

**STAFFORD BOROUGH COUNCIL SPORTS FACILITIES  
STRATEGY: ASSESSMENT REPORT**

**MARCH 2019**

# STAFFORD BOROUGH COUNCIL SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

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## SECTION 1: INTRODUCTION

### 1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by Stafford Borough Council (SBC) to undertake an assessment of all formal sport and leisure facilities across the authority to assist it to strategically plan for the future. This includes both playing pitch and indoor and built facilities. This report is a detailed assessment of current provision of indoor and built sports facilities, identifying needs (demand) and gaps (deficiencies in provision).

Figure 1.1 Map of Stafford with main roads



Stafford Borough covers 230 square miles and is centrally placed in the North Staffordshire area of the West Midlands. It is predominantly rural; Stafford and Stone are its key urban centres. It lies between Stoke-on-Trent and Newcastle under Lyme, to the north and the Birmingham city region to the south. To the west it adjoins the Borough of Telford & Wrekin plus rural areas of Shropshire. It also adjoins the Staffordshire districts of Staffordshire Moorlands, East Staffordshire, Lichfield, Cannock Chase and South Staffordshire.

### 1.2 Scope of the project

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

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In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. three plus court halls) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios), squash courts and dedicated gymnastics facilities.
- ◀ Analysed supply and demand to identify gaps and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This evidence-based report provides a quantitative and qualitative audit-based assessment of the facilities identified above. It is a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and identifies opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. Specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population at present and in the future (2040).
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Supply and demand analysis.
- ◀ Analysis of the balance between supply of, and demand for, sports facilities plus identification of potential under and over-provision.
- ◀ Identification of key issues to address in the future provision of indoor sports facilities.

## 1.3 Report structure

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

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

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

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the Borough.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of village/community halls
- ◀ Section 5 - assessment of sports hall provision.
- ◀ Section 6 - assessment of swimming pool provision.
- ◀ Section 7 - assessment of health and fitness provision.
- ◀ Section 8 - assessment of squash.
- ◀ Section 9 - assessment of indoor bowls
- ◀ Section 10 - identification of strengths, weaknesses, opportunities and threats and a summary of key findings and strategic recommendations.

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## SECTION 2: BACKGROUND

### 2.1: National context

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

Figure 2.1: ANOG model



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

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

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

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

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

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

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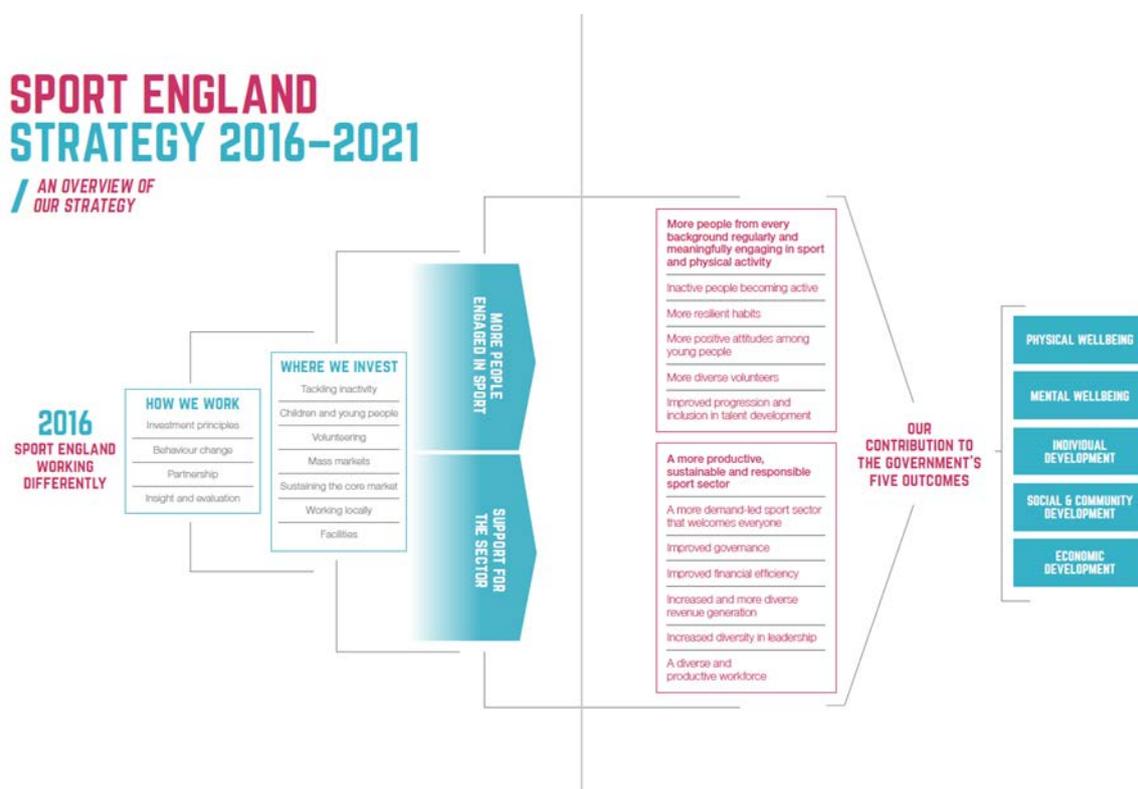
## **Sport England: Towards an Active Nation (2016-2021)**

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

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

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

Figure 2.2: Sport England Strategy 2016-2021



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

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

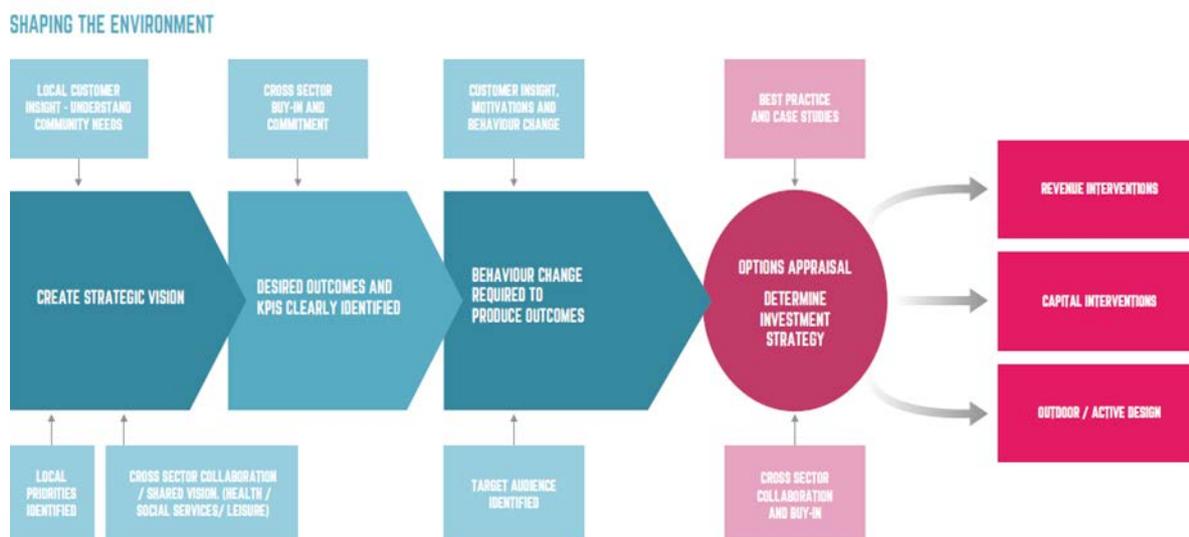
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- ◀ Using the behaviour change model to guide its decisions focusing on three main challenges: tackling inactivity, creating regular activity habits and helping those with a habit to stay that way
- ◀ Getting maximum value from all its resources which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

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

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

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



## Revised National Planning Policy Framework 2018

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to and focus upon the three key themes of economic, social, environmentally sustainable development:

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

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

## ***Economic value of sport to the nation***

Sport, leisure, recreation and culture are important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. In addition, sport and sport-related activity is estimated to support over 450,000 full-time equivalent jobs. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

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

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

## ***Public Health England: Everybody Active, Everyday***

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

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

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## ***Investment in school sport***

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

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

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

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

## ***Summary of national context***

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

## **2.2: Local context**

This section identifies the key local documentation for Stafford.

### **Local Plan**

The purpose of the Local Plan is to set Borough objectives to guide growth, and policies to make sure that new development meets local needs in line with national policy. Stafford's Local Plan 2011-2031 (adopted; June 2014) and Part 2 of the Plan (adopted; January 2017) are supported by a range of other planning documents, such as supplementary planning documents, the Statement of Community Involvement and annual monitoring reports.

The new Local Plan (2020-2040) will guide where new development takes place across the Borough area over the stated period; describing what change will occur and how places will be shaped in the future. The New Local Plan 2020-2040 is now being progressed by Stafford Borough. The minimum housing provision to be provided on an annual basis for the new

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plan will be based on the Governments Standard Methodology for Local Housing Need. As of the end of March 2019 the Local Housing Need figure for Stafford Borough is 408 per annum. Therefore, minimum delivery over the twenty year period is 8,160.

As noted, the purpose of the new Local Plan is to set out a new vision for the development of the Borough, highlight key issues to be addressed, objectives to guide new growth and policies to make sure that new development meets local needs in line with national policy set out through the National Planning Policy Framework (NPPF).

## **Stafford Borough Council Corporate Business Plan**

Stafford Borough Council's Corporate Business Plan 2018 – 2021 vision is to create; '*A prosperous and attractive Borough with strong communities*. Over the next three years SBC will focus on the following corporate business objectives – to:

- ◀ Deliver sustainable economic and housing growth to provide income and jobs.
- ◀ Improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and well-being.
- ◀ Be a well-run, financially sustainable and ambitious organisation, responsive to the needs of our customers and communities and focused on delivering our objectives'.

## **Strategic plan**

Stafford Borough Strategic Partnership came into being in April 2011. It comprises a number of key organisations which work together on projects to drive up the prosperity and wellbeing of the Borough community. The Partnership mirrors and supports the Staffordshire Partnership model. It incorporates statutory functions in respect of health and wellbeing, children and young people and community safety. The Strategic Partnership considered the future of the Sustainable Community Strategy and took the decision that a Borough 'Community Action Plan' would replace it setting out the main areas of focus for partnership work in the Authority. The following four areas are covered by the Community Action Plan:

- ◀ Alcohol misuse, in particular cause and consequence.
- ◀ Housing - good quality safe housing, which is decent, fit, and affordable to run.
- ◀ Employment opportunity - with particular reference to the current dependency on public sector jobs.
- ◀ Health and wellbeing.

These areas of focus support the wider priorities of the Staffordshire Strategic Partnership in respect of the following outcomes:

- ◀ Outcome 1: Staffordshire will have a thriving economy
- ◀ Outcome 2: Staffordshire will be a safe, healthy and aspirational place to live.

This plan directly supports wider partnership priorities; namely housing, employment, environmental and leisure. Partnership activity will also support the work of the Staffordshire Local Enterprise Partnership.

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## *Housing Strategy 2015-2019*

The Council has an adopted Plan for Stafford Borough, setting out how market, affordable and specialist housing will be delivered over the next 15 years. This provides an essential tool to inform successful delivery of the Housing Strategy Vision.

Since adoption of the Local Plan for Stafford, many sites have been built out or have gained planning permission and are now considered to be "commitments". Since the start of the Plan period, at least 10,800 houses are either completed, committed through planning permissions or have been allocated via Strategic Development Locations.

The proportional split of these commitments was as follows:

*Table 2.1: Commitments as of 31 March 2018<sup>[1]</sup>*

Area	Housing requirement	Current position	% over requirement
Stafford	7,000	8,222	+17.50%
Stone	1,000	1,164	+16.40%
Key service villages	1,200	1,401	+16.80%
Rest of the Borough area	800	854	+6.80%
<b>Total</b>	<b>10,000</b>	<b>11,641</b>	<b>+16.40%</b>

As Table 2.1 shows, more houses are likely to be delivered than the target figure of 10,000 over the Plan period. Since such a substantial proportion of the housing requirement is already determined in this way, it is not necessary Part 2 of the Development Plan to make specific allocations for additional housing sites. The figure of 10,000 does not represent a ceiling or a maximum but establishes a context against which necessary supporting infrastructure can be planned.

In addition, and more importantly for the work of Part 2, the Plan for Stafford Borough also establishes a clear intent to promote patterns of development so that sustainable growth should be distributed to reflect the percentage split established in Spatial Principle 4 (SP4). One of the ways that the Plan can control the direction of change is by establishing settlement boundaries for each settlement through the Sustainable Settlement Hierarchy.

The following key issues have been identified from the evidence base, responses to previous consultation, community views and the Borough's characteristics plus the social, economic and environmental challenges facing the area over the Plan period:

- ◀ Delivering and managing the Borough's growth
- ◀ Providing affordable homes
- ◀ Adapting to local demographic change
- ◀ Sustaining the attractive and distinctive quality of the natural and built environment:
- ◀ Ensuring that the Borough can prepare for and respond to climate change
- ◀ Maximising access to services and reducing the need to travel

<sup>[1]</sup>Figures include completion 2011-18 plus commitments with planning permission and Strategic Development Location plan allocations.

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- ◀ Providing additional employment opportunities that meet local needs, concerns and aspirations for a diverse local economy

Bringing necessary regeneration benefits to the Borough, including those that will contribute to the success of its town and other settlements

## South Staffordshire Housing Plan

South Staffordshire’s Local Plan identifies the need for an additional 9,000 homes up until 2028. As of April 2019, no decision has been taken on where this new provision should/could be located. There is, however, a commitment to build a minimum of 408 houses per annum to achieve the goal.

## Health & Wellbeing 2015-2020

This is focused on prevention and primary interventions within community settings. Priorities for the next five years have been developed via the evaluation of local public health data and evidence (e.g., the Stafford Borough Locality Profile 2015, and the Stafford Borough Health and Wellbeing Profile 2015) and comparing this to community voice and partner feedback. The vision is: *“Building Stafford and Surrounds’ Healthy Future by working together to support residents and communities take control of their own health and wellbeing.”*

Table 2.2: Stafford and Surrounds’ Priority Matrix 2015-2020

START WELL	LIVE WELL	AGE WELL
<i>Target group</i> Children aged 0-5 and their families in deprived areas of the Borough	<i>Target group</i> Adults and families with sedentary lifestyles, unemployed adults and lone parents	<i>Target group</i> Isolated older adults age 65+
<i>Key objective</i> To give young children the best start in life through safe and supportive environments	<i>Key objective</i> To improve health and wellbeing through reduced sedentary behaviour and improving accessibility and knowledge of healthy balanced diets	<i>Key objective</i> To support older people to remain healthy and independent through identification of those at risk of emergency admissions and through improved communication pathways and collaborative working
<i>Key issues</i> Unintentional injury & minor illness, breastfeeding prevalence, responsive and aspirational parenting, emotional wellbeing, smoking and low birthweight babies	<i>Key issues</i> Sedentary behaviour and inactive adults, poor knowledge of healthy balanced meals, food poverty, access to healthy food choices, emotional wellbeing and low level mental ill health.	<i>Key issues</i> Falls prevention, fuel poverty and excess winter deaths, choice and control at end of life, flu vaccinations, isolation, loneliness, low level mental ill health.

## Sport Across Staffordshire and Stoke-on-Trent (SASSOT)

SASSOT is the county sports partnership (CSP). Its team provides services to partners involved with the delivery of sport, physical education and active recreation. It prepared and

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completed a sports facilities framework for the County in 2014. The following is a brief overview of its stated services and programmes:

- ◀ Engaging with and supporting partners to develop their sport, PE and active recreation plans and programmes.
- ◀ Supporting volunteers and coaches.
- ◀ Supporting club development.
- ◀ Providing local insight/evidence of need for development of programmes and facilities.
- ◀ Supporting the promotion of community sport and active recreation programmes.
- ◀ Advice on Safeguarding young people and vulnerable adults in sport.
- ◀ Equity and disability sport.
- ◀ Management of Satellite Clubs, Aiming High Inspire Multi Sport Club programmes.
- ◀ Supporting the development and delivery of Level 3 School Games Sports Festivals, Primary School PE and Sport premium.

## ***Sport Across Staffordshire: A sports facilities framework 2014-2023***

The aim of this Framework was to:

- ◀ Set a long-term vision, running from 2014 up to 2023 for the overall direction of the development of sports facilities across Staffordshire.
- ◀ Guide sub regional strategic planning of sports facilities including linking with the Staffordshire and Stoke on Trent local authority local plans, relevant sports, playing pitch and facility strategies, NGB whole sport plans and available facility strategies.
- ◀ Provide generic guidance for partners in line with National Planning Policy Framework paragraph 73 on the importance of having robust sports assessments.
- ◀ Provide an insight into the opportunities presented by the Community Investment Levy (CIL) and guidance on implementation for the development of sports facilities including the potential for pooling CIL to provide sub regional or higher-level facilities and examples of good practice relating to CIL policies and its usage ref sports provision.
- ◀ Provide comprehensive information on NGB facility priorities across the sub region and potential investment in projects.

The Facilities Framework considered supply and demand issues for indoor and built sports facilities in Staffordshire. The data relevant to Stafford within the ambit of this report included sports halls, swimming pools, health and fitness facilities and squash courts, in particular. The findings of this report can be found in Appendix 1 and, where considered to be relevant, Framework findings are taken into account in this report.

## ***Active Communities Framework: Freedom Leisure***

Freedom Leisure signed a 10-year contract in 2017 to operate leisure facilities and undertake community and sport development activity on behalf of Stafford Borough Council. Its Active Communities Framework contributes to an active Stafford by working with partners to deliver a bespoke offer, meeting local need.... "improving lives through leisure". Its stated priority outcomes are:

- ◀ Increased participation especially amongst those deprived and marginalised.
- ◀ Reduced social exclusion.
- ◀ Helping people to actively manage their own health and wellbeing.
- ◀ Supporting talented performers and the ongoing development of coaching and volunteering capacity.

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- ◀ Encouraging access to a range of quality places to take part in cultural activities.
- ◀ Delivering services efficiently and effectively.

Its stated intention is that these outcomes will be delivered through the following themes:

- ◀ Active sport
- ◀ Active young people
- ◀ Active aging
- ◀ Active communities
- ◀ Active health
- ◀ Active workforce

### **Constellation Partnership HS2 Growth Strategy October 2018**

The Constellation Partnership is a partnership between two Local Enterprise Partnerships (LEPs) and seven local authorities, with Ministerial backing from Government, and a unified fast-track approach to plan-led economic development. The Constellation Partnership is working to maximise the opportunities presented through HS2 development. The local authority partners are:

- ◀ Cheshire East Council
- ◀ Cheshire West & Chester Council
- ◀ Newcastle-under-Lyme Borough Council
- ◀ Stafford Borough Council
- ◀ Staffordshire County Council
- ◀ Staffordshire Moorlands District Council
- ◀ Stoke-on-Trent City Council

The Enterprise partners are:

- ◀ Cheshire & Warrington Local Enterprise Partnership
- ◀ Stoke-on-Trent & Staffordshire Local Enterprise Partnership

The single shared vision is - *a single economic footprint creating a coherent investment market boosted by the international investment magnet of High Speed Rail connectivity.* With Government backing, the Partnership's ambition is to deliver 100,000 new homes and 120,000 new jobs by 2040.

Significant momentum is building around the growth of Stafford, with a range of development projects transforming the town centre. This includes the Riverside retail scheme and emerging Stafford Station Gateway development which lies adjacent to Stafford railway station and will provide new residential and employment uses in the Town Centre. Major development of Redhill Business Park continues with key employers such as GE and Omicron supporting up to 2,500 jobs. The strategy aims are:

- ◀ Drive positive change in the lives of existing residents.
- ◀ Bring a confident new community and workforce to power the area's economy.
- ◀ Demonstrate to the UK how growth can be created outside the traditional hubs.
- ◀ Deliver 'good growth' - beautifully, sustainably, inclusively and dynamically.

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## **Summary of local policy documentation**

The local policies key messages are summarised below:

- ◀ There is a strategic priority to ensure the health and wellbeing of residents is supported through all stages of life but that targeted interventions will also be required particularly amongst those deprived and marginalised.
- ◀ Reduced social exclusion.
- ◀ To improve the quality of life of local people by providing a safe, clean, attractive place to live and work.
- ◀ Increasing economic growth is very important.
- ◀ More houses are likely to be delivered than the target figure of 10,000 houses over the Local Plan period.
- ◀ The Constellation Growth Corridor, led by the Constellation Partnership is leading the requirement for additional growth, which, which will also be linked to the timescales within the Local Plan (2020-2040).
- ◀ Targeting the inactive and increasing physical activity is a priority as is understanding that prevention and primary interventions can take place within community settings.

## **2.3 Demographic profile**

### ***Population and distribution (Mid-Year Estimates – MYE 2017)***

The total population of Stafford Borough is 134,764 (67,591 males 67,173 females). It has a lower proportion of 0-24 year olds (26.2%) than the West Midlands (31.1%). There are, however, more people aged 65-74 (12.3% compared to 10.0% in the West Midlands). The age and make-up of the population is a key factor to consider when developing and implementing the sports and physical activity offer.

### ***Ethnicity (Data source: 2011 census of population, ONS)***

Stafford's ethnic composition does not wholly reflect that of England as a whole. 95% of the local population classified its ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 2.5% this is markedly lower than the national equivalent (7.8%).

### ***Crime (Data source: 2017 Recorded Crime, Home Office)***

During the 12 months to March 2018 the rate for recorded crimes per 1,000 persons in Stafford CSP was 60.0; this is markedly lower the equivalent rate for England and Wales (81.0). The crime rate has fallen for Stafford by around -39% since March 2016 while, over the same period, the rate for England and Wales has risen by 23%.

### ***Income and benefits dependency***

The median figure for full-time earnings (2017) in Stafford is £29,224; the comparative rate for the West Midlands is £26,905 (-7.9%) and for Great Britain is £28,740 (-1.7%) In July 2018 there were 810 people in Stafford claiming Job Seekers Allowance (JSA); this is a decrease of 55.9% when compared to the figure in July 2010 (1,835).

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## Deprivation (Data source: 2015 indices of deprivation, DCLG)

Relative to other parts of the country Stafford experiences low levels of deprivation; one in nine of its population (11.5%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 49.0% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%.

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health as 16.8% of the population falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, 41.5% live in the three least deprived groupings compared to a 'norm' of c.30%.

## Health data (Data sources: ONS births and deaths, NCMP<sup>1</sup> and NOO<sup>2</sup>)

In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Stafford is slightly higher than the national figure; the male rate is currently 80.2 compared to 79.6 for England, and the female equivalent is 83.6 compared to 83.2 nationally.<sup>3</sup>

Figure 2.4: Index of multiple deprivation

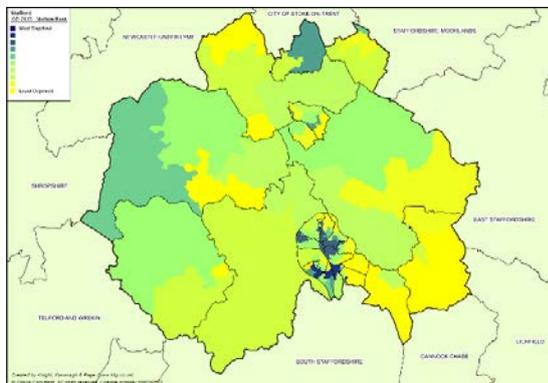


Figure 2.5: IMD Health domain

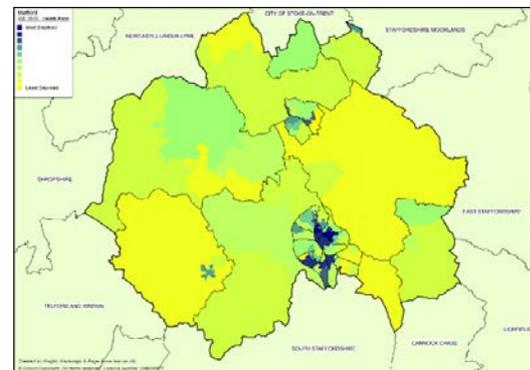
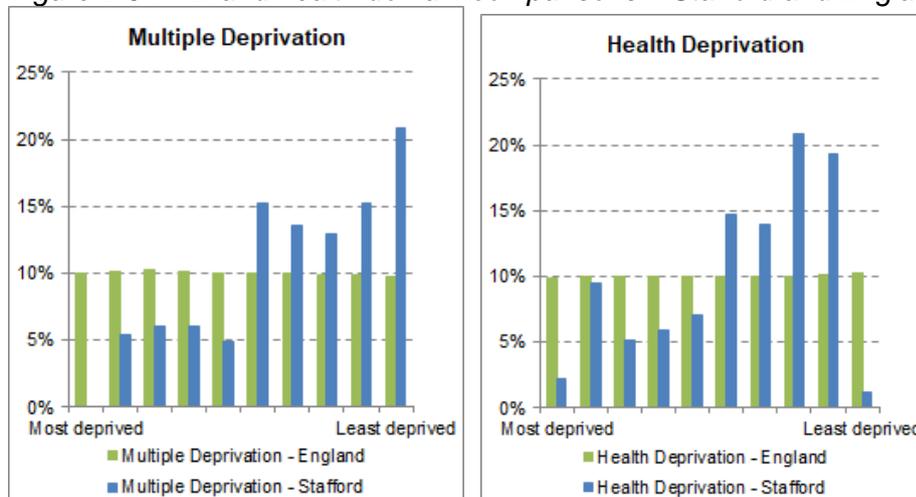


Figure 2.6: IMD and health domain comparisons – Stafford and England.



