiled and used to assess the value and performance of each asset.</p> <p>A revised AMP is being developed and will be available from 2013</p>	<p>Newbold Comyn Centre 2,739 sq m; St Nicholas Park Centre 2,757 sq metres and Abbey Fields Swimming Pool 2,283 sq metres. (Note the full data for each heading in the AMP is not set out here because it is too extensive pages 14 – 15 of the AMP. Also note the data is quite old).</p>
<p><b>Strategic Green Infrastructure Delivery Assessment 2012 and Green Infrastructure Study 2010</b></p> <p>The study has 5 purposes:</p> <ul style="list-style-type: none"> <li>• Be the catalyst for a co-ordinated green space strategy within Warwick District</li> <li>• Complement the work undertaken so far on green infrastructure in neighbouring authorities within the sub-region</li> <li>• Collate existing information on green infrastructure in the District from many different sources</li> <li>• Utilise Natural England's accessible natural green space standards (ANGst) to identify provision and deficiency in strategic green space within the District</li> <li>• Identify the strategic green infrastructure networks and those elements that can make a local green infrastructure network</li> <li>• Identify green infrastructure assets within and adjacent to the urban areas</li> </ul> <p>The study has compiled existing datasets (supply audit) and has not created new datasets, on strategic green infrastructure. The datasets have been mapped and analysed using a GIS and the results displayed spatially using a series of plans divided into four categories of: natural processes; ecological assets; historical assets; and access</p>	<p>The study is based on following the national planning guidance in PPS 12. Where green space is defined as the open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats, street trees, natural heritage and open countryside.</p> <p>The relationship to the indoor sports audit and strategy is not in content therefore although green space provides for informal recreation but outdoors. The studies do not overlap in sports facility types. The artificial grass pitch content of the indoor sports study is not included within the green space definition or content of the study itself.</p> <p>The shared relationship between the two studies is in the application of the evidence base in providing the evidence base for local planning policy. The green infrastructure study also references national planning policy for PPS1, 5, 9, 22 and 25 as well as PG17 and regional spatial policy for the West Midlands. The planning context has now been superseded by the new NPPF and regional spatial strategies are effectively removed.</p> <p>The GI study methodology is comparable to the indoor sports facility study insofar as it has the same three components of: supply (audit); demand and accessibility, with the findings mapped to identify areas of supply set against accessibility criteria to show areas of under supply – scale and location. The GI study applies 4 categories of green space for this mapping purpose whereas the sports study maps the findings by sports facility type.</p> <p>The GI study then sets out the findings based on the mapping for each category and the accessibility to describe what provision exists and at what scale (where appropriate) for each category of green space across Warwick and by a hierarchy of green space.</p> <p>The GI study does not have demand parameters to</p>

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<p>&amp; recreation (the latter two categories relating to health and quality of life aspects).</p> <p>Based on the Accessible Natural Green Space standards (ANGst) developed by Natural England, <b>the study develops and maps a range of green spaces accessible across Warwick.</b></p> <p>ANGst divides sites into four categories based on the size of the site. Local or neighbourhood sites are those that are 2 hectares or greater in size and within walking distance, therefore a catchment of 300 metres is defined. Town sites are at least 20 hectares in size and have a catchment area of 2 kilometres, a distance at which people may be able to walk, cycle or take public transport to the site. District sites are greater than 100 hectares and have a 5 kilometres catchment reflecting the strategic importance to the wider area. The final level is sub-regional sites, which are greater than 500 hectares and are within 10 kilometres.</p> <p>In addition, the ANGst standards recommend that there be a minimum of one hectare of statutory Local Nature Reserves per thousand population</p>	<p>identify the type of use of green space by both sexes and for different age groups and so there is not a demand profile to be able to apply to the supply base to identify the scale and location of any unmet demand for green space. The indoor sports study does apply the Sport England demand parameters for the percentage of the population who participate/use each sports facility type and the frequency of participation. This is for both sexes and in five age bands. These findings are then mapped to identify the scale and location of any unmet demand.</p> <p>The GI study findings and the indoor sports study findings are both applied for the same policy purposes – to provide the evidence base for local planning policy and through the Infrastructure Delivery Plan set out how provision will be achieved. Albeit the GI study has to now adapt to the new NPPF which did not exist at the time of the 2012 study.</p>
<p><b>Strategic Green Infrastructure Assessment 2012</b></p> <p>In 2011 – 12 Warwick employed Land Use Consultants to address needs/deficiencies, and enhance and maintain existing GI assets, identified within the Warwick District 2010 GI Study. Assess the opportunities for development including potential use for public benefit, recording system; feasibility and availability. Then through discussion with key landowners devise an appropriate</p>	<p>In effect this study is an options appraisal of the 2010 GI study leading to a delivery plan for specific projects. Each opportunity/project is then scored against a matrix of criteria. The outcome of these findings are then consulted on with key stakeholders/partners so as to assess the feasibility of delivering, maintaining and the project risk assessment for each of the projects scored. The final part of the report brings this work together and sets out an action/delivery plan for 7 projects. For each project there is a description, outline project specification, project rationale and delivery issues.</p> <p>The 2012 GI assessment is in advance of the work of</p>



Name of Document and Key Content	Key content/implications for the facilities strategy
<p>methodology for undertaking this stage. For the options agreed consider how much they would cost (including long term or ongoing maintenance regimes); where funding sources would come from; who would implement proposals; and indicative timescales for the delivery of projects. The output of this work to be used to inform policy options through the Local Development Framework process.</p>	<p>the indoor sports study in that the sports study has not yet developed the project proposal based on the needs and evidence findings. It will do this and the methodology will be broadly comparable. It will be based on the supply, demand and accessibility hard evidence findings, which will then be consulted on and developed into a strategy for development and delivery.</p>
<p><b>Warwick District Economic Profile 2011</b></p> <p>This profile was produced by the Warwickshire Observatory in October 2011. It is a report which compares the levels of wealth and prosperity in each of the 5 Warwickshire Districts and boroughs and Warwickshire County. Warwick district scores favourably in comparison to other Council's in all indicators especially numbers of people in employment 72.7% in Dec 2010 with only Stratford upon Avon scoring higher at 78/9% of people aged over 16.</p> <p>Warwick District has the highest percentage of adults qualified to degree level or above at 39.5% of the population. The Warwickshire, West Midlands and England wide percentages are: 32%, 24.7% and 29.5% respectively.</p> <p>Warwick district benefits from inward investment and is the highest across Warwickshire. This has made it a net importer of jobs/employment, especially in higher value industries: engineering; computing and software development; and professional business services.</p>	<p>The findings in the economic profile are consistent with the findings for the high rates of sports participation in Warwick as measured by the Active People Survey. The survey findings show a consistently higher rate of sports participation by professional groups, social classes A1 – B1. Whilst the economic profile shows a very high percentage of adults with degree or higher qualification which also reflect a predominance of social classes A and B who attain these qualifications.</p> <p>The economic profile does not develop detailed information about employment/scale of business growth in sports related industries – the headline findings for which are set out in this column in the first entry above. The sports business profile shows that Warwick has higher employment and higher business activity in the sports sector than for the West Midlands Region and England wide. These findings are compatible with the professional business profile for Warwick as set out in the economic profile and demonstrate scope/compatibility to develop sports industries in Warwick.</p>



## Summary

- 2.3 In terms of the key drivers for the work what is evident is the importance of health. There is also clearly, a robust evidence based being developed across the district all utilising similar methodologies but that that will need to come together in future planning policy.
- 2.4 Perhaps the key documents, which the facility strategy work must underpin are the following.
- 2.5 **A Shared Vision - Warwick District's Sustainable Community Strategy 2009 – 2026** this sets out:
- A vision is to make Warwick District *a great place to live, work and visit*
  - 4 key priorities: Safer communities, **Health and well being**, Housing, Economy, skills and employment
  - 5 cross-cutting themes: Sport and active recreation is viewed as key contributor to **Health and Economy strands**
  - The health focus is on removing barriers to access, rounded and healthy lifestyle, and targeted action in three wards: *Brunswick Ward, Crown Ward and West Warwick Ward*
  - Under *economy* the priorities are defined as: promoting continuous learning and innovation in our educational, economic, tourism, sporting and cultural activities.
- 2.6 **Local Plan – Preferred Options (May 2012)** sets out:
- Its need to align with the Sustainable Community Strategy
  - Preferred Options sets out level and location of growth with preferred development sites for housing
  - **PO13: Inclusive, Safe and Healthy Communities** - .....*ensure open space and sports facilities are provided in significant new developments; protect and improve existing open spaces; provide sports facilities; and require improvements to play areas and facilities for young people.*
- 2.7 **Cultural Services – 2012 and beyond** has a number of priorities which drive service provision:
- The priorities were developed in the context of increasing budget pressures, increasing customer expectations and increasing population
  - The subsequent 5 Point Plan across the whole service prioritises - Review of Spa Centre & town Hall, Review of Business Support Function, Review of Royal Pump Rooms / Heritage & Arts, Review of Events Management, Review of Sports & Leisure structure & focus
  - The Sports and Leisure Review has 4 key areas identified: programme review and rota patterns, staff re-structure, **facilities audit and assessment** and centre condition survey and maintenance plans
  - The plan also notes that future facility needs should cover the lifespan of the Local Plan (to 2029) and provide a long-term Indoor Sports Facilities Strategy.
- 2.8 In consultation with Council officers the strategic drivers for the indoor and built facility strategy work are therefore to clearly set out and define:
- Long-term sports facility needs to deliver health and economic priorities
  - The impact on sports facility needs of future population growth

- The strategy also needs to take account of the current condition and projected lifespan of the WDC owned stock.

The approach highlighted and needs and evidence set out in subsequent sections will address these issues, ensuring the strategy is developed in the Warwick context.

- 2.9 Given the importance of health and the clear positioning of sport as a key contributor to health the next section considers the sports participation profile of residents across Warwick and the facility implications.

## 3. Participation Profile

### Introduction

- 3.1 Given the desire by the Council for health to be a key driver in sports facility provision this section sets out the profile of the 2012 adult sports participation profile for Warwick District.
- 3.2 The purpose of producing this section on adult participation is to ensure participation is a key driver in terms of facility provision and planning. The available data for analysis is only for 16 and above. The section will define the current profile of participation and answer a number of questions. For example who participates, in which sports and how often? Also to determine how the profile of adult sports participation varies spatially across the district. Do people in different areas of the district participate in different sports and or does their rate of participation vary?
- 3.3 This profile of participation is the essential foundation for the assessment of indoor sports facility and development of the indoor facilities strategy. If we know what the hard evidence is saying about the profile of adult sports participation across the district then we can *match this up* against the sports facilities – are they the right type of sports facilities for the participation profile? Are the facilities located in areas where the people living in those areas do the sports which they provide?
- 3.4 This first stage assessment is based on the hard evidence findings, which are based on the Sport England national survey of adult sports participation. The hard evidence findings will be compared with Warwick derived profile of participation such as the survey of the membership profile for each centre. It will also be used as the basis for subsequent consultations – do the hard evidence findings match up with what is happening on the ground, what differs and why?
- 3.5 Collectively this will provide us with a rounded assessment of the Warwick profile of adult sports participation currently. From this we can develop options to better match the sports participation profile to the future needs for indoor sports facilities. Simply put, the provision of sports facilities should respond to identified need and demand for specific and popular activities at appropriate locations.
- 3.6 Set out overleaf are the headline findings for sport in Warwick which is produced from their Active People survey findings.

### Sport England's Active People Survey

- 3.7 Sport England's Active People Survey provides the most comprehensive assessment of levels of adult sports participation across the country at a local authority, county, regional and national level. It measures a range of performance indicators including participation levels, volunteering and satisfaction with local sports provision. It also measures participation in particular sports and activities and allows for an analysis of participation according to gender, disability, ethnicity and other demographic indicators.
- 3.8 As well as participation, it is also possible to measure non-participation using Active People. This makes it possible to identify those sections of the population most in need of intervention in order to increase their participation in sport and physical activity. The

annual survey results can be used to identify general patterns and trends in participation across years.

- 3.9 The analysis utilises data from five surveys that have been conducted by Sport England: APS 1 (2005/6), APS 2 (2007/8), APS 3 (2008/9), APS 4 (2009/10) and APS 5 (2010/11). Note: AP 6 commenced in October 2011 and will be completed in October 2012. Whilst headline findings for AP 6 are emerging obviously the full year's findings are not yet completed and therefore it is not possible to compare AP 6 with previous years for trend data. Therefore the findings in the report focus on AP1 – AP5. (Also some of the tables combine findings for more than one survey year).<sup>1</sup>

### Key Performance Indicators in Warwick District, West Midlands Region and England nationally

- 3.10 Table 3.1 below illustrates Warwick's performance in the former National Indicator NI8 of the percentage of the adult (16+) population who participate in sport and active recreation for at least 30 minutes on at least 12 days in the last 4 weeks ( Usually referred to as the 3 x 30 minutes on 3 or more days a week).

**Table 3.1: Percentage of the adult population who participate in sport and active recreation based on former National Indicator NI 8**

Key Performance Indicators	APS1	APS2/3	AP4/5	Warwick comparison with ONS comparators AP 4/5
% of the adult (16+) pop'n who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days in the last 4 weeks (equivalent to 30 minutes on 3 or more days a week).				
<b>Warwick</b>	<b>25.7%</b>	<b>25.7%</b>	<b>24.4%</b>	
Colchester	23.6%	26.6%	22.5%	<b>+1.9%</b>
Chelmsford	21.2%	24.2%	24.6%	<b>-0.2%</b>
Maidstone	22.3%	23.6%	22.9%	<b>+1.5%</b>
Harrogate	24.2%	27.1%	26.5%	<b>- 2.1%</b>

Source: Sport England Active People Survey 4 (2009/10) and 5 (2010/11) shown against the baseline data from 2005/6 (Active People Survey 1). Published December 2011

- 3.11 As can be seen from Table 3.1 the Warwick District rate of participation based on this measure shows that in AP 4 and 5 combined some 24.4% of the Warwick adult population participated on the 3 x 30 minutes of moderate sporting and active recreation at least

<sup>1</sup> Whilst AP6 is now available the original participation analysis was undertaken before the results were finalised. At the end of this section we have included an addendum to reflect the AP6 results

three times a week. In terms of the Warwick ONS comparator authorities this is a considerably better performance than Colchester and Maidstone and on a par with Chelmsford. It is only Harrogate which out performs Warwick with a higher percentage of adult participation over AP 4/5 (Note; comparable percentages for this measure are not presented for West Midlands Region or England wide.

- 3.12 Whilst the percentage of the Warwick population participating based on this measure has decreased by 0.7% over the 5 years of AP surveys 1 – 5 it is still a very healthy one on four of the Warwick population participating on this widely accepted measure of participation in sport and active recreation. This indicates that Warwick District has a population with a potential propensity to be active. Providing accessible community facilities for sport and physical activity will help to cater for this population while also attracting new participants.
- 3.13 Linking this last point to the measure of customer satisfaction with sports facilities this is set out in Table 3.2 below. Again with the findings for the comparable ONS authorities for Warwick.

**Table 3.2: Satisfaction with local provision for sport**

Indicator	Warwick				West Midlands				England			
	2007/08	2008/09	2009/10	2010/11	2007/08	2008/09	2009/10	2010/11	2007/08	2008/09	2009/10	2010/11
Satisfaction with local provision	72.8%	70.1%	76.6%	N/A	65.3%	66.8%	67.3%	N/A	66.6%	68.4%	69.0%	N/A

Source: Active People Survey, Year: 2007/08-2010/11, Measure: Key Performance Indicator 6

- 3.14 As Table 3.2 shows the Active People survey findings show a very high level of resident satisfaction with the provision for sport. Over the full period of 2007 – 2011 resident satisfaction ranges between 70.1% - 76.6% of residents surveyed who are satisfied with the local provision for sport. It is highest at 76.6% in 2010 -11. The Warwick percentages are considerable higher than both the findings for West Midlands Region, within a range of 65.3% - 67.3% and for England wide, a range of 66.6% - 69% respectively.
- 3.15 These same comparative findings are shown more clearly in the chart below.



## Sporting inactivity

- 3.16 Before going into the detail of the Warwick sports participation profile it is worthwhile to consider the data on inactivity levels. In effect this is the participation challenge to turn inactivity into activity and the Sport England strategy for 2012 – 2017 is to encourage more people take on and keep a sporting habit for life.
- 3.17 The Active People Survey measures the proportion of people who had not participated in 30 minutes of moderate sport and physical activity on any day in the four weeks prior to the survey.

**Table 3.3: Inactivity in Warwick and nationally (APS 1-4)**

Key Performance Indicator	APS 1	APS 2	APS 3	APS 4	Nationally APS 4
3 x 30 sport - Zero sessions x 30 minutes, moderate intensity sport or active recreation in last 4 weeks (all adults)	54.9%	50.7%	48.6%	51.1%	48.2%

(Source Sport England Active People Diagnostic APS 1 – 4)

- 3.18 Table 3.3 shows that over AP surveys 1 – 3 Warwick had a declining percentage of the adult participation who undertook *no sporting or active recreation*. It was lowest in APS 3 (October 2008 – October 2009) when 48.6% of the Warwick adult population had no sporting or active recreation activity. This however increased back up to 51.1% of the Warwick adult population in APS 4 and is above the England national average for APS 4 which is 48.2% of the England wide adult population. These themes are developed further later in the section.

## Demographic Breakdown of Participation

- 3.19 When analysing participation in sport and physical activity it is important to take into account variations in participation levels between demographic groups in order to ensure that participation opportunities are appropriately planned and, where necessary, targeted at those most in need of intervention. Table 3.4 below illustrates how sport and physical activity participation rates for the 3 x 30 minutes of sporting activity in Warwick compares over APS 1 – 4. (Note this measure is for sporting activity not sporting and active recreation which is the measure used in other findings).

**Table 3.4: Demographic breakdown of adult participation in Warwick APS 1 – APS 4**

KPI 30 minutes on at least 12 days in the last 4 weeks equivalent to 30 minutes on 3 or more days a week.	APS1	APS2	APS3	APS4
Male	29.8 %	33.3 %	36.1 %	36.4 %
Female	23.4 %	31.4 %	25.1 %	26.7 %
16 to 34	33.0 %	38.7 %	43.6 %	43.4 %
35 to 54	30.1 %	38.0 %	26.6 %	27.7 %
55 and over	16.2 %	20.5 %	21.8 %	23.8 %

KPI 30 minutes on at least 12 days in the last 4 weeks equivalent to 30 minutes on 3 or more days a week.	APS1	APS2	APS3	APS4
White	26.4 %	31.8 %	30.2 %	32.1 %
Non white	28.7 %	38.9 %	34.9 %	25.3 %
Limiting illness or disability	8.9 %	27.5 %	20.9 %	30.1 %
No limiting illness or disability	29.3 %	33.2 %	32.0 %	31.7 %
NS-SEC 1, 1.1, 1.2, 2 (A)	32.1 %	31.0 %	34.9 %	36.6 %
NS-SEC 3 (B)	24.0 %	39.0 %	25.2 %	21.3 %
NS-SEC 4 (C1)	24.2 %	11.6 %	26.8 %	27.5 %
NS-SEC 5,6,7,8 (C2DE)	20.8 %	33.2 %	20.4 %	21.8 %

3.20 The key findings from Table 3.4 and consistent across the APS surveys are:

- Male participation is higher than female participation
- There is a marked drop off in the rate of sports participation by the 35 – 54 age group in APS 3 and 4. It drops from 38% of this age band in APS 2 to 26.6% in APS 3 and increases slightly to 27.7% in APS 4
- Participation is highest in the 16 – 34 age group
- Participation by social class is highest in groups 1 – 2A
- These findings are consistent over the first four APS surveys.

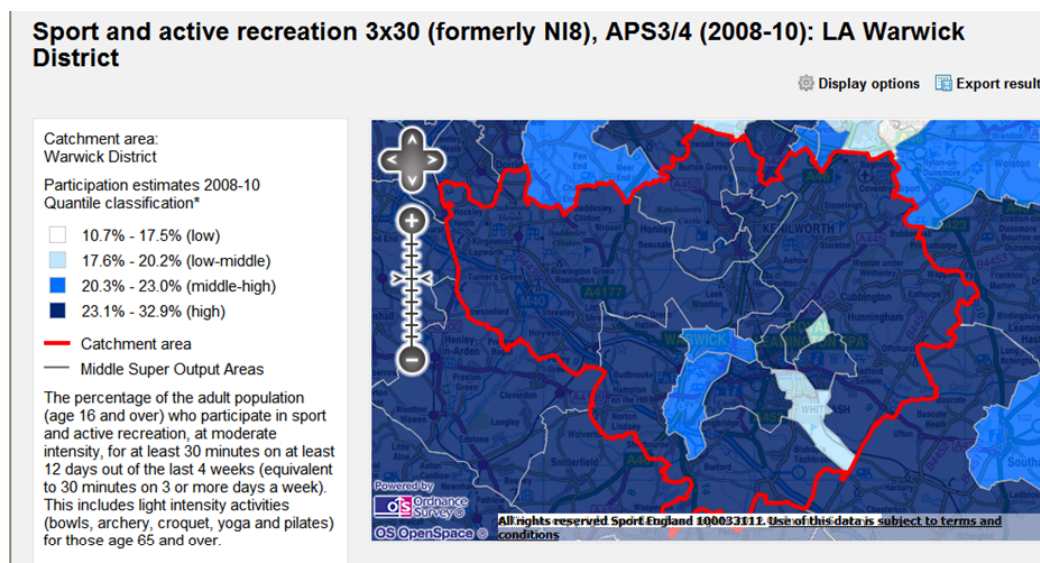
3.21 So Whilst Warwick has good levels of sports participation there are still over 50% of the population who do very little or nothing and certain sections and groups where participation is lower.

### Geographic Spread of Participation

3.22 It is also possible to analyse levels of participation within a local authority using maps which have been produced by Sport England. Map 3.1 below is based on the NI 8 measure - the percentage of the adult population (age 16 and over) who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). This map is based on the most recent mapped findings and this is for APS 3/4 over 2008 – 2010.



**Map 3.1: Percentage of the Warwick District population who participate in sport and active recreation based on National Indicator NI 8**

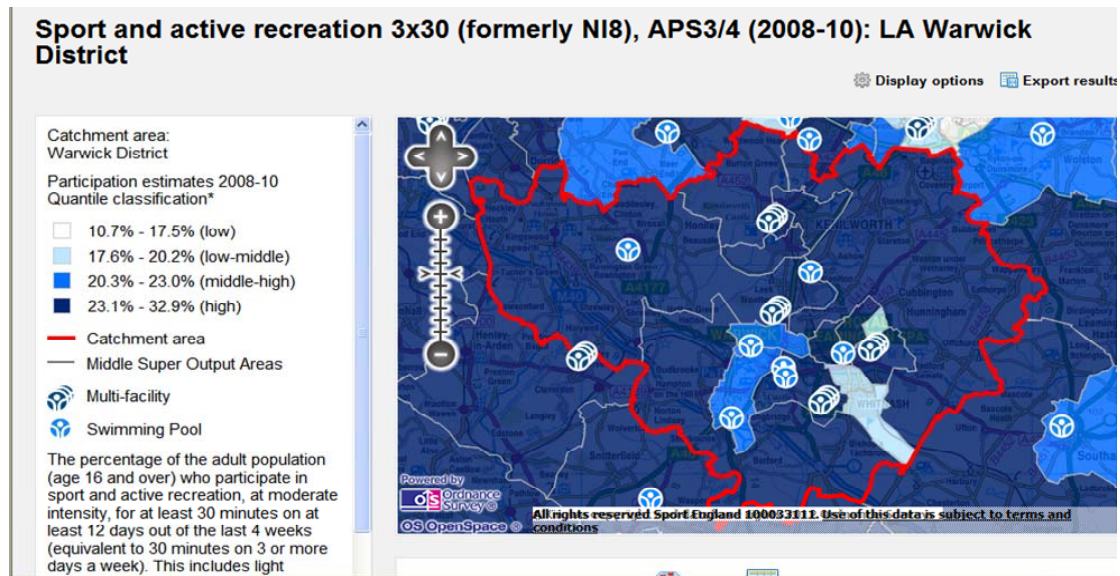


- 3.23 As Map 3.1 shows participation based on this measure does vary across the District. It is highest in the areas shaded dark blue – which is the majority of the District. In these areas the rate of adult sports participation is between 23.1% -32.9% based on the NI8 measure of 3 x 30 minutes of moderate intensity activity in sport or physical activity 3 times a week.
- 3.24 In the area shaded mid blue, from Warwick itself south to Barford there is a rate of participation between 20.3% - 23% based on NI8. The area of lowest adult sports participation are the two areas shaded light blue. These are in an area SE of Leamington Spa south to Whitnash and the District's SE boundary. Plus a much smaller area of Leamington Spa itself, in Lillington. In these areas the rate of participation is between 17.6% - 20.2% based on the NI8 measure.
- 3.25 In summary the vast majority of Warwick District, over 90% of the District area has a rate of adult sports participation based on the NI 8 measure which is between 23.1% -32.9% of the adult population participating – this is classified by Sport England as high participation.

### **Geographic Spread of Participation with Facility Provision**

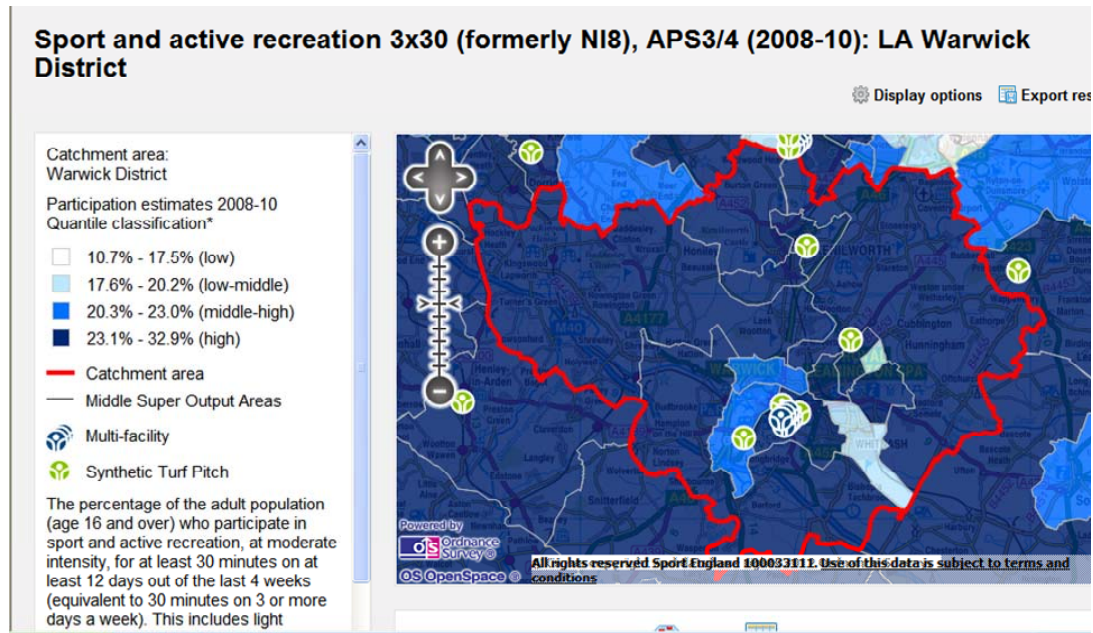
- 3.26 It is possible to overlay this participation map with the location of specific sports facility types, so as to show how the two compare across Warwick. This is set out in Map 3.2 below for swimming pools, followed by artificial grass pitches, the findings follow each map. *(Note: it is not possible to do one combined multi facility map because of the volume of data and the illustration of so much data makes the map too cluttered. For the same reason it is not possible to show a sports hall only map. Second note for swimming pools and artificial grass pitches there are also multi facilities shown on the same map. These are, for example swimming pool sites which also have (say) a sports hall and or health and fitness centre).*

**Map 3.2: Warwick District population who participate in sport and active recreation based on National Indicator NI 8 and location of swimming pools**



- 3.27 As Map 3.2 shows the swimming pool locations (light blue symbols for pool only sites and dark blue symbol for multi sites with a pool) have 8 locations which are in the lighter blue areas of lowest sports participation. There are fewer pools located in the areas of highest sports participation. In short a barrier to sports participation in the areas of lowest participation cannot be attributed to lack of pools or the location and catchment area of pool, there are more pools in the areas of lowest participation.
- 3.28 We need to be careful with these findings because the authority is small geographically and the catchment areas based on 20 minute drive time for each facility merge/overlap and there are no unique self contained catchment areas. So despite big areas of the authority having no pools, they are areas with the highest rate of sports participation. This is because the people who live in these areas are still within a 20 minute drive time of the pools in Warwick and Leamington.
- 3.29 Further mapping analysis of membership data is set out at the end of the section to help to build the evidence around participation, deprivation and facility provision.
- 3.30 Turning to artificial grass pitches this is set out in Map 3.3 overleaf.

**Map 3.3: Warwick District population who participate in sport and active recreation based on National Indicator NI 8 and location of artificial grass pitches**



- 3.31 Map 3.3 shows an even greater concentration of artificial grass pitches in the areas of lowest participation than for swimming pools. In effect pitches are clustered in area just south of Warwick and Leamington Spa where there are 6 sites in total, of which three are single pitch sites and three are sites where the pitch is part of a wider sports facility complex. So in short many artificial grass pitches are located in areas where sports participation is lowest across Warwick District.

#### **Sport England Market Segmentation - What is the profile of adult sports participation in Warwick?**

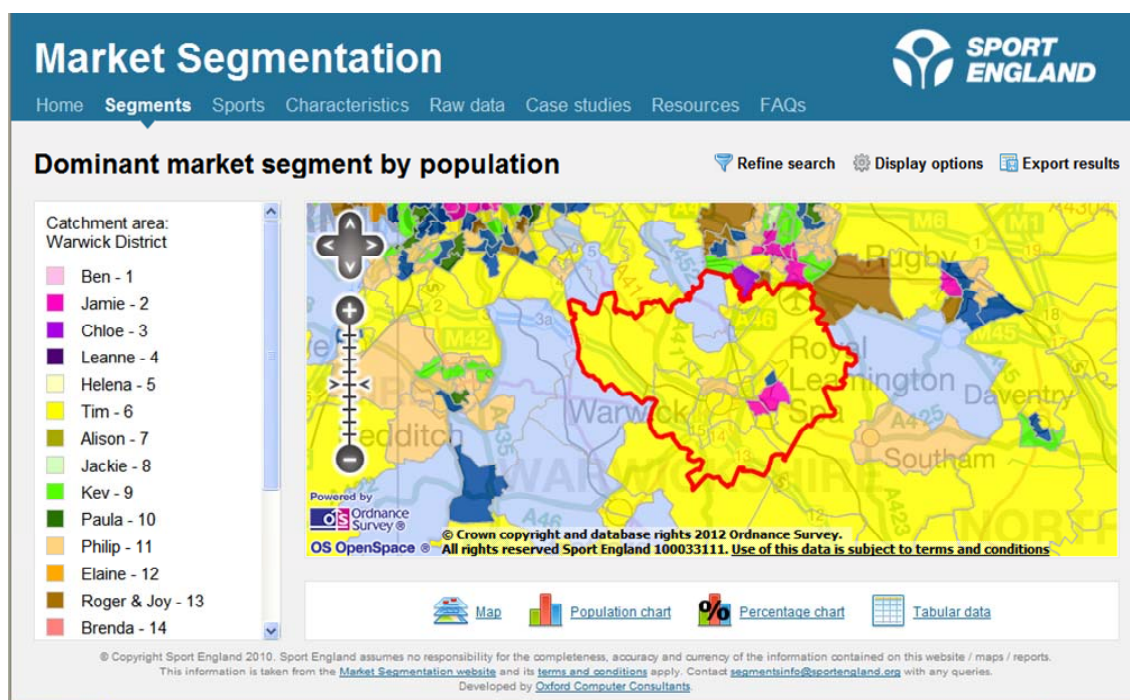
- 3.32 As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes.
- 3.33 This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.
- 3.34 The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. It is possible to analyse the market in a particular community, local authority or regions. Each segment has been assigned a name which reflects the most popular first names for the group.
- 3.35 Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service we provide to the customer's individual needs,



rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.

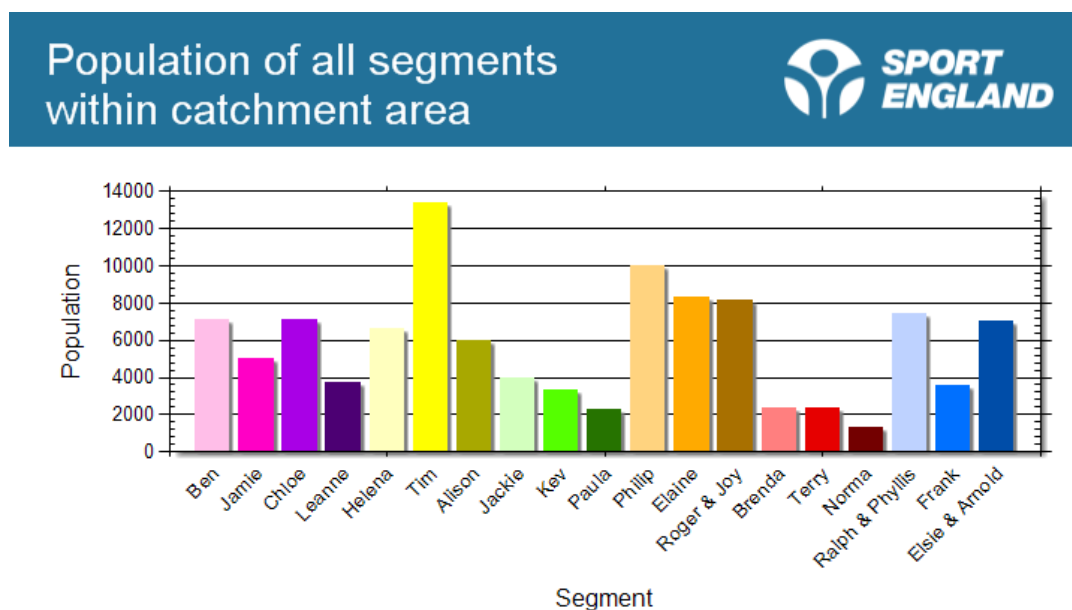
- 3.36 The market segmentation Map and profile for Warwick is set out in Map 3.4 below. The map illustrates the single dominate market segment spatially in each middle output area. This does not mean there are not other market segments in each output area, just that the map only shows the most dominant segment. The map is followed by Chart 3.1 showing the total population for each market segment in Warwick. This is more informative than the map because it provides the picture on the make-up of all the 19 market segments across Warwick.
- 3.37 These in turn are followed by Table 3.5 which details all 19 market segments as well as information on the proportion of Warwick's population for each segment. Details of the activities that are most likely to appeal to each segment are provided as well as information on barriers and motivating factors affecting them. The five largest segments in Warwick in terms of population are shown in blue.

**Map 3.4: Dominant Market Segments in Warwick by Population and Location**



- 3.38 As Map 3.4 shows the single most dominate market segment spatially is Tim (shaded yellow) and Tim's make up over 90% of the Warwick District area. This is followed by Ralph and Phyllis (shaded grey) who are located in two output areas to the northern boundary of the District around Wroxall. There is also an output area in Leamington Spa where Jamie (shaded pink) is the dominate market segment. Finally there is one small output area also in Leamington Spa where Elsie and Arnold (shaded dark blue) is the dominate segment.
- 3.39 The map findings show that spatially Tim is the dominate segment in over 90% of the land area of Warwick. Also in population numbers Tim is the dominant segment but the bar chart shows the other segments which have high numbers across Warwick. This is in Chart 3.1 overleaf.

Chart 3.1: Market Segments in Warwick by Population



3.40 The chart does show that Tim is the dominant market segment by population with a total population in Warwick of 13,411 in 2011. However Philip who does not have one dominant output area in the map has a total population of 10,020, followed by Elaine, likewise no dominant area in the map but a total population of 8,334, likewise Roger and Joy with 8,108 population. Ralph and Phyllis, Jamie and Elsie and Arnold who are a dominant segment spatially have a total population of 7,439, 5,045 and 7,038 respectively.

3.41 To provide the rounded picture and profile of all 19 market segments, their population numbers, details of the sports/activities most likely to appeal to each segment as well as information on barriers and motivating factors affecting them are set out in Table 3.5 overleaf. The five largest segments in Warwick in terms of population are shown in blue.

Table 3.5: Profile of all 19 market segments in Warwick

Segment	Total and (% of population in Warwick)	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
01	7,114 (6.5%)	Ben Competitive Male Urbanites	Male 18-25 Single Graduate professional	Rugby, Squash, Windsurfing, Tennis, Cricket, Climbing, Gym, Football	Improving performance Training for competition Social Enjoyment Keep fit	Time Interest	Better facilities People to go with Improved transport	Most active in population Approx. 20% zero days
02	5,045 (4.6%)	Jamie Sports Team Drinkers	Male 18-25 Single Vocational Student	Basketball, Football, Weight Training, Badminton, Boxing, Martial Arts	Social Performance Competition	Time	Better facilities People to go with Longer opening hours	Second highest participation of all types Approx. 30% zero days

Segment	Total and (% of population in Warwick)	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
03	7,129 (6.5%)	Chloe Fitness Class Friends	Female 18-25 Single Graduate Professional	Body combat, Netball, Pilates, Running, Aqua Aerobics, Tennis, Gym, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type 30-35% zero days
04	3,689 (3.3%)	Leanne Supportive Singles	Female 18-25 Single Likely to have children Student / part time vocational education	Swimming, Gym, Aerobics, Ice Skating, Dance Exercise, Body Pump, Utility Walking	Losing weight Activities for children	Health isn't good enough Time	Help with child care Longer opening hours Cost	Least active of A but does participate 40-45% zero days
05	6,653 (6%)	Helena Career Focused Females	Female 26-35 Single Full time professional	Gym, Road Running, Dance Exercise, Horse Riding, Skiing, Tai chi, Body Pump, Yoga	Losing weight Keeping fit Improving performance	Time People to go with	Longer opening hours People to go with	Very active type 30-35% zero days
06	13,411 (12.2)	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Canoeing, Cricket, Cycling, Squash, Skiing, Golf, Football	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
B07	6,001 (5.4%)	Alison Stay at Home Mums	Female 36-45 Married Housewife Children	Swimming, Badminton, Aerobics, Pilates, Tennis, Cycling, Horse Riding, Exercise Bike	Taking children Losing weight Keeping fit	Time	Help with childcare Better facilities	Fairly active type 30-35% zero days
08	3,955 (3.6%)	Jackie Middle England Mums	Female 36-45 Married Part time skilled worker, housewife Children	Swimming, Dance Exercise, Body Pump, Ice Skating (with children), Walking, Aqua Aerobics	Taking children Losing weight	Time Cost Lack of interest	Help with childcare Cheaper admissions	Average 45-50% zero days

Segment	Total and (% of population in Warwick)	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
09	3,332 (3%)	Kev Pub League Team Mates	Male 36-45 Single / married May have children Vocational	Football, Darts, Karate, Snooker, Weights, Boxing, Fishing, Pool, Ten Pin Bowling, Cricket	Competition Social Enjoyment (ltd) Perform	Time Slight cost factor	More free time Cost Facilities	Less active within group B Approx. 50% zero days
10	2,243 (2%)	Paula Stretched Single Mums	Female 26-35 Single Job seeker or part time low skilled	Swimming, Utility walking, Aerobics, Ice Skating	Lose weight Take children	Cost Lack of childcare Poor transport Lack of interest	Improved transport Cheaper admission Help with childcare Better facilities	Least active type within Group B Approx. 60% zero days
11	10,020 (9.1%)	Philip Comfortable Mid-Life Males	Male 46-55 Married Professional Older children	Sailing, Football, Badminton, Cycling, Gym, Jogging, Golf, Cricket	Social Taking children Improving performance Enjoyment	Time Lack of childcare	More free time Help with childcare	Most active within Group C Approx. 40% zero days
12	8,334 (7.6%)	Elaine Empty Nest Career Ladies	Female 46-55 Married Professional Children left home	Swimming, Walking, Aqua Aerobics, Step Machine, Yoga, Horse Riding, Pilates, Gym	Keeping fit Losing weight Help with injury	Time Lack of interest	Longer opening hours More people to go with	Reasonably active type 40-45% zero days
13	8,108 (7.4%)	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part-time	Swimming, Walking, Aqua Aerobics, Bowls, Sailing, Golf, Shooting, Fishing, Racquet Sports	Keeping fit To help with injury Enjoyment Taking grandchildren	Poor health Lack of interest Transport	Better facilities Improved transport	Participate once or twice a week 50-55% zero days
14	2,376 (2.1%)	Brenda Older Working Women	Female 46-55 Single / married May have children Low skilled worker	Swimming, Utility Walking, Dance Exercise, Aerobics, Step Machine, Keep fit	Weight Bring grandchildren Help with injury	Lack of interest Time	More free time Longer hours Cheaper admissions Help with childcare (for grand children)	Sometimes participates 60-65% zero days



Segment	Total and (% of population in Warwick)	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
15	2,381 (2.1)	Terry Local 'Old Boys'	Male age 56-65 Single / married Low skilled worker Job seeker	Fishing, Shooting, Pool, Utility walking, Darts, Snooker, Utility cycling	Help with injury Social	Poor health Lack of people to go with Cost	Subsidised admissions People to go with	Some low intensity participation  65-70% zero days
16	1,315 (1.2%)	Norma Later Life Ladies	Female 56-65 Single / married Low skilled worker Retired	Walking, Keep fit, Swimming, Aqua Aerobics	Help with injury or disability	Poor health Cost	Cheaper admissions People to go with	Lowest participation of Group C  75-80% zero days
17	7,439 (6.8%)	Ralph and Phyllis Comfortable Retired Couples	Male / female 65+ Married Retired	Bowls, Golf, Tennis, Table tennis, Snooker, Walking, Fishing, Swimming	Social Improve performance and keep fit Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D  Approx. 70% zero days
18	3,594 (3.2%)	Frank Twilight Year Gents	Male 66+ Married / single Retired	Bowls, Golf, Darts, Pool, Snooker, Walking, Fishing	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D  75-80% zero days
19	7,038 (6.4%)	Elsie and Arnold Retirement Home Singles	Male / female 66+ Widowed Retired	Walking, Dancing, Bowls, Low-impact exercise	Social Help with injury	Health problems and disability	Improved transport People to go with	Lowest participation of Group D  Approx. 85% zero days

3.42 Based on the map, chart and table on the profile of adult sports participation across Warwick are:

- Segment 6, Tim: Settling Down Males (26-45)
- Segment 11, Philip: Comfortable Mid-Life Males (46-55)
- Segment 12, Elaine: Empty Nest Career Ladies (46-55)
- Segment 13, Roger and Joy: Early Retirement Couples (56-65)
- Segment 17 Ralph and Phyllis: (comfortable retired couple 65+)

3.43 The activities, key barriers and motivating factors for each of the main five market segments for Warwick are summarised below.

- **Segment 6 – Settling Down Males: Tim (26-45)** Tim accounts for 12.2% of Warwick's adult population, compared to 8.8% nationally. He is the dominant segment spatially for over 90% of the District. Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis. He is likely to be a member of a sports club and to take part in competitive sport. This segment is motivated by opportunities to improve his performance, keep fit and meet friends. Those that have children are also motivated by opportunities to take their children to participate in sport. A major

barrier for this segment is work commitments indicating that facilities with longer opening hours may help to encourage this segment to participate.

- **Segment 11 – Comfortable Mid-Life Males: Philip (46-55)** Philip accounts for 9.1% of Warwick's adult population and 8.6% of the population nationally. This segment is not a dominate segment spatially. Philip is another relatively active segment and is the most active segment within this age group. He is likely to enjoy team sports such as football and cricket as well as indoor activities including badminton and gym-based activities. Like Tim, Philip is likely to be a member of a club and to take part in competitive sport. Motivations for this segment include meeting friends, taking children, keeping fit and enjoyment. Barriers include being too busy, particularly due to work commitments.
- **Segment 12 – Empty Nest Career Ladies: Elaine (46-55)** Elaine makes up 7.6% of Warwick's adult population compared to 6.1% of the national population. Elaine's do not have a dominate area spatially in Warwick. Their propensity to be active is broadly in line with the national average. Activities that are likely to appeal to her include exercise classes and gym based activities as well as tennis and badminton. Motivations for this segment include wanting to keep fit, enjoyment and to lose weight. Being too busy can be a barrier to participation for some, and longer opening hours and people to go with would encourage more participation.
- **Segment 13 – Early Retirement Couples: Roger and Joy (56-65).** This segment makes up 7.4% of Warwick's adult population, the national average is 6.8%. Roger and Joy are slightly less active than the general population but may still take part in some sport and physical activity. Popular sports with this segment include bowls and badminton. They are more likely to be members of a sports club than the general population and participation in competitive sport and volunteering levels are in line with the general population. Health, injury or disability is a major barrier affecting 50% of this segment. Motivations include enjoyment, to keep fit and to meet with friends. Being too busy can also prevent this segment from taking part in sport and physical activity.

### Summary of key findings from the market segmentation review of Warwick

3.44 The market segmentation findings indicate that:

- Warwick's population includes a large population of older adults and retired people. Although the main segment is Tim who is aged between 26–45 and whose life choices are dominated by sport, physical activity and keeping fit and healthy. The next four dominant market segments in terms of population numbers make up 30.9% of the Warwick adult population in 2011.
- These four segments Philip, Elaine, Roger and Joy and Ralph and Phyllis (in blue text in Table 3.5) participate in sport and physical activity predominately for recreational and keeping fit and healthy reasons. Few of these segments play sport for competitive reasons or in league structures. The main activities in which all four segments participate in are swimming and keep fit/gym. This is followed by bowling, golf and walking, activities in which Roger and Joy, Ralph and Phyllis and Elsie and Arnold participate in. After that it is a series of individual sports and activities for participation by each segment.
- The rates of sports participation for four of these five top market segments (excepting Tim) are below the national average rates of sports participation. The fact that Warwick has a high rate of sports participation of 24.4% of the adult population

participating based on the NI8 measure of 3 x 30 minutes of moderate intensity activity 3 times a week is perhaps a surprising finding given the dominate market segments are in segments with a lower than national average rate of sports participation.

- The explanation is that the five market segments in the 16 – 34 age group in Warwick whilst being lower in population numbers at 26.9% of the adult population do play sport/do physical activity with a rate of sports participation which is above the national average. Tracking the rate of sports participation over the first 4 APS surveys shows that this age group has the highest rate of sports participation in Warwick, at 33%, 38.7%, 43.6% and 43.4% of the total adult participation respectively. So in short, lower population numbers in the 16 – 34 age range than in the 35 – 54 age group but a higher rate of sports participation – overall fewer people but participating more frequently.
- The main barrier to higher participation by the dominate market segments (35 – 54 age group) are poor transport, which is perhaps not such a barrier in Warwick given the authority's housing areas are compact and contained in the three main settlements. The next barrier is lack of people to participate with and the third barrier is poor health.
- Of these four segments only Phillip (9.1% of the Warwick adult population) is cited as likely to be a member of a sports club. This is perhaps a surprising finding given lack of people to play with is cited as a big barrier and joining a club is an obvious way to meet more players.
- Of the other market segments who are in the 16 – 34 age groups (Ben, Jamie, Chloe, Leanne and Helena) these make up 26.9% of the Warwick adult population. The main sports they participate in are gym, which all five segments do, followed by swimming, which all three female segments participate in. The two male segments play pitch sports predominantly and Ben and Jamie are the segments with the highest rate of sports participation of the 19 segments. Ben and Jamie's make up 6.5% and 4.6% of the Warwick population in 2011.
- The main barriers to participation by these very high participants are in order: better facilities, more people to play sport with; longer opening hours and cost. Cost is only a barrier for Chloe (6.5% of the Warwick population and Leanne (3.3%). Perhaps not surprising given sport and physical activity is an important lifestyle choice for these segments and therefore they will spend their income on it.

### Active People 6 Analysis

- 3.45 Using the same National Indicator 8 as set out earlier in the section, the updated AP6 results below concentrate on adult participation in sport & active recreation at moderate intensity for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week).

**Table 3.6: APS6 survey findings**

Area	APS 4/5 (09-11)	APS 5/6 (11-12)
North Warwickshire	17.8%	18.8%
Nuneaton & Bedworth	21.3%	20.1%
Rugby	22.3%	23.6%
Stratford On Avon	25.2%	26.4%

Area	APS 4/5 (09-11)	APS 5/6 (11-12)
<b>Warwick District</b>	<b>24.4%</b>	<b>26.2%</b>
Coventry	23.2%	23.3%
Solihull	23.2%	26.7%
Warwick District Ranking	2 <sup>nd</sup> highest in sub region	3 <sup>rd</sup> highest in sub region, our highest % since APS1

3.46 In terms of what this tells us about Warwick District:

- Participation rates continue to rise and have increased in the district by 1.8% from APS4/5 to APS5/6
- Warwick District has consistently performed well within the Coventry, Solihull & Warwickshire cohort
- Warwick District participation rates are 3<sup>rd</sup> highest in the sub region at 26.2%, and higher than the sub regional average of 23.5%.

3.47 Participation across Warwick therefore remains healthy. Sport England's focus is now very firmly on increasing participation and the measure they are now focussed on is 1 x 30, this is also a more useful measure for Warwick in linking sport and healthy lifestyles. Set out in the table below are the AP6 results for this new measure. These results concentrate on adult sports participation at least once a week, 30 minutes, moderate intensity (4x30 minutes in previous 28 days).

**Table 3.7: APS 6 survey findings for the 1 x 30 measure**

Area	AP4 (Oct 09 – Oct 10)	AP5 (Oct 10– Oct 11)	AP6 (Oct 11 – Oct 12)
North Warwickshire	31.3%	26.9%	31.1%
Nuneaton & Bedworth	35.2%	35.6%	33.2%
Rugby	36.3%	37.2%	38.0%
Stratford On Avon	37.2%	32.9%	35.9%
<b>Warwick District</b>	<b>36.7%</b>	<b>37.3%</b>	<b>39.9%</b>
Coventry	30.4%	35.2%	30.6%
Solihull	36.6%	36.1%	36.7%
Warwick District Ranking	Highest in sub region	Highest in sub region	Highest in sub region

3.48 In terms of what the results tell us about Warwick:

- Analysis by the 1 x 30 measure shows an even healthier performance by the District. There has not been a significant change in participation rates in the district from APS1 in 05/06 (38.5%), to AP6 (2011/12)
- Participation rates have increased in the district by 2.3% in the past 12 months
- Warwick District has consistently performed well within Coventry, Solihull & Warwickshire, with the highest % participation rates every year since the start of the surveys in 2005
- Warwick District participation rates are highest in the sub region this year at 39.9%, and significantly higher than the sub region average of 34.6%.

By the new preferred 1 x 30 measure participation in Warwick is therefore even healthier.

## Summary

3.49 The analysis of participation therefore sets out a very positive picture across Warwick:

- There is a rising population, which is generally healthy and active
- Warwick District has a population with a propensity to participate in sport and physical activity
- The updated and new measures reflect an even more active population
- The participation profile is generally matched to *community recreation* and activity based opportunities as opposed to formal sport i.e. swimming and health and fitness
- Looking at the participation numbers, providing accessible community facilities for sport and physical activity clearly helps to cater for this profile and resident needs, while also attracting new participants.

In short the current facility provision appears to match the participation profile and needs. However it should also be noted that:

- there are pockets of deprivation and inactivity levels of over circa 50%, which are also more notable in certain age-groups and given the importance of health it is critical to understand these further; and
- facility location does not appear to be a barrier to participation although this requires further analysis (below) and quality could be (which will be explored later).

These issues are explored further below.

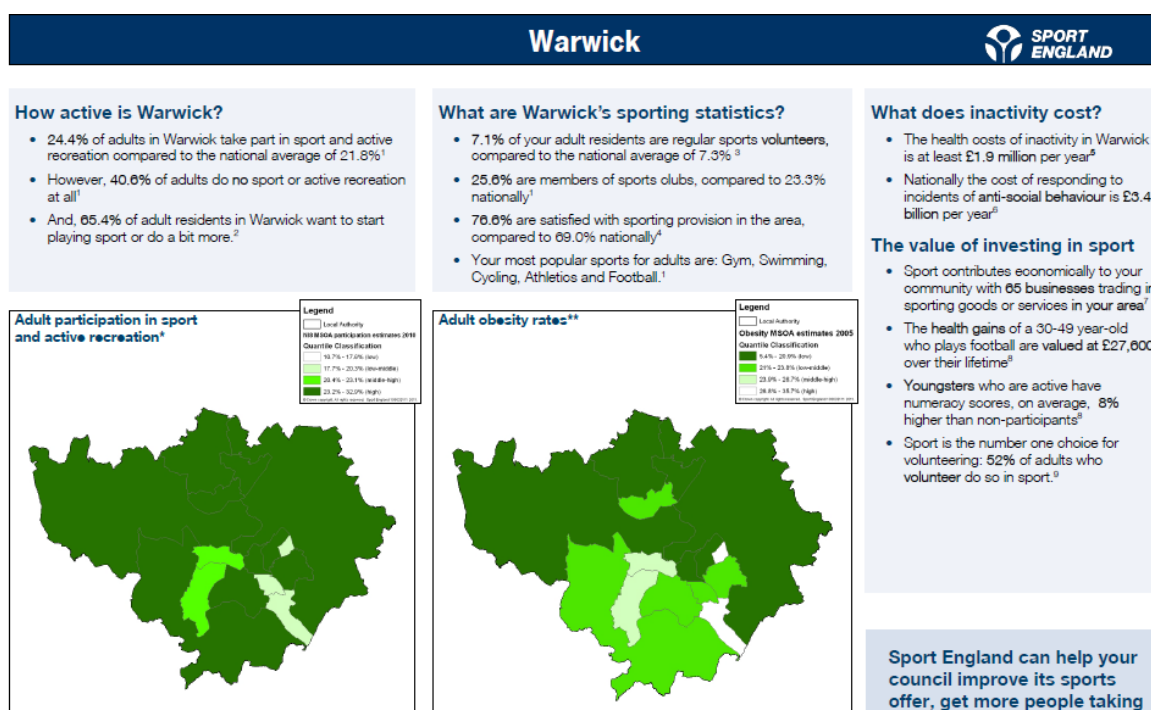
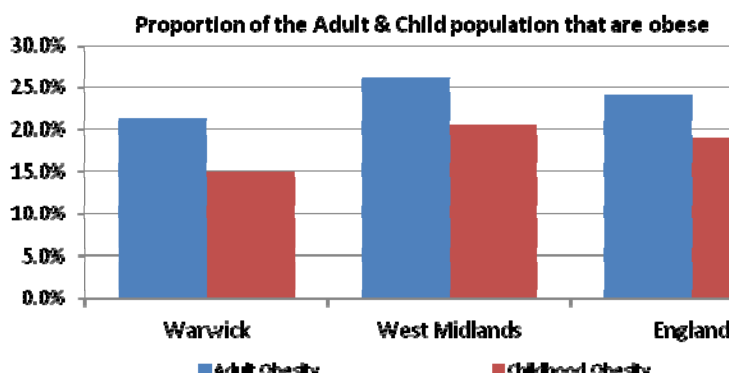
## Sport and health links

3.50 The importance of sport and health in Warwick is clear. Data analysing the health impact of physical inactivity (HIPI) is set out in the table below. The HIPI uses estimates of local levels of physical activity from the Sport England Active People survey. It models the potential benefit from increased levels of physical activity for each local authority. This is pre-calculated to show the health impacts if 100%, 75%, 50% or 25% of the local population undertake the UK Chief Medical Officers' recommended levels of physical activity. The first set of results (below) is based on March 2013.

**Table 3.8: Warwick – Burden of illness and death from physical inactivity (age range 40 – 79)**

Conditions Preventable through physical activity	Latest annual deaths for Warwick (2)	Preventable deaths if 100% active (3)	Preventable deaths if 75% active	Preventable deaths if 50% active	Preventable deaths if 25% active
Total deaths	471	85	58	30	3
Coronary heart disease	53	11	7	4	0
Breast cancer	86	18	12	6	1
Colorectal cancer	53	11	7	4	0

- 3.51 Levels of obesity are also linked to sports participation the chart below shows the levels of obesity across Warwick compared to regional and England averages. The correlation between participation and obesity can be seen on the map below, where the areas of darkest green on the first map are the areas of highest participation – these correspond with the darker areas on the second map of lowest adult obesity levels. The areas of lowest participation are also the areas of highest recorded obesity, shown on the second map by the shaded white areas.



- 3.52 The high levels of physical activity can be seen to contribute to comparatively low levels of obesity across Warwick, investment in sport and sports facilities can therefore be seen to support health policies.
- 3.53 We know however that there is still work to do. The overall cost of physical inactivity across Warwick is £2,248,220 based on analysis by the British Heart Foundation Health Promotion Research Group. This equates to a cost of £1,592,678 per 100,000 of the population. Across the West Midlands this figure is £1,937,438 and £1,817,285 across England as a whole.

3.54 The Active People Diagnostic AP1 – AP 4, using the NI 8 measure of 3 x 30 minutes of moderate intensity sport or physical activity analyses adults who do zero sessions. This enables us to explore further the profile of the non participants. The findings for Warwick indicate:

- Of the adults who do zero activity based on the former NI 8 measure 47.8% are female and 40.1% are male in AP1 but this has decreased to 46.5% female and 30.1% male by AP 4
- The 55+ age group is the age group, not surprisingly which has the highest percentage of non participation. This being 68.4% of this age group in AP 1 but this has decreased to 56.8% in AP4
- The 16 – 34 age group is the age group with the lowest non participation being 28.8% of this age group in AP1 and decreasing to 23.1% in AP 4.

To address the issue of non participation it is clear therefore that the target should be older women and the provision of facilities and opportunities to meet the needs of this group. What this might include in terms of facilities and programmes can be analysed by utilising the market segmentation data.

3.55 It is clear that there are certain market segments with high participation, and certain market segments with very limited participation. The highest participating segments are Ben, Jamie, Tim, Philip, and to a lesser extent Kev and Chloe. The population of all segments in Warwick shows that Tim is by far the most dominant, followed by Phillip, Elaine, Roger and Joy, Ralph and Phyllis, Elsie and Arnold, Chloe, Ben, Helena and Alison.

3.56 Elaine is mainly aged between 46 and 55, is married and is in full-time employment. Her top sports are keep fit/gym and Swimming, with participation above the national average. However, 62% of this segment hasn't participated in sport in the last 4 weeks. 55% would like to do more sport, so there is certainly a viable target. The main barriers for participation are Health/Injury/Disability (-36%), Other (25%), Work Commitments (20%), Lack of time (14%) and Family (5%). With -36% stating health/injury/disability as a reason for non-participant, an obvious way to decrease this figure is to stress the benefits sport can have in terms of health. Keep fit and enjoyment accounts for 78% of reasons why Elaine participates, so highlighting these factors should help to increase participation. 56% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population. 15% said they would do more sport if there was cheaper admission and the same proportion would welcome having someone to go with. 7% would need more free time and 6% would like longer opening hours. For Elaine, better playing facilities, longer opening hours and child care were less of an issue than for other adults.

3.57 Roger and Joy are mainly aged 56-65. They are married, and either in full-time employment or retired. Similarly to Elaine, the top sports are Keep Fit/Gym and Swimming, although participation is below the national average. The main barrier to participation is health/fitness/disability (-50%). This may reflect the overall demographic, as a third of this segment has a long standing illness, disability or infirmity. 'Other' barriers (including no opportunity and economic factors) are also a barrier to this segment, at a level similar to for all adults. 44% of this segment says they would do more sport if they were less busy, compared to 46% of the general adult population. Again this suggests that they have a more relaxed lifestyle than some segments with less pressure on their time. 14% said they would do more sport if admission was cheaper. 11% would be encouraged by having



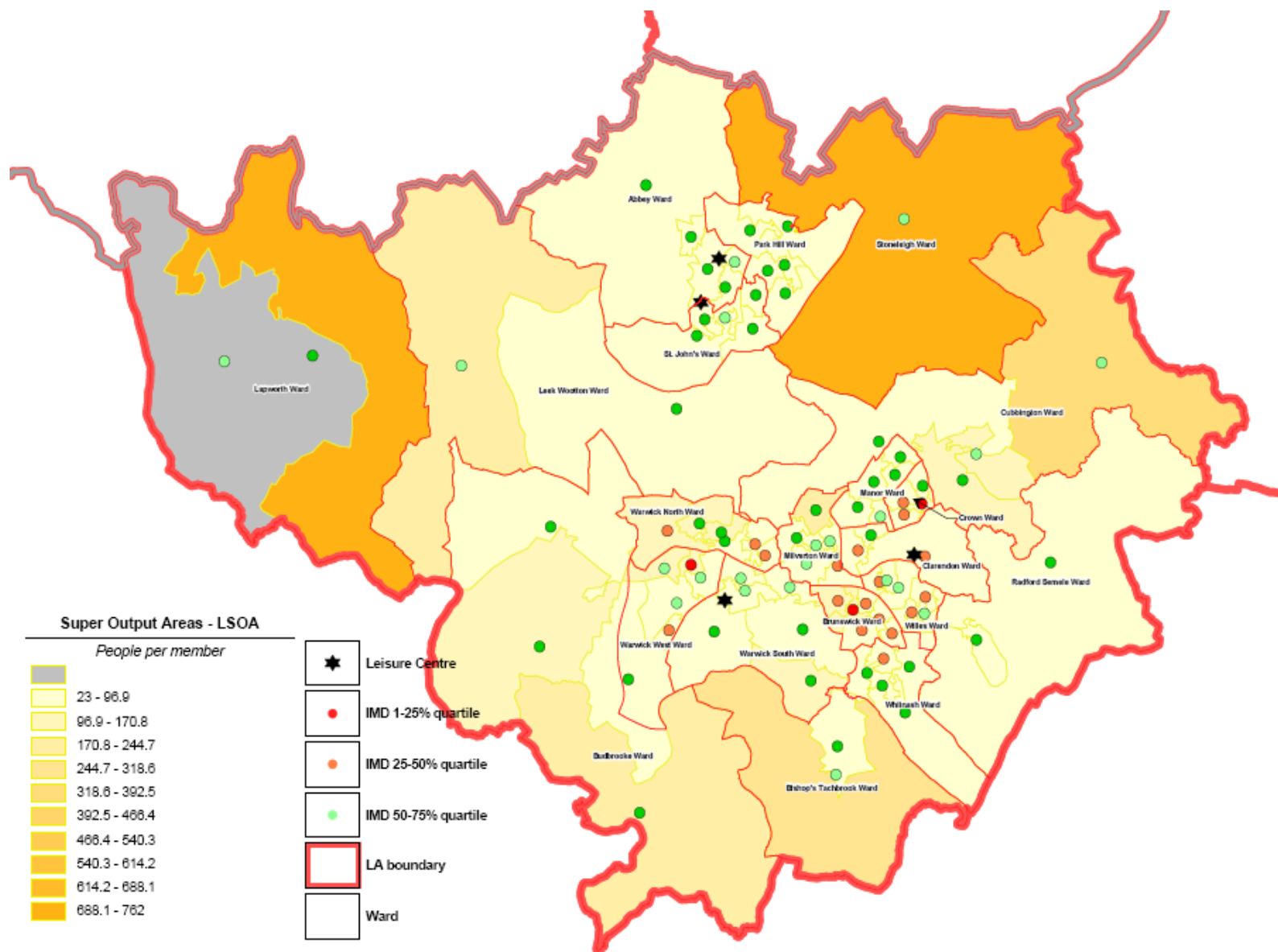
people to go with and 7% would need more free time. For Roger & Joy, better playing facilities, longer opening hours and child care were less of an issue than for other adults.

- 3.58 Ralph and Phyllis are mainly aged 66+, married or single and retired. Again, the top sports are keep fit/gym and swimming, though participation is below the national average. 76% of this segment gives their main barrier to playing sport as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems. 40% of this segment has a long standing illness, disability or infirmity. 'Other' barriers (including no opportunity and economic factors) are also a factor but to a much lesser extent than health. 29% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population. 15% said they would do more if they had people to go with, and 11% would be encouraged by cheaper admission. Improved transport is a factor for 6% of the segment, which is consistent with the general adult population. For Ralph & Phyllis, better facilities, longer opening hours and child care were less of an issue than for other adults.
- 3.59 Elsie and Arnold are mainly aged 66+ and are widowed and retired. The top sports are keep fit/gym and swimming, though they are much below the national average. 83% of this segment gives their main barrier as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems. This segment has an above average propensity to have poor health, heart conditions and bone, muscle and/or joint problems. 50% of this segment has a long standing illness, disability or infirmity. 'Other' barriers (including no opportunity and economic factors) are also a factor but to a much lesser extent than health. 24% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population. 20% said they would do more if they had people to go with, and 11% would be encouraged by cheaper admission. Improved transport could be a factor, for 9% of the segment, compared with 6% of the adult population. For Elsie & Arnold, better facilities and child care were less of an issue than for other adults.
- 3.60 Chloe is mainly aged 18-25, is single and in a graduate profession. The top participation sports are keep fit/gym and swimming, and are much higher than the national average. 30% of this segment gives their main barrier as 'Other factors'. This includes 'left school', 'no opportunity', and 'economic/work reasons'. Family is a barrier for 20% of this sector compared to for 7% of all adults. 'Health, injury and disability' are considered a barrier to playing sport by 8% of this segment. Similarly 9% of this segment describes themselves as having a long-standing illness, disability or infirmity. 49% of Chloe's say they would do more sport if they were less busy, compared to 46% of the overall adult population. 24% of this segment say they would do more sport if admission to facilities/activities was cheaper, compared to 13% of all adults. 20% would do more sport if they had people to go with, compared to 14% of the overall adult population. Overall, the factors that would encourage Chloe to do more sport were similarly important to the overall adult population.
- 3.61 Ben, similarly to Chloe, is mainly aged 18-25, is single and in a graduate profession. The top sports are Football and Keep Fit/Gym, and participation is much higher than the national average. 35% of this segment cites their main barrier to playing sport as work commitments, compared to 19% of all adults. 'Other factors' (which include 'leaving school', 'no opportunity' and 'economic/work reasons') are a barrier for 33% of this segment compared to 21% for all adults. 'Health, injury and disability' are considered a barrier to playing sport by 8% of this segment. Similarly, 9% of this segment describes themselves as having a long-standing illness, disability or infirmity. 'Help with an injury/disability' is a motivating factor for less than 1% of this segment to play sport. 44% of this segment say they would do more sport if they were less busy, compared to 46% of the

overall adult population. 21% of this segment says they would do more sport if admission to facilities and activities was cheaper compared to 18% of the overall adult population. 18% would do more sport if they had people to play sport with, compared to 14% of the overall adult population. Overall, the factors that would encourage Ben to do more sport were similarly important to the overall adult population. The exception was 'better childcare facilities', which was a factor for 0% of Bens compared to 6% of all adults.

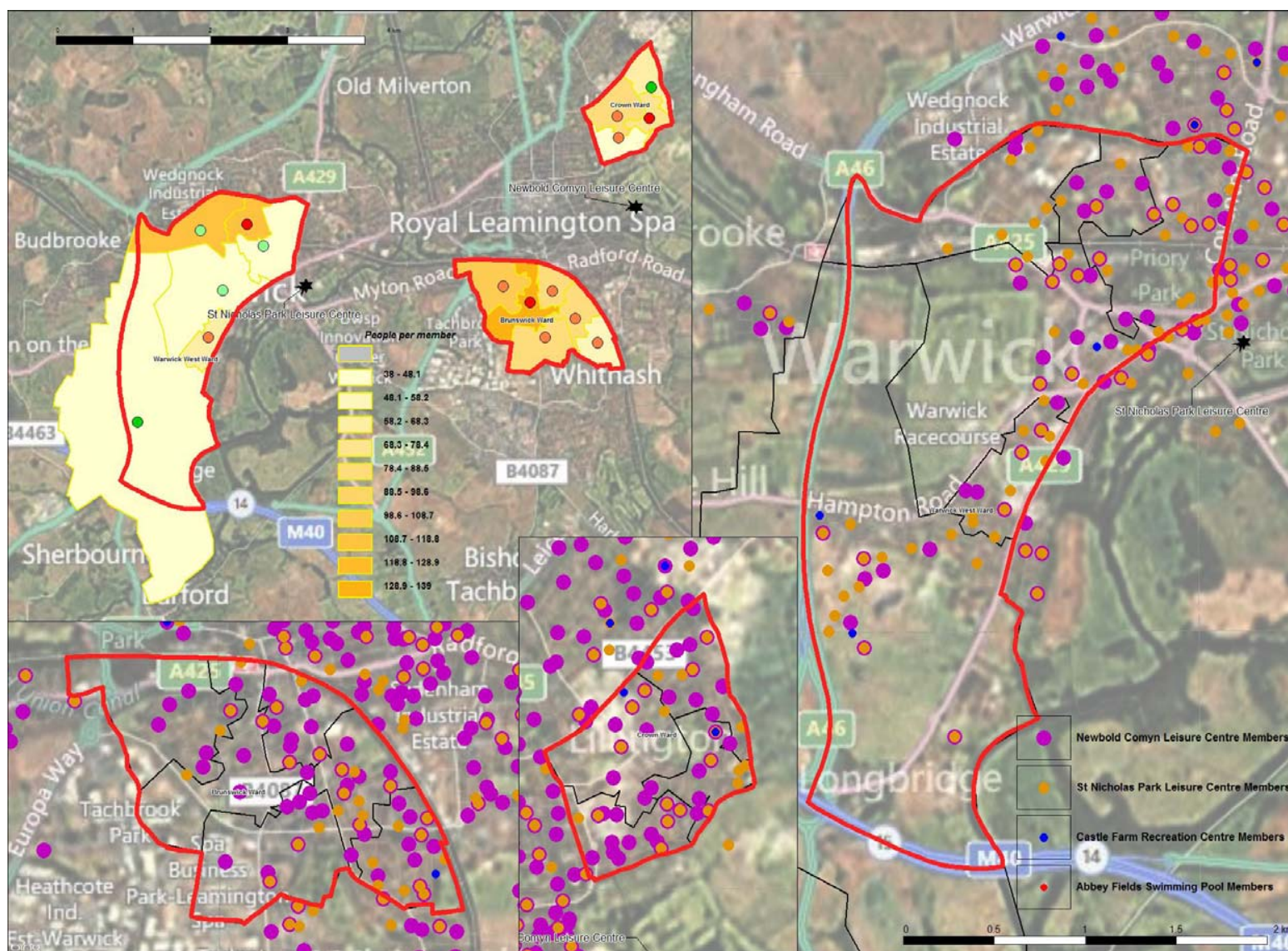
- 3.62 The analysis would not suggest the need for radical change in terms of facility provision but perhaps more targeted programming of what takes place in the facilities. The need to continue to sell the health benefits of sport is clear, alongside the need to perhaps focus on *gentler activities* to address barriers around 'health, injury or disability'.
- 3.63 Health issues are more evident in the more deprived areas of Warwick. Maps 3.5 and 3.6 overleaf set out the levels of membership of the Council's facilities plotted by ward. The first map (3.5) highlights the priority wards of *Brunswick, Crown and West Warwick* (red dots) and the levels of people per member. Map 3.6 plots membership in more detail in the 3 wards and shows good levels of membership, particularly in relation to Newbold Comyn. Residents in the priority wards would therefore not appear to be disenfranchised by current provision, based on this evidence.
- 3.64 Analysing the participation data it therefore seems **at present Warwick has the right facilities to meet its participation profile and the right infra-structure to impact on raising activity levels even further.**
- 3.65 **In short the district would appear to have the right facilities, well located to meet participation needs and also provide the infra-structure to address wider non participants.** Programming would appear to be the issue as the hardware (facilities) would appear to be right. A key strategic issue will be the need to address future programming and marketing across the facility portfolio using data and evidence, to ensure sport continues to contribute to the health of residents.
- 3.66 Whilst actual facility provision would appear to be in line with needs, the next section will explore this issue in more detail, addressing the supply and demand issues and whether Warwick has the right facilities of the right quality and quantity in right place now and in future to meet its needs.

