

### Indoor sports facilities

#### Introduction

- 14.1 PPG17 states that it is essential to consider the role that indoor sports facilities play in meeting the needs of local residents. It states that the provision of swimming pools, indoor sports halls, indoor bowls and indoor tennis should be considered as part of the local supply and demand assessment.
- 14.2 The methodology for the assessment of indoor facilities is slightly different to other PPG 17 typologies in that specific demand modelling can be undertaken in line with Sport England parameters and using Sport England tools. Nevertheless, while these national standards are taken into account, the emphasis and focus remains on understanding local needs and expectations and ensuring that facilities are sufficient to meet need.
- 14.3 Facilities considered within this indoor sports category are:
- Sports halls
  - Swimming pools
  - Indoor tennis
  - Indoor bowls.
- 14.4 There are many opportunities for the improvement of facilities across Bromsgrove, particularly capitalising upon the Building Schools for the Future (BSF) programme. In addition, other sources of funding (such as National Governing Bodies) may offer further avenues for improvement, although it is recognised that funding opportunities for the majority of sports are currently limited.

#### Strategic context and consultation

- 14.5 The provision of indoor sports facilities that meet local and national standards will be key to the delivery of the objectives of the Sport England National Strategy, which sets of the overarching aim of creating a world-class community sports system in England. Sport England plans to achieve this through three key outcomes – Grow, Sustain and Excel. The strategy indicates that Government, Sport England, national governing bodies of sport and other elements of the sporting landscape should focus around a clear goal – maximising English sporting success in all its forms.
- 14.6 Active Places and Active Places Power provide a key resource for the District Council in the long-term management and resource planning for indoor sports. Effective planning of facilities will be essential if objectives to increase participation are to be achieved.
- 14.7 The 2005/06 Active People Survey found that the percentage of adults participating in at least 30 minutes moderate intensity sport and active recreation (including recreational walking) on three or more days a week in Bromsgrove is 22.2%. This indicates that levels of physical activity in the District are above both the regional and national levels. Local objectives target an increase of 1% in participation per annum. The impact of the achievement of this target on the provision of facilities in Bromsgrove is significant and will be returned to later in this section.

- 14.8 The 2007/08 Active People survey indicates that there has been no significant change in the West Midlands Region in participation between 2007 and 2008. Membership of clubs has however shown a statistically significant decline. Again, in line with national trends, there has also been a statistically significant reduction in the proportion of adults who are fairly or very satisfied with sports provision their local area, with a decrease of -3.87%, compared to a national average of -2.88%. Participation in the West Midlands Region is currently lower than in all other UK regions.
- 14.9 Within Bromsgrove, levels of participation have risen by 1.5% to 23.7%. This level of participation is significantly above both the regional and national figures and indicates that participation targets have been achieved. In addition to the growth in participation, volunteering has also increased. However, there has been a decline in club membership and the proportion of residents satisfied with sports provision in the district has reduced significantly from 71.2% to 65.9%. This may be linked to the ageing stock of facilities in Bromsgrove.

### Market Segmentation

- 14.10 Sport England has subdivided the population into nineteen segments which all have different characteristics and consequently are likely to engage in sport in different ways. The dominant market segments in Bromsgrove are:
- **Tim** - likes activities such as canoeing, skiing, cricket, golf, cycling, football and squash
  - **Ralph and Phyllis** – enjoy a variety of activities, particularly swimming, fishing, golf and lower intensity sports such as bowls
  - **Roger and Joy** – are likely to participate in activities such as swimming, walking, sailing, golf, fishing and bowls.
- 14.11 It is important to ensure that facilities are appropriately designed to encourage participation by residents. Understanding the characteristics of these residents using the market segmentation tool can be helpful in providing facilities that meet the needs of residents. Of particular relevance to indoor facilities is the preference for those classified as “Ralph and Phyllis” and “Roger and Joy”, two of the dominant segments in Bromsgrove, who have the propensity to participate in swimming and bowls.

### Consultation

- 14.12 Consultation specific to indoor sports provision in Bromsgrove provides an indication of public opinion. Key findings from consultation are as follows:
- the majority of respondents to the household survey consider the provision of all types of indoor sports facilities to be insufficient
  - when analysing the reasons for residents indicating that there is insufficient provision a significant number of residents identified the need for increased provision of indoor tennis courts and swimming pools. Swimming pools in particular were highlighted as being too far away
  - 38% of respondents to the household survey indicate that the quality of indoor sports facilities is average. 31% of residents state that the quality of indoor sports facilities is poor. This highlights the need for qualitative improvements of indoor sports facilities in Bromsgrove

- consultation with residents identified the need for new and enhanced indoor sports facilities. In particular the changing rooms at swimming pools were identified as in need of improvement. There was an overall focus on the quality of facilities as opposed to the quantity
- children and young people felt that the quantity of indoor sports facilities was sufficient. 26% of children stated that there was a lot of facilities and 43% of young people indicated that there is more than enough or an adequate amount of facilities in their local area
- children and young people were also positive about the quality of indoor sports facilities. 60% of children indicated that facilities were clean, safe and nice to use and 38% of young people stated that facilities were clean, tidy and well maintained. However, 34% of young people felt that facilities were adequate but could do with some improvements.