<sup>1</sup> National Child Measurement Program

<sup>2</sup> National Obesity Observatory

<sup>3</sup> Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

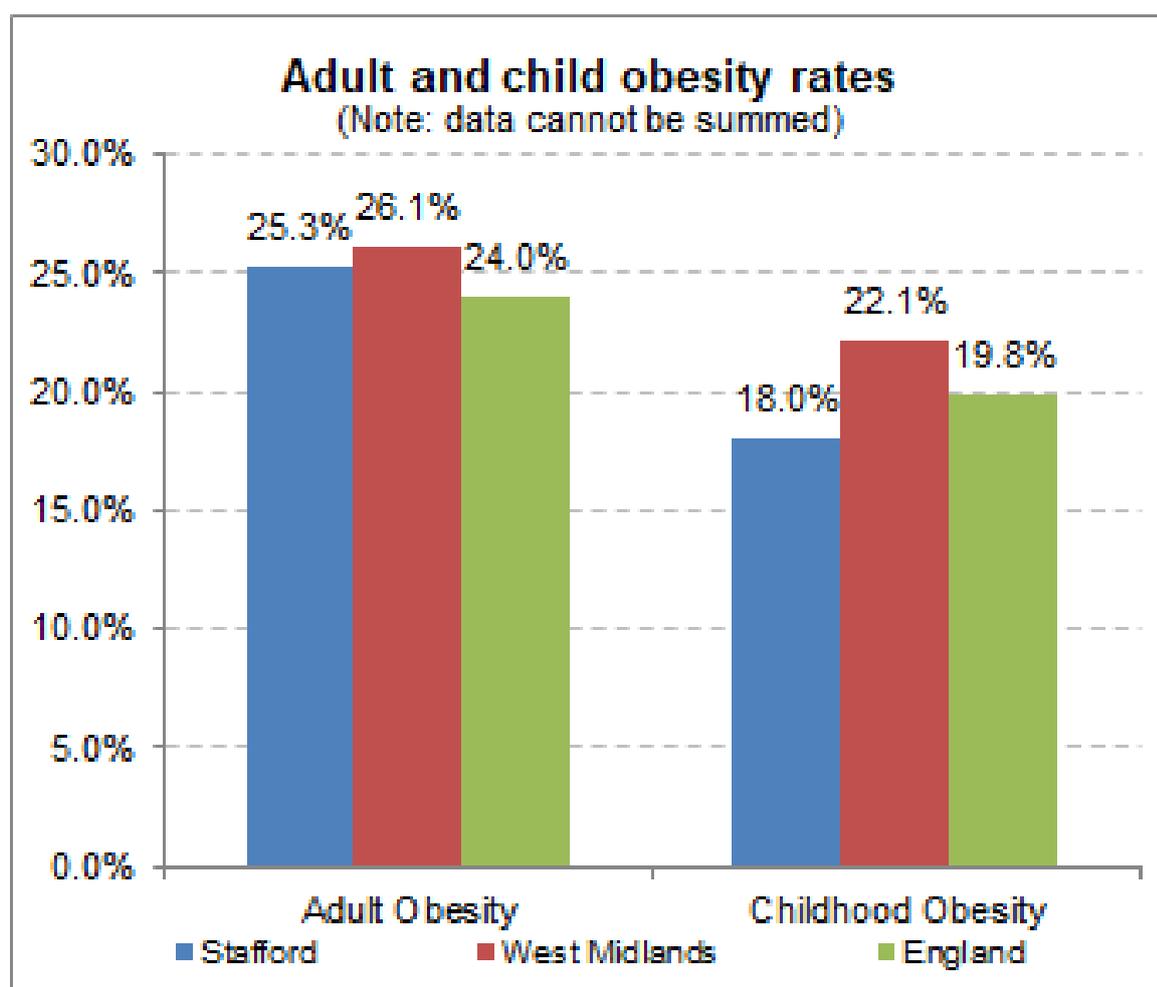
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## Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity<sup>4</sup> are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge.

Adult obesity rates in Stafford sit between national and regional averages. Child rates for obesity are lower than those in both the region and nationally.

Figure 2.7 Adult and child obesity rates

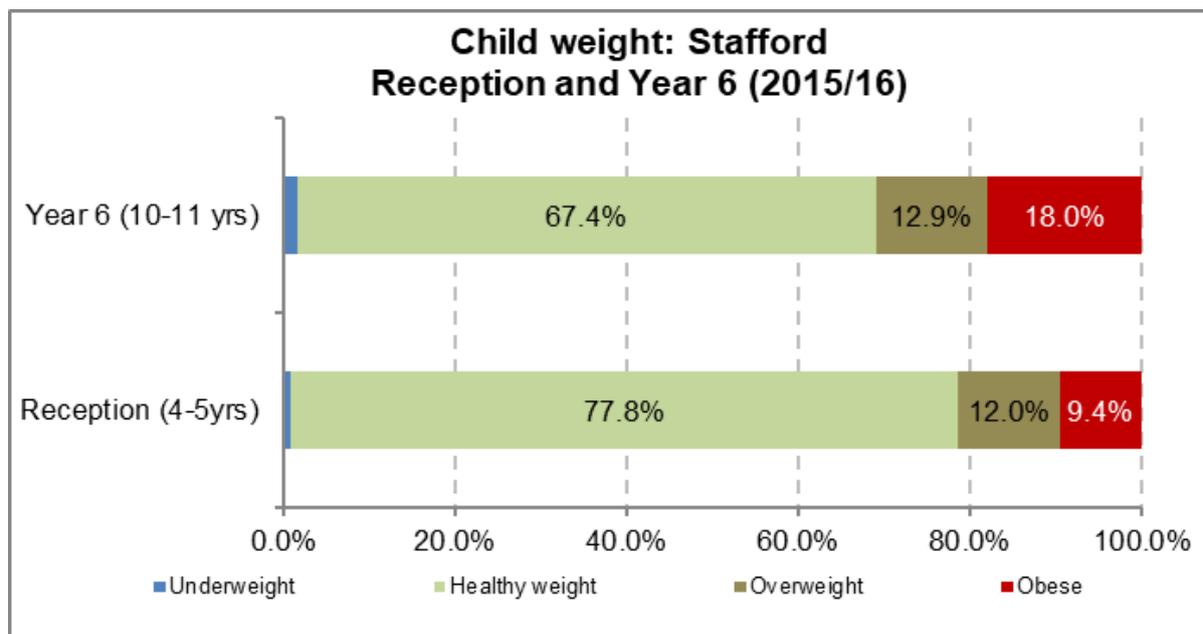


As with many other areas, obesity rates increase significantly between the ages of 4 and 11. In Stafford 9.4% of children are obese in their Reception Year at school and 12.0% are overweight. By Year 6 these figures rise to 18.0% obese and 12.9% overweight. Therefore, in total by Year 6, just more than three in ten (31%) are either overweight or obese.

<sup>4</sup> In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

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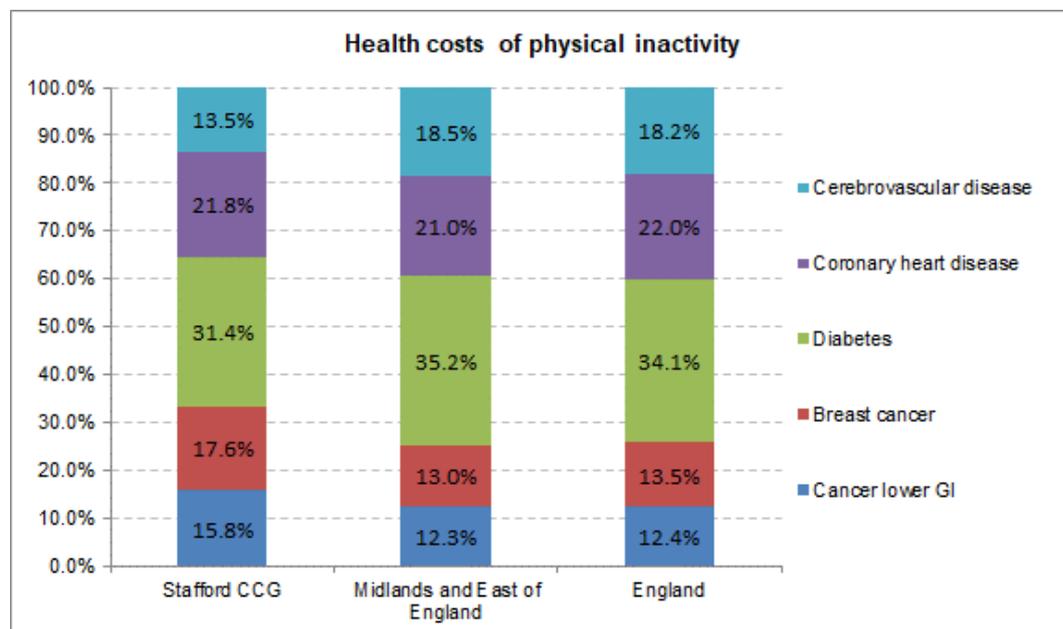
Figure 2.8: Child weight – reception and year 6



## Health costs of physical inactivity

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

Figure 2.9: Health costs of physical inactivity



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Stafford and Surrounds Clinical Commissioning Group (CCG) includes Stafford and South Staffordshire. Stafford's population accounts for 87.0% of NHS Stafford and Surrounds CCG 'constituency'. The annual cost to the NHS of physical inactivity for the CCG that Stafford falls within is estimated at £1,109,544.41. When compared to regional and national costs per 100,000, CCG costs (£762,586.96) are 6.7% below the national average (£817,273.95) and 6.8% below the regional average (£818,184.98). It is worth noting that in addition to NHS costs industry incurs significant costs in terms of days of productivity lost due to back pain etc. These are costed in CBI reports and are of similar magnitude to the NHS costs noted.

### **Sport England Active Lives Survey 2016/17**

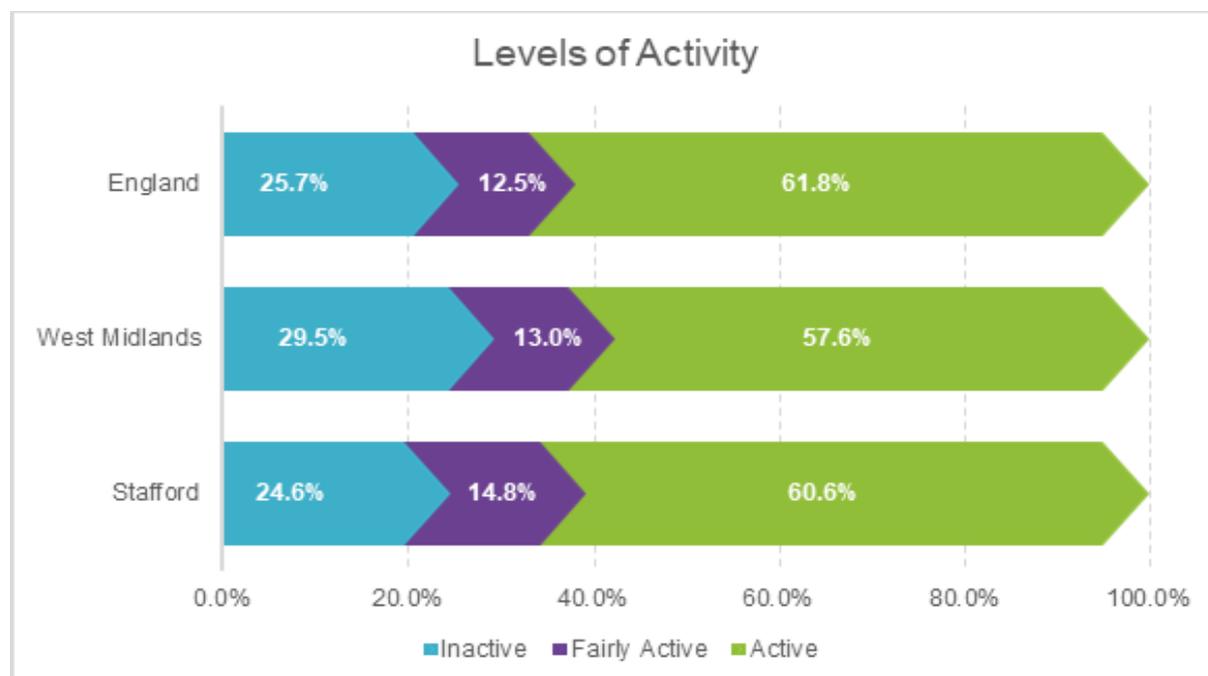
This is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. Compared to national figures, a lower percentage of the Stafford population is inactive than is the case for the West Midlands and England. Slightly fewer people are considered to be active in Stafford compared to national statistics but the Borough is more active than the West Midlands as a whole.

Table 2.3: Active Lives Survey results November 2016/17

	Inactive (<30 minutes per week)		Fairly Active (30-149 minutes per week)		Active (150+ minutes per week)	
<b>England</b>	11,485,300	25.7%	5,595,000	12.5%	27,658,700	61.8%
<b>West Midlands</b>	1,376,600	29.5%	604,400	13.0%	2,685,800	57.6%
<b>Stafford</b>	27,500	24.6%	16,500	14.8%	67,700	60.6%

Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English local authority areas.

Figure 2.10: Levels of Activity West Midlands



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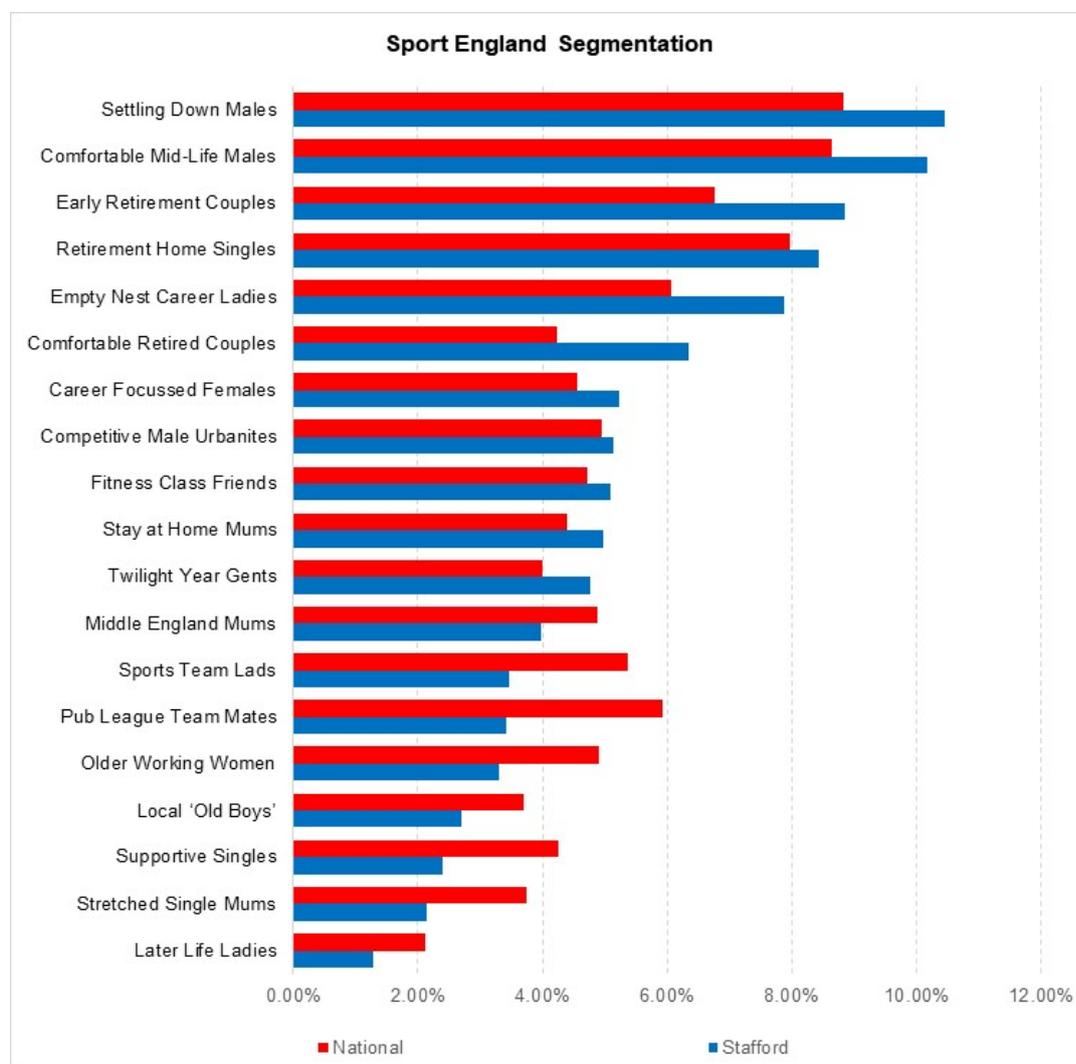
## ***The most popular sports***

Cycling appears to be the most popular activity in Stafford. Around one in 10 (10.6%) of the adult population, on average, takes part at least once a month in comparison to the national average of 8.3% and the West Midlands average of 7.0%.

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

Sport England classifies the adult population via a series of 19 market segments which provide insight into individual sporting behaviours throughout the country. Profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. Knowing which segments are most prevalent in the local population can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

*Figure 2.11 Sport England segmentation: Stafford compared to England*



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The profile for Stafford indicates 'Retirement Home Singles' to be the largest segment of the adult population at 10.5% (10,519) - national average; 8.8%. This is closely followed by 'Comfortable Mid-Left Males' and 'Early Retirement Couples'. At the other end of the spectrum, there are fewest 'Later Life Ladies' with just 1.3%, 'Stretched Single Mums' (2.1%) and 'Supportive Singles'.

**Mosaic** (*Data source: 2016 Mosaic analysis, Experian*)

This is a similar consumer segmentation product. It classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. The top five Mosaic classifications in Stafford compared to the country as a whole are identified in Table 2.4. The dominance of these five segments is evidenced by the fact that they account for 57% of the population compared to a national equivalent rate of just over one quarter (27.3%).

*Table 2.4: Mosaic – main population segments in Stafford*

Mosaic group description	Stafford		National %
	#	%	
1 - Country Living	19,988	15.3%	4.5%
2 - Senior Security	14,371	11.0%	3.4%
3 - Aspiring Homemakers	13,811	10.6%	4.3%
4 - Prestige Positions	13,317	10.2%	8.9%
5 - Domestic Success	12,828	9.8%	6.1%

The largest segment profiled for Stafford is 'Country Living' at 15.3% of the adult population. This is more than three times the national average. (see below for profiles).

*Table 2.5: Dominant Mosaic profiles in Stafford*

<b>Country Living</b>		Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired, and others commute distances to professional jobs.
<b>Senior Security</b>		Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.
<b>Aspiring Homemakers</b>		Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

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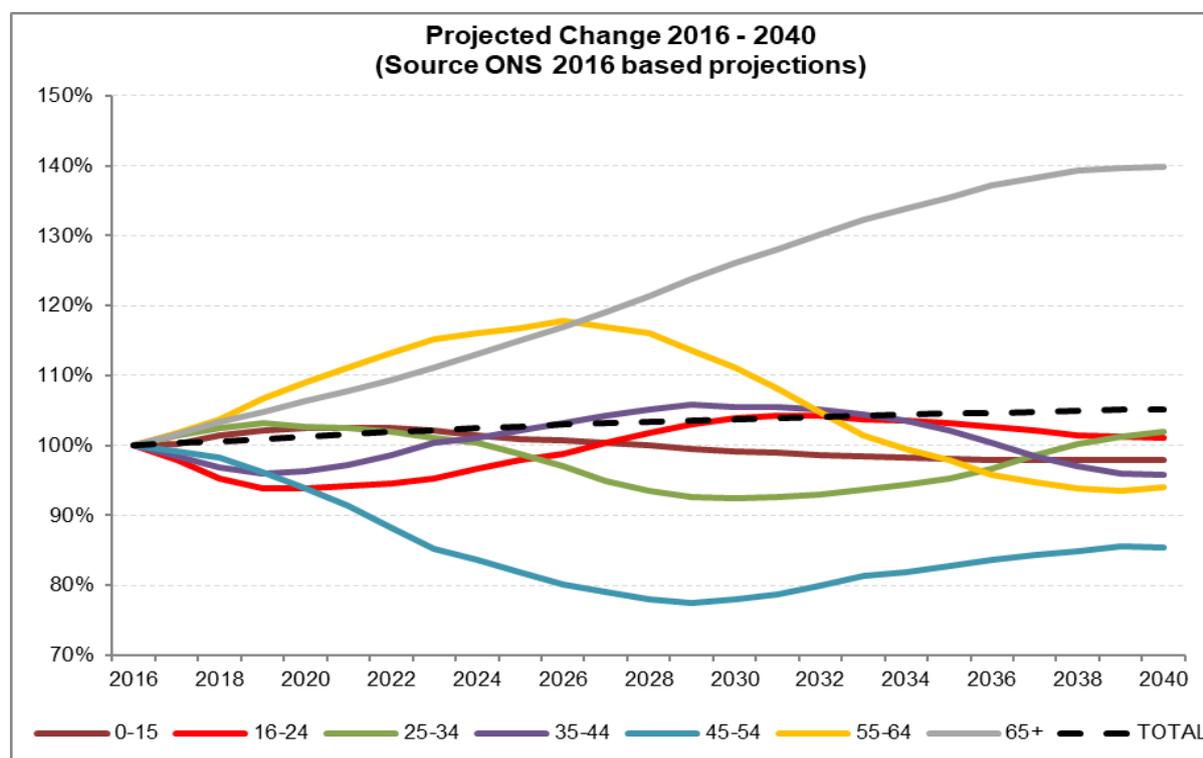
## Population projections

### **Strategic planning: Change over 24 years (2016 to 2040<sup>5</sup>) - ONS**

The most recent projections indicate a rise of 5.2% in Stafford's population (+6,931) over the 24 years from 2016 to 2040. This growth will be subject to fluctuations in respect of the various age groups affected. Key points for Stafford include:

- ◆ The predicted decline in the number of 25-34 year olds; by 6.5% (-1,009) in the first period. This will be followed by growth back to +1.9% (+302) in the second period
- ◆ There continuous increase in the number of persons aged 65+ (of +21.3% (+6,207) in the first period and continuing to rise to +39.9% (+11,612) over the whole period. In 2016 this age group represented 21.8% of Stafford's population; by 2040 it is projected that it will account for 29.0% of the total.

Figure 14: Projected population change (2016 -2040)



<sup>5</sup> Office for National Statistics 2016-based population projections (data released May 2018)

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Table 2.5: Stafford - ONS projected population (2016 to 2040)

Age (years)	Number			Age structure %			Change 2016 – 2040		
	2016	2028	2040	2016	2028	2040	2016	2028	2040
0-15	22,419	22,416	21,964	16.8%	16.2%	15.6%	100.0%	100.0%	98.0%
16-24	13,367	13,604	13,502	10.0%	9.8%	9.6%	100.0%	101.8%	101.0%
25-34	15,557	14,548	15,859	11.6%	10.5%	11.3%	100.0%	93.5%	101.9%
35-44	15,836	16,637	15,157	11.8%	12.0%	10.8%	100.0%	105.1%	95.7%
45-54	20,319	15,856	17,345	15.2%	11.5%	12.3%	100.0%	78.0%	85.4%
55-64	17,053	19,775	16,041	12.8%	14.3%	11.4%	100.0%	116.0%	94.1%
65+	29,113	35,320	40,725	21.8%	25.6%	29.0%	100.0%	121.3%	139.9%
<b>Total</b>	<b>133,664</b>	<b>138,156</b>	<b>140,595</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>103.4%</b>	<b>105.2%</b>

## Strategic Housing Market Assessment (SHMA) 2012

Undertaken in 2008 and 2012, this examined Borough affordable housing requirements. The 2012 study identified need for 210 new affordable homes per year, equivalent to approximately 42% of the total housing provision for the Borough each year. In 2011, the affordable housing viability study set out the scale of affordable housing which could be achieved in the current market across the Borough area. The key findings were that:

- ◀ On most sites, 30% affordable housing is achievable for development
- ◀ On sites to the west of Stafford and in Stone up to 40% affordable housing could be achievable

A key theme of the new Local Plan is to provide for an appropriate level of affordable housing in Stafford Borough over the Plan period, with a minimum affordable housing target set at 30% to meet requirements. Where the evidence identifies that a higher percentage of affordable housing can be achieved, this will be sought. A range of housing and care facilities to support the diversity of needs across the Borough will be delivered, including continuing care retirement communities, sheltered housing, retirement villages, residential care homes and support for independent living in homes.

## SBC five year land supply statement (2019)

The Council has recently released (July 2019) a new housing land supply statement which sets out its residential land supply position as of 31<sup>st</sup> March 2019 over a five year period (to 2024).

The Statement identifies a requirement for 433 dwellings a year to be provided, which equates to the total housing requirement plus a 5% buffer. Currently, 2,957 deliverable dwellings are identified, meaning the Council has a total supply of 6.83 years deliverable housing land available (2,957/433).

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Table 2.6: Five year supply summary

Annualised housing requirement	Total annual housing requirement (2019 - 2024) including 5% buffer	433
Total five year supply breakdown	Small Sites with Planning Permission	229
	Large Sites with Planning Permission	621
	Sites with Planning Permission for C2 residential accommodation	216
	Strategic Development Locations	1,891
	Total Deliverable sites (2019 - 2024)	2,957
<b>Total five year supply</b>	<b>Supply / Requirement (2,957 / 433)</b>	<b>6.83</b>

### Projection implications

Significant levels of housebuilding are being undertaken across the Borough, to the extent that it is exceeding current targets. Consideration is also being given to affordable and sheltered housing. As noted above, there is a requirement for 433 dwellings per year. Further, ONS data projects an increase of over 7,000 people in the population by 2040 (the life of the emerging Local Plan). In addition to the estimated growth, a key issue may be how the ageing population chooses to use its leisure time (the proportion of people aged 65+ is projected to grow from 21.0% to 29.0% over the Local Plan period). This brings with it concomitant changes in leisure time and demand for different activities. It is fair to assume that there will be increased demand for sports facilities and physical activity opportunity in areas where housebuilding is planned.