**Map 3.5: Membership data plotted against wards**





Map 3.6: Membership data in 3 most deprived wards



## 4. Supply and Demand Analysis

### Introduction

- 4.1 This section sets out the assessment of the 2012 supply and demand for the sports facility types included in the Warwick indoor sports facilities audit and strategy study, namely *swimming pools, sports halls, artificial grass pitches (AGPs) and health and fitness provision*.
- 4.2 The purpose of this section is to set out the findings based on analysis of the *hard evidence* for the sports facility types in Warwick District. This is drawn from the Sport England Active Places Power database for all facility types and the Sport England 2012 National Analysis of sports halls, swimming pools and artificial grass pitches.
- 4.3 The findings from the analysis (alongside other needs and evidence) will inform the options and also help to define the scenarios, which will be used to model the options for assessing the future provision, scale and location for each sports facility type. This will enable us to meet the strategy objectives of assessing the sports and leisure needs of the current resident population, projected population growth and the new housing growth of circa 550 houses per year throughout the new Local Plan period.

### Data Sources

- 4.4 Each year Sport England undertakes a national analysis of the supply and demand for the three sports facility types of *sports halls, swimming pools and full size artificial grass pitches (AGPs)*. This national analysis and the findings are produced at England wide level and for every local authority within each region. The data is the supply of sports facilities updated to the January of each year and the demand is based on the Sport England research on the participation and frequency of participation in all the activities which takes place in these three facility types. The findings for Warwick for each facility type are reported along with the relevant comparative findings for West Midlands region and England wide.
- 4.5 Health and fitness and indoor bowling are not included in this Sport England annual national assessment and therefore the assessment of the current supply and demand for these facility types is taken from Sport England's Active Places Power database. This does mean the data and mapping outputs are different.
- 4.6 The sequence of this section sets out for each facility type:
  - The data on the supply and demand for each facility type is in tabular form and has the same headings for the three main facility types. The hard evidence for health and fitness has a different evidence base
  - The evidence findings are followed by a commentary on the main points:
    - Summary of main findings
    - Key issues
    - Potential strategic approach going forward

- 4.7 The detailed facility listings for sports halls, swimming pools and artificial grass pitches are set out in the appendix.

### Sports Halls

- 4.8 The following tables set out the 2012 assessment on the supply and demand for sports halls in Warwick. Alongside the Warwick data findings are the findings for West Midlands Region and England wide. The tables are followed by a commentary on the key findings.

Total Supply	Warwick	WEST MIDLANDS REGION	ENGLAND
Number of halls	14	569	5598
Number of hall sites	11	409	4000
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	39.47	1693.06	16853.26
Supply of total hall space in visits	7993	342844	3412785
Courts per 10,000 population	3.53	3.97	4.01

- 4.9 Warwick has a total of 14 individual sports halls on 10 sites. This equates to a total of 40 badminton courts available for public use. The sports hall supply is large scale with a very good range of provision, 7 sports halls being of four badminton court size which is the size of sports hall which can cater for the full range of indoor halls sports at community recreational and district competition level. There is one sports hall which is five badminton courts, located at Warwick School Sports Centre and there is one sports hall of three badminton courts and this is located at Trinity School. *(Note: the remaining sports halls are ancillary sports halls located at Aylesford School, Kings High School for Girls and Trinity Catholic School).*
- 4.10 The sports halls were built between 1973–2009 (details of age for each site in the Appendix listing). Two sports hall sites were built in the 1970's Sydenham Sports Centre in 1973 and refurbished in 2004; Aylesford School in 1975 and has not had a major refurbishment. St Nicholas Park Leisure Centre was built in 1983 and the sports hall was added in 1992, it has not been refurbished significantly since then.
- 4.11 In the 1990's three sports hall sites were built, these being: Kings High School for Girls built in 1993 and not refurbished; Castle Farm Recreation Centre built in 1995 and refurbished in 2005; and Warwick Sports Centre built in 1998 and not refurbished.
- 4.12 In the 2000 decade 4 sports halls were built and none of these have been refurbished. The centres are: Meadow Community Sports Centre, 2001; Myton School 2006; Trinity School also 2006 and North Leamington School 2009. There have been no sports halls built since 2009.
- 4.13 In terms of provider and access to sports halls there are seven sports hall on school sites and three on public sites. The District Council operates two dual use centres and these are at Myton School, the John Atkinson Sports Centre and at Kenilworth School, the Meadows Community Sports Centre.



- 4.14 Warwick's provision of sports halls equates to 3.5 badminton courts per 10,000 population. This figure is below both the West Midlands Regional figure at 3.9 badminton courts per 10,000 population and the England wide figure which is 4 badminton courts per 10,000 population.

Total Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Population	144500*	5514800	53095986
Visits demanded	6739	249734	2429723
Equivalent in courts – with comfort factor included	41.6	1541.58	14998.29

*\*please note this is the population used in the 2012 NFA*

- 4.15 It is estimated that the total demand for sports halls in Warwick is 6,739 visits in the weekly peak period. The weekly peak period is defined as between 5pm – 10pm Mondays – Fridays and 7 hours each weekend day. It is estimated that around 63% of the total weekly visits occur in this peak period. (Note all visit numbers reported are for the weekly peak period). This visit rate creates a total demand for just over 41 badminton courts.

Satisfied Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits which are met	6365	226914	2210554
% of total demand satisfied	94.5	90.9	91
Demand Retained	5260	224197	2209502
Demand Retained -as a % of Satisfied Demand	82.6	98.8	100
Demand Exported	1104	2718	1051
Demand Exported -as a % of Satisfied Demand	17.4	1.2	0

- 4.16 Satisfied demand is defined as the demand for sports halls which is located inside the catchment area of a sports hall and there is sufficient capacity at that sports hall to absorb the demand. It is estimated that about 95% of the Warwick residents demand for sports hall provision is being satisfied by facilities within or outside the district. So a very high level of satisfied demand and this level of satisfied demand is about as high as it is possible to get - *it is not realistic for all demand to be satisfied because of capacity and/or accessibility restrictions of facility provision.*
- 4.17 The Warwick figure is above the West Midlands percentage at 90.9% and the England wide percentage at 91%.
- 4.18 Not all of Warwick's demand will be absorbed by sports halls located in Warwick because the nearest sports hall for some Warwick residents is located outside of Warwick. The Sport England estimate is that Warwick is exporting around 17% of its total demand for sports halls and this is being met by sports halls in neighbouring authorities. *(Note: the Sport England data does not identify where and how much of this exported demand goes to).*

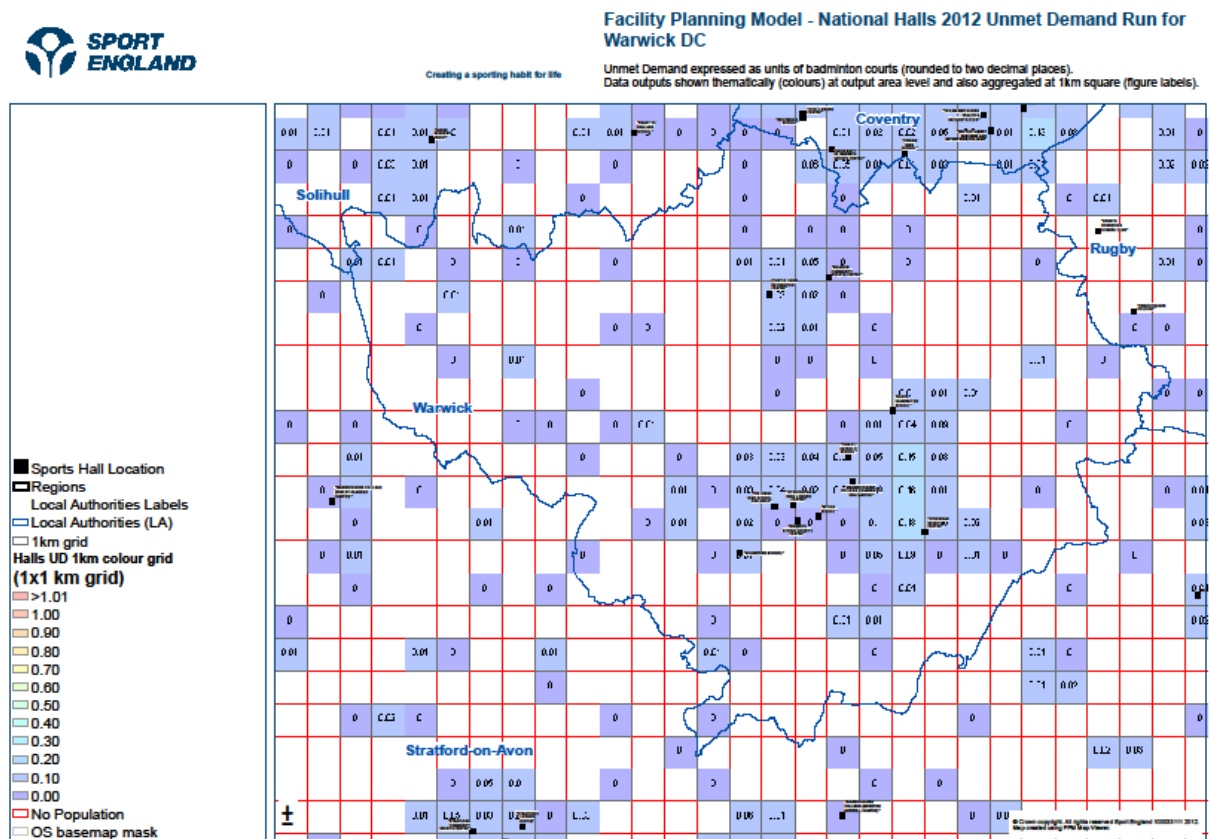
Unmet Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits in the peak, not	374	22820	219170

Unmet Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
currently being met			
Unmet demand as a % of total demand	5.5	9.1	9
Equivalent in Courts - with comfort factor	2.31	140.86	1352.9
% of Unmet Demand due to ;			
Lack of Capacity -	7.4	15.9	20.7
Outside Catchment -	92.6	84.1	79.3

- 4.19 Unmet demand is defined in two ways (1) the demand for sports halls which cannot be met because there is insufficient capacity to absorb all the demand within the catchment area of a facility and there is no other sports hall within the catchment which can absorb the demand (2) the demand is located outside the catchment area of any sports hall and this is then calculated as unmet demand.
- 4.20 In total it is estimated that unmet demand is some 5.5% of total demand. This represents just over 2 badminton courts and Warwick has a total of 40 badminton courts available for public use in 2012. So the total level of unmet demand is not high at all.
- 4.21 Warwick has both type of unmet demand and of the total some 93% is because it is located outside the catchment area and 7% is because of lack of sports hall capacity. (Note: the unmet demand located outside the catchment area is in the 10 minutes/1 mile walk to catchment area.)
- 4.22 The unmet demand is spread across the authority and there is no one location which has a high level of unmet demand for sports halls.
- 4.23 The locations and scale of the unmet demand in 1 kilometre grid squares are set out in Map 4.1 overleaf. The amount of unmet demand is colour coded (left side of the map) and all the unmet demand in Warwick is shaded purple, light and mid blue which represents a range of unmet demand between 0.00 – 0.20 of one badminton court, so overall very low levels of unmet demand.
- 4.24 The highest levels of unmet demand are three squares with values of between 0.15 – 0.18 of one badminton court and these are located in a line running north to south of the authority from North Leamington School to Sydenham Sports Centre.
- 4.25 So overall unmet demand is not a big issue on two counts: firstly some 93% of the unmet demand is due to location, not insufficient capacity at the sports halls to absorb the demand and secondly the total unmet demand is only just over 2 badminton courts.



Map 4.1: Scale and location of unmet demand for sports halls across Warwick District



(Source: Sport England national analysis of sports halls 2012)

Used Capacity	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits used of current capacity	5710	226819	2210933
% of overall capacity of halls used	71.4	66.2	64.8
Visits Imported;			
Number of visits imported	450	2622	1431
As a % of used capacity	7.9	1.2	0.1

- 4.26 Used capacity is defined as the amount of sports hall capacity which is used in the weekly peak period. Sport England applies what is known as a comfort factor which is the level at which a sports hall becomes uncomfortably full and there is overcrowding/waiting in the changing circulation areas and to enter/leave the sports hall. Sport England sets this comfort level at 80% of a sports halls total capacity.
- 4.27 The Sport England estimate is that the sports halls in Warwick on average are operating at 71% of their total capacity, which is within the 80% comfort level. So the estimate is that Warwick has some 9% of spare capacity before they reach the *halls full* level.
- 4.28 The Warwick percentage of sports hall capacity used is above the West Midlands average at 66.2% of sports hall capacity used and the England wide percentage which is 64.8%.

- 4.29 By the same analysis of some Warwick residents nearest sports hall will be outside of Warwick and some of the Warwick demand must will be exported, so some residents living outside of Warwick will have their nearest sports hall located inside Warwick. Warwick therefore also imports sports demand and which is met at the Warwick centres. The Sport England data estimates that some 5.5% of the used capacity for sports halls which is met at Warwick's sports halls is imported. So comparing export (where Warwick exports 17% of its demand for sports halls) and import overall, Warwick is a net exporter of sports hall demand.

Relative Share	Warwick	WEST MIDLANDS REGION	ENGLAND
Score - with 100 = national share	110	99	100
+/- from National share	10	-1	0

- 4.30 In addition to the supply and demand assessment above, the FPM also analyses the relative share of sports halls i.e. it takes into account the size and availability of facilities and travel mode, and helps to establish whether residents in one area have a greater or lesser share of provision than other areas, when compared against a national average (100). A simple analogy is to consider sports hall provision as a cake, its size being proportional to the facility's catchment and its slices divided among the users within the catchment.
- 4.31 Warwick has a positive relative share, it being of 110. This means that the Warwick residents have a value of 10 above the national average of access to sports halls. The West Midlands average is just below the England wide access with a value of at 99. So overall Warwick residents have a higher value of access to sports halls when compared to both the West Midlands Region and England as a whole.

### Summary of Sports Hall Findings

- 4.32 Overall Warwick has an extensive and balanced supply of sports halls with the majority of sports hall provision being of 4 badminton courts and these represent 7 out of a total of 14 sports halls across the district.
- 4.33 There are 4 sports hall sites which predate 1990 and only one of these has undergone a major refurbishment. There were 4 sports hall sites built in the 1990's, of which one has been refurbished and there were 4 sports halls sites built between 2000 – 2009. This was the decade of most sports hall provision.
- 4.34 Some 94.5% of the total estimated demand for sports halls can be met by the supply and this is known as satisfied demand. Most of this demand is retained within Warwick and the estimate is that some 83% of the Warwick residents satisfied demand is met by Warwick's sports halls. This does however mean that Warwick is exporting around 17% of its total sports hall demand and this is being met outside the authority.
- 4.35 Warwick also imports some sports hall demand from outside the District but this is only estimated to be 5.5% of the total demand met at Warwick's sports halls.
- 4.36 There is a very low level of estimated unmet demand for sports halls and this equates to just over 2 badminton courts and Warwick has a total of 40 badminton courts available for public use each week in 2012. There is no one area of the authority where there is a high level of unmet demand.

- 4.37 The Sport England estimate is that the Warwick sports halls are operating at around 71% of their total capacity in the weekly peak period. Based on the Sport England estimate that a sports hall is comfortably full when it reaches 80% of its total capacity, this means there is estimated to be 9% of spare capacity, before the sports halls are *comfortably full*.

**Strategic issues to consider for current and future provision of sports halls:**

- Unmet demand is very low at just over 2 badminton courts and Warwick has 40 badminton courts for public use in 2012. So provision is fine for now and there is no one *hot spot* of unmet demand
- The estimate is that there is around 9% of total spare capacity across the 10 sports hall sites before the *sports halls full signs* go up
- The existing core resident population will be aging and the Warwick sports participation profile suggests there is likely to be less demand for sports halls from the resident population in the future
- 7 out of 10 of the total sports hall sites are however on school sites and the District Council has formal community use access agreements to 2 of these sites, Myton School and Kenilworth School. According to the model, the remaining 5 school sites are each providing around 30 – 35 hours of community use each week (except Kings High School for Girls which is 15 hours). **The District is therefore clearly dependent on sports hall provision and demand being met by schools which could *opt out* of providing community use. This is a risk going forward.**
- The stock is also aging and becoming less attractive and usage may decline if the stock remains unrefurbished. This could increase demand on the newer facilities as customers transfer
- Given these findings what will be the impact of demand for sports halls being generated by the new housing growth of 550 houses per year up to 2029? The 2012 baseline suggests there is very little spare capacity to absorb this new demand and developer's contributions will be required to meet new provision, or, refurbishment of existing sports hall stock to meet this projected new demand.
- Based on the needs and evidence set out, options for consideration in terms of future sports hall provision strategies may include:
  - Considering refurbishment or expansion of some existing sports halls sites
  - Developing new provision in areas of perceived need e.g. Leamington for example at Newbold Comyn
  - Seeking to secure access on education sites
  - Assessing the projected demand for sports halls in line with the rate of new housing provision and projected population growth
  - Considering options for new sports halls located in the growth areas

**Swimming Pools**

- 4.38 The next set of data is for swimming and the analysis applies the same sequence of reporting the data and then providing a commentary on the findings. *(Note the definitions and explanation of the terms for each heading are the same as for sports halls and so are not repeated).*

Total Supply	Warwick	WEST MIDLANDS REGION	ENGLAND
Number of pools	9	303	3063
Number of pool sites	7	222	2176
Supply of publicly available water space in sqm (scaled with hrs avail in pp)	1706.8	52908.7	562459.4
Supply of total water space in visits	14792	458542	4874648
Waterspace per 1,000 population	13.05	12.12	12.79

- 4.39 Warwick has a total of 9 swimming pools on 7 sites. This equates to a total of 1,706 sq metres of water available for public use and 14,792 visits in the weekly peak period. *(Note: for ease of reference a 25 metres x 4 lane swimming pool is 210 sq metres of water).*
- 4.40 The swimming pool listings of the swimming pool sites is set out in the Appendix and shows that there are four publicly owned swimming pool sites and three commercially owned swimming pool sites. Of the public sites one is on an education site, the Warwick School Sports Centre and three are public swimming pool sites.
- 4.41 The largest public swimming pools are 325 sq metres of water at each of the Newbold Comyn Leisure Centre and the St Nicholas Park Leisure Centre. Overall the commercial pool sites are small with the Nuffield Health, Fitness and Well Being Centre at 160 sq metres of water, the Pure Health Club at 180 sq metres of water. Whilst there are 240 sq metres of water (2 pools) at the Warwickshire Golf and Country Club).
- 4.42 The age of the public swimming pools is within the period 1986–2007. Three swimming pools were built in the 1980's, these being St Nicholas Park Leisure Centre built in 1983 and has not had a major refurbishment. Abbey Fields Pool was built in 1986 and refurbished in 2004 and again in 2012. Warwick School Sports Centre was built in 1988 and has not been refurbished. One pool was built in 1990 this being the Newbold Comyn Leisure Centre and has not been refurbished.
- 4.43 So of the four public swimming pool sites only one, the Abbey Fields Swimming Pool, has undergone recent major refurbishment.
- 4.44 Of the commercial pools the Nuffield Health, Fitness and Wellbeing Centre was built in 2001 and has not been refurbished. The two other commercial pools were built in 2005, the Warwickshire Golf and Country Club and the Pure Health Club in 2007.
- 4.45 Warwick's provision of swimming pools equates to 13.05 sq metres of water per 1,000 population. This figure is above both the West Midlands Regional figure at 12.1 sq metres of water per 1,000 population and the England wide figure which is 12.7 sq metres of water per 1,000 population.

Total Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Population	144500*	5514800	53095986
Swims demanded –visits	9299	354586	3429384
Equivalent in waterspace – with comfort factor included sq m of water	1532.8	58448.2	565283.1

*\*please note this is the population used in the 2012 NFA*

- 4.46 The total demand for swimming in Warwick is 9,299 visits in the weekly peak period and this is equivalent to 1,532 sq metres of water with the comfort factor added in. For context Warwick has a total supply of 1,706 sq metres of water with the comfort factor applied and this can absorb 14,792 visits in the weekly peak period.
- 4.47 So the total supply of pools in Warwick in visits and water space is much greater than total demand.

Satisfied Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits which are met	8869	320281	3105056
% of total demand satisfied	95.4	90.3	90.5
Demand Retained	7847	316367	3103173
Demand Retained -as a % of Satisfied Demand	88.5	98.8	99.9
Demand Exported	1021	3914	1882
Demand Exported -as a % of Satisfied Demand	11.5	1.2	0.1

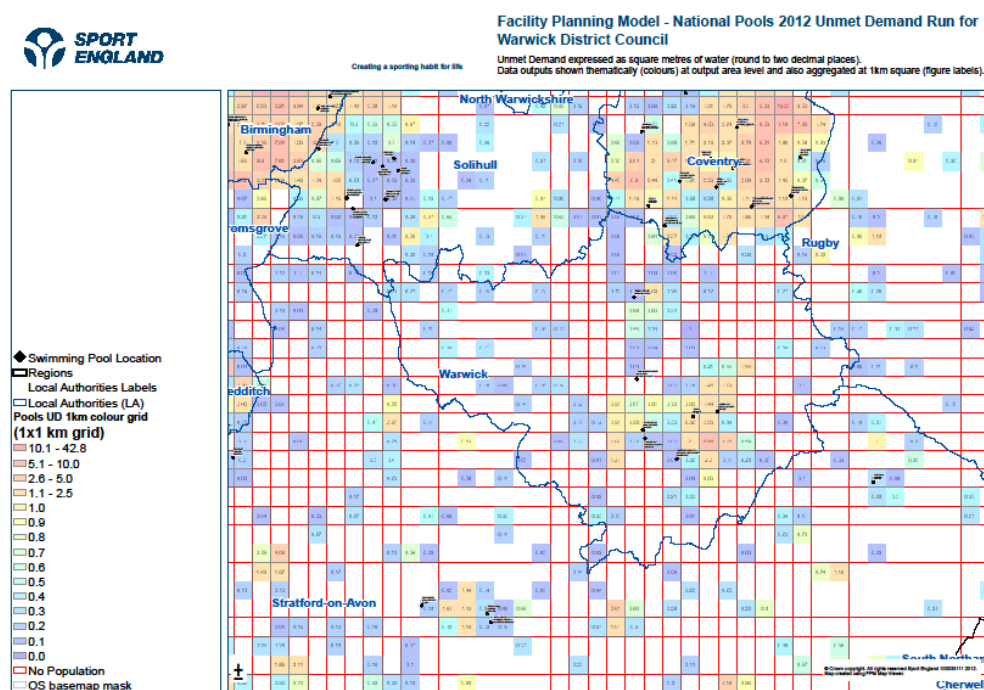
- 4.48 It is estimated that about 95% of the demand for swimming pool provision in Warwick is being satisfied by facilities within or outside the district. This is considerably above the West Midlands and England wide percentages for satisfied demand which are 90.3% and 90.5% respectively.
- 4.49 Of the total satisfied demand (not total demand) it is estimated that Warwick is retaining 88.5% of its own residents demand at the Warwick District pools and there is enough capacity at the pools to absorb the demand.
- 4.50 The consequence of this percentage is that Warwick is exporting some 11.5% of its own swimming demand because the nearest pool for some Warwick residents is located outside the authority. *(Note: as with sports halls the Sport England data does not identify where and how much of this exported demand goes to).*

Unmet Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits in the peak, not currently being met	430	34305	324329
Unmet demand as a % of total demand	4.6	9.7	9.5
Equivalent in Water space m2 - with comfort factor	70.93	5654.6	53460.79
% of Unmet Demand due to ;			

Unmet Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Lack of Capacity -	0.3	15.5	10.6
Outside Catchment -	99.7	84.5	89.4

- 4.51 It is estimated that Warwick does have some unmet demand for swimming pools. Warwick has only one type of unmet demand and this is demand located outside the catchment area of a pool. This is very small and equates to 71 sq metres of water. In 2012 Warwick has 1,706 sq metres of water available for public use. So unmet demand equates to 4.1% of the total waterspace in Warwick District in 2012.
- 4.52 Map 4.2 overleaf sets out the scale and location of the unmet demand for swimming. This shows the amount of unmet demand in terms of sq metres of water located in one kilometre grid squares across the District. The squares shaded light brown and salmon pink are the areas of highest unmet demand. This shows the area with the highest levels of unmet demand is located in a cluster to the North and East of the Nuffield, Health Fitness and Wellbeing Centre and the Pure Health Club. In this area there is a total of around 20 – 25 sq metres of water across 9 light brown and one salmon pink square.

**Map 4.2: Location and scale of unmet demand for swimming across Warwick District**



- 4.53 Overall unmet demand is not a big issue, the total unmet demand equates to 4.1% of total demand and this is 71 sq metres of water available for public use. Warwick has 1,706 sq metres of water available for public use in 2012.



Used Capacity	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits used of current capacity	9176	321564	3105945
% of overall capacity of pools used	62	70.1	63.7
Visits Imported;			
Number of visits imported	1329	5197	2772
As a % of used capacity	14.5	1.6	0.1

- 4.54 The Sport England estimate is that the swimming pools on average across the District are operating at 62% of their total capacity. This is within the 70% of swimming pool capacity which Sport England regard as the percentage level at which pools are comfortably full. Above this level it means there is crowding of the pool area/changing areas/circulation areas and this *overcrowding* starts to detract users. So the estimate is that Warwick has some 8% of spare capacity before they reach the *pools full* level.
- 4.55 The District wide average does however mask some variations in used capacity at individual pool sites. Used capacity is highest at the Nuffield Health, Fitness and Wellbeing Centre where it is estimated to be at 79% of used capacity. It is lowest in the public swimming pool sites at the St Nicholas Park Leisure Centre, at 53% of pool capacity used. The lowest used capacity of any pool is estimated to be at the Warwickshire Golf and Country Club at 44% of pool capacity used.
- 4.56 The Warwick District average percentage of swimming pool capacity used at 62% of total capacity is below the West Midlands average at 70.1% of swimming pool capacity used and the England wide percentage which is 63.7% of pool capacity used.
- 4.57 Warwick also imports swimming demand and which is met at the Warwick pools. The Sport England data estimates that some 14.5% of the used capacity for swimming pools at Warwick's pools is imported. Warwick exports some 11.5% of its own demand for swimming pools and so on balance Warwick is a net importer.

Relative Share	Warwick	WEST MIDLANDS REGION	ENGLAND
Score - with 100 = Average share	116	87	100
+/- from National share	16	-13	0

- 4.58 Warwick has a positive relative share, it being 116. This means that the Warwick residents have a value of 16 above the national average of access to swimming pools. The West Midlands average is below the England wide access with a value of at 87. So overall Warwick residents have a higher value of access to swimming pools when compared to West Midlands Region.

### Summary of Swimming Pool Findings

- 4.59 Overall Warwick has good supply of swimming pools, albeit they are within a narrow range of pool size of between 180 – 325 sq metres of water for the main pool. (*Note for context a 25 metres x 4 lanes swimming pool is 212 sq metres of water*).
- 4.60 There are seven swimming pool sites, of which four are public and three are commercial sites. The largest public swimming pools are 325 sq metres of water at the Newbold Comyn Leisure Centre and the St Nicholas Park Leisure Centre.

- 4.61 The public pools were built between 1983–2005. Only one of the public pools, Abbey Fields Swimming Pool, built in 1986 has undergone major refurbishment, in 2004 and 2012. There is one swimming pool on a school site at Warwick School Sports Centre and this was built in 1988.
- 4.62 The total supply for swimming exceeds total demand. Total supply is 1,706 sq metres of water with the comfort factor applied (*Note: this assess capacity based on 70% of the total capacity of a swimming pool. Use of the pool above this level is regarded by Sport England as crowded and limits the attractiveness of a pool to customers – hence the term comfort level*) and this supply can absorb 14,792 visits in the weekly peak period. Whilst total demand for swimming across Warwick is 9,299 visits in the same weekly peak period and this is equivalent to 1,532 sq metres of water with the comfort factor added in.
- 4.63 The total satisfied demand for swimming (*Note: defined as demand which is located inside the catchment area of a pool and there is enough capacity at the pool to absorb the demand in its catchment*) from Warwick residents is 95.4% of total demand. Of the Warwick total satisfied demand some 88% is retained at Warwick's own pools, this is a very high level of retained demand. This means the nearest pool for 88% of the Warwick residents satisfied demand is located within Warwick District. In short, the number and location of the pools in Warwick District creates a very extensive catchment area for Warwick residents and pools are very accessible.
- 4.64 There is some unmet demand not because there is not enough capacity at the pools to absorb the total demand but because some demand is located outside the walk to catchment area of a pool and is then termed as unmet demand. Across the District this equates to 4.6% of total demand, or, 71 sq metres of water. Warwick has 1,706 sq metres of water for public use in 2012 and so the scale of unmet demand at 71 sq metres of water shows it is not significant. There is no one geographical area or hot spot for this low level of unmet demand.
- 4.65 Whilst virtually all of the total demand for swimming can be absorbed by the pools it is estimated the pools are quite close to being full and the District average is that 62% of pool capacity is being used at peak times. This leaves around 8% of *spare capacity* before the pools reach what Sport England regard as the *pools full comfort level*. The District wide average does however mask some individual pool variations, Nuffield Health, Fitness and Wellbeing Centre is estimated to be at 79% of used capacity. The lowest used capacity of the public pools is at the St Nicholas Park Leisure Centre at 53% of pool capacity used. Whilst the lowest used capacity of any pool is estimated to be at the Warwickshire Golf and Country Club at 44% of pool capacity used.

#### **Strategic issues to consider for current and future provision of swimming pools:**

- 4.66 Key findings seem to be:
- There is estimated to be very little unmet demand for swimming in 2012 and there is no one geographical *hot spot* for unmet demand. So current locations of pools, their size and their catchment areas appear well sited to meet the demand for swimming. There is no need for *additional* provision
  - Apart from Abbey Fields however the public pools are between 22 and 29 years old. The lack of major refurbishment, linked to the private pools which although being smaller in size are more modern and may begin to attract more customers in the future, away from the Council facilities

- Despite the pools being quite old, there is a very high level of satisfied demand at around 95% of total demand. So lots of choice and which are very accessible to residents based on the pool locations and their catchments areas
- Only one pool is on a school site, Warwick School Sports Centre. The records show this provides around 35 hours of community use in the weekly peak period. Is access to the Warwick School Sports Centre for community use secure for the future? Do community use agreements need to be reviewed and if so what are the financial implications? *(Any reduction in access for community use at this site would make a considerable change to the overall supply and demand balance for swimming across the District)*
- The pools are old and pool modernisation/replacement is required. Currently the total supply of the pools is greater than total demand and there is estimated to be around 8% of unused pool capacity before the *pools full* signs go up. However this spare capacity gap will narrow as demand increases by population increases/new housing growth
- New additional pools are not required however does the Council wish to retain pools and refurbish at the existing sites, or, investigate the closure and re-provision of a new modern pool(s) at another site? Any option to consider re-provision of pools will change the current balance and it should factor in the growth areas and changes in accessibility based on closure of any existing pool
- There does appear to be scope to consider the number, location and size of pools in any future programme – there could be options to change/reduce the number of pools and provide a bigger pool at a new location so as to have a more modern public pool stock and a better supply/demand balance in the future
- That said, as set out, the current location, access and catchment areas of the existing pools sites are good as 95% of the total demand is within a catchment area of a pool and there is enough capacity at the pools to absorb that demand, so the need for this more radical approach may not be justified based on the *needs and evidence* set out
- If the Council favour a refurbishment policy it will be important to set out which pools and why? If this can be set out then applying the needs and evidence base on current supply and demand, allied to projected increases in demand from new housing development could provide the evidence base to part fund modernisation of the pools through *developer contributions*.

### Artificial Grass Pitches (AGPs)

- 4.67 The next section looks at the supply and demand for full size artificial grass pitches (AGP's). This assessment is for a combined use of football, hockey and rugby union. The analysis for this combination of sports is selected because it does provide the most comprehensive assessment.
- 4.68 The supply audit is based on the type of pitch surface suitable for each sport and the data does include an assessment of the amount of time allocated/played by each sport on each pitch surface at each location. The demand assessment is based on the research findings by Sport England on participation by each sport in using full size AGP's.
- 4.69 So the analysis on both supply and demand is sport and site specific and the findings are then presented in one overall assessment. Again, alongside the Warwick data findings are the findings for West Midlands Region and England wide. The tables are followed by a commentary on the key findings.

Supply	Warwick	WEST MIDLANDS REGION	ENGLAND
Number of pitches	7	185	1799
Number of pitch sites	7	167	1632
Supply of publicly available pitch space in pitches (scaled with hrs avail in pp)	6.1	151.2	1435.7
Supply of total pitch space in visits	5748	111854	1062413
Pitches per 10,000 population	0.48	0.34	0.34

- 4.70 Warwick has a total of 7 full size AGP's on 7 sites.
- 4.71 Of the seven AGP's, five pitches are sand filled surfaces and two are 3g pitch surfaces, located at Myton School and The Meadows Community Sports Centre. All pitches are full size and are floodlit.
- 4.72 All 7 pitches have public access. However given some of the pitches are on school sites there is not the same full public access there is for pitches at public leisure centres. When the hours of public use are totalled for all sites this equates to a supply of 6.1 full size pitches for public use.
- 4.73 Based on the hours of use available for the pitches for hockey and which have a sand filled surface, this equates to a supply of just one pitch. The reason the supply is so low for hockey use despite there being five sand filled surface pitches is because of the hours of use available for hockey is limited. This is from a combination of: the hours of use for hockey are low compared with the hours for football; and that some of the pitches are on school sites and have limited hours of access for any public use.

- 4.74 Across all the sites the total supply for hockey use equates to 788 visits a week in the weekly peak period. Sport England assesses the capacity of one pitch in the weekly peak period as being 740 visits; hence the total supply for hockey use is the equivalent of one pitch for the full weekly peak period.
- 4.75 The total demand for hockey use across Warwick in 2013 is estimated to be 688 visits in the weekly peak period, very close to the capacity of one pitch at 740 visits. So based on the supply of pitches and the hours they are available for hockey use compared to the total demand for hockey then supply and demand are almost in balance.
- 4.76 Five sites are on school sites, including the pitch sites at Kings Heath High School for Girls and Warwick School Sports Centre. The two other pitch sites are at Meadow Community Sports Centre and St Nicholas Park Leisure Centre.
- 4.77 The AGP's were built in two era's. Firstly, between 1993 – 1999 when two pitches were built: the St Nicholas Park Leisure Centre in 1993, refurbished in 2003; and the Kings Heath High School for Girls pitch site in 1999.
- 4.78 The second era was between 2001 – 2009 when the five remaining pitches/sites were built: Warwick School Sports Centre pitch site 2000; Meadow Community Sports Centre 2001; Myton School 2003; Aylesford School 2006; and North Leamington School 2009.
- 4.79 Only two of the nine pitches have been refurbished, the first pitch constructed in 1993 and refurbished in 2003, located at St Nicholas Park Leisure Centre and Meadows which had a new 3g surface in 2012.
- 4.80 The age of the remaining seven unrefurbished pitches is between 3 – 13 years old. The oldest being the double pitch site at Kings Heath High School for Girls, which was built in 1999.
- 4.81 Warwick's provision of AGP's equates to 0.48 pitches per 10,000 population. This figure is considerably above both the West Midlands Regional figure and England wide figure which are both 0.34 pitches per 10,000 population.

Total Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Population	144500*	5514800	53095986
Visits demanded in visits	3485	128506	1243027
Equivalent in pitches	4.71	173.66	1679.77

*\*please note this is the population used in the 2012 NFA*

- 4.82 The total demand for full size AGP's in Warwick is for 4.7 pitches and as set out its supply for public hours of use is 7.8 pitches for public use. This is total demand and total supply assessment, the extent to which pitches are full is set out under used capacity. Used capacity considers the number/location of AGP's in Warwick and those in neighbouring authorities, the catchment area of these pitches and the import/export of demand across the authorities. To underline the point on catchment areas and travel patterns, it is estimated that 75% of all visits to AGP's are by car and based on a 20 minutes drive time for a pitch. This provides a wide area of travel and potential high access to pitches – irrespective of which local authority they are located in.

Satisfied Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits which are met	3437	105975	993586
% of total demand satisfied	98.6	82.5	79.9
Demand Retained	2968	103083	993586
Demand Retained –as a % of Satisfied Demand	86.4	97.3	100
Demand Exported	469	2892	0
Demand Exported –as a % of Satisfied Demand	13.6	2.7	0

- 4.83 It is estimated that 98% of the demand for AGP's by Warwick residents is satisfied demand – this could not be any higher and does directly reflect that overall total supply is much greater than total demand for AGP's. This satisfied demand level is well in excess of the West Midlands Region percentage at 82.5% of total demand being satisfied demand and the England wide percentage which is 79.9%.
- 4.84 To repeat an earlier comment not all of Warwick's demand will be absorbed by AGP's located in Warwick because the pitch for some Warwick residents will be located outside the district. The Sport England estimate is that Warwick is retaining around 86% of its own resident demand as satisfied demand at the Warwick pitches and it is exporting around 14% of its total demand and which is being met at pitches in neighbouring authorities. *(Note: again as with the other facility types the Sport England data does not identify where and how much of this exported demand goes to which authority).*

Unmet Demand	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits in the peak, not currently being met	48	22531	249441
Unmet demand as a % of total demand	1.4	17.5	20.1
Equivalent in pitches	0.07	30.45	337.08
% of Unmet Demand due to ;			
Lack of Capacity -	26.1	87.4	86.3
Outside Catchment -	73.9	12.6	13.7

- 4.85 Unmet demand or AGP's is very small at 1.4% of total demand and this represents less than one percent of a full size pitch. The scale of unmet demand is so low that it does not identify any one area of unmet demand when the findings are mapped.

Used Capacity	Warwick	WEST MIDLANDS REGION	ENGLAND
Total number of visits used of current capacity	5733	105355	993586
% of overall capacity of pitches used	99.7	94.2	93.5
Visits Imported;			
Number of visits imported	2765	2272	0
As a % of used capacity	48.2	2.2	0



Visits Retained:			
Number of Visits retained	2968	103083	993586
As a % of used capacity	51.8	97.8	100

- 4.86 In terms of used capacity of AGP's the estimate is that 100% of the pitch capacity is being used at peak times. *(Note: unlike for sports halls and swimming pools Sport England does not set a comfort level percentage for used capacity of pitches)*. The maximum use of the pitches does reflect a very high level of imported demand which is estimated to be some 48.2% of the total used capacity across the Warwick AGP's.
- 4.87 It may seem a surprising finding that used capacity of pitches is at 100%, given the Warwick total demand for pitches is for 4.7 pitches and the full supply of pitches in Warwick District for public use is 7.8 pitches. The reason for the pitch used capacity being at 100% is because of the inter relationship between (1) the number and location of pitches in neighbouring authorities and (2) the import of demand for AGP's which is met at the Warwick pitches.
- 4.88 As reported in the Sport England estimate is that 48.2% of the used capacity of the AGP's in Warwick is imported demand. The reason for this is that whilst some neighbouring authorities have a higher number of full size pitches such as Coventry with 11 pitches for full public use and Solihull which is above Warwick at 7.7 full size pitches for public use, in Rugby, South Northamptonshire and Stratford upon Avon the public pitch supply is 4.7 pitches, 4.5 pitches and 5.5 pitches respectively. So a much lower supply of pitches in these authorities compared with Warwick. This will lead to imported demand into Warwick when the nearest pitch for residents in these districts is located in Warwick District.
- 4.89 So in summary, Warwick has a bigger supply of pitches in either absolute numbers, or, based on the population standard than three neighbouring authorities. This is creating import of demand for AGP's which is being met by the Warwick pitches because its own resident demand for pitches is for 4.7 full size pitches and it has a supply of 6.1 pitches.
- 4.90 These findings for Warwick and the neighbouring authorities are set out in Table 4.1 below.

**Table 4.1: supply of full size AGP's in Warwick and neighbouring authorities**

Total Supply	Warwick	Coventry	Rugby	Solihull	South Northamptonshire	Stratford-on-Avon
Number of pitches	7	13	6	9	5	6
Number of pitch sites	7	10	5	9	5	6
Supply of total pitches in pitches	9	13	6	9	5	6
Supply of publicly available pitch space in pitches (scaled with hrs avail in pp)	7.8	11.3	4.7	7.7	4.5	5.5
Pitches per 10,000 population	0.48	0.41	0.63	0.43	0.54	0.49

Relative Share	Warwick	WEST MIDLANDS REGION	ENGLAND
Score - with 100 = Average share	175	102	100
+/- from National share	75	2	0

4.91 Warwick has a very positive relative share, it being 175. This means that the Warwick residents have a value of 75 above the England national average of 100 to access to AGP's. This is a very high accessibility and (in the author's experience) is the highest seen. The West Midlands average is just above the England wide access with a value of at 102. So overall Warwick residents have a much much higher value of access to AGP's swimming pools when compared to West Midlands Region.

### Summary of AGP Findings

- 4.92 Warwick has a very high supply of AGP, with 7 full size pitches at 7 sites.
- 4.93 Of the seven AGP's, five pitches are sand filled surfaces and two are 3g pitch surfaces, located at Myton School and the Meadows. All pitches are full size and are floodlit.
- 4.94 All 7 pitches have public access. However given some of the pitches are on school sites there is not the same full public access that there is for pitches at public leisure centres. When the hours of public use are totalled for all sites this equates to a supply of 6.1 full size pitches for public use.
- 4.95 The pitches were built in two eras with two pitch sites constructed between 1993 – 1999 and the remaining five pitch sites constructed between 2001 – 2009.
- 4.96 Two pitches have been refurbished (the oldest at St Nicholas Park Leisure Centre built in 1993 and refurbished in 2003) and the Meadows in 2012. The age range of the unrefurbished pitches is between 3 – 13 years with an average age of around 7 years.
- 4.97 The total supply of AGP's in Warwick for public use equates to 6.1 full size pitches. The total demand from Warwick residents is for 4.7 pitches. Whilst there is a surplus of total public supply over total demand it is still estimated that all pitches are operating at 100% of their capacity. This is because it is estimated that some 48% of the used capacity of the Warwick pitches is imported from neighbouring authorities.

### Strategic issues to consider for current and future provision of AGP's:

- 4.98 The key issues seem to be:
- There is a big enough supply of pitches to meet the Warwick District demand and the estimate is that 48% of the pitch usage at peak times is from outside the authority. If all the Warwick demand was met at the Warwick pitches this would require fewer than 5 pitches. However the pitch supply for hockey use is constrained to the supply equivalent of one pitch, despite there being five pitches which have a sand filled surface. The reason being the limited hours of use for pitches located on school sites for public use at peak times and the low hours of use available for hockey use when compared with football. The total demand for hockey use is estimated to be for one

pitch. However hockey demand may be constrained by the lack of available time for hockey use

- There appears to have been only 2 major refurbishments of an AGP, at the St Nicholas Park Leisure Centre in 2003 and The Meadows in 2012. The age range of the other sites is between 3 – 13 years with an average age of around 7 years. The pitch sites at Kings Heath High School for Girls and Warwick School Sports Centre were built in 1999 and 2000 respectively
- Given the above and the levels of supply versus demand the future strategic priority should be about improving the quality of the existing pitches through refurbishment. Further increased quantity of pitches is not an issue because this would seem to only benefit neighbouring authorities in meeting their unmet demand for AGP's
- The pitch surfaces are 5 sand filled surfaces and 2 x 3g pitches. In any refurbishment happens, the demand will be led by football and 3g surfaces are the most likely requirement. This could further reduce the supply of pitches suitable for hockey and the option then is to increase the hours of public use at some of the school sites which remain as sand filled surfaces – if this is possible with the schools' support. Or if there is a big loss in sand filled surfaces then consider additional provision of pitches for dedicated hockey use.
- The FA has stated they would like to see 6.5 x 3g facilities in total across Warwick (see later consultation) so 4.5 more. It is difficult to see how this will be achieved given the district already appears over provided for in terms of AGPs and hockey are not keen to see any surfaces converted to 3g. Further analysis of this will need to be a key strategic priority
- The hours of community use which the data says the Kings Heath High School for Girls and Warwick School provide is an average of around 13 hours per week per site. If this is correct then there is quite a high dependence on the AGP supply on these school sites for public use, can this be maintained?
- Five of the pitch sites are on school sites and the future community long term community use/agreements to these sites, will be a key strategic priority. Without this secured access then Warwick's very favourable supply would be greatly reduced and the authority would not be able to meet its own estimated residents demand for AGP's.

## Health and Fitness

4.99 Sport England does not undertake the same analysis for health and fitness as for the three facility types just reported on. Consequently the data content and analysis is not the same or as extensive. The data source is the Sport England Active Places Power database.

4.100 Table 4.2 below sets out for Warwick District provision of health and fitness facilities at the time of the audit and assessment. The table is colour coded by the ownership category for health and fitness sites.

**Table 4.2: Provision of health and fitness facilities in Warwick District**

Site Name	Ward	Number of Stations	Access Type	Ownership Type	Management Type	Facility Status	Year Built	Refurbished
BIZZ FITNESS	Milverton	78	Pay and Play	Commercial	Commercial Management	Operational	2001	2003

	Ward							
CASTLE FARM RECREATION CENTRE	Abbey Ward	18	Pay and Play	Local Authority	Local Authority (in house)	Operational	1985	2005
MEADOW COMMUNITY SPORTS CENTRE	Park Hill Ward	20	Pay and Play	Community school	Local Authority (in house)	Operational	2001	2005
NEWBOLD COMYN LEISURE CENTRE	Clarendon Ward	30	Pay and Play	Local Authority	Local Authority (in house)	Operational	1990	2005
ST NICHOLAS PARK LEISURE CENTRE	Warwick South Ward	28	Pay and Play	Local Authority	Local Authority (in house)	Operational	1983	2005
THE WORKOUT MILL	Willes Ward	48	Pay and Play	Commercial	Commercial Management	Operational	1980	2006
WARWICKSHIRE COLLEGE (LEAMINGTON SPA CAMPUS)	Milverton Ward	20	Pay and Play	Further Education	School/College/University (in house)	Operational	1975	1990
<b>Total Pay and play stations</b>		<b>242</b>						

CHESFORD GRANGE	Leek Wootton Ward	14	Registered Membership use	Commercial	Commercial Management	Operational	1996	2004
LA FITNESS (WARWICK)	Warwick North Ward	88	Registered Membership use	Commercial	Commercial Management	Operational	1980	2004
LEAMINGTON TENNIS AND SQUASH CLUB	Milverton Ward	9	Registered Membership use	Sports Club	Sport Club	Operational	2003	2006
LIVINGWELL HEALTH CLUB (WARWICK)	Warwick West Ward	9	Registered Membership use	Commercial	Commercial Management	Operational	1998	2010
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Warwick South Ward	100	Registered Membership use	Other	Other	Operational	2001	2010
PURE HEALTH CLUB	Clarendon Ward	35	Registered Membership use	Commercial	Commercial Management	Operational	2007	-
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Leek Wootton Ward	75	Registered Membership use	Commercial	Commercial Management	Operational	2005	-
WROXALL ABBEY ESTATE	Leek Wootton Ward	5	Registered Membership use	Commercial	Commercial Management	Operational	2004	-
<b>Total Membership stations</b>		<b>335</b>						

MYTON SCHOOL	Warwick South Ward	24	Private Use	Foundation School	Local Authority (in house)	Operational	1995	2006
NORTH LEAMINGTON SCHOOL	Cublington Ward	8	Private Use	Community school	School/College/University (in house)	Operational	2009	-

AYLESFORD SCHOOL	Warwick West Ward	13	Private Use	Community school	School/College/University (in house)	Operational	2006	-
Total Private stations								
THE KINGS HIGH SCHOOL FOR GIRLS	Warwick West Ward	12	Private Use	Other Independent School	School/College/University (in house)	Operational	2007	-
WARWICK SCHOOL SPORTS CENTRE	Warwick South Ward	20	Private Use	Other Independent School	School/College/University (in house)	Operational	1998	2004
Total private stations		77						

4.101 There are 654 health and fitness stations in Warwick District. In terms of types of access some 242 stations are *pay and play* either in local authority, education or commercial management. Some 335 stations are for registered members on education or club sites and 77 stations are private use.

#### Health and fitness stations per 1,000 population

4.102 It is possible for a comparison to be made with other areas by benchmarking health and fitness provision based on stations per 1,000 population. This is set out in Table 4.3 below.

**Table 4.3: Health and fitness stations per 1,000 population**

Location	Stations per 1000 population
Warwick District	5. 9
Warwickshire County	5. 3
West Midlands Region	5. 15
England wide	5. 88

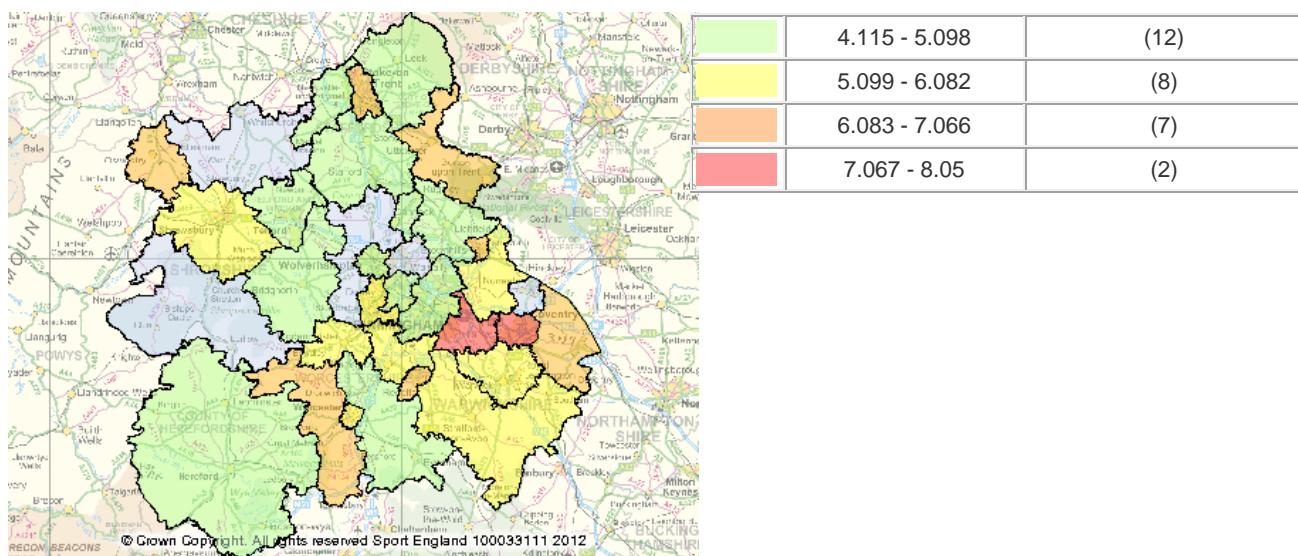
4.103 As the table shows there is a very narrow range of number of stations at all geographical levels but Warwick District has the highest number of stations at 5.9 stations per 1,000 population, whilst Warwickshire County is 5.3 stations per 1,000 population. West Midlands Region has the lowest at 5.15 stations per 1,000 population, whilst England wide it is nearly the same as Warwick at 5.88 stations.

#### Mapping the location of health and fitness stations

4.104 Active Places Power provides mapping of the location of health and fitness stations across West Midlands Region for each local authority area and this is set out in Map 4.3 below.

#### Map 4.3: Range of health and fitness stations in the local authorities of West Midlands Region

Symbol	Range	Local Authority Count
	3.13 - 4.114	(5)



4.105 As can be seen Warwick District (shaded yellow) has the same range of health and fitness stations as for South Northamptonshire and Stratford upon Avon. Whilst Coventry and Solihull (shaded red) have higher provision as does Rugby (shaded brown).

#### Demand assessment for health and fitness

4.106 The Sport England planning tools do not develop analysis for health and fitness to the same extent as for other sports facility types and there is no *ready reckoner* for assessing demand. However the *Fitness Industry Association* has devised a model that provides guidance on the supply of stations against the current anticipated demand.

4.107 The model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority facilities. The model is based on peak period demand, and the peak times are identified as follows:

- Mon-Fri, 6pm – 10pm
- Sat-Sun, 12pm – 4pm

4.108 For modelling purposes, it is assumed that 65% of the total weekly usage occurs at the busiest (peak) time periods. Based on research with health and fitness operators it has been assumed that the average member/user visits the facility 2.4 times per week.

4.109 Sport England's Active People Survey has been used to understand the percentage of the population participating in health and fitness. Nationally, Active People shows that 10.6% of the population participate in health and fitness on a weekly basis – this figure has been used to reflect the local situation, based on Active People data.

4.110 Application of this methodology is set out in Table 4.4 below.

**Table 4.4: Demand assessment for health and fitness stations in Warwick District**

Standard	Value	Total
Population (over 16) (note 1)		121,200
% of population participating in health	10.6%	12,847



and fitness		
Average number of visits per week	2.4	30,833
No. of visits in peak time	65%	20041
No. of visits in one hour of peak time	28	715
Total number of stations required (peak times)		<b>715</b>
Current number of stations in Warwick		654
Number of stations required in Warwick to meet the FIA standard		61(note 2)

(1) Source Sport England Local Borough Profile 2011

(2) Excluding the private health and fitness stations the requirement is 138 stations.

### Summary of main findings

- 4.111 Warwick has a reasonable supply of health and fitness stations with 654 stations in total across four types of provider and access. Registered membership is the main access type with 335 stations followed by pay and play with 242 stations.
- 4.112 Warwick's supply based on a standard of stations per 1,000 population is 5.9 stations. This is above the Warwickshire County level (5.3 stations), West Midlands Region (5.15 stations) and England wide (5.8 stations). However based on the Fitness Industry Association assessment of demand there is a shortfall in the number of stations in Warwick based on the total supply in 2012, of between 61 stations or 138 stations if the current stations where there is private access are excluded.

### Strategic issues to consider for current and future provision of health and fitness provision:

4.113 The key issues seem to be:

- The findings for health and fitness show there is a good supply of health and fitness across all providers in Warwick but public provision only makes up 37% of the total supply
- The local authority and education sector is only providing 5 sites and the average is 23 stations at each site. The largest site is Newbold Comyn Leisure Centre with only 30 stations
- The public sector is not currently a major player in the provision of health and fitness in Warwick. The only public centre which has a reasonable supply of health and fitness and of a modern standard and quality is at Newbold Comyn Centre. Even there it is only 32 stations and considerably below what would be required as a reasonable level health and fitness centre of around 80 stations
- In any modernisation of a sports hall/swimming pool there is scope to increase the range and scale of health and fitness to promote a healthier lifestyle and increase the physical activity offer and increase the economic performance of centres

- Based on the FIA's demand assessment there is a current shortfall of between 61 – 138 *(dependent on whether private health and fitness centres are excluded)* stations
- Based on this there may be scope to further expand health and fitness at the Newbold Comyn centre with provision of a mezzanine floor and increase the health and fitness further and provide a dance studio. The supply and demand assessment for health and fitness would support this proposal and to create a district wide centre of around 80 stations. There is also supply and demand scope to increase health and fitness provision at other centres as part of any modernisation / expansion programme.

4.114 The next part of this section considers some of the *softer* consultation findings to set against the hard evidence data findings, to provide a more rounded assessment of supply and demand, which is set out in the summary.

### Consultation findings

4.115 Alongside the detailed supply and demand analysis we also undertook consultation with key Council officers and external partners, to provide a more rounded view of the data set out and understand the key local issues. The key issues are set out in the table below.

Consultee	Key Issues
<b>Warwick Council Sports Development Team</b>	<ul style="list-style-type: none"> <li>• Do not really work strategically with facilities</li> <li>• Indeed their view is that facilities pretty much work in isolation from each other</li> <li>• Feel there is limited co-ordination or vision across the portfolio or with sports development</li> <li>• They emphasized the importance of schools – Aylesford and North Leamington School particularly (an important provider in North Leamington) and Warwickshire College. But they largely do their own thing</li> <li>• Champion School has aspirations for a 3g</li> <li>• In terms of individual facilities and gaps their thoughts are: <ul style="list-style-type: none"> <li>◦ Newbold Comyn ripe for investment and development – extend the health and fitness, invest in changing etc – this is the most used centre so they feel they should invest in success (this was echoed by other consultees)</li> <li>◦ Feel the gap in provision is in terms of sports halls in Leamington</li> </ul> </li> <li>• Think generally the centres are old and tired</li> </ul>
<b>Warwick Council Leisure Centre Managers</b>	<ul style="list-style-type: none"> <li>• Keen to see radical change</li> <li>• Feel the centres are all compromised – non has the full wet dry modern day offer</li> <li>• Whilst they are ok, their preference would be to 'start again' and adopt a redevelopment policy</li> </ul>

Consultee	Key Issues
<b>Warwick Council Chief Executive and Deputy CEO</b>	<ul style="list-style-type: none"> <li>• CEO and Deputy are very keen that the future strategy is looked at in relation to growth areas – have we got right facilities in right place to meet future growth and population distribution?</li> <li>• No strong views on vision, no strong push for a radical approach just want to see what the data says and what the options are</li> <li>• Some key issues: <ul style="list-style-type: none"> <li>◦ Potential relocation of Kenilworth Rugby Club and Kenilworth Wardens Cricket and Football Club (site earmarked for housing) and moving them to Castle Farm area – the dryside at Castle Farm moving to Abbey Fields to replace the outdoor pool?</li> <li>◦ Leamington FC are also looking for a new home – quite high up in the Pyramid – lost their ground and keen to get back closer to Leamington Town – potential Sports Village site in the Leamington growth area, incorporating indoor hall and 3g?</li> <li>◦ Potential to work closer with Warwickshire College</li> </ul> </li> </ul>
<b>Warwick Council Planning Team</b>	<ul style="list-style-type: none"> <li>• In terms of the current leisure sites/designations and constraints/potential for change planners feel: <ul style="list-style-type: none"> <li>◦ The leisure sites are heavily constrained in planning designations – especially Abbey Fields</li> <li>◦ Only potential other use would be for housing but this is highly unlikely to be deliverable. Planning have just gone through their very extensive search and designated all new housing sites and they are being progressed through the new Local Plan</li> <li>◦ Most importantly most of the existing sites are on flood plains and so to consider potential new use would involve a lot of planning work to ensure other uses are acceptable in meeting flood plain requirements</li> <li>◦ Not something Warwick would consider doing without detailed reasons (clear needs and evidence) for doing so</li> </ul> </li> <li>• In short could be a very difficult option to pursue other uses of the leisure centre sites therefore restricting more radical replacement options</li> </ul>
<b>Tony Costello, CSP</b>	<ul style="list-style-type: none"> <li>• Warwick is a 'hot spot' for bowls – bowls are the only NGB to declare an interest in Warwick as a strategically important district</li> <li>• Woman's national championship currently takes place in LS, men's will move from 2015 along with NGB HQ – feels Council should seek to link lots of participation programmes around</li> </ul>

Consultee	Key Issues
	<p>bowls – College Makers, WSF Pilots, exercise referral etc</p> <ul style="list-style-type: none"> <li>• The College Sports Makers scheme – 2 have been appointed at Warwickshire College to tackle 14-19 drop-off – can / will have a major impact in driving participation across the area, including pitch sports and facility usage</li> <li>• The next big programme that will impact is Satellite Clubs - £20m going to NGBs and £20m to schools to open up access and host satellite clubs. Future aspiration that every secondary school should have a club. First priorities in Warwick are likely to be the easy wins e.g. Warwick Hockey Club at Warwick School. Any developments at school sites should build in club partnership dimension</li> <li>• Whilst Warwick is generally well off there are pockets of deprivation in Brunswick and Lillington and the Council have generally not maximised developments in this area – lagging behind on things such as Sportivate, links to health and opportunities for young people – strategy going forward should seek to take advantage of broader opportunities by working more closely with external partners, particularly health</li> </ul>
<p>Hannah Buckley and Chad Elherston, Birmingham FA</p>	<ul style="list-style-type: none"> <li>• The FA calculation says Warwick needs 6.5 x 3g facilities in total – so 4.5 more – <i>difficult to see how this will be achieved given they are already over provided for in terms of AGPs and hockey not keen to see any converted to 3g</i></li> <li>• FA are philosophical – the new strategy sets out lots of different sizes of 3g from 5 v 5 to full-size and they see club models emerging of various size pitches (where clubs will own their own 3g training pitches) to meet their aspiration</li> <li>• The big club priorities / issues in the borough are: <ul style="list-style-type: none"> <li>◦ Leamington Town FC – potential for club re-location as part of the growth of the Town, would want to see a 3g as part of any new re-located facility. This is an important club for the FA and they would want to support their development / move to enable them to move up the pyramid – biggest FA priority</li> <li>◦ Supporting clubs to move up the pyramid is a key priority, as it asset owning, training needs (3g and floodlighting) and general support for club needs in line with FA priorities as laid out in the new Facility Strategy</li> <li>◦ Racing Club Warwick – a key club the FA would like to see develop – stadia / 3g - big club, large number of teams, dispersed</li> <li>◦ Warwick University proposals</li> </ul> </li> </ul>

Consultee	Key Issues

4.116 In summary some common themes emerge from the consultation:

- the need for an emphasis on growth in any future strategy but we now understand the likely impacts;
- the need to investigate gaps and strategic fit of potential projects e.g. Kenilworth Rugby Club and Leamington FC;
- the need to consider future of school partnerships, existing dual use sites and other provision and build in new initiatives and opportunities into any future arrangements;
- NGB interest seems to be focussed around bowls, football and rugby;
- appears potential to maximise effectiveness of facilities with a more strategic approach e.g. health and fitness;
- there are aspiration from staff for radical solutions but not sure these are shared corporately by senior officers; and
- the options for new build solutions appear to be severely limited by current site and planning restrictions – may need to focus on the development of existing sites as opposed to new build / more radical solutions.

#### **Summary of supply and demand**

4.117 The summary of the supply and demand analysis for each individual facility type is set out below.

#### ***Sports Halls***

- Unmet demand for sports halls is very low at just over 2 badminton courts and Warwick has 40 badminton courts for public use in 2012. So provision is fine for now and there is no one *hot spot* of unmet demand. The estimate is that there is around 9% of total spare capacity across the 10 sports hall sites before the *sports halls full signs* go up
- The existing core resident population will be aging and the Warwick sports participation profile suggests there is likely to be less demand for sports halls from the resident population in the future
- 7 out of 10 of the total sports hall sites are however on school sites and the District Council has formal community use access agreements to 2 of these sites, Myton School and Kenilworth School. According to the model, the remaining 5 school sites are each providing around 30 – 35 hours of community use each week (expect Kings High School for Girls which is 15 hours). The District is therefore clearly dependent on sports hall provision and demand being met by schools which could *opt out* of providing community use. This is a risk going forward
- The sports hall stock is also aging and becoming less attractive and usage may decline if the stock remains unrefurbished. This could increase demand on the newer facilities as customers transfer
- Given these findings what will be the impact of demand for sports halls being generated by the new housing growth of 550 houses per year up to 2029? The 2012 baseline suggests there is very little spare capacity to absorb this new demand and developer's contributions will be required to meet new provision, or, refurbishment of existing sports hall stock to meet this projected new demand

- Based on the needs and evidence set out, options for consideration in terms of future sports hall provision strategies may include:
  - Considering refurbishment or expansion of some existing sports halls sites
  - Developing new provision in areas of perceived need e.g. Leamington for example at Newbold Comyn
  - Seeking to secure access on education sites
  - Assessing the projected demand for sports halls in line with the rate of new housing provision and projected population growth
  - Considering options for new sports halls located in the growth areas

### ***Swimming Pools***

- There is estimated to be very little unmet demand for swimming in 2012 and there is no one geographical *hot spot* for unmet demand. So current locations of pools, their size and their catchment areas appear well sited to meet the demand for swimming. There is no need for *additional* provision
- Apart from Abbey Fields however the public pools are between 22 and 29 years old. The lack of major refurbishment, linked to the private pools which although being smaller in size are more modern seems may in the future attract customers to the private pools
- Despite the pools being quite old, there is a very high level of satisfied demand at around 95% of total demand. So lots of choice and which are very accessible to residents based on the pool locations and their catchments areas
- Only one pool is on a school site, Warwick School Sports Centre. The records show this provides around 35 hours of community use in the weekly peak period. Is access to the Warwick School Sports Centre for community use secure for the future? Do community use agreements need to be reviewed and if so what are the financial implications? *(Any reduction in access for community use at this site would make a considerable change to the overall supply and demand balance for swimming across the District)*
- The pools are old and pool modernisation/replacement is required. Currently the total supply of the pools is greater than total demand and there is estimated to be around 8% of unused pool capacity before the *pools full* signs go up. However this spare capacity gap will narrow as demand increases by population increases/new housing growth
- New additional pools are not required however does the Council wish to retain pools and refurbish at the existing sites, or, investigate the closure and re-provision of a new modern pool(s) at another site? Any option to consider re-provision of pools will change the current balance and it should factor in the growth areas and changes in accessibility based on closure of any existing pool
- There does appear to be scope to consider the number, location and size of pools in any future programme – there could be options to change/reduce the number of pools and provide a bigger pool at a new location so as to have a more modern public pool stock and a better supply/demand balance in the future

- That said, as set out, the current location, access and catchment areas of the existing pools sites are good as 95% of the total demand is within a catchment area of a pool and there is enough capacity at the pools to absorb that demand, so the need for this more radical approach may not be justified based on the *needs and evidence* set out
- If the Council favour a refurbishment policy it will be important to set out which pools and why? If this can be set out then applying the needs and evidence base on current supply and demand, allied to projected increases in demand from new housing development could provide the evidence base to part fund modernisation of the pools through *developer contributions*.

### **AGPs**

- There is a big enough supply of Artificial Grass Pitches to meet the Warwick District demand and the estimate is that 48% of the pitch usage at peak times is from outside the authority
- Warwick has a total of 7 full-size pitches, 5 sand and 2 x 3g. If all the Warwick demand was met at the Warwick pitches this would require fewer than 5 pitches. However Warwick already has just over 6 pitches when the limited hours of public use at school sites are factored in to the total
- There appears to have been only 2 major refurbishment of an AGP, at the St Nicholas Park Leisure Centre in 2003 and The Meadows in 2012. The age range of the other sites is between 3 – 13 years with an average age of around 7 years. The pitch sites at Kings Heath High School for Girls and Warwick School Sports Centre were built in 1999 and 2000 respectively
- Given the above and the levels of supply versus demand the future strategic priority should be about improving the quality of the existing pitches through refurbishment. Further increased quantity of pitches is not an issue because this would seem to only benefit neighbouring authorities in meeting their unmet demand for AGP's. This is unless there is a big increase in the development of 3g surfaces at the existing pitches and at the expense of sand filled surfaces. If this happens and there is not an increase in the hours of public use for hockey at school sites which have a sand filled surface then this may create a need for additional and dedicated provision for hockey.
- The pitch surfaces are 5 sand filled surfaces and 2 x 3g pitches. In any refurbishment happens, the demand will be led by football and 3g surfaces are the most likely requirement
- The FA has stated they would like to see 6.5 x 3g facilities in total across Warwick (see later consultation) so 4.5 more. It is difficult to see how this will be achieved given the district already appear over provided for in terms of AGPs and hockey are not keen to see any surfaces converted to 3g. Further analysis of this will need to be a key strategic priority
- The hours of community use which the data says the schools provide at the public schools are an average of around 13 hours per week per site. If this is correct then there quite a large AGP supply is on these school sites for public use, can this be maintained?



- Five of the pitch sites are on school sites and the future community long term community use/agreements to these sites, will be a key strategic priority. Without this secured access then Warwick's very favourable supply would be greatly reduced and the authority would not be able to meet its own estimated residents demand for AGP's.

### **Health and Fitness**

- The findings for health and fitness show there is a good supply of health and fitness across all providers in Warwick but public provision only makes up 37% of the total supply
- The local authority and education sector is only providing 5 sites and the average is 23 stations at each site. The largest site is Newbold Comyn Leisure Centre with only 32 stations
- The public sector is not currently a major player in the provision of health and fitness in Warwick. The only public centre which has a reasonable supply of health and fitness and of a modern standard and quality is at Newbold Comyn Centre. Even there it is only 32 stations and considerably below what would be required as a reasonable level health and fitness centre of around 80 stations
- In any modernisation of a sports hall/swimming pool there is scope to increase the range and scale of health and fitness to promote a healthier lifestyle and increase the physical activity offer and increase the economic performance of centres
- Based on the FIA's demand assessment there is a current shortfall of between 61 – 138 (*dependent on whether private health and fitness centres are excluded*) stations
- Based on this there may be scope to further expand health and fitness at the Newbold Comyn centre with provision of a mezzanine floor and increase the health and fitness further and provide a dance studio. The supply and demand assessment for health and fitness would support this proposal and to create a district wide centre of around 80 stations. There is also supply and demand scope to increase health and fitness provision at other centres as part of any modernisation / expansion programme.