### Current position

- 14.13 A broad review of indoor sport and recreation facilities has been undertaken to guide future planning within Bromsgrove. This review was based on the Active Places database and the Facilities Planning Model. The facilities in the district were cross checked via discussions with Council staff and telephone consultations.
- 14.14 This review considers the facilities managed by Bromsgrove District Council and also takes into account facilities owned by other providers, including schools and commercial operators.
- 14.15 Provision of sports halls, swimming pools, indoor tennis and indoor bowls has been considered in terms of quality, quantity and accessibility. For clarity, the provision of each type of facility is considered individually.

### Quality

- 14.16 The PPG17 Companion Guide reinforces that design and management are factors integral to the successful delivery of a network of high quality sport and recreation, stating that:

*“Quality depends on two things: the needs and expectations of users, on the one hand, and design, management and maintenance on the other.”*

- 14.17 Quality standards are therefore subdivided into two components, specifically:

- Management and maintenance
- Design specification.

- 14.18 The key objectives underpinning this are:

- to ensure high standards of management and customer service are attained, which meet or exceed customer expectation and lead to a quality leisure experience for all users of facilities
- to provide clear guidance relating to facility specifications, ensuring suitability of design for the targeted range of sports and standards of play as well as individual requirements for specialist sports and uses.

**Management of indoor facilities**

14.19 Quest is a tool for continuous improvement, designed primarily for the management of leisure facilities and leisure development. Quest defines industry standards and good practice and encourages their ongoing development and delivery within a customer focused management framework.

14.20 The Quest accreditation is therefore synonymous with high quality and good practice and achievement of this at facilities across Bromsgrove should be targeted. The Dolphin Centre is currently the only facility in the district to achieve this accreditation.

*All leisure providers to follow industry best practice principles in relation to a) Facilities Operation, b) Customer Relations, c) Staffing and d) Service Development and Review. The detail of the internal systems, policies and practices underpinning implementation of these principles will correlate directly to the scale of facility, varying according to the position of the facility within the levels of the established hierarchy.*

14.21 As well as reflecting Quest practice, the management of indoor sports facilities should reflect the views and aspirations of the local community. Residents considered the following key issues to be of particular importance in the provision of a high quality indoor facility:

- range of facilities (61%)
- parking facilities (58%)
- toilets (58%)
- welcoming staff (58%).

14.22 The vision for indoor sports facilities in Bromsgrove should therefore take into account the issues outlined below.

<b>Recommended standard – INDOOR SPORTS FACILITIES</b>	
Local consultation, national guidance and best practice suggest that the following features are essential and desirable to local residents:	
<b>Essential</b>	<b>Desirable</b>
Range of facilities	Welcoming staff
Parking facilities	Equipment maintenance
Toilets	Good access

14.23 Improvements to the quality of existing facilities were highlighted as being of greater importance than increases in the overall quantity of provision. Further detail on the views and aspirations of the local community, alongside the recommendations for the local quality standard can be found in Appendix G. Accessibility to facilities was also highlighted as a key issue.

**Design specifications**

- 14.24 In line with PPG17 recommendations, in addition to establishing a quality vision for sports facilities based on local community needs, facilities should meet with appropriate technical specifications.

**Quality standard (design and technical)**

***QS1: All new build and refurbishment schemes to be designed in accordance with Sport England Guidance Notes, which provide detailed technical advice and standards for the design and development of sports facilities.***

- 14.25 A full list of Sport England Design Guidance Notes can be found on, and are available to download free, from the Sport England website. A summary of key criteria for the quality of sports facilities is provided in Appendix J.
- 14.26 The space requirement for most sports depends on the standard of play – generally the higher the standard, the larger the area required. Although the playing area is usually of the same dimensions, there is a need to build in provision for increased safety margins, increased clearance height, spectator seating, etc. Similarly, design specification varies according to level of competition with respect to flooring type and lighting lux levels, for example.
- 14.27 Sport England Design Guidance Notes are based on eight standards of play. Consideration should be given to the desired specification of the facility in question at the outset.

### **Supply and demand analysis – developing standards**

- 14.28 In order to evaluate the adequacy of existing facilities, supply is compared to an estimated demand. The foundations of all demand assessments are analysis of the demographic nature of the resident population within the local authority. Consideration is also given to the impact of facilities in surrounding local authorities.
- 14.29 The findings of supply and demand models should inform the development of provision standards. Quantity standards should only be applied through the planning process where new facilities are required, and where part of the need for new provision is generated by the impact of the new development. The application of provision standards will be critical however in the event of significant population growth.
- 14.30 The Facilities Planning Model (FPM) is a tool developed by Sport England which evaluates the adequacy of supply to meet demand. The parameters used in the model are based on over 65,000 records collected as part of the National Benchmarking Service as well as specific surveys carried out across the country with the purpose of updating the FPM. The parameters used in the FPM are therefore directly representative of usage. This means that the use of the FPM for analysis of the provision of sports halls and swimming pools provides a robust understanding of supply and demand in an area and consequently of the adequacy of supply to meet demand.
- 14.31 The FPM considers the quantity and type of provision, as well as the appropriateness of the facility to meet the needs of residents in its catchment area.
- 14.32 In addition to the FPM, Active Places Power (Sport England) and the Sport England Facility Calculator provide further means of evaluating the adequacy of indoor sports provision. The current position of indoor sports provision is discussed by typology over the following pages.