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

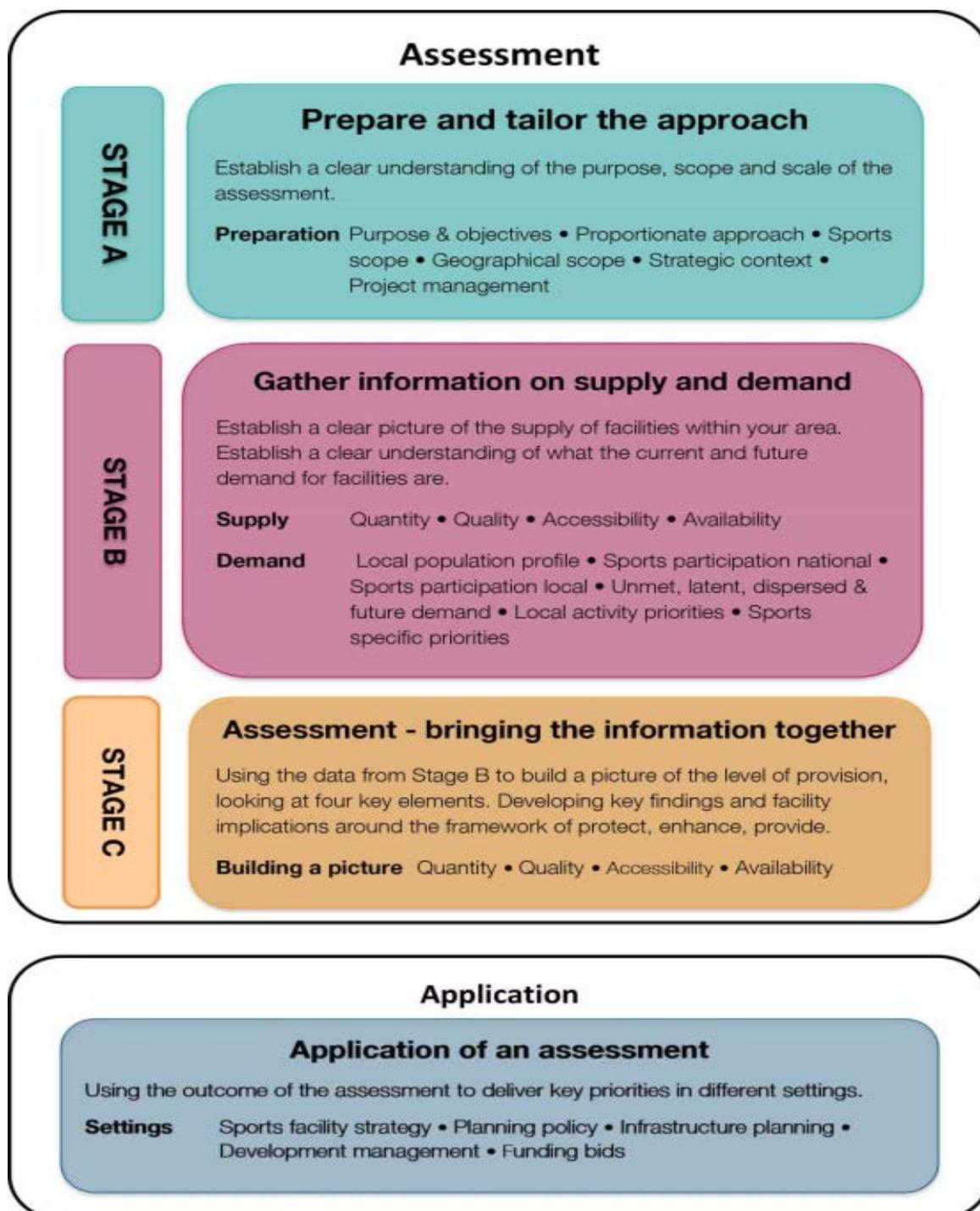
# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

### 3.1: Methodology

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

Figure 3.1: Recommended approach



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This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that: *'Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision.'*

Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.' (NPPF, Paragraph 96).

Assessment of provision encompasses analysis of the quality, quantity, accessibility and availability of identified facility types (e.g. sports halls and swimming pools). Each is considered on a 'like for like' basis with others in its facility type, to enable assessment of adequacy. Demand background, data and consultation varies dependent upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and secure detailed local information.

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

## 3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments are undertaken in the presence of facility staff. This adds considerable value as it enabled access to be gained to all areas of venues and allowed more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is a 'snapshot' visit) gathers accurate insight into the general user experience. Site visits to key indoor facilities, those operated by other partners and the voluntary sector have been undertaken. Via the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register has been built which describes (e.g.):

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

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

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Table 3.1: Quality ratings of indoor sports facilities using ANOG

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

Ratings are based on non-technical visual assessments. These consider facility age and condition. Line markings and safety equipment are rated, problem areas such as mould, damage, leaks etc. are also noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is considered. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a three court or larger sports hall.

## Catchment areas

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that they can vary from person to person, day to day, hour to hour. This problem is overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model). This, coupled with KKP's experience (and that of others) working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minutes' walk/ 20 minutes' drive
Swimming pools	20 minutes' walk/ 20 minutes' drive
Indoor bowls centre	30 minutes' drive

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## 3.3: Facilities planning model overview

The Facilities Planning Model (FPM) is a computerised model which helps assess the strategic provision of community sports facilities. It has been developed as a means of:

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

In its simplest form the FPM seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport considering how far people are prepared to travel to a facility (using the integrated transport network).

To estimate the level of sports facility provision in an area, it compares the number of facilities (supply) with the demand for that facility (demand) that the local population will generate. The model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. It prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

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

For this assessment, we have used FPM data from the National Run Report June 2018 for Stafford. It is based on 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls.

Findings are compared directly with the audit and assessment carried out by KKP.

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## SECTION 4: COMMUNITY CENTRES / VILLAGE HALLS

These are important local facilities which can provide access to physical activity and sporting opportunity to people who may not be able to (for a variety of reasons) access leisure centres (due to perceived or actual barriers). They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities.

### 4.1: Supply

Figure 4.1: Location/spread of village/community halls with 800m radial catchment

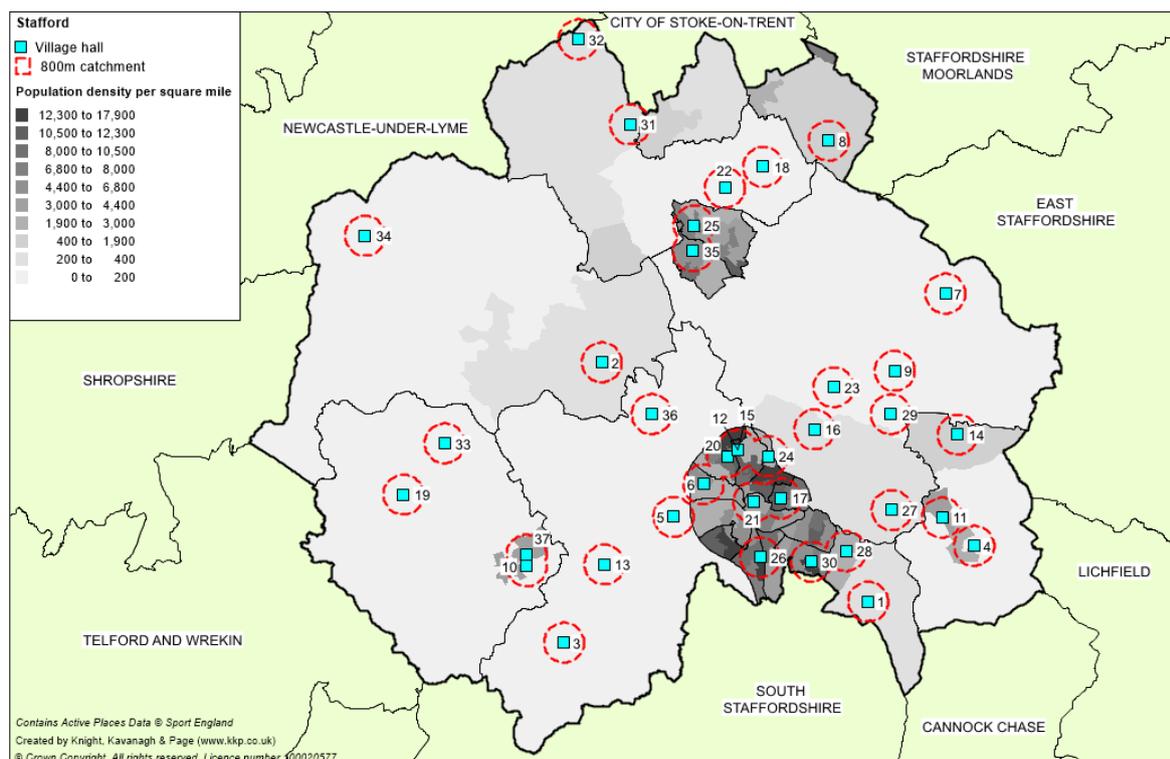


Table 4.1: Village/community halls in Stafford

Map ID	Site	Map ID	Site
1	Brocton Village Hall	20	North End Community Centre
2	Chebsey Village Hall	21	Oddfellows Hall
3	Church Eaton Village Institute	22	Oulton Village Hall
4	Colwich & Little Haywood Village Hall	23	Salt Village Hall
5	Derrington Village Hall	24	Sandon Road Baptist Church & CC
6	Doxey Hub Community Centre	25	The Crossing Community Centre
7	Fradswell Village Hall	26	Thirlmere Way Community Centre
8	Fulford Village Hall	27	Tixall Village Hall
9	Gayton Village Hall	28	Walton Village Hall
10	Gnosall Village Hall	29	Weston Village Hall
11	Great Haywood Memorial Hall	30	Wildwood Community Centre
12	Harvest Community Church	31	Tittensor Village Hall

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Map ID	Site	Map ID	Site
13	Haughton Village Hall	32	Hanchurch Village Hall
14	Hixon Memorial Hall	33	Woodseaves Village Hall
15	Holmcroft Youth & Community Centre	34	Broughton Parish Room
16	Hopton Village Hall	35	Eccleshall Community Centre
17	Littleworth Community Centre	36	Great Bridgford
18	Moddershall Village Hall	37	Second hall at Gnosall
19	Norbury Village Hall		

The estimated percentage of Stafford's population within an 800m radial catchment of a village hall in the Borough is 38.7% (51,919 of a total MYE 2016 population of 134,155). The majority of halls service villages in rural areas of the Authority.

### Availability

Although all village/community halls rely on volunteers to operate, many offer facilities to local communities at the times needed i.e. morning, afternoon and evening. Activities tend to reflect the needs of the local community with the different types including:

Figure 4.2: Types of activities found in Stafford's village halls/community centres

Dance	Fitness	Physical activity	Sport
Ballet	Zumba	Aerobics	Table tennis
Latin	Pilates	Seated exercise	Badminton
Ballroom	Circuit training	Tai chi	Martial arts (karate, Kung Fu)
Tap	Aerobics		Short mat bowls
Disco	Yoga		Carpet bowls
Sequence	Keep fit		Pickleball
	Kettlercise		

### 4.2: Demand

The village halls have an important role enabling local people to access a range of local activities. They cater for older people as well as those living in more rural areas. Given the rural nature of the Borough, the importance of village halls cannot be underestimated. Activity programmes within facilities can contribute to getting the inactive active or retaining the already involved. Further analysis is required to gauge whether, and the extent to which, these facilities can/do meet the needs of the ageing population and/or those suffering from rural isolation.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## 4.3: Summary of village halls and community centres key facts and issues

Facility type	Village Halls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ The audit identified 37 village / community halls in Stafford.</li> </ul>	
<b>Quality</b>		Quality was not assessed.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ 37.8% of the population lives within 800-metre catchment of a site.</li> <li>◀ Rural and urban areas are serviced by the halls across the Borough.</li> </ul>	
<b>Availability</b> (Management & usage)	<ul style="list-style-type: none"> <li>◀ Management varies between village hall committees, local organisations and individuals. All management relies on volunteer goodwill.</li> <li>◀ Desk research indicates that a wide variety of activity is on offer. This varies considerably between halls and is broadly reflects interpreted local need.</li> </ul>	
<b>Summary</b>	<p>The opportunity to increase physical activity opportunity provided in community/village halls should be a key strategy feature moving forward. Consideration of whether there should be additional village halls/community centres needs to take place in areas of higher house building (this may well necessitate the production of a local neighbourhood plan).</p>	

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## SECTION 5: SPORTS HALLS

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

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

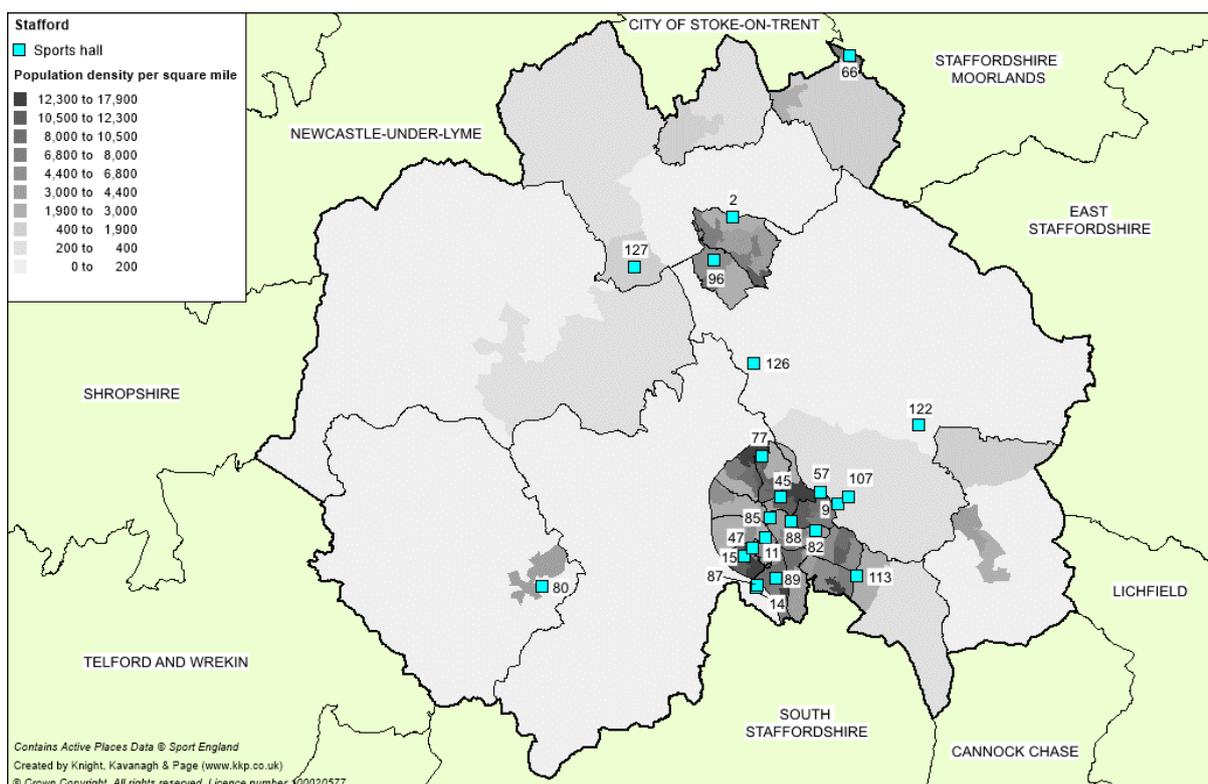
Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They also provide an option for more than one pitch/court increasing flexibility for both training and competition. This assessment considers all 3+ court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

### 5.1: Supply

#### Quantity

Sport England's Active Places identifies 30 different sports halls on 22 different sites. They are mainly located in the more densely populated areas of the Borough.

Figure 5.1: All identified sports halls in Stafford (Active Places data) – all sizes



## STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 5.1: All sports halls in Stafford (Active Places data)

ID	Site	Cts	ID	Site	Cts
2	Alleyes Sports Centre	4	77	Sir Graham Balfour High School	4
9	Beacon Sport and Fitness	4	80	St Lawrence CE Primary Academy	2
11	Blessed William Howard Catholic High School (CHS)	1	82	St Leonards Works (Sport & Social Club)	0
11	Blessed William Howard CHS	1	85	Stafford College	3
11	Blessed William Howard CHS	4	87	Stafford Grammar School	4
14	Burton Manor Sports Association	1	88	Stafford Leisure Centre	4
14	Burton Manor Sports Association	0	89	Stafford Manor High School	5
15	Castlechurch Primary School	1	89	Stafford Manor High School	1
45	John Wheeldon Primary Academy	0	96	Stone & District Table Tennis Club	0
45	John Wheeldon Primary Academy	0	107	The Weston Road Academy	4
47	King Edward VI High School	4	107	The Weston Road Academy	1
47	King Edward VI High School	1	113	Walton High School	1
57	MOD Stafford	4	122	Weston Village Hall	1
66	Portland School/Specialist College	1	126	Yarlet School	1
66	Portland School/Specialist College	2	127	Yarnfield Park Sports Centre	3

When collated by size, there are four sites with five halls with no marked badminton courts. None of these are located on a site with a main sports hall with 3+ badminton courts.

Table 5.2: Sports halls with no or one marked court

Map ID	Site name	Courts
14	Burton Manor Sports Association	0
45	John Wheeldon Primary Academy	0
45	John Wheeldon Primary Academy	0
82	St Leonards Works (Sport & Social Club)	0
96	Stone and District Table Tennis Club	0
11	Blessed William Howard Catholic High School	1
11	Blessed William Howard Catholic High School	1
14	Burton Manor Sports Association	1
15	Castlechurch Primary School	1
47	King Edward VI High School	1
66	Portland School & Specialist College	1
89	Stafford Manor High School	1
107	The Weston Road Academy	1
113	Walton High School	1
122	Weston Village Hall	1
126	Yarlet School	

Blessed William Howard Catholic, King Edward VI and Stafford Manor high schools along with The Weston Road Academy all have an ancillary hall as well as a sports hall with 3+ badminton courts. The remaining facilities in Table 5.4 do not have another larger hall.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 5.3: sports halls with two badminton courts

ID	Site name	Courts
66	Portland School & Specialist College	2
80	St Lawrence C.E Primary Academy	2

As well as a two-court hall, Portland School & Specialist College also has a smaller hall (at the same venue). St Lawrence C.E. Primary Academy, however, just has the 2-court hall. All halls identified in Tables 5.2 and 5.3 are removed from the remaining assessment (to reflect Sport England guidance). This needs assessment, thus, takes account of sports halls with 3+ courts. Referencing this, there are 12 sports halls located on 12 sites with 3+ courts. There comprises one 5-court hall, nine 4-court halls, and two 3-court halls.

Figure 5.2: Map of main sports halls with 3+ courts

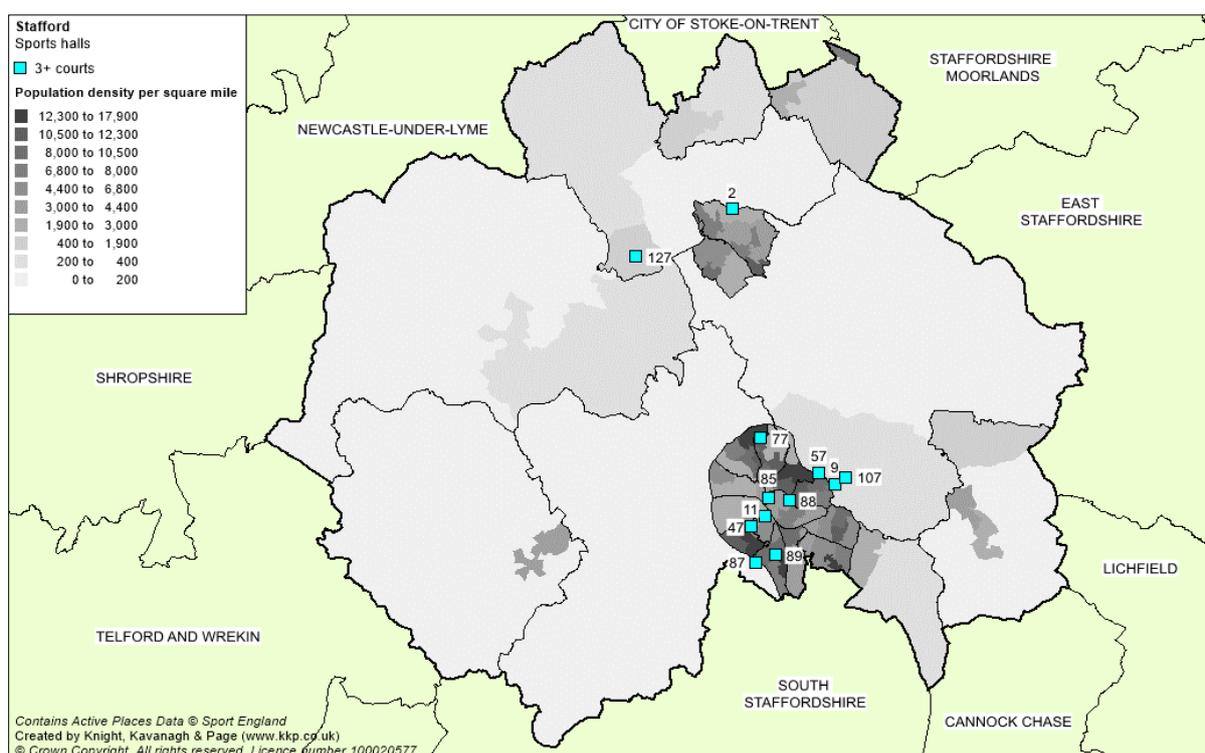


Table 5.4: Sports halls in Stafford with 3+ courts

ID	Site	Cts	ID	Site	Cts
2	Alleyes Sports Centre	4	85	Stafford College	3
9	Beacon Sport and Fitness	4	87	Stafford Grammar School	4
11	Blessed William Howard CHS	4	88	Stafford Leisure Centre	4
47	King Edward VI High School	4	89	Stafford Manor High School	5
57	MOD Stafford	4	107	The Weston Road Academy	4
77	Sir Graham Balfour High School	4	127	Yarnfield Park Sports Centre	3

The majority of sports halls are located in areas of higher population density apart from Yarnfield Park Sports Centre (Map ID 127). This is located to the west of Stone.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## Quality of facilities

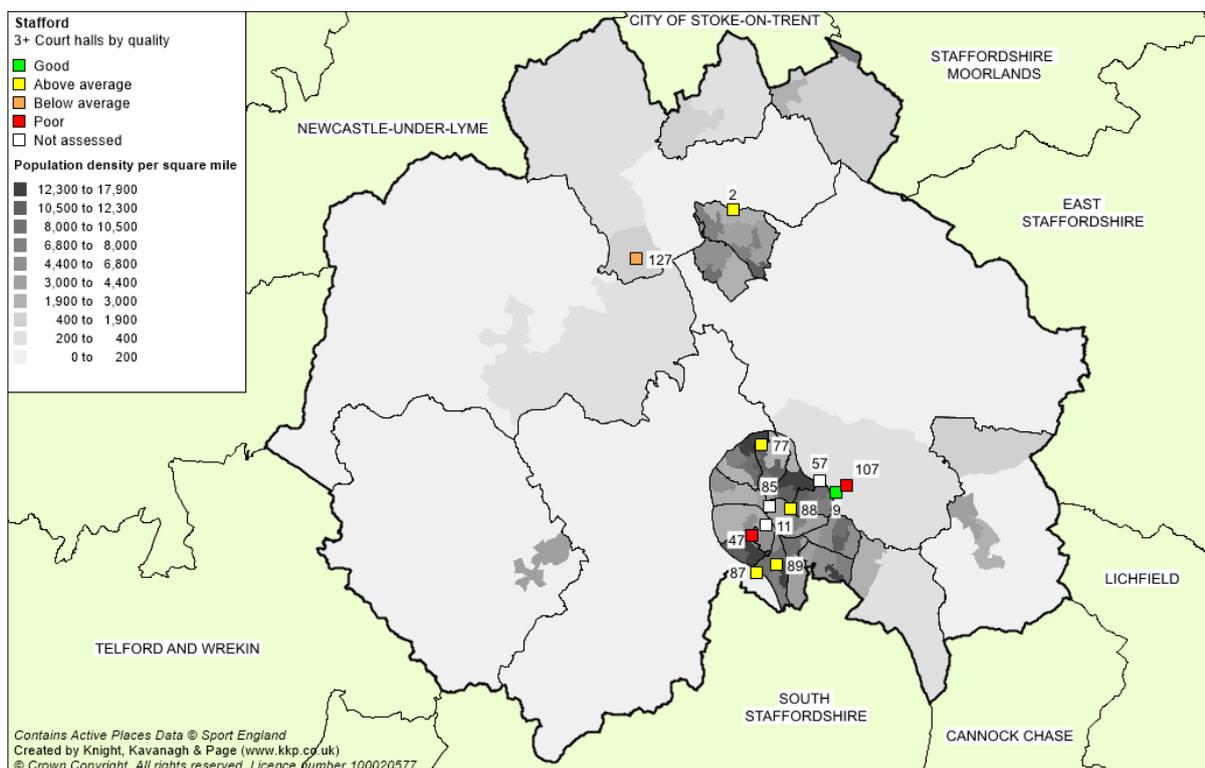
Nine of the sites with 3+ court halls were subjected to a non-technical assessment.

Table 5.5: Quality of sports halls with 3+ courts

Map ID	Site	Courts	Condition
2	Alleyes Sports Centre	4	Above average
9	Beacon Sport and Fitness	4	Good
11	Blessed William Howard Catholic High School	4	Not assessed
47	King Edward VI High School	4	Poor
57	MOD Stafford	4	Not assessed
77	Sir Graham Balfour High School	4	Above average
85	Stafford College	3	Not assessed
87	Stafford Grammar School	4	Above average
88	Stafford Leisure Centre	4	Above average
89	Stafford Manor High School	5	Above average
107	The Weston Road Academy	4	Poor
127	Yarnfield Park Sports Centre	3	Below average

Three sites (Blessed William Howard CHS, MoD Stafford and Stafford College) were not assessed as access was denied. All three are reported to offer no community use and are used privately, only.

Figure 5.3: Quality of sports halls with 3+ courts on population density



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Of the sports halls which were assessed, two are rated poor and in need of refurbishment/ replacement. The floor at Weston Road Academy is reported to need refurbishment, and the non-technical assessment found poor lighting and worn line markings at King Edward VI High School.

### **Age of facilities**

As might be expected there is a clear correlation between the facility quality and age (since opening or the date of any major refurbishment). The oldest sports hall is King Edward VI High School which opened in 1965. The audit found it to be in poor condition despite reported refurbishment 14 years ago. The newest sports hall in the area is at Stafford Leisure Centre (opened in 2008). Table 5.6 below offers further detail with regard to the age and refurbishment dates of different facilities.