4.118 In short Warwick has enough facilities to meet the current needs of residents and more importantly the facilities appear to be in the right place to meet resident's needs. The consultation findings did not counter this view, other than the FA desire to see more 3g surfaces, which will need to be a consideration going forward.

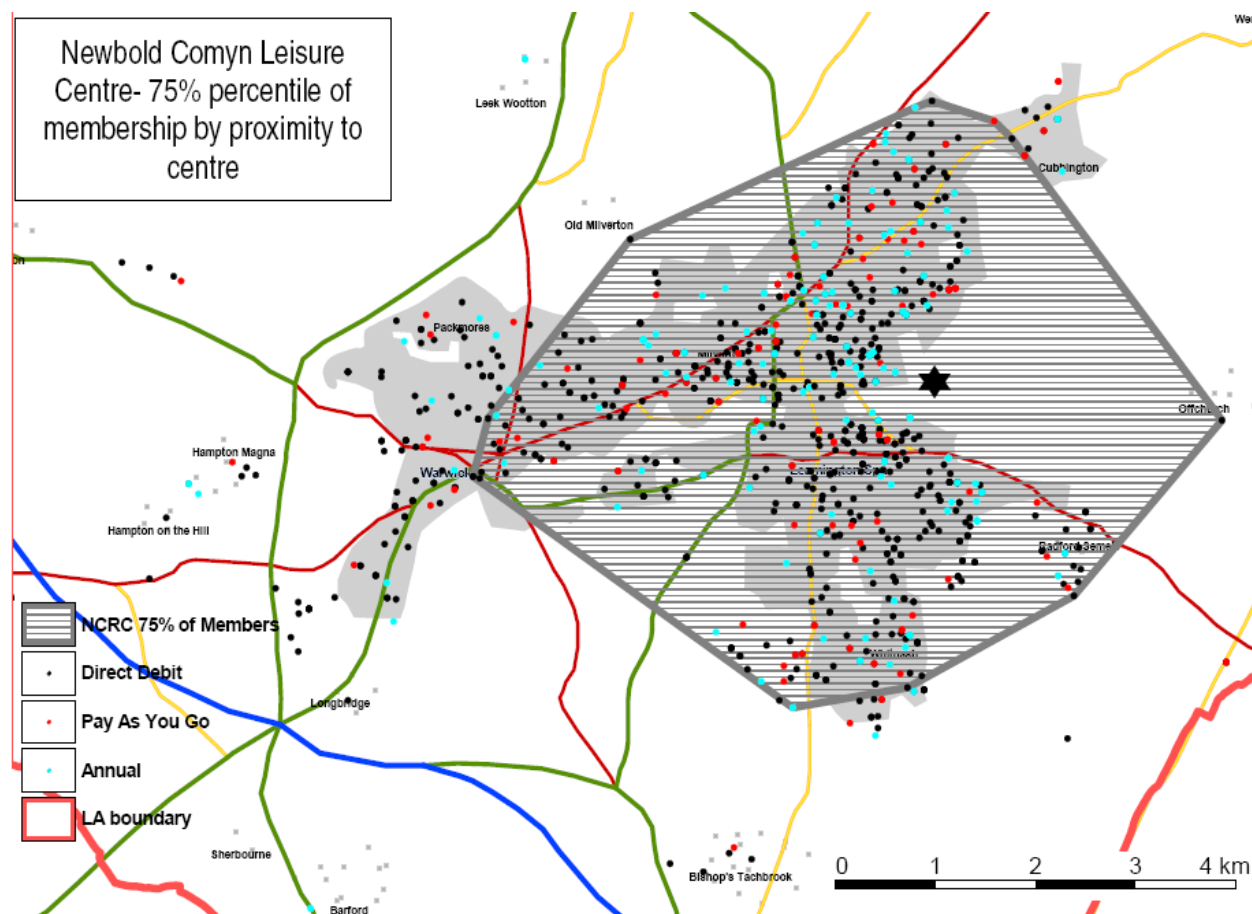
4.119 There are clearly some issues in terms of access the education provision across all facility types as they are an important provider across Warwick. The impact of growth will also be a key issue in future provision as it is evident there could be some future capacity issues. The Council's facilities appear well placed to meet needs and the big strategic consideration for the authority emerging from the supply and demand analysis is the question of refurbishing on current sites or adopting a more radical new build approach.

4.120 In terms of the issue of location of the current Council stock set out overleaf are various maps showing the mapped membership data for all the Council's key provision. In terms of St Nicks and Newbold Comyn it is evident that both centres draw users from both

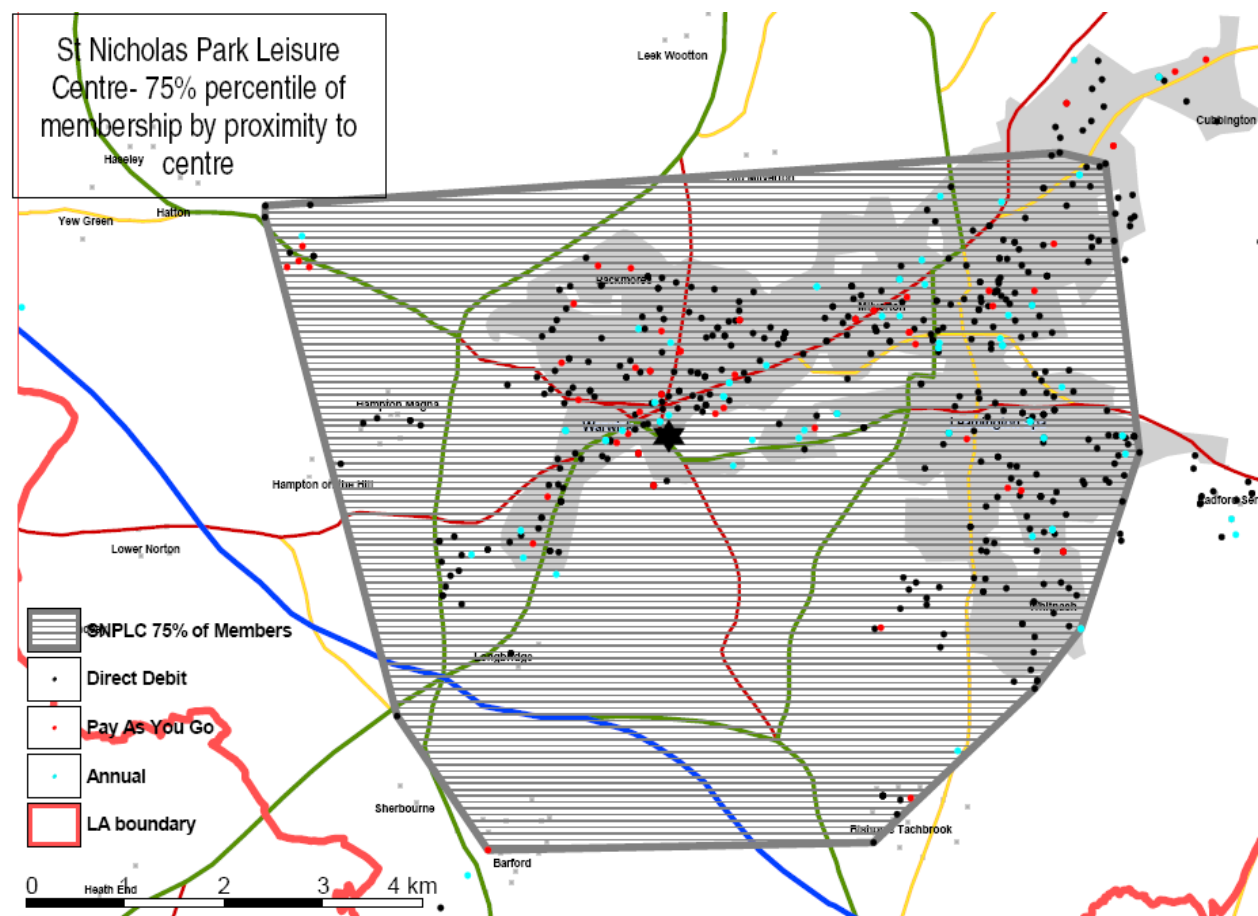
Leamington and Warwick in almost equal measure. The facilities in Kenilworth show a more distinct usage by Kenilworth residents. Map 4.8 clearly demonstrates this.

- 4.121 Whilst the *needs and evidence* and site constraints would appear to be pointing to the development and refurbishment of the existing infra-structure as the strategic solution it is important to understand how the current building function. How cost effective are they? What condition are they in? The next section considers the current facility infra-structure to help to inform the options and future strategy.

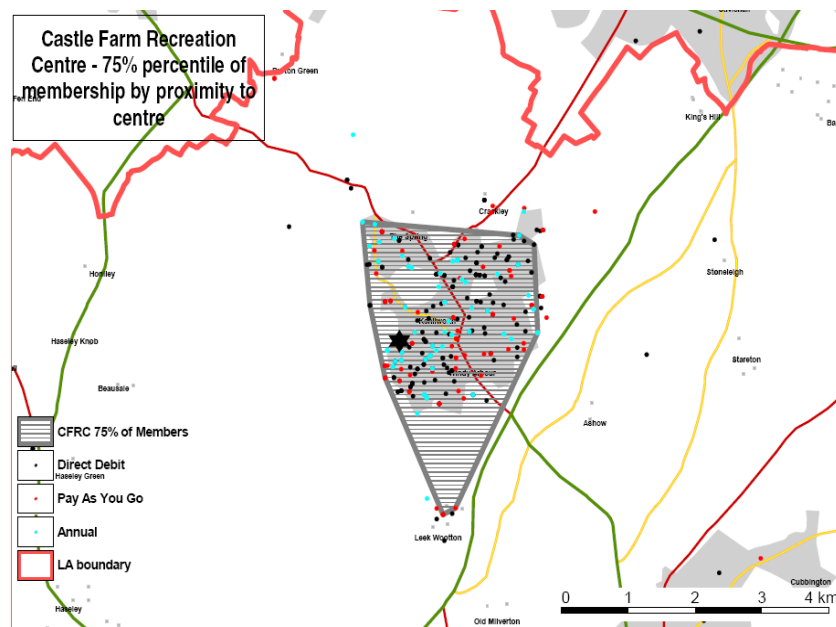
Map 4.4: Newbold Comyn membership



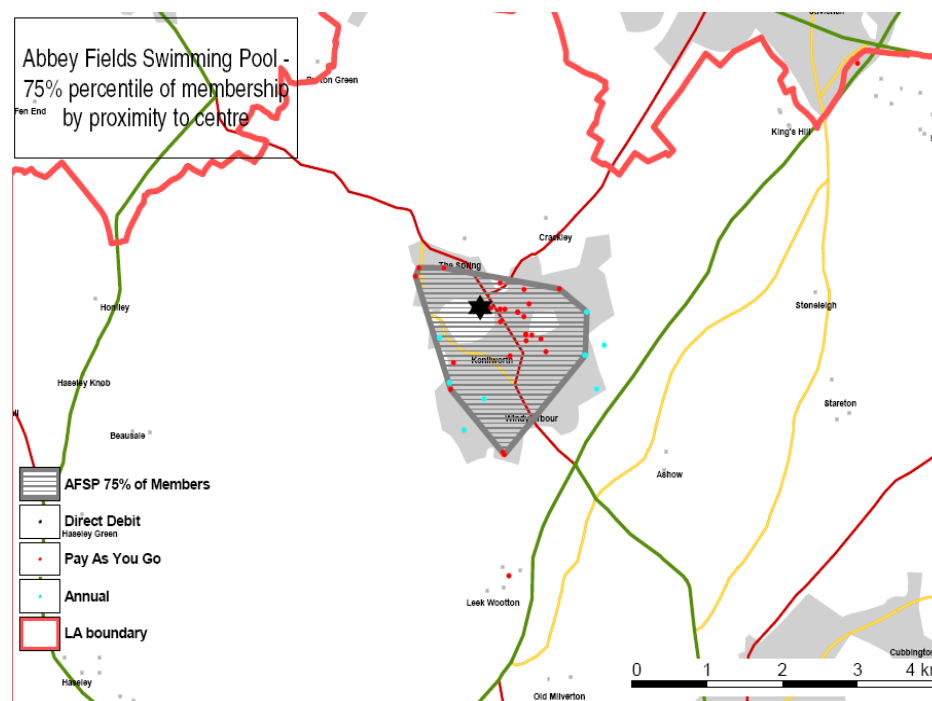
### Map 4.5: St Nicks membership



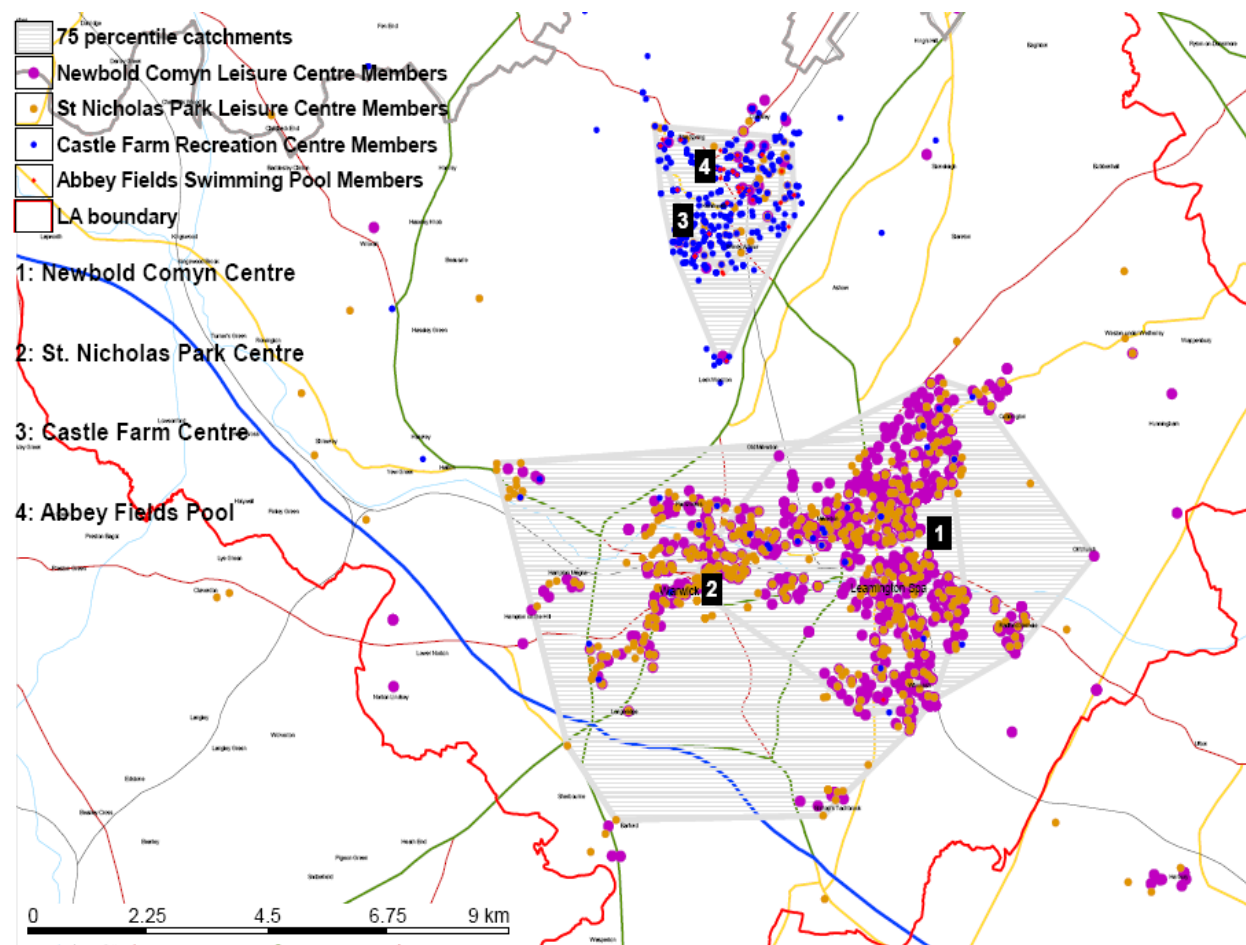
Map 4.6: Castle Farm membership



Map 4.7: Abbey Fields membership



Map 4.8: All centres membership



## 5. Facility Analysis

### Introduction

- 5.1 This section of the report provides an overview of the Council's leisure centres within the context of the facilities they contain, the current performance of the business and the condition of the provision now and in the future.<sup>2</sup> This is critical in order to shape options and future strategies.
- 5.2 The section analyses the financial and non-financial performance of the leisure centres based on a review of available financial (2011/12 data) and non-financial performance data and comparing this performance to industry benchmarks. It is recognised that since this analysis the Council have undertaken various changes in terms of staffing and organisation of the Centres. This analysis still however provides context for the strategic options when considering where improvements can be made to the income and expenditure areas of the business to improve the service and finance any future investment proposals.

### Facility Mixes

- 5.3 The core facility mix at each centre that has been utilised for the calculation of the Key Performance Indicator performance against benchmark levels is set out in Table 5.1 below. This information has been collated from information provided by the Council, the Council website and Sport England's Active Places Power website.

**Table 5.1: Summary of Core Facility Mixes**

	Newbold Comyn Leisure Centre	St Nicholas Park Leisure Centre	Abbey Fields Swimming Pool	Castle Farm Recreation Centre	John Atkinson Sports Centre	Meadows Community Sports Centre	Edmondscote Athletics Track
Main Pool	6 lane, 25m, 325sqm	6 lane, 25m, 325sqm	4 lane, 25m, 250sqm	N/A	N/A	N/A	N/A
Secondary Pool	Leisure pool	Splash pool	Lido	N/A	N/A	N/A	N/A
Health and Fitness Suite*	39 stations	32 stations	N/A	25 stations	N/A	21 stations	No
Dance Studio	Yes	No	No	No	No	No	No
Sports Hall	N/A	6 courts	N/A	4 courts	4 courts	4 courts	N/A
Synthetic Turf Pitch	N/A	6,426sqm Sand-based, floodlit	N/A	N/A	7,000sqm, 3G, floodlit	6,426sqm Sand-based, floodlit**	N/A

<sup>2</sup> The condition information is based on the EC Harris Built Asset Consultancy Report of October 2012



	Newbold Comyn Leisure Centre	St Nicholas Park Leisure Centre	Abbey Fields Swimming Pool	Castle Farm Recreation Centre	John Atkinson Sports Centre	Meadows Community Sports Centre	Edmondscote Athletics Track
Athletics Track	N/A	N/A	N/A	N/A	N/A	N/A	8 lane synthetic, floodlit

*\*analysis was undertaken on these fitness numbers, which may differ very slightly from references elsewhere*

*\*\*now 3g*

### Summary of Current Performance

- 5.4 Table 5.2 below sets out the net cost and the net direct cost of the service. It can be seen that the business has a turnover of £1.764 million and a net cost of £1.638m including indirect costs. The net direct cost of the facilities, excluding any management overheads, was £600,066 in 2011/12.

**Table 5.2: Summary of Net Direct Costs of Facilities for 2011/12**

	All	NCLC	SNPLC	CFRC	AFSP	JASC	MCSC	EAT
Income	-1,764,155	-754,090	-534,517	-163,851	-184,246	-64,845	-50,539	-12,068
Expenditure	3,401,659	1,298,083	931,490	304,964	547,641	93,001	114,839	111,640
Net Cost of Service	<b>1,637,504</b>	<b>543,993</b>	<b>396,973</b>	<b>141,113</b>	<b>363,395</b>	<b>28,156</b>	<b>64,300</b>	<b>99,573</b>
Less:								
Depreciation / Recharges	1,037,438	368,439	279,750	96,610	147,122	36,979	35,513	73,025
Direct Cost of Service	<b>600,066</b>	<b>175,555</b>	<b>117,223</b>	<b>44,503</b>	<b>216,273</b>	<b>-8,823</b>	<b>28,787</b>	<b>26,548</b>

- 5.5 The 2011/12 financial performance represents an improvement on 2010/11 when the net direct cost of the facilities was £672,771. Abbey Fields was closed from November 2010 to January 2011, impacting on the 2010/11 figures. Income is actually down in 2012/12 from £1.795m in 2010/11 however the bottom line improvement is as a result of savings on expenditure, particularly in utilities which reduced by £79,049. Although this is likely to be due to discrepancies in the timing of the billing and payments.
- 5.6 The net direct cost of the service in 2009/10 was significantly lower than both 2010/11 and 2011/12 at £476,291, however this low cost appears to be as a result of a large VAT refund of £265,684.
- 5.7 A summary of all financial performance data from 2009/10 to 2011/12 is included in the Appendix. This section focuses on the individual performance of each of the facilities. The profit and loss account for each facility over the last 3 years is set out in the text and tables that follow with the benchmarking of the elements of income and costs against national data. The report analyses the performance of each of the facilities against a range of national benchmarks, APSE benchmarks and also information from the FMG operational database (who worked as sub-consultants to NAA on the study) which holds hundreds of operational records from public sector leisure facilities.

### *Newbold Comyn Leisure Centre*

- 5.8 The centre was opened in 1991 and is located in a parkland setting, built on a flood plain. The health and fitness suite was opened in 2005 and now has dedicated provision of 32 stations and a dance studio. The gym was refurbished and new CV kit replaced in 2009 and is busy at capacity, with potential to expand the health and fitness offer. The centre is the only purpose built health and fitness facility operated by the Council. The swimming changing rooms are in need of refurbishment and there is no external plant room entrance but there is considerable scope for further development on the site.
- 5.9 The profit and loss account (excluding recharges and depreciation) for Newbold Comyn Leisure Centre (NCLC) for the last three financial years is summarised in Table 5.3 overleaf. Free swimming took place during the period reviewed and will have had an effect on expenditure and income.

**Table 5.3: Newbold Comyn Leisure Centre Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	508,138	513,619	543,278
Maintenance	150,041	106,125	118,031
Utilities	106,113	114,292	117,869
Rates	98,213	84,009	97,938
Other Property	9,897	12,780	11,233
Cost of Sales	9,894	8,884	8,435
Other Expenditure	37,806	39,523	32,861
<b>Total Expenditure</b>	<b>920,103</b>	<b>879,232</b>	<b>929,644</b>
Swimming Income	-453,328	-437,308	-449,121
Pyramids Memberships	-138,218	-190,821	-196,949
Pyramids Casual Classes	-7,067	-7,835	-8,978
Pyramids Casual Gym	-62,626	-54,795	-56,408
Sports Hall	0	-794	-7,183
Secondary Spend	-13,796	-11,441	-11,334
Other Income	-174,773	-35,808	-24,118
<b>Total Income</b>	<b>-849,809</b>	<b>-738,802</b>	<b>-754,090</b>
<b>Net Direct Cost of Service</b>	<b>70,294</b>	<b>140,430</b>	<b>175,555</b>

- 5.10 It can be seen that NCLC made a net direct loss of £175,555 in 2010/11. This is an increase of 25% on 2010/11 which was in turn a 100% increase on the net direct cost of £70,294 for 2009/10 (although the high 2009/10 income level was as a result of an anomaly due to a VAT rebate of over £140,000).
- 5.11 In 2011/12 income only increased by 2.1% which means that in real terms it remained constant (presuming that prices were increased for the year by inflation). The main reason that the net direct cost increased in 2011/12 is a £65,000 increase in expenditure which was primarily caused by a £30,000 increase in staffing and small increases in other expenditure areas. Most of the extra expenditure on staffing was due to suspensions.
- 5.12 Income in 2011/12 was steady with all areas showing slight increases except for secondary spend which dropped 1% and other income which dropped by 33% (which can be explained by another VAT rebate of £19,000 in 2010/11 which did not occur in 2011/12).

- 5.13 The performance against benchmark levels for Newbold Comyn Leisure Centre for the last three financial years is summarised in Table 5.4 overleaf.

**Table 5.4: Newbold Comyn Leisure Centre Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Wet Income / SQM	£824	£863	£833	£855
Income per m2	£238	£310	£270	£275
Income per visit	£3.54	£3.35	£2.78	£2.87
Income from Health and Fitness (per station)	£7,878	£5,331	£6,499	£6,727
Utility Costs per m2	£39	£39	£42	£43
Maintenance costs per m2	£23	£55	£39	£43
Staffing Costs as % of income	65%	60%	70%	72%
Secondary Income per Visit	£0.54	£0.05	£0.04	£0.04
Cost of Sales	53%	72%	78%	74%
Visits per m2	73	93	97	96
Gas consumption per sqm - kwh	671	N/A	N/A	573
Electricity consumption per sqm - kwh	244	N/A	N/A	247

- 5.14 It can be seen that NCLC is generating good levels of income as it is slightly above national benchmarks for both income per square metre and wet income per square metre of water. Performance against both of these KPIs has been relatively consistent over the last three years.
- 5.15 Income from health and fitness is another key indicator however it is slightly below the benchmark level at £6,727 per station. Performance against this KPI has increased over the last two years which is a positive trend and shows the impact of the refurbishment and potential of investment. As at May 2012 the centre had just under 17 direct debit fitness members per station which is marginally low compared to an industry average of circa 20 members per station. This supports the analysis that the centre is performing below target in this area but not significantly.
- 5.16 Secondary income per visit is very low at £0.04 per visit which probably contributes to the slightly low income per visit compared to the national benchmark. This can be explained by the lack of a café on site which restricts the level of secondary spend that can be achieved.
- 5.17 In terms of control of expenditure, the facility has some areas for improvement in particular the level of maintenance costs per square metre which are nearly double what they should be at £43, staffing costs which are 72% of income compared to a benchmark of 65% and cost of sales which is 74% but should be around 50%.
- 5.18 Utilities consumptions figures are good when compared to benchmark levels, which is reflected by the level of utilities costs per square metre (£43) which is only marginally above the benchmark of £39 per square metre.

### *St Nicholas Park Leisure Centre*

- 5.19 The centre was opened in 1983 and a dryside extension added in 1993. Pool changing rooms were refurbished in 2007. The health and fitness was refurbished in 2006 but it is small (15 stations, which were new in 2011) and not purpose built. Parking restrictions impact on daytime and weekend use. There is a lot of completion in the area form education based provision.
- 5.20 There is no catering or purpose built aerobics studio, the AGP is now 10-years old (inspection report recommends need for replacement in 5-7 years) and Khalsa the current resident hockey club are looking at potential projects away from St Nicks, which may open up potential for 3g resurfacing. The centre has boiler issues.
- 5.21 The profit and loss account (excluding recharges and depreciation) for St Nicholas Park Leisure Centre (SNPLC) for the last three financial years is summarised in Table 5.5 overleaf.

**Table 5.5: St Nicholas Park Leisure Centre Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	414,321	407,909	395,975
Maintenance	69,439	71,091	61,070
Utilities	72,551	87,497	84,033
Rates	68,143	71,208	74,476
Other Property	8,144	8,511	9,321
Cost of Sales	5,504	3,920	4,111
Other Expenditure	25,759	26,260	22,754
<b>Total Expenditure</b>	<b>663,861</b>	<b>676,396</b>	<b>651,740</b>
Swimming Income	-187,660	-191,745	-194,759
Pyramids Memberships	-63,510	-95,194	-112,071
Pyramids Casual Classes	-20,803	-21,001	-17,741
Pyramids Casual Gym	-31,142	-26,416	-24,851
Sports Hall	-89,309	-95,150	-95,066
Secondary Spend	-5,234	-4,583	-4,943
Other Income	-139,206	-94,570	-85,087
<b>Total Income</b>	<b>-536,863</b>	<b>-528,659</b>	<b>-534,517</b>
<b>Net Direct Cost of Service</b>	<b>126,998</b>	<b>147,737</b>	<b>117,223</b>

- 5.22 SNPLC made a net direct loss of £117,223 in 2011/12. This is an improvement on both 2010/11 and 2009/10 which resulted in losses of £147,737 and £126,998 respectively.
- 5.23 Income has remained relatively steady over the last three years with a 1.1% increase between 2010/11 and 2011/12. Presuming that prices were increased by inflation in 2011/12 this actually represents a minor reduction in real terms. Memberships were the strongest performing area with a 17.7% increase on 2010/11.
- 5.24 In terms of direct expenditure, this reduced by 3.6% from £676,369 in 2010/11 to £651,740 in 2011/12. There were no major areas of expenditure fluctuations with overall control of expenditure appearing to be positive.

- 5.25 The performance against benchmark levels for St Nicholas Park Leisure Centre for the last three financial years is summarised in Table 5.6 below.

**Table 5.6: St Nicholas Park Leisure Centre Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Wet Income / SQM	£824	£577	£590	£599
Income per m2	£238	£195	£192	£194
Income per visit	£3.54	£2.87	£2.94	£2.91
Income from Health and Fitness (per station)	£7,878	£3,608	£4,457	£4,833
Income from Sports Hall (per court)	£15,761	£14,885	£15,858	£15,844
Utility Costs per m2	£39	£26	£32	£31
Maintenance costs per m2	£23	£25	£26	£22
Staffing Costs as % of income	65%	77%	77%	74%
Secondary Income per Visit	£0.54	£0.03	£0.03	£0.03
Cost of Sales	53%	105%	86%	83%
Visits per m2	73	68	65	67
Gas consumption per sqm - kwh	671	0	0	484
Electricity consumption per sqm - kwh	244	0	0	180
AGP Income per SQM	£9.81	£8.30	£8.14	£8.77

- 5.26 Swimming income is low at SNPLC at £599 per square metre of water compared to a benchmark of £824, this demonstrates the impact of the parking arrangements. Swimming is a key income generator and this indicates that there is likely to be increased income that could be generated in this area. Income per square metre and income per visit are both also slightly below benchmark levels.
- 5.27 Income from health and fitness is very low at £4,833 per station compared to a benchmark of £7,878. This is supported by the centre having under 12 fitness members per station (as at May 2012) compared to an industry benchmark of circa 20 members per station.
- 5.28 Secondary income per visit is low at £0.03 per visit however this is again explainable by the lack of a café facility.
- 5.29 Income from the sports hall is the only area performing in line with benchmark levels with income per square metre of STP performing only marginally below benchmark.
- 5.30 Performance against utilities consumption and cost benchmarks are very good for this centre which is particularly positive considering it has a large area of water space which would normally result in higher levels of consumption.
- 5.31 Maintenance costs are directly in line with benchmark which is positive however cost of sales and staffing costs as a percentage of income are again high which is following the same trend as at NCLC.

### ***Abbey Fields Swimming Pool***

- 5.32 The centre opened in 1986 and is set in a parkland site in a conservation area. The poolside and changing room was refurbished in Dec. 2011/Jan. 2012. There is no indoor space or health and fitness. The outdoor pool and surrounds are in poor condition and may need significant expenditure to retain. There could be potential to refurbish the outdoor area to create indoor space / H&F, linked to a strategic approach to an overall

strategic approach to provision in Kenilworth. Free parking is restricted to 2hrs and is distant from the centre.

- 5.33 The profit and loss account (excluding recharges and depreciation) for Abbey Fields Swimming Pool (AFSP) for the last three financial years is summarised in Table 5.7 below.

**Table 5.7: Abbey Fields Swimming Pool Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	279,507	282,336	240,098
Maintenance	77,728	76,025	58,855
Utilities	39,983	114,707	42,567
Rates	30,070	30,429	31,826
Other Property	6,473	7,462	7,415
Cost of Sales	3,589	3,683	1,579
Other Expenditure	18,155	19,966	18,179
<b>Total Expenditure</b>	<b>455,504</b>	<b>534,610</b>	<b>400,519</b>
Swimming Income	-212,047	-210,580	-171,560
Pyramids Memberships	0	0	0
Pyramids Casual Classes	0	0	0
Pyramids Casual Gym	0	0	0
Sports Hall	0	0	0
Secondary Spend	-4,695	-3,855	-3,549
Other Income	-62,976	-43,637	-9,138
<b>Total Income</b>	<b>-279,718</b>	<b>-258,072</b>	<b>-184,246</b>
<b>Net Direct Cost of Service</b>	<b>175,786</b>	<b>276,538</b>	<b>216,273</b>

- 5.34 AFSP made a net direct loss in 2011/12 of £216,273. This was a significant improvement on 2010/11 (net direct loss of £276,538) but still a major increase on 2009/10 (net direct loss of £175,786).
- 5.35 Income was significantly down from £258,072 in 2010/11 to £216,273 in 2011/12. This is primarily because of a £39,020 (18.5%) drop in swimming income although. The pool was closed for three months from December 2011 to February 2012 for refurbishment of the changing rooms and retiling of the pool hall. although it is fair to note that participation in swimming is also down on a nationwide basis.
- 5.36 The net direct improvement between 2010/11 and 2011/12 is primarily due to a major decrease in expenditure of £134,091 (25.1%). This is as a result of decreases in staffing and maintenance but most significantly a major decrease in utilities of £72,140 (62.9%). This leads us to query the accuracy of the stated 2010/11 electricity figure which appears to be incorrect at circa £77,000 compared to circa £8,000 and circa £3,000 in the other two years.
- 5.37 The performance against benchmark levels for Abbey Fields Swimming Pool for the last three financial years is summarised in Table 5.8 overleaf.



**Table 5.8: Abbey Fields Swimming Pool Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Wet Income / SQM	£824	£848	£842	£686
Income per m2	£238	£123	£113	£81
Income per visit	£3.54	£3.07	£2.75	£2.31
Utility Costs per m2	£39	£18	£50	£19
Maintenance costs per m2	£23	£34	£33	£26
Staffing Costs as % of income	65%	100%	109%	130%
Secondary Income per Visit	£0.54	£0.05	£0.04	£0.04
Cost of Sales	53%	76%	96%	45%
Visits per m2	73	40	41	35
Gas consumption per sqm - kwh	671	0	0	1004
Electricity consumption per sqm - kwh	244	0	0	289

- 5.38 Performance across the income KPIs dropped significantly in 2011/12. Income per square metre, wet income, income per visit and secondary income were all below benchmark levels although the secondary income is expected to be below benchmark levels due to the absence of a café.
- 5.39 In terms of expenditure, there are some concerning trends with staff costs in particular being 130% of income. This needs reviewing as it is not at a sustainable level.
- 5.40 Maintenance costs were slightly high at £34 per square metre in 2009/10 however have reduced to £26 per square metre which is acceptable and utility costs are below benchmark at £19 per square metre which is positive.
- 5.41 Cost of sales was very high in the previous years although dropped dramatically in 2011/12 to 45% which is very positive. It would be interesting to know if the centre management changed their approach to the purchasing of goods for resale in 2011/12 to facilitate this improvement.

#### ***Castle Farm Recreation Centre***

- 5.42 The centre was opened in 1985 as a community centre. Consists of an indoor hall and health and fitness, which was added in 1995. H&F refurbished in 2005 with new CV kit in 2011. The site is parkland on the edge of a flood plain. There is a varied programme and loyal customer base. A leaking roof was in the process of being upgraded at the time of the study, this is scheduled to be complete by June 2013 across the whole facility. The Scouts occupy the upper floor. In general it is a limited building with limited office and staff room, no flexible aerobic space. Strategically the centre and site could form part of a future Kenilworth vision.
- 5.43 The profit and loss account (excluding recharges and depreciation) for Castle Farm Recreation Centre (CFRC) for the last three financial years is summarised in Table 5.9 overleaf.

**Table 5.9: Castle Farm Recreation Centre Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	131,043	144,467	148,788
Maintenance	5,900	22,954	18,659
Utilities	15,331	17,961	11,012
Rates	20,249	19,207	19,593
Other Property	1,971	2,321	2,553
Cost of Sales	0	0	0
Other Expenditure	8,913	10,454	7,748
<b>Total Expenditure</b>	<b>183,406</b>	<b>217,364</b>	<b>208,354</b>
Swimming Income	0	0	0
Pyramids Memberships	-32,681	-49,037	-60,356
Pyramids Casual Classes	-10,518	-11,696	-14,279
Pyramids Casual Gym	-27,239	-22,331	-20,816
Sports Hall	-58,591	-62,970	-65,629
Secondary Spend	-36	-8	0
Other Income	-10,070	-1,966	-2,771
<b>Total Income</b>	<b>-139,135</b>	<b>-148,009</b>	<b>-163,851</b>
<b>Net Direct Cost of Service</b>	<b>44,272</b>	<b>69,355</b>	<b>44,503</b>

- 5.44 It can be seen that CFRC produced a net direct loss of £44,503 in 2011/12 which is similar to 2009/10 and a £24,852 improvement on 2010/11.
- 5.45 This improvement is driven through an increase in income and decrease in expenditure. Income has increased year on year for the past two years with fitness memberships being the primary driver of this. Savings on maintenance and utilities between 2010/11 and 2011/12 helped produce the net direct saving although expenditure was still £24,948 up on 2009/10, mainly as a result of increases in staffing and maintenance costs.
- 5.46 The performance against benchmark levels for Castle Farm Recreation Centre for the last three financial years is summarised in Table 5.10 overleaf.

**Table 5.10: Castle Farm Recreation Centre Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Income per m2	£238	£81	£86	£95
Income per visit	£3.54	£1.40	£1.43	£1.49
Income from Health and Fitness (per station)	£7,878	£2,817	£3,323	£3,818
Income from Sports Hall (per court)	£15,761	£14,648	£15,743	£16,407
Utility Costs per m2	£39	£9	£10	£6
Maintenance costs per m2	£23	£3	£13	£11
Staffing Costs as % of income	65%	94%	98%	91%
Visits per m2	73	58	60	64
Gas consumption per sqm - kwh	671	0	0	97
Electricity consumption per sqm - kwh	244	0	0	43

- 5.47 It can be seen that CFRC performs significantly below benchmark levels for all income categories with the exception of income from the sports hall which is above benchmark at £16,407 per court. However, to mitigate this, utilities costs and maintenance costs are extremely low.
- 5.48 The centre only had 8 fitness members per station in May 2012 which is low compared to the benchmark of circa 20 members per station.
- 5.49 Staffing costs are again the main area of concern, as at AFSP, with staffing costs being over 90% of income for each of the last three years. This is too high and should be addressed if possible.

#### *John Atkinson Sports Centre*

- 5.50 The centre is a dual-use arrangement between the Council and Myton School, which expires in April 2013. The sports hall opened in 2006 and the AGP in 2003. The facility makes a small surplus. The School have aspirations for further development. There is a lot of competition in the area from other education provision.
- 5.51 The profit and loss account (excluding recharges and depreciation) for John Atkinson Sports Centre (JASC) for the last three financial years is summarised in Table 5.11 below.

**Table 5.11: John Atkinson Sports Centre Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	46,978	44,047	40,579
Maintenance	0	0	0
Utilities	2,036	2,061	2,084
Rates	0	0	0
Other Property	2,000	5,908	9,742
Cost of Sales	0	0	0
Other Expenditure	2,173	3,461	3,617
<b>Total Expenditure</b>	<b>53,187</b>	<b>55,477</b>	<b>56,022</b>
Swimming Income	0	0	0
Pyramids Memberships	0	0	0
Pyramids Casual Classes	0	0	0
Pyramids Casual Gym	0	0	0
Sports Hall	-24,926	-24,345	-27,377
Secondary Spend	0	0	0
Other Income (AGP)	-30,868	-36,743	-37,468
<b>Total Income</b>	<b>-55,795</b>	<b>-61,088</b>	<b>-64,845</b>
<b>Net Direct Cost of Service</b>	<b>-2,608</b>	<b>-5,611</b>	<b>-8,823</b>

- 5.52 The JASC made a small operating profit for the year of £8,823 in 2011/12 when recharges and depreciation are excluded. This is a gradual improvement year on year following net operating profits of £2,608 in 2009/10 and £5,611 in 2011/12. There are no clear maintenance costs stated within the profit and loss account although it is assumed that these are within the property category under the dual-use charge. Other expenditure items such as utilities are also low because the limited opening hours of the dual-use site helps to restrict the level of expenditure required on items such as utilities, maintenance

and staffing. In addition, income from the sports hall and STP has increased year on year over the last 3 years and this, combined with relatively steady expenditure levels, has resulted in small improvements in the operation of the facility.

- 5.53 The performance against benchmark levels for John Atkinson Sports Centre for the last three financial years is summarised in Table 5.12 below.

**Table 5.12: John Atkinson Sports Centre Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Income from Sports Hall (per court)	£15,761	£6,232	£6,086	£6,844
Staffing Costs as % of income	65%	84%	72%	63%
AGP Income per SQM	£9.81	£4.41	£5.25	£5.35

- 5.54 There are relatively few benchmarks available for this facility as no gross internal floor area was available for this study. It can be seen that income from the sports hall is low at £6,844 however this is to be expected because of the limited hours of availability due to the dual-use restrictions. AGP income is also low however this may also be due to limited availability. Crucially, staff costs are below benchmark levels at 63% which is positive and represents a year on year improvement.

#### *Meadows Community Sports Centre*

- 5.55 The centre opened in 2001 and is a dual-use agreement with Kenilworth High School, which extends to 2026. Usage is dominated by club block bookings, particularly football (80% usage). The new 3g surface for football was opened in 2012. The centre has a poor health and fitness offer.
- 5.56 The profit and loss account (excluding recharges and depreciation) for Meadows Community Sports Centre (MCSC) for the last three financial years is summarised in Table 5.13 below.

**Table 5.13: Meadows Community Sports Centre Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	54,063	59,399	54,185
Maintenance	0	0	0
Utilities	0	0	0
Rates	0	0	0
Other Property	30,891	19,300	20,062
Cost of Sales	0	0	0
Other Expenditure	4,714	5,791	5,079
<b>Total Expenditure</b>	<b>89,668</b>	<b>84,490</b>	<b>79,326</b>
Swimming Income	0	0	0
Pyramids Memberships	-2,685	-4,719	-6,364
Pyramids Casual Classes	0	0	0
Pyramids Casual Gym	0	0	0
Sports Hall	-23,639	-23,950	-22,898
Secondary Spend	0	0	0
Other Income (AGP)	-19,540	-21,328	-21,278

	2009-10	2010-11	2011-12
<b>Total Income</b>	<b>-45,865</b>	<b>-49,997</b>	<b>-50,539</b>
<b>Net Direct Cost of Service</b>	<b>43,803</b>	<b>34,493</b>	<b>28,787</b>

- 5.57 MCSC is also a dual-use facility and has a similar facility mix to the other dual-use facility, JASC, although with the addition of a small fitness suite. The facility made a net direct loss of £28,787 in 2011/12 which represents a 16.5% improvement on 2010/11 which is turn was a 21.3% improvement on 2009/10. This can be attributed to gradual year on year improvements in both income and expenditure. It is assumed that the Council's share of maintenance and utilities costs is included within the dual-use charge in the property category.
- 5.58 The performance against benchmark levels for Meadows Community Sports Centre for the last three financial years is summarised in Table 5.14 below.

**Table 5.14: Meadows Community Sports Centre Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Income from Health and Fitness (per station)	£7,878	£2,184	£2,381	£2,407
Income from Sports Hall (per court)	£15,761	£5,910	£5,988	£5,724
Staffing Costs as % of income	65%	118%	119%	107%
AGP Income per SQM	£9.81	£3.04	£3.32	£3.31

- 5.59 The health and fitness suite at MCSC only generates £2,407 per station however this is perhaps not surprising considering the dual-use nature of the facility and the small size of the fitness suite (the total number of members is extremely low at only 15 in May 2012). As per at JASC, income from the sports hall and AGP are also below expected levels however this can probably be explained by the dual-use nature of the site.
- 5.60 Staffing costs are also very high at this centre at over 100% of income for each of the last three years.

#### **Edmondscote Athletics Track**

- 5.61 The track was opened in 1964 and refurbished in 2004, it currently holds a Category B licence until April 2014. Investment will be required and the long-jump run ups need particular attention. The clubhouse is managed by the Leamington Cycling and AC. The Council maintain the facilities through the Grounds Maintenance contract. There is poor car parking but space for potential development around the site. There is potential to consider a Community Asset Transfer (CAT) of the whole site to the club partners.
- 5.62 The profit and loss account (excluding recharges and depreciation) for Edmondscote Athletics Track (EAT) for the last three financial years is summarised in Table 5.15 overleaf.

**Table 5.15: Edmondscote Athletics Track Profit and Loss**

	2009-10	2010-11	2011-12
Staffing Costs	0	0	0
Maintenance	14,962	4,430	16,397
Utilities	2,495	2,357	2,262
Rates	0	0	0
Other Property	445	453	527
Cost of Sales	0	0	0
Other Expenditure	12,745	12,867	19,429
<b>Total Expenditure</b>	<b>30,647</b>	<b>20,106</b>	<b>38,615</b>
Swimming Income	0	0	0
Pyramids Memberships	0	0	0
Pyramids Casual Classes	0	0	0
Pyramids Casual Gym	0	0	0
Sports Hall	0	0	0
Secondary Spend	0	0	0
Other Income (Track)	-12,902	-10,278	-12,068
<b>Total Income</b>	<b>-12,902</b>	<b>-10,278</b>	<b>-12,068</b>
<b>Net Direct Cost of Service</b>	<b>17,746</b>	<b>9,828</b>	<b>26,548</b>

- 5.63 The track produced a net direct loss excluding recharges and depreciation of £26,548 in 2011/12. This is the highest net direct loss that the facility has made over the last 3 years and, with income remaining relatively steady, is caused by an increase in expenditure (a 10.7% increase compared to 2010/11). Increases in maintenance and grounds maintenance in 2011/12 were the main cause of this.
- 5.64 The performance against benchmark levels for Edmondscote Athletics Track for the last three financial years is summarised in Table 5.16 below.

**Table 5.16: Edmondscote Athletics Track Benchmark Analysis**

KPI	Benchmark	2009/10	2010/11	2011/12
Income per visit	£3.54	£5.18	£3.82	£5.25

- 5.65 There are limited benchmarks that can be applied to an athletics track as its large area is not comparable to a typical built leisure facility so the square metreage benchmarks are not applicable. Income per visit is very high at this facility at £5.25 which is positive however the comparability to the national benchmark is questionable as the income is often generated from hire fees for meetings and not always on a pay and play / membership usage as at a standard leisure facility. Actual individual visits will be significantly higher than those who pay and play due to club, groups and training sessions.
- 5.66 There are no staffing costs at this facility so the staffing benchmark is not applicable here. Staff costs are incurred via the Grounds Maintenance Contractor who provide attendant to cover core opening hours at cost of approx £20k per year.
- 5.67 Marketing spend is normally analysed on a centre by centre basis however the Council does not record its marketing spend on a centre by centre approach. The main KPI for



marketing is that the operator should spend between 2% and 3% of income however the Council is currently only spending 0.6% of income which is very low as set out in Table 5.17 overleaf. There is a project planned to address marketing across the Culture Department in 2013.

**Table 5.17: Performance against Marketing Spend KPI**

KPI	Benchmark	2009/10	2010/11	2011/12
Marketing as % of income	2.11%	0.8%	1.0%	0.6%

- 5.68 The low levels of marketing spend perhaps indicate why many of the income KPIs are below benchmark levels. A review of the Council website suggest that improvements could be made in the leisure area of the site as a minimum such as providing greater interactive functionality for users and presenting the facilities in a separate dedicated area / site with a more 'private sector' feel.

### Financial analysis summary

- 5.69 In summary, it can be seen that the business has a turnover of £1.764 million and a net cost of £1.638m including indirect costs and without these the net direct cost of the facilities, excluding any management overheads, was £600,066 in 2011/12.
- 5.70 The 2011/12 financial performance represents an improvement on 2010/11 when the net direct cost of the facilities was £672,771. Income is down in 2012/12 from £1.795m in 2010/11 however the bottom line improvement is as a result of savings on expenditure, particularly in utilities which reduced by £79,049.
- 5.71 In terms of the net direct cost of operating each centre, Abbey Fields costs the most to operate at £216,000 per annum although this is not surprising considering the large volume of pool water and lack of dryside facilities to help offset the wetside deficit. Newbold Comyn and St Nicholas are the other large cost centres at £176,000 and £117,000 per annum respectively.
- 5.72 The different facility mixes available at each facility mean that direct comparisons of the net direct cost for each facility are misleading. The best way to assess a facility's performance is through a comparison of its KPI performance against national benchmarks. There are a number of key findings / recommendations that have arisen from this analysis as follows:
- Health and fitness performance in terms of income per station and members per station is generally below the expected benchmark level. There appears to be room for improvement in health and fitness income generation at all centres with the possible exception of Newbold Comyn which is performing not far below the benchmark level although the fact that the fitness facilities on offer are relatively small facilities in terms of the number of stations may impact on their ability to attract members. This illustrates the potential of a quality health and fitness offer in Warwick and further potential for investment at Newbold
  - Swimming income is low at St Nicholas and Abbey Fields. Pricing for both fitness and swimming does not appear to be the issue as they are approximately in line with levels that we would expect to see and in line with competitors in the area. The

impact of car parking arrangements at both St Nicks and Abbey Fields could be an issue

- The secondary spend offering should be reviewed. There are no cafes at the site so it is acknowledged that the centres may not be able to reach the benchmark level with purely a vending offer however vending should still be achieving £0.05 per visit which no centre is currently doing and all centres with vending offerings are significantly above the circa 50% cost of sales which we would expect to see for a vending operation (with the exception of Abbey Fields). There may be opportunities to consider cafe facilities as part of refurbishment proposals
- Sports hall and AGP income is generally performing well against benchmark within the exception of the dual-use facilities which is understandable due to the limited hours of availability for public use
- Maintenance costs per square metre are high at Newbold Comyn and should be reviewed although one possible explanation could be inaccuracies in the square meterage figures used as it is not immediately clear if the figures provided are for the GIFA of the building or the site as a whole
- Staffing costs as a percentage of income are high at Newbold Comyn, St Nicholas, Abbey Fields, Castle Farm and Meadows and should be reviewed. After reviewing the rates of pay it does not appear as if they are particularly beyond the industry norm so the poor performance against benchmark may be as a result of the centres being overstaffed or (especially considering the results of the income benchmarking) that income levels should be higher. As a minimum, staffing costs at Castle Farm, Meadows and Abbey Fields should be reviewed as these are all above or close to 100% of income which is too high. It is acknowledged that action has and is been taken in these areas
- Marketing expenditure is low and should be increased if the centres are looking to increase income levels which have plateaued and in real terms decreased over the last two years. We have not had an opportunity to directly review marketing material however the website could be improved e.g. more interactive features and a dedicated 'site' for the leisure facilities.

### Conditions Survey analysis

- 5.73 The findings set out are taken from the *EC Harris Stock Condition Surveys – Leisure and Recreation Centre portfolio (October 2012)*. The full report and cost analysis can be viewed as part of the appendix.
- 5.74 The report found that overall the leisure and recreation portfolio is in a fair and serviceable condition having been reasonably well maintained. The building fabric at each site is particularly in good condition with only minor maintenance required over the next 5 years. The exception to this is Castle Farm Recreation Centre where the external roof and wall cladding is deteriorating and will require replacement in the next 5 years. The internal areas at this site would also benefit from some level of refurbishment.
- 5.75 In contrast the majority of the main mechanical and electrical plant across the portfolio, whilst operational, has reached or will shortly reach the end of its economic life. A programme of plant replacement will be required over the next two years to maintain continuity and quality of operations at each of the sites. Despite this, as set out in the table

below, there is still a significant financial cost associated with the on-going maintenance of the facility portfolio, which without investment will deteriorate.

A summarised expenditure plan for the leisure and recreation portfolio is detailed below.

Site	2013	2014	2015	2016	2017-22	2023-27	2028-32	2033-37	2037+
Abbey Fields Swimming Pool	£776k	£52k	£14k	£13k	£17k	£239k	£163k	£816k	£193k
Newbold Comyn Leisure Centre	£44k	£553k	£399k	52k	£22k	£513k	£821k	£964k	£129k
Castle Farm Recreation Centre	£13k	£277k	£79k	£10k	£46k	£159k	£280k	£396k	£210k
St Nicholas Park Leisure Centre	£837k	£11k	£33k	£125k	£5k	£429k	£323k	£786k	£110k
<b>Total Costs (Exc. VAT &amp; Stat Maintenance)</b>	<b>£1,670k</b>	<b>£893k</b>	<b>£525k</b>	<b>£200k</b>	<b>£90k</b>	<b>£1,340k</b>	<b>£1,387k</b>	<b>£2,962k</b>	<b>£642k</b>

**Total 30 year life cycle expenditure £9,709k (Exc.VAT and Statutory Maintenance)**

5.76 Set out below is an overview of each individual centre.

#### ***Abbey Fields Swimming Pool***

5.77 Constructed in 1986 the property comprises of a single storey detached steel framed structure, with facing brickwork and clay tiled roofing, with both indoor and outdoor swimming pools, set within the grounds of the Abbey Fields park area of Kenilworth.

5.78 *Building Fabric Summary* – The property has recently undergone a major refurbishment which has been well executed to a high standard, and is extremely pleasing internally. Externally, the building is in reasonable condition, having been well maintained in the past.

5.79 *Building Services Summary* - The Building Services installations were found to be in satisfactory condition and generally all operational. A programme of replacement projects has been undertaken over recent years concentrating on renewing front of house visible systems. Central plant and primary services are generally the original installation from 1985, and as such are now at the end of their life expectancy and should be programmed for replacement.

#### ***Newbold Comyn Leisure Centre***

5.80 Swimming pool & leisure complex was erected in 1990. Generally of steel frame construction, with facing brick walls and profiled sheet metal roofs, with the main roof being in a feature, semi-circular, design.

5.81 *Building Fabric Summary* – Generally in a very good condition, internally & externally, having been reasonably well maintained over past years. Building is generally of facing brickwork both externally and internally within circulation areas, which assists in maintaining an aesthetically pleasing building. Roofs are of profiled sheet and in good order.

- 5.82 *Building Services Summary* - Generally the M&E Installations are as original and accordingly have either exceeded their economic life or are very close to it. The condition across the site is satisfactory, commensurate with the system ages. A number of elements have been replaced in the last few years, i.e. boiler and these are detailed in the main report.

#### ***Castle Farm Recreation Centre***

- 5.83 Two storey detached steel framed structure, with facing brickwork to the ground floor level and plastic covered corrugated steel cladding to first floor level. The building has a very shallow plastic covered profiled steel roof covering.
- 5.84 *Building Fabric Summary* – Having been constructed in 1985, this two storey detached building is now looking tired externally, and, to a certain extent, internally. Whilst currently serviceable, it is basic in layout and functionality. The external fabric, particularly the roof would benefit from an overhaul and/or replacement, this is now in progress. This roof currently has minor leaks and also suffers from condensation formation on the steelwork structure, which suggests low insulation levels. The roof was being seen to at the time of the study. The metal profiled sheet cladding is badly stained and/or damaged on two sides which is visually poor and serves to enhance the dated image, as does the timber stained windows which will soon reach the end of their useful life. Internally, the reception and general circulation areas are of low aesthetic value. However, the changing rooms are quite acceptable. The property is set within large areas of open space and playing fields.
- 5.85 *Building Services Summary* - The Building Services installations were found to be in satisfactory condition and generally all operational. The central plant and primary services have been recently replaced and as such are in good condition. There is an emphasis on the electrical side of the building especially lighting, which is at the end of its life expectancy and should be programmed for replacement. The air-conditioning should also be a priority for replacement due to the gas being R22 for this building.

#### ***St Nicholas Park Leisure Centre***

- 5.86 Single storey swimming pool complex erected in 1983, which was subsequently extended by the addition of a sports hall & gymnasium in 1993. Generally of steel frame construction, with facing brick walls and various flat roofs. Later addition of sports hall has pitched roof.
- 5.87 *Building Fabric Summary* – Generally in a very good condition, internally & externally, having been reasonably well maintained over past years. Building is generally of facing brickwork both externally and internally within circulation areas, which assists in maintaining an aesthetically pleasing building.
- 5.88 *Building Services Summary* - The Mechanical & Electrical systems were found to be in serviceable condition and fully operational. However, the primary plant and equipment has reached the end of its serviceable life. Minor defects were noted but these would be rectified during a central plant and equipment replacement programme.

#### **Summary**

- 5.89 The facilities are therefore generally performing well with areas for improvement including secondary spend, the health and fitness offer, marketing and staffing. All the centres are in reasonably sound condition with no major areas of concern, which would count against any refurbishment programme. However there are still significant costs, an estimated £3

million over the next 3-years, money will therefore have to be found for investment in the centres and this could sit alongside wider investment in facility provision and income generating elements. These costs would be far lower than consideration of new-build. Castle Farm however stands out as the facility needing more major attention, which may support a more radical approach being taken at the site.

5.90 There are however some constraints with the current stock, which need to be borne in mind when considering options and future strategies, including:

- the majority of sites are in park settings with potential planning restrictions;
- sites appear restricted in terms of development potential which may restrict future strategic options;
- they are still largely 80s/90s buildings, and although appear well maintained and looked after will only continue to age;
- there is lots of provision in close proximity and whilst they operate reasonably effectively in financial terms, all sites have limitations re the full wet/dry offer;
- the need to develop a purpose built offer including fitness studios and facilities;
- parking is an issue effecting performance at St Nicks and Abbey Fields;
- the health and fitness offer is limited throughout and all centres have potential for improvement. The branding and marketing of the health and fitness offer could be improved; and
- the general community sport and activity offer appears to match the profile and need.

The needs and evidence to date does not suggest the need for additional provision to meet current needs. The key question therefore, which emerges from the analysis is whether the future strategy should be based around refurbishment / redevelopment of the existing stock or new replacement provision.

5.91 Based on the needs and evidence set out and this facility analysis, the next section sets out the options and considers the refurbishment versus new build strategy.

## 6. Options Analysis

### Introduction

- 6.1 This section of the report sets out the options for the development of indoor sports and built facilities across Warwick District. The options are based on the *needs and evidence* set out, which includes:

- Policy priorities
- Supply and demand analysis
- Consultation
- Planning policy
- Financial considerations

As set out a key consideration in terms of the options and future strategy is the issue of refurbishment versus new build. A series of workshop session were held with senior Council officers in August and September 2012 to discuss this issue.

### Options Appraisal

- 6.2 The workshop sessions with senior officers challenged the Council around a number of key questions, including:

- Are the Council up for significant *step change* and radical solutions to future facility provision?
- Do the Council want to go down this road when Warwick District appears to be doing ok – with a facility offer in line with needs?
- Needs and evidence does not necessarily suggest the need for *additional provision* at present or radical change, however future population growth and aging facilities may impact to 2029?
- Radical solutions may be difficult to deliver in planning and local terms, is the Council prepared for potential planning battles?
- Whilst facilities are performing well and in reasonable condition investment will need to be found, do the Council have the resources and capacity to deliver a major refurbishment programme?

Various options were presented at the workshops as follows:

- Close all existing facilities and replace
- Close Newbold and St Nicks and replace with one new facility to serve Warwick and Leamington Spa
- Undertake a major refurbishment programme of all existing provision e.g.
  - Develop indoor space at Abbey as part of wider Kenilworth offer
  - Increase gym provision at St Nicks
  - Develop Newbold with increased fitness and potential sports hall provision
- Combination of refurbishments and possible relocations e.g.
  - As above
  - Relocate rugby and cricket clubs to Castle Farm
  - Develop new football club site with wider community provision in Leamington

- Invest in Edmondscote through a CAT or partnership with Warwickshire College
- Develop dual use partnerships to secure and maximise community use.

6.3 Based on the workshop session and key considerations set out the Council's stated approach is that **the future strategy will be based on an overarching principle of refurbishment of existing facilities with some new development within existing facilities**. The clear conclusion was that the needs and evidence does not make a case for closure of existing sites and new build of alternative facilities.

6.4 Initial priorities and opportunities identified were therefore as follows:

***St Nicholas Park Leisure Centre***

- Refurbishment of key areas of the existing facilities (priority areas – pool hall; entrance area)
- Investment in replacement of M&E (as per EC Harris Condition Survey)
- Consider options to extend the health & fitness facilities
- Consideration of improving energy efficiency measures in the facilities
- Consideration of replacing current AGP surface with 3g based on future hockey plans.

***Newbold Comyn Leisure Centre***

- Refurbishment of pool hall and public areas
- Reconfigure ground floor area to provide improved and extended changing facilities
- Consider options of redevelopment of 1st floor to create large gym, and studio area (consider option of mezzanine across café area)
- Consider options for sports hall to be built adjoined to pool site
- Investment in replacement of M&E (as per EC Harris Condition Survey)
- Consideration of improving energy efficiency measures in the facilities.

***Abbey Fields & Castle Farm***

The situation in Kenilworth is complicated by the uncertainty about the outcomes of the Local Plan and the impact on Kenilworth Rugby Club and Kenilworth Wardens Cricket Club and the potential for the Council to offer them an alternative site to relocate from the proposed Thickthorn development site.

Castle Farm has been suggested as a possible site for the relocation with consideration being given to the clubs running the sports hall and relocating the gym to the Abbey Fields site. This would be supported by the needs and evidence. The Castle Farm site is in need of major re-investment and would benefit from a more radical approach. In planning terms this may be easier to deliver than other sites. Abbey Fields would also benefit from the addition of dry side provision, which would help the overall efficiency of the building.

There is a further unknown about the future site for Kenilworth School and if the school are to consider relocation, it could also therefore make sense to consider a major site which could include school facilities, pitches, hall, health & fitness and possibly a pool. At the present time, no decision has been made on the above nor will be in the foreseeable future.



### ***Edmondscote***

The site will need investment in the run up to the 2014 inspection whether this can be delivered by looking at new partnership arrangements with the resident clubs through a CAT or a potential partnership with Warwickshire College will need to be explored. More radical solutions may be required to maintain athletics in Warwick.

### ***Dual use agreements and broader partnership working with local schools***

Undertake a strategic review of dual use partnerships to achieve the objectives of all parties and ensure usage is protected and maximised. The needs and evidence clearly set out the importance of education facilities.

### **Summary**

The refurbishment and redevelopment principles which underpin the strategy are agreed and clearly based on the detailed needs and evidence. There is no clear case for closure and re-provision, the existing sites are well located to meet current needs, they would be very difficult to re-develop and they are generally performing well and in sound condition.

As set out in the context the Council require a long-term strategy, which takes account of growth. Before finalising the strategy priorities therefore the next section utilises the Sport England Facilities Planning Model (FPM) to consider future scenarios and help to confirm strategy priorities.

The FPM was run for sports halls and swimming pools and takes account of cross boundary provision, anticipated growth areas in the district in light of the Local Plan, and applying this to a more detailed spatial analysis down to SOA level. The FPM generates a detailed picture of current and more importantly future supply and demand on which the final strategy and action plan and planning policies will be based.

## 7. Future Needs

### Introduction

- 7.1 This section sets out the findings from the Sport England Facilities Planning Model (FPM) analysis to test the implications of changes in swimming pool and sports hall supply and demand in Warwick District and across a wider study area which includes all the neighbouring authorities to Warwick. The purpose of the analysis is also to model population growth, and provide further detailed analysis of the options and direction set out in the previous section before the final strategy is developed.
- 7.2 The analysis was undertaken for swimming pools and sports hall only. AGP provision is considered more than adequate both now and in the future given the supply and demand assessment and the issue will be more about replacement of surfaces than additional provision. There is no FPM for health and fitness provision.

### FPM analysis of swimming pool provision

- 7.3 The purposes of the swimming pool analysis is to assess:
- The extent to which the existing supply of swimming pools meets current levels of demand from the resident population in 2012 in Warwick District and the surrounding study area (Note; the reference for Warwick District will now be abbreviated to Warwick. If there are specific findings for Warwick town then these will be referred to as Warwick town)
  - The extent to which changes in the projected population between 2012 and 2022 in Warwick and the wider study area has on the projected demand for swimming and supply of pools in 2022. This includes some minor changes in swimming pool supply in the surrounding authorities.
- 7.4 The analysis is based on two separate analysis/runs which have been modelled. This report presents the findings. The specific runs which have been modelled are:
- Run 1 – existing provision of swimming pools as at 2012 in Warwick and the local authorities which make up the wider study area
  - Run 2 - provision of swimming pools in Warwick in 2022, based on the projected population change between 2012 – 2022 in Warwick and population change across the wider study area.
- 7.5 This analysis and report are intended to provide:
- A strategic assessment of the current and future need for swimming in 2012 and 2022 based on population change. These findings will assist Warwick District Council in its assessment of the changes which need to be made in swimming pool provision to meet the projected changes in demand. Is there a need to provide additional pools to met projected demand and if so where and at what scale? Or alternatively can the existing number, scale and location of swimming pools meet the projected

changes in demand up to 2022. In effect the current stock meets strategic need but there could be requirements to upgrade some existing pools to increase capacity and improve the quality of the existing pools

- Development of an evidence base of future need for swimming provision focusing on the quantitative, qualitative and accessibility findings from the analysis undertaken. In particular the analysis will focus on the impact of the projected increase in population across the District between 2012 - 2022 and how this changes the demand for swimming pools both in quantity and the spatial impacts. The outputs from this assessment will also become the evidence base for the development of Warwick District Council planning policy and the identification of the infrastructure requirements to deliver the projected need for swimming pools.

### **Report structure, sequence content and reporting of findings**

- 7.6 Runs 1 and 2 are assessed separately and then the findings compared because this represents the strategic assessment of the current and future supply and demand for swimming. Run 1 is what it looks like now and run 2 is what it could look like 2022 based on these projected changes in population. Run 2 does integrate fully the aging of the core resident population in 2012 to what the age and gender profile in 2022 will be and the demand for swimming in 2022 based on that core resident profile.
- 7.7 The study report analyses the findings for both under the headings of – total supply, total demand, supply/demand balance, satisfied demand, unmet demand, used capacity and relative share of swimming pools.
- 7.8 For each run the report sets out a table of findings for each heading and then provides a commentary on those findings.
- 7.9 The findings under each heading for the neighbouring authorities as well as for West Midlands Region and England wide are also set out in the tables. This allows (where valid to do so) the findings for Warwick to be compared with the other authorities and commented on.
- 7.10 At the end of each run is a summary of key finding and policy issues arising.

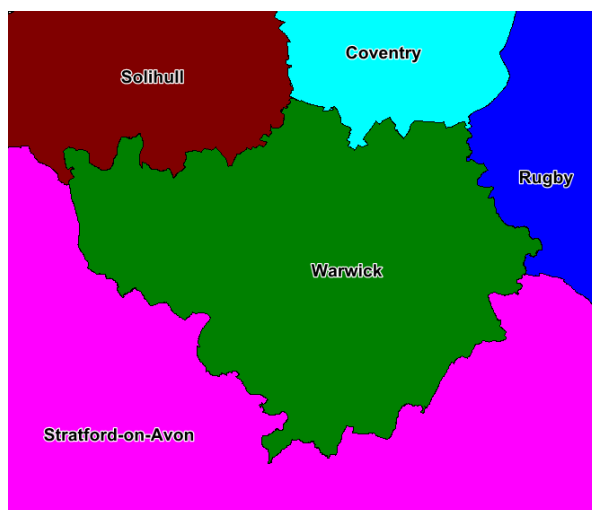
### **The Study Areas**

- 7.11 Describing the study area provides some points of explanation and a context for the report's findings.
- 7.12 Customers of swimming pools do not reflect local authority boundaries and whilst there are management and pricing incentives (and possibly disincentives) for customers to use sports facilities located in the area in which they live, there are some big determinants as to which swimming pools people will choose to use.
- 7.13 These are based on: how close the swimming pool is to where people live; the age and condition of the facility and inherently its attractiveness; other facilities within/on the site such as a fitness suite; personal and family choice; and reasons for using a particular facility, such as a particular activity going on.
- 7.14 Consequently, in determining the position for Warwick, it is very important to take full account of the swimming pools in all the neighbouring local authorities to Warwick. In particular, to assess the impact of overlapping catchment areas of facilities located in

Warwick and those located outside the authority. The nearest facility for some Warwick residents may be located outside the authority (known as exported demand) and for some residents of neighbouring authorities their nearest swimming pool is inside Warwick (known as imported demand).

- 7.15 Taking account of all these import and export effects is done by establishing a study area which places Warwick at the centre of the study and assesses the import and export of demand into and out of the authority and reflects the location, age, condition and content of all the swimming pools.
- 7.16 In addition, this approach does embrace the National Planning Policy Framework approach of taking account of neighbouring authorities when assessing locally derived needs and development of a local evidence base for provision of services and facilities.
- 7.17 The study area for this assessment is the Warwick District Council area and the four neighbouring authorities. A map of the study area is set out below as Map 1.

**Map 1: Study area for Warwick and bordering local authorities**



#### **Definition and listing of pools in the assessment**

- 7.18 The database of swimming pools to be included in the study has been verified by officers of Warwick District Council. The neighbouring authorities have reviewed the 2012 "tech spec" of swimming pool provision for their area and made changes to the entries in the tech spec to reflect the basis of the 2 run analysis. The assessment incorporates all operational indoor pools available for community use over 17m in length.
- 7.19 The list of all the swimming pools included and excluded in the assessment is set out as an Appendix 1. The availability of supply at each pool site is proportional to its opening hours. The weightings applied to each pool in the assessment are listed in the Appendix.
- 7.20 The demand for and capacity/supply of pools is measured in visits per week in the peak period (vpwpp). Where highlighted, an annual figure for throughputs refers to a modified total derived from these weekly visits.
- 7.21 Appendix 2 is a full description of the facilities planning model, its assumptions and parameters.

### Run 1: The Current Situation

- 7.22 The first run of the model is intended to describe and assess the current situation (2012), and incorporates the most up to date audit of swimming pools in the area, including those pools which are under construction or otherwise committed to development. It is based on the estimated population in Warwick and the rest of the study area in 2012.
- 7.23 Run 1 provides the baseline assessment of the supply and demand for swimming provision in 2012.