*Table 5.6: Condition, age and refurbishment detail of sports halls in Stafford*

Site name	Condition	Year opened (Refurbished)	Age years (since built / refurbishment)
Alleyes Sports Centre	Above average	1970 (2006)	48 (12)
Beacon Sport and Fitness	Good	2000 (2017)	18 (1)
Blessed William Howard Catholic High School	Not assessed	1978 (2012)	40 (6)
King Edward VI High School	Poor	1965 (2004)	53 (14)
MOD Stafford	Not assessed	1995	23
Sir Graham Balfour High School	Above average	2001	17
Stafford College	Not assessed	2004	14
Stafford Grammar School	Above average	1999 (2004)	19 (14)
Stafford Leisure Centre	Above average	2008	10
Stafford Manor High School	Above average	1985 (2005)	33 (13)
The Weston Road Academy	Poor	1979	39
Yarnfield Park Sports Centre	Below average	2001	17

### **Accessibility**

Sports hall accessibility is influenced by how far people are willing and able to travel. Appropriate walk and drive-time catchments are applied to facilities to determine accessibility of facilities to different communities. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

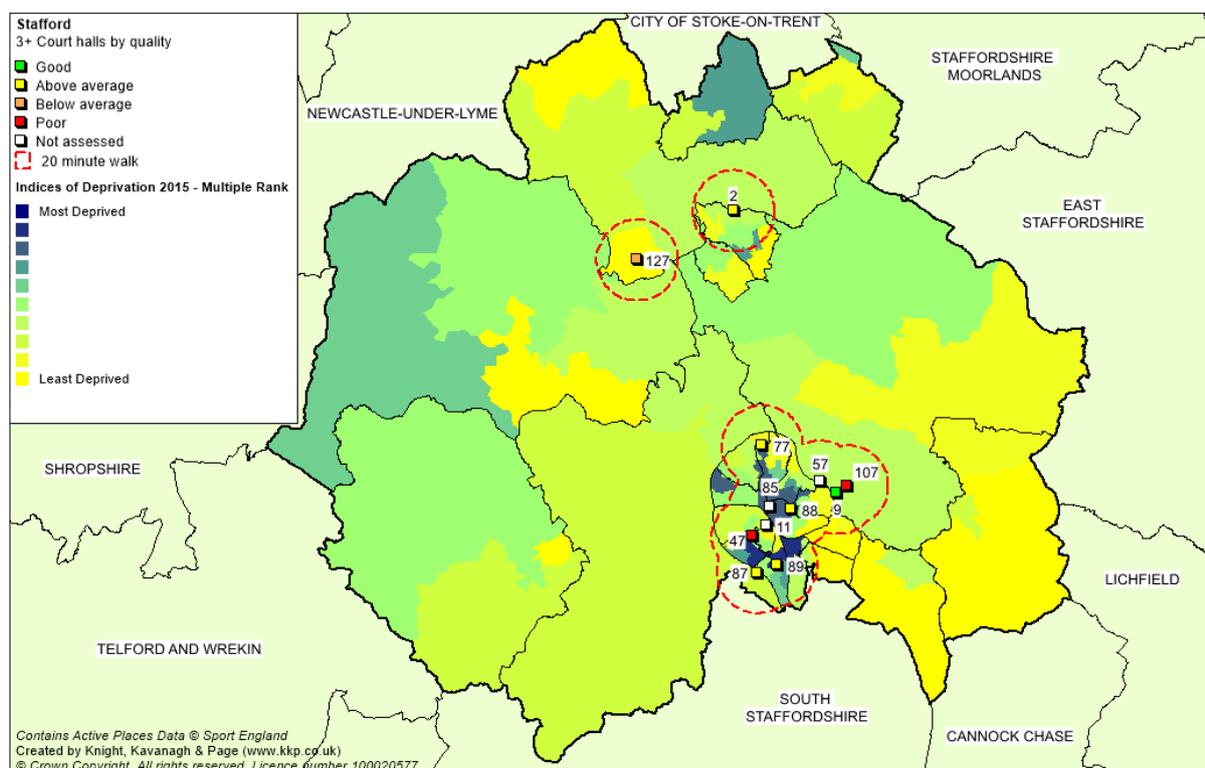
Figure 5.4 and Table 5.7 also indicate that almost half (49.5%) of the population lives within 20 minutes' walk of a 3+ court sports hall. This leaves 50.5% (66,028) people that reside more than 20 minutes' walk away and are more likely to be reliant on public transport, a car or bicycle to access facilities.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 5.7: Sports halls with 3+ courts with 1 mile walk time catchments IMD

IMD 2015 10% bands	Stafford		All 3+ Court halls 1 mile catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	7,129	5.5%	7,129	5.5%	0	0.0%
20.1 - 30	7,853	6.0%	6,606	5.1%	1,247	1.0%
30.1 - 40	7,810	6.0%	5,615	4.3%	2,195	1.7%
40.1 - 50	6,359	4.9%	3,217	2.5%	3,142	2.4%
50.1 - 60	19,856	15.2%	10,191	7.8%	9,665	7.4%
60.1 - 70	17,666	13.5%	11,484	8.8%	6,182	4.7%
70.1 - 80	16,965	13.0%	3,173	2.4%	13,792	10.6%
80.1 - 90	19,879	15.2%	11,710	9.0%	8,169	6.2%
90.1 - 100	27,189	20.8%	5,553	4.2%	21,636	16.6%
<b>Total</b>	<b>130,706</b>	<b>100.0%</b>	<b>64,678</b>	<b>49.5%</b>	<b>66,028</b>	<b>50.5%</b>

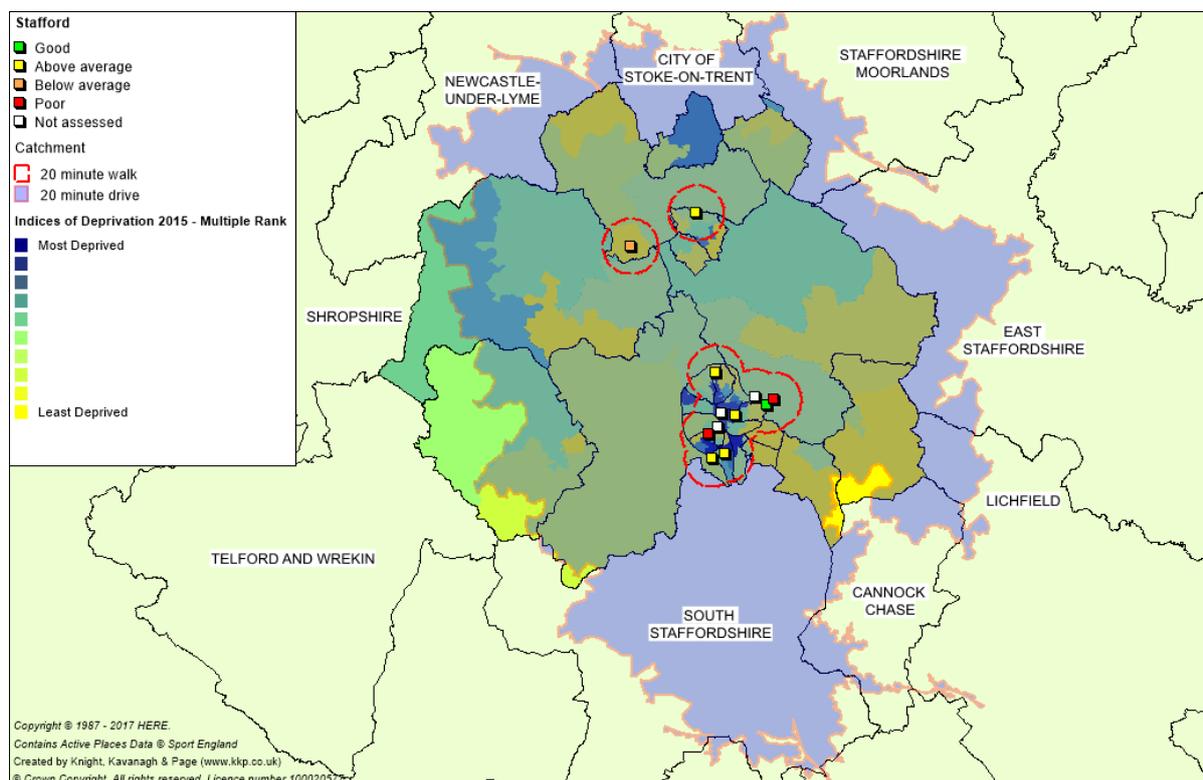
Figure 5.4: Sports halls with 3+ courts on IMD with 20 minutes' walk



Almost all (97%) of Stafford's population is within 20 minutes' drive of a 3+ court sports hall with only the population in the rural west of the borough outside this. Due to the location of the three sports halls which do not offer community access (i.e. within the town of Stafford), accessibility (drive time and walk time) remain the same, when mapped against community available facilities only. (Further detail is available in Appendix 2).

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Figure 5.5: Sports halls with 3+ courts on IMD with 20 minutes' drive time



## Availability

Sports hall availability differs based upon facility ownership/management. As noted above, three of the 12 sports halls in Stafford borough are not available to the community. The level of accessibility is very similar to that noted above for all sports halls.

Table 5.8: sports halls 3+ courts by condition on IMD with 1 mile walk time

IMD 2015 10% bands	Stafford		3+ Court halls (excluding private) 1 mile catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	7,129	5.5%	7,129	5.5%	0	0.0%
20.1 - 30	7,853	6.0%	6,569	5.0%	1,284	1.0%
30.1 - 40	7,810	6.0%	5,615	4.3%	2,195	1.7%
40.1 - 50	6,359	4.9%	3,217	2.5%	3,142	2.4%
50.1 - 60	19,856	15.2%	9,774	7.5%	10,082	7.7%
60.1 - 70	17,666	13.5%	11,358	8.7%	6,308	4.8%
70.1 - 80	16,965	13.0%	3,173	2.4%	13,792	10.6%
80.1 - 90	19,879	15.2%	11,689	8.9%	8,190	6.3%
90.1 - 100	27,189	20.8%	5,553	4.2%	21,636	16.6%
<b>Total</b>	<b>130,706</b>	<b>100.0%</b>	<b>64,077</b>	<b>49.0%</b>	<b>66,629</b>	<b>51.0%</b>

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Figure 5.5 and Table 5.8 indicate that almost half (49.0%) of the population lives within 20 minutes' walk of a 3+ court sports hall. Further, the percentage of people living in areas of higher deprivation also remains very similar. (10.5% out of 11.0% of people who live in areas of higher deprivation (national average is c.30%) live within one mile of a sports hall).

### **Ownership and management**

Community availability is governed by a range of factors including facility ownership and management arrangements as well as pricing and opening times.

Table 5.9: Ownership and management of sports hall facilities

Site	Ownership	Management
Alleynes Sports Centre	School	Trust
Beacon Sport and Fitness	Commercial	Commercial
Blessed William Howard Catholic High School	School	N/A Private use
King Edward VI High School	School	In house
MOD Stafford	MOD	N/A Private use
Sir Graham Balfour High School	School	PFI contractor
Stafford College	College	N/A Private use
Stafford Grammar School	School	In house
Stafford Leisure Centre	Local authority	Trust
Stafford Manor High School	School	In house
The Weston Road Academy	Academy	In house
Yarnfield Park Sports Centre	Commercial	Commercial

Only one sports hall (Stafford Leisure Centre) is located in/at a venue owned by SBC, restricting Council influence on sports hall programming and pricing. Eight (66%) are located on education sites and are, thus, not generally available during the day. The MoD sports hall is not available while Beacon Sports & Fitness and Yarnfield Park are commercially owned.

The majority offer block booking access only. They do, however, accommodate a wide variety of activity from badminton and football to indoor cricket and trampolining. All, bar two allow indoor football to take place, which has the potential of displacing indoor only sports.

Table 5.10: Community use of sports halls in Stafford

Community use hours	Site name	Total courts	Main sports played
<b>None</b>	MOD Stafford	4	<i>Private use only</i>
	Blessed William Howard CHS	4	<i>Private use only</i>
	Stafford College	3	<i>Private use only</i>
<b>1-30</b>	King Edward VI High School	4	County netball, football, Taekwondo <i>Block bookings only</i>
	Stafford Grammar School	4	Netball, archery, indoor cricket, badminton <i>Block bookings only</i>

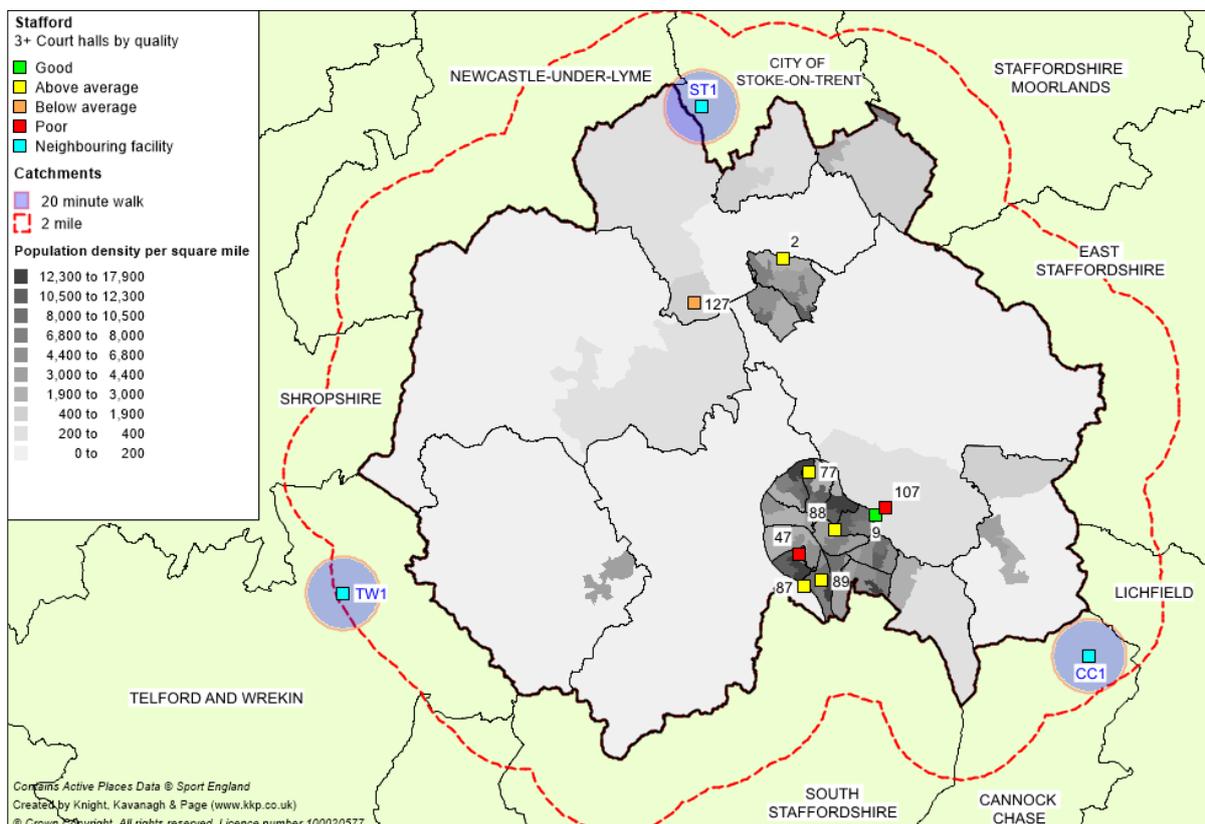
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Community use hours	Site name	Total courts	Main sports played
	The Weston Road Academy	4	Badminton, football <i>Block bookings only</i>
30-40	Stafford Manor High School	5	Netball, badminton, disability football, football, rugby <i>Block bookings only</i>
40+	Beacon Sports & Fitness	4	Football, dodgeball, volleyball and basketball <i>Pay &amp; play and block bookings</i>
	Yarnfield Park Sports Centre	4	Predominately conference use <i>Block bookings only</i>
	Sir Graham Balfour High School	4	Football, badminton <i>Block bookings only</i>
	Alleynes Sports Centre	4	Multi sports club, gymnastics, trampolining <i>Pay &amp; play and block bookings</i>
	Stafford Leisure Centre	4	Badminton, football, basketball <i>Pay &amp; play and block bookings</i>

## Neighbouring facilities

Accessibility is influenced by facilities located outside Stafford. Three sports halls are located within two miles (indicative of how far people may travel) of the Borough

Figure 5.8: Sports halls with 3+ courts located within two miles of Stafford BC boundary



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All three offer pay and play availability and may be being accessed by Stafford residents; especially those living in the more rural areas close to each of the facilities. One is located in Stoke-on-Trent (4-court hall), one in Cannock Chase (4-court hall) and one in Telford and Wrekin (3-court hall).

Table 5.11: Sports halls located within two miles of the Stafford's boundary

Map ID	Site	Badminton courts	Access policy
CC1	Rugeley Leisure Centre	4	Pay and play
ST1	Trentham Community Sports Centre	4	Pay and play
TW1	Harper Adams University College	3	Pay and play

### Future development

The new build of the swimming pool at Westbridge Park will lead to the closure of the pool at Alleynes School. It is expected that following the decommissioning of the pool, the pool hall is being converted to a multipurpose dry hall which is likely to be used as a dining hall, assembly area and for dance classes during curriculum time.

In January 2016 SBC and Walton High School Stafford (WHS) commissioned a feasibility study on development of sports facilities at WHS (located south east of Stafford). Proposed facilities include an artificial grass pitch (AGP), indoor sports hall and a 25m swimming pool.

Two different site options were outlined (mainly to take account of different site layouts). The Project Steering Group (PSG) prefers 'Option 9. Capital cost for this option, based on Sport England data for "affordable" facilities (as per 2nd quarter 2016; these include fees but exclude VAT, land acquisition, major external works and inflation beyond mid-2016) are:

- ✦ 6 Court Sports Hall - £2.43 million base prices.
- ✦ 4 Court Sports Hall - £2.22 million base price.
- ✦ Sand-based AGP - £720,000.
- ✦ 3G AGP - £885,000.
- ✦ Swimming pool – 25m x 6 lanes £4.97 million base price
- ✦ Swimming pool – 25m x 4 lanes £3.74 million base

No decision appears to have been taken with regard to the final scale of the venue. It is understood from the feasibility study that there is demand for the larger specification, but the final build will depend upon available investment. Costs (based upon Sport England figures could, thus vary from £ 6.6 million to c.£8.3 million.

In 2017 the Walton PSG discussed the pros and cons of the two design options in the light of the changing developments in and around Stafford particularly in respect of the planned re-opening of the sports facilities at Beaconside Campus. There is also a County Council sponsored proposal to develop a minimum 3-court hall at the planned Beaconside School (i.e. what the new school should provide). The Local Planning Authority would prefer for this to be at least a 4 court hall (and potentially a 6 court hall) via s106 agreement, although planning permission has not yet been granted. At the point of report preparation, no decision had been taken to do further work on either. Any proposed development should be taken in the light of the findings of this Needs Assessment.

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## 5.2: Facilities Planning Model (FPM)

FPM provides an overview of the current and future level of provision of sports halls in Stafford. It uses data from National Run Report 2018. Its findings are that there is/are:

- ◀ 15 sports halls in the area across 11 sites giving a total supply of 53.8 courts.
- ◀ 37.7 courts are available publicly when availability/accessibility are taken into account.
- ◀ Supply of 4 courts per 10,000 people.

The FPM includes a 3-court sports hall at Yarlet School. However the KKP audit found this to be a one court hall. In addition, the FPM includes Blessed William Howard CHS, which the KKP assessment found not to be available to the general public. This is factored into the supply and demand section below.

### Summary of sports hall supply

#### Quantity

- ◀ There are 30 sports halls across 22 sites.
- ◀ 12 sports halls have 3+ badminton courts.
- ◀ Stafford Manor High School has the largest hall with 5 courts.
- ◀ There is no 6-court (or larger) sports hall in Stafford.

#### Quality

- ◀ There is one good quality sports hall, five are above average, one is below average and two are considered to be in poor condition.

#### Accessibility

- ◀ Half (49%) of Stafford's population lives within one mile of a sports hall.
- ◀ 97% of Stafford's population reside within 20 minutes' drive of a sports hall.

#### Availability

- ◀ Three sports halls are not available to the community
- ◀ Stafford Leisure Centre and Beacons Sport and Fitness Centre are available during the day.

#### Other

- ◀ Walton High School has the aspiration to build a 6-court sports hall
- ◀ A new school is proposed at Beaconside. Staffordshire County Council suggests that a 3-court hall is required at this venue to serve educational requirements. Discussions are ongoing but will need to be predicated on the findings of this Needs Assessment.

## 5.3: Demand

The FPM identifies car ownership in Stafford to be high; only 16.4% of the population has no access to a car (the national average is 24.9%). This is important as it affects the potential to increase the opportunity for residents to access sports halls.

Table 5.12: Demand findings from the FPM

Element	FPM (2018)	England average
Satisfied demand (%)	92.7%	91.3%
Satisfied demand retained within Stafford	80.8%	100%
Levels of unmet demand*	7.3%	8.7%

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% of unmet demand due to residents living outside hall catchment	94.9%	78.6%
Used capacity	61.9%	67%
Imported use (% of used capacity)	4.9%	0.1%

\**unmet demand is locational and based on demand from outside the walk catchment of a sports hall.*

According to the FPM, satisfied demand (the proportion of total demand met by the capacity at the sports halls from residents who live within the driving, walking, or public transport catchment areas) stands at 92.7% of the total borough demand. The majority (84.9%) of satisfied demand is met by people who travel to the sports halls by car, 9.2% travel to halls on foot and 5.9% use public transport.

The high level of car access explains why a high proportion of demand is satisfied as residents who have access to a car are able to travel to sports halls which fall within the 20-minute drive catchment time. The majority (81%) of satisfied demand from residents within the Stafford area is met by sports halls within Stafford. This is known as *demand retained*. A proportion of satisfied demand is normally exported where facilities in other local authority areas are more accessible; this is known as *demand exported*. This is a smaller proportion (19.2%) of the satisfied demand.

Demand for sports halls which cannot be met because there is too much demand for any particular hall within its catchment area or demand is located outside the catchment area of any hall is classified as *unmet demand*. In Stafford this equates to 7.3% of the total demand; approximately 2.8 courts (including a comfort factor). Of this, 5.1% is due to lack of capacity and 94.9% is due to residents living outside the catchment area for any sports hall. Of these residents, 80.1% do not have access to a car and thus rely either on public transport or being able to walk or bike to a facility.

The used capacity estimates throughput at sports halls and gives an indication of how well used/how full the facilities are and where the users are likely to come from. The Model includes a comfort factor of 80% capacity beyond which the hall is busy to an uncomfortable level and therefore deemed to be full.

The total number of visits to sports halls equates to 61.9% of total capacity. 95% of these visits are by residents and 4.9% are imported from residents of neighbouring authorities:

- ◀ Stafford Leisure Centre is currently operating at 100% capacity
- ◀ Sir Graham Balfour at 82%
- ◀ Alleyne's Sports Centre at 81%
- ◀ Beacon Sports & Fitness at 79%.
  
- ◀ Yarnfield Park operates at low capacity levels (30%).

This could be due to its location and the business's primary use as a conference centre. In addition, other sports halls operating at low levels are

- ◀ The Weston Road Academy (39%)
- ◀ King Edward VI High School (45%)
- ◀ Stafford Grammar (49%)

These sites all have capacity to accommodate more demand.

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## **NGB consultation**

### *Badminton England*

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

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

Consultation with BE reports that Stafford is not a priority area but it is working closely with an identified priority club to further develop provision. Within the wider picture, the majority of clubs within Staffordshire are not affiliated to BE. BE reports there being sufficient facilities offering badminton access within Stafford to deal with current demand.

BE also indicates there are no other recreational opportunities, such as No Strings Badminton, within Stafford. There are three affiliated clubs operating in Stafford:

- ◀ Staffordshire Schools Badminton Association (junior club)
- ◀ Stafford Racqueteers Badminton Club (senior club)
- ◀ Active Lives Badminton Club – Stafford. It offers junior, senior, Racket Pack and casual play and Play opportunities.

Active Lives Badminton Club is a BE identified priority club. The NGB is supporting its development and will be investing in it in the near future. As well as offering a community exit route for juniors, the Club also delivers badminton sessions within local primary schools and is looking to expand to other areas both within Stafford and beyond the Authority border.

BE identifies that Staffordshire has a significant number of unaffiliated badminton clubs. This presents an opportunity to grow membership and increase badminton participation building on current levels.

*Weston Village Hall Ladies Badminton* is a social club with approximately 15 senior members. It hires courts at Weston Village Hall and plays in the afternoon. The Club reports its membership has increased in the last three years. It is not able to expand without accessing additional courts or an increasing the length of hire duration. The Club indicates that its current facilities are well maintained and repainted regularly.

*Table 5.13: Sport England Market segmentation*

Badminton
◀ 2.3% (2,288) of people currently play badminton and a further 1.9% (1,930) indicate that they would like to, giving an overall total of 4.2% (4,219).
◀ 4.5% of Ben's play badminton, the largest proportion closely followed by Tim at 4.0%.
◀ Groups with the largest proportion playing badminton are Tim (18.6%) and Philip (14.2%).
◀ Groups with the most people who would like to play are Tim (13.9%) and Philip (12.6%).
◀ The main group to target, for additional players due to size and interest is, therefore Tim.

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<p><b>Tim</b></p> <p>Settling Down Males</p> <p>Also known as Simon, Jonathan, Jeremy, Adrian, Marcus</p>	<p>Sporty male professionals, buying a house and settling down with partner.</p> <p><i>Professional, may have children, married or single.</i></p> <p><i>Aged 26-45 years</i></p>	<p>Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.</p>	<p>Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).</p>
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Market segmentation suggests latent demand of 1,930 people (1.9%) that would like to play badminton in Stafford.

## **Basketball**

Basketball England (BBE) is the NGB for basketball. Its strategy; Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community.

To achieve this, a series of key objectives is identified:

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

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

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

Stafford Spartans Basketball Club, based at Beacon Sports and Fitness, is the only adult basketball club in the area. It was contacted for consultation but no response was received.

The West Midlands Youth Development League is also reported to host games at Beacon Sports and Fitness Centre. It caters for under 11s, under 13s, under 15 boys and girls, under 17s, under 19s men, development men and women.

## **Netball**

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

- ◀ Grow participation in the game by an average of 10,000 participants per annum.
- ◀ Deliver a 1st class member and participant experience.

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- ◀ Establish England as the number one team in the world by winning the World Netball Championships.
- ◀ Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

EN reports one affiliated adult league in the area. The Stafford Netball League utilises Blessed William Howard, Stafford Manor High and King Edward High. It runs two divisions with 19 teams in total (10 division 1 and nine in division 2). It has c 150 members, 110 of which are juniors. It reports decreases in junior membership over the last three years, whereas, senior membership has remained constant. This is primarily due to the loss of an under 16s team.

Stafford Netball Club (SNC) is the only CAPS (Club mark) accredited club in the area. It operates from a number of different sites and offers:

- ◀ Juniors and seniors netball coaching at Stafford Manor High School
- ◀ Training at Stafford College
- ◀ Back to Netball sessions at Beacon Sports & Fitness.

It comprises high fives netball for girls in school years 3-6 and teams at under 12s, under 14s (Sapphires and diamonds) under 16s (Sapphires and Diamonds) and three ladies teams (16+years). SNC competes in the Stoke-on-Trent League and the Stafford & District YLC Netball League. Juniors play in the junior development central venue league played at Stafford/Northwood (Stoke-on-Trent) and St Peters.

In order to expand, it requires more coaches and volunteers and is currently training additional coaches through the Stafford Coach Bursary Scheme. If It manages to expand it will also need additional court time. Walking Netball is also run in association with Freedom Leisure at Stafford Leisure Centre plus coaching courses at Weston Road Academy in conjunction with the Women's Institute at Beacon Sport & Fitness.

In September 2018, seven teams from around the county came together (from Newcastle under Lyme, Hednesford, Walsall, Lichfield, Burton upon Trent and Stafford) at Stafford Manor High School for Staffordshire's very first Walking Netball festival. There were varying levels of experience amongst entrants with some having played together for two years and others for as little as seven weeks.

### *Staffordshire Netball Academy*

The Satellite Academy is the first step on the England Pathway, for young netballers aged 11-14 years old. County netball associations manage and deliver these on behalf of EN, running up to 15 sessions per year. Qualified and experienced Level 2 coaches should deliver the training programmes set by EN. The emphasis in the satellite academy is for young netballers to learn how to train on her own, and to understand, experience and practice some of the different components required in a training programme.

County academies provide training for athletes aged 14-16 years. County netball associations manage and deliver the county academies on behalf of EN, delivering between 15-30 sessions per year. The next level of the Pathway is the regional academy. The academies train once or twice per month at the following venues:

- ◀ Under 16 county & satellite: Stafford Sports College
- ◀ Under 14 north satellite: Newcastle-Under-Lyme School

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- Under 14 south satellite: Stafford Sports College
- Under 12 satellite: Stafford Sports College

*Netball Now* is a pay and play match session where players turn up to play small sided games. No coaching takes place. Sessions are held at Stafford Manor High School.

Table 5.14: Sport England Market segmentation

Netball	
<ul style="list-style-type: none"> <li>0.4% (412) of people currently play netball and a further 0.4% (359) indicate that they would like to, giving an overall total of 0.8% (772).</li> <li>2.2% of Leanne's play netball, the largest proportion of any group playing, closely followed by the Chloe segment at 1.9%.</li> <li>Groups with the largest proportion who play netball are Chloe (23.8%) and Alison (18.0%).</li> <li>Groups with the most people who would like to play are Chloe (25.6%) and Alison (14.8%).</li> <li>The main group to target, for additional players due to size and interest is, therefore Chloe.</li> </ul>	

Chloe			
Fitness Class Friends  Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i> <i>Aged 18-25 years</i>	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.	Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).

Market segmentation suggests latent netball demand of 359 people (0.4%).

## Table Tennis

The Table Tennis England (TTE) Mission 2025 strategy will ensure that facility investment (£750k from Sport England) enables "A network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants". The key to delivering this are schools and young people. TTE recognises that getting schools and young people to embrace table tennis is paramount to its long-term growth. TTE aims to offer table tennis for young people in 500 additional community venues and get it played in 1,000 more schools than in 2015.

It has a plan to re-launch a new school-club link programme to provide a vital and sustainable partnership. A key target is that by 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.

### Stone Table Tennis League

The Stone Table Tennis League is affiliated with TTE and consists of 12 teams from eight clubs. Each team has 4-5 players on average. The League also operates U3A sessions which attract an additional 30-40 players. Its key sites are Walton Community Centre, Clayton Hall Academy (Newcastle-under-Lyme) and Stone Tennis Club. The League reports an increasing demand and a rise in participation. Consultation reports its main challenge to be the ageing demographic.

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## Stafford Table Tennis League

The Stafford Table Tennis League is made up of 20 teams from 16 clubs. *Stone Table Tennis Club is a key club with 10 registered players and two competitive teams in the League. The Club plays at TT HQ – Walton Community Centre.*

Table 5.15: Sport England Market segmentation

Table tennis	
<ul style="list-style-type: none"> <li>◀ 0.5% (491) of people currently play table tennis and a further 0.2% (220) indicate that they would like to, giving an overall total of 0.7% (712).</li> <li>◀ 0.7% of Ben's play table tennis, the largest proportion of any group playing, closely followed by the Philip segment at 0.7%.</li> <li>◀ Groups with the largest proportion playing are Tim (14.9%) and Philip (14.7%).</li> <li>◀ Groups with the most people who would like to play are Tim (14.5%) and Roger &amp; Joy (14.5%).</li> <li>◀ The main group to target, for additional players due to size and interest is, therefore Tim.</li> </ul>	

<p><b>Tim</b></p> <p>Settling Down Males</p> <p>Also known as Simon, Jonathan, Jeremy, Adrian, Marcus</p>	<p>Sporty male professionals, buying a house and settling down with partner.</p> <p><i>Professional, may have children, married or single.</i></p> <p><i>Aged 26-45 years</i></p>	<p>Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.</p>	<p>Tim is an active type that takes part in sport on a regular basis.</p> <p>Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).</p>
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Market segmentation suggests latent demand of 220 people (0.2%) for table tennis.

## Gymnastics

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

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

In addition, BG's facility development priorities (for the period 2017 - 2021) are to:

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

Participation in gymnastics is increasing rapidly. British Gymnastics membership reached 390,500 in 2017 and it has been increasing at about 12% per year from 2013 to 2017. The emphasis for 2017 – 2021 is using gymnastics as a foundation sport for 5 to 11-year olds.

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Across the country, BG reports extensive demand for more gymnastics opportunity and many clubs report large waiting lists.

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

There is limited provision of access to facilities within Stafford with all clubs having waiting lists, which restricts access to gymnastic activities (this affects both dedicated and non-dedicated facilities). Information in Table 5.18 has been provided by British Gymnastics.

Stafford Gymnastics Club is registered on the BG facility project list. It is looking for a larger building but was recently unsuccessful with a bank loan application.

Table 5.16: BG clubs and membership in Stafford Borough

Club name	Participants	Type of facility
Stafford Gymnastics Club	206	Dedicated facility
Style 90 Gym Club	176	Non-dedicated school
Back 2 Back Gymnastics Club	124	Dedicated facility
Stafford Sports and Performance Academy Gymnastics Club	156	Non-dedicated school
Stoke Elite Gymnastics Club	24	Non-dedicated school
Activate Camps (Fox's Den)	-	School holiday camp
Freedom Leisure Centre (Stafford Leisure Centre)	-	Leisure centre provision

Table 5.17: Sport England Market segmentation (latent demand)

Gymnastics and trampolining
<ul style="list-style-type: none"> <li>◆ 0.2% (207) of people currently take part in gymnastics and trampolining and a further 0.1% (144) indicate that they would like to, giving an overall total of 0.3% (352).</li> <li>◆ 0.6% of Chloe's take part in gymnastics and trampolining, the largest proportion of any group taking part, closely followed by the Leanne segment at 0.5%.</li> <li>◆ Groups with the largest proportion taking part are Chloe (15.9%) and Ben (10.1%).</li> <li>◆ Groups with the most people who would like to take part are Chloe (22.2%) and Leanne (9.0%).</li> <li>◆ The main group to target, for additional participants due to size and interest is, therefore Chloe.</li> </ul>

<b>Chloe</b>	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i> <i>Aged 18-25 years</i>	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.	Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
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## **Indoor Cricket**

Indoor cricket is most often played between two teams each consisting of six or eight players. It can be played in any suitably sized multi-purpose sports hall as a means of giving amateur and professional cricketers an option to play their sport during winter months. Many clubs also use indoor cricket nets (within sports halls) for winter batting and bowling training from January until mid-April.

The audit found Stafford Grammar School sports halls being used for winter cricket training.

## **Other sports**

*Ryu Shotokhan Karate* has c. 30 members, only a few of whom are over 18 years and c. 95% are male. Membership is reported to have increased in last three years. It has capacity to accommodate additional members, however, it may need more coaches to work with its lower ability groups. It affiliates to the England Karate Federation; it is a competitive club that competes nationally and internationally. It uses Yarnfield Park Sports Centre as its base and sessions are subject to change due to coach availability. Boot camps are also operated in school holidays.

It aspires to have a dedicated martial arts facility in the area. The main challenge it recently faces (when hiring facilities) is finding storage large enough to accommodate mats. In addition, it reports needing regular fundraising to support club members in competitions and contribute to costs for members who cannot afford competition entry fees, travel costs etc.

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

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

Football is popular in the area with the majority of sports halls (Table 5.10 above) reporting that it takes place in sports halls. Considering the National and County FA drive there is a need to consider developing futsal, in the area. It is likely that demand for Futsal will increase and consideration should be given to the installation of futsal markings should any new sports halls large enough to accommodate the sport be built.

*Active communities’ activities:*

*Active Sport:* Freedom leisure organises the following drop in sessions on a weekly basis:

- ◀ Athletics: 7-13 years olds
- ◀ Walking netball
- ◀ Gymnastics
- ◀ Basketball: 8-11 years, 12-15 years, 16-19 years
- ◀ Football coaching: 5-10 years olds
- ◀ Walking cricket (starting soon)

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- ◀ Disability trampolining
- ◀ Family badminton

*Active Young People* – is school holiday provision for children, young people and families. Activities include the junior summer fitness challenge, school activity programmes, learn to swim opportunities and youth programmes.

*Active Health-* programmes delivered in Freedom Leisure facilities include; GP Exercise on Referral, and the Healthy Communities Project.

## 5.4: Supply and demand analysis

In the context of demand for sports halls, Sport England's FPM report, based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Stafford residents, suggests a supply balance of 0.7 badminton courts.

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

KKP audit identified two discrepancies (Yarlet School has one court not four) and Blessed William Howard High School is not available (4 courts). This, in effect, reduces oversupply to a negative balance of -7.3 courts. It is reported that the sports hall at Alleynes High School will remain available for community use (even though the swimming pool will not) following the opening of Stone Leisure Centre in Spring 2019.

In addition, there will be at least a 3-court sports hall built as part of the new school. Beaconside plus, possibly, the aforementioned 6-court hall at Walton High School.

Table 5.18: FPM Supply demand balance

FPM supply / demand balance	Courts
Supply - hall provision scaled to take account of hours available for community use	37.7
Demand - hall provision taking into account a 'comfort' factor	37
FPM supply / demand balance	0.7
KKP audit – minus 4 courts at both Yarlet School & Blessed William Howard High School	-7.3

## 5.5: Sport England's Facilities Calculator (SFC)

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

It does not take account of:

- ◀ Facility location compared to demand.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography
- ◀ Facility capacity/availability: opening hours
- ◀ Attractiveness of facilities.

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	Population 2016	Population estimate 2040
<b>ONS population projections</b>	133,664	140,595
<b>Population increase</b>	-	6,931
<b>Facilities to meet additional demand</b>	-	1.92 courts (0.48 halls)
<b>Cost</b>	-	£1,123,437

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a recommendation for an additional 1.92 (badminton) courts, up to 2040, (at an estimated capital cost of £1,123,437). It is highly likely that the increased demand identified by the SFC will be able to be accommodated by the proposed new facilities at Beaconside and/or Walton High School developments.

Both the FPM and the KKP audit identify a current undersupply at peak times, there is, however, a number of sports halls in the area which have unused capacity and could be accessible for longer hours and at weekends. The estimated increase in demand from population growth should, thus, be accommodated by the current sports hall stock. There is, however, a need to invest in maintenance and improvements to those sports halls which are in below average or poor condition.

### 5.6: Summary of key facts and issues

Facility type	Sports halls	
<b>Elements</b>	<b>Assessment findings</b>	<b>Specific facility needs</b>
<b>Quantity</b>	<ul style="list-style-type: none"> <li>30 sports halls across 22 sites.</li> <li>12 sports halls with 3+ badminton courts.</li> </ul>	The net number of badminton courts available to the community is likely to increase in the future.
<b>Quality</b>	<ul style="list-style-type: none"> <li>One good quality sports hall, five above average, one below average and two poor.</li> </ul>	Both the two sports halls identified as poor are in need of investment to improve their quality.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>Almost half (49%) of Stafford residents reside within one mile of a sports hall. 97% reside within 20 minutes' drive of a sports hall.</li> </ul>	Some residents in the west of the Borough are not within 20 minutes' drive of a community available sports hall in Stafford. They may have to travel to Telford and Wrekin to access facilities.
<b>Availability (Management &amp; usage)</b>	<ul style="list-style-type: none"> <li>Three halls are not available to the community. Two have 4 court halls and one (Stafford College) has a 3-court hall.</li> <li>The alteration to the management and sporting offer at Alleynes needs to be monitored when Stone Leisure Centre opens.</li> </ul>	<p>A number of sports halls could be available for increased hours should the demand/need arise.</p> <p>There appears to be spare capacity at a number of school sites which will be able to accommodate any increase in demand for specific sports.</p> <p>The Borough does not have a 6-court facility available, which limits the development of some sports.</p> <p>There does not appear to be specific areas of high demand for indoor sports halls.</p>

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<b>Summary</b>	<ul style="list-style-type: none"><li>▶ Allevynes Sports Centre sports hall will remain available to the public, although there is currently no binding community use agreement in place.</li><li>▶ Walton High School has aspirations to develop a 6-court hall.</li><li>▶ The new school being built at Beaconside (2019-20) will have a sports hall – size to be determined but a minimum of a 3-court hall is expected.</li><li>▶ The projected increase in population (as identified in Sport England's SFC) is likely to be catered for within the proposed developments identified above.</li><li>▶ Consideration should be given to participation trends in sport and physical activity in more non-traditional sports. New facilities could, for example, ensure that sport such as Futsal (given the national/county drive to develop the game) could be marked out. It is acknowledged that a 6-court sports hall or larger is required for futsal).</li><li>▶ New provision should cater for the residents in the west of the authority who are currently not provided for within the 20 minutes' drive time of a sports hall. Although the demand is relatively small due to the rural nature of the authority. Consider joint working with neighbouring authorities.</li></ul>
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## SECTION 6: SWIMMING POOLS

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

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

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

### 6.1: Supply

This assessment is mostly concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools less than 160m<sup>2</sup> (e.g. 20m x 4 lanes) water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation.

#### Quantity

There are eight swimming pools in Stafford, one (Yarlet School) is a lido, three are main/general pools, and four are learner/teacher pools.

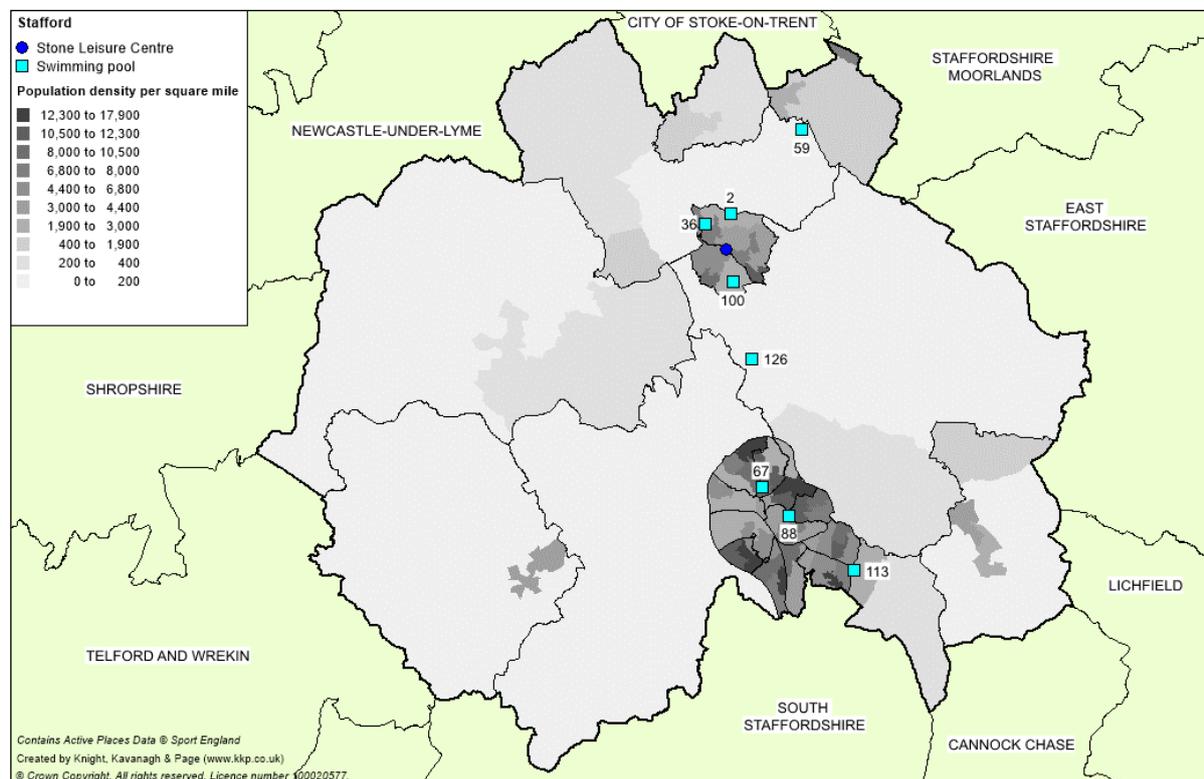
Table 6.1: All swimming pools in Stafford

Map Id	Site	Facility Type	Lanes	Length (m)
2	Alleyne's Sports Centre	Main/General	6	25
36	Gust Swim School - Centre of Excellence	Learner/Teaching/Training		12
59	Moddershall Oaks Health Spa	Learner/Teaching/Training		10
88	Stafford Leisure Centre	Main/General	8	25
88	Stafford Leisure Centre	Learner/Teaching/Training		12.5
100	Stone House Hotel	Learner/Teaching/Training		12
113	Walton High School	Main/General	4	17
126	Yarlet School	Lido		25

It is proposed that the swimming pool at Alleyne's Sports Centre will close once the new swimming pool and fitness centre is built in the centre of Stone. The new facility is due to open in Spring 2019 and is considered to be a like for like replacement (6 lanes x 25m).

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Figure 6.1: All swimming pools (including the new Stone Leisure Centre)



## Quality

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

Table 6.2: Quality of main swimming pools

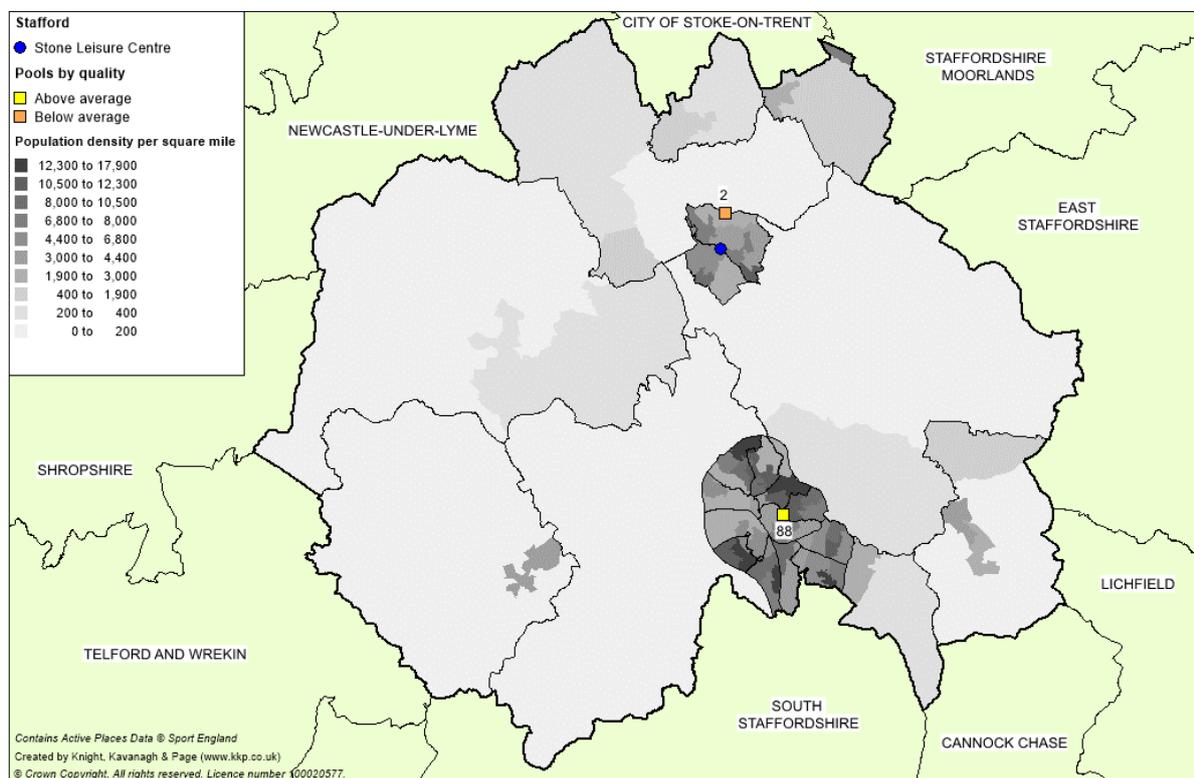
Map Id	Site	Lanes	Length (m)	Condition
2	Alleyne's Sports Centre	6	25	Below average
88	Stafford Leisure Centre	8	25	Above average

There are two main swimming pools in Stafford which are 20m x 4 lanes or larger and can offer a full swim programme; Alleyne's Sports Centre and Stafford Leisure Centre. The pool at Stafford Leisure Centre is the larger of the two with 8 lanes; it is assessed as being in above average condition.

Although Alleyne's was found to be in need of re-lining, it is unlikely that this will occur in the short term due to its imminent closure (Spring 2019). Consultation indicates that it will be used as a multi-purpose space for other school purposes such as exams and dance activities. The low ceiling height will not allow for ball games and activities which require a high ceiling.

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Figure 6.2: Quality of all main swimming pools on pop density



## Accessibility

Swimming pool walk and drive-time catchments are applied to determine accessibility to communities. The normal acceptable standard is a 20-minute walk time (1-mile radial catchment) for an urban area. This enables analysis of coverage adequacy and helps to identify areas currently not serviced by existing provision.

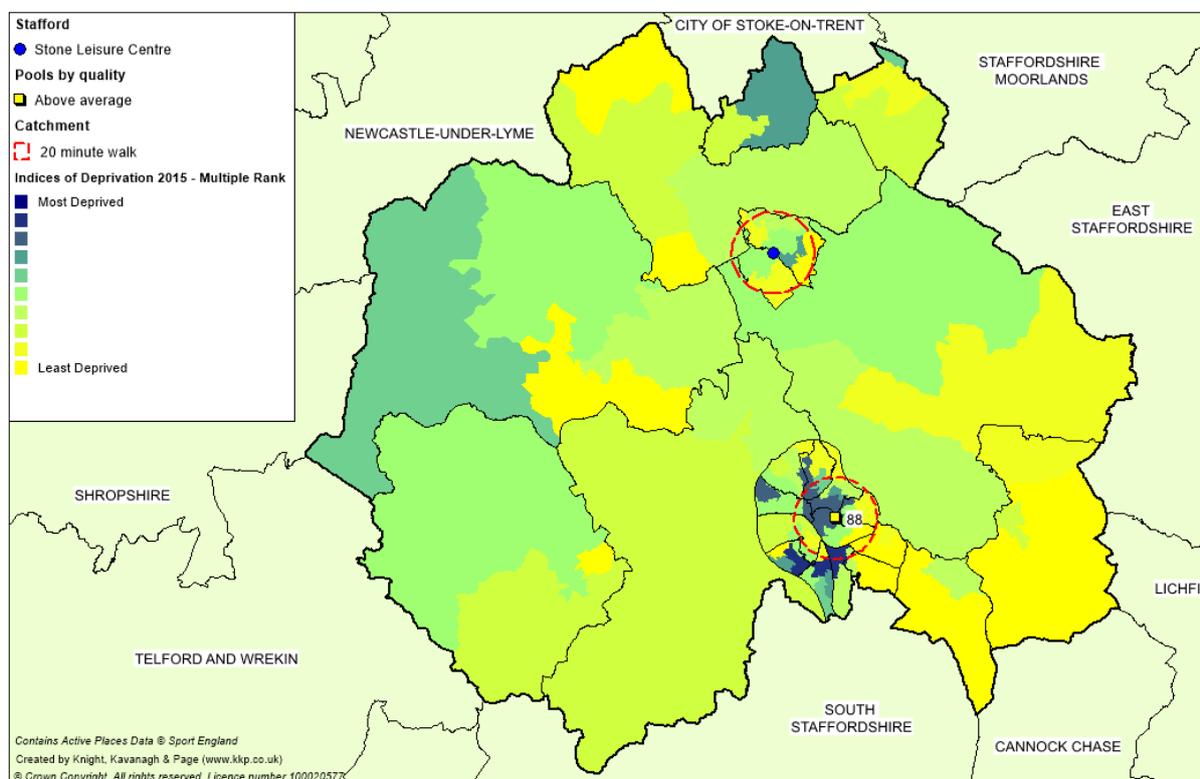
Table 6.3: Pay and play only pools quality on IMD 1 mile catchment

IMD 2015 10% bands	Stafford		Pools (exclude Alleynes include SLC) 1 mile catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	7,129	5.5%	1,315	1.0%	5,814	4.4%
20.1 - 30	7,853	6.0%	4,597	3.5%	3,256	2.5%
30.1 - 40	7,810	6.0%	3,299	2.5%	4,511	3.5%
40.1 - 50	6,359	4.9%	933	0.7%	5,426	4.2%
50.1 - 60	19,856	15.2%	8,841	6.8%	11,015	8.4%
60.1 - 70	17,666	13.5%	4,497	3.4%	13,169	10.1%
70.1 - 80	16,965	13.0%	321	0.2%	16,644	12.7%
80.1 - 90	19,879	15.2%	8,453	6.5%	11,426	8.7%
90.1 - 100	27,189	20.8%	3,486	2.7%	23,703	18.1%
<b>Total</b>	<b>130,706</b>	<b>100.0%</b>	<b>35,742</b>	<b>27.3%</b>	<b>94,964</b>	<b>72.7%</b>

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Comparison between the two swimming pools at Alleynes and Stone leisure centres indicate very similar levels of accessibility for both. Consequently, for the purposes of this report, accessibility is considered from the new Stone Leisure Centre. Figure 6.3 and Table 6.3 identify that 27.3% of the population reside within one mile of a main swimming pool.