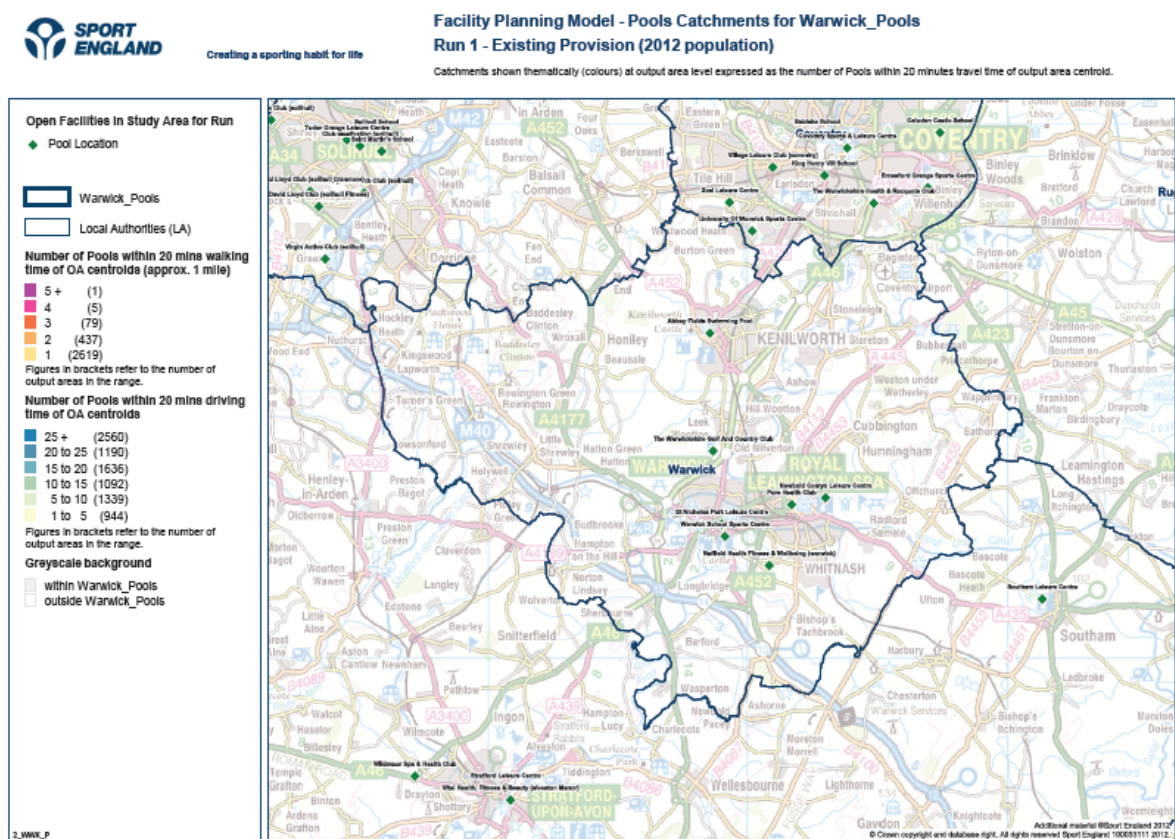
### Total Supply Findings

<b>Table 1 - Supply</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Number of pools	9	18	7	19	7	303	3063
Number of pool sites	7	13	5	13	6	222	2176
Supply of total water space in sqm	1886	4093.3	1521.9	3739	1518	66831.3	679168.6
Supply of publicly available water space in sqm (scaled with hrs avail in pp)	1706.8	3113.7	1180.1	3196.1	1427.6	52942.9	562493.6
Supply of total water space in VPWPP	14792	26985	10227	27700	12373	458838	4874944
Waterspace per 1000	13.05	12.8	15.89	18	12.33	12.12	12.79

- 7.24 In run 1 there is a total of 9 swimming pools in Warwick on 7 sites. So there is an average of just over one pool per site. The supply is including all pools so for example the Pure Health Club pool and the Warwickshire Golf and Country Club pools are included in the statement of supply. However when supply is assessed it only includes those pools which have public access and the hours of public use.
- 7.25 The total supply in water space from these 9 pools is 1,886 sq metres of water. However when the water space is assessed based on the number of pools available for public use and the hours for public use, the supply is reduced to 1,706 sq metres of water. This is a reduction of 180 sq metres of water, or 9.5% of the total water space in Warwick.
- 7.26 A comparative standard for pool provision is waterspace per 1,000 population. Applying this standard shows that across Warwick there are 13.05 sq metres of water per 1,000 population. This is just above the West Midlands Region and England wide figures of 12.1 and 12.8 sq metres of water per 1,000 population.

- 7.27 Solihull has the highest provision at a very high 18 sq metres of water per 1,000 population. Followed by Rugby at 15.9 sq metres of water, then it is Warwick at 13.05, followed by Coventry at 12.8 sq metres of water and finally Stratford upon Avon at 12.3 sq metres of water per 1,000 population.
- 7.28 Map 7.1 shows the location and geographical spread of swimming pool provision across Warwick and the pools located closest to Warwick in the wider study area. The map is for referencing locations.

**Map 7.1: Location of the Warwick District swimming pools and swimming pools in the wider study area run 1**



#### Access to swimming pools based on the 20 minute drive time catchment area

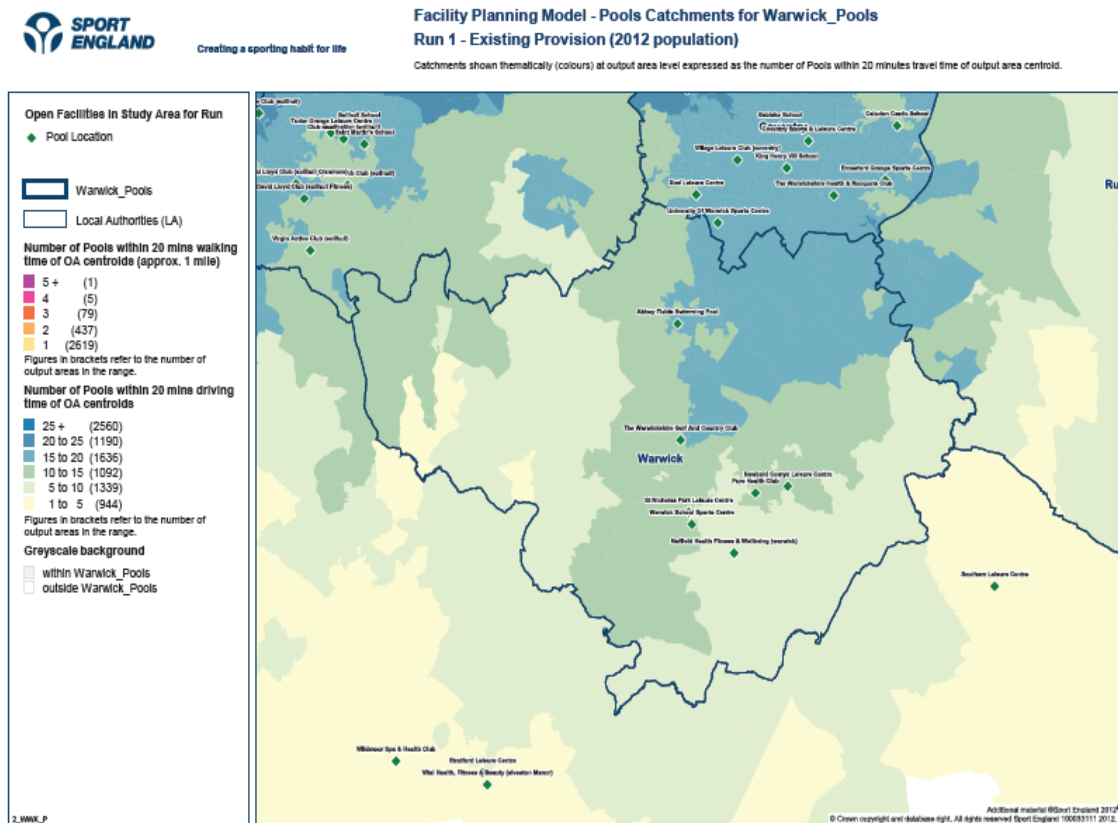
- 7.29 Map 7.2 overleaf shows the number of pools which are accessible based on the 20 minute drive time catchment area of the pools in Warwick and the wider study area. The drive time catchment areas are shaded blue, green and cream and the different colours represent the number of pools which are accessible to the population across the study area. The colour coded key is on the left hand side of the map and the drive time colour codings/key is the bottom one of the two keys).
- 7.30 So for the areas shaded blue residents in these areas have access to between 15 – 20 swimming pools based on a 20 minute drive time. The area shaded the darker green shows residents in these areas have access to between 10 - 15 swimming pools based on the 20 minute drive time catchment area. Whilst the areas shaded the lighter green



means that residents in these areas have access to between 5 – 10 swimming pools based on the 20 minute drive time catchment area of pools.

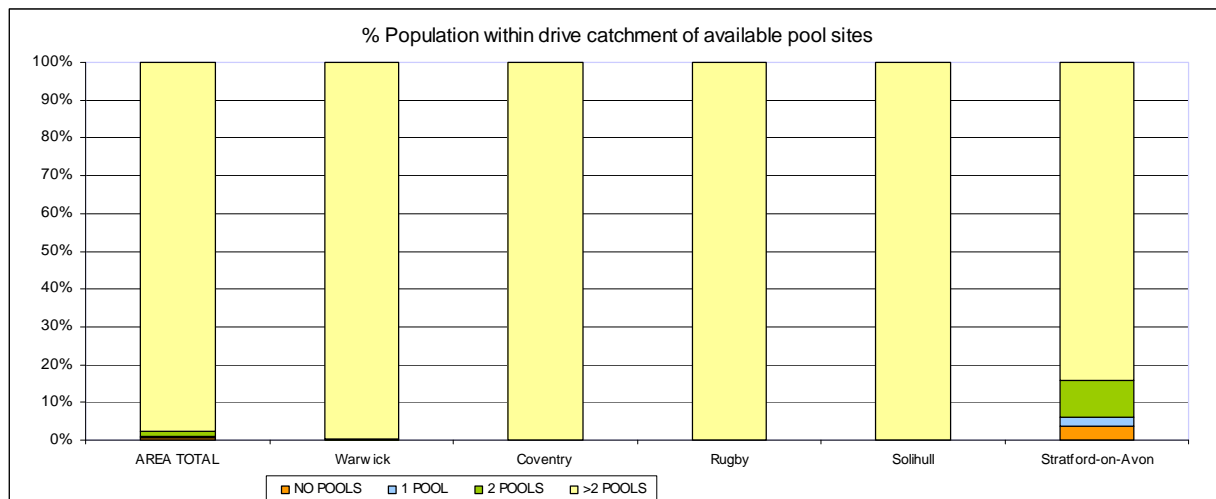
- 7.31 The area of lowest accessibility is a small area to the west of the authority bordering Stratford upon Avon (shaded cream) where access to pools by residents in this area is between 1 – 5 swimming pools based on the drive time catchment.
- 7.32 Not surprisingly accessibility to pools is highest on the north side of Warwick District where the drive time catchment area of a lot of the 13 swimming pool sites located in Coventry extends into Warwick. Residents in this area of Warwick are benefiting from the very high pool supply in Coventry and their accessibility to them.
- 7.33 So overall across Warwick there is very high accessibility to pools based on car travel and the 20 minute drive time catchment area of pools. The estimate is that 79.3% of all visits to pools are by car (more details under the satisfied demand heading findings about travel modes to swimming pools by car, foot and public transport in terms of the percentage of visits by each mode).
- 7.34 Overall and putting everything together accessibility to a high number of swimming pools based on car travel is not an issue at all.

**Map 7.2: Access to swimming pools based on the 20 minute drive time catchment**





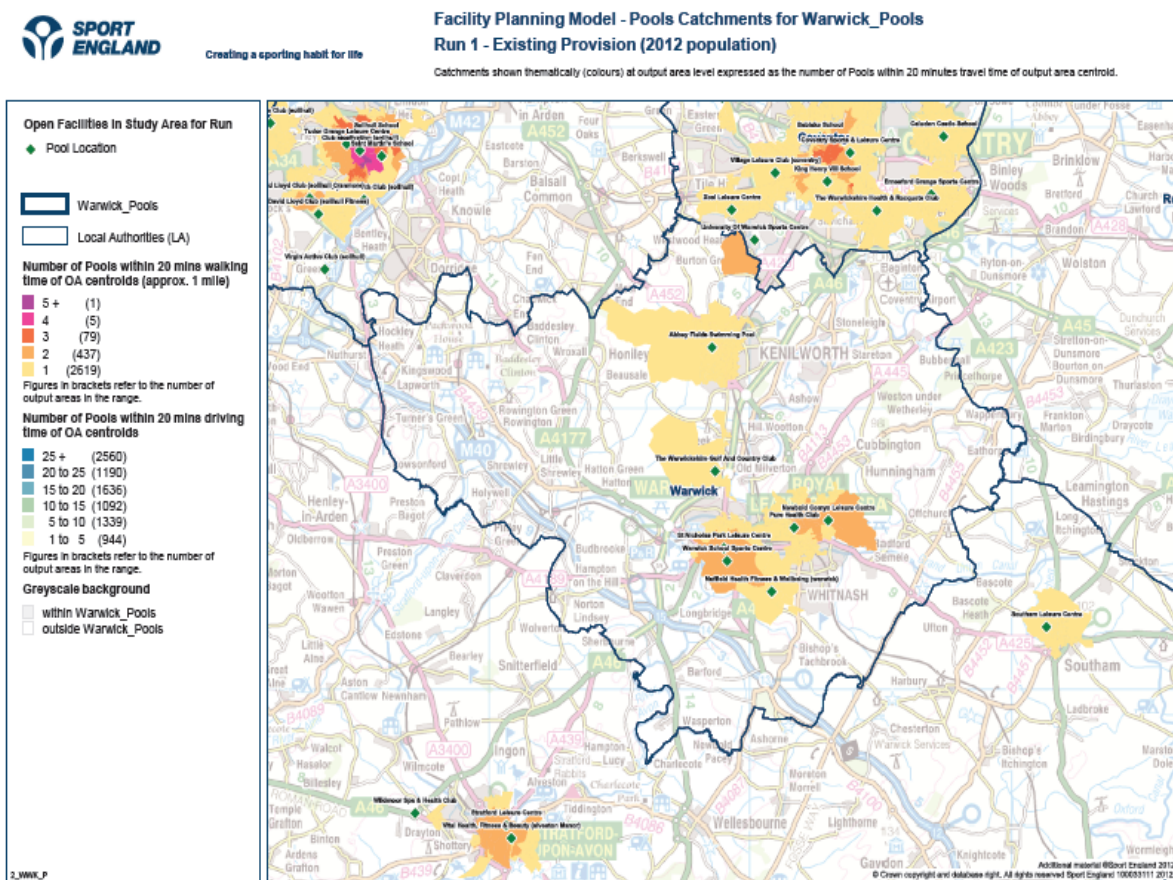
**Chart 7.1: Percentage of the population within a drive time catchment area of swimming pools**



#### Access to swimming pools based on the 20 minute/1 mile walk to catchment area

- 7.35 The same mapped and bar chart information can be presented for the WALK TO catchment area of a swimming pool. The walk to catchment area is defined by Sport England through their research as 20 minutes or 1 mile.
- 7.36 Map 7.3 overleaf shows the areas of Warwick which have access to swimming pools based on a 20 minutes/1mile walk to catchment area. Residents in the areas shaded light brown have access to 1 swimming pool based on the 20 minutes/1 mile walk to catchment area. Whilst for residents in areas shade dark brown they have access to 2 swimming pools based on the walking catchment areas of the pools. (The colour coded map key is on the left hand side and the top colour key is for walking catchments).
- 7.37 As can be seen the vast majority of residents of Warwick District live outside the walk to catchment area of any pool – which is perhaps not surprising given there are only 7 pool sites in Warwick and the catchment area is by definition small. Perhaps what is a surprise is that the estimate is that 12.8% of all visits to pools are on foot and this is just below the West Midlands Region and England wide averages at 13.4% and 15.7% respectively. So when including all rural and urban areas Warwick is close to the regional and national average in terms of travel to pools on foot.

Map 7.3: Access to swimming pools based on the 20 minute/1 mile walk to catchment



- 7.38 The percentage figures for travel to pools on foot in the other authorities are: Coventry 20%; Rugby 9.1%; Solihull 12.4% and Stratford upon Avon 7.1%. So after Coventry Warwick has the next highest percentage.
- 7.39 Again similar information can be presented in bar chart form of comparing access to pools based on the 20 minute/1 mile walk to catchment for all local authorities across the study area.
- 7.40 This is set out in chart 7.2 overleaf and this shows that in Warwick 60% of the population live outside the walk to catchment area of a swimming pool. Whilst 31% of the population are within the walk to catchment area of 1 pool and 9% are within the catchment area of 2 pools. The Warwick findings very much mirror the study area findings.
- 7.41 Coventry has the best accessibility to pools based on the walking catchment, where 53% of the Coventry population live outside the walk to catchment area of a swimming pool 40% have access to 1 pool and 55% of the Coventry population have access to 2 pools.
- 7.42 The findings for all authorities are set out in chart 7.2 overleaf.
- 7.43 Overall Warwick has a fairly balanced picture of accessibility to pools on foot.

- It is estimated that 12.8% of all visits to pools are on foot which is mid range for the 5 local authorities in the study area and below the West Midlands and England wide percentages
- Some 40% of the Warwick population live inside the walk to catchment area of at least 1 swimming pool. This finding virtually mirrors the finding across the 5 local authorities in the study area.

7.44 The point to consider is that 60% of the Warwick population do live outside the walk to catchment area of any pool and whether in setting an accessibility measure this is an acceptable position. Or, whether there is a need to improve access to pools in areas shown in map 7.3 to be currently outside the walking catchment area of any pool. Any intervention is not about more pool provision but about management and transport changes to try and increase access to existing pools.

**Chart 7.2: Percentage of the population within a 20 minute/1 mile walk to catchment area of a pool**



### Total Demand Findings

Table 2 - Demand	Warwick	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Population	144500	319800	95800	207700	123100	5514800	53095986
Swims demanded – vpwpp	9299	21011	6095	13208	7630	354586	3429384
Equivalent in waterspace – with comfort factor included	1532.8	3463.4	1004.6	2177.1	1257.7	58448.2	565283.1
% of population without access to a car	13.8	25	13.1	14	8.3	19.5	19.5

(Note: the Warwick District population is the projected population applied by Sport England in its facilities planning model assessment. The 2011 Census identifies a population in Warwick District of 137,648 people)

- 7.45 In run 1 the total population in Warwick in 2012 is 144,500 people. Warwick has the second lowest population in the study area, with Coventry having the highest at 319,800 people and Rugby the lowest at 95,800 people. Stratford upon Avon has a population of 123,100 people and Solihull has 207,700 people – so there is a wide variation between highest and lowest.
- 7.46 Population totals are the start point for then determining the percentage of the population who swim and how frequently. Given the wide range in population numbers there will be wide variations in the total demand for swimming and the subsequent levels of satisfied and unmet demand for swimming.
- 7.47 In terms of the total demand generated for pools and based on the visits per week in the weekly peak period, Warwick in run 1 has a total demand of 9,299 visits. Whilst in Coventry it is 21,011 visits and in Rugby it is 6,095 visits. These differences in visit numbers underline the contrasts between the total population in each authority impacting on the demand for swimming.
- 7.48 As shown under the supply heading there is very good access to pools based on the drive time catchment area. In Warwick some 13.8% of the population do not have access to a car, well below the West Midlands Region and England wide percentage of 19.5% of the population for both areas.
- 7.49 Putting everything together on the access findings shows:
- very high access to pools based on the 20 minute drive time catchment, with most of the Warwick area/residents having access to between 15 – 20 pools based on the location and drive time catchments of pools;
  - some 79.3% of all visits to pools in Warwick are by car – it is the dominate travel mode; and
  - there is very high accessibility to cars across Warwick with only 13.8% of the population NOT having access to a car –well below regional and national averages.
- 7.50 In summary, travel to pools by car is the dominate mode, there is a very large percentage of the Warwick population who have access to a car and there is a very large number of pools accessible to the Warwick population based on car travel.

### **Supply and Demand Balance Findings**

- 7.51 Note: the supply and demand balance section of the report only provides a 'global' view of provision – it compares total demand generated within Warwick the total supply of pools within Warwick and therefore represents an assumption that ALL the demand for swimming in Warwick is met by ALL the supply of swimming pools in Warwick. (Note: it does exactly the same for the other local authorities in the study area).
- 7.52 In short, supply and demand balance is NOT based on where the pools are located and their catchment area extension into other authorities. Nor, the catchment areas of pools in neighbouring authorities extending into Warwick. Most importantly supply and demand balance does NOT take into account the propensity/reasons for residents using facilities outside their own authority. The more detailed modelling based on the CATCHMENT AREAS of swimming pools is set out under Satisfied Demand, Unmet Demand and Used Capacity.

7.53 The reason for presenting the supply and demand balance is because some local authorities like to see how THEIR total supply of swimming pools compares with THEIR total demand for swimming. So supply and demand balance presents this comparison.

<b>Table 3 - Supply/Demand Balance</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Supply - Swimming pool provision (sqm) scaled to take account of hours available for community use	1706.8	3113.7	1180.1	3196.1	1427.6	52942.9	562493.6
Demand - Swimming pool provision (sqm) taking into account a 'comfort' factor	1532.8	3463.4	1004.6	2177.1	1257.7	58448.2	565283.1
Supply / Demand balance - Variation in sqm of provision available compared to the minimum required to meet demand.	174.06	-349.71	175.45	1019.02	169.88	-5505.29	-2789.56

7.54 The supply and demand balance findings are reported as the total supply and total demand based in sq metres of water. Across Warwick there is a positive supply and demand balance, so total supply for swimming exceeds the total demand. Coventry has a negative balance and so does West Midlands region, Rugby, Solihull and Stratford upon Avon like Warwick have a positive balance where supply exceeds demand.

7.55 In Warwick total supply of swimming pools equates to 1,706 sq metres of water, so there is a positive supply and demand balance of 174 sq metres of water. A balance of this scale equates to a 20 metre x 4 lane swimming pool which is 160 sq metres of water. This is NOT saying that Warwick needs to consider provision on this scale, it is simply reporting the findings based on an assumption that all the demand for swimming in Warwick is met by Warwick's pools – NOT based on the catchment area of pools.

7.56 The positive supply and demand balance in Rugby equates to 175 sq metres of water, whilst in Solihull it is a very high 1,019 sq metres of water and in Stratford on Avon it is 169 sq metres of water. So Rugby and Stratford upon Avon have a very similar position to Warwick.

7.57 The significance of the findings for Solihull is that it should be able to retain most of the demand for swimming at its pools because it has 19 pools which is the highest across all the local authorities and supply significantly exceeds the Solihull demand for swimming (these findings are reported under satisfied demand and used capacity).

7.58 The quite high negative balance for Coventry is because despite it having a good total supply of pools and the second highest number of pools at 18, it also has a very high population at 319, 800 people in 2012 and so it generates the highest demand for swimming. So despite a high number of pools it is not enough to cater for the high demand generated by the 319,800 population.

#### Satisfied Demand Findings

<b>Table 4 - Satisfied Demand</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Total number of visits which are met	8868	19412	5746	12545	6957	319860	3104200
% of total demand satisfied	95.4	92.4	94.3	95	91.2	90.2	90.5
% of demand satisfied who travelled by car	79.3	65.4	83.2	80.3	89.8	75.3	74
% of demand satisfied who travelled by foot	12.8	20	9.1	12.4	7.1	13.4	15.7
% of demand satisfied who travelled by public transport	7.9	14.6	7.7	7.3	3.1	11.3	10.3
Demand Retained	7846	17239	4639	10628	5109	316884	3104200
Demand Retained - as a % of Satisfied Demand	88.5	88.8	80.7	84.7	73.4	99.1	100
Demand Exported	1022	2173	1107	1917	1848	2976	0
Demand Exported - as a % of Satisfied Demand	11.5	11.2	19.3	15.3	26.6	0.9	0

- 7.59 Satisfied demand represents the proportion of total demand that is met by the capacity at the swimming pools from residents who live within the driving, walking or public transport catchment area of a pool. In run 1 some 8,869 visits or, 95.4% of the total demand for swimming across Warwick is satisfied demand.
- 7.60 This is a significant finding and starts to bring together the number, location and access to pools by each travel mode and then comparing these findings with the level of demand for swimming.
- 7.61 Putting all features together the finding is that the:
- number, location and catchment area of the pools;
  - plus the dominate travel mode to pools which is by car at 79% of all visits;
  - compared with the total demand for swimming, where this is located and how much is located inside the catchment area of a swimming pool means that;
  - 95.4% of the total demand for swimming by Warwick residents can be met by the supply and location of the swimming pools; and
  - overall the number, location and capacity of pools compared with the total demand for swimming is creating both very good accessibility to pools. Plus there is a big enough supply to be able to meet 95.4%\$ of the total demand for swimming.
- 7.62 As mentioned car travel is the predominate choice of travel mode to pools, with 79% of all visits to pools by Warwick residents being by car. 13% of all visits to pools are by foot and 8% of all visits are by public transport.
- 7.63 For car travel and travel by foot these percentages are in line with the West Midlands Region figures, which are 75% and 13% respectively. There is a bit of a difference in public transport where travel to pools is 11% of all visits in the region compared with 8% in Warwick.
- 7.64 Car travel is the dominate travel mode in the other authorities. Coventry has the lowest at 65% of all visits and has the highest corresponding travel on foot at 20% of all visits and by public transport at 14.6% of all visits. Presumably these percentages reflect that Coventry is a more urban authority than the other authorities.

#### Retained demand

- 7.65 There is a sub set of findings for satisfied demand and this is working how much of the total satisfied demand is met by pools located in Warwick BASED ON THE CATCHMENT AREA of the Warwick pools and where the Warwick demand is located. This is known as retained demand.
- 7.66 Once we know how much of the Warwick demand is retained at Warwick's pools the model is then able to identify how much of the Warwick demand is met outside Warwick and where this demand goes to. This is known as exported demand.
- 7.67 Warwick's retained demand is 88.5% of the total satisfied demand and it has the highest level of retained demand of any of the authorities – again a reflection of this very healthy level and balance between supply, demand and access. This is so much so, that 88.5% of



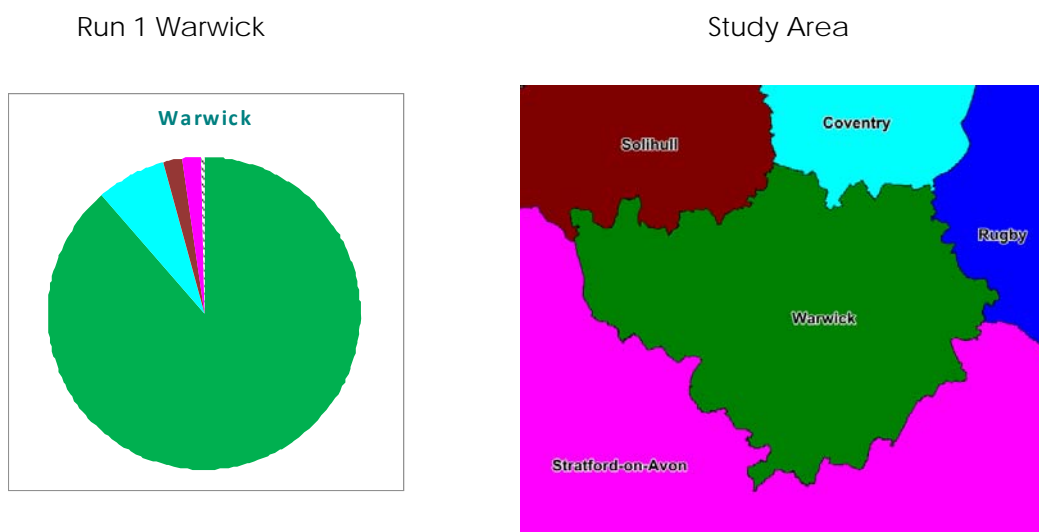
the total demand for swimming by Warwick residents can be retained and met by pools located in Warwick.

- 7.68 Retained demand in Coventry is 86% of satisfied demand, in Rugby it is 80.7% of satisfied demand, whilst in Solihull it is 84.7% and in Stratford upon Avon it is the lowest at 73.4%.

#### Exported demand

- 7.69 The residual of the total satisfied demand, after retained demand has been accounted for is exported demand – how much and where does it go to. In run 1 Warwick is exporting some 11.5% of the Warwick total satisfied demand and which is being met/satisfied at pools in the other local authorities.
- 7.70 These findings of how much demand is exported and where it goes to can be represented in pie chart form and this is set out in chart 7.3 below. The retained demand is the area shaded green in the pie chart and the remaining parts of the pie is the amount of Warwick demand which is exported and where it goes to.
- 7.71 Some 7% of the Warwick demand for swimming is exported and met at Coventry's pools (area shaded turquoise). Whilst some 2% of the Warwick demand is exported and met in both Solihull (shaded brown) and Stratford upon Avon (shaded purple). Finally some 0.5% of the Warwick demand is exported outside of the study area.

**Chart 7.3: Retained and exported demand for swimming Warwick and study area Run 1**

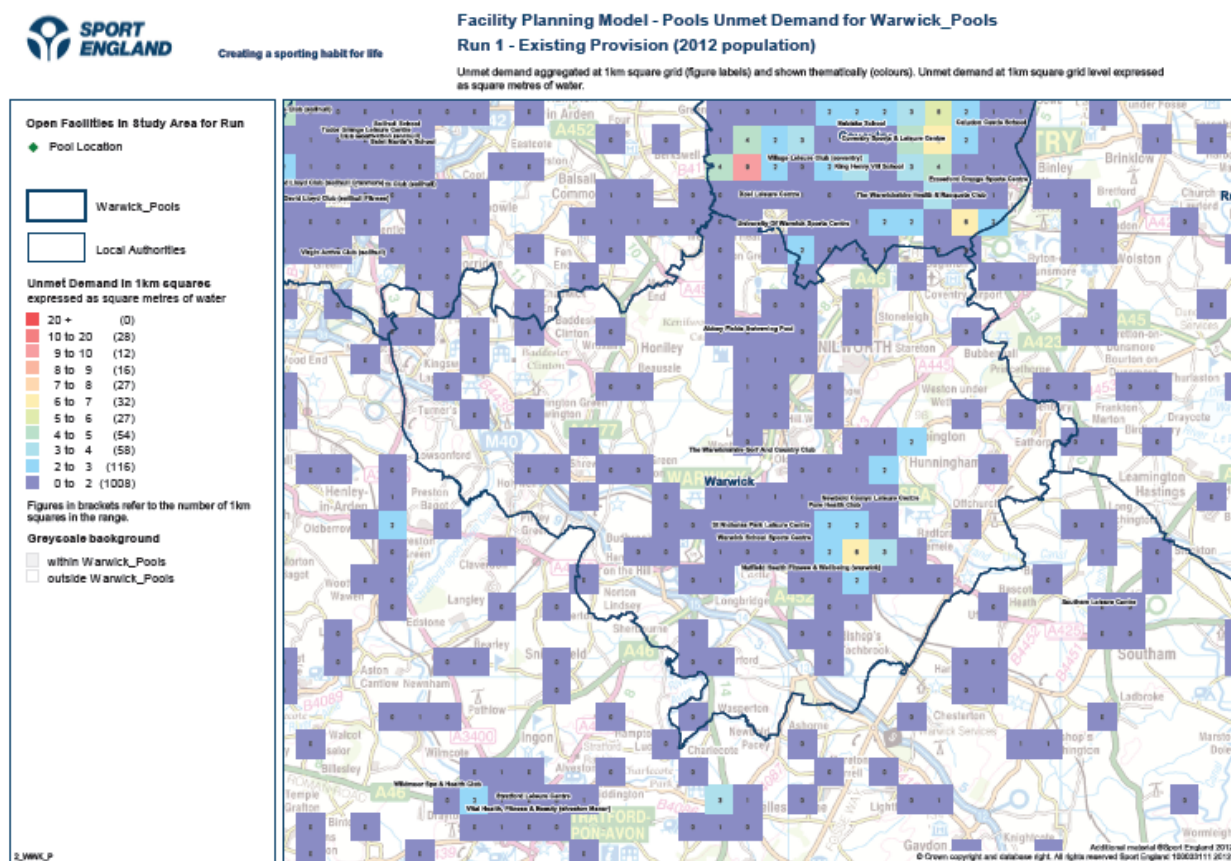


## Unmet Demand Findings

<b>Table 5 - Unmet Demand</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Total number of visits in the peak, not currently being met	431	1599	349	663	674	34726	325184
Unmet demand as a % of total demand	4.6	7.6	5.7	5	8.8	9.8	9.5
Equivalent in Water space m2 - with comfort factor	71.03	263.59	57.54	109.26	111.04	5724.06	53601.74
% of Unmet Demand due to ;							
Lack of Capacity	0.3	13.7	2.7	18.9	0.4	15.3	10.6
Outside Catchment	99.7	86.3	97.3	81.1	99.6	84.7	89.4
Outside Catchment;	99.7	86.3	97.3	81.1	99.6	84.7	89.4
% Unmet demand who do not have access to a car	86	82.3	82.8	71	57.5	71.1	70.5
% of Unmet demand who have access to a car	13.7	4	14.5	10.1	42.1	13.6	18.9
Lack of Capacity;	0.3	13.7	2.7	18.9	0.4	15.3	10.6
% Unmet demand who do not have access to a car	0.2	12.6	1.7	16.3	0.1	13.5	8.3
% of Unmet demand who have access to a car	0.1	1.1	1.0	2.5	0.3	1.7	2.2

- 7.72 If may seem contradictory to present unmet demand findings when the reporting to date is saying that supply for swimming is greater than demand and so why is there unmet demand ? Unmet demand is defined in two ways: demand for swimming which cannot be met because (1) there is too much demand for any particular pool within its catchment area; or (2) the demand is located outside the catchment area of any pool and is then classified as unmet demand.
- 7.73 So whilst across the district supply is greater than demand there could be (under definition 1) individual pools where demand is greater than the capacity of that pool and creating unmet demand. Also under the supply heading findings it was identified that there are large areas of Warwick which are outside the walking catchment area of a pool and (under definition 2) demand located in these areas would be determined as unmet demand.
- 7.74 Unmet demand for pools in Warwick is only 431 visits or 4.6% of total demand. This is equivalent to 71 sq metres of water and for context a 25 metres x 4 lane swimming pool is 212 sq metres of water.

- 7.75 The total unmet demand is virtually totally due to demand being located outside the catchment area of a pool and this is 99.7% of the total unmet demand. This finding is consistent with the findings from the percentage of the population who live outside the walking catchment area of any pool. This was set out as chart 1. 2 and it is the 60% of the Warwick population who live outside the walk to catchment area of any pool.
- 7.76 The majority of the population who live in these areas will have access to a car and travel to pools by car or public transport. However for the population who live in these areas and who do not have access to a car and therefore travel to pools on foot this represents 420 rounded visits which is 4.5% of the total demand for swimming.
- 7.77 In terms of locations of this unmet demand and the scale this is illustrated in map 7.4 below.



**Map 7.4: Location and scale of unmet demand for swimming across Warwick Run 1**

- 7.78 The numbers in the 1 kilometre grid squares represent the amount of unmet demand expressed in square metres of water which is located in that square/location. The values of the unmet demand in sq metres of water in each square are colour coded. Where there is no colour square there is no unmet demand. Purple, is the lowest value of unmet demand and which the vast majority are across Warwick. The next higher value is light blue and there are only 7 blue squares in Warwick. Then it is cream of which there is 1 square in Warwick. There are then the higher value squares of unmet demand coloured yellow through pink to red. There are none of these colour squares of unmet demand across Warwick.

- 7.79 The value of the purple squares is 0 – 2 sq metres of water. For the light blue it is 2 – 3 sq metres of water and for the cream square it is 6 – 7 sq metres of water. For information the highest value square is red and this is 20+ sq metres of water in a 1 kilometre grid square.
- 7.80 To repeat the total amount of unmet demand across Warwick totals 71 sq metres of water. So even if there is a cluster or hot spot location(s) for unmet demand for swimming it is not going to be a high number. As the map 7.4 shows the highest number and location is 6 sq metres of water which is one square shaded cream and is located in the Whitnash area. There is also a cluster of unmet demand immediately around this area totaling 5 grid squares (shaded light blue) but the amount of unmet demand in this cluster only totals 10 sq metres of water.
- 7.81 Extending out from this cluster is a further cluster of across the Warwick town and Leamington Spa town areas and tapering into a smaller area around Bishop's Tachbrook. In this area there are 39 grid squares but the amount of unmet demand for swimming is only 31 sq metres of water.
- 7.82 The other area of concentrated unmet demand is located in Lees and extending north in a line of 2-3 grid squares width to the Warwick boundary with Coventry. In this area there are 21 grid squares and the total value of unmet demand for swimming is 10 sq metres of water.
- 7.83 So in summary:
- there are 3 areas or clusters of unmet demand but the values are very low and across all three areas they make up 57 sq metres of water out of the total Warwick unmet demand for swimming in run 1 of 71 sq metres of water;
  - there is a low overall total of unmet demand right across Warwick and there is no one hot spot location where there is a high level of unmet demand;
  - the unmet demand total in visits per week in the weekly peak period is 431 which is 4.6% of the total demand for swimming across Warwick. Virtually all of this unmet demand is created because it is located outside the walk to catchment area of a swimming pool. It is not created because of lack of pool capacity at the Warwick pools; and
  - meeting this low level of unmet demand is not by provision of extra water space at the existing pools. Plus it is not of a scale at all to consider new pool provision. It is about increasing access to pools by residents who do not have access to a car, who walk to pools and live outside the walk to catchment area of an existing pool. It is a small scale access issue and it is a judgment call as to whether intervention is required at all. This is said because a total of 431 visits of unmet demand compares to a Warwick total demand or visit rate of 9,299 visits in the weekly peak period.

## Used Capacity Findings

<b>Table 6 - Used Capacity</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Total number of visits used of current capacity	<b>9174</b>	19644	5121	18013	6426	320950	3104200
% of overall capacity of pools used	<b>62</b>	72.8	50.1	65	51.9	69.9	63.7
% of visits made to pools by walkers	<b>11.4</b>	20.3	10.2	9.6	7.9	13.4	15.7
% of visits made to pools by road	<b>88.6</b>	79.7	89.8	90.4	92.1	86.6	84.3
Visits Imported;							
Number of visits imported	<b>1328</b>	2405	482	7386	1317	4066	0
As a % of used capacity	<b>14.5</b>	12.2	9.4	41	20.5	1.3	0
Visits Retained:							
Number of Visits retained	<b>7846</b>	17239	4639	10628	5109	316884	3104200
As a % of used capacity	<b>85.5</b>	87.8	90.6	59	79.5	98.7	100

- 7.84 Used capacity is a measure of usage and throughput at swimming pools and estimates how well used/how full facilities are. The Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of swimming pools, the pools are too full. The model assumes that usage over 70% of capacity is busy and the pool is operating at an uncomfortable level above that percentage.
- 7.85 The total number of visits used of Warwick's pools of the current capacity in run 1 is 9,174 visits and this represents 62% of the overall pools capacity used. In effect, the pools across Warwick are estimated to be working hard to absorb the level of demand and it is close to the Sport England "comfort pools full" level of 70% of total capacity. However there is still some 8% of unused total capacity before the pools full level of 70% is reached.
- 7.86 It is possible to set out the projected annual throughput for each pool. This is set out in table 7.1 overleaf. The pools which are commercial pools and operate on a membership system are not assumed to have the same access and usage levels as pools which operate on a pay as you swim basis.

**Table 7.1: Estimated annual throughput for all pools in Warwick in run 1**

Name of facility	Type of pool	Water area	Year built	Year refurbished	Public/Comm	Hours in the weekly peak period	Annual throughput
WARWICK TOTAL							684,905
ABBEY FIELDS SWIMMING POOL	Main/General	250	1986	2004	P	49	102,485
NEWBOLD COMYN LEISURE CENTRE	Main/General	325	1990		P	49	134,592
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Main/General	160	2001		C	52	135,754
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Learner/Teaching/Training	81			C	52	
PURE HEALTH CLUB	Main/General	180	2007		C	31	89,587
ST NICHOLAS PARK LEISURE CENTRE	Main/General	325	1983		P	49	93,579
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Main/General	200	2005		C	52	77,782
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Leisure Pool	40				52	
WARWICK SCHOOL SPORTS CENTRE	Main/General	325	1988		C	34	51,125

7.87 As can be seen from the table there is a clear split in the age of the pool facilities. The public pools were built in the period between 1983 – 1990 and only one Abbey Fields Pool has been refurbished and that was in 2004. St Nicholas and Newbold Comyn are now 30 years and 23 years old respectively and have not had major refurbishment. In terms of attractiveness these older pools are less attractive to users than more modern pools – this is based on the age, condition and range of facilities that an older pool will offer compared with a more modern pool. It is not a measure of the management of the pools and how this can influence and encourage usage.

7.88 The commercial pools were built between 2001 – 2005 and they are much more recent and between 8 – 12 years old. They are membership and or club based usage but for customers and or clubs willing to pay they are probably more attractive in terms of the age, condition and range of facilities which they provide.

7.89 The Sport England planning model weights the pools in terms of their age and condition to reflect their quality and attractiveness to customers. A more modern pool has a higher weighting than older pools. Pools are also weighted The commercial pools which operate on a membership system are not assumed to have the same access and usage levels as pools which operate on a pay as you swim basis. The other factor is the hours of public or club use available in the weekly peak period. The interaction of all these factors is reflected in the estimated annual throughput totals for each pool. *(Note: these are estimated totals and based on the assumptions described here and the facility planning model parameters in Appendix 2 of this report).*

7.90 It is estimated that the St Nicholas Park pool (1983) with a water area of 325 sq metres of water has an annual throughput of 93,500 visits. Newbold Comyn (1990) also with 325 sq metres of water has an estimated annual throughput of 134,500 visits. The contrast is because of the demand located within the catchment area of each pool and it will also reflect the lower weighting of St Nicholas Park pool because it is 7 years older than Newbold Comyn.

7.91 Abbey Fields (1986 and major refurbishment in 2004) with a water area of 250 sq metres of water has an estimated annual throughput of 102,500 visits. So a smaller pool than the other two public pools but Abbey Fields has a higher annual throughput than St Nicholas.



Again this will be a reflection of the higher weighting for Abbey Fields compared to the two other pools because it had an extensive modernisation in 2004. Plus inclusion of the demand for Abbey Fields from its own catchment area.

- 7.92 As reported the Warwick average for used capacity across the pools in Warwick is 62%. The e estimated used capacity of each pool site can also be identified and this is set out in Table 7.2 below.

**Table 7.2: Estimated used capacity at each of the Warwick Swimming Pool Sites**

Name of facility	Type	Area	Year Built	Year refurb	Public/C omm	Facility Capacity - visits	% of Capacity used
WARWICK TOTAL						14,792	62%
ABBEY FIELDS SWIMMING POOL	Main/General	250	1986	2004	P	2,042	69%
NEWBOLD COMYN LEISURE CENTRE	Main/General	325	1990		P	2,632	66%
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Main/General	160	2001		C	2,089	79%
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Learner/Teaching/Training	81			C		
PURE HEALTH CLUB	Main/General	180	2007		C	1,545	71%
ST NICHOLAS PARK LEISURE CENTRE	Main/General	325	1983		P	2,564	53%
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Main/General	200	2005		C	2,080	44%
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Leisure Pool	40					
WARWICK SCHOOL SPORTS CENTRE	Main/General	325	1988		C	1,842	54%

- 7.93 As can be seen from Table 7.2 the estimate of percentage of pool capacity used (final column) does vary at each pool site. Abbey Fields is at 69% of pool capacity used and so very close to the Sport England pools full comfort level of 70% of pool capacity used. Newbold Comyn is at 66% of pool capacity used and St Nicholas Park is at 53% of pool capacity used. So some more headroom at Newbold Comyn and even more headroom at St Nicholas Park.

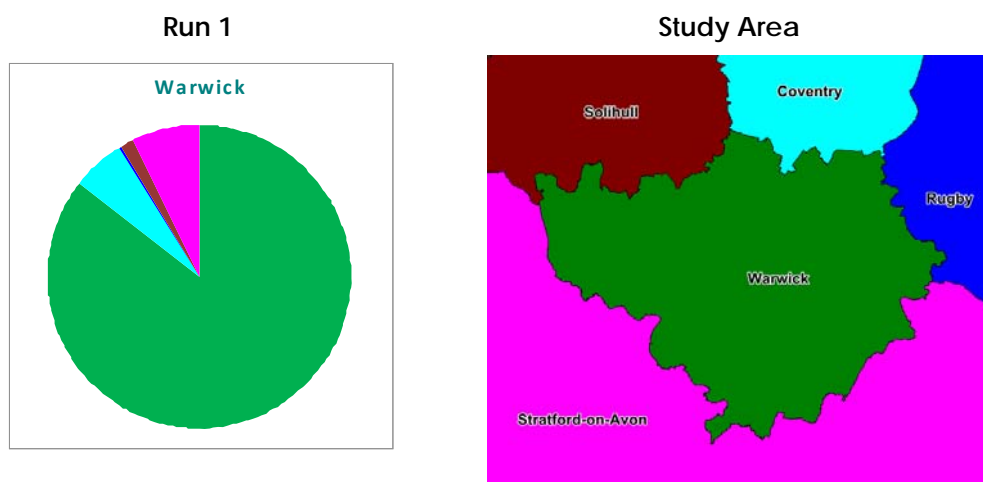
- 7.94 The range of estimated pool capacity used at the commercial pools is from 44% at the Warwickshire Golf and Country Club to 79% at the Nuffield Heath and Fitness Centre.

#### Imported demand for swimming

- 7.95 The level of demand for swimming which is imported into Warwick is reported in the used capacity category of findings. This is because it is based on the catchment area of the Warwick pools extending beyond the Warwick boundary. For residents outside of Warwick who live in this catchment area AND THIS IS THE NEAREST POOL to where they live the model distributes this demand to the Warwick pools. So it becomes part of the used capacity of the Warwick pools.
- 7.96 In run 1 Warwick is importing 1,328 visits and this represents 14.5% of the used capacity of the Warwick pools. This is quite a high level of imported demand and it is important to establish where this demand comes from and how much is from each authority.
- 7.97 As with the export of the Warwick swimming demand the way to represent this is by pie charts and this is set out as chart 7.4 overleaf.

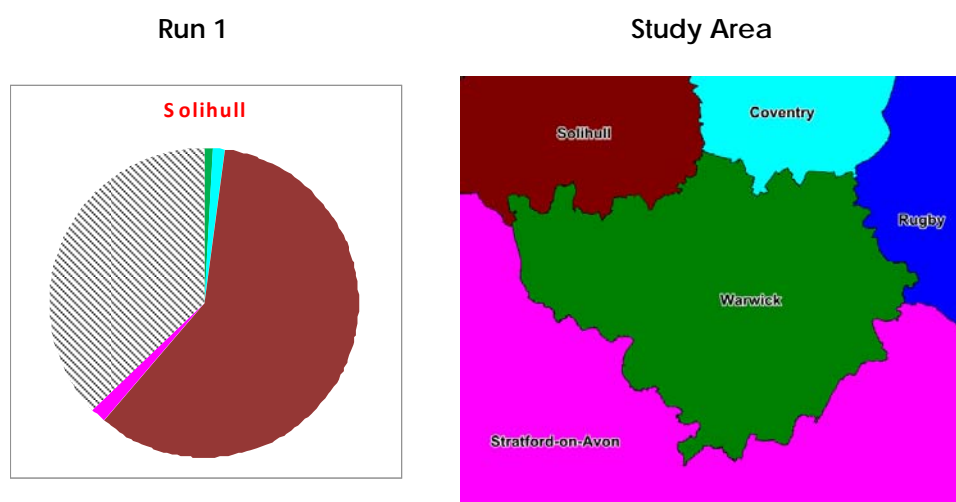


**Chart 7.4: Imported demand for swimming into Warwick Run 1**



- 7.98 As the pie chart shows the biggest imports are from Stratford upon Avon (shaded purple) at 7% of the used capacity of Warwick's pools, followed by Coventry (shaded turquoise) at 5% and finally Solihull at 1% of the Warwick pools used capacity (shaded brown).
- 7.99 The Stratford upon Avon finding is not surprising because it has the equal lowest number of pools with Rugby at 7 pools. Also the Stratford upon Avon total demand for swimming exceeds the total supply and so the model will try to accommodate some of this unmet demand in Stratford to other pools – if the first and nearest pool for some residents is full and there are other pools within the catchment area of where the residents live. Also the largest shared boundary for Warwick is with Stratford upon Avon and so it is quite likely for quite a lot of Stratford residents their nearest pool to where they is going to be located in Warwick.
- 7.100 Solihull has a very high 41% of the used capacity of its pools being imported. The reason for this is that Solihull has a total of 19 pools and its demand for swimming is 13,208 visits, whilst the total supply of the Solihull pools is 27,700 visits. So there is lots of "spare capacity" at the Solihull pools, and for residents of other authorities whose nearest pool is located in Solihull then there this spare capacity can be taken up.
- 7.101 These findings can be shown quite clearly in the pie chart for Solihull, which is chart 7.5 overleaf. It is not the local authorities so these study areas which are benefiting from the very large supply of Solihull's pool. Only 1% of the imported used capacity of Solihull's pools is from both of Stratford upon Avon and Coventry. There is less than 1% imported from Warwick. Some 38% of the imported used capacity of Solihull's pools is imported from outside this study area (striped shading) – presumably a lot is from Birmingham.

Chart 7.5: Imported demand for swimming into Solihull Run 1



7.102 Finally, under used capacity it is possible to bring together the combined figures for retained, exported and imported demand for swimming in Warwick in run 1 and this is expressed in visits. This is presented in table 7.3 below.

7.103 As can be seen from table 7.3 Warwick is a net importer but it is only by 306 visits, which in terms of overall balance between the Warwick demand which is exported and the outside demand which is imported into Warwick is not significant at all.

7.104 The rather high 14% of the used capacity of the Warwick pools being imported has to be seen in this overall context. This 14% of imported used capacity is being offset by the 11.5% of the Warwick demand for swimming which is met at pools located outside Warwick. The swings and roundabouts are quite close to balancing.

Table 7.3: Number of visits for retained, exported and import demand in Warwick Run 1

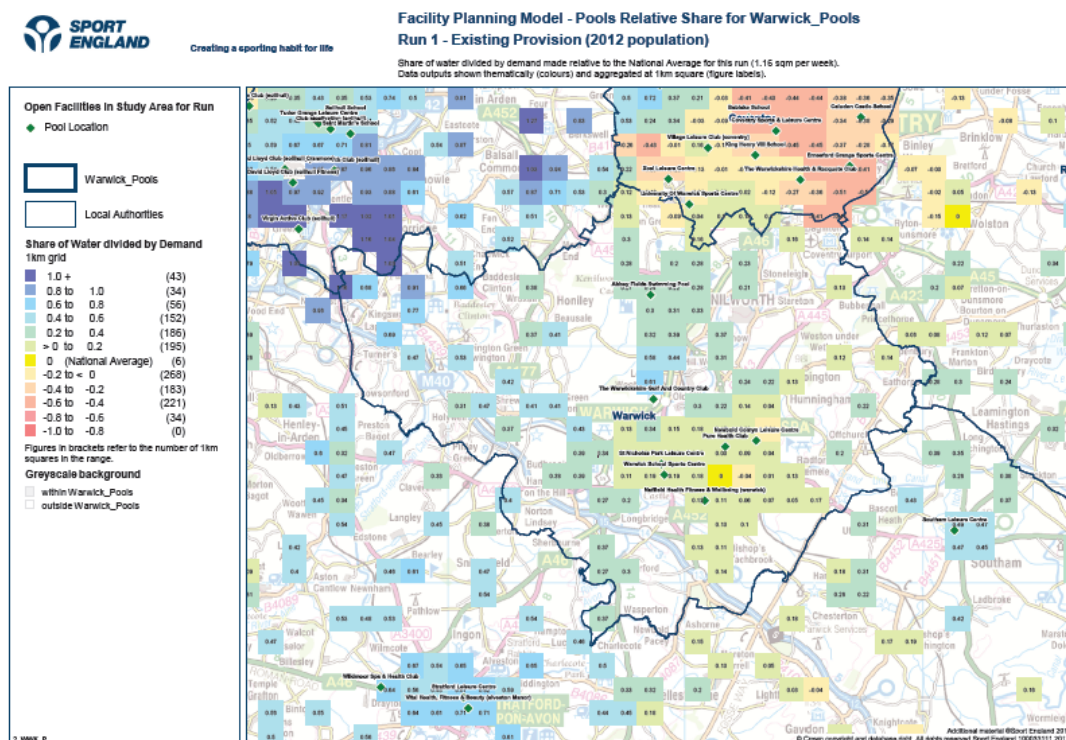
	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick	7,846	1,022	1,328	Net importer of 306 visits

### Relative Share Findings

Table 7 - Relative Share	Warwick	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Score - with 100 = Average share	116	74	110	130	142	88	100
+/- from National share	16	-26	10	30	42	-12	0

- 7.105 In addition to the supply and demand assessment above, the FPM also analyses the relative share of swimming pools – i.e. it takes into account the location of the population with the size and availability of facilities. It then assesses whether residents in one area have a greater or lesser share of provision than other areas, when compared against a national average (100).
- 7.106 A simple analogy is to consider swimming pool provision as a cake, its size being proportional to the facility's catchment and its slices divided among the users within the catchment.
- 7.107 For Warwick there is a positive relative share of access to facilities when compared to the England wide share based on 100%. In Warwick the relative share is 116 and this means Warwick has +16% better off than the England wide average set at 100%.
- 7.108 Stratford upon Avon and Solihull share higher relative shares at + 42% and +30% respectively. Whilst Rugby's relative share is +10. Coventry has a negative relative share at 74, which means its residents have a – 26% lower access to pools than the England national average.
- 7.109 It is possible to show in map form how the Warwick average of +16 varies across the authority. This is another spatial output from the study and this time based on accessibility to swimming pools.
- 7.110 These findings are presented in map 7.5 below. The colour coded key for each 1 kilometre grid square shows the areas with the highest access to swimming pools (shaded blue) through to the areas with the lowest access to pools but still with a value above the national average (shaded lightest green).
- 7.111 Most of the squares/areas in Warwick are shaded light green, there are some darker green squares and some blue squares. These areas have the highest relative share.

**Map 7.5: Relative Share for Warwick Run 1**



## Summary of Main Findings from Run 1

### Total supply and access

In Warwick in run 1 there is a total of 9 swimming pools on 7 sites and amounts to 1,886 sq metres of water. This supply includes all providers, for example, the Pure Health Club pool. When supply is assessed to only include those pools which have public access and the hours of public use, the water space available for public use is reduced to 1,706 sq metres of water. This is a reduction of 180 sq metres of water, or 9.5% of the total water space in Warwick

Based on a comparative standard of waterspace per 1,000 population shows that across Warwick there are 13.05 sq metres of water per 1,000 population. This is just above the West Midlands Region and England wide figures of 12.1 and 12.8 sq metres of water per 1,000 population.

#### Access to swimming pools based on the 20 minute drive time catchment area

All Warwick residents have access to between 10 – 20 swimming pools based on the 20 minute drive time catchment area of swimming pools. Accessibility to pools is highest on the north side of Warwick District where the drive time catchment area of a lot of the 13 swimming pool sites located in Coventry extends into Warwick. Residents in this area of Warwick are benefiting from the very high pool supply in Coventry and their accessibility to them. The estimate is that 79.3% of all visits to pools are by car.

#### Access to swimming pools based on the 20 minute/1 mile walk to catchment area

Over 80% of the land area of Warwick district is outside the 20 minutes/1mile walking catchment area of a swimming pool, this is not a surprising finding, given there are only 7 pool sites in Warwick and the catchment area is by definition small. This area extends to 60% of the Warwick population. Access to pools by walking is highest in Warwick/Leamington Spa because of the cluster of 5 pool sites. Most of this area has access to at least one pool and in some parts it is 2 pools. (shown in Map 7.3 in the main report)

The estimate is that 12.8% of all visits to pools in Warwick are on foot, this is just below the West Midlands Region and England wide averages at 13.4% and 15.7% respectively.

Coventry has the best accessibility to pools based on the walking catchment, where 53% of the Coventry population live outside the walk to catchment area of a swimming pool 40% have access to 1 pool and 55% of the Coventry population have access to 2 pools. There are 18 swimming pools in Coventry.

### Total Demand

In run 1 the total population in Warwick in 2012 is 144,500 people. Warwick has the second lowest population in the study area, with Coventry having the highest at 319,800 people and Rugby the lowest at 95,800 people. Stratford upon Avon has a population of 123,100 people and Solihull has 207,700 people – so there is a wide variation between highest and lowest.

Population totals are the start point for then determining the percentage of the population who swim and how frequently. The total demand for swimming across Warwick in run 1 is 9,299 visits.

As shown under the supply findings there is very good access to pools based on the drive time catchment area. In Warwick some 13.8% of the population do not have access to a car, well below the West Midlands Region and England wide percentage of 19.5% of the population for

both areas.

### **Supply and Demand Balance**

Supply and demand balance provides a 'global' view of provision – it compares total demand generated within Warwick the total supply of pools within Warwick. Therefore it represents an assumption that ALL the demand for swimming in Warwick is met by ALL the supply of swimming pools in Warwick. (Note: it does exactly the same for the other local authorities in the study area)

In short, s and d balance is NOT based on where the pools are located and their catchment area extension into other authorities. Nor, the catchment areas of pools in neighbouring authorities extending into Warwick. Most importantly supply and demand balance does NOT take into account the propensity/reasons for residents using facilities outside their own authority.

The reason for presenting the supply and demand balance is because some local authorities like to see how THEIR total supply of swimming pools compares with THEIR total demand for swimming. So supply and demand balance presents this comparison

The s and d balance findings are reported based on sq metres of water. Across Warwick there is a positive s and d balance, total supply of swimming pools equates to 1,706 sq metres of water and total demand equates to 1,532. So there is a positive supply and demand balance of 174 sq metres of water. A balance of this scale equates to a 20 metre x 4 lane swimming pool which is 160 sq metres of water. This is NOT saying that Warwick needs to consider provision on this scale; it is simply reporting the findings based on an assumption that all the demand for swimming in Warwick is met by Warwick's pools – NOT based on the catchment area of pools.

### **Satisfied Demand Findings**

Satisfied demand represents the proportion of total demand that is met by the capacity at the swimming pools from residents who live within the driving, walking or public transport catchment area of a pool. In Warwick in run 1 some 8,869 visits or, 95.4% of the total demand for swimming across Warwick is satisfied demand.

So the summary of findings so far is that the:

- number, location and catchment area of the pools;
- plus the dominate travel mode to pools which is by car at 79% of all visits;
- compared with the total demand for swimming, where this is located and how much is located inside the catchment area of a swimming pool means that; and
- 95.4% of the total demand for swimming by Warwick residents can be met.

As mentioned car travel is the predominate choice of travel mode to pools, with 79% of all visits to pools by Warwick residents being by car. 13% of all visits to pools are by foot and 8% of all visits are by public transport.

### **Retained demand**

There is a sub set of findings for satisfied demand and this is working how much of the total

satisfied demand is met by pools located in Warwick BASED ON THE CATCHMENT AREA of the Warwick pools and where the Warwick demand is located. This is known as retained demand.

Warwick's retained demand is 88.5% of the total satisfied demand and it has the highest level of retained demand of any of the authorities in the study area. Retained demand in Coventry is 86% of satisfied demand, in Rugby it is 80.7% of satisfied demand, whilst in Solihull it is 84.7% and in Stratford upon Avon it is the lowest at 73.4%

### Exported demand

The residual of the total satisfied demand, after retained demand has been accounted for is exported demand – how much of the Warwick demand is exported and where does it go to? In run 1 Warwick is exporting some 11.5% of the Warwick total satisfied demand and which is being met/satisfied at pools in the other local authorities.

Some 7% of the Warwick demand for swimming is exported and met at Coventry's pools. Whilst some 2% of the Warwick demand is exported and met in both Solihull and Stratford upon Avon.

### **Unmet Demand**

It may seem contradictory to present unmet demand findings when the reporting to date is saying that supply for swimming is greater than demand and so why is there unmet demand? Unmet demand is defined in two ways: demand for swimming which cannot be met because (1) there is too much demand for any particular pool within its catchment area; or (2) the demand is located outside the catchment area of any pool and is then classified as unmet demand.

Unmet demand for pools in Warwick is only 431 visits or 4.6% of total demand. This is equivalent to 71 sq metres of water and for context a 25 metres x 4 lane swimming pool is 212 sq metres of water.

The total unmet demand is almost totally due to demand being located outside the catchment area of a pool; this is 98% of the total unmet demand. This finding is consistent with the findings from the percentage of the population who live outside the walking catchment area of any pool, which is 60% of the Warwick population.

The majority of the population who live in these areas will have access to a car and travel to pools by car or public transport. However for the population who live in these areas and who do not have access to a car and therefore travel to pools on foot this represents 420 visits or 4.5% of the total demand for swimming.

To repeat the total amount of unmet demand across Warwick totals 71 sq metres of water. There is not therefore a hot spot location(s) for unmet demand for swimming. The highest number and location is 6 sq metres of water and is located in the Whitnash area. There is also a cluster of unmet demand immediately around this area totaling 10 sq metres of water.

Extending out from area is a further cluster across the Warwick and Leamington Spa town areas and tapering into a smaller area around Bishop's Tachbrook. In this area there is an unmet demand for swimming of around 31 sq metres of water.

The other area of unmet demand is located in an area extending north to the Warwick boundary with Coventry. In this area there is a total unmet demand for swimming of 10 sq metres of water.



So in summary;

- there are 3 areas or clusters of unmet demand but the values are very low and across all three areas they make up 57 sq metres of water out of the total Warwick unmet demand for swimming in run 1 of 71 sq metres of water;
- there is a low overall total of unmet demand right across Warwick and there is no one hot spot location where there is a high level of unmet demand;
- the unmet demand total in visits per week in the weekly peak period is 431 which is 4.6% of the total demand for swimming across Warwick. Virtually all of this unmet demand is created because it is located outside the walk to catchment area of a swimming pool. It is not created because of lack of pool capacity at the Warwick pools; and
- meeting this low level of unmet demand is not by provision of extra waterspace at the existing pools. Plus it is not of a scale at all to consider new pool provision. It is about increasing access to pools by residents who do not have access to a car, who walk to pools and live outside the walk to catchment area of an existing pool. It is a small scale access issue and it is a judgment call as to whether intervention is required at all. This is said because a total of 431 visits of unmet demand compares to a Warwick total demand or visit rate of 9,299 visits in the weekly peak period.

## Used Capacity

Used capacity is a measure of usage and throughput at swimming pools and estimates how well used/how full facilities are. The Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of swimming pools, the pools are too full. The model assumes that usage over 70% of capacity is busy and the pool is operating at an uncomfortable level above that percentage.

The Warwick's pools used capacity in run 1 represents 62% of the overall pools capacity used. In effect, the pools across Warwick are estimated to be working hard to absorb the level of demand and it is close to the Sport England "comfort pools full" level of 70% of total capacity. There is some 8% of unused total capacity before the pools full level of 70% is reached.

The main public pools in Warwick were built between 1983 – 1990 and only Abbey Fields Pool has been refurbished and that was in 2004. St Nicholas and Newbold Comyn are now 30 years and 23 years old respectively and have not had major refurbishment. In terms of attractiveness these older pools are less attractive to users than more modern pools – this is based on the age, condition and range of facilities that an older pool will offer compared with a more modern pool. It is not a measure of the management of the pools and how this can influence and encourage usage.

The interaction of these factors is reflected in the estimated annual throughput totals for each pool. (Note: these are estimated totals and based on the assumptions described here and the facility planning model parameters in Appendix 2 of this report).

It is estimated the St Nicholas Park Leisure Centre pool (1983) with a water area of 325 sq metres of water has an annual throughput of 93,500 visits. . Newbold Comyn (1990) also with 325 sq metres of water has an estimated annual throughput of 134,500 visits. The contrast is because of the demand located within the catchment area of each pool and it will also reflect the lower weighting of St Nicholas Park pool because it is 7 years older than Newbold Comyn. (Note: the Sport England facility planning model assessment is an estimated throughput for each pool. This is based on research on a balanced programme of swimming



pool use which is then applied in the fpm assessment. A balanced programme of use includes pay as you swim use; swimming lessons; lane swimming; and swimming club use).

Abbey Fields (1986 and major refurbishment in 2004) with a water area of 250 sq metres of water has an estimated annual throughput of 102,500 visits. So a smaller pool than the other two public pools but Abbey Fields has a higher annual throughput than St Nicholas. Again this will be a reflection of the higher weighting for Abbey Fields compared to the two other pools because it had an extensive modernisation in 2004. Plus inclusion of the demand for Abbey Fields from its own catchment area.

As reported the Warwick average for used capacity of pools is 62%. This Authority wide percentage does vary by each pool site. At Abbey Fields it is 69% of pool capacity used, so very close to the Sport England pools full comfort level of 70%. Newbold Comyn is at 66% of pool capacity used and St Nicholas Park is at 53% of pool capacity used. So some more headroom at Newbold Comyn and even more headroom at St Nicholas Park.

#### Imported demand for swimming

The level of demand for swimming which is imported into Warwick is reported in the used capacity category of findings. This is because for residents outside of Warwick whose nearest pool to where they live is located in Warwick model distributes this demand to the Warwick pools. So it becomes part of the used capacity of the Warwick pools.

In run 1 Warwick is importing 1,328 visits and this represents 14% of the used capacity of the Warwick pools. This is quite a high level of imported demand with the biggest import being from Stratford upon Avon at 7% of the used capacity of Warwick's pools. This is followed by Coventry at 5% and finally Solihull at 1% of the Warwick pools used capacity.

The Stratford upon Avon finding is not surprising because it has the equal lowest number of pools with Rugby at 7 pools. Also the Stratford upon Avon total demand for swimming exceeds the total supply and so the model will try to accommodate some of this unmet demand in S u A to other pools – if the first and nearest pool for some residents is full and there are other pools within the catchment area of where the residents live. Also the largest shared boundary for Warwick is with Stratford upon Avon and so it is quite likely for quite a lot of Stratford residents their nearest pool to where they is going to be located in Warwick.

Finally it is possible to bring together the combined figures for retained exported and imported demand for swimming in Warwick in run 1 and this is expressed in visits. This is presented in the table below.

As can be seen Warwick is a net importer but it is only by 306 visits, which in terms of overall balance between the Warwick demand which is exported and the outside demand which is imported into Warwick is not significant at all.

The 14% of imported used capacity is offset by the 11.5% of the Warwick exported demand for swimming which is met at pools located outside Warwick. The swings and roundabouts are quite close to balancing.

	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick	7,846	1,022	1,328	Net importer of 306 visits

## Policy Issues

Run 1 is about assessing the supply and demand for swimming pools in 2012 before going on to assess the impact of population change and growth up to 2022 has on the supply and demand for pools. So policy findings and ways forward are more focused on the impact of change over the next 10 years and reported on under run 2.

However there are some key pointers and findings from the run 1 2012 assessment which will impact on the 2022 assessment. These are:

- In **quantity** terms there is a good supply of swimming pools. Albeit the public supply is between 30 – 40 years old with limited refurbishment
- In supply and demand **quantity** terms the total Warwick supply does exceed the total Warwick demand by around 170 sq metres of water, equivalent to a 20m x 4 lane pool. When looking at the catchment area of pools and the location of the Warwick demand for swimming it is evident that some of the Warwick gap in supply and demand is met exporting it. Notably to Coventry where there is swimming pool supply greatly exceeds demand
- In **quantity** terms the used capacity of the Warwick pools is 62%, so close to the Sport England pools full comfort level of 70% of capacity used. So leaving some 8% of spare capacity before the “pools full” comfort level is reached
- So in **quantity terms the policy issues** that arises are (1) how to meet this small gap between supply and demand and (2) create some more headroom of increasing pool capacity to provide a greater unused capacity margin? In so doing address the export of swimming demand to Coventry and retain more of the Warwick demand in Warwick
- One option is to consider additional pool provision and an issue then becomes where to locate any new pool. In **accessibility terms** the 9 Warwick pool locations, their catchment areas and the pools outside Warwick whose catchment areas extend into Warwick means, all Warwick residents have access to between at least 10 – 20 swimming pools based on the 20 minute drive time catchment area of swimming pools. The access to individual pools for public use does vary at each by pool site. The estimate is that 80% of all visits to pools are by car – it is the dominate travel mode
- So in **policy terms the location of pools, their accessibility and travel by car** to reach them is not an issue that needs addressing. The pools are in the right locations to meet the demand based on the dominate car travel mode
- When looking at **access to pools by walking**, there is 60% of the Warwick population which lives outside the walk to catchment area of any pool. Some 13% of all visits to pools are on foot and the unmet demand which is created by this walking INaccessibility is around 70 sq metres of water
- In policy terms it is never possible to get everyone inside the walking catchment of a pool and the policy consideration is how to increase access to existing pools for some 60% of the Warwick population outside catchment? This population is dispersed and access to pools by walking is not an issue in the Warwick, Leamington Spa and Kenilworth areas. The resolution for the other areas of the District is to try and increase access by management intervention not by provision of new/more water space
- The **quality** of the swimming pool stock is the single biggest policy issue in run 1. The

public pool stock was opened between 1983 (St Nicholas Park Leisure Centre), 1986 (Abbey Fields Swimming Pool and refurbished in 2004) and 1990 (Newbold Comyn Leisure Centre). The stock has been well maintained and there is high customer satisfaction with the sporting and leisure offer across Warwick. The age and condition of the stock is however old and less attractive to users as a consequence. This will only increase in inattractivness as time passes and without modernisation

- Whilst the location and scale of the pools is good the quality is diminishing and the **policy direction** is to meet the quantity issue with a consideration to also improve quality and, if possible, capacity at existing pool locations. This will be developed further based on the changes in overall supply and demand for swimming pools created up to 2022 and assessed in run 2.

**Run 2: is based on the supply and demand for swimming in 2022. It includes the projected population change in Warwick District and the wider study area between 2012 – 2022.**

### Overview

- 7.112 Run 2 is the STRATEGIC ASESSMENT of what the future supply and demand for swimming could be in Warwick and across the wider study area based on the projected changes in demand from swimming by the population growth between 2012 – 2022. There is one change in swimming pool supply and that is the closure of the Ken Marriott Leisure centre in Rugby District and the opening of a new leisure centre the Queens Diamond Jubilee centre on the same site.
- 7.113 It is important to compare run 2 with run 1 and establish what the overall strategic provision is for swimming looks like in 2022 compared with the baseline position in 2012. In effect, run 2 is the projected changes in demand from swimming between 2012 – 2022 from the population growth across the study area and the aging of the core resident population, which will also influence the demand for swimming between 2012 – 2022.
- 7.114 The population projections are the ONS projections for 2022 which Sport England has modelled in the future demand assessment. Appendix 2 of this report sets out the facilities planning model parameters.
- 7.115 The projected population for Warwick in 2022 is 158,502 people, this contrasts with 144,500 people in 2012. So there is a projected increase in population of 14,002 people, which represents a 9.7% increase over the 2012 population.
- 7.116 The findings reported on in run 2 are the same as for run 1. Namely total supply, total demand, supply and demand balance, satisfied demand, unmet demand, used capacity of swimming pools and relative share. The data under each heading is set out for Warwick, each of the four local authorities bordering Warwick, West Midlands Region and England wide. The findings for Warwick for run 1 precede the run 2 data findings and are included as context and to show the contrast between 2012 and 2022.
- 7.117 Following the reporting of full findings there is a summary of key findings, the strategic policy issues for facility development and management and finally draft planning polices for consideration in the Warwick District Council Local Plan for planning and providing for swimming pools.