Figure 6.3: main swimming pools on IMD with 1 mile catchment



Within the Borough of Stafford, 11.5% of residents live within the areas of higher deprivation, (compared with the national average of 30%). Of people living in the most deprived areas, 5,912 live within one mile of a swimming pool; this leaves 9,070 people who live in areas of higher deprivation who are more likely to rely on a car, public transport or a bike to access swimming facilities. The majority of these people live in the town of Stafford.

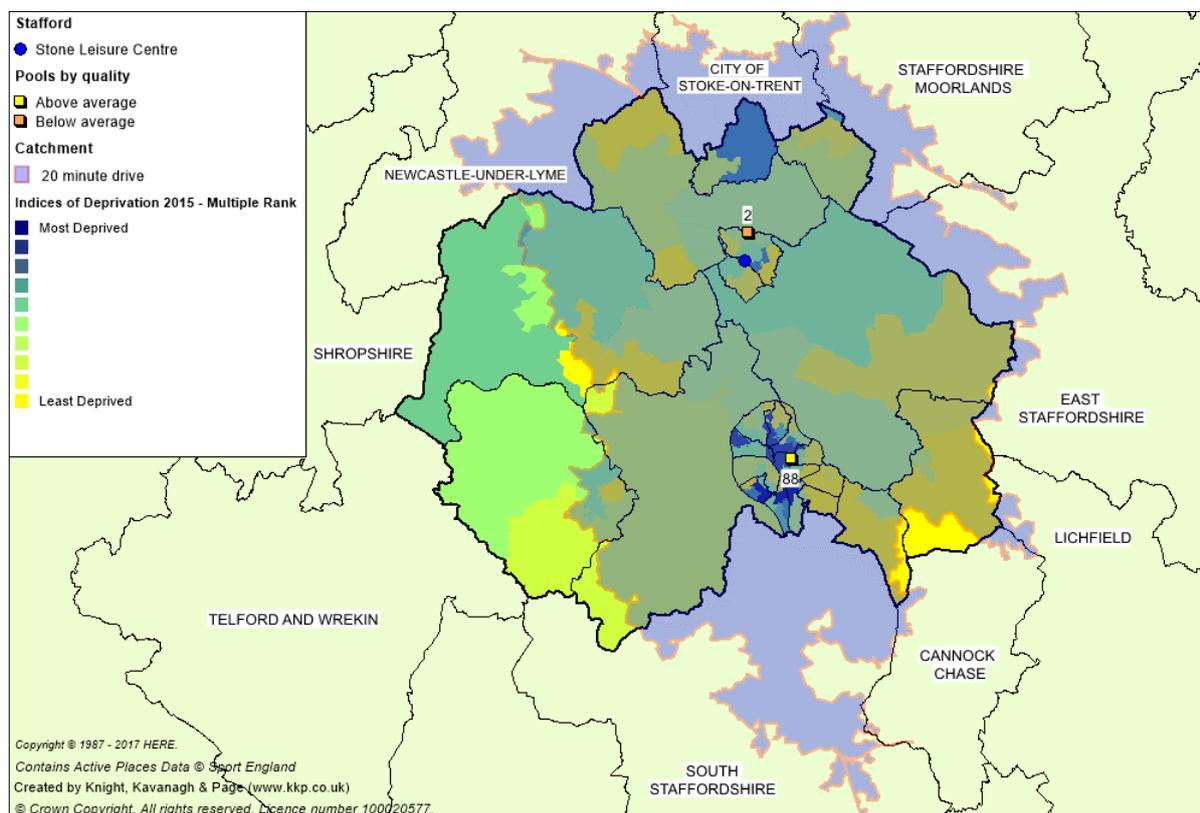
Figure 6.4 overleaf shows that just over 95% of Stafford's population reside within 20 minutes' drive of a main swimming pool, regardless of whether the swimming pool is located at Alleynes or the new Stone Leisure Centre.

## Availability of swimming pools

The availability of swimming pools differs across swimming pools dependent upon facility ownership/management. Both the swimming facilities audited offer swimming lessons to the public. Alleynes Sports Centre pool is not currently available during school hours while the new pool at Stone Leisure Centre will be. This will enable an increased and extended swimming programme.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Figure 6.4: Stafford main pools with 20 min drive time



## Facilities in neighbouring authorities

Accessibility is also influenced by facilities within easy reach of the Authority. Table 6.4 and Figure 6.5 indicate community available swimming pools located within two miles of Stafford's boundary. The two-mile border is indicative of how far people might be likely to travel and serves as an example only.

Table 6.5: Swimming pools in neighbouring authorities

Map ID	Site	Lanes	Map ID	Site	Lanes
CC1	Rugeley Leisure Centre	6 x 25m	ST2	Trentham Community Sports Centre	4 x 20m
NL1	Newcastle Academy	4 x 25m	ST3	Nuffield Health (Stoke)	6 x 25m
ST1	M Club Spa & Fitness (Newcastle)	6 x 25m	TW1	Newport Swimming Pool	4 x 25m



# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 6.5: Demand findings from the FPM in Stafford

Element	FPM 2018
Satisfied demand	86.9%
Satisfied demand retained within Stafford	78.9%
Levels of unmet demand	13.1%
% of unmet demand of residents living outside catchment of a swimming pool (as opposed to no capacity)	86%
Used capacity	95%
Imported use (% of used capacity)	13.7%
Exported use (% of used capacity)	21.3%

\*visits per week in the peak period

Just under four fifths (78.9%) of the satisfied demand from residents of Stafford is met by pool provision within the authority (retained demand). The FPM indicates that 21.3% of Stafford's satisfied demand is met by pools in surrounding local authorities (exported demand).

Almost all (86%) of this is due to residents being located outside of the catchment area of any pool. Nearly 62.5% of this element of unmet demand is due to residents not having access to a car and therefore relying on either public transport or living outside the walking catchment of a pool and thus being unable to travel to the pool on foot.

Swimming pools in Stafford as a collective operate at 95% of total capacity. This is significantly above the Sport England comfort rating of 70% where a swimming pool is deemed very busy and uncomfortably full. (Stafford Leisure Centre 100%, Alleynes Sports Centre 87%).

The import of 13.7% (890 visits per week in peak periods) is greatly outweighed by the fact that 21.3% of satisfied demand (1,521 visits per week in peak periods) is exported to pools in neighbouring authorities. This is likely to reduce given the increased hours of use available to the public at Stone Leisure Centre when it opens late in 2019.

## 6.3: Demand

Swim England's latest strategy, *Towards a Nation Swimming: a strategic plan for swimming in England 2017-21*, aims to creating a happier, healthier and more successful nation through swimming. To achieve this, several strategic objectives have been set:

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

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## Consultation with Swim England

Stafford is priority area due to its limited available water space. It is considered to be at least one 25m pool under the national average of publicly available water space and has a deficit of over 500m<sup>2</sup>. Swim England goes on to indicate that Stafford Leisure Centre is a key facility as it provides over half the publicly available water space. It identifies Stafford Apex Swimming Club as the key club in the area. Swim England reports that opportunity to grow aquatic sports is restricted due to the significant lack of existing available water space. It states that this will remain the same unless more water becomes available.

## Club consultation

Stafford Apex is a competitive club based at Stafford Leisure Centre. It is supported by Freedom Leisure and is classed as a Stafford Leisure Centre centre-based activity; Freedom Leisure, therefore, provides the coaches, lane space and training times.

Stone and District Swimming Club has 140 members, approximately 20 of which are seniors (over 18s) and is based at Alleynes. There is an equal male/female split of members. Membership numbers have remained relatively consistent over the last few years. To accommodate more members, it would need to run additional sessions and have more coaches and volunteers. Swimmers who have the ability and wish to compete are forwarded to the Stafford Apex Swimming Club. Stone & District Swimming Club and Freedom Leisure have recently agreed pool hire and swimming lesson arrangements until July 2019. Further meetings are planned to discuss how Freedom Leisure can support the club to evelove and grow as part of the centre's future.

Table 6.6: Sport England Market segmentation

Swimming	
<ul style="list-style-type: none"> <li>◆ 14.2% (14,243) of people currently swim and a further 13.5% (13,540) indicate that they would like to, giving an overall total of 27.6% (27,784).</li> <li>◆ 25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%.</li> <li>◆ Groups with the largest proportion swimming are Tim (11.4%) and Elaine (10.2%).</li> <li>◆ Groups with the most people who would like to swim are Elaine (10.9%) and Alison (8.5%).</li> <li>◆ The main group to target, for additional swimmers due to size and interest is, therefore Elaine.</li> </ul>	

<p><b>Elaine</b></p> <p>Empty Nest Career Ladies</p> <p>Also known as Carole, Sandra, Penelope, Julie, Jacqueline</p>	<p>Mid-life professionals who have more time for themselves since their children left home.</p> <p><i>Full time job and owner occupied, married.</i></p> <p>Aged 46-55years</p>	<p>Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to SMS text alerts, nor to cold-calling.</p>	<p>Elaine's sporting activity levels are similar to the national average.</p> <p>Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).</p>
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# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

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Market segmentation suggests latent demand of 13,540 people (13.5%) for swimming.

## 6.4: Supply and demand analysis

The simplistic picture of supply and demand in Stafford is that the resident population generates demand for a minimum of 1,363 m<sup>2</sup> of water space. This compares to a current available supply of 790m<sup>2</sup> leading to a supply/demand balance of -573 m<sup>2</sup>. (A typical 25m, 4 lane pool equates to 212m<sup>2</sup>). This is a significant undersupply.

### *Future development*

*Stone Leisure Centre* - as mentioned above SBC is investing £5.2m in a new leisure centre in Stone; this will include a six-lane 25m swimming pool alongside 80 station health and fitness gym and two fitness studios replacing a facility on Westbridge Park. It is anticipated that this will open in Spring 2019. This development will not increase the amount of water space; it will, however, allow for more usage due to increased opening hours especially during the day (off peak times).

Figure 6.6: Architects image of new Stone Leisure Centre



## 6.5: Sport England's Sports Facilities Calculator

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

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

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 6.7: Sports facilities calculator

	Population 2016	Population estimate 2040
<b>ONS population projections</b>	133,664	140,595
<b>Population increase</b>	-	6,931
<b>Facilities to meet additional demand</b>	-	1.33 lanes / 0.34 centres
<b>Cost</b>	-	£1,188,945

Calculations assume that the current pool stock remains available for community use and the quality remains the same. The projected increase in population will lead to an increase in demand for pools. The SFC indicates need for an additional 1.33 swimming lanes, up to 2040 (estimated cost £1,188,945). Current water space undersupply is equivalent to 8 lanes of a 25m pool or two 4 lane pools. Future demand projections to 2040 show increased demand for an additional 1.3 lanes. On this basis, by 2040, there will be a need for additional water space equivalent to 25m x 10 lanes.

## 6.6: Summary of key facts and issues

Facility type	Swimming pools	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ There is one lido, four teacher/ learner pools and three main/ general swimming pools in Stafford.</li> <li>◀ Two main pools are 'ANOG compliant' i.e. more than 160m<sup>2</sup>. (Alleyes Sports Centre and Stafford Leisure Centre.)</li> <li>◀ Alleyes is shortly to be replaced with a similar size pool at Stone Leisure centre (6 lane x 25m pool).</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>◀ Stafford Leisure Centre is in above average condition and the new pool is expected to be in good condition when it opens in Spring 2019.</li> </ul>	The new Stone Leisure Centre is a direct replacement for Alleyes Sports Centre which will close when it opens.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ 27.3% of the population reside within one mile of a swimming pool and 95% are within 20 minutes' drive of a facility.</li> </ul>	Residents living in the west of the authority are not within 20 minutes' drive time of a swimming pool. Future provision should consider catering for them.
<b>Availability (Management &amp; usage)</b>	<ul style="list-style-type: none"> <li>◀ Alleyes is not available during the school day; the new facility will be.</li> <li>◀ Swimming pools currently operate significantly above Sport England's capacity benchmark of 70%.</li> </ul>	There is a current under supply of 8 lanes of a 25m swimming pool and with population projections to 2040 this is predicted to increase to the equivalent of 10 lanes x 25m.
<b>Summary</b>	<ul style="list-style-type: none"> <li>◀ More swimming pools (increased water space) are required in the area. Given proposed housing development in Stafford, an additional pool is required; preferably to the west of Stafford to address some of the existing unmet demand in the west. Consideration should also be given to working jointly with the neighbouring authorities to the west of the authority.</li> </ul>	

## SECTION 7: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as venues with 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users.

They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high-end market), trusts, schools and local authority operators. Within the UK, the private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 2% in the number of members, 4.6% in the number of facilities and 2.9% in market value. This is, however, lower than last year; which saw increases of over 5% in members and market value.

According to the State of the UK Fitness Industry Report (2018) there are now 7,038 fitness facilities in the UK, up from 6,728 last year. Total industry membership is up 2% to £9.9 million which means that one in seven people in the UK is a member of a gym.

The total market value is estimated at £4.9 billion, up 2.9% on 2017. The UK penetration rate is at 14.9%, the same as the previous year.

A total of 275 new public and private fitness facilities opened in the last 12 months, up from 272 in 2017. Pure Gym and GLL have strengthened their positions as the UK's leading private and public operators (by number of gyms and members). Pure Gym has become the first operator to reach 200 clubs and passed the one-million-member mark earlier this year. GLL, with 194 gyms, is also likely to break the 200 milestone within the next year. (There are no figures available to indicate the number of gyms which have closed).

### 7.1: Supply

#### *Quantity*

Figure 7.1 and Table 7.1 identify the 17 health and fitness facilities in Stafford – which have a total of 1,183 stations. They are well distributed across the authority and are generally found in the more densely populated areas.

Fitness facilities containing fewer than 20 stations are generally not considered within the assessment although they can be available and service small sections of the community; where they are considered to be important or service a very specific segment of the community they may be included. For the purpose of this report, however, they are discounted because of their scale.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Figure 7.1: All health and fitness gyms in Stafford

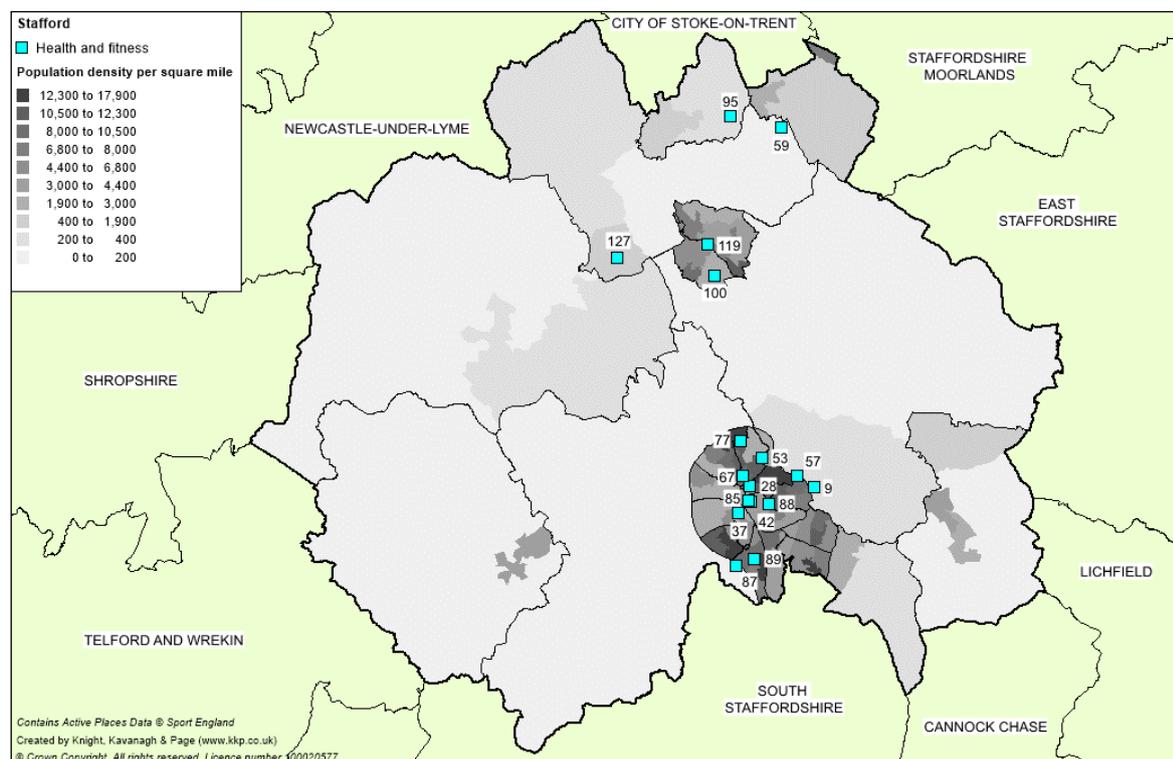


Table 7.1: All health and fitness gyms in Stafford

Map Id	Site	Stations
9	Beacon Sport and Fitness	50
28	Elite 2000 Fitness Centre	70
37	Gym & Tonic (Stafford)	87
42	I-Motion Gym (Stafford)	175
53	Foundry Gym	100
57	MOD Stafford	35
59	Moddershall Oaks Health Spa	16
67	Pure Gym (Stafford)	350
77	Sir Graham Balfour High School	9
85	Stafford College	14
87	Stafford Grammar School	20
88	Stafford Leisure Centre	110
89	Stafford Manor High School	26
95	Stoke on Trent RUFC	20
100	Stone House Hotel	12
119	Westbridge Park Fitness Centre	69
127	Yarnfield Park Sports Centre	20
	<b>Total</b>	<b>1,183</b>

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

When those with fewer than 20 stations are excluded from the assessment, the number of available health and fitness suites available in Stafford reduces to 13 sites with 1,132 stations available to the community as identified in Figure 7.2 and Table 7.2.

## Quality

Figure 7.2: Quality of health and fitness gyms in Stafford

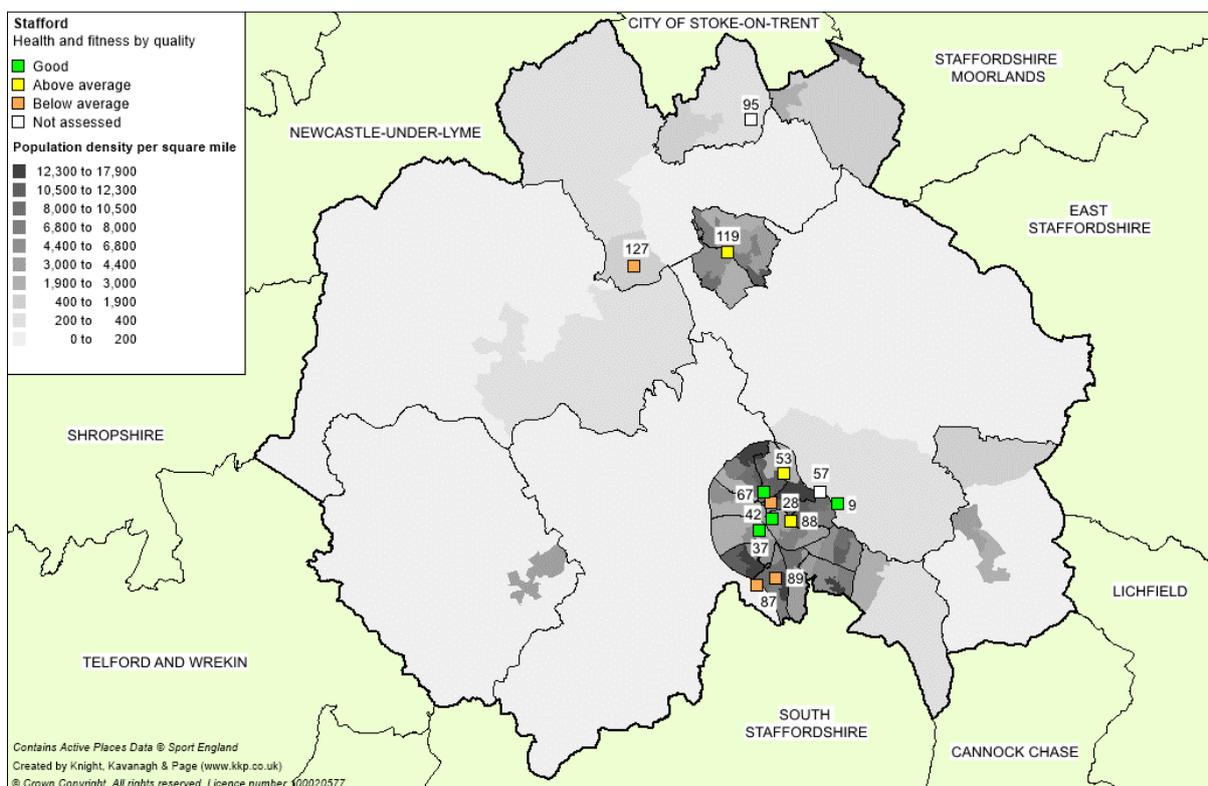


Table 7.2: Quality of health and fitness gyms with 20+ stations

Map Id	Site	Stations	Condition
9	Beacon Sport and Fitness	50	Good
28	Elite 2000 Fitness Centre	70	Below average
37	Gym & Tonic (Stafford)	87	Good
42	I-Motion Gym (Stafford)	175	Good
53	Foundry Gym	100	Above average
57	MOD Stafford	35	Not assessed
67	Pure Gym (Stafford)	350	Good
87	Stafford Grammar School	20	Below average
88	Stafford Leisure Centre	110	Above average
89	Stafford Manor High School	26	Below average
95	Stoke on Trent RUFC	20	Not assessed
119	Westbridge Park Fitness Centre	69	Above average
127	Yarnfield Park Sports Centre	20	Below average
	<b>Total</b>	<b>1,132</b>	

## STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Eleven of the 13 sites were subject to a non-technical assessment. Two were reported to be used privately only and access was therefore denied. (MoD Stafford and Stoke on Trent RUFC).

Four health and fitness gyms are rated good, three above average and four below average.

### **Accessibility**

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably. Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some memberships available are considered expensive while others cost less than those offered by public sector managed venues. There is little doubt that other operators do take some pressure off those operated-by the Authority.

Appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20-minute walk time (one-mile radial catchment) for an urban area and 20 minutes' drive time for a more rural area as identified in Figure 7.3 and Table 7.2.

Table 7.3 and Figure 5.3 identify that over half (54.9%) of the population reside within one mile of a health and fitness gym. In general, it is assumed that those who do not, 45.1% (59,006) people are reliant on transport to access a health and fitness facility.