### Total Supply Findings

Table 7 - Supply	Warwick Run 1 (2012)	Warwick Run 2 (2022)	Coventry	Rugby	Solihull	Stratford- on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Number of pools	9	9	18	7	19	7	303	3063
Number of pool sites	7	7	13	5	13	6	222	2176
Supply of total water space in sqm	1886	1886	4093.3	1530	3739	1518	66839.4	679176.7
Supply of publicly available water space in sqm (scaled with hrs avail in pp)	1706.8	1706.8	3113.7	1112.1	3196.1	1427.6	52874.9	562425.6
Supply of total water space in VPWPP	14792	14792	26985	9638	27700	12373	458249	4874355
Waterspace per 1000	13.05	11.9	11.93	14.61	17.03	11.27	11.5	11.95

7.118 There are no changes in the total supply of swimming pools across the study area between 2012 – 2022. The Warwick supply remains as 9 individual pools across the same 7 sites. Across the rest of the study area the total supply also remains unchanged at 51 pools at the same 44 sites. There is one change in major swimming pool provision, with the closure of the Ken Marriott Leisure centre in Rugby District and the opening of a new leisure centre, the Queens Diamond Jubilee centre on the same site.

7.119 The total supply of visits from the 9 pools based on their variable availability for public or club use remains unchanged at 14,792 visits in the weekly peak period. The swimming pool supply in Rugby is unchanged because the new swimming pool is the same water area as the former Ken Marriott pool.

7.120 Applying the comparative standard for pool provision of water space per 1,000 population shows that in Warwick the effect of the 9.7% increase in population between 2012 – 2022 is to decrease the standard to 11.9 sq metres of water per 1,000 population, compared with 13.05 sq metres of water in 2012. There is variation in this standard across the 4 other authorities. Stratford upon Avon has the lowest standard at 11.2 sq metres of water, whilst Coventry is the same as Warwick, Rugby has a standard of 14.6 sq metres of water and Solihull has the highest because it has the highest number of pools at 19 with 17 sq metres of water per 1,000 population.

7.121 The West Midlands Region and England wide standard is standard is 11.5 and 11.9 sq metres of water per 1,000 population respectively, the same as for Warwick and Coventry.

7.122 So based on this standard Warwick is mid range across the study area and in line with the standard for the region and across England. However, quantity is only one measure and

this is based on total population. It does not take account of the swimming participation profile for Warwick in 2022. Furthermore, there are the topics and measures of quality of pools and access to consider and which are as important as the quantity measure. It is important to consider all three topics together.

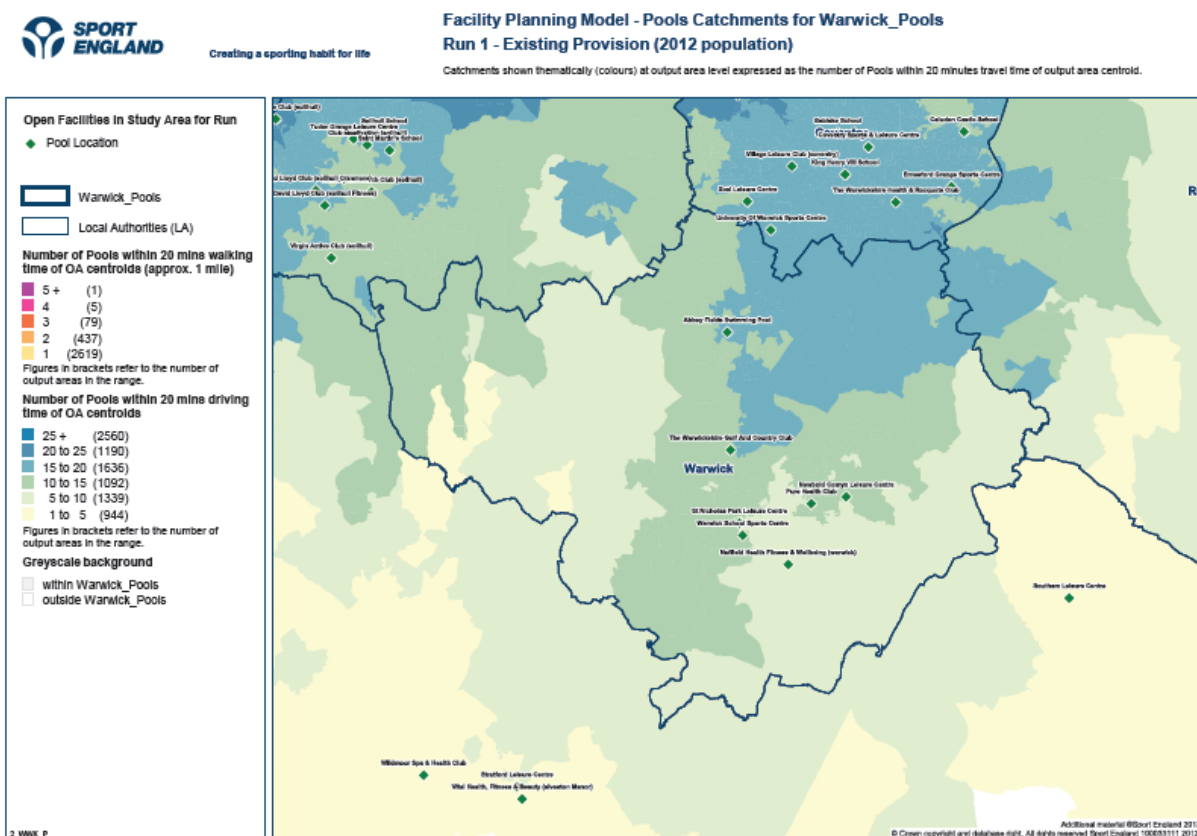
### Location and access to pools Run 2

7.123 Given there are no changes in swimming pool locations between 2012 – 2022 then there are no additional findings to report on access to pools based on either the drive to or walk to catchment areas to those set out for run 1 with text and charts 7.1 – 7.2. It is however worth presenting again the maps 7.1 and 7.2 to show the variation in the number of pools which are accessible to the Warwick population based on car travel. This is set out in map 7.1b below.

7.124 As can be seen for the areas shaded blue residents in these areas have access to between 15 – 20 swimming pools based on a 20 minute drive time. The area shaded the darker green shows residents in these areas have access to between 10 - 15 swimming pools based on the drive time catchment area. Whilst areas shaded the lighter green shows residents in these areas have access to between 5 – 10 swimming pools based on the drive time catchment area of pools.

7.125 So overall across Warwick there is very high accessibility to pools based on car travel and the 20 minute drive time catchment area of pools. The estimate is that in run 2 some 78.8% of all visits to pools are by car. In run 1 it was 79.3% of visits, so virtually unchanged.

### **Map 7.1b (Repeat): Access to swimming pools based on the 20 minute drive time catchment area Runs 1 and 2**



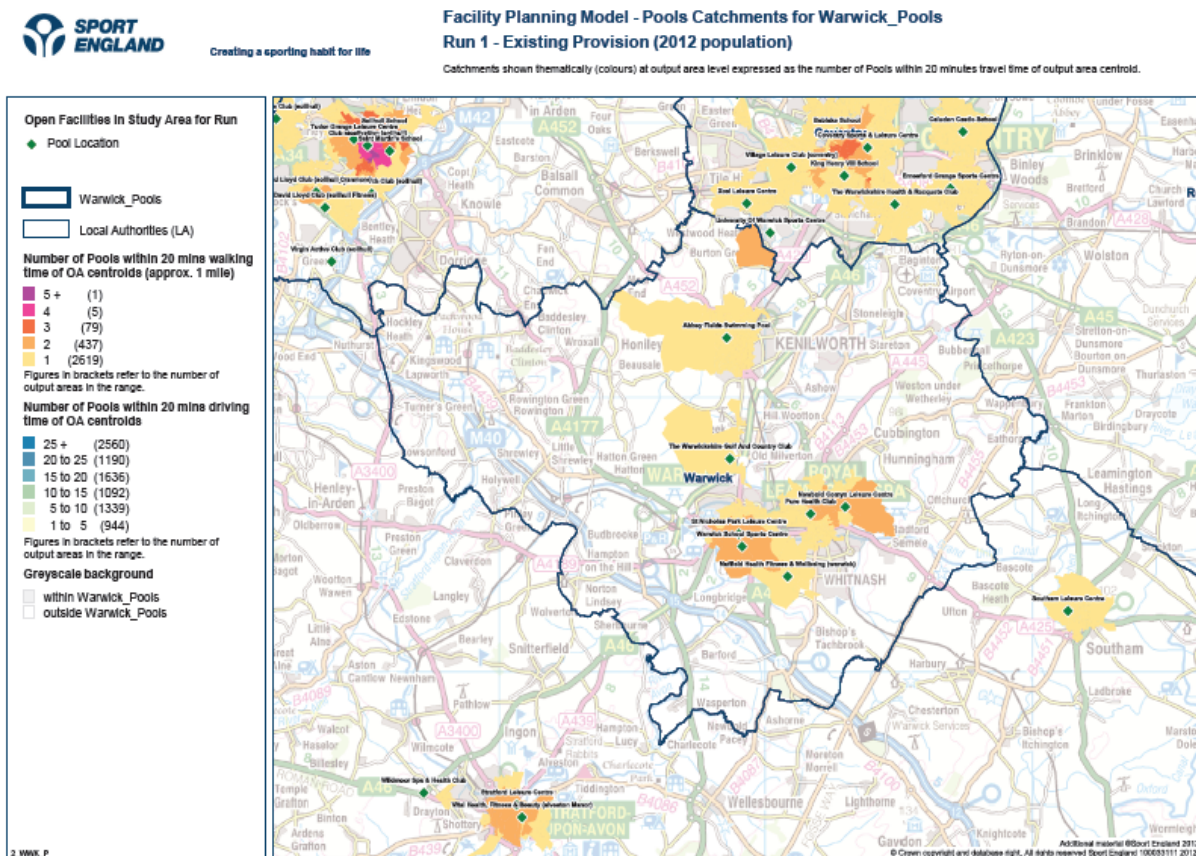


7.126 Map 7.3b for the 20 minutes/1 mile walk to catchment area shows the areas of Warwick which have access to swimming pools based on this catchment area. Residents in the areas shaded light brown have access to 1 swimming pool based on the 20 minutes/1 mile walk to catchment area. Whilst residents in areas shade dark brown have access to 2 swimming pools based on the walking catchment areas of the pools. (The colour coded map key is on the left hand side and the top colour key is for walking catchments).

7.127 As the map shows the vast majority of Warwick residents live outside the walk to catchment area of any pool – which is perhaps not surprising given there are only 7 pool sites (9 pools in Warwick and they are located in Warwick itself, Leamington Spa and Kenilworth).

7.128 In run 2 the estimate is that 13% of all visits to pools in Warwick are on foot virtually unchanged from the 12.8% in run 1.

### Map 7.3b Repeat: Access to swimming pools based on the 20 minute/1 mile walk to catchment area Runs 1 and 2



## Total Demand Findings

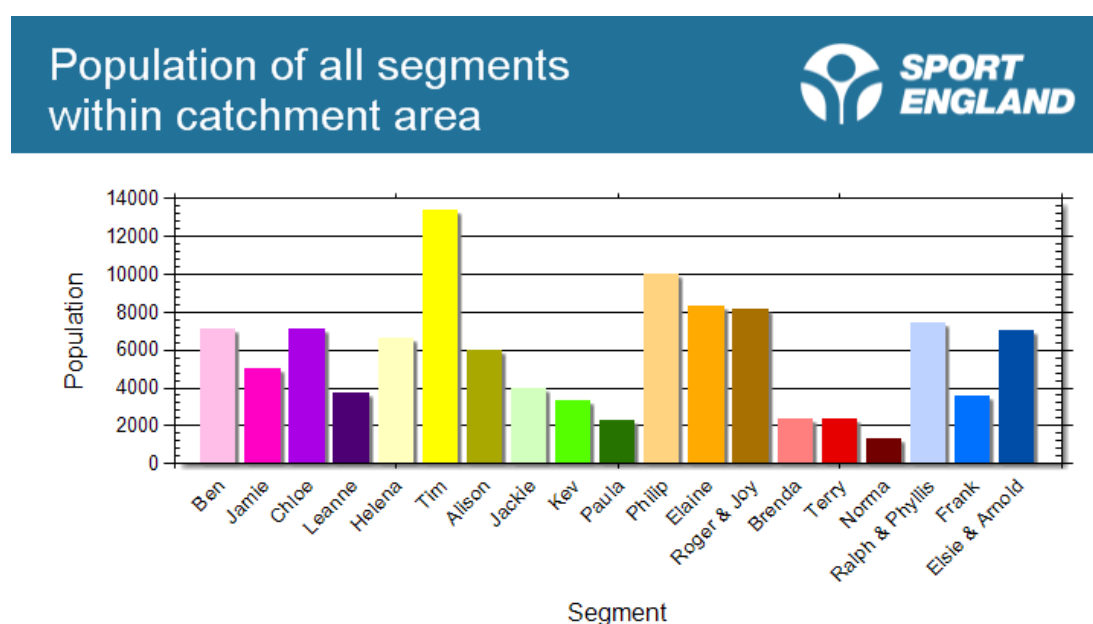
Table 8 - Demand	Warwick Run 1 (2012)	Warwick Run 2 (2022)	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Population	144,500	158,502	343,205	104,702	219,503	134,702	581,208.2	5,682,249.9
Swims demanded – vpwpp	9,299	10,054	22,502	6,533	13,820	8,146	368,634	3,617,701
Equivalent in waterspace – with comfort factor included	1,532	1,657.3	3,709.1	1,076.9	2,278.0	1,342.8	607,639.9	5,963,249.3
% of population without access to a car	13.8	13.8	25	13.1	14	8.3	19.5	19.5

7.129 In run 2 the projected population for Warwick in 2022 is 158,502 people, this compares to 144,500 people in 2012. So there is a projected increase in population of 14,002 people, which represents a 9.7% increase over the 2012 population.

7.130 In terms of the impact of the population change on the total demand for swimming, in run 2 total demand is 10,054 visits in the weekly peak period. In run 1 total demand is 9,299 visits. So there is an increase of 755 visits in the weekly peak period. This represents an increase of 8.1% over the total demand for swimming in 2012.

7.131 It might be considered that this is not a very big increase in swimming demand from population growth. However there is also the impact of the aging of the Warwick population between 2012 – 2022. Chart 7.6 below is the Warwick profile of the population in the 19 market segments for 2012.

Chart 7.6: Profile of Warwick's population profile for the 19 market segments 2011





- 7.132 The market segment profiles are based on the Sport England Active People survey and the findings on adult sports participation are developed into 19 individual market segments which describes the characteristics of each segment by age, gender. Lifestyle sports and physical activities played motivations and barriers to increasing participation. It also compares the rate of adult sports participation for each segment to national rates of sports participation and across the 19 segments.
- 7.133 The market segments which participate most in swimming are: Chloe, Leanne, Helena, Jackie and Paula for the female segments. Of these Chloe and Leanne have higher than national rates of swimming participation and for Jackie and Paula rates are in line with national rates of swimming participation. Chloe is joint 6<sup>th</sup> highest in population numbers of the 19 segments and the other 5 segments have low population numbers in 2011.
- 7.134 For the male segments participation in swimming is highest with Jamie, Tim, Philip and Terry. Jamie and Tim have higher than national rates of sports participation but they play a lot of sports and swimming is not a high/most popular activity with them. Philip and Terry have lower than national average rates of swimming participation but swimming is popular with them. Tim and Philip have high population numbers and the opposite is the case with Jamie and Terry. So a mixed picture for male swimming participation.
- 7.135 For the joint male/female segments swimming is a popular activity for all three segments Roger and Joy, Ralph and Phyllis and Elsie and Arnold. They swim for social and health reasons and have lower than national average rates of swimming participation. All three segments have middle range in population numbers in Warwick across the 19 segments.
- 7.136 The overall assessment from the swimming profile of the market segments in 2011 is that there is national to below national average rates of swimming participation by the bigger population numbered segments across Warwick.
- 7.137 Another key point is that between 2011 – 2022 these segments will all age by 11 years and the segments with the highest swimming participation, Leanne and Tim will be described as other segments and which have lower than national average rates of participation by 2022. So unless swimming participation rates increase nationally from what they are now, their swimming participation rates will become in line with national averages.
- 7.138 In effect the swimming profile across all segments will age over 11 years. If there are high population numbers in 2011 in the segments which participate most in swimming then the swimming participation will “hold up”. If there are not as seems to be the case with Warwick then the aging of the population is going to impact on the swimming population/participation between 2011 – 2022.
- 7.139 The measure which is not considered in this assessment is young people in Warwick below 16 years of age who do not feature in this profile in 2011 but will do so by 2022. Younger age groups tend to participate more in sport than older age groups and swimming is a popular activity with young women – who participate in sport. The market segmentation does not allow this forward projection to be developed but it will offset the aging of the current adult population market segments for swimming.
- 7.140 Overall this lengthy description is trying to illustrate that the aging of the core resident population has to be considered alongside the growth of population numbers when assessing the impact of swimming participation over the 2012 – 2022 period.

7.141 The rate of population growth 2012 – 2022 across the other 4 local authorities in the study area is that, Coventry's population increases by 7.3%, Rugby's by 9.2%, Solihull by 5.6% and Stratford upon Avon by 9.4%. So percentage increases in line with Warwick's increase of 9.7% but projected population increase by percentage is highest in Warwick.

### Supply and Demand Balance Findings

<b>Table 9 - Supply/Demand Balance</b>	<b>Warwick Run 1 (2012)</b>	<b>Warwick Run 2 (2022)</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Supply - Swimming pool provision (sqm) scaled to take account of hours available for community use	1706.8	1706.8	3113.7	1112.1	3196.1	1427.6	52874.9	562425.6
Demand - Swimming pool provision (sqm) taking into account a 'comfort' factor	1532.8	1657.3	3709.1	1076.9	2278.0	1342.8	60763.9	596324.3
Supply / Demand balance - Variation in sqm of provision available compared to the minimum required to meet demand.	174.06	49.53	-595.41	35.22	918.08	84.81	-7889.02	-33898.8

7.142 The supply and demand balance findings are reported as the total supply and total demand based in sq metres of water which is available for public use. The total supply for swimming in Warwick in 2022 is unchanged from 2012 at 1706 sq metres of water. The total demand for swimming in 2022 is 1,657 sq metres of water. This is an increase of 125 sq metres of water over the 2012 figure of 1,532 sq metres of water.

7.143 Overall in 2022 total supply still exceeds total demand for swimming but this has now decreased to 49 sq metres of water and in 2012 it was 174 sq metres of water. So in effect supply and demand are projected to be in balance in 2022.

7.144 However it is important to reiterate the run 1 definition of the supply and demand balance analysis which is that provides a 'global' view of provision – it compares total demand generated within Warwick the total supply of pools within Warwick and therefore represents an assumption that ALL the demand for swimming in Warwick is met by ALL the supply of swimming pools in Warwick. (Note: it does exactly the same for the other local authorities in the study area). Once the assessment of the supply and demand for swimming is based on the location and catchment area of swimming pools across Warwick and the rest of the study area then there is a more balanced assessment (the remaining headings are based on the catchment areas of pools).

7.145 The quantity assessment also has to be tempered by the fact that by 2022 all the pools will be 10 years older and as we know, the age of the Warwick public pools is old in 2012 with the provision being in the 1970's – 1980's and only one public pool Abbey Fields having a major modernisation in 2004. So the quality of the pools will also have aged by 10 years.

7.146 Across the rest of the study are there is a positive supply and demand balance in 2022 in Rugby with 35 sq metres of water which is reduced from 175 sq metres of water in 2012. In Solihull there is a positive balance of a very large 918 sq metres of water, it is 1,019 in 2012, so not much of a reduction. In Stratford upon Avon there is a positive balance of 84 sq metres of water, it is 169 in 2012.

7.147 In Coventry total demand exceeds total supply and there is a negative supply and demand balance in 2022 of 595 sq metres of water and in 2012 it is 349 sq metres of water. So the negative balance has increased by 246 sq metres of water, which is the equivalent of a 25 metres x 4 lane swimming pool.

#### Satisfied Demand findings

<b>Table 10 - Satisfied Demand</b>	<b>Warwick Run 1 (2012)</b>	<b>Warwick Run 2 (2022)</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Total number of visits which are met	8868	9577	20753	6157	13048	7423	330983	3263912
% of total demand satisfied	95.4	95.3	92.2	94.2	94.4	91.1	89.8	90.2
% of demand satisfied who travelled by car	79.3	78.8	64.7	82.6	80.1	89.6	74.9	73.9
% of demand satisfied who travelled by foot	12.8	13	20.6	9.6	12.5	7.3	13.6	15.7
% of demand satisfied who travelled by public transport	7.9	8.2	14.7	7.8	7.4	3.2	11.5	10.4
Demand Retained	7846	8523	18671	5152	11165	5370	327964	3263912
Demand Retained -as a % of Satisfied Demand	88.5	89	90	83.7	85.6	72.3	99.1	100
Demand Exported	1022	1055	2082	1005	1883	2053	3019	0
Demand Exported -as a % of Satisfied Demand	11.5	11	10	16.3	14.4	27.7	0.9	0

7.148 To repeat - satisfied demand represents the proportion of total demand that is met by the capacity at the swimming pools from residents who live within the driving, walking or public transport catchment area of a pool. In run 2 some 9,577 visits are satisfied demand, which represents 95.3% of total demand. In run 1 satisfied demand was 8,868 visits which was 95.4% of total demand.

7.149 So the percentage of satisfied demand that can be met remains very high in 2022. This reflects that across Warwick and in all of the other local authorities, with the exception of Coventry, the total supply of swimming pools in visits is greater than the total demand – leading to very high levels of satisfied demand. In the other authorities the satisfied demand percentages are, 94.4% in Solihull, 94.2% in Rugby and 91.1% in Stratford upon Avon.

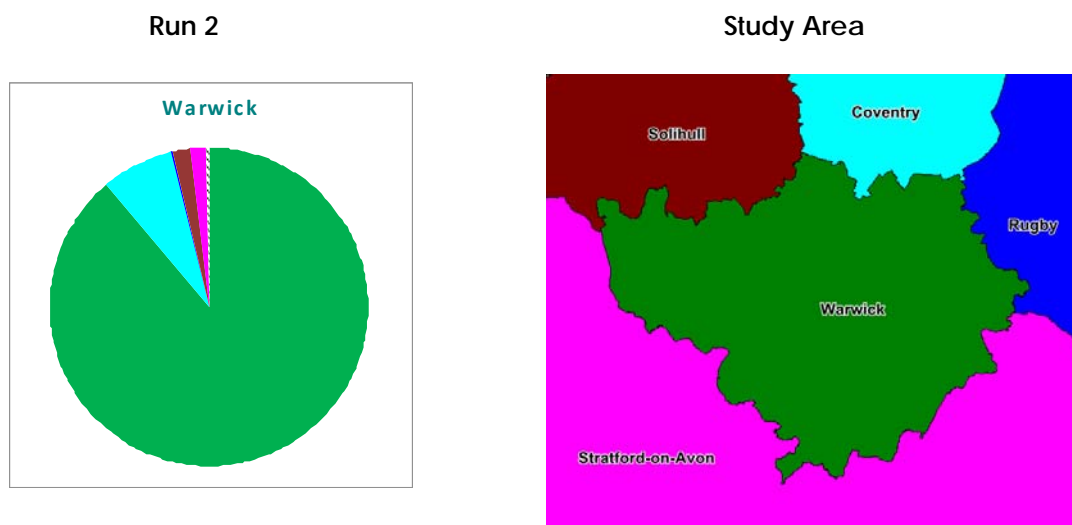
#### Retained and exported Warwick demand

7.150 Demand satisfied at Warwick’s pools which is demand from Warwick’s residents is known as retained demand. In run 2 this is 8,523 visits, or 89% of satisfied demand. In run 1 it was 7,846 visits, or 88.5% of satisfied demand.

7.151 Of the Warwick demand which is exported and met at pools in the other local authorities this is also unchanged from run 1 in terms of where it goes. Some 11% of Warwick’s total satisfied demand which is 1,055 visits in run 2 is exported. Some 7% of Warwick’s satisfied demand goes to Coventry, whilst 2% goes to each of Solihull and Stratford upon Avon.

7.152 The pie chart for retained and exported demand for run 2 is set out as chart 7.7 below.

**Chart 7.7: Retained and exported demand for swimming Warwick run 2.**



### Unmet Demand Findings

Table 11 - Unmet Demand	Warwick Run 1 (2012)	Warwick Run 2 (2022)	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Total number of visits in the peak, not currently being met	431	477	1749	376	772	724	37651	353789
Unmet demand as a % of total demand	4.6	4.7	7.8	5.8	5.6	8.9	10.2	9.8
Equivalent in Water space m2 - with comfort factor	71.03	78.6	288.31	61.99	127.21	119.3	6206.27	58316.84
% of Unmet Demand due to								
Lack of Capacity -	0.3	0.6	14.5	2.3	26.4	1.1	18.4	13.3
Outside Catchment -	99.7	99.4	85.5	97.7	73.6	98.9	81.6	86.7
% Unmet demand who do not have access to a car	86	86.4	81.7	83.7	64.7	57.5	69	68.7
% of Unmet demand who have access to a car	13.7	13	3.8	14	8.9	41.5	12.6	18
Lack of Capacity;	0.3	0.6	14.5	2.3	26.4	1.1	18.4	13.3
% Unmet demand who do not have access to a car	0.2	0.4	13.2	1.0	22.3	0.1	16.1	10.1
% of Unmet demand who have access to a car	0.1	0.2	1.2	1.3	4.1	1.0	2.3	3.2

7.153 Unmet demand for pools in Warwick in run 2 is 477 visits which represents 4.7% of total demand. The corresponding figures for run 1 were 431 visits and 4.6 of total demand being unmet demand.

7.154 So the changes created by the increase in total demand are working there way through in a consistent way across all headings. There is limited change in total demand, satisfied demand and now unmet demand between runs 1 and 2.

7.155 The total unmet demand in run 2 of 477 visits equates to 78 sq metres of water, in run 1 it was 71 sq metres of water. Over 99% of the unmet demand is from the category of demand located outside the 20 minutes/1 mile walking catchment area of a pool.

7.156 Chart 7.8 below shows that 59% of the Warwick population live outside the walking catchment of any swimming pool. This is just below the study area average of 61% of the population and is lower than Solihull 67%, Rugby at 70% and Stratford upon Avon at a very 77% of its population living outside the walking catchment area of any swimming pool. Coventry has the lowest percentage and where 53% of its population are outside the walking catchment area of any swimming pool.

**Chart 7.8: Percentage of the population in Warwick and the other local authorities who live within the walking catchments of 0 – 2+ swimming pools**



7.157 In terms of locations of the unmet demand for swimming and the scale in run 2 this is illustrated in map 7.6 overleaf. Given there is only an increase of 46 visits in unmet demand between runs 1 and 2 then there is virtually no change in the scale and location of the unmet demand across Warwick in run 2.

7.158 In map 7.6 the numbers in the 1 kilometre grid squares represent the amount of unmet demand expressed in square metres of water which is located in that square/location. The values of the unmet demand in sq metres of water in each square are colour coded. Where there is no colour square there is some unmet demand but not enough to represent as sq metres of water. Purple, is the lowest value of unmet demand and which are the vast majority of squares across Warwick. The next higher value is light blue and there are only 8 blue squares in Warwick. Then it is light green of which there is 1 square and finally cream of which there is 1 square in Warwick. There are then the higher value squares of unmet demand coloured yellow through pink to red. There are none of these colour squares of unmet demand across Warwick.

7.159 The value of the squares are: purple, 0 – 2 sq metres of water; light blue it is 2 – 3 sq metres of water; light green is 4 – 5 sq metres of water; and cream is 6 – 7 sq metres of water. For information the highest value square is red and this is 20+ sq metres of water in a 1 kilometre grid square.

7.160 To repeat the total amount of unmet demand across Warwick in run 2 totals 78 sq metres of water. So even if there is a cluster of unmet demand is not going to be a high number.

7.161 As map 7.6 shows the highest number and location is 6 -7 sq metres of water which is one square shaded cream and with the light green square to west of it is located in the



Leamington Spa area. There is also a cluster of unmet demand immediately around this area totaling 12 grid squares (shaded light blue and purple) but the amount of unmet demand in this cluster only totals 15 sq metres of water.

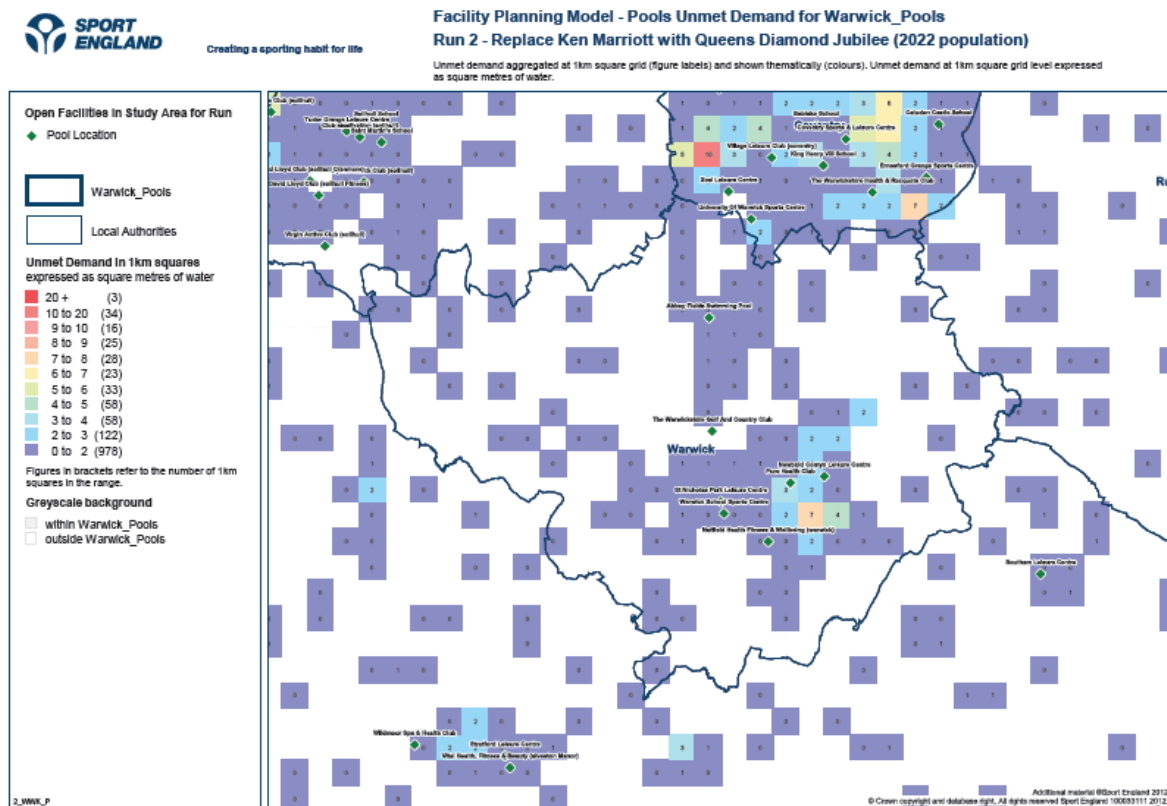
7.162 Extending out from this cluster is a further cluster of across the Warwick town and Leamington Spa town areas and tapering into a smaller area around Bishop's Tachbrook. In this area there are a further 19 grid squares but the amount of unmet demand for swimming is only 35 sq metres of water.

7.163 The other area of concentrated unmet demand is located in Lees and extending north in a line of 2-3 grid squares width to the Warwick boundary with Coventry. In this area there are 18 grid squares and the total value of unmet demand for swimming is 14 sq metres of water.

7.164 So in summary in run 2 in terms of unmet demand:

- there are 3 areas or clusters of unmet demand but the values are very low and across all three areas they make up 64 sq metres of water out of the total Warwick unmet demand for swimming in run 1 of 78 sq metres of water;
- overall the level of total unmet demand across Warwick is low and there is no one hot spot location where there is a high level of unmet demand;
- the unmet demand total in visits per week in the weekly peak period is 477 which is 4.7% of the total demand for swimming across Warwick. Virtually all of this unmet demand is created because it is located outside the walk to catchment area of a swimming pool; and
- to repeat the finding from run 1. Meeting this low level of unmet demand is not by provision of extra water space at the existing pools. Plus it is not of a scale to consider new pool provision. It is about increasing access to pools by residents who do not have access to a car, who walk to pools and live outside the walk to catchment area of an existing pool. It is a small scale access issue and it is a judgment call as to whether intervention is required at all. This is said because a total of 477 visits of unmet demand compares to a Warwick total demand or visit rate of 10,054 visits in the weekly peak period.

Map 7.6: Location and scale of aggregated unmet demand across Warwick Run 2



### Used Capacity Findings

Table 12 - Used Capacity	Warwick Run 1 (2012)	Warwick Run 2 (2022)	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Total number of visits used of current capacity	9174	9946	21246	5776	19178	6519	332237	3263912
% of overall capacity of pools used	62	67.2	78.7	59.9	69.2	52.7	72.5	67
% of visits made to pools by walkers	11.4	11.5	20.6	10.2	9.5	8.4	13.5	15.7
% of visits made to pools by road	88.6	88.5	79.4	89.8	90.5	91.6	86.5	84.3
Visits Imported;								
Number of visits imported	1,328	1423	2575	624	8012	1149	4273	0
As a % of used capacity	14.5	14.3	12.1	10.8	41.8	17.6	1.3	0
Visits Retained:								
Number of Visits retained	7846	8523	18671	5152	11165	5370	327964	3263912
As a % of used capacity	85.5	85.7	87.9	89.2	58.2	82.4	98.7	100

- 7.165 As set out in run 1, the Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of swimming pools, the pools are too full. The model assumes that usage over 70% of capacity is busy and the pool is operating at an uncomfortable level above that percentage.
- 7.166 The total number of visits used of current capacity in run 2 is 9,946 visits. This is an increase over the run 1 figure of 9,174 visits, or, an 8.4% increase over the run 1 used capacity. Used capacity in run 2 represents 67.2% of total swimming pool capacity. In run 1 used capacity 62% of total capacity, so an increase of 5.2%. So in run 2 the pools are estimated to be very close to the "pools full" level of 70% but there is a small margin of unused capacity of just under 3% before this is reached.
- 7.167 So overall the projected increase in population is working through a smallish increase in total demand for swimming which is increasing the used capacity of the pools to where the quantity of water space is becoming an issue. Any increase over the population levels projected will lead quite quickly to the swimming pools reaching the pools full level based on the comfort level of 70% of total pool capacity.
- 7.168 There is capacity beyond the 70% level however the pools are then crowded as are changing areas and circulation around the pool hall. This coupled with the fact the pools will be 10 years older by 2022 is going to create more crowded pools with an aging stock. Plus the costs of daily maintenance of the building will increase as will more major refurbishment. Overall in this situation both quantity of water space and quality of the customers use of pools are becoming big issues to address.
- 7.169 The estimated throughputs of each pool in Warwick are recorded under used capacity and these are set out below in Table 7.4.

**Table 7.4: Estimated annual throughput for all pools in Warwick in runs 1 and 2**

Name of facility	Type of pool	Water area	Year built	Year refurb	Annual throughput Run 1	Annual throughput Run 2
WARWICK TOTAL					684,905	750,163
ABBEY FIELDS SWIMMING POOL	Main/General	250	1986	2004	102,485	91,883
NEWBOLD COMYN LEISURE CENTRE	Main/General	325	1990		134,592	141,189
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Main/General	160	2001		135,754	166,275
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Learner/Teaching/Training	81				
PURE HEALTH CLUB	Main/General	180	2007		89,587	111,410
ST NICHOLAS PARK LEISURE CENTRE	Main/General	325	1983		93,579	90,556
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Main/General	200	2005		77,782	96,927
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Leisure Pool	40				
WARWICK SCHOOL SPORTS CENTRE	Main/General	325	1988		51,125	51,923

- 7.170 The projected annual throughput of the pools across Warwick in 2022 is 750,163 annual visits. This is an increase of 65,258 visits over the 2012 projected annual throughput of 65,258 visits, or a 9.5% increase in total annual throughput.
- 7.171 In terms of individual pools the projected changes in throughputs between the two years will occur based on: where the projected new population is located in relation to the location of the pools; the aging of the core resident population. It might be in some areas the age of the people by 2022 takes them out of the main participant age range for swimming – so demand for swimming in those areas will decrease when compared to

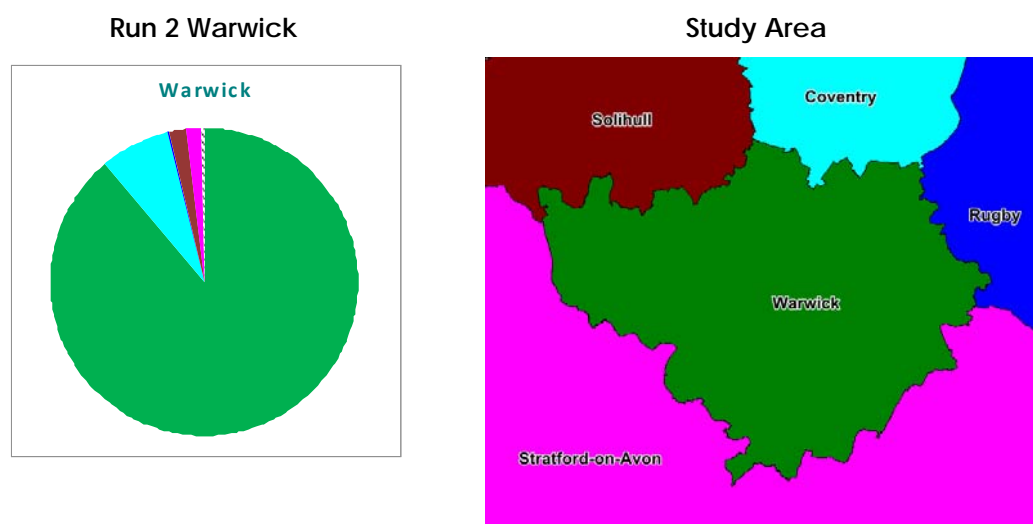
2012. Also in some other areas there maybe a much younger population and between 2012 – 2022 this population ages so that there are more people who swim by 2022. It is not just about how population growth changes the projected throughputs at each pool.

7.172 In terms of individual pools, Abbey Fields has a projected decrease of 10,602 visits between 2012 – 2022. Newbold Comyn has a projected increase of 6,597 visits and St Nicholas Park Leisure Centre has a projected decrease of 3,023 visits.

7.173 Turning to the imported demand for swimming from outside Warwick but which is met at Warwick's pools in run 2 this is 1,423 visits, or 14.3% of the used capacity of Warwick's pools. The pie chart for imported demand for swimming for run 2 is set out as chart 7.9 below.

7.174 There is no change from run 1 in terms of imported demand. Still 7% of the demand imported into Warwick and met at Warwick's pools comes from Coventry, whilst 2% comes from each of Solihull and Stratford upon Avon.

**Chart 7.9: Imported demand for swimming into Warwick Run 2**



7.175 Finally under used capacity it is possible to set out the overall picture on retained demand, exported and imported demand for runs 1 and 2 and this is set out as table 7.5 below. As table 7.6 shows Warwick remains a net importer of demand in run 2 but is a very small change of an increase of 62 visits.

7.176 Warwick is retaining more of its own demand for swimming in run 2 and this increase by 677 visits between runs 1 and 2.

**Table 7.5: Number of visits for retained, exported and import in Warwick runs 1 and 2**

	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick Run 1	7,846	1,022	1,328	Net importer of 306 visits
Warwick Run 2	8, 523	1,055	1,423	Net importer of 368 visits

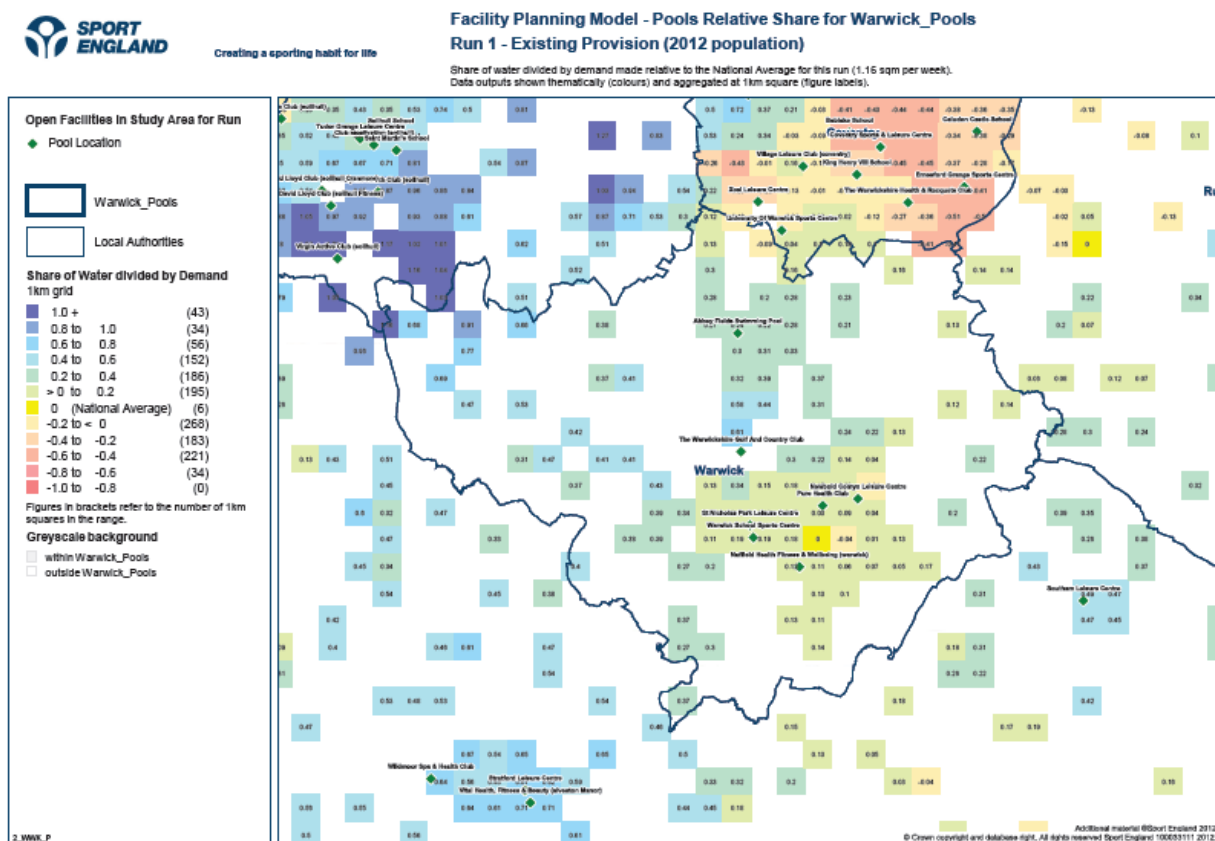
## Relative Share Findings

Table 13 - Relative Share	Warwick Run 1 (2012)	Warwick Run 2 (2022)	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Score - with 100 = Average share	116	120	73	149	136	143	90	100
+/- from National share	16	20	-27	49	36	43	-10	0

7.177 Relative Share increases in run 2, there remains a positive relative share of access to facilities when compared to the England wide share based on 100%. In Warwick the relative share in run 2 is 120 and this means Warwick has + 20% better off than the England wide average set at 100%. In run 1 it was +16%.

7.178 Solihull, Stratford upon Avon and Rugby have higher relative shares values at +36%, 43% and +49% respectively. Coventry has a negative relative share at 73, which means its residents have a – 27% lower access to pools than the England national average.

## Map 7.7: Relative Share for Warwick Run 2



## Summary of Main Findings

### Overview

Run 2 is the STRATEGIC ASSESSMENT of what the future supply and demand for swimming could be in Warwick and across the wider study area in 2022 based on the projected changes in demand for swimming by the population growth between 2012 – 2022.

The projected population for Warwick in 2022 is 158,502 people, this contrast with 144,500 people in 2012. So a projected 14,002 increase, which represents a 9.7% increase over the 2012 population.

### Total Supply

The Warwick District supply of swimming pools remains unchanged at 9 individual pools across 7 sites. Across the rest of the study area total supply also remains unchanged at 51 pools at the same 44 sites.

The total supply of visits from the 9 Warwick pools based on their variable availability for public or club use remains unchanged at 14,792 visits in the weekly peak period.

Applying the comparative standard for pool provision of water space per 1,000 population shows that in Warwick the effect of the 9.7% increase in population between 2012 – 2022 is to decrease the standard to 11.9 sq metres of water per 1,000 population, compared with 13.05 sq metres of water in 2012. The West Midlands Region and England wide standard is 11.5 and 11.9 sq metres of water per 1,000 population respectively in 2022.

So Warwick is in line with these comparators. However, quantity is only one measure and this is based on total population. It does not take account of the swimming participation profile for Warwick in 2022. Furthermore the topics and measures of quality of pools and access to them are as important as the quantity measure. It is important to consider all three topics together.

### Location and access to pools Run 2

Given there are no changes in swimming pool locations between 2012 – 2022 then there are no additional findings to report on access to pools based on either the drive to or walk to catchment areas to those set out for run 1 with text, maps and charts 7.1 – 7.2. To summarise however, all residents have access to between 5 – 10 swimming pools based on a 20 minute drive time. Whilst residents in the central spine of the authority and in the northern and eastern half of the authority access increases to up to 20 swimming pools based on the drive time catchment area.

So overall across Warwick there is very high accessibility to pools based on car travel and the 20 minute drive time catchment area of pools. The estimate is that in run 2 some 79% of all visits to pools are by car, virtually unchanged from run 1.

In terms of the walking catchment area for pools this also remains unchanged. Residents in the main settlements of Kenilworth, Warwick and Leamington Spa have access to 1 pool based on the 20 minutes/1 mile walk to catchment area. This increases to 2 pools for a smaller area of Warwick and Leamington Spa.

In run 2 the estimate is that 13% of all visits to pools in Warwick are on foot, again virtually unchanged from in run 1.

## Total Demand Findings

The impact of the population change between 2012 – 2022 is to increase total demand to 10,054 visits in the weekly peak period. In run 1 total demand is 9,299 visits. So there is an increase of 755 visits in the weekly peak period, or, an increase of 8.1% over the total demand for swimming in 2012.

It might be considered that this is not a very big increase in swimming demand from population growth. So an explanation is set out in some detail. There is the impact of the aging of the Warwick core population between 2012 – 2022 to consider alongside population growth.

Sport England's market segmentation profile of the Warwick population for swimming shows that the market segments which participate most in swimming are: Chloe, Leanne, Helena, Jackie and Paula for the female segments. Of these Chloe and Leanne have higher than national rates of swimming participation and for Jackie and Paula rates are in line with national rates of swimming participation. Chloe is joint 6<sup>th</sup> highest in population numbers of the 19 segments and the other 5 segments have low population numbers in Warwick in 2011 (most recent year for information).

For the male segments participation in swimming is highest with Jamie, Tim, Philip and Terry. Jamie and Tim have higher than national rates of sports participation but they play a lot of sports and swimming is not a high/most popular activity with them. Philip and Terry have lower than national average rates of swimming participation but swimming is popular with them. Tim and Philip have high population numbers and the opposite is the case with Jamie and Terry. So a mixed picture for male swimming participation.

For the joint male/female segments swimming is a popular activity for all three segments Roger and Joy, Ralph and Phyllis and Elsie and Arnold. They swim for social and health reasons and have lower than national average rates of swimming participation. All three segments have middle range in population numbers in Warwick across the 19 segments.

The overall assessment from the swimming profile of the market segments in 2011 is that there is national to below national average rates of swimming participation by the bigger population numbered segments across Warwick.

Another key point is that between 2011 – 2022 these segments will all age by 11 years and the segments with the highest swimming participation, Leanne and Tim will be described as other segments and which have lower than national average rates of participation by 2022. So unless swimming participation rates increase nationally from what they are now, their swimming participation rates will become inline with national averages.

In effect the swimming profile across all segments will age over 11 years. If there are high population numbers in 2011 in the segments which participate most in swimming then the swimming participation will "hold up". If there are not as seems to be the case with Warwick then the aging of the population is going to impact on the swimming population/participation between 2011 – 2022.

The measure which is not considered in this assessment is young people in Warwick below 16 years of age who do not feature in this profile in 2011 but will do so by 2022.

Younger age groups tend to participate more in sport than older age groups and swimming is a popular activity with young women – who participate in sport. The market segmentation does not allow this forward projection to be developed but it will offset the aging of the



current adult population market segments for swimming.

Overall this lengthy description is trying to illustrate that the aging of the core resident population has to be considered alongside the growth of population numbers when assessing the impact of changes in swimming demand between 2012 – 2022.

### **Supply and Demand Balance**

In 2022 total supply still exceeds total demand for swimming but this has now decreased to 49 sq metres of water and in 2012 it was 174 sq metres of water. So in effect supply and demand are projected to be almost in balance in 2022.

The quantity assessment has to be tempered by the fact that by 2022 all the pools will be 10 years older. The Warwick public pools are already old in 2012, with provision of public pools being in the 1970's – 1980's. Only the Abbey Fields pool has had a major modernisation, in 2004. So the quality of the pools will also have aged by 10 years.

### **Satisfied Demand**

To repeat - satisfied demand represents the proportion of total demand that is met by the capacity at the swimming pools from residents who live within the driving, walking or public transport catchment area of a pool. There is virtually no change in satisfied demand between 2012 – 2022. In 2022 it is 95.3% of total demand which is satisfied demand and in 2012 it is 95.4%. The reason for no change despite demand increasing by 755 visits is because total supply of water space is still marginally higher in 2012 than in 2022. So the increase in total demand can be absorbed.

#### Retained and exported Warwick demand

Demand satisfied at Warwick's pools from Warwick's residents - retained demand – increases very slightly to 89% of satisfied demand in 2022 and in 2012 it is 88.5% of satisfied demand.

Of the Warwick demand which is exported some 7% goes to Coventry, whilst 2% goes to each of Solihull and Stratford upon Avon.

### **Unmet Demand**

Again it might appear contradictory to report on unmet demand when the findings to date show supply being greater than demand for swimming pools in 2022. Unmet demand has two definitions (1) too much demand for a pool within its catchment and the capacity of the pool cannot absorb all the demand (2) demand which is located outside the catchment area of a pool, almost always by public transport or walking catchments. It is latter definition which applies in Warwick in 2022 and this is 99% of the unmet demand.

In run 2 unmet demand is 477 visits which represents 4.7% of total demand. This equates to 78 sq metres of water, in run 1 it was 71 sq metres of water.

### **Used Capacity**

The Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of swimming pools, the pools are too full. The model assumes that usage over 70% of capacity is busy and the pool is operating at an uncomfortable level above that percentage.

Used capacity in run 2 represents 67.2% of total swimming pool capacity, in run 1 it was 62% of total capacity, so an increase of 5.2%. So by 2022 the pools are estimated to be close to the “pools full” level of 70% but there is a small margin of unused capacity of just under 3% before this is reached.

So overall, there is the same level of swimming pool supply in 2022 but the projected increase in population is working through to an increase in total demand for swimming which, in turn, is increasing the used capacity of the pools. This is to a level where the quantity of water space is becoming an issue.

Any increase over the population levels projected will lead quite quickly to the swimming pools reaching the pools full level based on the comfort level of 70% of total pool capacity.

There is pool capacity beyond the 70% level, however, the pools are then crowded as are changing areas and circulation around the pool hall. This coupled with the fact the pools will be 10 years older by 2022 is going to create for customers more crowded pools with an aging stock. Plus the costs of daily maintenance of the building will increase as will more major refurbishment. Overall in this situation both quantity of water space, quality of the customers experience and revenue cost of pools are becoming combined issues to address.

#### Imported demand for swimming

Demand for swimming from outside Warwick but which is met at Warwick’s pools in 2022 is estimated to be 14.3% of the used capacity of Warwick’s pools. In 2012 it is estimated to be 14.5%. There is no change from run 1 in terms of where imported demand comes from. Still 7% of the demand imported comes from Coventry, whilst 2% comes from each of Solihull and Stratford upon Avon and the rest from outside the study area.

The overall picture on retained, exported and imported demand for runs 1 and 2 is set out below. This shows Warwick remains a net importer of demand in run 2 with a small increase of 62 visits.

	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick Run 1	7,846	1,022	1,328	Net importer of 306 visits
Warwick Run 2	8,523	1,055	1,423	Net importer of 368 visits

#### **Policy Issues**

Run 2 is about assessing how the projected population changes between 2012 – 2022 and the aging of the core resident population impacts on the supply and demand for swimming pools in 2022. These key policy issues to address are:

- In **quantity** terms the supply of pools remains unchanged across Warwick between the two years, however, the stock is now 10 years older. The public pool stock supply will be between 40 - 50 years old by 2022. The supply and demand assessment study has assessed that the quantity and location of pools are good to meet the projected demand by 2022. However the **pool capacity used** by 2022 is very close to the pools full level at 67% of pool capacity used and the “pools full comfort level” is 70% of pool capacity. So there is an issue of increasing pool capacity and little unused capacity to

address. In short the location of pools is good but the age of the pools and the limited spare capacity are major issues to address by 2022.

- In supply and demand **quantity** terms the total Warwick supply does exceed the total Warwick demand but this is now only 49 sq metres of water (Note: a 25metre x 4 lane pool is 212 sq metres of water) – so a policy issue again of pool capacity is now very close to the limit to meet demand.
- In **retaining, exporting and importing demand** for swimming pools based on the location of the pools, their catchment areas and demand, then Warwick is retaining 89% of the Warwick demand at Warwick pools. So again the number and location of the Warwick pools are good, accessible (by car predominately) is very good and the pools can absorb most of the Warwick demand. The caveat to this is that Warwick exports demand to Coventry because it has 18 pools, supply is greater than demand and many of these pools are accessible to the Warwick population by car. If the Coventry supply decreases this will impact on higher usage at the Warwick pools, which it will struggle to absorb.
- **Unmet demand** for swimming in 2022 is estimated to be 4.7% of total demand. This equates to 78 sq metres of water. However this unmet demand is because it is located outside the walking catchment of a pool. Given this scale of unmet demand only represents 78 sq metres of water and Warwick has 1,886 sq metres of water, then the policy resolution to unmet demand is trying to accommodate walkers. It is about management intervention to try and increase walkers access to the existing pools.
- So in **quantity terms the policy issues** that arises - is how to increase swimming pool capacity so as to reduce the used capacity level from 67% to a more manageable level say 60% and create some more headroom of spare capacity? This will also allow for increases in swimming participation beyond the 2012 levels to be absorbed and decrease maintenance costs of pools compared with operating at a higher used capacity level.
- One policy option is to consider additional pool provision and an issue then becomes where to locate any new pool. As set out however in **accessibility terms** the 9 Warwick pool locations, their catchment areas and the pools outside Warwick whose catchment areas extend into Warwick means, does mean all Warwick residents have access to between at least 10 – 20 swimming pools based on the 20 minute drive time catchment area of swimming pools. The estimate is that 80% of all visits to pools are by car – it is the dominate travel mode.
- So increasing pool capacity at a new location is not going to improve on Warwick residents accessibility to pools, it might marginally improve on walkers access but as reported this is small scale. Plus there are the full capital costs of complete new development to consider, as distinct from costs of increasing capacity at existing venues.
- So as reported under run 1 findings in policy terms the location of pools, their accessibility and travel by car to reach them is not an issue. The pools are in the right locations to meet the demand based on the dominate car travel mode. So the policy issue remains of how to increase capacity at the existing venues?
- Integrated into that policy dimension is the **quality** of the public swimming pool stock. As set out the public pool stock was opened between 1983 (St Nicholas Park Leisure Centre), 1986 (Abbey Fields Swimming Pool and refurbished in 2004) and 1990 (Newbold Comyn Leisure Centre). The stock has been well maintained and there is high customer

satisfaction with the sporting and leisure offer across Warwick. The age and condition of the stock is however old and the condition survey findings on the costs of refurbishment for each site will be important factors in determining which options to pursue in increasing swimming pool capacity.

Policy options based on the facility planning model assessment are consistent with the options developed for the sports halls assessment. This is important because St Nicholas Park Leisure Centre is a joint wet and dry sports facility and so there is a read across for both sports halls and swimming pool when considering this integrated site.

**Option 1 - Changes in programming of public swimming pools** to provide more time for the most popular activities and create more programmed capacity. This may create more swim time for casual recreational swimming at peak times – and increase programmed pool capacity time. However it will displace (presumably) club swimming time and possibly learn to swim programmes. So by increasing capacity for the most popular activities at public pools it is essential to negotiate increased access at other pool sites (possibly school sites) to increase capacity for swimming use displaced. This option also has to be considered alongside sports development and health objectives and the role swimming/swimming pools play. This could reinforce the need to increase pool time for casual recreational swimming for health benefits for more of the population.

**Option 2 - Modernising and re configuring the layout of the existing swimming pools to create more or a new water area within the building.** It is acknowledged that this option has limited application, given the pool hall is a fixed structure and part of the building. The option to consider is extension of the existing buildings to create new water space. In effect, a second or even third pool area which allows programming of all pool areas across all swimming activities. So a physical increase in capacity and programmed changes to create more capacity.

If an increase in provision is considered then to meet the projected demand changes up to 2022 and based on the existing rates of swimming participation this would suggest around 250 – 300 sq metres of water are required. This would bring pool capacity used to around 60% and create 10% of unused capacity as headroom. This is the water space assessment and how this provided in what configuration and at which pool sites would depend on the swimming programmes and where best to increase capacity to maximise usage. It is also evidently dependent on what is physically possible at each site.

In terms of best locations to meet unmet demand this is not an issue because the unmet demand is low in total and dispersed throughout the authority.

In terms of locations and again as reported all existing pool locations are accessible by the dominate travel mode by car, so picking location(s) by catchment and access is not an issue. In terms of locations by the main settlements then critical mass suggests that Leamington Spa and Warwick are preferable locations to Kenilworth. There is no higher unmet demand in any one location. However the location of new housing development and the growth of these settlements are important determinants - notwithstanding 80% of all visits to pools are by car.

**Option 3 Increasing access to school based swimming pools for more community use.** This option is limited in application because in Warwick District there is only one school which has a swimming pool. Warwick School has a 25m x 6 lane swimming pool, opened in 1998 and which has not had a major refurbishment. So there could be a capital cost to either modernise the pool, or, increase changing accommodation and allow more public access and use.

Three of the remaining six swimming pool sites are private/commercial pools and none are bigger than 250 sq metres of water. In effect this option of increasing capacity for public

swimming on school sites is limited to negotiation with this private school. Given the type of use more suited to school based pools than developing club based swimming programmes at the school site is the more manageable option, thereby releasing capacity at the three public pool sites for public recreational swimming.

Option three does however provide a lower cost alternative to increasing capacity at existing public venues and target investment on the school site to achieve defined club swimming development. It can also be strategically assessed against the costs/benefits of increasing capacity at public pools. It is lower cost than increasing capacity by complete free standing new build. Given the one school location then this option can only be pursued in Warwick.

This concludes the assessment of the provision of swimming pools up to 2022 and beyond on the facilities planning model analysis of the supply, demand and access to swimming pools.

### **FPM analysis of sports hall provision**

7.179 The purposes of the sports hall analysis is to assess:

- the extent to which the existing supply of sports halls meets current levels of demand from the resident population in 2012 in Warwick District and the surrounding study area (Note; the reference for Warwick District will now be abbreviated to Warwick. If there are specific findings for Warwick town then these will be referred to as Warwick town); and
- the extent to which changes in the projected population between 2012 and 2022 in Warwick and the wider study area has on the projected demand for sports halls and supply of sports halls in 2022. This includes some minor changes in sports halls supply in the surrounding authorities.

7.180 The analysis is based on two separate analysis/runs which have been modelled. This report presents the findings. The specific runs which have been modelled are:

- Run 1 – existing provision of sports halls as at 2012 in Warwick and the local authorities which make up the wider study area; and
- Run 2 - provision of sports halls in Warwick in 2022, based on the projected population change between 2012 – 2022 in Warwick and population change across the wider study area.

This analysis and report are intended to provide:

- a strategic assessment of the current and future need for sports halls in 2012 and 2022 based on population change. These findings will assist Warwick District Council in its assessment of the changes which need to be made in sports hall provision to meet the projected changes in demand. Is there a need to provide additional sports halls to meet projected demand and if so where and at what scale? Or, alternatively can the existing number, scale and location of sports halls meet the projected changes in demand up to 2022. In effect, the current stock could meet the strategic need but there could be requirements to upgrade some existing sports halls to increase capacity and improve the quality of the existing sports halls; and
- development of an evidence base of future need for sports hall provision focusing on the quantitative, qualitative and accessibility findings from the analysis

undertaken. In particular the analysis will focus on the impact of the projected increase in population across the District 2012 - 2022 and how this changes the demand for sports halls both in quantity and the spatial impacts. The outputs from this assessment will become the evidence base for the development of Warwick District Council planning policy and the identification of the infrastructure requirements to deliver the projected need for sports halls.

### **Report structure, sequence content and reporting of findings**

- 7.181 Runs 1 and 2 are assessed separately and then the findings compared because this represents the strategic assessment of the current and future supply and demand for sports halls. Run 1 is what supply and demand looks like now and run 2 is what it could look like in 2022 based on these projected changes in population. Run 2 does include the aging of the core resident population in 2012 to the age and gender profile in 2022 and what the demand for sports halls in 2022 will be based on that core resident profile.
- 7.182 The study report analyses the findings for both under the headings of – total supply, total demand, supply/demand balance, satisfied demand, unmet demand, used capacity and relative share of sports halls.
- 7.183 For each run the report sets out a table of findings for each heading and then provides a commentary on those findings.
- 7.184 The findings under each heading for the neighbouring authorities as well as for West Midlands Region and England wide are also set out in the tables. This allows (where valid to do so) the findings for Warwick to be compared with the other authorities and commented on.
- 7.185 At the end of each run is a summary of key finding and policy issues arising. This is the Executive Summary of the overall report.

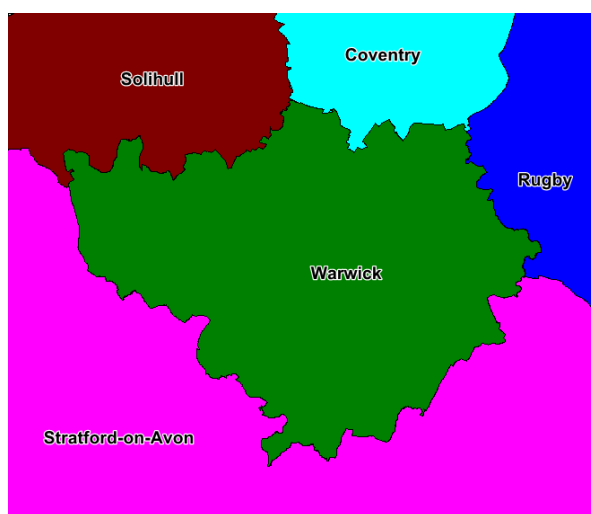
### **The Study Areas**

- 7.186 Describing the study area provides some points of explanation and a context for the report's findings.
- 7.187 Customers of sports halls do not reflect local authority boundaries and whilst there are management and pricing incentives (and possibly disincentives) for customers to use sports facilities located in the area in which they live, there are some big determinants as to which swimming pools people will choose to use.
- 7.188 These are based on: how close the sports hall is to where people live; the age and condition of the facility and inherently its attractiveness; other facilities within/on the site such as a fitness suite; personal and family choice; and reasons for using a particular facility, such as a particular activity going on.
- 7.189 Consequently, in determining the position for Warwick, it is very important to take full account of the sports halls in all the neighbouring local authorities to Warwick. In particular, to assess the impact of overlapping catchment areas of facilities located in Warwick and those located outside the authority. The nearest facility for some Warwick residents may be located outside the authority (known as exported demand) and for some residents of neighbouring authorities their nearest sports hall is inside Warwick (known as imported demand).



- 7.190 Taking account of all these import and export effects is done by establishing a study area which places Warwick at the centre of the study and assesses the import and export of demand into and out of the authority and reflects the location, age, condition and content of all the sports halls.
- 7.191 In addition, this approach does embrace the National Planning Policy Framework approach of taking account of neighbouring authorities when assessing locally derived needs and development of a local evidence base for provision of services and facilities.
- 7.192 The study area for this assessment is the Warwick District Council area and the four neighbouring authorities. A map of the study area is set out below as Map 2.

**Map 2: Study area for Warwick and bordering local authorities**



#### **Definition and listing of sports halls in the assessment**

- 7.193 Before reporting the findings from the study, there are three points to note on definitions and terms.
- 7.194 Firstly, is the term for expressing both the demand and supply (supply is also referred to as capacity in this report) for sports halls is known as “visits per week in the weekly peak period”. From now on this lengthy term is expressed as visits. The weekly peak period for sports halls is 40.5 hours per week and it is estimated that 60% of the total weekly sports hall throughput occurs in these hours.
- 7.195 Secondly, there is what is known as a “comfort factor” which is applied to the assessment of demand for sports halls. In essence, if sports halls were full to their theoretical capacity, then there would simple not be the space to participate comfortably. In addition, there is a need to take account of people changing or even teams on and off inside the sports hall itself. To account for all these factors therefore the capacity of a sports hall is reduced to 80% of its theoretical capacity and this is the level at which a sports hall is determined to be full. This 80% full level is referred to as the “comfort factor”.
- 7.196 Thirdly, all existing indoor sports halls of at least 3 badminton courts and which are available for community use, for all or part of the weekly peak period, are included in this assessment. All sports halls which have no access for community use are excluded.



7.197 The database of sports halls to be included in the study has been verified by officers of Warwick District Council. The neighbouring authorities have reviewed the 2012 "tech spec" of sports hall provision for their area and made changes to the entries in the tech spec to reflect the basis of the 2 run analysis. The assessment incorporates all operational indoor sports halls.

7.198 Appendix 2 is a full description of the facilities planning model, its assumptions and parameters.

### Run 1: The Current Situation

7.199 The first run of the model is intended to describe and assess the current situation (2012), and incorporates the most up to date audit of sports halls in the area, including those sports halls which are under construction or otherwise committed to development. It is based on the estimated population in Warwick and the rest of the study area in 2012.

7.200 Run 1 provides the baseline assessment of the supply and demand for sports hall provision in 2012.

### Total Supply Findings

Table 14 - Supply	Warwick	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Number of halls	14	44	13	25	12	569	5598
Number of hall sites	11	29	10	17	10	409	4000
Supply of total hall space in courts	52	189	55.6	90	46	2188.6	21283.5
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	39.47	156.39	45.96	67.42	40.63	1693.06	16853.26
Supply of total hall space in VPWPP	7993	31669	9307	13653	8228	342844	3412785
Courts per 10,000	3.53	5.91	5.8	4.33	3.74	3.97	4.01

7.201 In run 1 there is a total of 14 sports halls in Warwick on 11 sites. So there is an average of just over one sports hall per site. The supply is including all sports halls so for example the Kings High School for Girls and Trinity Catholic School are included in the statement of supply. However when supply is assessed it only includes those sports halls which have public access and the hours of public use.

7.202 The total supply in number of badminton courts from these 14 sports halls is 52 courts. However when the number of badminton courts is assessed based on the number of

courts available for public use and the hours for public use, the supply is reduced to just over 39 badminton courts.

- 7.203 The sports hall stock – across all providers – is quite old. Table 7.6 sets out the size, year each sports hall was built and the year of any major refurbishment. As can be seen: 3 sites were built in the 1970's; no sites built in the 1980's; 4 sites were built in the 1990's; and 4 sites were built post 2000. Two sites have had a major refurbishment, these being Sydenham Sports Centre in 2004 and Castle Farm in 2005.
- 7.204 Overall some 7 of the 11 sites were built before 2000 and only 2 of these have had a major refurbishment. Older stock which has not been refurbished has limitations because of building layout and configuration and not allow itself to be adapted has less appeal to users. Also the lack of provision of facilities which were not popular or included in the facility mix at the time of their construction all detract from overall usage levels. Health and fitness and dance studios are the best example of this omission.
- 7.205 Older stock also tends to be less attractive and appealing to users. Sports halls have a tendency to be functional in design and appearance and may lack a sprung timber floor which is much more appealing to sports hall users who wish to improve team or individual performance.
- 7.206 The combination of all these features, or, a lack of them, does detract from their appeal and usage and this may well be reflected in lower user numbers than for modern and balanced provision of a comparable size of sports hall at a comparable location.