*Table 7.3: IMD of health and fitness gyms in Stafford*

IMD 2015 10% bands	Stafford		Health & Fitness (20+ stations) 1 mile catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	7,129	5.5%	7,129	5.5%	0	0.0%
20.1 - 30	7,853	6.0%	6,983	5.3%	870	0.7%
30.1 - 40	7,810	6.0%	7,174	5.5%	636	0.5%
40.1 - 50	6,359	4.9%	3,217	2.5%	3,142	2.4%
50.1 - 60	19,856	15.2%	12,703	9.7%	7,153	5.5%
60.1 - 70	17,666	13.5%	10,393	8.0%	7,273	5.6%
70.1 - 80	16,965	13.0%	3,402	2.6%	13,563	10.4%
80.1 - 90	19,879	15.2%	13,395	10.2%	6,484	5.0%
90.1 - 100	27,189	20.8%	7,304	5.6%	19,885	15.2%
<b>Total</b>	<b>130,706</b>	<b>100.0%</b>	<b>71,700</b>	<b>54.9%</b>	<b>59,006</b>	<b>45.1%</b>

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Figure 7.3: Health and fitness on IMD with one-mile radial catchments

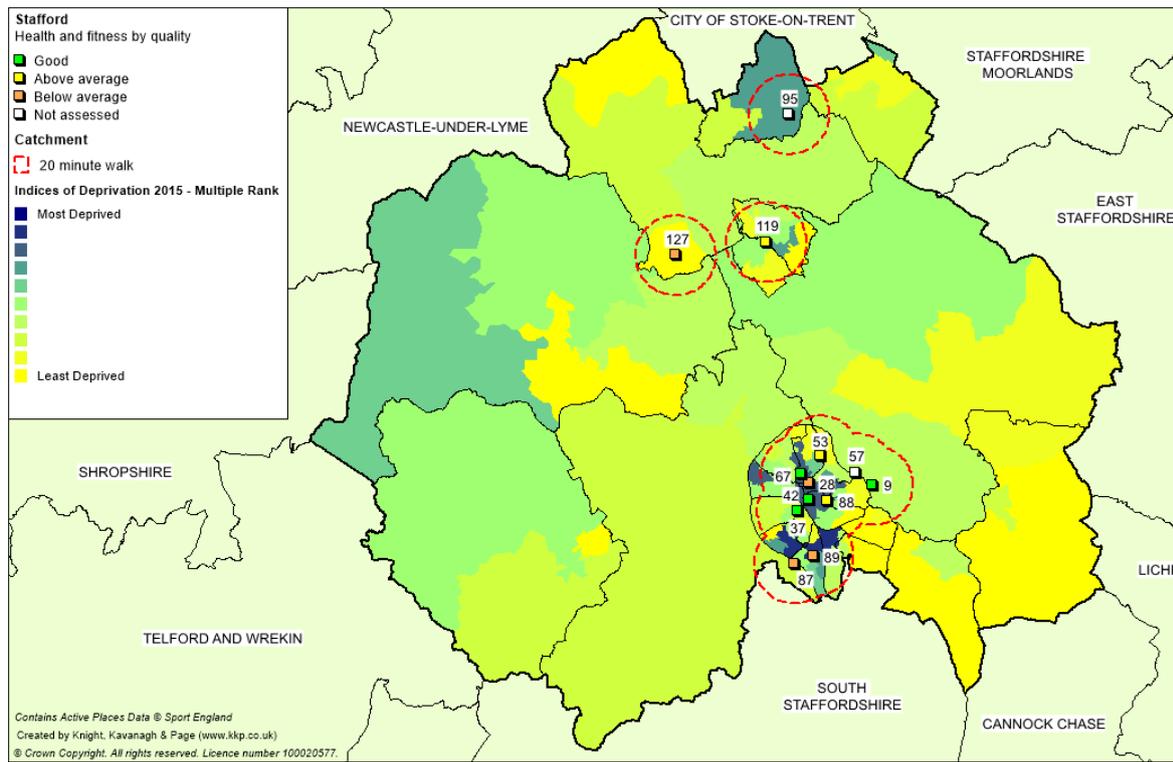
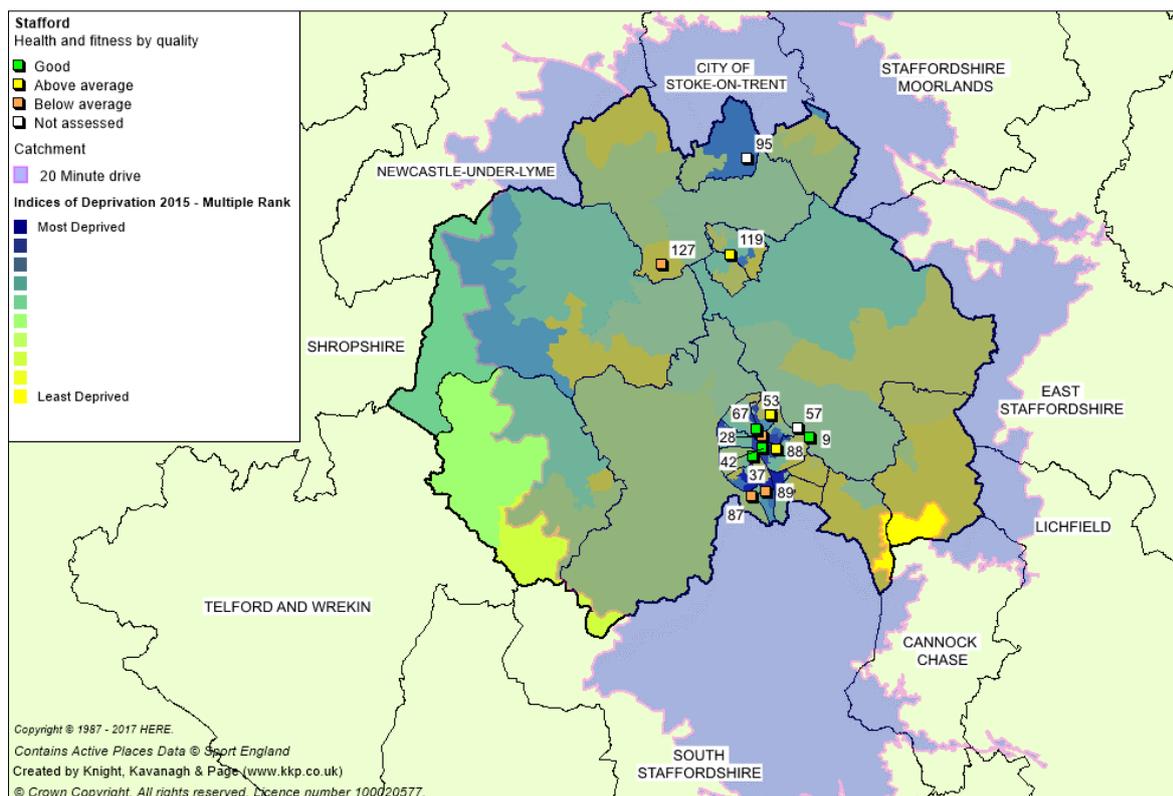


Figure 7.4: Health and fitness gyms in Stafford with a 20 minutes drive time



## STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Figure 7.4 also identifies that a very small proportion of residents, located in the west of the Borough reside outside the 20-minute drive time of a health and fitness suite (20+ stations) in Stafford. The estimated percentage of Stafford's population within a 20 minutes' drive-time catchment of a Stafford health & fitness facility is over 97% (130,834 of a total MYE 2016 population of 134,155 = 97.52%).

### **Availability and programming**

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

*Table 7.4: Pricing structure of facilities in Stafford*

Site name	Pay & play	Monthly	12 months direct debit	Notes
Beacon Sport and Fitness	£5	£23.99	£18.99	Annual £199
Elite 2000 Fitness Centre	£3.70	£25		Annual £180
Gym & Tonic (Stafford)			17.99	19.99 Guidance & Sauna £25.99 Classes & guidance
I-Motion Gym (Stafford)			£19.99	Annual £199
Foundry Gym Stafford	£3	£20		Annual £200 Weekly £8
MOD Stafford	Private use			
Pure Gym (Stafford)	£6.99	£16.99*	£14.99	*3 month contract
Stafford Grammar School	Private use			
Stafford Leisure Centre	£7.35		£35	Includes swimming
Stafford Manor High School				
Stoke on Trent RUFC	Private use			
Westbridge Park Fitness Centre	£7.35		£35	
Yarnfield Park Sports Centre	Unknown			

The pricing structure shows that the cheapest day rate can be sourced at Foundry Gym, and the cheapest monthly rate at Pure Gym at £14.99. Monthly fees at the leisure centres however do include swimming as part of the package whereas the other facilities do not.

As noted above, the audit found three private use only facilities, MoD Stafford, Stafford Grammar School and Stoke-on-Trent RUFC.

### *Neighbouring facilities*

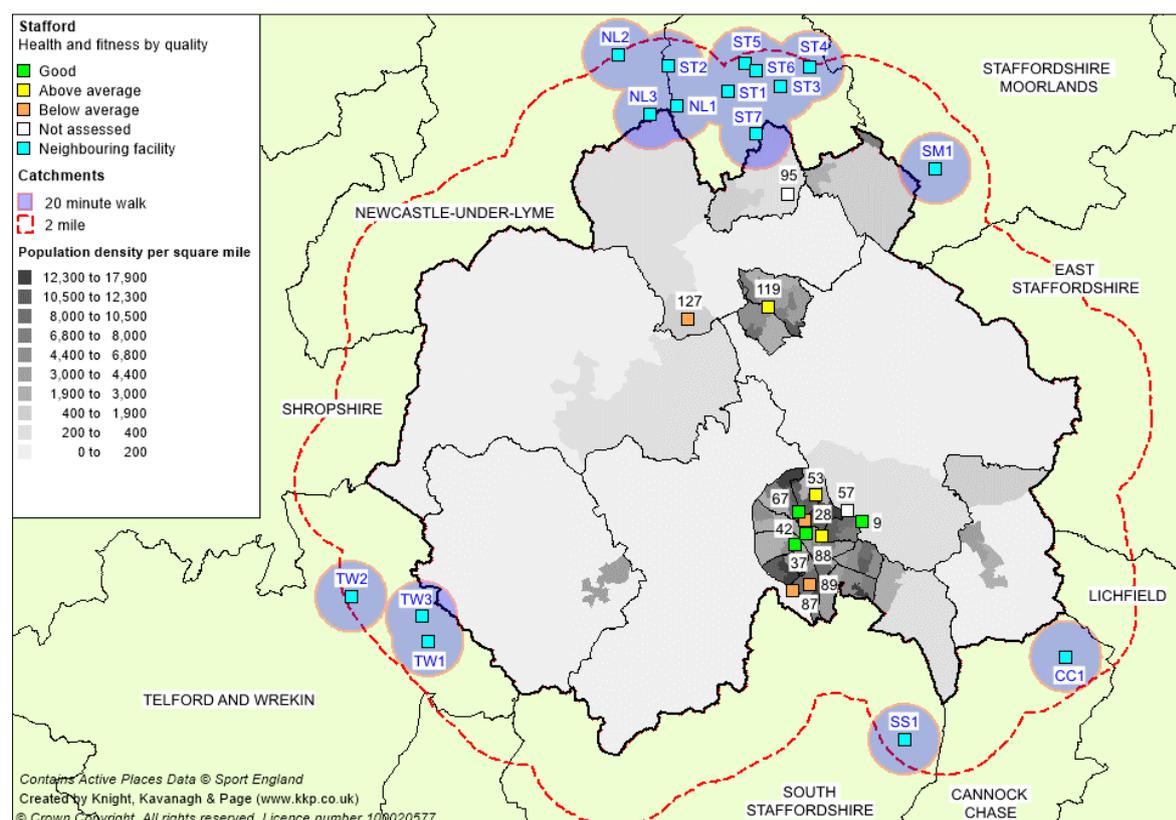
There are 16 health and fitness gyms with 20+ stations available to the community located in neighbouring authorities. Six are of substantial size with 75+ stations. Two of the sites (Rugeley Leisure Centre and Body Base Fitness) offer pay and play access; the others require a membership to access.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 7.4: Health and fitness facilities within 2 miles of the local authority boundary

ID	Site	Access	Stations
CC1	Rugeley Leisure Centre	Pay and Play	75
NL1	Michelin Sports & Conference Centre	Registered Membership use	44
NL2	Newcastle Academy	Sports Club/Community Association	20
NL3	Spirit Health Club (Stoke-on-Trent)	Registered Membership use	21
SM1	Draycott Sports Centre Ltd	Registered Membership use	22
SS1	Chase Golf Club	Registered Membership use	45
ST1	Nuffield Health (Stoke)	Registered Membership use	130
ST2	M Club Spa and Fitness (Newcastle)	Registered Membership use	135
ST3	Portland Health and Leisure	Registered Membership use	23
ST4	Base Body Fitness (Park Hall)	Pay and Play	114
ST5	Lifestyle Fitness (Stoke)	Registered Membership use	100
ST6	Xercise4less (Stoke)	Pay and Play	90
ST7	Tollgate Hotel & Leisure	Registered Membership use	30
TW1	Newport Fitness Centre	Registered Membership use	39
TW2	Harper Adams University College	Registered Membership use	20
TW3	Newport Swimming Pool	Registered Membership use	50

Figure 7.5: Health and fitness gyms within 2 miles of Stafford boundary



# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## *New development*

Stone Leisure Centre will add 80 health and fitness stations as direct replacement for Westbridge Park Fitness Centre (providing 10 more stations than are currently on offer).

## 7.2: Demand

Health and fitness is popular in Stafford, appealing to men and women across a range of age groups. To identify provision adequacy a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are factored in to enable calculation of whether current supply will meet future demand.

*Table 7.5: UK penetration rates; health/fitness in Stafford (ONS Data)*

	2016	2040
Adult population	133,664	140,595
UK penetration rate	14%	15%
Number of potential members	18,713	21,089
Number of visits per week (1.75/member)	32,748	36,906
% of visits in peak time	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	546	615
<b>Number of stations (with comfort factor applied)</b>	<b>819</b>	<b>923</b>

(Model identifies 1.75 visits p/week by members and 65% usage during 39 weeks of the year.)

According to UK penetration rates there is a current need for 819 stations across Stafford. This is expected to grow by a further 104 by 2040; this takes account of a comfort factor (particularly at peak times). Comparing this to the number of community available stations (1,132) and accounting for the comfort factor, the market appears to have a positive supply demand balance to service the adult population. This balance will continue until post 2040.

It is not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations. This can lead to the market looking congested. While some of these may be 'budget operators' it does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage as cost is only one factor which hinders usage. Nonetheless, consultation did not indicate demand for further stations.

*Table 7.6: Sport England Market segmentation*

Keep fit and gym
<ul style="list-style-type: none"> <li>◆ 17.6% (17,700) of people currently take part in keep fit and gym and a further 6.9% (6,939) indicate that they would like to, giving an overall total of 24.5% (24,640).</li> <li>◆ The largest proportion of people taking part is Chloe (28.2%) closely followed by Alison (27.3%).</li> <li>◆ Groups with the largest proportion taking part are Tim (11.9%) and Elaine (9.6%).</li> <li>◆ Groups with the most people who would like to take part are Elaine (10.6%) and Tim (9.8%).</li> <li>◆ The main group to target, for additional participants due to size and interest is, therefore Elaine.</li> </ul>

Market segmentation suggests latent demand of 6,939 people (6.9%) that would like to participate in keep fit and gym in Stafford.

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<p><b>Elaine</b></p> <p>Empty Nest Career Ladies</p> <p>Also known as Carole, Sandra, Penelope, Julie, Jacqueline</p>	<p>Mid-life professionals who have more time for themselves since their children left home.</p> <p><i>Full time job and owner occupied, married.</i></p> <p>Aged 46-55years</p>	<p>Elaine is a light TV viewer, loyal to mainstream terrestrial channels. She is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. She reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to SMS text alerts, nor to cold-calling.</p>	<p>Elaine's sporting activity levels are similar to the national average.</p> <p>Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).</p>
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## Supply and demand analysis

Health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as Exercise on Referral. For Stafford the challenge is to provide opportunity for people from more rural areas who are, statistically less likely to wish to travel to access health and fitness opportunity.

### 7.3: Dance Studios

Dance studios are an important element of the wider health, fitness and conditioning market. They vary in size, shape, quality, access to sprung wooden floors and level of ancillary facilities. The number of people accessing fitness classes has increased; as identified in UK penetration rates. Activity type vary from low impact classes such as Pilates and yoga to the more active dance, step, Boxercise and Zumba. It is also worth noting that dance classes and clubs are also a key user of studio spaces throughout the country.

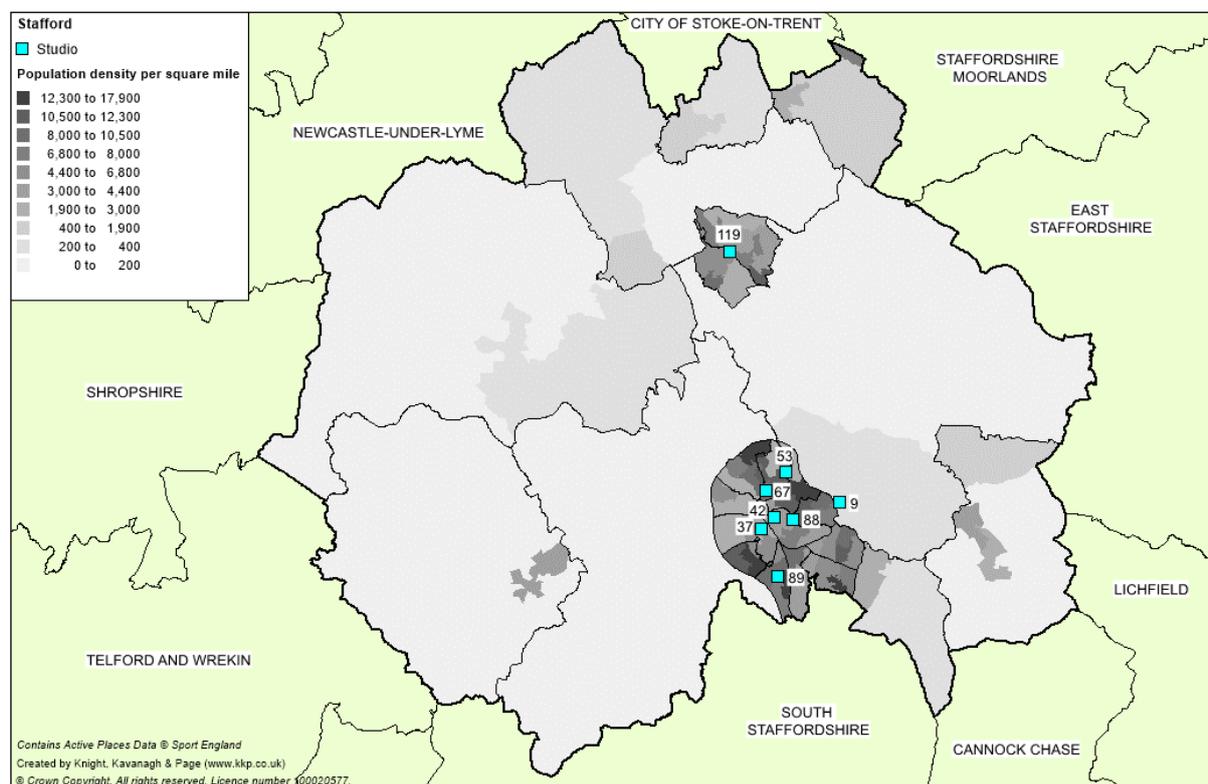
The KKP audit found 13 studios, all of which were subject to a non-technical assessment. The audit found eight to be good quality and five above average. Nine require membership to access being located within, and offered as part of, wider health and fitness packages.

Table 7.7: Dance studios located within Stafford

ID	Site	Quality	Access
9	Beacon Sport and Fitness	Good	Pay and Play
37	Gym & Tonic (Stafford)	Good	Registered Membership use
42	I-motion Gym (Stafford)	Good	Registered Membership use
42	I-motion Gym (Stafford)	Good	Registered Membership use
42	I-motion Gym (Stafford)	Good	Registered Membership use
53	LS Fitness	Good	Registered Membership use
67	Pure Gym (Stafford)	Good	Registered Membership use
67	Pure Gym (Stafford)	Good	Registered Membership use
88	Stafford Leisure Centre	Above average	Registered Membership use
88	Stafford Leisure Centre	Above average	Pay and Play
88	Stafford Leisure Centre	Above average	Pay and Play
89	Stafford Manor High School	Above average	Sports Club/Community Association
119	Westbridge Park Fitness Centre	Above average	Registered Membership use

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Figure 7.4: Dance studios in Stafford



## 7.4: Summary of key facts and issues; health and fitness

Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>There are 17 health and fitness gyms in Stafford; a total supply of 1,183 stations.</li> <li>13 gyms have 20+ stations (1,132 stations).</li> <li>The number of stations available will increase by 10 when Stone Leisure Centre opens (2019).</li> </ul>	There is a supply demand balance currently and post 2040.
<b>Quality</b>	<ul style="list-style-type: none"> <li>Four gyms are rated as good quality, three above average, and four below average.</li> </ul>	Maintenance and investment is required to retain/improve facility/equipment quality.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>Over half of Stafford's population resides within one mile of a health and fitness gym; 97% reside within 20 minutes' drive time.</li> <li>16 health and fitness gyms (in neighbouring authorities) are located within two miles of Stafford's boundary, six have 75+ stations.</li> </ul>	
<b>Availability (Management &amp; usage)</b>	<ul style="list-style-type: none"> <li>Three health and fitness gyms are private use only, MoD Stafford, Stafford Grammar School and Stoke-on-Trent RUFC.</li> <li>Six of the 13 venues offer pay and play access.</li> </ul>	
<b>Summary</b>	<ul style="list-style-type: none"> <li>There is a positive supply demand balance. This is expected to be maintained until 2040 and will continue to meet the needs of Stafford's population.</li> </ul>	

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## SECTION 8: SQUASH

In recent years, squash has experienced challenging times. It is now following a new strategic path, implementing a company-wide rebrand and undergoing a major restructure and downsizing. England Squash (the NGB for the sport) has achieved Sport England's recently set core strategic goals including arresting the decline in participation. England Squash is committed to supporting the traditional infrastructure of county associations, clubs, coaches and officials to grow the game through key programmes (e.g. Squash101) and campaigns (e.g. Squash Girls Can) but will need to apportion resources in a significantly different manner. Its 2017-2021 strategy will:

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

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

Table 8.1: England Squash Strategic aims:

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

### 8.1 Supply

There are 10 squash courts in Stafford across five sites.

Table 8.2: Listing and quality of squash courts

Map Id	Site	Condition	No. of courts
2	Alleyes Sports Centre	Above average	2
14	Burton Manor Sports Association	Below average	2
88	Stafford Leisure Centre	Above average	2
101	Stone Lawn Tennis and Squash Club	Below average	1
127	Yarnfield Park Sports Centre	Below average	3

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One of the courts at Stone Lawn and Tennis Club is glass backed; all others in the area are traditional hard back. Alleynes Sports Centre and Stafford Leisure Centre with a total of four courts are rated as above average in quality, all the others are all assessed as being of below average quality.

A membership is required to access the courts at Burton Manor Sports Association and Stone Lawn Tennis and Squash Club. The others venues offer pay and play opportunity.

Figure 8.1: Location and quality of squash courts in Stafford plus those situated within 2 miles of the authority boundary (within a 20-minute drive time)

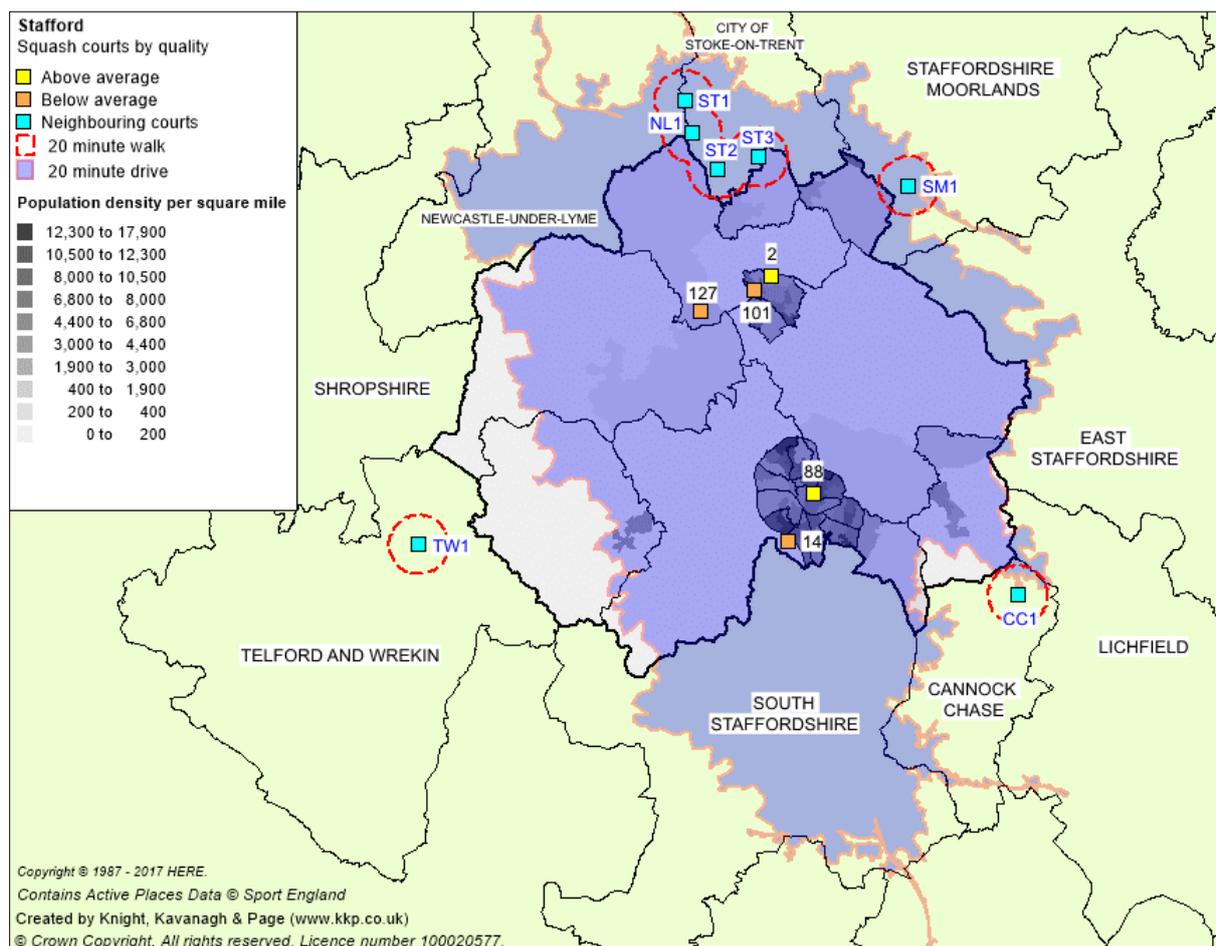


Table 8.3: Squash courts within 2 miles of Stafford boundary (Active Places data)

Map ID	Site	Glass backed	Normal	Total courts
CC1	Rugeley Leisure Centre	2		2
NL1	Michelin Sports and Conference Centre	1	2	3
SM1	Draycott Sports Centre Ltd	3		3
ST1	M Club Spa and Fitness (Newcastle)		2	2
ST2	Trentham Golf Club		2	2
ST3	Tollgate Hotel & Leisure	2		2
TW1	Harper Adams University College		2	2

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As shown above, there are 18 squash courts within two miles of Stafford. Venues with the most courts are the Michelin Sports and Conference Centre (Map ID NL1) in Newcastle-under-Lyme which has three courts (one glass-backed). Draycott Sports Centre Ltd (Map ID SM1) in Staffordshire Moorlands is a dedicated racquet and fitness club. It has three glass backed courts. The estimated percentage of Stafford's population within 20 minutes' drive-time catchment of a Stafford facility is 96% (using MYE 2016).

## 8.2: Demand

*Stone Squash Club* is the largest local club with 190 members; it reports having increased in numbers over the last three years. It runs internal squash ladder and leagues and owns its facility but reports facing high maintenance costs due to the age of the building. It reports a wider general decline in demand for squash and, thus, hires its courts for other activities such as spinning, keep fit, circuit training and yoga, 3-4 times a week. This does not affect it and is reportedly done to maximise capacity as it does not use all 4 courts at the same time. It confirmed that should demand for squash increase, it will reduce the number of fitness classes etc., accommodated.

Market segmentation suggests latent demand of 764 people (0.8%) for squash/racketball.

Table 8.4: Sport England Market segmentation

Squash and racketball	
<ul style="list-style-type: none"> <li>◆ 1.2% (1,224) of people currently play squash and racketball and a further 0.8% (764) indicate that they would like to, giving an overall total of 2.0% (1,989).</li> <li>◆ The largest group playing squash and racketball is Ben (4.0%) closely followed by Tim (3.4%).</li> <li>◆ Groups with the largest proportion playing squash and racketball are Tim (29.1%) and Philip (19.5%).</li> <li>◆ Groups with the most people who would like to play are Tim (24.2%) and Philip (19.9%).</li> <li>◆ The main group to target, for additional players due to size and interest is, therefore Tim.</li> </ul>	

<b>Tim</b>  Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i> <i>Aged 26-45 years</i>	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.	Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/gym (20%), swimming (15%), football (13%) and golf (7%).
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# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## 8.3: Summary - squash

Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	<ul style="list-style-type: none"> <li>◀ There are 10 courts in Stafford at five sites.</li> <li>◀ One is glass backed the other 10 being traditional courts.</li> </ul>	
<b>Quality</b>	<ul style="list-style-type: none"> <li>◀ Four of the 11 courts are rated as above average in quality, the others are all below average.</li> </ul>	Continued maintenance and investment is needed to maintain court quality.
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>◀ 96% of Stafford's population lives within 20 minutes' of a squash court.</li> <li>◀ 18 courts are located in neighbouring authorities close to the Stafford boundary</li> </ul>	
<b>Availability</b> (Management and usage)	<ul style="list-style-type: none"> <li>◀ Two venues require a membership to access the courts.</li> </ul>	
<b>Summary</b>	<ul style="list-style-type: none"> <li>◀ Squash is relatively well catered for. Clubs are actively trying to recruit new members. Continued monitoring is required to ensure that the sport is being catered for and that squash court facilities meet users' needs.</li> </ul>	

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## SECTION 9: INDOOR BOWLS

The five forms of bowls that can be played indoors that require a different venue are flat/level green, crown green, longmat, short mat and carpet mat. Each format of the game requires a different technical specification for their indoor facility.