**Table 7.6: Name, size, age and year of any major refurbishment of sports halls located in Warwick Run 1**

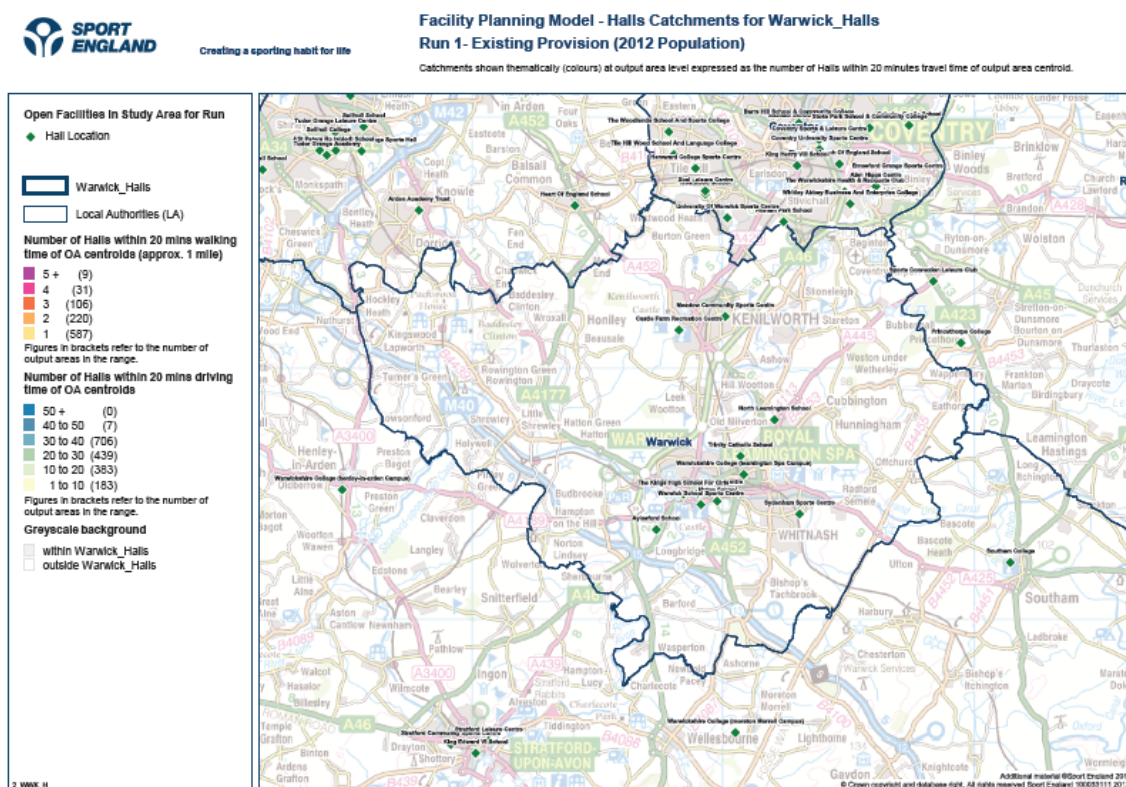
Name of facility	No of Courts	Site Year built	Site year refurbished
Warwick Sports Halls			
AYLESFORD SCHOOL	4	1975	
AYLESFORD SCHOOL (ancillary hall)	2		
CASTLE FARM RECREATION CENTRE	4	1995	2005
MEADOW COMMUNITY SPORTS CENTRE	4	2001	
MYTON SCHOOL	4	2006	
NORTH LEAMINGTON SCHOOL	4	2009	
ST NICHOLAS PARK LEISURE CENTRE	6	1992	
SYDENHAM SPORTS CENTRE	4	1973	2004
THE KINGS HIGH SCHOOL FOR GIRLS	4	1993	
THE KINGS HIGH SCHOOL FOR GIRLS	2		
TRINITY CATHOLIC SCHOOL	3	2006	
TRINITY CATHOLIC SCHOOL	2		
WARWICK SCHOOL SPORTS CENTRE	5	1998	
W'ICKSHIRE SPORTS COLLEGE LS CAMPUS	4	1975	

- 7.207 A comparative standard for sports hall provision is number of badminton courts per 10,000 population. Applying this standard shows that across Warwick there are 3.5 courts per 10,000 population. This is below the standard of provision in all the other authorities in the study area and across the West midlands Region and for England wide.

7.208 Coventry has the highest provision at 5.9 badminton courts per 10,000 population. Followed by Rugby at 5.8 courts per 10,000 population. Then it is Solihull at 4.3 courts and finally Stratford upon Avon at 3.7 courts per 10,000 population. The West Midlands Region figure is 3.9 courts and for England wide it is 4 badminton courts per 10,000 population.

7.209 Map 7.8 shows the location and geographical spread of sports hall provision across Warwick and the sports halls located closest to Warwick in the wider study area. The map is for referencing locations purposes only.

**Map 7.8: Location of the Warwick District sports halls and sports halls in the wider study area run 1**



### Access to sports halls based on the 20 minute drive time catchment area

7.210 Map 7.9 overleaf shows the number of sports halls which are accessible based on the 20 minute drive time catchment area of the sports hall in Warwick and the wider study area. The drive time catchment areas are shaded blue, green and cream and the different colours represent the number of sports halls which are accessible to the population across the study area. The colour coded key is on the left hand side of the map and the drive time colour codings/key is the bottom one of the two keys).

7.211 So for the areas shaded darkest blue residents in these areas have access to between 40 - 50 sports halls based on a 20 minute drive time. As can be seen from the map however residents in this area will be very much accessing sports halls located in Coventry, as there are only 2 Warwick sites which are located close to this area and none in the actual area of highest accessibility. (Note: this assessment is about accessibility to sports halls based on

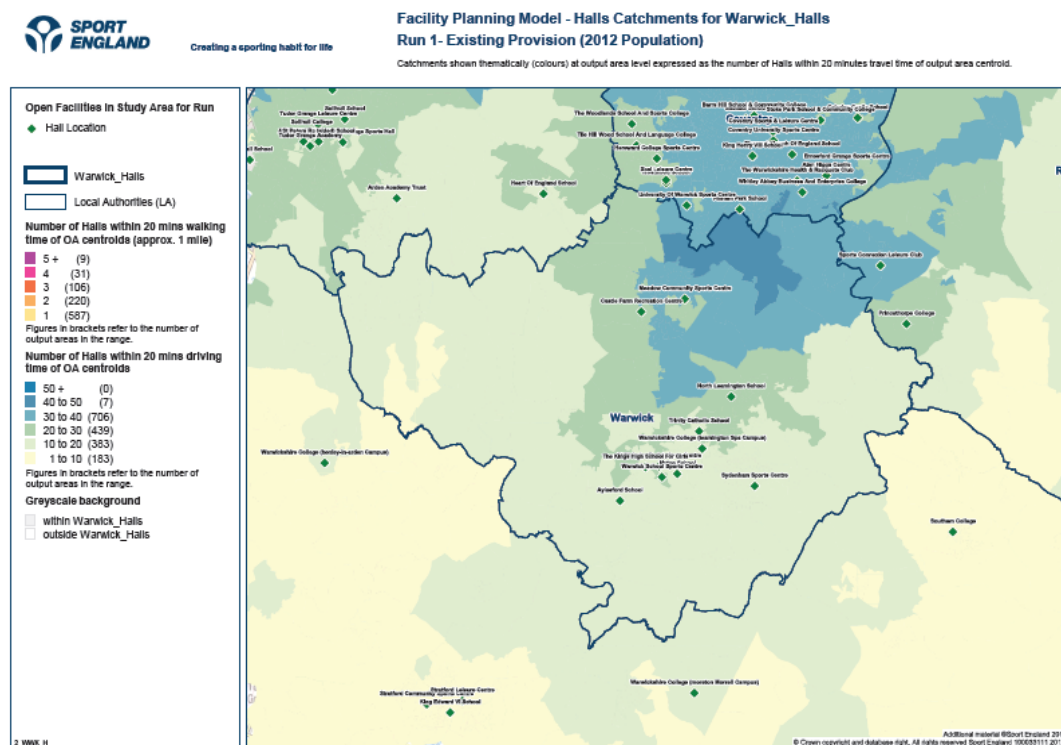
the car travel catchment area it is not about the overall supply and demand for these sports halls)

7.212 Residents in the area shaded the lighter blue have access to between 30 – 40 sports halls based on the 20 minute drive time catchment area. Whilst residents in the areas shaded the darker green have access to between 20 – 30 sports halls based on the 20 minute drive time catchment area of sports halls. Residents in the area shaded light green have access to between 10 – 20 sports halls based on the drive time catchment area. Finally there is an area to the west of the authority bordering Stratford upon Avon which is shaded cream and residents in this area have access to between 1 – 10 sports halls based on the drive time catchment area.

7.213 So overall across Warwick there is very high accessibility to sports halls based on car travel and the 20 minute drive time catchment area of pools. However in the areas of highest accessibility this is because of the close proximity to the 44 sports halls which are located in Coventry. It is noticeable that in the southern, western and eastern part of the Warwick authority accessibility is much lower. The estimate is that 80% of all the total satisfied demand to sports halls are visits made by car (more details under the satisfied demand heading findings about travel modes to sports halls by car, foot and public transport in terms of the percentage of visits by each mode)

7.214 Overall and putting everything together, Warwick residents have accessibility to a high number of sports halls based on car travel and car travel is the chosen travel mode for the majority of visits.

**Map 7.9: Access to sports halls based on the 20 minute drive time catchment area**

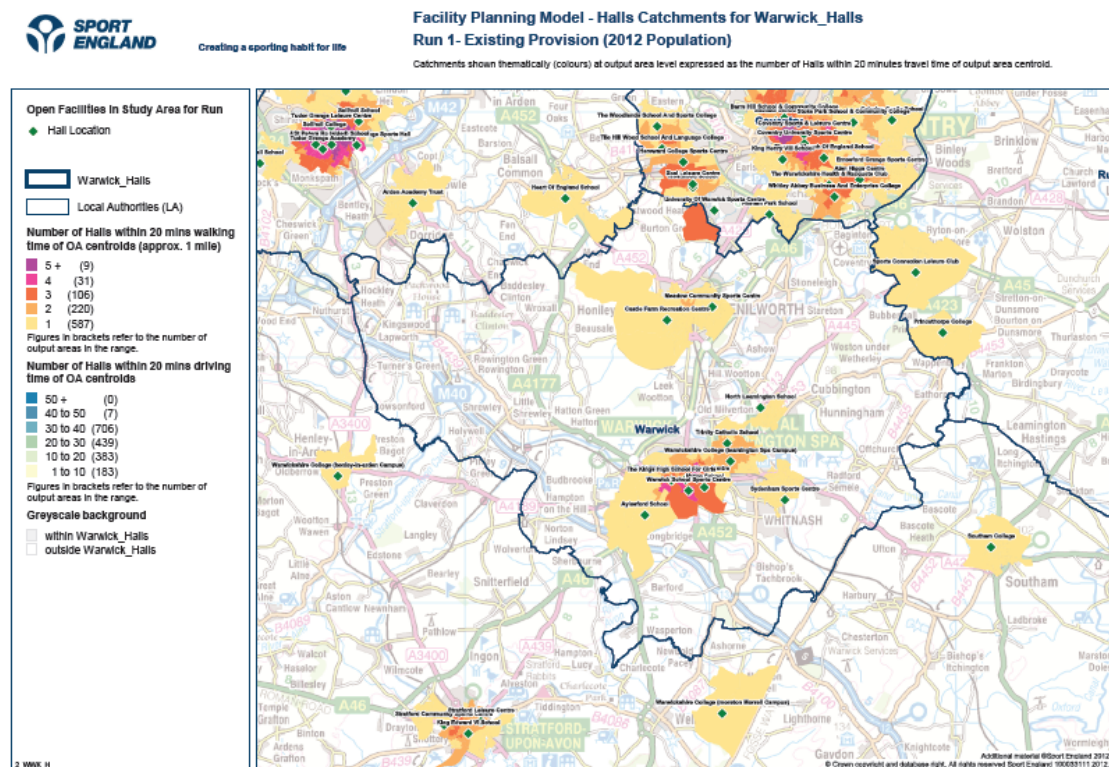




### Access to sports halls based on the 20 minute/1 mile walk to catchment area

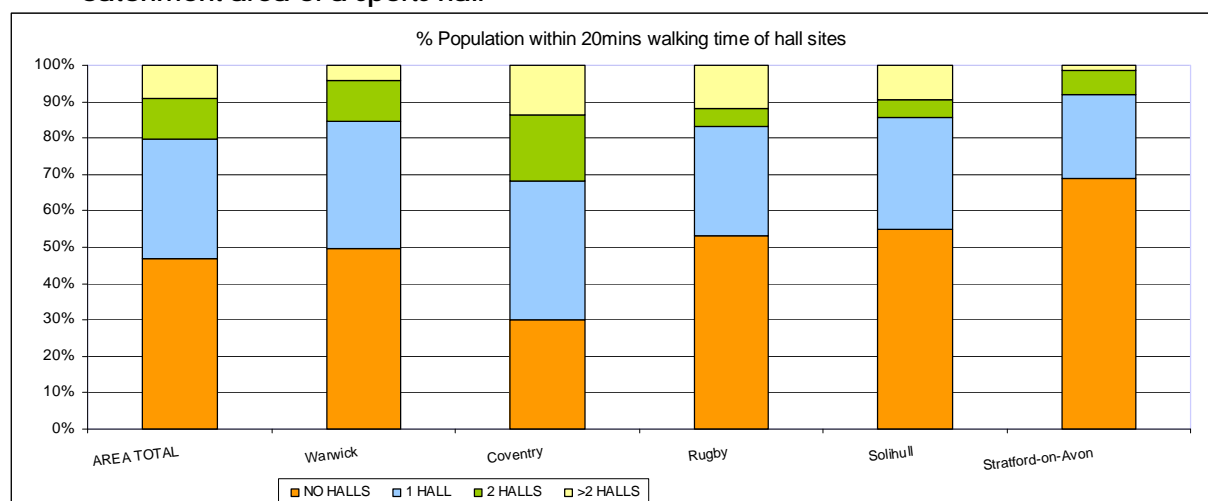
- 7.215 The same mapped information can be presented for the WALK TO catchment area of a sports hall. The walk to catchment area is defined by Sport England through their research as 20 minutes or 1 mile.
- 7.216 Map 7.10 below shows the areas of Warwick which have access to sports halls based on a 20 minutes/1mile walk to catchment area. Not surprisingly the walk to catchment area is quite contained and is the immediate area of the existing centres. The vast majority of the Warwick District land area is outside the walk to catchment area of any sports hall site.
- 7.217 The Sport England model estimate is that 12.9% of all visits to sports halls are on foot across Warwick District and this compares with a West Midlands regional average of 14.1% and 15.8% for England wide. In Coventry some 22.4% of all visits to sports halls are on foot, which is the highest rate. Whilst in Stratford upon Avon it is 7.2% which is the lowest rate.
- 7.218 The colour coded key for the number of sports halls accessible on foot is the top colour key on map 7.10. Residents living in the area shaded light brown have access to 1 sports hall based on the 20 minutes/1 mile walk to catchment area. Whilst residents in the two areas in Warwick which are shaded darker brown have access to 3 sports halls based on the walking catchment areas of the sports hall locations.

**Map 7.10: Access to sports halls based on the 20 minute/1 mile walk to catchment**



- 7.219 To identify the significance of the scale of the land area which is outside the walk to catchment area of any sports hall, similar information to the map findings can be presented in bar chart form.
- 7.220 This is set out in chart 7.10 overleaf and this shows that in Warwick 50% of the population live outside the walk to catchment area of any sports hall, whilst 23% of the Warwick population are within the walk to catchment area of 1 sports hall. Some 13% of the population are within the walk to catchment area of 2 sports halls and 4% of the population are within the catchment area of 2+ sports halls.
- 7.221 The Warwick findings very much mirror the averages for the study area findings, except across the study area some 9% of the study area population live within the walk to catchment area of 2+ sports halls.
- 7.222 Coventry has the best accessibility to sports halls based on the walking catchment, where 30% of the Coventry population live outside the walk to catchment area of any sports hall. 39% of the population are inside the walk to catchment area of one sports hall, 19% of the Coventry population live within the walking catchment area of 2 sports halls. Finally some 12% of the Coventry population are within the walking catchment area of 2+ sports halls.
- 7.223 Stratford upon Avon has the lowest percentage of the population with access to sports halls based on the walking catchment. There is 69% of the Stratford upon Avon population outside the walk to catchment area of any sports hall. 23% of the population are inside the walk to catchment area of one sports hall. Whilst 6% of the Stratford upon Avon population live within the walking catchment area of 2 sports halls. Finally only 2% of the Stratford upon Avon population is within the walking catchment area of 2+ sports halls.
- 7.224 The findings for all authorities are set out in chart 7.10 overleaf.
- 7.225 Overall Warwick has a fairly balanced picture of accessibility to sports halls on foot when compared to the other authorities.
- It is estimated that 12.9% of all visits to sports halls are on foot which is just above the average for the study area but below both the West Midlands region and England wide findings. Not a surprise on the latter areas given they have include many more urban areas and a concentration of population greater than the study area authorities.
  - Some 50% of the Warwick population live inside the walk to catchment area of at least 1 sports hall and 50% of the Warwick population do not. It is a much larger land area of the Warwick District which is outside the walking catchment area of any sports hall but perhaps a bit of a surprise finding that this large land area only has 50% of the Warwick population.

**Chart 7.10: Percentage of the Warwick District population within a 20 minute/1 mile walk to catchment area of a sports hall**



### Total Demand Findings

Table 15 - Demand	Warwick	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Population	144500	319800	95800	207700	123100	5514800	53095986
Visits demanded -vpwpp	6739	15326	4235	9111	5177	249734	2429723
Equivalent in courts – with comfort factor included	41.6	94.6	26.14	56.24	31.96	1541.58	14998.29
% of population without access to a car	13.8	25	13.1	14	8.3	19.5	19.5

(Note: the Warwick District population is the projected population applied by Sport England in its facilities planning model assessment. The 2011 Census identifies a population in Warwick District of 137,648 people)

7.226 In run 1 the total population in Warwick in 2012 is 144,500 people. Warwick has the second lowest population in the study area, with Coventry having the highest at 319,800 people and Rugby the lowest at 95,800 people. Stratford upon Avon has a population of 123,100 people and Solihull has 207,700 people – so there is a wide variation between the highest and lowest district total populations in the study area.

7.227 Population totals are the start point for then determining the percentage of the population who play hall sports how frequently. Given these wide variations in total population numbers it is reasonable to assume there will be wide variations in the various categories of demand for sports halls.



- 7.228 In terms of the total demand generated for sports halls and based on the visits per week in the weekly peak period, Warwick in run 1 has a total demand of 6,739 visits. The highest total demand follows the highest population totals, with Coventry having the highest total demand at 15,326 visits. This is followed by Solihull with 9,111 visits, then Stratford upon Avon with a total demand of 5,177 visits and finally Rugby with 4,235 visits.
- 7.229 As shown under the supply heading there is very good access to sports halls based on the drive time catchment area. In Warwick only some 13.8% of the population do not have access to a car, well below the West Midlands Region and England wide percentage of 19.5% of the population for both areas. So given there is high access to cars this explains the dominance of it as the travel mode to sports halls. Some 80% of all visits to sports halls in Warwick are by car – it is the dominate travel mode.
- 7.230 Contrast the Warwick position with Coventry where 25% of the Coventry population do not have access to a car and a much lower 65% of al visits to sports halls are by car. Still the dominate travel mode but lower car access by the population but self evidently this means more travel to sports halls by walking, which is 22.4% and by public transport which is 12.4% of all visits to sports halls in Coventry.

### **Supply and Demand Balance Findings**

- 7.231 It is important to set out the same explanation about supply and demand balance that was set out in the swimming pools report. Namely, that the supply and demand balance section of the report only provides a 'global' view of provision – it compares total demand generated for sports halls within Warwick with the total supply of sports halls within Warwick. This therefore represents an assumption that ALL the demand for sports halls in Warwick is met by ALL the supply of sports halls in Warwick. (Note: it does exactly the same for the other local authorities in the study area).
- 7.232 In short, supply and demand balance is NOT based on where the sports halls are located and their catchment area extension into other authorities. Nor, does it consider the catchment areas of sports halls in neighbouring authorities extending into Warwick. Most importantly supply and demand balance does NOT take into account the propensity/reasons for residents using facilities outside their own authority. The more detailed modelling based on the CATCHMENT AREAS of sports halls is set out under Satisfied Demand, Unmet Demand and Used Capacity.
- 7.233 The reason for presenting the supply and demand balance is because some local authorities like to see how THEIR total supply of sports halls compares with THEIR total demand for sports halls. So supply and demand balance presents this comparison.

<b>Table 16 - Supply/Demand Balance</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Supply - Hall provision (courts) scaled to take account of hours available for community use	39.47	156.39	45.96	67.42	40.63	1693.06	16853.26
Demand - Hall provision (courts) taking into account a 'comfort' factor	41.6	94.6	26.14	56.24	31.96	1541.58	14998.29
Supply / Demand balance	-2.13	61.79	19.82	11.18	8.67	151.48	1854.97

7.234 The supply and demand balance findings are reported as the total supply and total demand based in numbers of badminton courts available for public use. Across Warwick there is a negative supply and demand balance in 2012. This means that total supply for sports halls is less than total demand. Warwick is the ONLY authority across the study area which has a negative supply and demand balance.

7.235 In Warwick total supply of sports halls equates to 39.4 badminton courts when assessed as the amount of space which is available for public use at the 14 sports halls in Warwick. Total demand for sports halls across Warwick equates to 41.4 badminton courts, so there is a negative supply and demand balance of – 2.2 badminton courts (rounded). The assessment does not include a new sports/community centres soon to be constructed and similar site that is already in operation. These are the Chase Meadow Community Centre and the Warwick Gates Community Centre respectively, both of which are 2 badminton court size centres. Overall the supply and demand balance is not a significant negative balance and given there is a positive supply and demand balance across the remaining authorities then it is reasonable to assume that Warwick will have a high level of satisfied demand if some of its residents live within the catchment area of sports halls in neighbouring authorities and where there is a positive supply and demand balance of sports hall provision.

7.236 As said above there is a positive supply and demand balance in all the other authorities and where total supply exceeds total demand. In Coventry the positive balance is 61 badminton courts, in Rugby it is 20 badminton courts, whilst in Solihull it is 11 badminton courts and in Stratford upon Avon it is 9 badminton courts.

7.237 Across West Midlands Region and England wide there are also positive supply and demand balances: it is 151 courts for the Region and 1,854 badminton courts England wide. These figures are all based on the 2012 supply of badminton courts for public use and the total demand for halls sports in 2012, based on the Sport England participation and frequency rates for indoor hall sports participation (set out in Appendix 2).

## Satisfied Demand Findings

<b>Table 17 - Satisfied Demand</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Total number of visits which are met	6364	14363	4047	8427	4787	226801	2210188
% of total demand satisfied	94.4	93.7	95.6	92.5	92.5	90.8	91
% of demand satisfied who travelled by car	80.1	65.2	81.2	83	90.1	76.3	75.5
% of demand satisfied who travelled by foot	12.9	22.4	12.7	10.9	7.2	14.1	15.8
% of demand satisfied who travelled by public transport	7.1	12.4	6.1	6.1	2.7	9.6	8.8
Demand Retained	5260	13748	3460	6392	3592	224338	2210188
Demand Retained -as a % of Satisfied Demand	82.6	95.7	85.5	75.9	75	98.9	100
Demand Exported	1104	615	587	2035	1195	2464	0
Demand Exported -as a % of Satisfied Demand	17.4	4.3	14.5	24.1	25	1.1	0

7.238 Satisfied demand represents the proportion of total demand that is met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall. In run 1 some 6,364 visits or, 94.4% of the total demand for sports halls across Warwick is satisfied demand.

7.239 So the impact of the negative balance of 2.2 badminton courts when looking at the Warwick total demand with the Warwick total supply of sports halls does not have a big impact when the supply and demand for sports halls is based on where residents live and

the catchment area of sports halls. In summary some 94.4% of the Warwick demand for sports halls is located within the catchment area of a sports hall and there is enough capacity at these sports halls to absorb the Warwick demand.

7.240 This is a significant finding and it starts to bring together findings across a number of headings. Firstly the supply total, location and access to sports halls pools by each travel mode and then comparing these findings secondly with the total demand and based on the catchment area of the sports halls how much of this total demand is satisfied demand - which is 94.4%.

7.241 Putting all features together the finding in bullet point form shows that;

- number, location and catchment area of the sports halls;
- plus the dominate travel mode to sports halls which is by car and is 80% of all visits;
- compared with the total demand for sports halls, where this is located and how much is located inside the catchment area of a sports hall means that; and
- 94.4% of the total demand for sports halls by Warwick residents can be met by the supply and location of the sports halls.

7.242 As mentioned car travel is the predominate choice of travel mode to pools, with 80% of all visits to pools by Warwick residents being by car. 13% of all visits to pools are by foot and 7% of all visits are by public transport.

7.243 A key finding on the review of the St Nicholas Centre (and Abbey Fields pool site) was the limited access to the centre created by the car parking arrangements. This analysis is showing the extent to which car travel is the dominate travel mode to sports halls and the importance of car parking to ease access to centres. If there is limited car parking at sites this could be a disincentive to participate. Any disincentive is going to have a big impact on visitor numbers given the high percentage of visits to sports halls by car.

7.244 To put this finding into context table 7.7 below sets out the percentage of visits by each travel mode to the main public sports hall centres in Warwick District. As can be seen travel visits other than by car a small percentage of the total. Ease of car parking and access to centres for car travel is therefore important in retaining visitor numbers.

**Table 7.7: Percentage of visits to public sports halls by car, public transport and walking  
Run 1**

Name of centre	% of visits by car	% of visits by public transport	% of visits by walking
Castle Farm Recreation Centre	82	5	12
Myton School	86	8	5
St Nicholas Park Leisure Centre	82	7	11
Meadows Sports centre	71	8	21

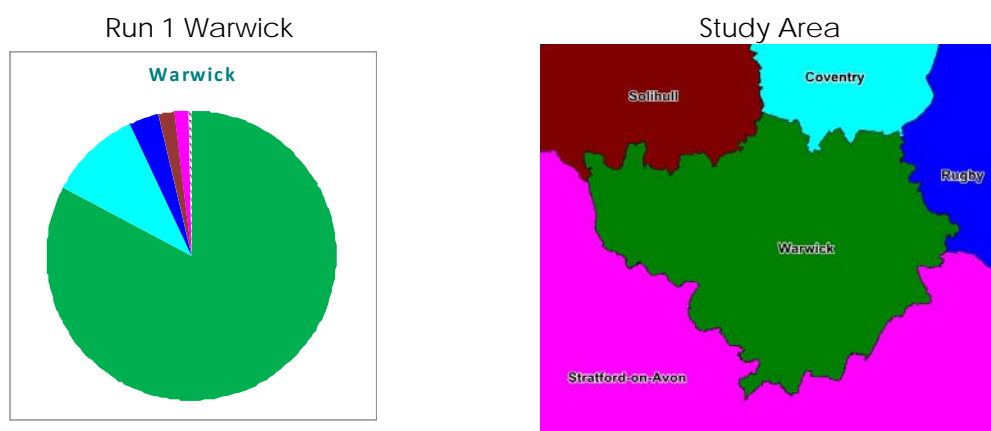
### Retained demand

- 7.245 Retained demand is defined as how much of the total satisfied demand is met by sports halls located in Warwick BASED ON THEIR CATCHMENT AREA and where the Warwick demand is located. In effect how much of the Warwick demand is met by sports halls in Warwick but based on catchment areas of the sports halls.
- 7.246 The facilities planning model is able to assess how much of the Warwick demand is retained at Warwick's sports halls based on the location/catchment area of the sports halls sites and the nearest sports hall to where the Warwick residents/demand is located. It sends this demand to the nearest sports hall and can therefore assess how much demand is sent to a Warwick located sports hall (retained demand) and how much of the Warwick demand is exported because the nearest sports hall to where residents live is located in another local authority. So how much demand is exported and where does it go.
- 7.247 Warwick's retained demand is 82.6% of the total Warwick satisfied demand for sports halls. This is a reasonably high level of demand which is retained and reflects the location of the sports halls; their capacity and their catchment areas are all extensive across Warwick. The retained demand would be higher if there was not a net deficit of sports halls across Warwick.
- 7.248 Retained demand is highest in Coventry at 95.7% of the total Coventry satisfied demand for sports halls. Coventry does have very large surplus of sports hall supply over demand and there are a total of 44 sports halls in Coventry. Retained demand is lowest in Solihull and Stratford upon Avon where it is 75% of satisfied demand. In Rugby retained demand is 85% of total satisfied demand. So overall, Warwick is mid range in the level of retained demand across the study area.

### Exported demand

- 7.249 Exported demand is the residual of the total satisfied demand, after retained demand has been accounted for. In run 1 Warwick is exporting some 1,104 visits which is 17.4% of the total Warwick satisfied demand which is being met/satisfied at sports halls in the other local authorities.
- 7.250 Chart 7.11 overleaf sets out how much demand is exported and where it goes to. The retained demand is the area shaded green in the pie chart and the remaining parts of the pie is the amount of Warwick demand which is exported and where it goes to.
- 7.251 Not surprisingly, the biggest Warwick export is to Coventry given its 44 sports hall supply and lots of capacity. Some 10% of the Warwick satisfied demand for sports halls is exported and met at Coventry's sports halls (area shaded turquoise). Whilst some 3% of the Warwick demand is exported and met in Rugby (shaded blue) and 2% is met in each of Stratford upon Avon (shaded pink) and Solihull (shaded brown).

**Chart 7.11: Retained and exported demand for sports halls for Warwick and the study area Run 1.**



### Unmet Demand Findings

Table 18 - Unmet Demand	Warwick	Coventry	Rugby	Solihull	Stratford-on-Avon	WEST MIDLANDS TOTAL	ENGLAND TOTAL
Total number of visits in the peak, not currently being met	375	963	188	684	390	22933	219535
Unmet demand as a % of total demand	5.6	6.3	4.4	7.5	7.5	9.2	9
Equivalent in Courts - with comfort factor	2.31	5.95	1.16	4.23	2.41	141.56	1355.15
% of Unmet Demand due to ;							
Lack of Capacity - Outside Catchment	7.4	1.3	0.1	21.6	0.2	15.9	20.7
-	92.6	98.7	99.9	78.4	99.8	84.1	79.3
Outside Catchment;	92.6	98.7	99.9	78.4	99.8	84.1	79.3
% Unmet demand who do not have access to a car-	86.5	96.4	91.4	74.5	64.6	77	71
% of Unmet demand who have access to a car-	6.1	2.3	8.5	3.8	35.2	7.1	8.3
Lack of Capacity;	7.4	1.3	0.1	21.6	0.2	15.9	20.7
% Unmet demand who do not have access to a car-	6.9	1.2	0.1	20.1	0	15.1	18.7
% of Unmet demand who have access to a car-	0.5	0	0.1	1.6	0.2	0.8	2

7.252 Unmet demand is defined in two ways: demand for sports halls which cannot be met because (1) there is too much demand for any particular sports hall within its catchment area; or (2) the demand is located outside the catchment area of any sports hall and is then classified as unmet demand.

7.253 As reported the total Warwick demand for sports halls exceeds the total supply for sports halls by just over 2 badminton courts. Also some 50% of the total Warwick population live



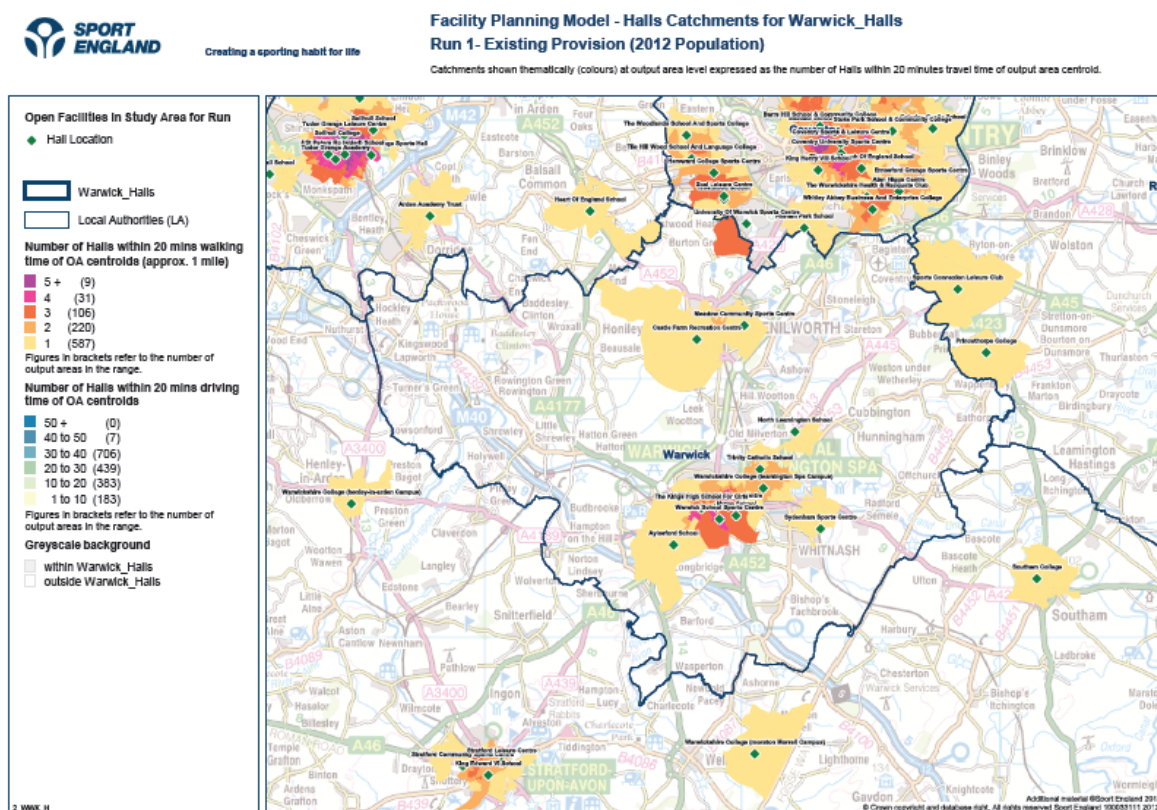
outside the walk to catchment area of a sports hall. So there will be some unmet demand for sports halls across both definitions.

7.254 The total unmet demand for sports halls in run 1 is 375 visits which represents some 5.6% of the total demand for sports halls. Or put another way the total unmet demand equates to just over 2 badminton courts. By which ever measure the level of unmet demand is low.

7.255 Of this total some 7% is due to lack of capacity at the sports halls whilst 93% is due to the demand being located outside the catchment area of any sports hall. There is universal coverage of the Warwick District based on car travel catchments and all the Warwick population has access to a sports hall based on car travel catchment areas. So the unmet demand due to being located outside the catchment area of a sports hall is down to the 20 minutes/1 mile walk to catchment area.

7.256 Map 7.8b is repeated below which shows the areas of Warwick which are located inside the walk to catchment area of a sports hall and those areas which are not. As can be seen the land area outside the walk to catchment area is extensive and the analysis shows (to repeat) that this area represents some 50% of the Warwick District population.

### Map 7.8b (repeat): Access to sports halls based on the 20 minute/1 mile walk to catchment areas



7.257 The total unmet demand - from both sources amounts to just over 2 badminton courts across the whole of Warwick District. So there is not going to be one area, or, location which is a hot spot for unmet demand for sports halls.

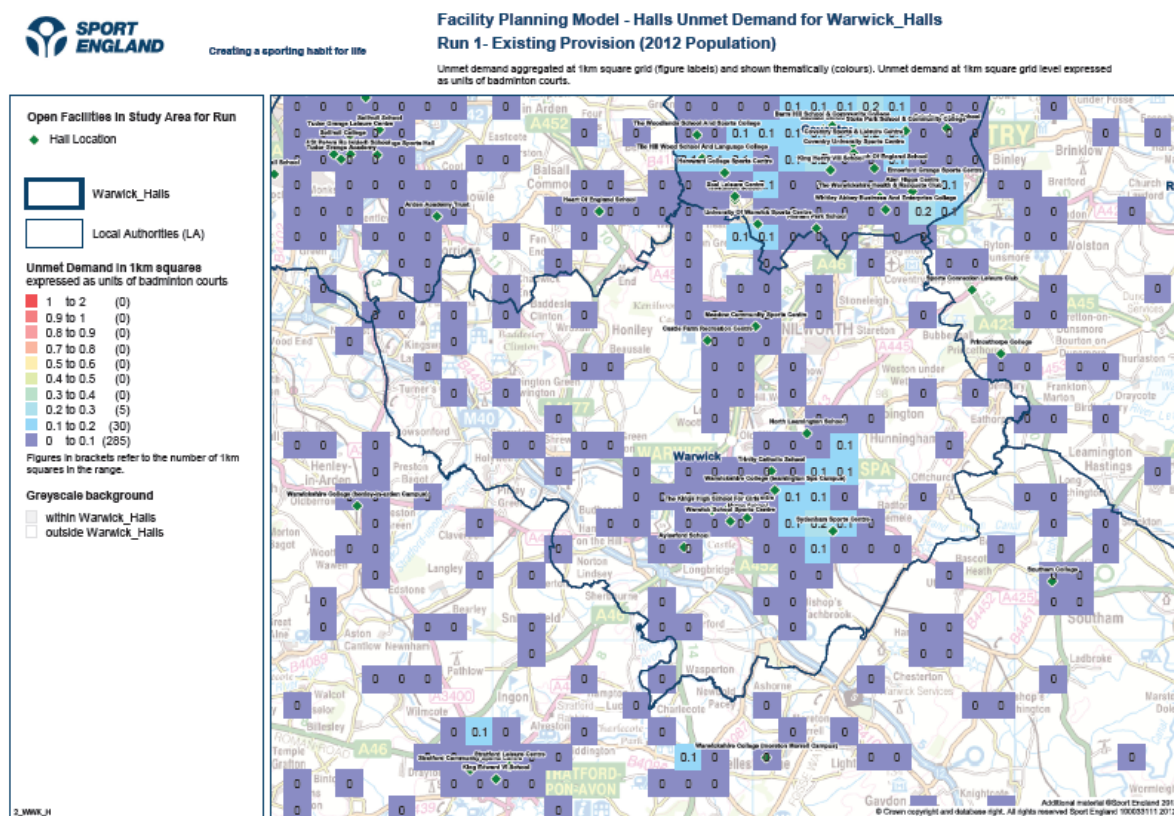


7.258 In terms of locations of this unmet demand and the scale this is illustrated in map 7.11 below. The numbers in the 1 kilometre grid squares represents the amount of unmet demand expressed in terms of numbers of badminton courts. Where there is no colour square there is no unmet demand or there is no population or a combination. Purple, is the lowest value of unmet demand and which the vast majority are across Warwick. These squares show a 0 figure and this is because whilst there is some unmet demand there is not enough to even get to the value of this square which is 0.1 of a badminton court.

7.259 The next higher value is light blue and there are only 9 blue squares in Warwick. These are in a cluster around the Leamington Spa area and all have a value of 0.1 of a badminton court. Some of these squares would appear to be inside the walking catchment area of an existing sports hall.

7.260 It is important to remember that whilst the vast majority of the unmet demand is because of its location outside the walking catchment area of a sports hall, there is also some 7.4% of the total unmet demand which is down to lack of sports hall capacity at existing venues. This seems to be a particular issue at these light blue square locations. The total value of these 9 light blue squares is however 0.9 of one badminton court – so low in total.

**Map 7.11: Location and scale of unmet demand for sports halls across Warwick Run 1.**



## Used Capacity Findings

<b>Table 19 - Used Capacity</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford-on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Total number of visits used of current capacity	5709	16351	4191	10417	4331	226363	2210188
% of overall capacity of halls used	71.4	51.6	45	76.3	52.6	66	64.8
% of visits made to halls by walkers	13.4	20.1	12.3	10.1	7.9	14.1	15.8
% of visits made to halls by road	86.6	79.9	87.7	89.9	92.1	85.9	84.2
Visits Imported;							
Number of visits imported-	450	2603	731	4024	740	2025	0
As a % of used capacity-	7.9	15.9	17.5	38.6	17.1	0.9	0
Visits Retained:							
Number of Visits retained-	5260	13748	3460	6392	3592	224338	2210188
As a % of used capacity-	92.1	84.1	82.5	61.4	82.9	99.1	100

7.261 Used capacity is a measure of usage and throughput at sports halls and estimates how well used/how full facilities are. The Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of sports halls the halls are too full. The model assumes that usage over 80% of capacity is busy and the sports hall is operating at an uncomfortable level above that percentage.

7.262 The total used capacity of Warwick's sports halls in run 1 is 5,709 visits and this represents 71.4% of the overall sports hall capacity used. In effect, this means the sports halls across Warwick are estimated to be working hard to absorb the level of demand and it is getting close to the Sport England "comfort halls full" level of 80% of total capacity. However there is still some 8% of unused total capacity before the halls full level of 80% is reached.

7.263 Table 7.8 overleaf is the projected annual throughput for each sports hall. The sports halls which are commercial halls and operate on a membership system are not assumed to have the same access and usage levels as public sports halls which operate on a pay as you play or sports club use/basis.

**Table 7.8: Estimated annual throughput for all sports halls in Warwick in run 1**

Name of facility	No of Courts	Site Year built	Site year refurbished	Public / Comm	Hours in peak period	Annual throughput
WARWICK TOTAL						372,190
AYLESFORD SCHOOL	4	1975		P	34	17,157
AYLESFORD SCHOOL					34	
CASTLE FARM RECREATION CENTRE	4	1995	2005	P	40.5	48,275
MEADOW COMMUNITY SPORTS CENTRE	4	2001		P	36.5	27,283
MYTON SCHOOL	4	2006		P	31	31,618
NORTH LEAMINGTON SCHOOL	4	2009		P	32.5	22,325
ST NICHOLAS PARK LEISURE CENTRE	6	1992		P	40.5	85,128
SYDENHAM SPORTS CENTRE	4	1973	2004	P	35.5	41,988
THE KINGS HIGH SCHOOL FOR GIRLS	4	1993		C	15	15,284
THE KINGS HIGH SCHOOL FOR GIRLS					15	
TRINITY CATHOLIC SCHOOL	3	2006		C	35.5	36,128
TRINITY CATHOLIC SCHOOL					35.5	
WARWICK SCHOOL SPORTS CENTRE	5	1998		C	30.5	22,455
W'ICKSHIRE COLLEGE LA CAMPUS	4	1975		C		24,550

7.264 As table 7.9 shows it is estimated that the St Nicholas Park sports hall (1992) with a 4 badminton court size sports hall has an estimated annual throughput of 85,128 visits. Castle Farm Recreation Centre with the same size of sports hall of 4 courts has an estimated annual throughput of 48,275 visits. The contrast is because of the demand located within the catchment area of a sports hall in Warwick and one on Kenilworth.

7.265 As reported the Warwick average for used capacity across the sports hall sites is 71.4% of total capacity. The estimated used capacity of each individual sports hall site can also be identified and this is set out in Table 7.9 overleaf (final column).

7.266 The Warwick average used capacity of 71.4% across all sites masks some quite different site specific variations. Castle Farm's estimated used capacity is 69% whilst ST Nicholas Park Leisure centre is a much higher 89% and so the centre is estimated to be very full and working above the Sport England yardstick for a full sports hall.

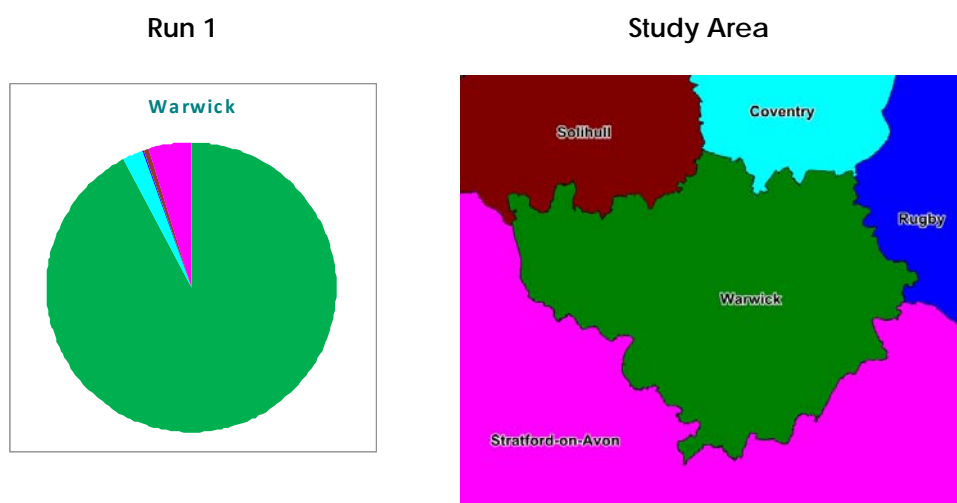
**Table 7.9: Estimated used capacity at each of the Warwick sports hall sites Run 1**

Name of facility	No of Courts	Site Year built	Site year refurbi shed	Hours in peak period	Annual thro'put	% of sports hall capacity used
WARWICK TOTAL					372,190	71.4
AYLESFORD SCHOOL	4	1975		34	17,157	31
AYLESFORD SCHOOL				34		
CASTLE FARM RECREATION CENTRE	4	1995	2005	40.5	48,275	69
MEADOW COMMUNITY SPORTS CENTRE	4	2001		36.5	27,283	70
MYTON SCHOOL	4	2006		31	31,618	100
NORTH LEAMINGTON SCHOOL	4	2009		32.5	22,325	66
ST NICHOLAS PARK LEISURE CENTRE	6	1983		40.5	85,128	89
MEADOWS SPORTS CENTRE	4	1973	2004	35.5	41,988	100
THE KINGS HIGH SCHOOL FOR GIRLS	4	1993		15	15,284	68
THE KINGS HIGH SCHOOL FOR GIRLS				15		68
TRINITY CATHOLIC SCHOOL	3	2006		35.5	36,128	77
TRINITY CATHOLIC SCHOOL				35.5		
WARWICK SCHOOL SPORTS CENTRE	5	1998		30.5	22,455	74
W'ICKSHIRE COLLEGE LA CAMPUS	4	1975			24,550	56

#### Imported demand for sports halls

- 7.267 The level of demand for sports halls which is imported into Warwick is reported in the used capacity category of findings. This is because it is based on the catchment area of the Warwick sports halls extending beyond the Warwick boundary. For residents outside of Warwick but who live in the catchment area of a Warwick sports hall and this is there nearest sports hall to where they live, the model then distributes this demand to the Warwick sports hall. In this way the demand becomes part of the used capacity of a Warwick sports hall.
- 7.268 In run 1 Warwick is importing 450 visits and this represents 7.9% of the used capacity of the Warwick sports halls. This is not a high level of imported demand and reflects that the location and catchment area of the Warwick sports halls are well placed to retain Warwick demand at Warwick's sports halls. As reported under satisfied demand Warwick demand retained at Warwick's sports halls is some 82.6% of the total satisfied demand.
- 7.269 In terms of where the imported demand comes from and how much is from each authority this is set out in chart 7.12 overleaf. The biggest import is from Stratford upon Avon (shaded pink in the pie chart) and this represents 5% of the used capacity at Warwick's sports halls. This is perhaps not a surprise because Stratford upon Avon has the lowest number of sports halls across the study area at 12 halls. This increases the likelihood that the nearest sports hall for some Stratford upon Avon residents is located in Warwick. The next import is from Coventry (shaded turquoise) and this is a small 2% of the total used capacity at Warwick's sports halls.

**Chart 7.12: Imported demand for sports halls into Warwick Run 1**



Retained, exported and imported demand

7.270 It is possible to bring together the combined figures for retained, exported and imported demand for sports halls in Warwick in run 1 and this is expressed in visits. This is presented in table 7.10 below.

7.271 As can be seen from table 7.10 Warwick is a net exporter of 654 visits. Again not a surprise when the supply and demand balance for Warwick shows a net deficit of 2 badminton courts. So in this situation more of the Warwick demand will seek to find sports hall space in neighbouring authorities.

**Table 7.10: Number of visits for retained, exported and import demand for sports halls in Warwick and Coventry Run 1**

	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick	5,260	1,104	450	Net export of 654 visits
Coventry	13,748	615	2,603	Net importer of 1,988

7.272 Of interest is that Coventry with its 44 sports halls and a supply which is twice as big as the Coventry demand is, not surprisingly, a significant importer of demand. Little of Coventry's demand is being exported and it is a net importer of 1,988 visits. The Coventry figures have been put into table 7.10.

## Relative Share Findings

<b>Table 20 - Relative Share</b>	<b>Warwick</b>	<b>Coventry</b>	<b>Rugby</b>	<b>Solihull</b>	<b>Stratford- on-Avon</b>	<b>WEST MIDLANDS TOTAL</b>	<b>ENGLAND TOTAL</b>
Score - with 100 = national share	110	127	125	89	115	100	100
+/- from National share	10	27	25	-11	15	0	0

7.273 Relative share is different to the supply and demand analysis reported on so far. The FPM also analyses the relative share of sports halls – i.e. it takes into account the location of the population with the size and availability of facilities. It then assesses whether residents in one area have a greater or lesser share of provision than other areas, when compared against a national average (100).

7.274 A simple analogy is to consider sports hall provision as a cake, its size being proportional to the facility's catchment and its slices divided among the users within the catchment.

7.275 For Warwick there is a positive relative share of access to facilities when compared to the England wide share based on 100%. In Warwick the relative share is 110 and this means Warwick has +10% better off than the England wide average set at 100%.

7.276 Coventry has the highest relative share at +27 with Rugby close to this at +25 and Stratford upon Avon at +15 – so all higher than Warwick. Solihull has a negative relative share at 89, which means its residents have a –11 lower access to sports halls than the England national average.

7.277 It is possible to show in map form how the Warwick average of +10 varies across the authority.

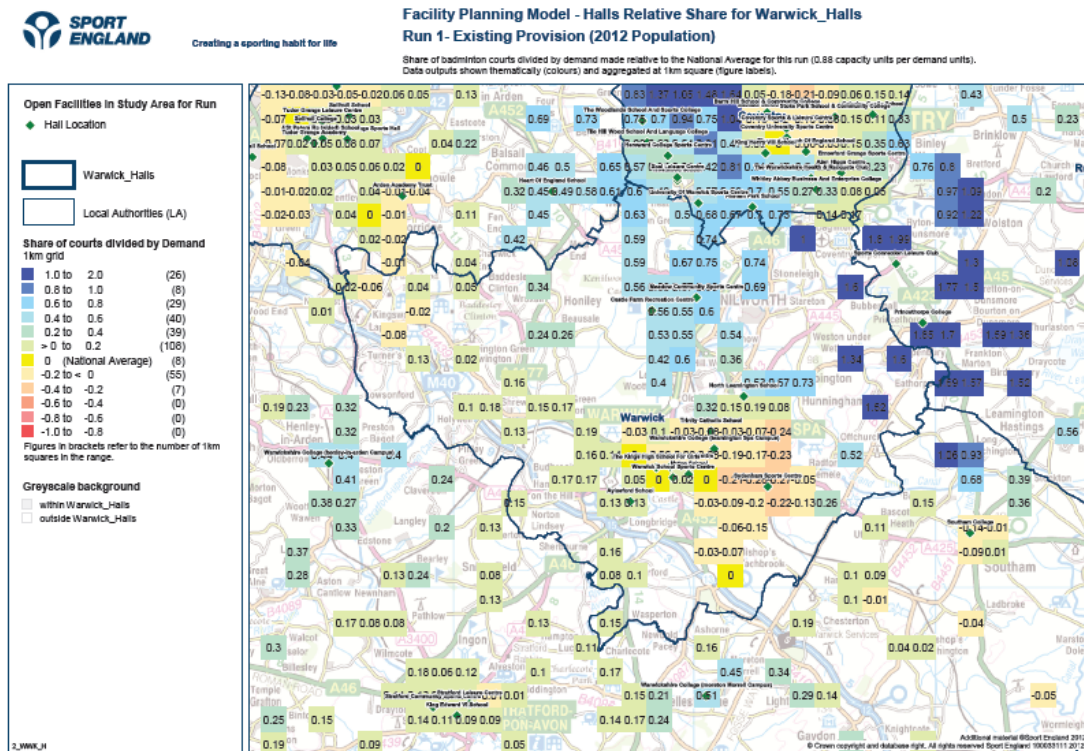
7.278 These findings are presented in map 7.12 overleaf. The colour coded key for each 1 kilometre grid square shows the areas with the highest access to sports halls (shaded blue) through to the areas with the lowest access to sports halls but still with a value above the national average (shaded lightest green).

7.279 Not surprisingly, the area with the highest values are closest to the Coventry boundary and again this is because of the 44 sports halls in Coventry and the high accessibility to these sites for the Warwick population, based on the access created by the 20 minute drive time catchment area of sports halls. In these areas the values are between + 40 to +70, so considerably above the Warwick District average relative share.

7.280 This high accessibility contrasts with the area around Warwick itself, Leamington Spa and south of Leamington Spa. In this area there are some squares with a negative value (shaded cream and light brown). In these areas there are values of between –10 to -25. So residents in these areas have a relative share which is lower than the national average by a value of between 10% and 25%.



Map 7.12: Relative Share for Warwick Run 1



## Summary of Main Findings from Run 1

### Total supply of sports halls

In 2012 there are 14 sports halls in Warwick on 11 sites across all providers. So for example the Kings High School for Girls is included in the statement of supply. However when supply is assessed for public use and access, it only includes the sports halls which have public access and the hours of public use.

In terms of badminton courts these 14 sports halls supply 51 courts. When this is assessed on courts available for public use, the supply is reduced to just over 39 badminton courts.

The sports hall stock – across all providers – is quite old. 7 of the 11 sites were built before 2000 and only 2 of these have had a major refurbishment. The St Nicholas Park Leisure centre was opened in 1983, so now 30 years old and it has not had a major centre wide modernisation. Castle Farm Recreation Centre was opened in 1995 and had a modernisation in 2005.

Older stock which has not been refurbished or had limited modernisation has more limited appeal and attraction to customers because of a comparative lower quality/appeal than more modern buildings. Also the lack of provision of facilities which were not popular or included in the facility mix at the time of their construction, for example extensive gym provision and dance studios will also impact on the customer offer and quality of the experience.

Older sports halls tend to be functional in design and appearance and may lack a sprung timber floor which is much more appealing to sports hall users who wish to improve team or individual performance.

The combination of all these features, or, a lack of them, does detract from their appeal and usage and this may well be reflected in lower user numbers than for modern provision of a comparable size of sports hall at a comparable location.

Based on a population quantity standard Warwick has the lowest level of provision of sports halls when compared to its neighbouring authorities, West Midlands Region and England wide.

Warwick has 3.5 badminton courts per 10,000 population: Coventry has the highest provision at 5.9 courts per 10,000 population; Rugby has 5.8 courts; Solihull has 4.3 courts; Stratford upon Avon is 3.7 courts per 10,000 population. The West Midlands Region figure is 3.9 courts and for England wide it is 4 badminton courts per 10,000 population.

### Access to sports halls based on the 20 minute drive time catchment area

Based on the 20 minute drive time there is very good access to sports halls for Warwick residents. However in large part this is because of the very high provision in Coventry where there are 44 sports halls across 29 sites in the authority.

Across the northern half of Warwick, residents have access to between 30 - 40 sports halls based on a 20 minute drive time. Only 2 of these sports halls are however located in Warwick District itself. An indication of the Coventry sports hall and how the catchment area of the Coventry centres, based on car travel, extends into Warwick. (Note: this assessment is about accessibility to sports halls based on the car travel catchment area it is not about the overall supply and demand for these sports halls).

Warwick residents in most of the remainder of the authority have access to between 10 - 20

sports halls based on the 20 minute drive time catchment area of sports halls. In an area to the west of the authority bordering Stratford upon Avon residents have access to between 1 – 10 sports halls based on the drive time catchment area.

The estimate is that 80% of all the visits to sports halls are made by car (more details under the satisfied demand heading findings about travel modes to sports halls) so it is the dominate travel mode and creates very good accessibility to sports halls – but not many located in Warwick District.

### **Access to sports halls based on the 20 minute/1 mile walk to catchment area**

Sport England defines the sports hall walking catchment as 20 minutes or 1 mile. Not surprisingly the walk to catchment area is contained around the immediate area of the existing centres. The vast majority of the Warwick District land area is outside the walk to catchment area of any sports hall site. In population terms 50% of the Warwick population live outside the walk to catchment area of any sports hall.

The Sport England estimate is that 12.9% of all visits to sports halls across Warwick are on foot. Coventry has the highest rate at 22.4% and Stratford upon Avon at 7.2% of visits is the lowest rate.

The key finding overall is that 50% of the Warwick population live outside the walk to catchment area of any sports hall in 2012. However only some 13% of all visits to sports halls are on foot. So should there be more intervention to increase access to sports halls by people who walk when this represents 13% of all visits?

Travel to sports halls by public transport represents 7% of all visits. It is the least popular travel mode. (Note: the public transport accessibility is not mapped given Sport England does not have access to public transport routes and relationship to sports hall locations).

### **Total Demand**

In 2012 the total population in Warwick is 144,500 people. Warwick has the second lowest population in the study area. Coventry has the highest at 319,800 people and Rugby the lowest at 95,800 people. So there is a wide variation between the highest and lowest district total populations in the study area.

Population totals are the start point for determining the percentage of the population who play hall sports and how frequently. Given these variations in total population numbers it will impact on the total demand variations for sports halls in each authority.

The total demand generated for sports halls and based on the visits per week in the weekly peak period is 6,739 visits across Warwick District. The highest total demand follows the highest population totals. Coventry has the highest total demand at 15,326 visits and Rugby the lowest with 4,235 visits.

As shown under the accessibility findings, there is very good access to sports halls based on the drive time catchment area. In Warwick only some 13.8% of the population do not have access to a car, well below the West Midlands Region and England wide percentage of 19.5% of the population. So given there is high access to cars across Warwick this explains its dominance as the travel mode to sports halls. Warwick contrasts with Coventry where 25% of the Coventry population do not have access to a car and a much lower 65% of all visits to sports halls are by car.

The Coventry findings are set out because the interaction and contrast between its findings and those of Warwick. In short: Coventry has a very high supply of sports halls; there is much lower population who have access to a car than in Warwick; and a lower visit rate to sports halls by car by Coventry residents. This creates even greater access to sports halls by Warwick residents – more sports halls than in Warwick, more Warwick people travelling by car to reach them.

### Supply and Demand Balance

Supply and demand balance provides a 'global' view of provision – it compares total demand generated for sports halls **within Warwick** with the total supply of sports halls **within Warwick**. So an assumption that ALL the Warwick demand for sports halls is met by ALL the supply of sports halls in Warwick. (Note: it does exactly the same for the other local authorities) In short, supply and demand balance is NOT based on where the sports halls are located and their catchment area.

The reason for presenting supply and demand balance is because some local authorities like to see how THEIR total supply of sports halls compares with THEIR total demand. Supply and demand balance presents this comparison.

In Warwick total supply of sports halls equates to 39.4 badminton courts when assessed as the amount of space available for public use at the 14 sports halls in Warwick. Total demand for sports halls across Warwick equates to 41.4 badminton courts, so there is a negative supply and demand balance of – 2 badminton courts.

There is a positive S and D balance in all the other authorities. In Coventry it is 61 badminton courts: in Rugby 20 courts; Solihull 11 courts; and Stratford upon Avon 19 badminton courts.

We have established already Warwick benefits from a large supply of sports halls In Coventry which can be accessed based on car travel and the catchment area of the Coventry sports halls. If the Warwick demand for sports halls was met by the Warwick supply only (not based on catchment areas) there would be a deficit of 2 badminton courts.

### Satisfied Demand

Satisfied demand represents the proportion of total demand that is met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall. Overall some 94.4% of the Warwick demand for sports halls is located within the catchment area of a sports hall and there is enough capacity at these sports halls to absorb the Warwick demand.

This is a significant finding and it starts to bring together findings across a number of headings. The sequence of findings coming together are;

- firstly, the sports halls which have public access and the location and catchment area of these sports halls for Warwick residents;
- secondly the dominate travel mode to sports halls which is by car and is 80% of all visits; and
- thirdly comparing supply and access to sports halls with the total demand for sports halls, and where this demand is located.

Bringing all these factors together, means that 94.4% of the total demand for sports halls by Warwick residents can be met by the supply, location and capacity of sports halls.

As mentioned car travel is the predominate choice of travel mode to sports halls with 80% of all visits by Warwick residents being by car. 13% of all visits are by foot and 7% of all visits by public transport.

A key finding on the review of the St Nicholas Centre (and Abbey Fields swimming pool site) was the limited access to the centre created by the car parking arrangements. This analysis is showing the extent to which car travel is the dominate travel mode to sports halls and therefore the importance of car parking/ease of access to centres. If there is limited car parking at sites this could be a disincentive to participate. Any disincentive is going to have a big impact on visitor numbers, given the high percentage of visits to sports halls by car.

### Retained demand

Retained demand is defined as how much of the total satisfied demand is met by sports halls located in Warwick BASED ON THEIR CATCHMENT AREA and where the Warwick demand is located.

Warwick's retained demand is 82.6% of the total Warwick satisfied demand for sports halls. Compared with other studies this is a reasonably high level of retained demand.

Retained demand is highest in Coventry at 95.7% of the total Coventry satisfied demand for sports halls. Coventry does have a very large surplus of sports hall total supply over total demand and there are 44 sports halls in Coventry. Retained demand is lowest in Solihull and Stratford upon Avon where it is 75% of satisfied demand. So overall, Warwick is mid range in the level of retained demand across the study area.

### Exported demand

Exported demand is the residual of the total satisfied demand, after retained demand has been accounted for. In run 1 Warwick exports 17.4% of the total Warwick satisfied demand. Not surprisingly, the biggest Warwick export is to Coventry given its 44 sports hall supply and lots of capacity. Some 10% of the Warwick satisfied demand for sports halls is exported and met at Coventry's sports halls. Whilst 3% of the Warwick demand is exported to Rugby and 2% met in each of Stratford upon Avon and Solihull.

### **Unmet Demand**

Unmet demand is defined in two ways: (1) there is too much demand for the capacity of any particular sports hall within its catchment area; or (2) the demand is located outside the catchment area of any sports hall and is then classified as unmet demand.

Warwick has both categories of unmet demand. As context and reported the total Warwick demand for sports halls exceeds total supply by 2 badminton courts. Also some 50% of the total Warwick population live outside the walk to catchment area of a sports hall.

The total unmet demand for sports halls in 2012 is 375 visits which represents 5.6% of total demand. Out of this total 5.6%, a very low 7% is due to lack of capacity at the sports halls, whilst 93% is due to the demand being located outside the catchment area of any sports hall.

Focusing on the unmet demand outside catchment all the Warwick population has access to a high number of sports hall based on car travel catchment areas. So the unmet demand

located outside catchment is down to the 20 minutes/1 mile walk to catchment area.

Bringing all these factors together: the sports hall locations are fixed; some 13% of all visits to sports halls are on foot, it is not a high percentage; whilst the total population located outside the walking catchment is high, the unmet demand equates to less than 1.5 badminton courts.

It will not be possible to achieve complete coverage and access to sports halls on foot and the unmet demand is very small in terms of badminton courts. Meeting this need is best achieved by accessing village and community halls not for formal sport but more recreational physical activity. Acknowledging access to main sports halls will disadvantage some people.

### Used Capacity

Used capacity is a measure of usage and throughput at sports halls and estimates how well used/full facilities are. The Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of sports halls the halls are too full. The model assumes that usage over 80% of capacity is busy and the sports hall is operating at an uncomfortable level above that percentage.

The total used capacity of Warwick's sports halls in 2012 is 5,709 visits and this represents 71.4% of the overall sports hall capacity used. In effect, the sports halls are getting close to the Sport England "comfort halls full" level of 80% of total capacity, with some 8% of unused total capacity before the "comfort halls full level" is reached.

The Warwick average used capacity does however mask some site specific variations. Most noticeably the St Nicholas Park Leisure Centre has an estimated used capacity of 89%, well above the comfort halls full level. The Castle Farm Recreation Centre is estimated to have a used capacity of 69%, so below the halls full level and providing a margin of unused capacity before reaching the 80% level. Myton School and Meadows Sports Centre are estimated to be at 100% of used capacity. It is these two centres which are creating the unmet demand of 7% of total demand.

Hours of public access, age and condition of sports halls are the big factors in the used capacity assessment, along with the amount of demand which is within the catchment area of the sports hall site. The older a building and lacking a modern gym, health and fitness and facilities such as sprung timber floors and modern changing rooms will influence the attractiveness of a building to customers. As well as programming, ease of access and pricing.

The St Nicholas Park Leisure Centre was opened in 1983 and has not had a centre wide modernisation. It has some of the features which make it less attractive than more modern facilities. However despite this and it might seem contradictory to comments made, it has a used capacity estimated above the comfort hall full level. The explanation being the amount of demand which is located within its catchment area.

The St Nicholas Park Leisure Centre sports hall has a 6 badminton court sports hall and an estimated annual throughput of 85,128 visits. Castle Farm Recreation Centre has a 4 badminton courts sports hall and an estimated annual throughput of 48,275 visits. The contrast is because of the demand located within the catchment area of a sports hall in Warwick and one on Kenilworth.

Also the satisfaction survey findings for Warwick showed customers like the sports offer across the District and which is above regional and national satisfaction levels. So distinct from the age and condition of the sports buildings customers like the sporting offer across Warwick and which is wider than the facilities alone.



So in summary, the St Nicholas Park Leisure Centre is in the right location, has high demand in its catchment area and the sporting offer is well received. It is however an old building and the offer could be much more improved with a major modernisation.

#### Imported demand for sports halls

The level of imported demand for sports halls into Warwick is reported in the used capacity category of findings. In 2012 Warwick is importing 450 visits and this represents 8% of the used capacity of the Warwick sports halls. This is not a high level of imported demand and reflects (1) the location and catchment area of the Warwick sports halls are well placed to retain Warwick demand at Warwick's sports halls and (2) notably Coventry has a much higher supply of sports halls than Coventry demand so there is no need for Coventry to be exporting much of its demand.

The biggest import into Warwick is from Stratford upon Avon and this represents 5% of the used capacity at Warwick's sports halls. S u A has the lowest number of sports halls with 12 halls.

#### Retained, exported and imported demand

The figures for retained, exported and imported demand for sports halls in Warwick in 2012 are set out in the table below. Given the commentary on Coventry its figures are also set out.

As can be seen Warwick is a small net exporter of 654 visits. Not a surprise when the supply and demand assessment for Warwick shows a net deficit of 2 badminton courts. In this situation more of the Warwick demand will seek to find sports hall space in neighbouring authorities. The Coventry figures of high import sets out the impact of the Coventry supply of sports halls being far in excess of the demand.

Authority	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick	5,260	1,104	450	Net export of 654 visits
Coventry	13,748	615	2,603	Net importer of 1,988

#### **Policy Issues**

Run 1 is about assessing the supply and demand for sports halls in 2012 before going on to assess the impact of population change and growth up to 2022 has on the supply and demand for sports halls. So policy findings and ways forward are more focused on the impact of change over the next 10 years and reported on under run 2.

That said there some key markers to be put down from the 2012 assessment. These are:

- In **quantity** terms there is a good supply of sports halls to meet the Warwick demand – albeit some of this supply is outside Warwick but it is accessible to the Warwick demand based on the catchment area of the sports halls located outside Warwick, most notably in Coventry
- In **quantity** terms there is a very reasonable balance between supply and demand –

based on 2012 participation and frequency levels in hall sports. There is a net deficit of 2 badminton courts to meet unmet demand

- In **quantity** terms the secondary school stock which has public access is meeting some of the demand and contributing quite significantly to the overall good supply and demand balance. However it would appear that the school programming and type of use is not co-ordinated across all the schools and there are community use agreements in place at some schools but others are making a club and public access sports offer. It could be that schools are competing providing for the same type of user, club block bookings
- The analysis has shown used capacity is variable across the Warwick sports halls sites, including schools. Possibly more school capacity could be created for public use if there was co-ordination in the programming across the sites, offering public access. It is recognised the District Council has little influence over the policy of the independent schools in Warwick itself. However determining the type and access of the schools it has community use agreements with and how it wishes to negotiate access for future use will be an important policy dimension in the run 2 assessment of demand up to 2023
- **Accessibility** to sports halls by car is very good. 80% of all visits are made by car. Based on where people live and the catchment area of the sports halls Warwick residents can access between 10 – 20 sports halls and up to 40 sports halls for residents in the northern half of the authority, accessing sports halls located in Coventry
- **Accessibility** the majority of the unmet demand for 2 badminton courts is due to location of sports halls and the catchment area not extending to include people who choose to walk to sports halls. This represents 1.5 of the total 2 badminton courts total unmet demand. Some 13% of all visits to sports halls are by walking. In policy terms it is not possible to provide for greater walking accessibility to sports halls. The context and finding is that walking to sports halls only represents 13% of all visits
- **Quality** of the public sports halls is the single biggest policy issue. There are enough sports halls to meet most demand, they are in the right locations and no hot spots of unmet demand. The sporting satisfaction levels (wider than facilities) are well received by residents. However public sports halls are old, not extensively modernised and lacking gym/health and fitness provision – it is not a modern day offer. Without modernisation and the aging of buildings quality will decrease and the satisfaction levels will fall and the unused capacity of the buildings increase
- **Quality** investment in the stock of facilities at the same locations is the policy direction, especially the St Nicholas Park Sports Centre and consideration of scope to extend the buildings to provide for health and fitness will cater for the unmet demand due to lack of capacity.

The full implications of the findings from the facilities planning model assessment from a policy perspective are set out under run 2.

**Run 2: is based on the supply and demand for sports halls in 2022. It includes the projected population change in Warwick District and the wider study area between 2012 and 2022**

## **Overview**

- 7.281 Run 2 sets out what the projected supply and demand for sports halls is in 2022. This is based on the projected changes in population both growth and aging of the 2012 core resident population in Warwick and across the wider study area. In effect run 2 compares how the 2012 assessment changes based on the projected changes in population 2012 – 2022.
- 7.282 There is one change in sports hall supply between runs 1 and 2 and that is the closure of the Ken Marriott Leisure Centre in Rugby District and the opening of a new leisure centre the Queens Diamond Jubilee Centre on the same site. The new centre will open in 2013 and it has a 6 badminton court sports hall. The previous Ken Marriott Centre was opened in 1972, had a major refurbishment in 1998 and it was marked out as a 5 badminton court sports hall.
- 7.283 The population projections are the ONS projections for 2022 which Sport England has modelled in the future demand assessment. Appendix 2 of this report sets out the facilities planning model parameters.
- 7.284 The projected population for Warwick in 2022 is 158,502 people, this compares with 144,500 people in 2012. So there is a projected increase in population of 14,002 people, which represents a 9.7% increase over the 2012 population.
- 7.285 The reporting of findings for run 2 follows the same sequence of reporting as for run 1. Namely total supply, total demand, supply and demand balance, satisfied demand, unmet demand, used capacity of sports halls and relative share. The data under each heading is set out for Warwick, each of the four local authorities bordering Warwick, West Midlands Region and England wide. The findings for Warwick for run 1 precede the run 2 data findings.
- 7.286 Following the reporting of the full findings there is a summary of key findings, the strategic policy issues for facility development and management.