Indoor flat / level green bowls are purpose built indoor greens which comply with the laws of the sport of Indoor Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

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

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. It tends to be played at a recreational level The NGB is the English Carpet Bowls Association.

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

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England<sup>6</sup> guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 20 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 total population.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

The stated priorities of EIBA are:

- ◀ Recruitment of participants.
- ◀ Retention of participants.

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<sup>6</sup> Sport England Design Guidance Note Indoor Bowls 2005

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

### *EIBA Outline Plan 2017 - 2021*

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

- ◀ Facilities: build, improve, retain.
- ◀ Youth and the family.
- ◀ Women – increase participation and retention.
- ◀ Disability.
- ◀ Competitions.
- ◀ Internationals.
- ◀ Promotion.
- ◀ Commercial partnerships.

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

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

Running alongside this is the Sport England funded development work provided jointly by the Indoor NGB (EIBA); Outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the Board of BDA. Sport England has determined that “Bowls” nationally will receive just over £1.6 million for the next four years to help to keep more people playing the sport well into later life. The BDA Vision is “Working with flat green clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life time”. The next four years (2017- 2021) will see the following actions:

- ◀ Intensive support to 200 identified clubs to help strengthen resilience in the core market through its new Club Development Programme.
- ◀ Supporting clubs to encourage those who are presently inactive to engage with bowls through the Play Bowls Package.
- ◀ Upskilling volunteers so as to impact directly on sustaining membership and to continue to grow participation particularly providing more opportunities for those with a disability.
- ◀ Assisting bowls clubs to become an integral part of the local community.
- ◀ Ensuring clubs have the support and guidance they need to keep their facilities at a standard that will maintain the habit of physical activity of their members.

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## 9.1: Supply

There is no indoor bowls facility in Stafford. Those nearest to Stafford are shown below.

Figure 9.1: Indoor bowls facilities with 30 mins drive time of Stafford

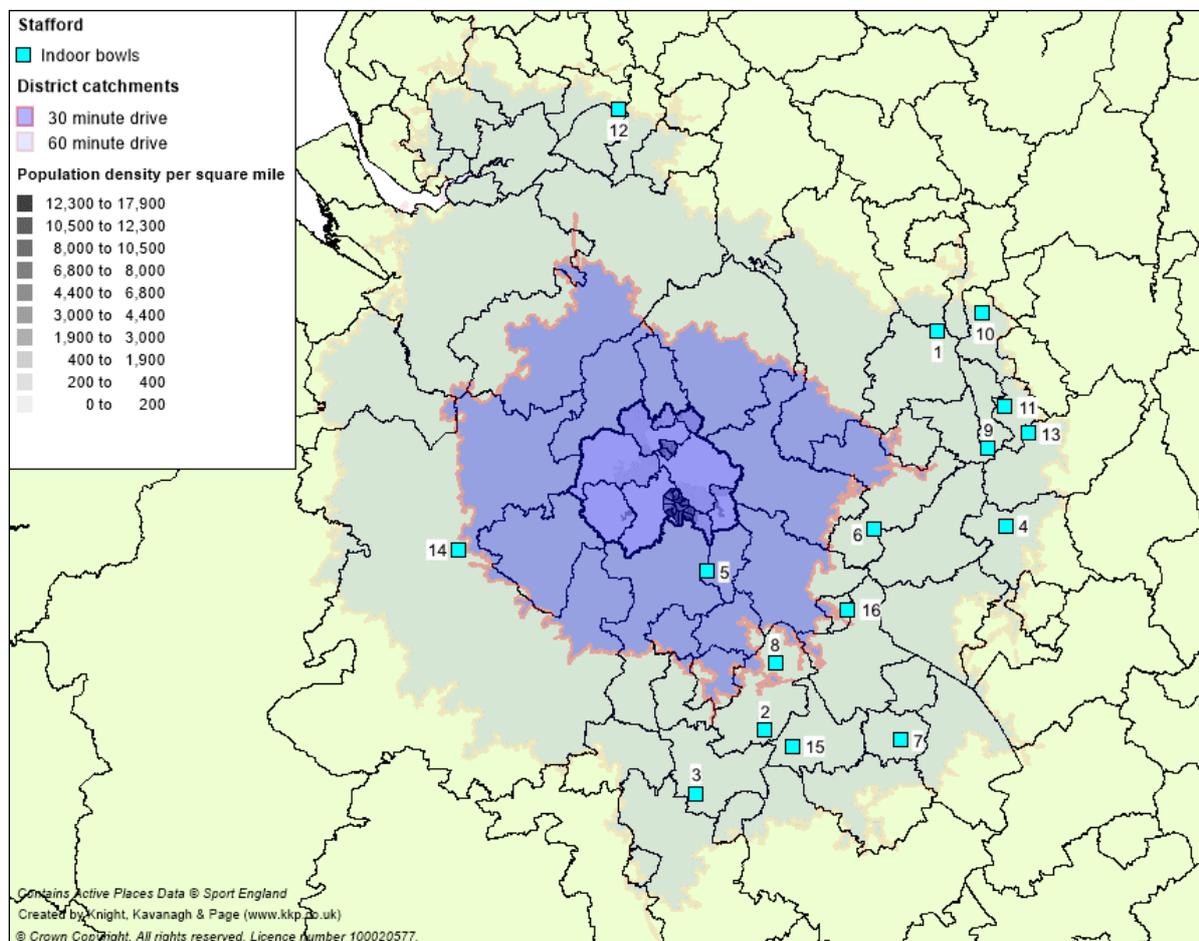


Table 9.1: Indoor bowls centres within 60 minutes drive of Stafford

Map ID	Site	Rinks	Local Authority
1	Alfreton Leisure Centre	6	Amber Valley
10	Lammas Leisure Centre	6	Ashfield
2	Billesley Common	6	Birmingham
8	Erdington Court Sports Club	4	Birmingham
3	Bromsgrove & District Indoor Bowls Club	6	Bromsgrove
5	Chase Leisure Centre	2	Cannock Chase
4	Charnwood Indoor Bowls Club	8	Charnwood
11	Nottingham Indoor Bowls Centre Ltd	8	City of Nottingham
7	Coventry Sports & Leisure Centre	6	Coventry
9	Erewash Indoor Bowls Club	9	Erewash
13	Rushcliffe Arena	6	Rushcliffe

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Map ID	Site	Rinks	Local Authority
12	Ordsall Leisure Centre	2	Salford
14	Shrewsbury Sports Village	6	Shropshire
15	Solihull Indoor Bowls Club	8	Solihull
6	Church Gresley Indoor Bowling Centre	8	South Derbyshire
16	Tamworth & District Indoor Bowls Club	6	Tamworth

The facility nearest to Stafford is (Map ID 5) Chase Leisure Centre (an EIBA non-compliant size) is due to close imminently as it is being converted into a health and fitness facility. The stated rationale for this is lack of demand. There are, thus, no facilities within 30 minutes' drive time of Stafford. There are 16 facilities within 60 minutes' drive time of the Borough boundary - predominantly to the East and South east of the authority.

## 9.2: Demand

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

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

### *Demand*

The audit did not identify any demand in the area for indoor bowls, further exploration and consultation with outdoor bowls is required, which is being covered in the Playing Pitch element of this study.

### **Sport England's Sports Facilities Calculator**

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

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

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

Table 6.17: Sports facilities calculator

	Population 2016	Population estimate 2040
<b>ONS population projections</b>	133,664	140,595
<b>Population increase</b>	-	6,931
<b>Facilities to meet demand</b>	10.72 rinks: 1.79 centres	11.28 rinks: 1.88 centres
<b>Cost</b>	£3,795,476	£3,992,287

The SFC calculates that for a population of 133,664 there is a demand for 10.72 rinks (1.79 centres)/ The cost of building this/these is estimated at £3,795,476. The projected increase in population to 2034 will raise the level of demand for indoor bowls. The SFC indicates a need for an additional 0.56 rinks; at an additional estimated cost of £196,811.

### 9.3: Summary

Facility type	Indoor bowls	
Elements	Assessment findings	Specific facility needs
<b>Quantity</b>	◀ There are no indoor bowls centres within Stafford.	
<b>Quality</b>		
<b>Accessibility</b>	◀ There are no indoor bowls venues within 30 minutes' drive of Stafford (Chase Leisure Centre is closing).	
<b>Availability</b> (Management & usage)		
<b>Summary</b>	◀ Further analysis of the bowls community is needed to establish the likely demand for an indoor bowls centre. Should this exist the provision of indoor bowls centre within Stafford or close to the Authority boundary – provided jointly with a neighbouring authority would help meet the needs of what is an aging population. Co-location of the facility is the most likely way to ensure centre long-term financial viability.	

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## SECTION 10: SWOT ANALYSIS

### 10.1: Strengths

- Relative to many other parts of the country Stafford experiences lower level of deprivation, which generally points to a population which is more active than average.
- SBC has a strategic priority of ensuring that the health and wellbeing of residents is supported through all stages of life and that targeted interventions will be required amongst the most marginalised.
- Facilities, generally, meet the needs of the population, are good quality and well maintained.
- There is a positive supply demand balance of health and fitness provision; currently and up to 2040.
- There is good provision of squash courts in the area.
- Facilities are well used and there are opportunities for sports to grow in the area.
- There is a good spread of village halls across the Borough. They offer a wide range of physical activity opportunities to very local communities.

### 10.2: Weaknesses

- There is a significant undersupply of water space in the authority; this currently equates to 8 lanes x 25m pool. Even without factoring in the impact of housing growth, ONS population projections would suggest that, by 2040, demand will increase to the point where the shortfall will equate to a 10-lane x 25m pool.
- Existing swimming pools in the Authority are operating significantly above Sport England benchmark figures placing strain on them and restricting programme development.
- Growth of swimming as a sport and a physical activity is inhibited by lack of water space.
- Stafford does not have anything larger than a 5-court indoor sports hall - which inhibits development of specific sports.
- Three sports halls are of below average/poor quality – these also have low capacity levels
- Linked to this issue is the fact that the majority of the better-quality sports halls in Stafford are presently operating at above the comfort threshold.
- A small number of residents in the West of the authority do not have access to indoor sports facilities (sports halls, swimming pools, health and fitness, and squash).

### 10.3 Opportunities

- SBC is committed to increased economic development.
- More houses are likely to be delivered than the target figure of 10,000 houses over the Local Plan period, which should lead to additional s.106 contributions to support facility developments.
- The Constellation Growth Corridor, led by the Constellation Partnership is leading the requirement for additional growth, which, which will also be linked to the timescales within the Local Plan (2020-2040).
- There are several potential hub sites in Stafford including Rowley Park and Walton High School. Any new developments should be made fully available to the community and should go some way to addressing the present shortfall of water space and/or reducing pressure on existing swimming pools in the Authority.
- The opening of Stone Leisure Centre will increase swimming pool availability and quality (also allowing for day time use) but will not increase the net current level of water space.
- The proposed new sports hall at Beaconside School (exact size yet to be determined) would enhance the scale and quality of indoor sports hall provision in the Authority – and could service an area(s) where housing growth is proposed. Ideally it should be a 4-court hall to

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accommodate the majority of indoor sports and maximise its potential use.

- ◀ The EIBA is keen to explore an option to develop an indoor bowls facility in the authority.
- ◀ Refurbish existing below average/poor quality sports halls – in return for guaranteed long-term community access.
- ◀ The national/county drive to develop futsal means there is an opportunity to work with the FA to drive up participation and the provision of suitable facilities in the area. Any development which considers a 6-court hall should be marked with futsal lines to enable the growth of the sport in the area.
- ◀ Martial arts organisations aspire to develop a dedicated facility although demand is not proven.

### 10.4: Threats

- ◀ Two sports halls are in poor condition (King Edward VI High and The Weston Road Academy); failure to invest could result in closure and loss of community use at the sites. A linked threat is that the poor quality of some sports halls will exacerbate the pressure already being faced by the existing better-quality facilities.
- ◀ Lack of investment in additional water space will inhibit the growth of the sport, (casual and club use) and restrict learn to swim programmes resulting in fewer people learning to swim.

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## APPENDIX 1: SASSOT Framework 2014 - Stafford

### *Stafford sports halls*

- ◀ Current demand indicates 35 badminton courts at peak period; current supply is also 35 courts during the peak period.
- ◀ In 2024 the demand is estimated to increase by 1 court; assuming current supply stays the same this would leave a deficit of 1 court during the peak period
- ◀ Overall it is quite an old stock and there will be need for modernisation up to 2024 and beyond.
- ◀ All main halls are four courts in size. Should any replacement of sports halls be considered then the possibility of a 6-8 court hall should be considered.
- ◀ Currently the used capacity is 64.6% and this is virtually unchanged in 2024- 63.8%.
- ◀ However, Alleynes Sports Centre is operating at 94%, this decreases to 72% in 2024.
- ◀ The Sir Graham Balfour Sports Centre and the Stafford Sports Centre are estimated to be operating at 100% both now and in 2024. There are estimates of visits that are unable to be accommodated as the centre is full

### *KKP comments*

Those sports halls in Stafford that are not operating at 94%+ capacity are operating between 42-63% capacity- The Weston Road Academy and Stafford Sports College respectively.

Beaconside Sports Centre at Staffordshire University (Stafford Campus) is recorded in the FPM as currently operating at 57%. However, the facility is due to close when the University relocates to Stoke on Trent by 2016, thus reducing capacity in the area.

The Council is looking to make a decision on the future provision of facilities to serve the Stone area. The current facilities at Alleynes Sports Centre are beyond their anticipated life expectancy; however the Council does not currently have the funding available to replace the facility.

### *Stafford Swimming Pools*

- ◀ The population in Stafford in 2013 generates demand for some 8,245 swims per week in the peak period (pwpp). This is equivalent to 1,359m<sup>2</sup> of waterspace.
- ◀ Population growth to 2024 creates an increase in demand for swimming of 291 visits, equivalent to a new total in 2024 of 407 m<sup>2</sup> of water. Put another way an increase of 48 m<sup>2</sup> of water, which is a 3.5% increase in demand for waterspace between the two years.
- ◀ Total demand for swimming exceeds the total waterspace available for public use at peak times. In 2013 there is 1,024 m<sup>2</sup> of water in available and this is assumed to be unchanged to 2024, except the pools are 11 years older.
- ◀ There are four pools in Stafford at three sites. Two of the sites are public provision and one is a commercial pool. The pool stock is quite modern, the oldest pool being the Alleynes Sports Centre opened in 1970; however, this was refurbished in 2009. The Stafford Leisure Centre opened in 2008 and has a large main pool of 420 m<sup>2</sup> of water and a sizeable learner/teaching/training pool of 100 m<sup>2</sup> of water. The Virgin Active Pool opened in 2003 and was refurbished as soon as 2007.
- ◀ Overall a modern stock which has been maintained and is balanced in terms of scale with an extensive main public pool site and a good size other public pool site.

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- ◀ The key finding is that the 4 pools across the 3 sites in Stafford are estimated to be very full. So whilst unmet demand is not that high the pools are estimated to be very full in 2013 and which increase slightly to 2024.
- ◀ Used capacity of the pools (which estimates how full the pools are at peak times) is estimated at 84% in both years. Given this finding it is likely that not as many residents will go swimming as predicted and activities such as club sessions/swimming lessons etc. will not be able to get sufficient pool time to deliver programmes.
- ◀ The Stafford average of 84% of used capacity does vary by pool sites with Stafford Leisure Centre estimated to be at 92% of capacity used in 2013 and 100% by 2024. Allynnes Sports Centre is estimated to have used capacity of 92% in 2013 but this decrease to 77% in 2024. This is possibly because of the location of population changes and aging of the population in the catchment area of that pool and there are fewer swimmers in the age groups in 2024 than in 2013 that swim most often.
- ◀ The pool with “spare capacity” is the commercial pool at Virgin Active, at 53% of used capacity in 2013 and 62% in 2024. However, this pool is based on the willingness and ability to pay a membership and does not provide public use or cater for the full range of swimming programmes, hence a lower used capacity.
- ◀ The biggest issue emerging from the assessment for both years is the need to try and reduce used capacity of the existing pools. There is however limited scope to “move and manage the demand around” as all the pools are very heavily used.
- ◀ Also the total waterspace in Stafford at the 3 swimming pool sites is 1,082 m<sup>2</sup> of water. This reduces slightly to 1,024 m<sup>2</sup> of water when it is assessed on the basis of availability for public use in the weekly peak period. So only 58 m<sup>2</sup> of water or, 5.3% of the total water space in the authority is not available for public use at peak times. So very limited scope to make more use of the total existing supply.
- ◀ An option is to increase swimming pool provision. This is not suggested lightly – at all – given the total costs of developing a new pool. The mapping of the unmet demand does not identify any key locations where unmet demand is particularly high either in absolute numbers or in one location having particularly high unmet demand. So any choice of pool locations does not need to be determined by hot spots of unmet demand.
- ◀ If an increase in pool capacity is considered, then modernisation/expansion of existing sites is very sensible because there is very good access to these locations by residents based on car travel.

### KKP comments

The FPM included the Virgin Active Club (Stafford) which is a Registered Membership use only facility. For this reason, it was not included in the KKP analysis.

The Council has identified that it needs to consider the future of its two facilities in the Stone area, namely Allynnes Sports Centre and Westbridge Park Fitness Centre. The pool has recently been closed at Allynnes to address pipework and concrete issues in the pool tank.

The recent capital investment in Stafford LC has resulted in a reduction in the management fee for the facility. The Council’s short-term aspiration is that the sports facilities become revenue neutral. If this cannot be achieved the Council may be forced to consider rationalisation as part of its financial aspirations.

There is the potential for housing growth in the north of the Borough, but specific locations have not been identified. The potential exists that this could result in a new secondary school

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being required to serve this growth. This could be in the Stone area, thus providing the Council with an opportunity to rationalize its stock and consolidate it on a single site.

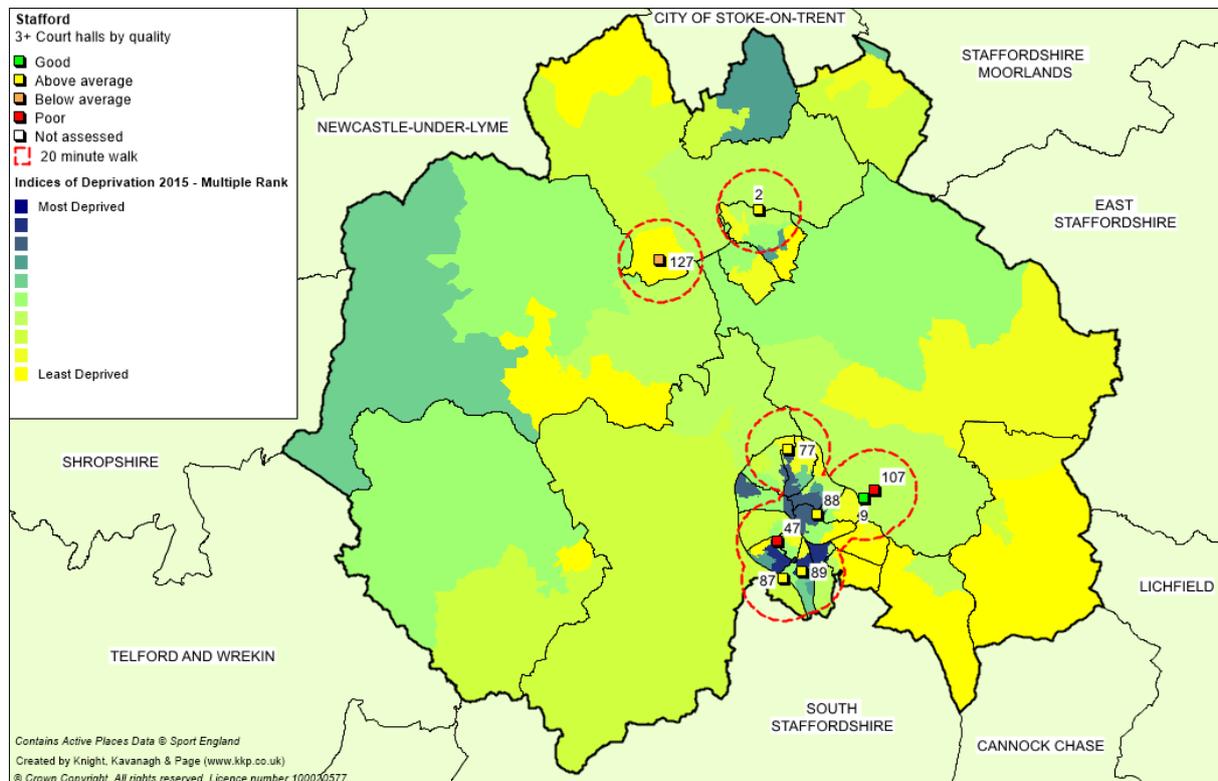
The Council will be looking for planning gain to assist with the development of any new facilities. This has been increasingly difficult to achieve, and the Council has taken a pragmatic approach to development in order to assist with economic development and growth in the area.

# STAFFORD BOROUGH COUNCIL: SPORTS FACILITIES STRATEGY: INDOOR NEEDS ASSESSMENT

## APPENDIX 2: ACCESSIBILITY MAPS

When the privately used facilities are removed for accessibility, 49% (64,077) of Stafford's population reside within one mile of a community available sports hall and 66,629 reside more than one mile away and are therefore likely to require transport to access a sports hall.

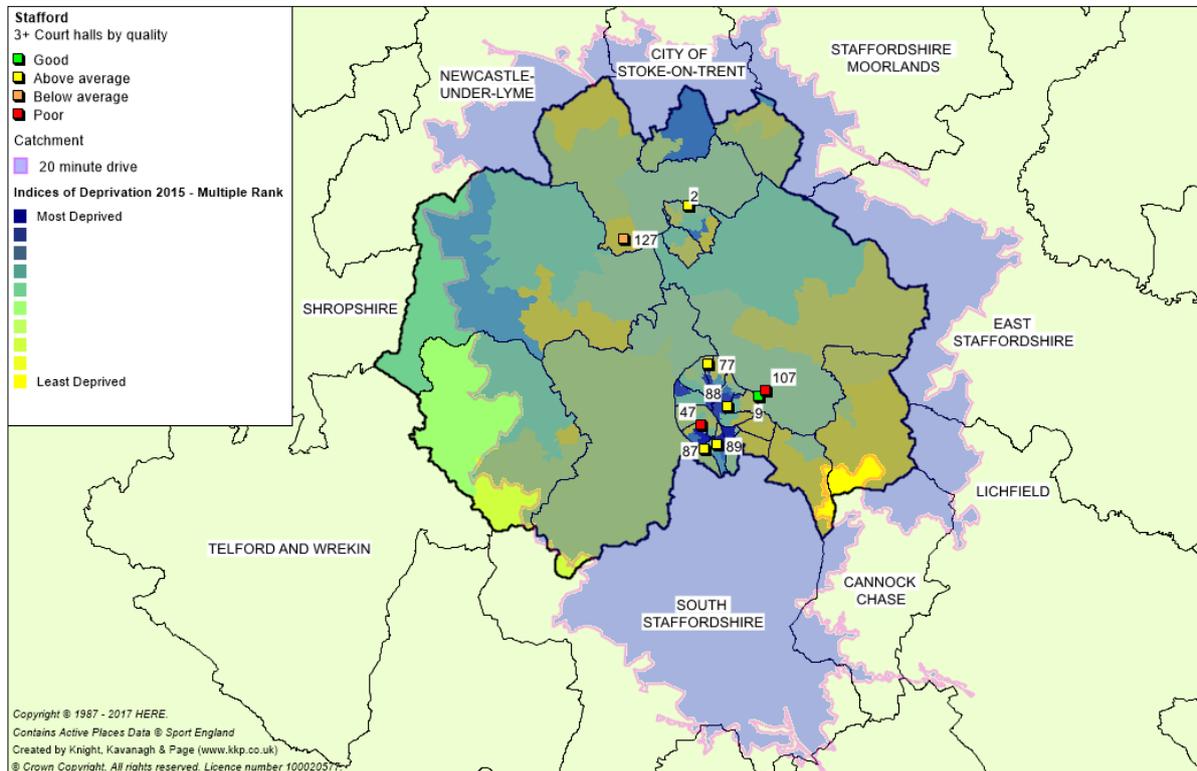
Figure 5.6: 3+ by condition on IMD with 1 mile walk time (without private use halls)



In terms of drive time, figure 5.7 shows that 97% of the population reside within 20 minutes drive time of a community available sports hall as shown in figure 5.6.

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Figure 5.7: community available sports halls with a 20 minute drive time



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## APPENDIX 3: MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Ben</b> Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-24	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	<b>Jamie</b> Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-24	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	<b>Chloe</b> Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-24	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	<b>Leanne</b> Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-24	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Helena</b> Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	<b>Tim</b> Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet -he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	<b>Alison</b> Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					
	<b>Jackie</b> Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					



# STAFFORD BOROUGH COUNCIL SPORTS FACILITIES STRATEGY –INDOOR NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Roger &amp; Joy</b> Early Retirement Couples  Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-64	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					
	<b>Brenda</b> Older Working Women  Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-64	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
				8%					
	<b>Terry</b> Local 'Old Boys'  Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-64	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
				9%					
	<b>Norma</b> Late Life Ladies  Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-64	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
				6%					

# STAFFORD BOROUGH COUNCIL SPORTS FACILITIES STRATEGY –INDOOR NEEDS ASSESSMENT

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<b>Ralph &amp; Phyllis</b> Comfortable Retired Couples  Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					
	<b>Frank</b> Twilight Years Gent  Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	<b>Elsie &amp; Arnold</b> Retirement Home Singles  Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).
				5%					