### Total Supply Findings

Table 21 - Supply	W'ick Run 1	W'ick Run 2	Covtry	Rugby	Solihull	S U A	WM TOTAL	ENG TOTAL
Number of halls	14	14	44	13	25	12	569	5598
Number of hall sites	11	11	29	10	17	10	409	4000
Supply of total hall space in courts	52	52	189	56.6	90	46	2189.6	21284.5
Supply of publicly available hall space in courts (scaled with hrs avail in pp)	39.47	39.47	156.39	46.88	67.42	40.63	1693.98	16854.18
Supply of total hall space in VPWPP	7993	7993	31669	9494	13653	8228	343032	3412972
Courts per 10,000	3.53	3.22	5.51	5.41	4.1	3.41	3.77	3.75

7.287 There are no changes in the total supply of ports halls across Warwick and the wider study area 2012 – 2022. The Warwick supply remains as 11 individual sports halls across the same 11 sites. Across the rest of the study area the total supply also remains unchanged at 94 sports halls at the same 66 sites. There is one change in sports halls supply and that is the closure of the Ken Marriott Leisure centre in Rugby District and the opening of a new leisure centre, the Queens Diamond Jubilee centre on the same site in 2013. So overall there is no change in number of sports halls or sites. The only difference is the Ken Marriott Centre was marked out as 5 badminton courts and the new centres is a 6 badminton court sports hall.

7.288 The total supply of visits from the 14 sports halls based on their variable availability for public or club use remains unchanged between runs 1 and 2 at 7,993 visits in the weekly peak period. The weekly peak period supply of sports halls in Rugby increases to 9,494 visits, from 9,307 in run 1 an increase of 187 visits because of the increase of 1 badminton court at the new centre.

7.289 Applying the comparative standard for provision of badminton courts per 10,000 population (Note: for swimming pools the standard is water space per 1,000 population) shows that in Warwick the effect of the 9.7% increase in population between 2012 – 2022 is to decrease the standard to 3.22 courts per 10,000 population, compared with 3.53 courts per 10,000 population in run 1.

7.290 So the population growth is not impacting on this standard. However, the significant point is that the standard of provision in Warwick is the lowest of the 5 local authorities across the study area. It is also below the West Midlands region standard of 3.77 badminton courts per 10,000 population and below the England wide standard of 3.75 courts per 10,000 population.

7.291 There is variation in this standard across the 4 other authorities. Stratford upon Avon has the next lowest standard at 3.41 badminton courts per 10,000 population. Coventry has the highest at 5.51 courts per 10,000 population. Whilst for Rugby the standard is 5.41 badminton courts and for Solihull it is 4.1 badminton courts. So most of the other local authorities across the study area have quite a higher standard than in Warwick.

#### Location and access to sports halls Run 2

7.292 There are no changes to sports hall supply or locations across Warwick between runs 1 and 2 and therefore there are no new/additional findings to report on access to sports halls based on either the drive to or walk to catchment areas, to those set out for run 1. It is however worth presenting again the same maps but titled for run 2 to show the variation in the number of sports halls which are accessible to the Warwick population based on car travel. This is set out in map 7.13 below. Changes in the total demand for sports halls created by the population change does not change the physical location and access to these sports halls the demand increases will fill up some of these sports halls more than others. It is worth having the location and accessibility maps as a reference for these demand changes.

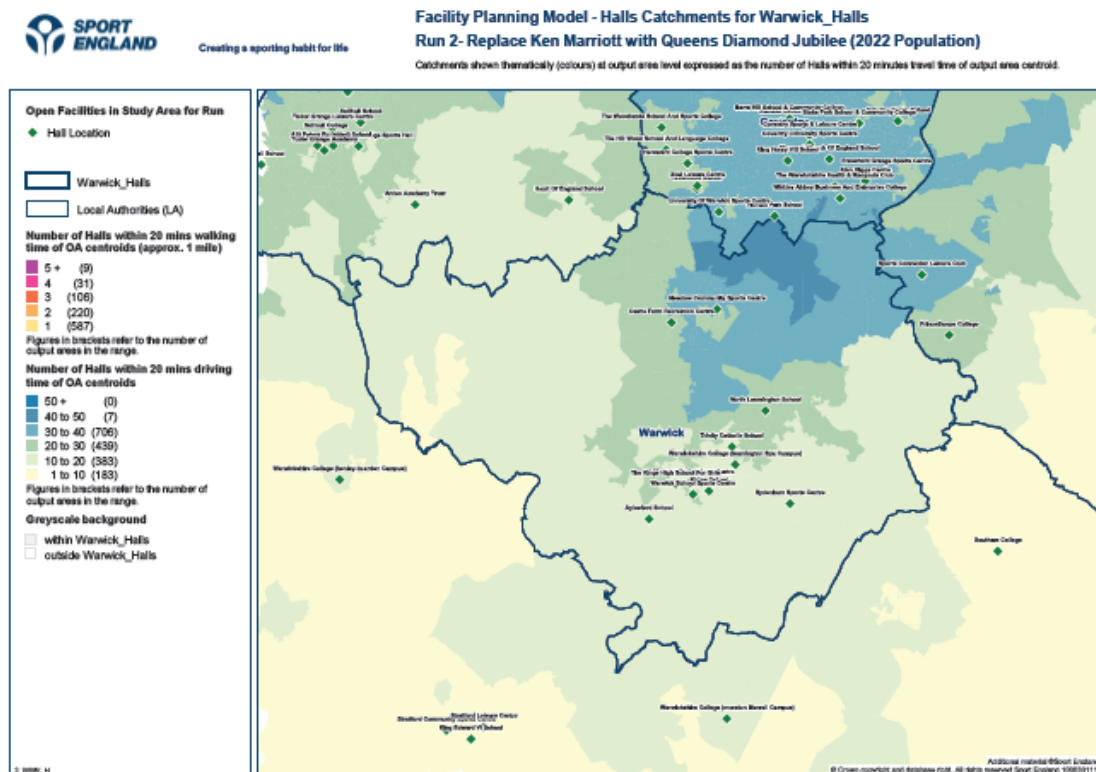
7.293 In the areas shaded darkest along the north side of Warwick to the Coventry boundary residents in these areas have access to between 40 – 50 sports halls based on a 20 minute drive time. The reason for the highest accessibility in this area is simply because of the close (car travel) proximity to Coventry and in this authority there are 44 sports halls.

7.294 For the area shaded lighter blue residents in these areas have access to between 30 40 sports halls based on a 20 minute drive time. Whilst areas shaded the darker green shows residents in these areas have access to between 20 -30 sports halls based on the drive time catchment area. The lighter green areas is where residents have access to between 10 - 20 sports halls based on a 20 minute drive time. Whilst the area of Warwick with the lowest accessibility to sports halls is the area shaded cream on the west side of the authority.

7.295 As can also be seen from Map 7.13 residents in Coventry have the highest accessibility to sports halls based on a 20 minute drive time and the number of sports halls located within this 20 minute drive time catchment. Whilst residents of Stratford upon Avon have the lowest accessibility based on a 20 minute drive time. These findings reflect the 44 sports halls located in Coventry and the 12 located in Stratford upon Avon.

7.296 So overall across Warwick there is very high accessibility to pools based on car travel and the 20 minute drive time catchment area of pools. The estimate is that in run 2 some 78.8% of all visits to sports halls by car. In run 1 it was 79.3% of visits, so virtually unchanged.

Map 7.13: Access to sports halls based on the 20 minute drive time catchment area Run 2.



7.297 Turning to the 20 minutes/1 mile walk to catchment area for showing the levels and areas of access to sports halls across Warwick, again this remains unchanged from run 1. However map 7.14 for run 2 is set out overleaf for the 20 minutes/1 mile walk to catchment area. This shows the areas of Warwick which have access to sports halls based on this catchment area.

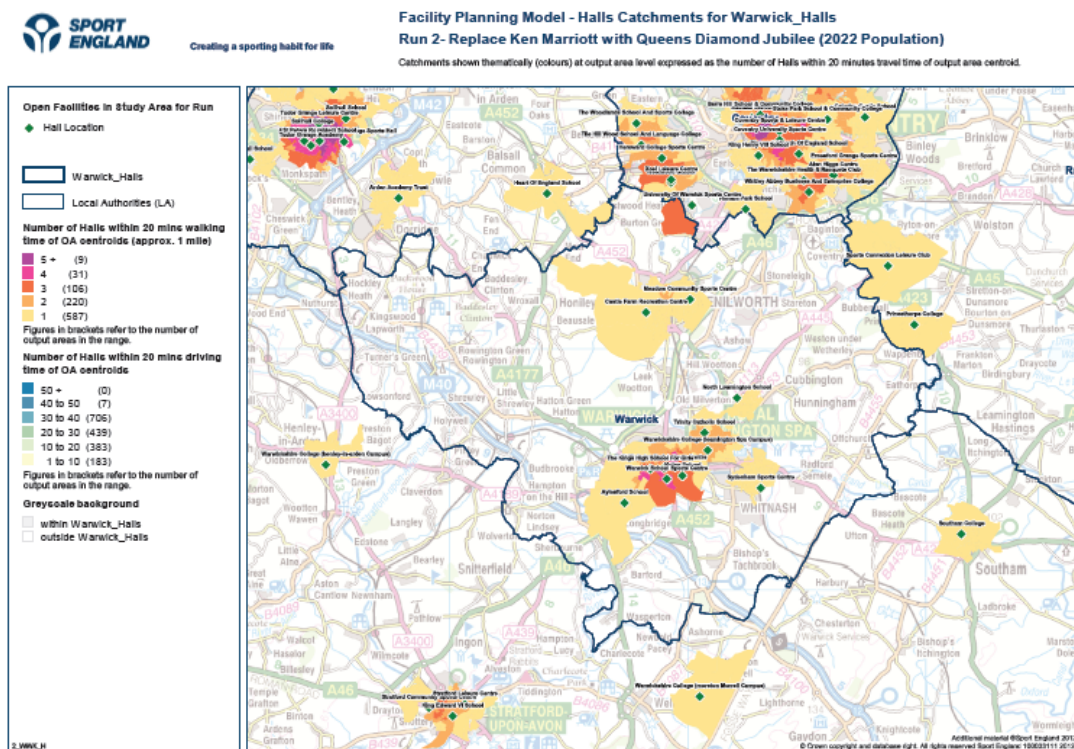
7.298 Residents in the areas shaded light brown have access to 1 sports hall based on the 20 minutes/1 mile walk to catchment area. Whilst residents in areas shade dark brown have access to 2 sports halls based on the walking catchment areas of the sports halls. Not surprisingly there is higher cluster of dark brown in Leamington Spa and Warwick itself where the walking catchment of a number of sports halls do overlap, increasing the accessibility.

7.299 The dark brown areas on the north side of Warwick along the Coventry boundary is created because of the University of Warwick sports hall site. This site has 2 actual sports halls each of 4 badminton courts but they are both on the one site. The model is calculating access to numbers of sports halls not number of sports halls sites. This is why it is showing access to 2 sports halls for this area of Warwick based on the walking catchment area of the location of the University of Warwick sports hall.

7.300 The lighter brown area shows around Kenilworth shows how far the one mile walk to catchment area extends based on the sports halls in Kenilworth. Finally as the map shows the majority of the Warwick authority area is outside the walk to catchment area of any sports hall.



Map 7.14: Access to sports halls based on the 20 minute/1 mile walk to catchment area  
Run 2



## Total Demand Findings

Table 22 - Demand	War Run 1	War Run 2	Cov"tr y	Rugby	Solihul l	S U A	WM TOTAL	ENG TOTAL
Population	144,500	158502	343205	104702	219503	134702	5812082	56822499
Visits demanded – vpwpp	6,739	7271	16306	4515	9523	5507	258725	2556363
Equivalent in courts – with comfort factor included	41.6	44.89	100.65	27.88	58.79	33.99	1597.08	15780.01
% of population without access to a car	13.8	13.8	25	13.1	14	8.3	19.5	19.5

7.301 In run 2 the projected population for Warwick in 2022 is 158,502 people, this compares to 144,500 people in 2012. So there is a projected increase in population of 14,002 people, which represents a 9.7% increase over the 2012 population.

7.302 In terms of the impact of the population change on the total demand for sports halls in run 2 this becomes a total demand of 7,271 visits in the weekly peak period. In run 1 total demand is 6,739 visits. So there is an increase of 532 visits in the weekly peak period. This represents an increase of 7.9% over the total demand for sports halls in 2012.

- 7.303 It might be considered that this is not a very big increase in sports hall demand from population growth. However there is also the impact of the aging of the Warwick population 2012 – 2022 to take into account.
- 7.304 Data extracted from the Sport England Local Borough profile report for Warwick (produced in 2011) contains a breakdown of the adult population in age bands over the 2006 – 2011 periods. It is acknowledged this is past population data but its relevance in that it identifies the population number in each of these age bands and how this changes over the 5 year period.
- 7.305 This is set out in table 7.11 below and provides the same information for West Midlands Region and for England wide. The findings for the Warwick three age bands across 35 to 65+ years of age are highlighted in blue. These three age bands have the highest adult population numbers in 2006 and this does not change by 2011. The younger age groups of 16 – 34 are much smaller in numbers. In short, as the Warwick adult population ages up to 2022 there are more people in the age groups who participate less frequently in indoor hall sports in 2022 than in 2011.
- 7.306 It is acknowledged that this population table does not include people who between 2006 – 2011 are between 0 – 15 and who by 2022 will move into the age groups who participate more frequently in indoor hall sports and this has to be offset against the aging of the existing adult population. However the balance is evident there will be more adult people in 2022 than in 2012 in the older age groups and who have a lower rate and frequency of indoor hall sports participation.
- 7.307 So increases in population total and inward migration have also to be considered alongside the aging of the core resident population when assessing the changes in demand for indoor hall sports over the 2012 – 2022 periods.

**Table 7.11: Adult population breakdown for Warwick, West Midlands Region and England wide 2006 – 2011**

Indicator	Warwick			West Midlands			England		
	2006	2008	2011	2006	2008	2011	2006	2008	2011
Male	54.4	53.9	60.2	2,072.7	2,100.3	2,115.4	19,667.9	20,056.9	20,468.3
Female	53.9	54.4	60.8	2,175.0	2,197.0	2,223.0	20,743.9	21,028.4	21,365.1
16 to 19	8.9	8.4	5.9	289.1	292.1	283.1	2,618.5	2,647.5	2,581.5
20 to 24	11.6	11.6	11.9	348.4	361.7	370.6	3,284.2	3,449.5	3,554.3
25 to 34	12.9	18.3	18.0	649.0	645.5	665.4	6,637.7	6,630.4	6,912.2
<b>35 to 49</b>	<b>32.2</b>	<b>31.1</b>	<b>29.0</b>	1,155.4	1,158.2	1,134.9	11,185.9	11,283.4	11,195.4
<b>50 to 64</b>	<b>22.4</b>	<b>20.6</b>	<b>31.2</b>	967.5	978.6	985.5	8,967.7	9,166.7	9,356.8
<b>65+</b>	<b>20.4</b>	<b>18.5</b>	<b>25.2</b>	838.6	862.2	899.0	7,714.2	7,904.1	8,233.4
White	99.5	99.1	115.7	3,738.5	3,744.4	3,772.9	36,335.5	36,599.9	37,052.0
Non-White	8.8	9.2	5.3	506.5	552.1	565.5	4,046.8	4,457.6	4,781.5
Both DDA & work limiting	3.6	6.4	10.9	376.3	388.5	445.4	3,459.3	3,460.7	3,955.1
DDA only disabled	3.7	2.6	3.4	156.6	172.2	183.8	1,568.5	1,649.4	1,779.6
Work-limiting only disabled	3.8	2.1	2.5	113.8	93.2	93.1	1,027.5	1,014.2	1,133.9
Not disabled	76.9	78.7	79.1	2,761.4	2,780.1	2,717.2	26,628.7	27,043.9	26,731.5

Source: Sport England Local Borough Profile and table on Annual Population Survey Year: 2006, 2008 & 2011

## Supply and Demand Balance Findings

Table 23 - Supply/Demand Balance	War Run 1	War Run 2	Cov"try	Rugby	Solihull	S U A	WM TOTAL	ENG TOTAL
Supply - Hall provision (courts) scaled to take account of hours available for community use	39.47	39.47	156.39	46.88	67.42	40.63	1693.98	16854.18
Demand - Hall provision (courts) taking into account a 'comfort' factor	41.6	44.89	100.65	27.88	58.79	33.99	1597.08	15780.01
Supply / Demand balance	- 2.13	-5.42	55.74	19	8.63	6.64	96.9	1074.17

7.308 The supply and demand balance findings are reported as the total supply and total demand based in numbers of badminton courts which are available for public use. The total supply for sports halls in Warwick in 2022 is unchanged from 2012 at just over 39 courts available for public use. The total demand for sports halls in 2022 is just under 45 badminton courts. So there is a negative supply and demand balance of minus 5 badminton courts (rounded down). This is an increase of 3 badminton courts over the minus 2 courts supply and demand balance in 2012.

7.309 Overall this is not a big increase in the negative supply and demand balance and whilst an increase of 3 courts does represent a 7.6% increase over the negative balance in 2012 it is still only 3 courts and there are just over 39 courts available in part or in full for public use in the weekly peak period.

7.310 The headline finding on supply and demand balance is that the negative increase to a total of 5 badminton courts in 2022 could be addressed by increasing access to existing sports halls to create greater supply and public access by management change and not from new provision.

7.311 This, however, is only the QUANTITATIVE assessment and it is important to reiterate that as well as the population aging so will the sports hall buildings and in 2022 they are also a further 10 years older. As set out under the supply findings, the age and condition of the sports halls is a big supply side issue. Consequently there is a sports hall provision need to address to increase the QUALITY of the existing buildings.

7.312 Before leaving the supply and demand balance analysis it is important to reiterate what it is based on. It provides a 'global' view of provision – it compares total demand generated within Warwick the total supply of pools within Warwick and therefore represents an assumption that ALL the demand for sports halls in Warwick is met by ALL the supply of sports halls in Warwick. (Note: it does exactly the same for the other local authorities in the study area). Once the assessment of the supply and demand for sports halls is based on the location and catchment area of sports halls across Warwick and the rest of the study area, then there is a more balanced assessment (the remaining headings are based on the catchment areas of sports halls).

7.313 Across the rest of the study area there is a positive supply and demand balance in 2022. In Coventry this is for 55 badminton courts; Rugby it is 19 badminton courts; Solihull it is 8 badminton courts and in Stratford upon Avon it is 6 badminton courts.

### Satisfied Demand findings

<b>Table 24 - Satisfied Demand</b>	<b>War Run 1</b>	<b>War Run 2</b>	<b>Cov"try</b>	<b>Rugby</b>	<b>Solihull</b>	<b>S U A</b>	<b>WM TOTAL</b>	<b>ENG TOTAL</b>
Total number of visits which are met	6,364	6863	15247	4314	8724	5093	233581	2314151
% of total demand satisfied	94.4	94.4	93.5	95.5	91.6	92.5	90.3	90.5
% of demand satisfied who travelled by car	80.1	79.8	64.9	80.7	83.4	90	76.3	75.6
% of demand satisfied who travelled by foot	12.9	13	22.5	13.1	10.6	7.2	14.1	15.7
% of demand satisfied who travelled by public transport	7.1	7.2	12.6	6.2	6	2.7	9.6	8.7
Demand Retained	5,260	5728	14614	3724	6630	3824	231188	2314151
Demand Retained - as a % of Satisfied Demand	82.6	83.5	95.9	86.3	76	75.1	99	100
Demand Exported	1,104	1135	633	590	2094	1268	2392	0
Demand Exported - as a % of Satisfied Demand	17.4	16.5	4.1	13.7	24	24.9	1	0

7.314 To also reiterate - satisfied demand represents the proportion of total demand that is met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall. In run 2 some 6,863 visits are satisfied demand, which represents 94.4% of total demand. In run 1 satisfied demand was 6,364 visits which is also 94.4% of total demand.

7.315 The reason satisfied demand is so high is when the supply and demand assessment is based on the catchment area of sports halls and not just the supply and demand within each local authority then the greater supply and lower demand in Coventry in particular starts to impact. The catchment area of the sports halls in Warwick will extend well into Warwick based on car travel times and catchments, as set out under the total supply and accessibility findings.

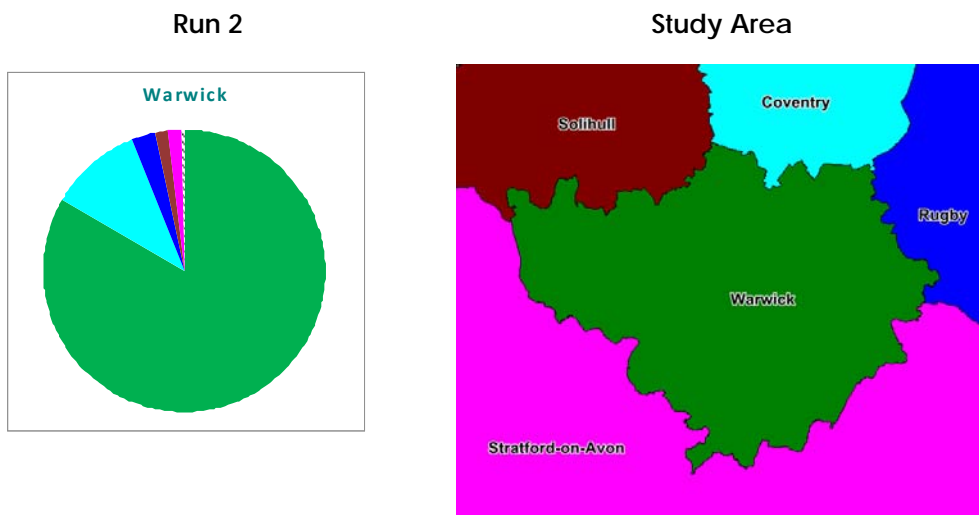
7.316 Coventry's supply from its sports halls is 31,669 visits in the weekly peak period. Whilst the demand for sports halls from Coventry residents is 16,306 so significantly less than the total supply. This means that there is additional capacity of supply over demand. For Warwick residents whose nearest sports hall to where they live is located in Coventry, and they are within its drive time catchment area then this demand can be absorbed. So the Warwick satisfied demand for sports halls is met and increases the percentage but not by sports halls located in Warwick District.

7.317 In the other authorities the satisfied demand percentages are: 93.6% in Coventry; 95.5% in Rugby; 91.6% in Solihull; and 92.5% in Stratford upon Avon.

### Retained and exported Warwick demand

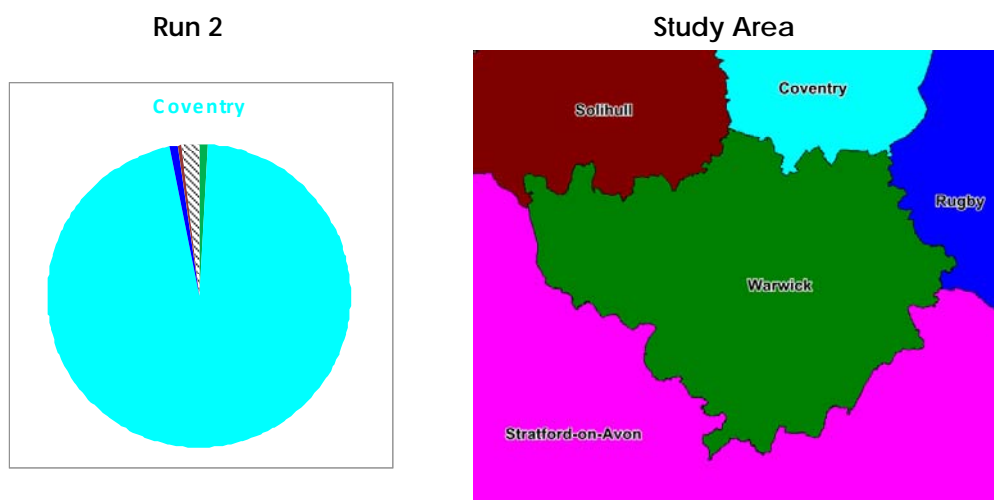
- 7.318 Demand satisfied at Warwick's sports halls which is demand from Warwick's residents is known as retained demand. In run 2 this is 5,728 visits, or 83.5% of satisfied demand. In run 1 it was 5,260 visits, or 82.6% of satisfied demand, so an increase in retained demand of 0.9%
- 7.319 Of the Warwick demand which is exported and met at sports halls in the other local authorities this is unchanged from run 1 in terms of where it goes. This is set out in chart 2.1 below. The biggest export of Warwick's demand is some 10% of the satisfied demand which is 707 visits and this goes to Coventry (shaded turquoise in the pie chart). This underlines the point set out already about the capacity of Coventry's sports halls to absorb demand from outside Coventry.
- 7.320 After that Warwick is exporting 3% of its satisfied demand to Rugby (shaded dark blue) and 2% to each of Solihull and Stratford upon Avon (shaded brown and pink respectively).
- 7.321 The pie chart for retained and exported demand for run 2 is set out as chart 7.13 below.

**Chart 7.13: Retained and exported demand for sports halls Warwick run 2.**



- 7.322 Of interest is the Coventry pie chart and this is set out as chart 7.14 overleaf. As can be seen Coventry (shaded purple) retains virtually all of its own demand at its own sports halls – because it has so much capacity. Retained demand is 96% of the satisfied demand at Coventry's sports halls and it only exports 4% of its satisfied demand to other authorities.

Chart 7.14: Retained and exported demand for sports halls Coventry run 2.



### Unmet Demand Findings

Table 25 - Unmet Demand	War Run 1	War Run 2	Cov'try	Rugby	Solihull	S U A	WM TOTAL	ENG TOTAL
Total number of visits in the peak, not currently being met	375	408	1058	202	799	414	25145	242211
Unmet demand as a % of total demand	5.6	5.6	6.5	4.5	8.4	7.5	9.7	9.5
Equivalent in Courts - with comfort factor	2.31	2.51	6.54	1.25	4.94	2.56	155.21	1495.14
% of Unmet Demand due to ;								
Lack of Capacity	7.4	6	3.5	0.5	27.8	0.4	19.6	24.2
Outside Catchment -	92.6	94	96.5	99.5	72.2	99.6	80.4	75.8
Outside Catchment;	92.6	94	96.5	99.5	72.2	99.6	80.4	75.8
% Unmet demand who do not have access to a car	86.5	88	94.3	91.3	68.8	64.7	73.9	68
% of Unmet demand who have access to a car	6.1	6	2.2	8.2	3.4	34.9	6.5	7.8
Lack of Capacity;	7.4	6.0	3.5	0.5	27.8	0.4	19.6	24.2
% Unmet demand who do not have access to a car	6.9	5.6	3.4	0.2	25.5	0.2	18.5	21.1
% of Unmet demand who have access to a car	0.5	0.4	0.1	0.2	2.3	0.2	1.1	3.1



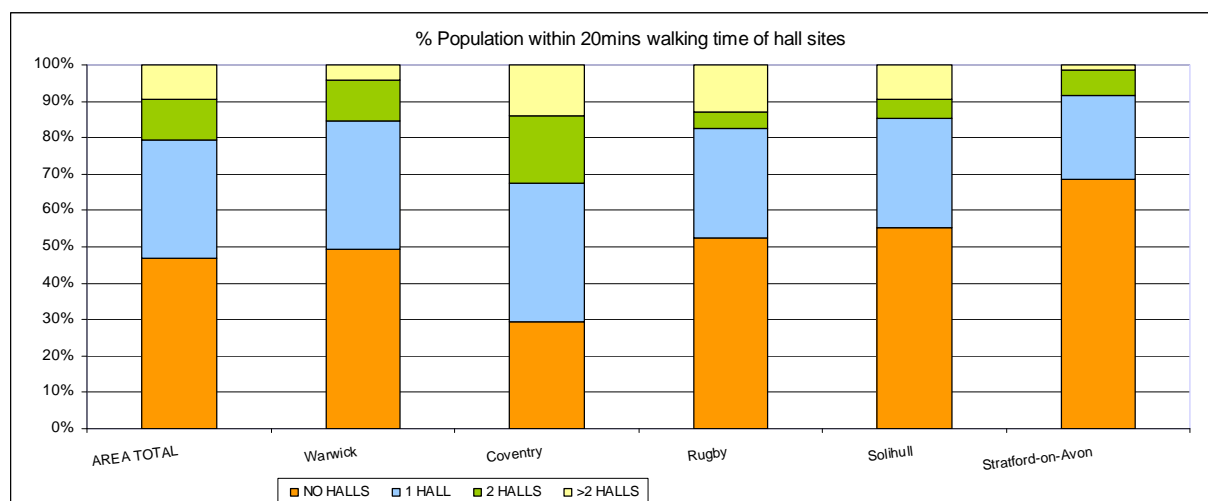
7.323 Unmet demand for sports halls in Warwick in run 2 is 408 visits which represents 5.6% of the total demand. The corresponding figures for run 1 were 375 visits which was also 5.6% of total demand being unmet demand.

7.324 The total unmet demand in run 2 of 408 visits equates to 2.5 badminton courts and in run 1 it was 2.3 badminton courts, so virtually unchanged. The findings for run 2 are consistent across all the demand headings. There is little change in total demand, satisfied demand and unmet demand between runs 1 and 2. Again, in terms of consistency this underlines the run 1 finding that the difference between demand and supply is quite small and it is not quantity of provision which is the issue, nor access to sports halls. It is very much about the quality of buildings based on their age, and extent of refurbishment of centres.

7.325 Some 94% of the total unmet demand of 406 visits is within the category of outside the catchment area of a sports hall. In run 2 some 50% of the Warwick population live outside the walk to catchment area of a sports hall, either in Warwick or for outside sports halls the University of Warwick. The bar chart for Warwick and the other authorities across the study area showing levels of population access to sports halls between 0 – 2+ is set out in chart 7.15 below.

7.326 This 50% of the population translates into demand for sports halls for the 13% of all visits to sports halls by people who chose to walk to sports halls and this is 383 visits. To put these figures into context, the capacity of a one badminton court size sports hall in the weekly peak period is 202 visits. So unmet demand located outside the walk to catchment area of any sports hall is not significant.

**Chart 7.15: Percentage of the population in Warwick and the other local authorities who live within the walking catchments of 0 – 2+ sports halls**



7.327 In terms of locations of the unmet demand for sports halls this is illustrated in map 7.15 overleaf. Given there is only an increase of 33 visits in unmet demand between runs 1 and 2, then there is virtually no change in the scale and location of the unmet demand across Warwick between runs 1 and 2.

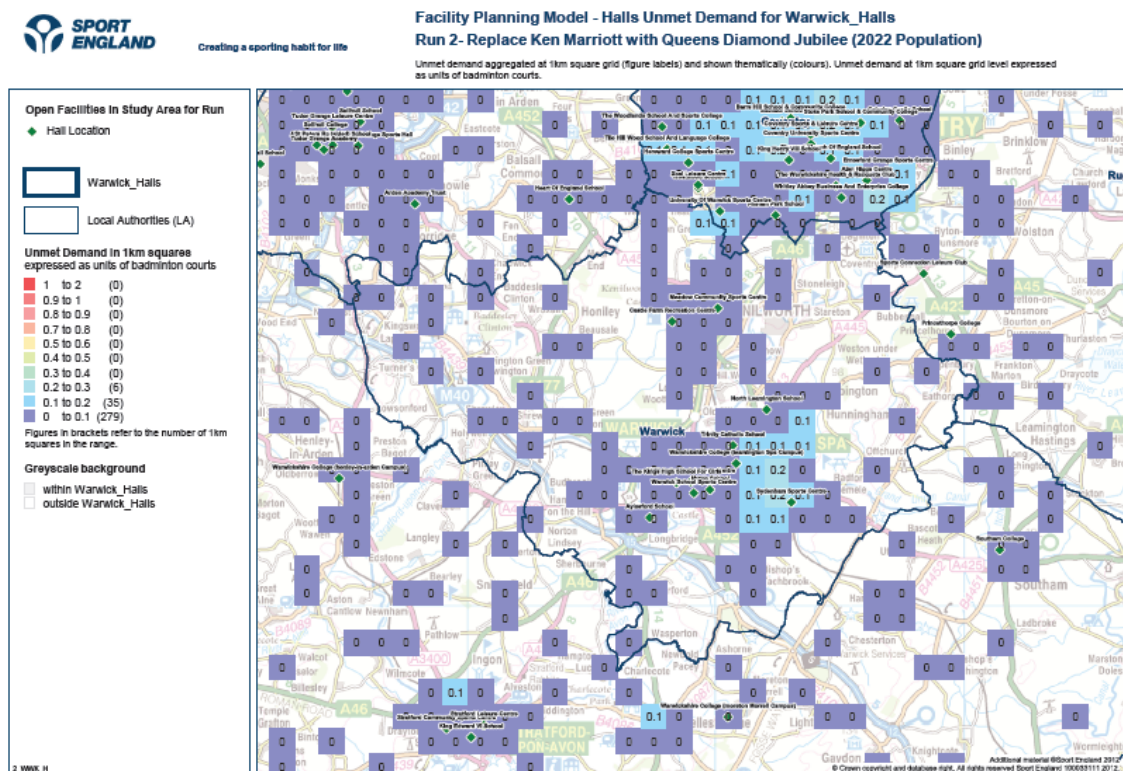
7.328 The numbers in the 1 kilometre grid squares represent the amount of unmet demand expressed in terms of numbers of badminton courts. No colour square means no unmet demand, or, there is no population, or, a combination of both. Purple, is the lowest value of unmet demand - the majority across Warwick. These squares show a 0 figure and this is

because whilst there is some unmet demand there is not enough to even get to the value of this square which is 0.1 of a badminton court. Also if there is no output area centroid in a square there will be no value in that square. This is often the case in rural areas.

7.329 The next higher value is light blue and there are only 10 blue squares in a cluster around Warwick itself and Leamington Spa. Most of these squares have a value of 0.1 of a badminton court except 2 squares which are 0.2 of a badminton court.

7.330 Some of these squares would appear to be inside the walking catchment area of an existing sports hall. It is important to remember that whilst the vast majority of the unmet demand is because of its location outside the walking catchment area of a sports hall, there is also some 6% of the total unmet demand which is down to lack of sports hall capacity at existing venues.

**Map 7.15: Location and scale of unmet demand for sports halls across Warwick Run 2.**



## Used Capacity Findings

7.331 As set out in run 1, the Sport England facilities planning model is designed to include a 'comfort factor', beyond which, in the case of sports halls the halls are too full. The model assumes that usage over 80% of capacity is busy and that a sports hall is operating at an uncomfortable level above that percentage.

7.332 The total number of visits used of current capacity in run 2 is 6,620 visits. This is an increase over the run 1 figure of 5,709 visits, or, a 9% increase. Used capacity in run 2 represents 77.8% of total sports hall capacity used so now very close to the sports hall comfort full level. In run 1 used capacity was 71.4% of total capacity, so an increase of 6.8%.

7.333 Whilst there is still some 20% of total sports hall capacity unused it is moving into where the sports halls are uncomfortably full. The customer experience is not so good and there is increased wear and tear on all areas, plus pressure on programming to accommodate more use/different activities in the same space. Also the sports halls will be 10 years older by 2022.

7.334 The used capacity percentages for each sports hall in Warwick in runs 1 and 2 are set out below in table 7.12.

**Table 7.12: Estimated annual throughput for all sports halls in Warwick in runs 1 and 2**

Name of facility	No of Courts	Site Year built	Site year refurbished	Hours in peak period	Annual thro'put	% of sports hall capacity used	
						Run 1	Run 2
WARWICK TOTAL					372,190	71.4	78
AYLESFORD SCHOOL	4	1975		34	17,157	31	34
AYLESFORD SCHOOL				34			
CASTLE FARM RECREATION CENTRE	4	1995	2005	40.5	48,275	69	71
MEADOW COMMUNITY SPORTS CENTRE	4	2001		36.5	27,283	70	79
MYTON SCHOOL	4	2006		31	31,618	100	100
NORTH LEAMINGTON SCHOOL	4	2009		32.5	22,325	66	79
ST NICHOLAS PARK LEISURE CENTRE	6	1983		40.5	85,128	89	89
SYDENHAM SPORTS CENTRE	4	1973	2004	35.5	41,988	100	100
THE KINGS HIGH SCHOOL FOR GIRLS	4	1993		15	15,284	68	78
THE KINGS HIGH SCHOOL FOR GIRLS				15		68	
TRINITY CATHOLIC SCHOOL	3	2006		35.5	36,128	77	94
TRINITY CATHOLIC SCHOOL				35.5			
WARWICK SCHOOL SPORTS CENTRE	5	1998		30.5	22,455	74	65
W'ICKSHIRE COLLEGE LA CAMPUS	4	1975			24,550	56	83

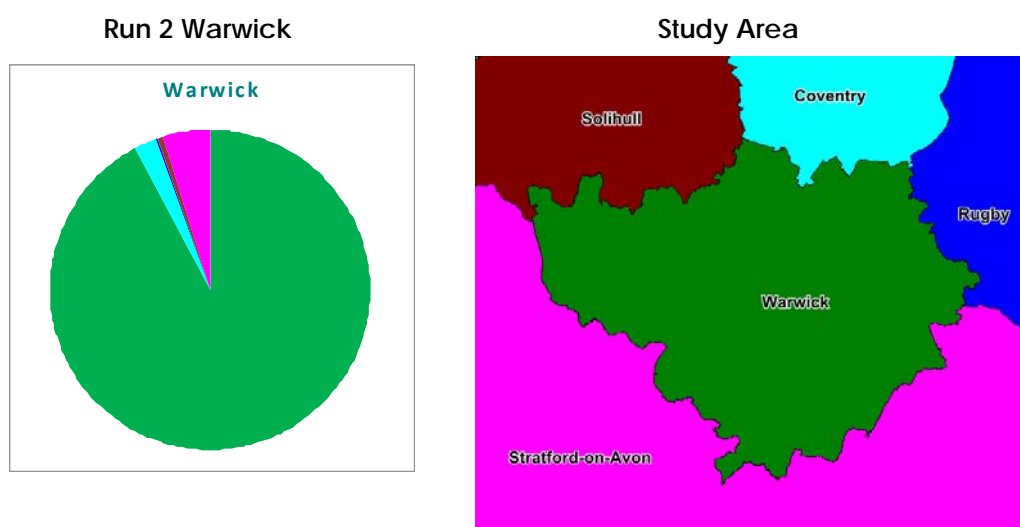
7.335 As can be seen from the last two columns the biggest projected increases in used capacity are at Meadow Community Sports Centre from 70% used capacity in run 1 to 79% in run 2. Also North Leamington School from 66% to 79% used capacity and Kings High School for Girls, 68% to 78%.

7.336 Turning to the imported demand for sports halls from outside Warwick but which is met at Warwick's sports halls, in run 2 this is 492 visits, or 7.9% of the used capacity of Warwick's sports halls. This is a small increase over the 450 visits which is also 7.9% of the used capacity of the sports halls in run 1.

7.337 The pie chart for imported demand for sports halls for run 2 is set out as chart 7.16 overleaf.

7.338 There is no change from run 1 in terms of imported demand. Still 5% of the demand imported into Warwick and met at Warwick's sports halls comes from Stratford upon Avon (shaded pink). Whilst 2% of Warwick sports hall used capacity comes from Coventry.

Chart 7.16: Imported demand for sports halls into Warwick Run 2



7.339 Finally under used capacity it is possible to set out the overall picture on retained demand, exported and imported demand for runs 1 and 2 and this is set out as table 7.13 below. As table 7.13 shows Warwick remains a net exporter of demand in run 2 but is a very small change and is a decrease of 12 visits from run 1.

Table 7.13: Number of visits for retained, exported and import in Warwick runs 1 and 2

	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick Run 1	5,260	1,104	450	Net exporter of 654 visits
Warwick Run 2	5,728	1,135	492	Net exporter of 643 visits.

### Relative Share Findings

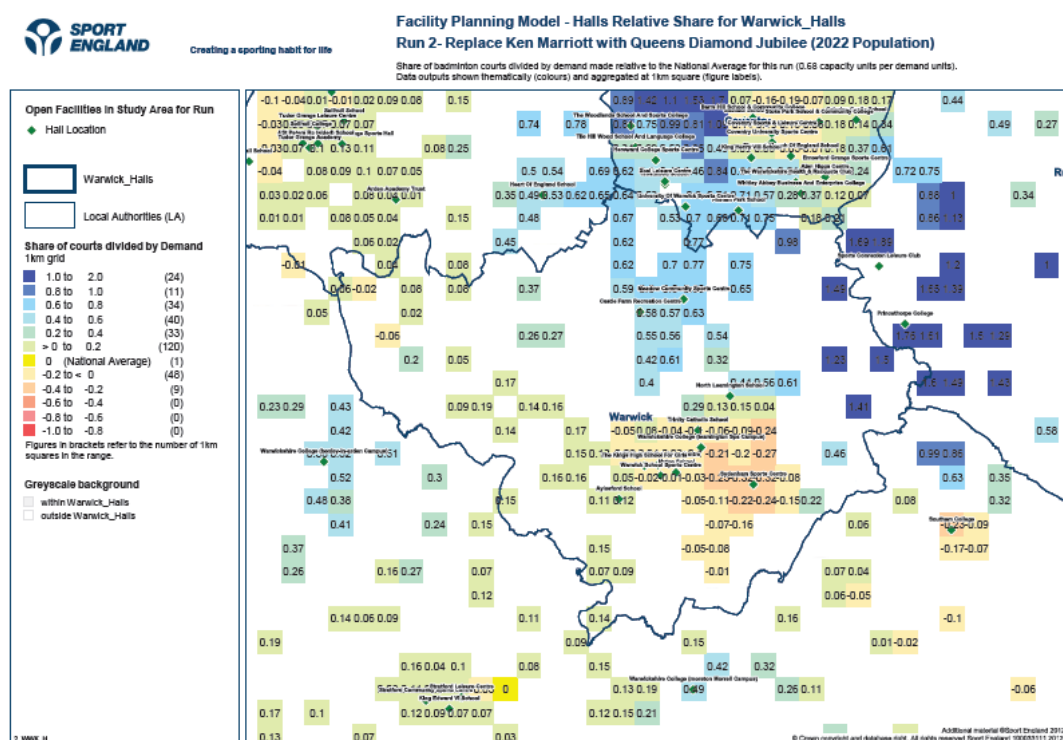
Table 26 - Relative Share	War Run 1	War Run 2	Cov"try	Rugby	Solihull	S U A	WM TOTAL	ENG TOTAL
Score - with 100 = national share	110	107	129	141	90	112	100	100
+/- from National share	10	7	29	41	-10	12	0	0

7.340 Relative Share decreases in run 2, to 107 from 110 in run 1. Whilst it remains a positive relative share of access to facilities when compared to the England wide share based of 100%, it is only just above at +7% of the England wide percentage.

7.341 Coventry, Stratford upon Avon and Rugby all have higher relative shares values at +29%, 12% and +41% respectively. Solihull has a negative relative share at 90, which means its residents have a – 10% lower access to sports halls than the England national average.

- 7.342 As for run 1 it is possible to show in map form how the Warwick average of +7% varies across the authority. This is another spatial output from the study and this time based on accessibility to sports halls. These findings are presented in map 7.16 below.
- 7.343 The colour coded key for each 1 kilometre grid square shows the areas with the highest access to sports halls (shaded blue) through to the areas with the lowest access to sports halls but still with a value above the national average (shaded lightest green). The areas shaded light and darker brown are where there is a relative share which is below the England wide percentage of 100%.
- 7.344 As in run 1 it is not a surprise to see the area with the highest values are closest to the Coventry boundary and in the Kenilworth area. This is because of the 44 sports halls in Coventry and the high accessibility to these sites for the Warwick population, based on the access created by the 20 minute drive time catchment area of sports halls. In these areas the values are above the Warwick District average relative share. There are also a few squares to the east of the authority which have a higher value and are shaded dark blue. The area to the West of Warwick itself has a few squares which are shaded light green and few less which are shaded darker green. Relative share of access to sports halls in these areas is between 0.20% - 0.40% above the England wide percentage, set at 100%.
- 7.345 The area around Warwick itself and Leamington Spa has the squares shaded light and dark brown and in these area residents have a lower than the England national average access to sports halls of between -0.20% to -0.40% below the England wide percentage, set at 100%. The reason for the negative values in these areas is due to the larger and more concentrated population numbers in this area than elsewhere in the authority and despite there being several sports halls in this area there is more population creating the negative values. (Note: If there is no output area centroid in a square then there will be no value in that square. This often happens in rural areas and is usually the explanation as to why there are so many blank squares/areas).

**Map 7.16: Relative Share for Warwick Run 2**



## Summary of Main Findings from Run 2

### Overview

The purposes of run 2 are to set out what the projected supply and demand for sports halls is in 2022. This is based on the projected changes in population both growth and aging of the 2012 core resident population in Warwick and across the wider study area has on the overall supply and demand for sports halls in 2022. In effect, comparing how the 2012 assessment changes based on the projected changes in population between 2012 – 2022.

The population projections are the ONS projections for 2022 which Sport England has modelled in the future demand assessment. The projected population for Warwick in 2022 is 158,502 people, this compares with 144,500 people in 2012. So a projected increase of 14,002 people, which represents a 9.7% increase over the 2012 population.

### Total Supply

There are no changes in the total supply of sports halls across Warwick and the wider study area between 2012 – 2022. The Warwick supply remains as 11 individual sports halls across the same 11 sites.

The total supply of visits from the 14 sports halls based on their variable availability for public or club use remains unchanged at 7,993 visits in the weekly peak period.

Applying the comparative standard of badminton courts per 10,000 population the effect of the 9.7% increase in population between 2012 – 2022 is to decrease the standard to 3.22 courts per 10,000 population, compared with 3.53 courts per 10,000 population in run 1. So the population growth is not impacting on this standard.

However, the significant point is that the standard of provision in Warwick is the lowest of the 5 local authorities across the study area. It is also below the West Midlands region standard of 3.77 badminton courts per 10,000 population and below the England wide standard of 3.75 courts per 10,000 population.

Stratford upon Avon has the next lowest standard to Warwick at 3.41 badminton courts per 10,000 population; Coventry has 5.51 courts per 10,000 population, Rugby has 5.41 badminton courts; and Solihull has 4.1 badminton courts.

### Location and access to sports halls by car

As there are no changes in site locations of sports halls 2012 – 2022, there are no new/additional findings to report on the extensive reporting of access to sports halls based on either the drive to or walk to catchment areas, to those set out for run 1.

In summary to reiterate though: residents in the northern half of Warwick District have access to between 30-40 sports halls based on a 20 minute drive time. Whilst for most of the rest of Warwick residents have access to between 20-30 sports halls based on the drive time catchment area of sports halls.

### Location and access to sports halls by walking

Similarly the 20 minutes/1mile walk to catchment area for sports halls remains unchanged from the extensive findings reported in run 1. However and again to reiterate, by definition this will be a small area contained in the one mile/20 minute walk to catchment. In Leamington Spa



and Warwick itself where there are a cluster of sports halls where catchments are unique or overlap. There is quite an extensive area where residents have access to between 1 – 2 sports halls. In Kenilworth there is the town area itself where residents have access to 1 sport halls based on the walking catchment are of the sports hall locations. Finally on the north side of Warwick along the Coventry boundary the University of Warwick sports hall site extends into Warwick. This site has 2 sports halls each of 4 badminton courts.

The majority of the Warwick authority area is outside the walk to catchment area of any sports hall. The assessment is that 50% of the Warwick population live outside the walk to catchment area of a sports hall.

### **Total Demand**

The projected population for Warwick in 2022 is 158,502 people, this compares to 144,500 people in 2012. So a projected increase of 14,002 people, which represents a 9.7% increase over the 2012 population.

The impact of the population change on total demand for sports halls creates a total demand of 7,271 visits in the weekly peak period. In run 1 total demand is 6,739 visits. So an increase of 532 visits in the weekly peak period. This represents an increase of 7.9% over the total demand for sports halls in 2012.

It might be considered this is not a big increase in sports hall demand from population growth. However there is also the impact of the aging of the Warwick population 2012 – 2022 to take into account.

It is acknowledged this is past population data but its relevance in that it identifies the population number in each age band and how this changes over the 5 year period.

The Warwick age bands for the 35 to 65+ years of age have the highest adult population numbers in 2006 and this does not change by 2011. These are the age ranges that play indoor hall sports less often. The younger age groups of 16 – 34 are much smaller in numbers in Warwick compared to the 35 – 65+. It is these younger age groups who play hall sports most often. In short, Warwick has fewer adults in the younger age groups who most play hall sports and there are more people in the older age groups. Aging of the core resident population without any increase in sports participation rates will offset any growth in demand for halls sports from new population growth 2012 – 2022.

It is acknowledged that this population table does not include people who between 2006 – 2011 are between 0 – 15 and who by 2022 will move into the age groups who participate more frequently in indoor hall sports and this has to be offset against the aging of the existing adult population. However the trend is that there will be more adult people in 2022 than in 2012 in the older age groups and who have a lower rate and frequency of indoor hall sports participation.

### **Supply and Demand Balance**

The total supply for sports halls in Warwick in 2022 is unchanged from 2012 at just over 39 courts available for public use. The total demand for sports halls in 2022 is just under 45 badminton courts. So there is a negative supply and demand balance of -5 badminton courts (rounded down). This is an increase of 3 badminton courts over the -2 courts in 2012.

Overall this is not a big increase in the negative supply and demand balance and whilst an increase of 3 courts does represent a 7.6% increase over the negative balance in 2012 it is still

only a 3 courts increase.

In Coventry the supply and demand balance is a +55 badminton courts; in Rugby it is +19 courts; Solihull it is +8 courts and in Stratford upon Avon it is +6 badminton courts. So all the other authorities have a positive supply and demand balance and it is only Warwick which has a negative balance.

### **Satisfied Demand**

To reiterate - satisfied demand represents the proportion of total demand that is met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall. In run 2 some 6,863 visits are satisfied demand, which represents 94.4% of total demand. In run 1 satisfied demand was 6,364 visits which are also 94.4% of total demand.

The reason satisfied demand is so high is because of the greater supply of sports halls in the neighbouring authorities compared to demand. Where Warwick residents live within the 20 minute drive time catchment area of these sports halls it means they are accessible.

To put this into context Coventry's supply from its sports halls is 31,669 visits. Whilst the demand for sports halls from Coventry residents is 16,306 so significantly less than the total supply. For Warwick residents whose nearest sports hall to where they live is located in Coventry it means they are accessible and there is capacity to absorb the demand.

### Retained and exported Warwick demand

Demand met at Warwick's sports halls from Warwick's residents is retained demand. In run 2 this is 5,728 visits, or 83.5% of satisfied demand. In run 1 it was 5,260 visits, or 82.6% of satisfied demand, so an increase in retained demand of 0.9%

Of the Warwick demand which is exported and met at sports halls in the other local authorities, the biggest export is some 10% of the satisfied demand which goes to Coventry. This underlines the point set out already about the capacity of Coventry's sports halls to absorb demand from outside Coventry. After that Warwick is exporting 3% of its satisfied demand to Rugby and 2% to each of Solihull and Stratford upon Avon.

Of interest retained demand at the Coventry sports halls is 96% of the Coventry demand and Coventry only exports 4% of its satisfied demand to other authorities.

### **Unmet Demand**

Unmet demand for sports halls in Warwick in run 2 is 408 visits which represents 5.6% of the total demand. The corresponding figures for run 1 were 375 visits which was also 5.6% of total demand being unmet demand.

The total unmet demand in run 2 equates to 2.5 badminton courts and in run 1 it was 2.3 badminton courts, so virtually unchanged. 94% of the total unmet demand is the category of outside the walking catchment area of a sports hall and this is 383 visits. To put these figures into context, the capacity of a one badminton court size sports hall in the weekly peak period is 202 visits. So unmet demand located outside the walk to catchment area of any sports hall is not significant. Given the scale of unmet demand there is no one hot spot location for unmet demand.

### **Used Capacity**

The Sport England facilities planning model is designed to include a 'comfort factor', beyond which sports halls are too full. The model assumes that usage over 80% of capacity is busy and that a sports hall is operating at an uncomfortable level above that percentage.

Used capacity in run 2 is 77.8% of total sports hall capacity, so now very close to the sports hall comfort full level. In run 1 used capacity was 71.4% of total capacity, so an increase of 6.8%.

Used capacity is now close to moving into where the sports halls are uncomfortably full. The customer experience is not so good and there is increased wear and tear on all areas, plus pressure on programming to accommodate more use/different activities in the same space. Also the sports halls will be 10 years older by 2022.

Within the Warwick average there is variation, the biggest projected increases in used capacity are at Meadow Community Sports Centre from 70% used capacity in run 1 to 79% in run 2. Also North Leamington School from 66% to 79% used capacity and Kings High School for Girls, 68% to 78%.

Turning to the imported demand for sports halls from outside Warwick, in run 2 this is 7.9% of the used capacity of Warwick's sports halls. So it is not that significant in the overall used capacity of the sports halls.

5% of the demand imported into Warwick and met at Warwick's sports halls comes from Stratford upon Avon. Whilst 2% of Warwick sports hall used capacity comes from Coventry.

Finally under used capacity it is possible to set out the overall picture on retained demand, exported and imported demand for runs 1 and 2 and this is in the table below. The table shows Warwick remains a net exporter of demand in run 2 but it is a very small change and a decrease of 12 visits from run 1.

Authority	Retained visits	Exported visits	Imported visits	Net Import/Export
Warwick Run 1	5,260	1,104	450	Net exporter of 654 visits
Warwick Run 2	5,728	1,135	492	Net exporter of 643 visits.

## Policy Issues

Run 2 is about assessing the supply and demand for sports halls in 2022 and beyond based on population change between 2012 – 2022. The projected population for Warwick District in 2022 is 158,502 people, this compares with 144,500 people in 2012. So a projected increase of 14,002 people, which represents a 9.7% increase over the 2012 population. (Note: the Warwick District population is the projected population applied by Sport England in its facilities planning model assessment. The 2011 Census identifies a population in Warwick District of 137,648 people).

This population increase converts into a total demand for sports halls of 7,271 visits in the weekly peak period. In run 1 total demand is 6,739 visits. So an increase of 532 visits in the weekly peak period or a 7.9% increase in total demand for sports halls 2012 – 2022. The demand increase is not significant and this is because of the aging of the core resident population and more of the Warwick District population being in older age groups in 2022 and

who participate less frequently in indoor hall sports than younger age groups.

The key policy implications for this level of change are in **quantity** terms that there is not a significant increase in demand for sports halls and the supply remains unchanged 2012 – 2022. However the estimated used capacity of sports halls in 2022 is 77.8% of total sports hall capacity, so now very close to the sports hall comfort full level of 80%.

In effect, whilst the population changes between 2012 – 2022 do not create new large increases in total demand for sports halls, the existing sports halls are quite close to being comfortably full in 2012 and are estimated to be very full by 2022. Plus the existing sports halls are 10 years older by 2022 so quality of the buildings has decreased.

The policy question is whether the existing stock being very close to being full creates the need to provide new sports halls at different locations so as to reduce used capacity and create some headroom. Or create additional sports hall capacity at existing venues, again to reduce used capacity and creates some headroom.

These policy options can be assessed by considering the amount of unmet demand there is estimated to be by 2022. This amounts to 2.5 badminton courts and in run 1 it was 2.3 badminton courts, so virtually unchanged. There are two categories of unmet demand (1) demand located outside the walk to catchment area of a sports hall) and (2) unmet demand because the demand within the catchment area of a sports hall exceeds its capacity.

In Warwick District it is very much the former with 94% of the total unmet demand in the category of outside the walking catchment area of a sports hall and this is 383 visits. Furthermore it is estimated that 13% of all visits to sports halls are on foot.

Putting these findings together shows that:

- sports halls are estimated to be near to the halls full comfort level by 2022, there is only 2% of “spare capacity” before the comfort halls full level of 80% is reached;
- unmet demand in total is low at 2.5 badminton courts and Warwick District has 39 badminton courts available for public use. This unmet demand is created by lack of access to sports halls in the walking catchments but this only represents 13% of all visits to sports halls – so it is an access issue not a provision issue.
- Given this scale and cause of unmet demand there is no one hot spot for unmet demand, it is distributed in very low numbers around the walking catchments of sports halls across the District. It is highest in the area just outside the walking catchments of sports halls in Warwick itself and Leamington Spa – but this is within the context of total unmet demand being 2.5 badminton courts. In short there are no identified “hot spots” for new provision of sports halls.

So, in summary, the policy direction from the quantity findings are clear – unmet demand is low and created by lack of access to sports halls by people who choose to walk to them. There remains the strategic finding however, that the existing sports halls are estimated to have limited unused capacity in 2012 and by 2022 there is only 2% of unused capacity. In policy terms how can this need for additional capacity to create some headroom be addressed?

In terms of **access** to sports halls, they are located in the right places. Warwick residents in the northern half of the district can access between 30 - 40 sports halls based on a 20 minute drive time. Whilst for most of the rest of Warwick residents have access to between 20 - 30 sports halls based on the drive time catchment area of sports halls. It is estimated that 80% of visits to

sports halls are by car – so it is by far the dominate travel mode. Evidently not all these sports halls are in Warwick District and the amount of public use/access to these sports halls does vary.

The key point is that access to sports halls by the dominate travel mode is very good but there is a need to increase capacity at some venues to meet/reduce the very high level of used capacity and create some headroom.

The strategic policy options to doing this are:

**Option 1 - Changes in programming of public sports hall venues** to provide more time for the most popular activities and create more programmed capacity. However this is in effect providing more time for a fewer range of activities and catering for a narrow range of the most popular activities. In terms of providing a broad based programme of sports participation and achieving sports development objectives it is counter productive.

**Option 2 - Modernising and re configuring the layout of the existing sports halls to create more activity space within the building.** It is acknowledged that this option has already been pursued at the St Nicholas Park Leisure Centre with the creation of an expanded gym area. Also at Newbold Comyn Sport Centre there has been discussion to create a mezzanine level expanded gym and this has value and merit to create additional health and fitness provision. It is not however an increase in sports hall space for mainstream indoor hall sports.

**Option 3 - Additional provision of new sports hall space at existing venues.** The requirement would appear to be an additional 4 badminton court size sports hall SPACE in the Warwick/Leamington Spa area. Ideally this would be part of an existing sports hall to create a double sports hall 8 badminton court size space (or at least 6 courts) so as to offer flexibility and more varied range of sports hall uses at the same time. Of significance, there is no existing venue in Warwick District which is larger than a 6 badminton court size sports hall. This is limiting the scope to offer flexible use and a wider range of activities at the same time.

If the policy direction to increasing capacity is to add to an existing sports hall venue and allow more flexibility in programming of activities, then the requirement would be to create an 8 badminton court venue which can be programmed for a range of activities at the same time. This adds more capacity than providing another free standing 4 badminton court size sports hall which can only be programmed for one main hall activity at one time.

In terms of Kenilworth the town is very well served by the sports hall provision in Coventry, where there are 44 sports halls and the catchment area by car travel for a lot of these sports halls (around 20) extends into Warwick District. So accessibility to sports halls - by car is high in Kenilworth, albeit they are not located in Warwick District. In addition there is virtually no unmet demand for sports halls in the Kenilworth area and the estimated used capacity of the Castle Farm Recreation Centre is 71% in 2022. So it is a centre which has a lower than the Warwick District average used capacity of 78% in 2022.

So, in short, there is less need for additional provision of sports halls in the Kenilworth Area when compared to Warwick/Leamington Spa. However there are 2 BIG caveats which are wider than these supply and demand findings. Firstly much of the Kenilworth supply is created by the very large supply of accessible sports halls in Coventry and this might change and is not controllable. Secondly the Castle Farm centre is aging (it was built in 1995 and refurbished in 2005) and there will be a need to refurbish/modernise this sports hall to meet the Kenilworth demand up to 2022 and beyond.

The policy consideration is to either refurbish and modernise at this site and increase sports hall

capacity at this site to a 6 – 8 badminton court size sports hall to provide the flexibility of programmed use, decrease used capacity and create some headroom. Or, provide a new sports hall based on the age, condition, alternative uses of the Castle Farm Sports Centre site. Plus meeting the sporting costs/benefits of a new sports hall with increase capacity at another Kenilworth site?

This would have the advantage of more provision in Warwick to meet Warwick residents demand and decrease dependence on Coventry. In terms of locations there is no hot spot for unmet demand in Kenilworth and so no one site/location which creates better accessibility to sports halls – given 80% of visits are by car.

**Option 4 Increasing access to school based sports halls for more community use.** Across Warwick District there are 7 school venues – public and private schools and one further education college which have 4 badminton size sports halls with varying amounts of public use. For those with public use it is predominately club based block booking use.

One option is to target increased community use at specific venues so as to increase capacity for public use. This cost is likely to include a capital cost as most venues excepting Trinity Catholic School (opened in 2006) were constructed in the 1970's – 1980's. So there is likely to be a capital cost in modernising the buildings and creating additional changing accommodation. There is also a revenue cost in meeting the costs of public use.

This option does however provide the lower cost alternatives to increasing capacity at existing venues and doing so by targeted investment to achieve defined public use for either pay or play or club use. It can also be strategically assessed against the costs/benefits of increasing capacity at public sports hall venues – if this has limited scope. It is lower cost than increasing capacity by new build. Again in terms of locations the Warwick and Leamington Spa areas are the greatest areas of need.

This concludes the assessment of the provision of sports halls based up to 2022 and beyond on the facilities planning model analysis of the supply, demand and access to sports halls.

## Summary

- 7.346 In summary the FPM swimming pool analysis based on 2012, concludes similarly to the supply and demand assessment set out in section 4. There is a good supply of pools, which exceeds demand and which are well located however the pools are aging and quality is an issue.
- 7.347 In terms of future scenarios the position of swimming pools in 2022 based on a population increase of 14,002 or 9.7% remains similar. The population increase generates an 8.1% increase in demand for swimming pools or 755 visits per week in the peak period. Given these increases supply still exceeds demand and accessibility remains good. The capacity of the pools is however now reaching *fuller* levels and the pools will be 10 years older.
- 7.348 The provision of new / additional pools will not impact on this position. More sustainable solutions to increase pool capacity in future years would be to address programming issues, refurbishment and modernisation to potentially increase water space and developing further negotiated access to school swimming facilities.
- 7.349 The FPM findings for pools therefore support the refurbishment strategy set out.



- 7.350 In summary the FPM sports hall analysis based on 2012, concludes similarly to the supply and demand assessment set out in section 4. There is a good supply of halls with a reasonable supply and demand balance. There is very good access however the school stock is critical to this position and the quality of halls gauged by refurbishment is poor.
- 7.351 In terms of future scenarios the position of sports halls in 2022 based on a population increase of 14,002 or 9.7% remains similar. The population increase generates a 7.9% increase in demand for halls or 532 visits per week in the peak period. Given these increases there is no significant increase in demand however the capacity of the halls are now very full.
- 7.352 The halls are in the right places and the strategy to address programming issues, refurbishment and modernisation to potentially increase hall space e.g. at Newbold Comyn, and developing further negotiated access to school sports hall facilities are sound strategic policies. In terms of sports hall however there may be a case for considering new provision in the Leamington / Warwick area. Kenilworth is well served given the proximity to Coventry but Castle Farm is old and there are potential plans for its future. Replacement would be required.
- 7.353 The FPM findings for halls therefore support the refurbishment strategy set out.
- 7.354 The next section sets out the final strategy and action plan for indoor and built facility provision across Warwick District to meet the needs of residents now and in the future.

## 8. Conclusions and Recommendations

### Introduction

- 8.1 *This section forms the basis of the standalone strategy for indoor and built facility provision across Warwick District from 2013-2022.* The section summarises the previous needs and evidence work as set out in the main needs and evidence report (previous sections) and then sets out the key strategic priorities to deliver the issues highlighted in the needs assessment work priorities. *The final section provides an overview of how the actions can be delivered in planning policy and funding terms.*

### Needs and Evidence

#### *Strategic Context*

- 8.2 The strategic drivers for the indoor and built facility strategy work are to clearly set out and define:
- Long-term sports facility needs to deliver health and economic priorities
  - The impact on sports facility needs of future population growth
  - The strategy also needs to take account of the current condition and projected lifespan of the WDC owned stock.

#### *Sports Participation Profile*

- 8.3 The analysis of participation sets out a very positive picture across Warwick:
- There is a rising population, which is generally healthy and active
  - Warwick District has a population with a propensity to participate in sport and physical activity
  - The updated and new participation measures (APS6) reflect an even more active population
  - The participation profile is generally matched to community recreation and activity based opportunities as opposed to formal sport i.e. swimming and health and fitness
  - Looking at the participation numbers, providing accessible community facilities for sport and physical activity clearly helps to cater for this profile and resident needs, while also attracting new participants
  - Facility location does not appear to be a barrier to participation.
- 8.4 The current facility provision appears to match the participation profile and needs. However it should also be noted that:
- There are pockets of deprivation and inactivity levels of over circa 50%, which are also more notable in certain age-groups and given the importance of health it is critical to understand these further and take appropriate action in terms of future policy and programming

- 8.5 Analysing the participation data it therefore seems at present Warwick has the right facilities to meet its participation profile and the right infra-structure to impact on raising activity levels even further. The district would appear to have the right facilities, well located to meet participation needs and also provide the infra-structure to address wider non participants. Programming would appear to be the issue as the hardware (facilities) would appear to be right. A key strategic issue will be the need to address future programming and marketing across the facility portfolio using data and evidence, to ensure sport continues to contribute to the health of residents.

### ***Supply and Demand***

- 8.6 The supply and demand analysis for key facility types – swimming pools, sports halls, AGPs and health and fitness concluded the following, in terms of whether Warwick has the right facilities of the right quality and quantity in right place now and in future to meet its needs.

### ***Sports Halls***

- Unmet demand for sports halls is very low at just over 2 badminton courts and Warwick has 40 badminton courts for public use in 2012. So provision is fine for now and there is no one hot spot of unmet demand. The estimate is that there is around 9% of total spare capacity across the 10 sports hall sites before the sports halls full signs go up
- The existing core resident population will be aging and the Warwick sports participation profile suggests there is likely to be less demand for sports halls for competitive sport from the resident population in the future
- 7 out of 10 of the total sports hall sites are however on school sites and the District Council has formal community use access agreements to 2 of these sites, Myton School and Kenilworth School. According to the model, the remaining 5 school sites are each providing around 30 – 35 hours of community use each week (except Kings High School for Girls which is 15 hours). The District is therefore clearly dependent on sports hall provision and demand being met by schools which could opt out of providing community use. This is a risk going forward
- The sports hall stock is also aging and becoming less attractive and usage may decline if the stock remains unrefurbished. This could increase demand on the newer facilities as customers transfer
- Given these findings what will be the impact of demand for sports halls being generated by the new housing growth of 550 houses per year up to 2029? The 2012 baseline suggests there is very little spare capacity to absorb this new demand and developer's contributions will be required to meet new provision, or, refurbishment of existing sports hall stock to meet this projected new demand
- Based on the needs and evidence set out, options for consideration in terms of future sports hall provision strategies may include:
  - Considering refurbishment or expansion of some existing sports halls sites
  - Developing new provision in areas of perceived need e.g. Leamington for example at Newbold Comyn
  - Seeking to secure access on education sites
  - Assessing the projected demand for sports halls in line with the rate of new housing provision and projected population growth

- Considering options for new sports halls located in the growth areas

### ***Swimming Pools***

- There is estimated to be very little unmet demand for swimming in 2012 and there is no one geographical hot spot for unmet demand. So current locations of pools, their size and their catchment areas appear well sited to meet the demand for swimming. There is no need for additional provision
- Apart from Abbey Fields however the public pools are between 22 and 29 years old. The lack of major refurbishment, linked to the private pools which although being smaller in size are more modern may in the future attract customers to the private pools
- Despite the pools being quite old, there is a very high level of satisfied demand at around 95% of total demand. So lots of choice and they are very accessible to residents based on the pool locations and their catchments areas
- Only one pool is on a school site, Warwick School Sports Centre. The records show this provides around 35 hours of community use in the weekly peak period. Is access to the Warwick School Sports Centre for community use secure for the future? Any reduction in access for community use at this site would make a considerable change to the overall supply and demand balance for swimming across the District
- The pools are old and pool modernisation/replacement is required. Currently the total supply of the pools is greater than total demand and there is estimated to be around 8% of unused pool capacity before the pools full signs go up. However this spare capacity gap will narrow as demand increases by population increases/new housing growth
- New additional pools are not required however does the Council wish to retain pools and refurbish at the existing sites, or, investigate the closure and re-provision of a new modern pool(s) at another site? Any option to consider re-provision of pools will change the current balance and it should factor in the growth areas and changes in accessibility based on closure of any existing pool
- There does appear to be scope to consider the number, location and size of pools in any future programme – there could be options to change/reduce the number of pools and provide a bigger pool at a new location so as to have a more modern public pool stock and a better supply/demand balance in the future
- That said, as set out, the current location, access and catchment areas of the existing pools sites are good as 95% of the total demand is within a catchment area of a pool and there is enough capacity at the pools to absorb that demand, so the need for this more radical approach may not be justified based on the needs and evidence set out
- If the Council favour a refurbishment policy it will be important to set out which pools and why? If this can be set out then applying the needs and evidence base on current supply and demand, allied to projected increases in demand from new housing development could provide the evidence base to part fund modernisation of the pools through *developer contributions*.

### **AGPs**

- There is a big enough supply of Artificial Grass Pitches to meet the Warwick District demand and the estimate is that 48% of the pitch usage at peak times is from outside the authority
- Warwick has a total of 7 full-size pitches, 5 sand and 2 x3g. If all the Warwick demand was met at the Warwick pitches this would require fewer than 5 pitches. However Warwick already has just over 6 pitches when the hours of public use at school sites are factored in tot the total
- There appears to have been only 2 major refurbishment of an AGP, at the St Nicholas Park Leisure Centre in 2003 and The Meadows in 2012. The age range of the other sites is between 3 – 13 years with an average age of around 7 years. The two double pitch sites at Kings Heath High School for Girls and Warwick School Sports Centre were built in 1999 and 2000 respectively
- Given the above and the levels of supply versus demand the future strategic priority should be about improving the quality of the existing pitches through refurbishment. Further increased quantity of pitches is not an issue because this would seem to only benefit neighbouring authorities in meeting their unmet demand for AGP's
- The pitch surfaces are 5 sand filled surfaces and 2 x 3g pitches. If any refurbishment happens, the demand will be led by football and 3g surfaces are the most likely requirement. The view from the NGB, is that hockey is well served with pitch facilities and hockey use at St Nicks and Leamington HS. Expansion of Leamington Hockey club may present challenges but with 5 sand based pitches, clubs should be able to develop access partnerships with schools. Actual provision for hockey is not a priority in terms of quantity of provision. This may however change in the future if there is a large scale conversion of existing sand filled surfaces to a 3g surface and access to remaining sand filled surfaces on independent school sites for hockey cannot be maintained
- The FA has stated they would like to see 6.5 x 3g facilities in total across Warwick (see later consultation) so 4.5 more. It is difficult to see how this will be achieved given the district already appear over provided for in terms of AGPs and hockey are not keen to see any surfaces converted to 3g. Further analysis of this will need to be a key strategic priority
- The hours of community use which the data and the independent schools says they provide at their pitch sites are an average of around 13 hours per week per site. If this is correct then there is quite a reliance on the AGP supply on these school sites for public use, can this be maintained?
- Five of the pitch sites are on school sites and the future community long term community use/agreements to these sites, will be a key strategic priority. Without this secured access then Warwick's very favourable supply would be greatly reduced and the authority would not be able to meet its own estimated residents demand for AGP's.

### **Health and Fitness**

- The findings for health and fitness show there is a good supply of health and fitness across all providers in Warwick but public provision only makes up 37% of the total

supply based on the number of stations. A better balance between public and private sector provision would be 50 / 50

- The local authority and education sector is only providing 5 sites and the average is 23 stations at each site. The largest site is Newbold Comyn Leisure Centre with only 32 stations
- The public sector is not currently a major player in the provision of health and fitness in Warwick. The only public centre which has a reasonable supply of health and fitness and of a modern standard and quality is at Newbold Comyn Centre. Even there it is only 32 stations and considerably below what would be required as a reasonable level health and fitness centre of around 80 stations
- In any modernisation of a sports hall/swimming pool there is scope to increase the range and scale of health and fitness to promote a healthier lifestyle and increase the physical activity offer and increase the economic performance of centres
- Based on the FIA's demand assessment there is a current shortfall of between 61 – 138 (dependent on whether private health and fitness centres are excluded) stations
- Based on this there may be scope to further expand health and fitness at the Newbold Comyn centre with provision of a mezzanine floor and increase the health and fitness further and provide a dance studio. The supply and demand assessment for health and fitness would support this proposal and to create a district wide centre of around 80 stations. There is also supply and demand scope to increase health and fitness provision at other centres as part of any modernisation / expansion programme.

### ***Consultation***

#### **8.7 Some common themes emerged from the consultation:**

- the need for an emphasis on growth in any future strategy;
- the need to investigate gaps and strategic fit of potential projects e.g. Kenilworth Rugby Club & Kenilworth Wardens, and Leamington FC;
- the need to consider future of school partnerships, existing dual use sites and other provision and build in new initiatives and opportunities into any future arrangements;
- NGB interest seems to be focussed around bowls, football and rugby;
- appears potential to maximise effectiveness of facilities with a more strategic approach e.g. health and fitness;
- there are aspiration from staff for radical solutions but not sure these are shared corporately by senior officers; and
- the options for new build solutions appear to be severely limited by current site and planning restrictions – may need to focus on the development of existing sites as opposed to new build / more radical solutions

#### **8.8 In short Warwick has enough facilities to meet the current needs of residents and more importantly the facilities appear to be in the right place to meet resident's needs. The consultation findings did not counter this view, other than the FA desire to see more 3g surfaces, which will need to be a consideration going forward.**

#### **8.9 There are clearly some issues in terms of access the education provision across all facility types as they are an important provider across Warwick. The impact of growth will also be a key issue in future provision as it is evident there could be some future capacity issues.**



The Council's facilities appear well placed to meet needs and the big strategic consideration for the authority emerging from the supply and demand analysis is the question of refurbishing on current sites or adopting a more radical new build approach.

### ***Facility Analysis***

- 8.10 Whilst the needs and evidence and site constraints would appear to be pointing to the development and refurbishment of the existing infra-structure as the strategic solution it is important to understand how the current building function. How cost effective are they? What condition are they in?
- 8.11 The facilities generally performing well with areas for improvement including secondary spend, the health and fitness offer, marketing and staffing. All the centres are in reasonably sound condition with no major areas of concern, which would count against any refurbishment programme. However money will have to be found for investment in the centres and this could sit alongside wider investment in facility provision and income generating elements. Castle Farm however stands out as the facility needing more major attention, which may support a more radical approach being taken at the site.
- 8.12 There are however some constraints with the current stock, which need to be borne in mind when considering options and future strategies, including:
- the majority of sites are in park settings with potential planning restrictions;
  - sites appear restricted in terms of development potential which may restrict future strategic options;
  - they are still largely 80s/90s buildings, and although appear well maintained and looked after will only continue to age;
  - there is lots of provision in close proximity and whilst they operate reasonably effectively in financial terms, all sites have limitations re the full wet/dry offer;
  - parking is an issue affecting performance at St Nicks and Abbey Fields;
  - the health and fitness offer is limited throughout and all centres have potential for improvement. The branding and marketing of the health and fitness offer could be improved; and
  - the general community sport and activity offer appears to match the profile and need
- 8.13 The needs and evidence to date does not suggest the need for additional provision to meet current needs. The key question therefore, which emerges from the analysis is whether the future strategy should be based around refurbishment / redevelopment of the existing stock or new replacement provision. The above issues and commitment to invest in the infra-structure must be addressed if the Council commits to a refurbishment policy.

### ***Options Appraisal***

- 8.14 Based on workshop sessions with key senior officers who considered all the needs and evidence and the key considerations set out, the Council's stated approach is that the future strategy will be based on an overarching principle of refurbishment of existing facilities with some new development within existing facilities. The clear conclusion was that the needs and evidence does not make a case for closure of existing sites and new build of alternative facilities.
- 8.15 The refurbishment and redevelopment principles which underpin the strategy are agreed and clearly based on the detailed needs and evidence. There is no clear case for closure

and re-provision, the existing sites are well located to meet current needs, they would be very difficult to re-develop and they are generally performing well and in sound condition.

### ***Future Proofing***

- 8.16 As set out the Council require a long-term strategy, which takes account of growth. Before finalising the strategy priorities therefore we utilised the Sport England Facilities Planning Model (FPM) to consider future scenarios and help to confirm strategy priorities. The FPM generates a detailed picture of current and more importantly future supply and demand on which the final strategy and action plan and planning policies will be based.
- 8.17 The FPM swimming pool analysis based on 2012, concludes similarly to the supply and demand assessment set out in section 4. There is a good supply of pools, which exceeds demand and which are well located however the pools are aging and quality is an issue.
- 8.18 In terms of future scenarios the position of swimming pools in 2022 based on a population increase of 14,002 or 9.7% remains similar. The population increase generates an 8.1% increase in demand for swimming pools or 755 visits per week in the peak period. Given these increases supply still exceeds demand and accessibility remains good. The capacity of the pools is however now reaching fuller levels and the pools will be 10 years older.
- 8.19 The provision of new / additional pools will not impact on this position. More sustainable solutions to increase pool capacity in future years would be to address programming issues, refurbishment and modernisation to potentially increase water space and developing further negotiated access to school swimming facilities.
- 8.20 The FPM findings for pools therefore support a refurbishment strategy.
- 8.21 The FPM sports hall analysis based on 2012, concludes similarly to the supply and demand assessment set out in section 4. There is a good supply of halls with a reasonable supply and demand balance. There is very good access however the school stock is critical to this position and the quality of halls gauged by refurbishment is poor.
- 8.22 In terms of future scenarios the position of sports halls in 2022 based on a population increase of 14,002 or 9.7% remains similar. The population increase generates a 7.9% increase in demand for halls or 532 visits per week in the peak period. Given these increases there is no significant increase in demand however the capacity of the halls are now very full.
- 8.23 The halls are in the right places and the strategy to address programming issues, refurbishment and modernisation to potentially increase hall space e.g. at Newbold Comyn, and developing further negotiated access to school sports hall facilities are sound strategic policies. In terms of sports hall however there may be a case for considering new provision in the Leamington / Warwick area. Kenilworth is well served given the proximity to Coventry but Castle Farm is old and there are potential plans for its future. Replacement would be required.
- 8.24 The FPM findings for halls therefore support a refurbishment strategy.

### **Strategic Priorities**

8.25 Based on the needs and evidence set out the strategic priorities for future indoor and built facility provision in Warwick are set out below. The priorities are set out under the following headings

- KSP – Key Strategic Priorities
- OP – Operational Priorities
- SP – Swimming Pool priorities
- SH – Sports Hall priorities
- AGP – AGP priorities
- HF – Health and Fitness priorities

### **Key Strategic Priorities**

- **KSP1** The Council commit to a programme of refurbishment and replacement across its leisure stock based on a business case analysis and in line with the priorities identified:

#### ***St Nicholas Park Leisure Centre***

- Refurbishment of key areas of the existing facilities (priority areas – pool hall; entrance area)
- Investment in replacement of M&E (as per EC Harris Condition Survey)
- Consider options to extend the health & fitness facilities
- Consideration of improving energy efficiency measures in the facilities
- Consideration of replacing current AGP surface with 3g based on future hockey plans.

#### ***Newbold Comyn Leisure Centre***

- Refurbishment of pool hall and public areas
- Reconfigure ground floor area to provide improved and extended changing facilities
- Consider options of redevelopment of 1st floor to create large gym, and studio area (consider option of mezzanine across café area)
- Consider options for sports hall to be built adjoined to pool site
- Investment in replacement of M&E (as per EC Harris Condition Survey)
- Consideration of improving energy efficiency measures in the facilities.

- **KSP2** The Council develop an overall strategic approach to provision in Kenilworth based on the needs and evidence, Local Plan emerging policies and identified priorities:

#### ***Abbey Fields and Castle Farm***

- Explore the feasibility of re-locating Kenilworth RFC and Wardens Cricket club to Castle Farm and investing in the Castle Farm site, ensuring community sports hall space is protected in any development
- Develop indoor provision – health and fitness and flexible indoor space at Abbey Fields to replace the outdoor pool.

- **KSP3** The Council undertake a detailed feasibility study into the future of athletics and the Edmondscote site in partnership with the resident clubs and potential other partners e.g. Warwickshire College with a view to maximising investment and safeguarding the future of athletics in Warwick

- **KSP4** The Council consider the development of new future sports hall provision in line with growth in the Leamington / Warwick area (this to be assessed at the time in the context of any new provision at Newbold Comyn)
- **KSP5** The Council develop funding strategies to deliver the refurbishment and replacement plans including the development of planning policies as part of the Local Plan to deliver funding investment
- **KSP6** The Council prioritise CIL funding to deliver the strategy priorities
- **KSP7** The Council consider its future leisure management and procurement strategy in order to help fund investment.

### **Operational Priorities**

- **OP1** The Council undertake a strategic review of current dual use partnerships to achieve the objectives of all parties and ensure usage is protected and maximised
- **OP2** The Council seek to develop dialogue with all education sites including Warwickshire College and the University in order to open up, protect and enhance use by Warwick residents
- **OP3** The Council review the programming of facilities based on using data and evidence to maximise the usage by all residents, including developing programmes for current non users
- **OP4** The Council to continue to review the operation of its centres and seek to address the areas identified for development – staffing, secondary spend, marketing and the health and fitness offer
- **OP5** The Council to consider operational issues as part of a wider review of the leisure management arrangements (alongside KSP7)
- **OP6** The Council review the policy of car parking charges and the impact on facility usage and income.

### **Swimming Pool Priorities**

- **SP1** The Council review the programming in the swimming pools to ensure capacity is maximised now and in the future
- **SP2** As part of any swimming pool refurbishment programmes the Council seek to increase the amount of water space, through modernisation and the configuration of new layouts
- **SP3** The Council seek to increase the access to school based swimming pools for more community use, prioritising working in partnership with Warwick School.

### **Sports Hall Priorities**

- **SH1** The Council review the programming in the sports halls to ensure capacity is maximised now and in the future

- **SH2** As part of any sports hall refurbishment programmes the Council seek to increase the amount of hall space, through modernisation and the configuration of new layouts
- **SH3** The Council seek to develop new sports hall provision at existing venues, prioritising developments at Newbold Comyn
- **SH4** The Council consider the development of new future sports hall provision in line with growth in the Leamington / Warwick area (this to be assessed at the time in the context of any new provision at Newbold Comyn)
- **SH5** The Council ensure that in any potential changes at Castle Farm that sport hall access in Kenilworth is protected / replaced
- **SH6** The Council seek to protect and increase the access to school based sports halls provision for more community use by Warwick residents.

#### **AGP Priorities**

- **AGP1** The Council work with the FA and Hockey association to explore the strategic allocation of surface types across the District
- **AGP2** The Council explore the opportunity of increasing 3g provision through re-surfacing opportunities, potential relocations or small sided training opportunities
- **AGP3** If there is a conversion to 3g pitches and access to sand-based pitches for hockey is reduced there could be a case for providing new sand based provision dedicated for hockey.

#### **Health and Fitness Priorities**

- **HF1** The Council develop a clearer approach to marketing and branding of the health and fitness offer
- **HF2** The Council seek to increase the size and quality of the health and fitness offer at its sites, in line with the needs and evidence as part of any redevelopment or refurbishment proposals
- **HF3** Priorities for development include extension of Newbold Comyn, new provision at Abbey Fields and refurbishment and extension at St Nicks. Decisions to be taken on developments based on an individual business cases.

## Implementation

- 8.26 The capital funding picture for municipal leisure facilities is in a state of flux. Local authority finances are stretched and previous major national funding programmes such as Building Schools for the Future (BSF) and Regional Development Agency pots are no longer available. However, whilst major national strategic pots of money may no longer be in place there are still significant opportunities. Individual school capital grants have replaced BSF and Sport England now has more clearly defined capital available through its *Places to Play* Legacy funding programmes.
- 8.27 Using assets innovatively will be a key feature of the next few years. Working in partnership on a multi-agency approach will be important. The government is also seeking to ease planning red tape and encourage local communities to realise assets to deliver community benefits. This could mean the sale of surplus land and sites for housing and commercial uses, with receipts being released to fund prioritised community assets, which could include sports provision. The new National Planning Policy Framework (NPPF) provides opportunities for investment through the Community Infra-structure Levy (CIL).
- 8.28 Given the potential level of funding required to refurbish or re-develop the leisure facility infra-structure across Warwick it is therefore likely that investment will only be achieved through a combination of opportunities.
- 8.29 The main funding delivery mechanisms for Warwick are likely to be:
- Council funding. Including capital, use of capital receipts from the sale of assets and contributions from the developers through S106 and CIL;
  - Capital Grant funding from national agencies such as Sport England and the Football Foundation. National Governing Body (NGB) support could also be available to develop specific specialist facilities e.g. Bowls;
  - Capital financing. Funding capital through the forecast operational surplus, potential exists to develop financing packages as part of future procurement process. This is in common use, where operators are asked as part of their consideration, to fund developments of health and fitness suites and small refurbishments of existing leisure centre sites; and
  - Prudential Borrowing or 'spend to save'. The local authority may choose to use revenue savings to borrow monies direct for capital development, which is more often than not cheaper than an operator. £1 million in capital generally equates in broad terms to £70-80,000 / year pay back over 25 years.
- 8.30 The final two options are clearly linked to a fresh management and procurement route being adopted by the Council, which may not be applicable. But what is evident is that there are solutions to deliver a long-term investment strategy, if the authority is prepared to work hard and use its assets innovatively.
- 8.31 The new National Planning Policy Framework (NPPF), introduced in March 2012 provides further funding opportunities. The objectives are:
- to make the planning process more accountable/led by local organisations in determining what is needed and best for local areas;
  - to streamline and simplify planning policies and the planning process. There were over 40 free standing National Planning Policy documents, these are now all condensed into one National Planning Policy Planning Framework; and



- PPG 17 was the planning policy framework for sport, open space and recreation and was 14 pages long. PPG 17 is now absorbed into the NPPF and it has just 3 specific paragraphs on the same subject matter as PPG 17.
- 8.32 As part of the NPPF local authorities still however have to prepare and maintain a development plan for their area, but this is now re-named as a Local Plan not a Core Strategy. Local neighbourhoods e.g. a Parish Council can decide and apply to develop their own Neighbourhood Plan based on what the local neighbourhood considers to be best for their area. The neighbourhood plan still however has to relate to the wider local authority local plan, but there is perhaps more flexibility and decision making on who decides what is best for a local area. Warwick are well in train with this work.
- 8.33 What is critical is that all plans have to develop a *needs and evidence base* to substantiate their policies and proposals. Based on this need and evidence, Developers have to pay for necessary 'add-ons' to their main development, e.g. streets and road lighting needed as part of new housing developments.
- 8.34 Previously finance was secured and delivered through the planning consent, known as Section 106 Agreements. Section 106 agreements are negotiated separately for each planning consent.
- 8.35 As part of the planning changes, Government is introducing the Community Infrastructure Levy (CIL) which is a new levy that local authorities in England and Wales can choose to charge on new developments in their area. CIL is planned to be effective from April 2014, although further consultation on this has just been announced. CIL money can be used to pay for infrastructure that a Council, local community and neighbourhood wants. CIL differs from Sec 106 Agreements because CIL is authority wide and is a levy with a set rate for types of development e.g. new housing will incur a CIL rate of xxx pounds per sq metre of new floorspace. The rates in the charging schedule have to be supported by needs and evidence to establish what infrastructure is needed and how this has been determined. This is in turn subject to scrutiny as part of the CIL approval by a Planning Inspector.
- 8.36 Local authorities should have their CIL in place by April 2014 and this will in effect be the new planning/funding mechanism for collecting contributions to fund infrastructure development. Section 106 Agreements will still exist but their scale and role will be reduced. After April 2014 Section 106 Agreements cannot be used to fund infrastructure. Whilst Warwick have benefitted from S106 monies in the past, further and more significant funding opportunities exist through CIL to provide strategic investment throughout the district. As an example one of the first authorities to set out its CIL charges, the London Borough of Merton, has identified £22m of CIL monies towards the leisure infrastructure.
- 8.37 As set out, key to delivering funding through CIL will be the development of a robust needs and evidence base. The needs and evidence and Strategy work, will provide the Council with this evidence base and stand it in good stead to maximise the contribution of future CIL funding to the leisure infrastructure. Set out below are recommended planning policies to deliver investment through the CIL process.

### ***Capital Grant***

- 8.38 In 2010 Sport England launched the £135m Places People Play initiative which was designed to deliver '*an Olympic and Paralympic legacy of increased sports participation by bringing the magic of a home Games into the heart of local communities.*' Whilst the Games is over the funding is still in place. It is being delivered by Sport England in

partnership with the British Olympic Association, the British Paralympic Association, with the backing of The London Organising Committee of the Olympic Games and Paralympic Games.

- 8.39 In terms of major capital provision for local authority facilities, the Iconic Facilities programme is perhaps the most relevant, although this has now ceased and it remains to be seen what will take its place. The Iconic Facilities fund was designed to direct capital investment into a small number of strategic facility projects that will significantly contribute to an increase in mass participation in sport across England. Typical awards were between £1-3m and Sport England have suggested a new large scale programme will take its place.
- 8.40 Since the launch of the Places People Play programme Sport England have launched an additional funding strand. Over the next five years from 2012-2017, the *Improvement Fund* will invest £45m of National Lottery funding into medium-sized projects that will improve the quality and experience of sport. This will be distributed via five funding rounds with £3m available this year (2012/2013), £9m in 2013/2014 and £11m per year in 2014/2015, 2015/2016 and 2016/2017. It is part of Sport England's new strategy which is focused on helping more people acquire lifelong sporting habits. The Improvement Fund will award grants worth £150,000 to £500,000 into sustainable projects with a clear local need.
- 8.41 The Improvement Fund bridges the gap between the Iconic Facilities fund which invests in large-scale, multi-sport facilities and the Inspired Fund which supports small-scale community clubs. In its first round Sport England are focusing on projects that will improve:
- Artificial grass pitches (AGPs)
  - Swimming pool changing rooms.
- 8.42 Not only are these improvements relatively quick and straightforward to carry out, but Sport England research shows they can also make a big impact on encouraging more people to play and keep playing popular sports such as football and swimming.
- 8.43 The Improvement Fund would appear to present significant funding opportunities for Warwick and the potential upgrade and refurbishment opportunities identified as part of this strategy process. With the clear needs and evidence base in place there would appear to be significant potential to bid and secure funding through this source.
- 8.44 Sport England also funds national governing bodies to deliver key outcomes of grow, sustain and excel and provides significant funding support to help them achieve this. National governing bodies of sport (NGBs) are at the heart of Sport England's strategy as it is their networks of community clubs, coaches and volunteers that make sport happen. Sport England are investing £450 million through 46 governing bodies over the next four years and are currently agreeing grow, sustain and excel targets with each one. Each sport has to develop a Whole Sport Plan (WSP) that explains how it will use this money to achieve these targets.
- 8.45 The outcomes of this process were set out in early 2013 when NGBs discovered their funding allocations and WSPs agreed for 2013-17. The plans include only a small element of capital funding however, typically £2-3m over the four year life of the plan for the larger sports. The FA have expressed real interest in investing in Warwick.
- 8.46 The Football Foundation also presents a final opportunity for significant grant funding to support facility development across the authority. Clearly the focus of the fund is on football. The Football Foundation is the UK's largest sports' charity. Funded by the Premier

League, The Football Association and the Government, the Foundation directs £30m every year into grass roots sport. The Foundation provides grants for a number of different things the most relevant to Warwick is the Facilities scheme, which provides money to develop new or improved facilities for community benefit. These include changing rooms or clubhouses, grass or artificial pitches and multi-use games areas.

8.47 The facilities scheme gives grants for projects that:

- improve facilities for football and other sport in local communities;
- sustain or increase participation amongst children and adults, regardless of background age, or ability; and
- help children and adults to develop their physical, mental, social and moral capacities through regular participation in sport.

8.48 The types of facilities, which are funded include:

- grass pitches drainage/improvements;
- pavilions, clubhouses and changing rooms;
- artificial turf pitches and multi-use games areas; and
- fixed floodlights for artificial pitches.

8.49 The Foundation also provide development (revenue) grants to deliver football development associated with the new facility e.g. coaching, football development officer etc.

8.50 The maximum grant available from the Foundation for each facilities project is £500,000 and applicants must show they have tried hard to get other funding for the project and that there is no further money available. The potential development of Leamington FC scheme is the type of project which the FF would look to support and any potential partnership funding, which Warwick could allocate is likely to help any future Football Foundation bid.

### ***Capital Financing***

8.51 Capital investment from an operator is a further opportunity to leverage capital into the proposed schemes. This can be on a number of levels – for example, there are leisure facility schemes across the country that have been funded via PPP-type arrangements, with a private sector consortium designing, building, financing and operating the leisure facilities, in return for a Unitary Payment (annual management fee) from the local authority. At a lower level, a number of leisure operators have the balance sheet strength and funding arrangements in place to invest £1-2m in refurbishment projects or as partnership funding in a larger development.

8.52 However, the cost of this capital tends to be significantly higher than the cost of capital to a local authority, making it more expensive in terms of revenue repayments and also making the deal more complex in procurement terms. If an operator is using a third party financing arrangement, for example Alliance Leisure or Serco Paisa, then the third party funder will often also require a direct guarantee from the local authority.

8.53 In general terms, operator equity investment will require returns in the order of 10-15%, whilst debt financing can be anything between 7 and 10% return required. Also, the period over which the money can be borrowed has become more restricted in recent years, with the majority of funding now spread over 10 years or less.

- 8.54 Alongside direct capital provision, operators can also utilise their existing partnerships to provide new equipment, particularly in relation to health & fitness, which can be on a lease basis and thus reducing the up-front capital cost.

### ***Prudential Borrowing***

- 8.55 Finally, the Council retains the option to utilise its prudential borrowing powers to borrow on a 'spend to save' basis, against anticipated improvements in net revenue from the facilities. The Council will need to confirm their treasury management position and comfort with a 'spend to save' proposition, but essentially this route should provide better value for money than utilising private sector investment, with financing rates in the region of 4-5%, which compares very favourably to the private sector returns noted above. Borrowing £1m on a spend to save basis would normally incur repayments in the order of £70-80,000 per annum, over a 20-25 year period.

### **Planning Policy: National Planning Policy Framework and Warwick District Council Local Plan**

- 8.56 The National Planning Policy Framework (NPPF) clearly establishes the requirement that local plans ensure that there is proper provision of community and cultural facilities to meet local needs.
- 8.57 Warwick District Council is preparing a new local plan. It is at the stage of having preferred options (prepared in May 2012) which it has subsequently undertaken public consultations on and is now considering the responses to these consultations. The Council will prepare a Preferred Options report of public consultation along with further evidence it is gathering relating to housing provision and this will be considered by the Council on 4 June 2013. If this is approved, public consultation for six weeks will follow shortly after. Following that the Council will prepare a submission draft of the Local Plan. The date for this is still to be determined.

### ***National Planning Policy Framework***

- 8.58 The National Planning Policy Framework sets out in paragraphs 73 and 74 its expectations for the development of local planning policy for sport and physical activity/recreation, which require there to be a sound (i.e. up-to-date and verifiable) evidence base underpinning policy and its application.
- 8.59 Paragraphs 73 and 74 are set out in full so that the key content can be identified in the development of local plan policy for WDC.
- 8.60 Paragraph 73 - 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. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.
- 8.61 Paragraph 74 - existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

8.62 Policy should deal with sports facilities, through a general policy covering provision (such as through new development) but also more specific policies covering protection and the exceptions tests cited in para 73. Here, the NPPF requires planning policy to be based on the establishment of an up to date needs assessment of provision now and in the future, with identified specific quantitative and qualitative deficits of surpluses, and by different types of provision.

8.63 There is also a need to set out explicitly that existing facilities should not be built on unless it meets one of the three tests identified in paragraph 74: In all cases, a sound understanding of supply and demand needs to underpin policy.

8.64 WDC has compiled its indoor and built provision indoor sports facilities supply and demand (and accessibility) evidence base for sports halls and swimming pools for 2012 and forward projected up to 2022. It is now about considering the application of this evidence base to identify any new/changed local planning policies which the evidence base has pointed towards, and which comply with paragraphs 73 and 74 of the NPPF.

8.65 So taking each of the three bullet points in paragraph 74 and considering how the findings in the evidence base apply to local planning policy in Warwick.

***NPPF Point 1 - an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements***

8.66 The emphasis here is on quantitative assessments – has the local assessment of need identified if there are surpluses now or in the future? If so then develop planning policies for disposal.

8.67 The Warwick evidence base has not identified there is a surplus of swimming pools, sports halls or health and fitness facilities. It has identified that provision of artificial grass pitches does meet the current demand within Warwick. However much of the supply is state and independent school based and should access to this supply reduce then the healthy supply provision would reduce leading to a possible deficit to meet demand.

8.68 As there are no surpluses then developing planning policies to deal with this situation is not required. However whilst the evidence base has not identified a surplus of supply as a safeguard, should there be a proposal to redevelop one of the existing sites then there does need to be a planning policy to protect the overall supply/capacity for swimming pools, sports halls and artificial grass pitches.

***Suggested planning policy for NPPF point 1***

8.69 A possible planning policy could be:

*“The loss of existing swimming pools, sports halls and artificial grass pitches will be resisted because the local assessment of need has demonstrated there is an existing and continuing future need for these sports and recreational facility type at these locations and which best serve the residents of Warwick District”.*

- 8.70 The Council may wish to underpin any such policy with reference to wider corporate policy on these facility types meet the needs of residents in creating a healthy and active lifestyle. Furthermore, that the evidence base profile of sports and physical activity participation has shown swimming pools to be the facility type which has the widest appeal to the widest age range of people doing active recreation or using swimming for sports development.

***NPPF Point 2 - loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location;***

- 8.71 This second point in the NPPF point is about developing planning policy which applies the evidence base in terms of policy relating to quantity, quality and access.
- 8.72 Dealing with swimming pools first and sports halls second and each of the 3 categories in turn. Warwick's evidence base has identified that the quantitative assessment for pools is projecting by 2022 total supply still exceeds total demand for swimming but this has decreased to 49 sq metres of water and in 2012 it was 174 sq metres of water. So, in effect, supply and demand are projected to be almost in balance in 2022.
- 8.73 The quantity issue is that the pools are projected to be full to their working capacity by 2022 and some more headroom is required to create some spare capacity.
- 8.74 In terms of access the evidence base has identified that the number, location and scale of swimming pools means there are the right number of pools at the right locations and at the right scale to ensure excellent accessibility to pools by residents based on the dominate travel modes of car and walking. In short re -provision of pools at different locations is very unlikely to improve accessibility for residents.
- 8.75 Taking quantity and access together and the evidence base findings which underpin the proposed planning policy the key findings are
- In **quantity** terms the used capacity of the Warwick pools is 67% in 2022 based on the population growth, this increase from 62%, in 2012. So in 2022 the used capacity of swimming pools is very close to the Sport England pools full comfort level of 70% of capacity used. Only leaving some 3% of spare capacity before the "pools full" comfort level is reached.
- 8.76 So in **quantity terms the planning policy issues** that arises are (1) how to meet this small gap between supply and demand and (2) more importantly create some more headroom of increasing pool capacity to provide a greater unused capacity margin.
- 8.77 In **accessibility terms** the key findings are
- Warwick pool locations, their catchment areas and the pools outside Warwick whose catchment areas extend into Warwick means all Warwick residents have access to between at least 10 – 20 swimming pools based on the 20 minute drive time catchment area of swimming pools. The estimate is that 80% of all visits to pools are by car – it is the dominate travel mode.
- 8.78 So in planning policy terms the location of pools, their accessibility and travel by car to reach them is not an issue that needs addressing. The pools are in the right locations to meet the demand based on the dominate car travel mode now and up to 2022.



- 8.79 When looking at access to pools by walking, there is 60% of the Warwick population which lives outside the walk to catchment area of any pool. Some 13% of all visits to pools are on foot and the unmet demand which is created by this walking INaccessibility is around 70 sq metres of water.
- 8.80 In planning policy terms it is never possible to get everyone inside the walking catchment of a pool and the policy consideration is how to increase access to existing pools for some 60% of the Warwick population outside catchment? This population is dispersed and access to pools by walking is not an issue in the Warwick, Leamington Spa and Kenilworth areas. The resolution for the other areas of the District is to try and increase access by management intervention not by provision of new/more water space.
- 8.81 So overall for planning policy in terms of quantity and accessibility terms the number of pools, their locations and accessibility to them by the dominate travel mode of car is about right now and up to 222.
- 8.82 The issue is one of quantity linked to capacity – there needs to be more capacity at the existing pools to reduce used capacity, based on population growth and create some headroom.
- 8.83 For all these reasons the overall Warwick strategy is proposing refurbishment of the existing pools at the existing locations both for planning reasons, facility provision and management and financial cost.
- 8.84 Turning to quality there are however issues around the quantity of swimming pools and the evidence base assessment has highlighted this as the biggest issue. In short improving the quality of the existing swimming pools at the existing locations is the preferred direction of the Warwick strategy. This is reflected in the planning policy suggestions.
- 8.85 Key findings for the evidence base in terms of quality are
- In 2012 there are 7 swimming pool sites across Warwick, of which 4 are public pool provision (local authority or education) and 3 are commercial pools.
  - Three of the public pools were built in the 1980s and one has been refurbished (Abbey Fields in 2004). All three commercial pools were built 2000 and none of been refurbished.
  - By 2022 the public pools will be between 32 and 39 years old. The commercial pools will be between 14 - 23 years old.
  - Overall the pool stock will be very old by 2002. Furthermore the age and condition of the plant will require extensive modernisation and refurbishment (details in the financial analysis). Also the building design, layout, pool hall itself will be of a completely different era to the expectations of customers in the 2020's.
- 8.86 All these evidence base findings will contribute to a lowering of the condition of the building and attractiveness to users at a time when demand for swimming will increase due to population growth. This in turn will further increase the wear and tear on the building. Consequently there is a need to modernise, increase the capacity of the swimming pools and improve the changing and circulation areas to improve the quality of the swimming pools, up to 2022 and beyond.

***Suggested planning policy for swimming pools for NPPF point 2***

- 8.87 Bringing all these Warwick evidence base findings together on quantity, accessibility and quality suggests a planning policy to meet them and which complies with bullet point 2 of NPPF paragraph 74 could be

*"The Council will seek to retain the existing provision of swimming pools because the local assessment of need has identified there is an overall balance in supply and demand up to 2022 but there is an issue of the pools working at a capacity very close to the Sport England recommended pools capacity limit.*

*The Council will seek to increase the capacity of these pools at these locations because the local assessment of need has shown these locations create the highest accessibility to pools for the Warwick population. Seeking to develop new pools with higher capacity elsewhere will not improve on accessibility for residents. Plus there will be much higher costs of development elsewhere compared with increasing capacity at the existing swimming pool location. The Council will seek contributions towards the development of specific projects as they are progressed".*

### **Sports halls**

- 8.88 In terms of sports halls it is following and applying the evidence findings the same as for swimming pools to develop planning policies.

- 8.89 The key findings from the sports hall evidence base on quantity and accessibility are:

- In **quantity** terms there are in 2012 some 39 badminton courts available in the total sports hall supply for public use and there is a demand for 41 badminton courts, so a deficit of 2 badminton courts. By 2022 based on the projected population growth there is a deficit of 5 badminton courts in total.
- In terms of **accessibility** to sports halls by car it is very good, and some 80% of all visits to sports halls are made by car. Based on where people live and the catchment area of the sports halls, Warwick residents can access between 10 – 20 sports halls (and up to 40 sports halls for residents in the northern half of the authority, accessing sports halls located in Coventry).
- The majority of the unmet demand/deficit for 5 badminton courts by 2022 is due to location of sports halls and the catchment area not extending to include people who choose to walk to sports halls. This represents 4 of the total 5 badminton courts total unmet demand in 2022. Some 13% of all visits to sports halls are by walking. In planning policy terms it is difficult to provide more sports halls to provide for greater walking accessibility to sports halls – there will always be some people who live outside the walking catchment area of a sports hall.
- Meeting this deficit of 4 out of the 5 badminton courts could be by increasing access to existing sports halls on school sites because the school's programming and type of use is not co-ordinated across all the schools. Plus there are community use agreements in place at some schools but others are making an independent club and public access sports offer. It could be that across ALL schools there is competition and provision for the same type of user, club block bookings.
- In terms of the sports hall capacity used the evidence base has identified by 2022 this will be 78% of total capacity and in 2012 it was estimated to be 71%. So based on the population growth an increase of 7% in sports hall capacity used. This is now very close to the Sport England recommendation of sports hall being full when they reach 80% of the capacity and so by 2022 there is only 2% of spare sports hall capacity. At this level of use the customer experience is not good and there is increased wear and tear on all areas, plus pressure on programming to accommodate more use/different activities in the same space. Also the sports halls will be 10 years older by 2022.

8.90 In terms of quality the key findings for the evidence base are:

- Of the 11 sports hall sites 3 were built in the 1970's and one has been refurbished. (Sydenham Sports centre in 2004). Two were built in the 1980's and neither has been refurbished. Two were built in the 1990's and 1 has been refurbished (Castle Farm Recreation Centre in 2005). Four were built post 2000 and none have been refurbished.
- All 11 sports hall sites are in either public ownership or owned by independent schools.
- By 2022 the age range of the sports halls will be between 13 and 39 years old, with the majority over 20 years old and as at 2012, only 2 being refurbished. Older sports halls lack the modern features of sports halls, for example none of the Warwick public sports halls have a sprung timber floor which is the basic requirement of a sports hall now. Also they lack purpose built and dedicated dance studios and studios for pilates and yoga – again an expectation of customers in modern sports halls. All these features or lack of them detract from the quality of the sports hall buildings and customer experience

8.91 So looking at all these findings on quantity, accessibility and quality together, the overall Strategy is identifying that the existing number, location and access to sports halls is right to meet demand up to 2022.

8.92 Re-provision at new locations will not increase accessibility and it will still leave unmet demand/deficit of badminton courts due to it being located outside the walking catchment of a sports hall unchanged. Plus there is the cost of new development and finding sites.

8.93 The overall Strategy has also set out that a strategic review of access to sports halls on school sites for community use could create some more headroom by increasing supply. This could, in turn, reduce used capacity of sports halls to around 70% from the projected usage level of 78% by 2022, which it will be if there is no action to increase access to school sports halls for community use.

***Suggested planning policy for sports halls for NPPF point 2***

8.94 Bringing all these Warwick evidence base findings together suggests a planning policy which complies with bullet point 2 of paragraph 74 could be similar to the rationale for the swimming pools policy.

*"The Council will seek to retain the existing provision of sports halls because the local assessment of need has identified there is an overall balance in supply and demand up to 2022 but here is an issue of the sports halls capacity which is being used is very close to the Sport England recommended pools capacity limit.*

*The Council will seek to increase the capacity of existing sports halls by reviewing the access and use of school based sports halls for community use This with the objective of increasing sports hall capacity by more effective coordinated programming and management of community use across several school sports hall sites. The local assessment of need has shown the existing locations of sports halls create the highest accessibility for the Warwick population. Seeking to develop new sports halls pools with higher capacity elsewhere will not improve on accessibility for residents. Plus there will be much higher costs of development elsewhere compared with increasing capacity at the existing sports hall locations. The Council will seek contributions towards the development of specific projects as they are progressed".*

***NPPF Point 3 - the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss***

- 8.95 Here the focus is on planning policy dealing with alternative types of provision reflecting a greater need for a new type of provision compared with what exists already. So planning policy needs to consider the application of the needs assessment based not just on the quantity, quality and access to a type of provision but also the demand assessment identifying if there is a greater need for an alternative type of provision at the location of an existing type of facility.
- 8.96 The Warwick sporting profile of participation has identified that the main sports facility types that residents use most use are swimming pools and sports halls. These do cater for the vast majority of indoor sports participation especially swimming pools because they have appeal and participation across most of the market segments in Warwick and for both genders. For sports halls it is less about the sports hall and more about use for dance, fitness and exercise (in addition to purpose built gyms).
- 8.97 In identifying if there are alternatives to this main provision of swimming pools and sports halls, it is about applying the evidence base on participation, what people do and trends, with more broader based consultations on demand for different types of provision. Do these outweigh what we already have so as to outweigh the loss of these facility types? It is about applying the evidence base, consultations and also a judgment call.
- 8.98 In making this assessment in relation to actual development proposals in the future it is suggested Warwick then re-applies the same sources of evidence gathering as applied in the Strategy to make the alternative assessment.
- 8.99 The process of doing this would be a supply assessment for the new facility type to identify what already exists and where there are gaps in a particular type of provision. The demand assessment will identify the sporting population profile of the local authority area, based on the Sport England Active People and market segmentation data. This will have set out how many participants there are for particular sports, which sports they most play and how many live in each of the middle output areas of the authority. Together these form a quantitative and accessibility sporting profile assessment. Consultations will identify the barriers and need for further facilities and the quality of existing buildings to provide the quality assessment.

***Suggested planning policy for sports halls for NPPF point 3***

- 8.100 Based on this approach and assessment a planning policy to consider alternative provision could be:

*"Development of alternative sorts provision will be considered where there is an overall net benefit to sport and recreation. This will be based on where the assessment of need has identified there is a greater need for the alternative provision because of a quantified shortfall of this type of provision and/or there is an identified demand for this type of provision based on the sporting profile of the population. The alternative provision should outweigh the loss of the existing provision so that there is this net benefit to sport and recreation.*

***Further application of the evidence base in development planning***

- 8.101 The suggested approach to developing local planning policy is based on applying the Warwick evidence base compiled to meet the requirements of the NPPF, paragraphs 73 and 74. Whilst also using the evidence base findings to overhaul and replace existing Local Plan saved subject policies.
- 8.102 The evidence base findings on quantity, accessibility and quality (and especially the mapped spatial outputs) in the Warwick Strategy can then be applied in more detailed assessments in the Warwick and Leamington Town Centre Area Action Plans and in relation to site specific allocations and developments.

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# APPENDIX 1 – FPM Report Appendices: Swimming Pools & Sports Halls

Swimming Pools located in Warwick and the wider study area included in the Analysis (based on Run 2)

Name of facility	Type	Area	Site year built	Site year refurb	Weight factor	Public /Comm	Hours in peak period	Annual thro'put
<b>Warwick</b>								<b>750,163</b>
ABBEY FIELDS SWIMMING POOL	Main/General	250	1986	2004	52%	P	49	91,883
NEWBOLD COMYN LEISURE CENTRE	Main/General	325	1990		58%	P	48.58	141,189
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Main/General	160	2001		82%	P	52	166,275
NUFFIELD HEALTH FITNESS & WELLBEING (WARWICK)	Learner/Teaching/ Training	81					52	
PURE HEALTH CLUB	Main/General	180	2007		91%	C	51.5	111,410
ST NICHOLAS PARK LEISURE CENTRE	Main/General	325	1983		43%	P	47.33	90,556
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Main/General	200	2005		89%	C	52	96,927
THE WARWICKSHIRE GOLF AND COUNTRY CLUB	Leisure Pool	40					52	
WARWICK SCHOOL SPORTS CENTRE	Main/General	325	1988		53%	P	34	51,923
<b>Coventry</b>								<b>1,557,641</b>
BABLAKE SCHOOL	Main/General	200	1960	2005	29%	P	31	53,177
CALUDON CASTLE SCHOOL	Main/General	263	2007		91%	P	36.5	76,650
COVENTRY SPORTS & LEISURE CENTRE	Main/General	850	1966		25%	P	45	498,371
COVENTRY SPORTS & LEISURE CENTRE	Leisure Pool	150					45	
COVENTRY SPORTS & LEISURE CENTRE	Diving	55					3.5	
COVENTRY SPORTS & LEISURE CENTRE	Learner/Teaching/ Training	50					35.5	
ERNESFORD GRANGE SPORTS CENTRE	Main/General	164	1972		28%	P	39	51,662
FOLESHILL SPORTS & LEISURE CENTRE	Main/General	293	1937	2008	39%	P	47.5	350,773
FOLESHILL SPORTS & LEISURE CENTRE	Learner/Teaching/ Training	273					47.5	
KING HENRY VIII SCHOOL	Main/General	313	2009		94%	P	34.5	92,674
PRESIDENT KENNEDY SCHOOL & COLLEGE	Main/General	162	1965		24%	P	20	21,143
SPINDLES HEALTH & LEISURE (COVENTRY)	Main/General	162	1999	2005	80%	C	52	54,463
THE WARWICKSHIRE HEALTH & RACQUETS CLUB	Main/General	250	1996		72%	C	52	93,917
THE WARWICKSHIRE HEALTH & RACQUETS CLUB	Learner/Teaching/ Training	25					52	
UNIVERSITY OF WARWICK SPORTS CENTRE	Main/General	300	1970		27%	P	14.5	23,649



Name of facility	Type	Area	Site year built	Site year refurb	Weight factor	Public /Comm	Hours in peak period	Annual thro'put
VILLAGE LEISURE CLUB (COVENTRY)	Main/General	175	2000		80%	C	52	99,940
WINDMILL VILLAGE HOTEL AND GOLF CLUB	Main/General	160	1990	2007	65%	C	51	39,612
XCEL LEISURE CENTRE	Main/General	250	2008		93%	P	30.25	101,611
<b>Rugby</b>								<b>528,249</b>
BILTON GRANGE SCHOOL	Main/General	250	1983		43%	P	20	20,554
LA FITNESS (RUGBY)	Main/General	144	1994	2007	73%	C	52	46,268
RUGBY SCHOOL SPORTS CENTRE	Main/General	250	1991	2003	62%	P	24	42,944
THE QUEENS DIAMOND JUBILEE CENTRE	Main/General	425	2013		97%	P	40	340,436
THE QUEENS DIAMOND JUBILEE CENTRE	Studio Pool	136					40	
VIRGIN ACTIVE CLUB (RUGBY)	Main/General	300	2001		82%	C	52	78,047
VIRGIN ACTIVE CLUB (RUGBY)	Learner/Teaching/ Training	25					52	
<b>Solihull</b>								<b>1,507,571</b>
BANNATYNES HEALTH CLUB (SOLIHULL)	Main/General	160	1997	2004	76%	C	50.5	53,659
CLUB MOATIVATION (SOLIHULL)	Main/General	170	1990	2005	62%	C	52	51,035
DAVID LLOYD CLUB (SOLIHULL CRANMORE)	Main/General	313	1998		76%	C	52	164,636
DAVID LLOYD CLUB (SOLIHULL CRANMORE)	Learner/Teaching/ Training	156					52	
DAVID LLOYD CLUB (SOLIHULL FITNESS)	Main/General	200	1998		76%	C	51	74,057
DAVID LLOYD CLUB (SOLIHULL FITNESS)	Learner/Teaching/ Training	6					51	
JOHN HENRY NEWMAN CATHOLIC COLLEGE	Main/General	160	1971		28%	P	25	36,698
LIVINGWELL HEALTH CLUB (BIRMINGHAM METROPOLE)	Main/General	400	1995	2005	72%	C	49.5	107,088
NORTH SOLIHULL SPORTS CENTRE	Main/General	426	1979	2008	51%	P	49.5	358,172
NORTH SOLIHULL SPORTS CENTRE	Learner/Teaching/ Training	128					40	
SAINT MARTIN'S SCHOOL	Main/General	200	2003		85%	P	20	32,000
SMITHS WOOD SPORTS COLLEGE	Main/General	140	2008		93%	P	15	16,800
SOLIHULL SCHOOL	Main/General	213	1970	2008	44%	P	13	18,647
TUDOR GRANGE LEISURE CENTRE	Main/General	450	2008		93%	P	52	429,202
TUDOR GRANGE LEISURE CENTRE	Learner/Teaching/ Training	96					52	
TUDOR GRANGE LEISURE CENTRE	Diving	96					52	
VILLAGE LEISURE CLUB (SOLIHULL)	Main/General	140	2009		94%	C	52	92,348
VIRGIN ACTIVE CLUB (SOLIHULL)	Main/General	250	2001		82%	C	52	73,230
VIRGIN ACTIVE CLUB (SOLIHULL)	Leisure Pool	36					52	
<b>Stratford upon Avon</b>								<b>474,231</b>
SHIPSTON LEISURE CENTRE	Main/General	250	2005		89%	P	49	54,936
SOUTHAM LEISURE CENTRE	Main/General	250	1988	2004	56%	P	50	71,585
STRATFORD LEISURE CENTRE	Main/General	396	1975	2008	47%	P	52	129,557
STRATFORD LEISURE CENTRE	Learner/Teaching/ Training	120					28.5	
STUDLEY LEISURE CENTRE	Main/General	180	1971	2002	30%	P	48.5	77,879
VITAL HEALTH FITNESS & BEAUTY (ALVESTON MANOR)	Main/General	162	2003		85%	C	52	65,432
WILDMOOR SPA & HEALTH CLUB	Main/General	160	2005		89%	C	52	74,844

## Swimming Pools located in Warwick and the wider study area and excluded in the Analysis

Name of swimming pool	Reasons for exclusion
<b>Warwick</b>	
Abbey Fields Swimming Pool	Lido
Chesford Grange	Too small
LA Fitness Warwick	Too small
Living Well Health Club	Too small
Wroxall Abbey Estate	Too small
<b>Coventry</b>	
Cardinal Newmans School	Closed
Cardinal Wiseman's School	Too small
Foxford Leisure Centre	Too small
Jaguar Leisure Centre	Too Small
King Henry VIII Preparatory School	Private Use
Living Well Health Club	Too small
Lyng Hall School Sports Centre	Too small
Potters Green Junior School	Lido
Sheerbourne Fields School	Too small
Spirit Health Club	Too small
Tile Hill Wood School	Too small
<b>Solihull</b>	
Arden Hotel and Leisure Club	Too small
Balsall Common Primary School	Too small
Circle Health and Fitness club	Too small
David Lloyd Health Club (Solihull)	Lido
The St John's Hotel	Too small
Virgin Active (Solihull)	Too small
<b>Rugby</b>	
Spa Naturel Mercure	Too small
<b>Stratford upon Avon</b>	
Ardencote Manor Spa	Too small
Ardencote Manor Spa	Lido
Club at Ettington Space	Too small
Kinington High School	Lido
Stratford Manor	Too small
Barcello Billesley Manor	Too small
Barcello Walton Hall	Too small
Welcolme Spa	Too small

**Sports halls located in Warwick and the wider study area included in the Analysis (based on Run 2)**

Name of facility	No of Courts	Year built	Year refurbished	Weighting	Hours in peak period	% of Capacity used	Annual throughput
<b>Warwick</b>							
AYLESFORD SCHOOL	4	1975		28%	34	78%	401,144
AYLESFORD SCHOOL					34	34%	18,737
CASTLE FARM RECREATION CENTRE	4	1995	2005	78%	40.5	71%	50,058
MEADOW COMMUNITY SPORTS CENTRE	4	2001		84%	36.5	79%	30,803
MYTON SCHOOL	4	2006		90%	31	100%	31,618
NORTH LEAMINGTON SCHOOL	4	2009		47%	32.5	79%	27,055
ST NICHOLAS PARK LEISURE CENTRE	6	1983		55%	40.5	89%	85,618
SYDENHAM SPORTS CENTRE	4	1973	2004	44%	35.5	100%	41,988
THE KINGS HIGH SCHOOL FOR GIRLS	4	1993		38%	15	78%	17,459
THE KINGS HIGH SCHOOL FOR GIRLS					15		
TRINITY CATHOLIC SCHOOL	3	2006		46%	35.5	94%	43,945
TRINITY CATHOLIC SCHOOL					35.5		
WARWICK SCHOOL SPORTS CENTRE	5	1998		42%	30.5	65%	26,871
<b>Coventry</b>							
ALAN HIGGS CENTRE	4	2004	2008	91%	40.5	55%	1,226,220
AT7 COVENTRY SPORTS FOUNDATION	6	1987		62%	40.5	100%	80,045
BABLAKE SCHOOL	4	1960		23%	31	100%	96,896
BARKER'S BUTTS R.F.C	3	1985		58%	40.5	50%	16,543
BARRS HILL SCHOOL & COMMUNITY COLLEGE	4	1985		33%	32	33%	16,352
BARRS HILL SCHOOL & COMMUNITY COLLEGE					32	78%	38,822
BLUECOAT CHURCH OF ENGLAND SCHOOL	4	1950	2004	23%	40.5	36%	21,501
BLUECOAT CHURCH OF ENGLAND SCHOOL					25		
CALUDON CASTLE SCHOOL	4	2007	2010	95%	34.5	100%	35,736
CARDINAL NEWMAN CATHOLIC SCHOOL	4	1969		25%	20	45%	15,382
CARDINAL NEWMAN CATHOLIC SCHOOL					20		
CARDINAL WISEMAN SCHOOL & LANGUAGE COLLEGE	4	1994		39%	30.5	46%	22,163
CARDINAL WISEMAN SCHOOL & LANGUAGE COLLEGE					30.5		
COVENTRY SPORTS & LEISURE CENTRE	10	1977		46%	40.5	84%	151,774
COVENTRY UNIVERSITY SPORTS CENTRE	4	2004		45%	32.5	75%	89,106
COVENTRY UNIVERSITY SPORTS CENTRE					32.5		
ERNESFORD GRANGE SPORTS CENTRE	4	1972	1984	39%	33.5	47%	34,049
ERNESFORD GRANGE SPORTS CENTRE					33.5		
FINHAM PARK SCHOOL	4	1970	2005	28%	34.5	43%	15,438
FOXFORD LEISURE CENTRE	4	1997	2003	79%	29.5	100%	29,809
GRACE ACADEMY COVENTRY	4	2010		47%	32	59%	20,371
HENLEY COLLEGE COVENTRY	3	1989		36%	31.5	58%	14,420
HEREWARD COLLEGE SPORTS CENTRE	4	1996		40%	40.5	46%	21,078
KING HENRY VIII SCHOOL	4	2002		44%	34	84%	51,677
KING HENRY VIII SCHOOL					34		
MOATHOUSE LEISURE & NEIGHBOURHOOD CENTRE	4	2009		93%	39	100%	73,602
PRESIDENT KENNEDY SCHOOL & COLLEGE	4	1965		24%	19.5	51%	15,219
PRESIDENT KENNEDY SCHOOL & COLLEGE					19.5		

Name of facility	No of Courts	Year built	Year refurbished	Weighting	Hours in peak period	% of Capacity used	Annual thro'put
ST AUGUSTINE'S SPORTS CENTRE (COVENTRY)	4	1990		67%	40.5	22%	96,951
ST AUGUSTINE'S SPORTS CENTRE (COVENTRY)					40.5		
ST AUGUSTINE'S SPORTS CENTRE (COVENTRY)					40.5		
STOKE PARK SCHOOL & COMMUNITY COLLEGE	4	1980		30%	21.5	63%	27,675
STOKE PARK SCHOOL & COMMUNITY COLLEGE					21.5		
THE WARWICKSHIRE HEALTH & RACQUETS CLUB	5	1996		77%	40.5	32%	31,414
THE WOODLANDS SCHOOL AND SPORTS COLLEGE	4	2006		46%	40.5	49%	34,810
THE WOODLANDS SCHOOL AND SPORTS COLLEGE					40.5		
TILE HILL WOOD SCHOOL AND LANGUAGE COLLEGE	4	1956		26%	38	32%	13,831
UNIVERSITY OF WARWICK SPORTS CENTRE	4	1970	2007	30%	15.5	23%	11,028
UNIVERSITY OF WARWICK SPORTS CENTRE	4				15.5		
WESTWOOD SCHOOL	4	1981	2006	33%	14	30%	4,223
WHITLEY ABBEY BUSINESS AND ENTERPRISE COLLEGE	4	2009		47%	34	44%	47,822
WHITLEY ABBEY BUSINESS AND ENTERPRISE COLLEGE					34		
WHITLEY ABBEY BUSINESS AND ENTERPRISE COLLEGE					34		
XCEL LEISURE CENTRE	6	2008		92%	39	88%	98,484
<b>Rugby</b>							
AVON VALLEY SCHOOL	4	1957	2009	31%	20	47%	334,841
BILTON GRANGE SCHOOL	4	1983		55%	18	44%	8,800
BILTON SCHOOL MATHS AND COMPUTING COLLEGE	4	1970		26%	30.5	56%	12,672
BILTON SCHOOL MATHS AND COMPUTING COLLEGE					30.5	34%	19,084
GRIFFIN CENTRE	4	1996	2006	42%	35.5	61%	24,870
HARRIS SPORTS CENTRE	4	2010		47%	40.5	51%	45,476
HARRIS SPORTS CENTRE					40.5		
PRINCETHORPE COLLEGE	3	1984		33%	29	17%	4,091
RUGBY SCHOOL SPORTS CENTRE	6	1991	2003	38%	27.5	42%	17,872
SPORTS CONNEXION LEISURE CLUB	9	1981	2007	60%	40.5	26%	60,422
SPORTS CONNEXION LEISURE CLUB	3				40.5		
THE QUEENS DIAMOND JUBILEE CENTRE	6	2013		97%	40	97%	114,950
WARWICKSHIRE COLLEGE (RUGBY CENTRE)	4	2010		47%	34	53%	26,604
<b>Solihull</b>							
ALDERBROOK SCHOOL	4	2006		46%	33	81%	689,101
ALDERBROOK SCHOOL					33	93%	59,745
ARDEN ACADEMY TRUST	4	1996	2004	41%	20	76%	22,853
ARDEN ACADEMY TRUST					20		
GRACE ACADEMY SOLIHULL	4	2005		45%	15	100%	15,000
HEART OF ENGLAND SCHOOL	4	1977	1999	29%	33	33%	17,497
HEART OF ENGLAND SCHOOL					33		
JOHN HENRY NEWMAN CATHOLIC COLLEGE	4	1971	2010	35%	14	100%	30,612
JOHN HENRY NEWMAN CATHOLIC COLLEGE					25.5		
LANGLEY SCHOOL	4	1995	2007	42%	35.5	100%	80,477

Name of facility	No of Courts	Year built	Year refurbished	Weighting	Hours in peak period	% of Capacity used	Annual thro'put
LANGLEY SCHOOL					35.5		
LIGHT HALL SCHOOL	4	1960	2003	24%	35.5	67%	27,977
LODE HEATH SCHOOL	3	1980		30%	35.5	77%	22,920
LYNDON SCHOOL HUMANITIES COLLEGE	4	1985	2007	36%	34	100%	60,268
LYNDON SCHOOL HUMANITIES COLLEGE					34		
NORTH SOLIHULL SPORTS CENTRE	6	1998		80%	40.5	100%	115,896
PARK HALL ACADEMY	4	2008		92%	17.5	100%	17,809
SOLIHULL COLLEGE	5	1998		42%	32.5	67%	27,670
SOLIHULL SCHOOL	4	1970	2008	31%	20	70%	14,093
SOLIHULL SIXTH FORM COLLEGE SPORTS HALL	4	1974	2004	29%	34	38%	14,147
ST PETERS RC (AIDED) SCHOOL	4	1961	1994	23%	27	45%	20,298
ST PETERS RC (AIDED) SCHOOL					27		
TUDOR GRANGE ACADEMY	4	2007		46%	38	91%	68,238
TUDOR GRANGE ACADEMY					38		
TUDOR GRANGE LEISURE CENTRE	4	2008		92%	39	100%	73,602
<b>Stratford upon Avon</b>							
						56%	306,613
ALCESTER GRAMMAR SCHOOL	4	2005		45%	31.5	52%	17,160
KINETON HIGH SCHOOL SPORTS COLLEGE	4	1980		50%	33.5	51%	17,409
KING EDWARD VI SCHOOL	4	1997		41%	38	50%	29,977
KING EDWARD VI SCHOOL					38		
SOUTHAM COLLEGE	4	1960	2000	23%	28	57%	25,382
SOUTHAM COLLEGE					28		
STRATFORD COMMUNITY SPORTS CENTRE	4	2002		44%	35.5	53%	22,399
STRATFORD LEISURE CENTRE	8	1975		43%	40.5	62%	102,389
STUDLEY LEISURE CENTRE	4	2002		86%	37.5	100%	39,354
THE GREIG	3	1958	2006	36%	38	46%	24,593

## Sports halls located in Warwick and the wider study area and excluded in the Analysis

Name of sports hall	Reasons for exclusion
<b>Warwick</b>	
Bishop Tachbrook Church of England School	Ancillary Hall
Chase Meadow Community Centre	Under construction at time of study
Warwick Gates Community centre	Too small
Sydni Centre	Too small
St John's Primary School	Ancillary Hall
Ridgeway School	Too small
Trinity Catholic School (2 halls)	Private Use
Warwick School Sports Centre	Ancillary Hall
Warwickshire County Council Sports Ground	Ancillary Hall
Warwickshire Pupil Rent	Private Use
<b>Bishop Tachbrook Church of England School</b>	<b>Ancillary Hall</b>
Bishop Ullathorne Catholic School (3 halls)	Too small
Coundon Court School (2 halls)	Too small
Foxford Leisure Centre	Ancillary hall
Grace Academy (2 halls)	Closed
Jaguar Leisure Centre	Too small
John White Community Centre	Too small
King Henry VIII Prep School	Private Use
Lyng Hall School Sports Centre	Too small
Potters Green Primary School	Private Use
Shree Hindu Satsang Temple	Too small
Sydney Stringer Academy (2 halls)	Too small
The Woodlands School	Closed
University of Warwick (Note: main sports halls are included)	Ancillary Hall
<b>Rugby</b>	
Ashlawn School (2 halls)	Too small
Bilton Grange School	Ancillary Hall
Bishop Wulstan Catholic School	Closed
Harris School (2 halls)	Closed
Rugby High School for Girls	Private use
Warwickshire College	Closed
<b>Solihull</b>	
David Lloyd Centre	Too small
Forest Oak School	Closed
Grace Academy Solihull	Ancillary Hall
Heart of England School	Ancillary Hall
Light Hall School	Ancillary Hall
Merstone School	Ancillary Hall
Park Hall School (2 Halls)	Closed
St Martin's School	Too small
Smith's Wood Community College	Ancillary Hall
Smith's Wood Sports College	Private Use
Smith's Wood Youth and Community Centre	Closed
Tudor Grange Academy	Closed
<b>Stratford upon Avon</b>	
Alcester School (2 halls)	Too small
Henley in Arden High School	Too small
Henley Sports & Social Club	Ancillary Hall
Kineton Sports and Social Club	Too small
NFU Sports Ground	Ancillary Hall
Shipston High school	Too small
St Benedict's Catholic High School (2 halls)	Too small
Stratford community centre	Ancillary Hall
Studley High School	Too small
Warwickshire College	Closed



## APPENDIX 2 – FPM Report Appendices: Model Description

### **Model description, Inclusion Criteria and Model Parameters**

Included within this appendix are the following:

- A. Model description
- B. Facility Inclusion Criteria
- C. Model Parameters

#### **A. Model Description**

##### **Background**

The Facilities Planning Model (FPM) is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with sportscotland and Sport England since the 1980s. The model is a tool to help to assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls, swimming pools, indoor bowls centres and artificial grass pitches.

##### **Use of FPM**

Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- assessing requirements for different types of community sports facilities on a local, regional or national scale;
- helping local authorities to determine an adequate level of sports facility provision to meet their local needs;
- helping to identify strategic gaps in the provision of sports facilities; and
- comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating and closing facilities, and the likely impact of population changes on the needs for sports facilities.

Its current use is limited to those sports facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, indoor bowls and artificial grass pitches.

The FPM has been used in the assessment of Lottery funding bids for community facilities, and as a principal planning tool to assist local authorities in planning for the provision of community sports facilities. For example, the FPM was used to help assess the impact of a 50m swimming pool development in the London Borough of Hillingdon. The Council invested £22 million in the sports

and leisure complex around this pool and received funding of £2,025,000 from the London Development Agency and £1,500,000 from Sport England<sup>3</sup>.

### **How the model works**

In its simplest form, the model seeks to assess whether the capacity of existing facilities for a particular sport is capable of meeting local demand for that sport, taking into account how far people are prepared to travel to such a facility.

In order to do this, the model compares the number of facilities (supply) within an area, against the demand for that facility (demand) that the local population will produce, similar to other social gravity models.

To do this, the FPM works by converting both demand (in terms of people), and supply (facilities), into a single comparable unit. This unit is 'visits per week in the peak period' (VPWPP). Once converted, demand and supply can be compared.

The FPM uses a set of parameters to define how facilities are used and by whom. These parameters are primarily derived from a combination of data including actual user surveys from a range of sites across the country in areas of good supply, together with participation survey data. These surveys provide core information on the profile of users, such as, the age and gender of users, how often they visit, the distance travelled, duration of stay, and on the facilities themselves, such as, programming, peak times of use, and capacity of facilities.

This survey information is combined with other sources of data to provide a set of model parameters for each facility type. The original core user data for halls and pools comes from the National Halls and Pools survey undertaken in 1996. This data formed the basis for the National Benchmarking Service (NBS). For AGPs, the core data used comes from the user survey of AGPs carried out in 2005/6 jointly with sportscotland.

User survey data from the NBS and other appropriate sources are used to update the models parameters on a regular basis. The parameters are set out at the end of the document, and the range of the main source data used by the model includes;

- National Halls & Pools survey data –Sport England
- Benchmarking Service User Survey data –Sport England
- UK 2000 Time Use Survey - ONS
- General Household Survey - ONS
- Scottish Omnibus Surveys – Sport Scotland
- Active People Survey - Sport England
- STP User Survey - Sport England & sportscotland
- Football participation - The FA
- Young People & Sport in England – Sport England
- Hockey Fixture data - Fixtures Live

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<sup>3</sup> Award made in 2007/08 year.

## Calculating Demand

This is calculated by applying the user information from the parameters, as referred to above, to the population<sup>4</sup>. This produces the number of visits for that facility that will be demanded by the population. Depending on the age and gender make up of the population, this will affect the number of visits an area will generate. In order to reflect the different population make up of the country, the FPM calculates demand based on the smallest census groupings. These are Output Areas (OA)<sup>5</sup>. The use of OA's in the calculation of demand ensures that the FPM is able to reflect and portray differences in demand in areas at the most sensitive level based on available census information. Each OA used is given a demand value in VPWPP by the FPM.

## Calculating Supply Capacity

A facility's capacity varies depending on its size (i.e. size of pool, hall, pitch number), and how many hours the facility is available for use by the community. The FPM calculates a facility's capacity by applying each of the capacity factors taken from the model parameters, such as the assumptions made as to how many 'visits' can be accommodated by the particular facility at any one time. Each facility is then given a capacity figure in VPWPP. (See parameters in Section C)

Based on travel time information<sup>6</sup> taken from the user survey, the FPM then calculates how much demand would be met by the particular facility having regard to its capacity and how much demand is within the facility's catchment. The FPM includes an important feature of spatial interaction. This feature takes account of the location and capacity of all the facilities, having regard to their location and the size of demand and assesses whether the facilities are in the right place to meet the demand.

It is important to note that the FPM does not simply add up the total demand within an area, and compare that to the total supply within the same area. This approach would not take account of the spatial aspect of supply against demand in a particular area. For example, if an area had a total demand for 5 facilities, and there were currently 6 facilities within the area, it would be too simplistic to conclude that there was an over supply of 1 facility, as this approach would not take account of whether the 5 facilities are in the correct location for local people to use them within that area. It might be that all the facilities were in one part of the borough, leaving other areas under provided. An assessment of this kind would not reflect the true picture of provision. The FPM is able to assess supply and demand within an area based on the needs of the population within that area.

In making calculations as to supply and demand, visits made to sports facilities are not artificially restricted or calculated by reference to administrative boundaries, such as local authority areas. Users are generally expected to use their closest facility. The FPM reflects this through analysing the location of demand against the location of facilities, allowing for cross boundary movement of visits. For example, if a facility is on the boundary of a local authority, users will generally be

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<sup>4</sup> For example, it is estimated that 10.45% of 16-24 year old males will demand to use an AGP, 1.69 times a week. This calculation is done separately for the 12 age/gender groupings.

<sup>5</sup> Census Output Areas (OA) are the smallest grouping of census population data, and provides the population information on which the FPM's demand parameters are applied. A demand figure can then be calculated for each OA based on the population profile. There are over 175,400 OA's across England & Wales. An OA has a target value of 125 households (300 people) per OA.

<sup>6</sup> To reflect the fact that as distance to a facility increases, fewer visits are made, the FPM uses a travel time distance decay curve, where the majority of users travel up to 20 minutes. The FPM also takes account of the road network when calculating travel times. Car ownership levels, taken from Census data, are also taken into account when calculating how people will travel to facilities.

expected to come from the population living close to the facility, but who may be in an adjoining authority.

### **Facility Attractiveness – for halls and pools only**

Not all facilities are the same and users will find certain facilities more attractive to use than others. The model attempts to reflect this by introducing an attractiveness weighting factor, which effects the way visits are distributed between facilities. Attractiveness however, is very subjective. Currently weightings are only used for hall and pool modelling, with a similar approach for AGPs is being developed.

Attractiveness weightings are based on the following:

1. Age/refurbishment weighting – pools & halls - the older a facility is, the less attractive it will be to users. It is recognised that this is a general assumption and that there may be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development.
2. Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness. The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.
3. Management & ownership weighting – halls only - due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program than halls run by LAs, trusts, etc, with school halls more likely to be used by teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than a standard local authority leisure centre sports hall, with a wider range of activities on offer.

To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

- High weighted curve - includes Non education management - better balanced programme, more attractive.
  - Lower weighted curve - includes Educational owned & managed halls, less attractive.
4. Commercial facilities – halls and pools - whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

## Comfort Factor

As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure ( pools =1 user /6m<sup>2</sup> , halls = 5 users /court). This gives each facility a "theoretical capacity".

If the facilities were full to their theoretical capacity then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

To account of these factors the notion of a 'comfort factor' is applied within the model. For swimming pools, 70% and for sports halls 80% of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy. (Currently, the comfort factor is NOT applied to AGPs due to the fact they are predominantly used by teams, which have a set number of players and so the notion of having 'less busy' pitch is not applicable.)

The comfort factor is used in two ways;

1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools and halls. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.
2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

## Utilised Capacity (used capacity)

Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. England figure for Feb 2008 Pools was only 57.6%.

Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a user's perspective, as the facility would completely full.

Facility	Car	Walking	Public transport
Swimming Pool	70.0%	18.8%	11.2%
Sports Hall	74.6%	15.5%	10.0%
AGP			
Combined	89.0%	9.0%	2.0%
Football	87.1%	10.7%	2.1%
Hockey	95.4%	2.6%	1.9%

For example:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

As a guide, 70% utilised capacity is used to indicate that pools are becoming busy, and 80% for sports halls.

### Travel times Catchments

The model use travel times to define facility catchments. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. With the exception of London where DoT travel speeds are used for Inner & Outer London Boroughs, these travel times are used across the country and so do not pick up on any regional differences, of example, longer travel times for remoter rural communities.

The model includes three different modes of travel, by car, public transport & walking. Car ownership levels are also taken into account, in areas of low car ownership, the model reduces the number of visits made by car, and increases those made on foot.

Overall, surveys have shown that the majority of visits made to swimming pools, sports halls and AGPs are made by car, with a significant minority of visits to pools and sports halls being made on foot.

The model includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The survey data show the % of visits made within each of the travel times,

which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes can be used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	57%	55%	58%	56%
10-20	33%	30%	34%	30%
20 -40	9%	12%	7%	11%

NOTE: These are approximate figures, and should only used as a guide.

## B. Inclusion Criteria used within analysis

### Swimming Pools

The following inclusion criteria were used for this analysis;

- Include all Operational Indoor Pools available for community use i.e. pay and play, membership, Sports Club/Community Association
- Exclude all pools not available for community use i.e. private use
- Exclude all outdoor pools i.e. Lidos
- Exclude all pools where the main pool is less than 20 meters OR is less than 160 square meters.<sup>7</sup>
- Include all 'planned', 'under construction, and 'temporarily closed' facilities where identified.
- Where opening times are missing, availability has been included based on similar facility types.
- Where the year built is missing assume date 1975/8.

Facilities in Wales and the Scottish Borders included, as supplied by sportscotland and Sports Council for Wales. All facilities weighted 75% due to no data on age of facilities.

<sup>7</sup> 160m is equivalent to a 20m x 8m pool. This assumption will exclude very small pools, such as plunge pools and hotel pools.

<sup>8</sup> Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.



### Model Parameters used in the Analysis

At one Time Capacity		0.16667 per square metre = 1 person per 6 square meters					
Catchments		Car: 15 minutes Walking: 1.6 km Public transport: 15 minutes at about half the speed of a car  NOTE; Catchments use a distance decay function. Times and distances above are indicative.					
Duration		64 minutes for tanks 68 minutes for leisure pools					
Participation -% of age band		0-15	16-24	25-39	40-59	60-79	
		M	13.23	10.86	13.73	8.13	3.93
		F	12.72	14.51	18.89	10.44	4.52
Frequency - VPWPP		M	0.92	0.84	0.71	0.94	1.18
		F	0.95	0.76	0.79	0.81	1.07
Peak Period		Weekday: 12:00 to 13:30, 16:00 to 22.00 Saturday: 09:00 to 16:00 Sunday: 09:00 to 16:30 Total: 52 Hours					
Percentage of demand in Peak Period		63%					