## **Sport halls**

### **Context**

- 14.33 Within Bromsgrove there are currently 16 sports facilities that contain sports halls, which equates to 58 courts across the district. Of these facilities, nine sites contain sports halls with a size of three badminton courts or more. Table 14.1 overleaf outlines detailed information on each of these sites.
- 14.34 Six of the sites contain halls of under three courts in size. Whilst these sites are excluded from the demand modelling as they are unsuitable for many sports they remain important facilities. Activities in these halls may reduce demand for the larger halls across the district.
- 14.35 Bromsgrove School is the largest sports hall facility in Bromsgrove providing eight courts. The largest publicly accessible sports hall in the district is Haybridge Sports Centre (five courts). Six of the 16 sports hall facilities are publicly accessible, the number of courts contained within these sites equates to half of the total stock of courts in Bromsgrove.
- 14.36 The provision of sports halls in Bromsgrove is summarised overleaf.

## SECTION 14 – INDOOR SPORTS FACILITIES

**Table 14.1 – Sports halls in Bromsgrove**

Site Name	Ward	Number of Badminton Courts	Ownership Type	Access Type	Management Type
BROMSGROVE SCHOOL	St. Johns Ward	8	Other Independent School	Sports Club / Community Association	School/College/University (in house)
BROMSGROVE SCHOOL	St. Johns Ward	4	Other Independent School	Sports Club / Community Association	School/College/University (in house)
DOLPHIN CENTRE (BROMSGROVE)	St. Johns Ward	4	Local Authority	Pay and Play	Local Authority (in house)
HAGLEY CATHOLIC HIGH SCHOOL	Hagley Ward	4	Voluntary Aided School	Sports Club / Community Association	School/College/University (in house)
HAYBRIDGE SPORTS CENTRE	Hagley Ward	4	Foundation School	Pay and Play	Local Authority (in house)
NORTH BROMSGROVE HIGH SCHOOL	St. Johns Ward	4	Community school	Pay and Play	Private Contractor (PPP/PFI)
RYLAND CENTRE	St. Johns Ward	4	Local Authority	Pay and Play	Local Authority (in house)
SOUTH BROMSGROVE COMMUNITY HIGH SCHOOL	St. Johns Ward	4	Community school	Sports Club / Community Association	Private Contractor (PPP/PFI)
WASELEY HILLS HIGH SCHOOL AND SIXTH FORM CENTRE	Waseley Ward	4	Community school	Sports Club / Community Association	School/College/University (in house)
WOODRUSH SPORTS CENTRE	Drakes Cross and Walkers Heath Ward	4	Community school	Pay and Play	School/College/University (in house)



### **Consultation**

- 14.37 34% of respondents to the household survey feel the provision of sports halls is insufficient and a further 20% indicate that there are nearly enough. Given that 11% of residents have no opinion; this means that more residents feel that provision is insufficient than are satisfied with the current levels of provision.
- 14.38 Findings within the geographical areas are consistent with the overall findings, with the quantity of sports halls perceived to be insufficient. The greatest level of satisfaction is found within Bromsgrove East, where 60% of resident's state provision is insufficient.
- 14.39 Despite this overall perception, there were few general comments made with regards to sports halls. While some residents indicated that they are difficult to access at peak times, there was an overall focus on the quality of provision as opposed to the quantity. The only club using a sports hall to respond to the questionnaire indicated that qualitative improvements should be prioritised over quantity of facilities, as quantity is adequate to meet current demand.
- 14.40 Access to sports halls was perhaps the overriding issue highlighted during consultations. Community access to school facilities, particularly in the more rural areas was identified as crucial during both focus groups sessions as well as within the household survey.
- 14.41 60% of respondents to the household survey expect to drive to a sports hall. 28% of residents prefer to walk to access this facility type. This is reflective of the rural nature of Bromsgrove.
- 14.42 Responses to the officer survey indicated that in addition to facilities being of low quality, Council facilities are expensive and prohibitive to prospective users, particularly for badminton. Dual use of school facilities was highlighted as a key issue, both in terms of ensuring that facilities are provided local to residents, but also with regards the limitations that this generates for day time use.

### **Supply and Demand Analysis – Adequacy of existing provision**

- 14.43 In order to analyse the adequacy of the existing provision of sports halls across Bromsgrove, consideration has been given to the quantity, quality and access to existing sites.

### **Quality of existing provision**

- 14.44 The quality of facilities is particularly important to local residents. The age of facilities, along with the quality of the sites may influence how likely residents are to use facilities.
- 14.45 Analysis of the quality of sites demonstrates that:
- the Dolphin Centre is the main public facility in Bromsgrove. This is the only Quest accredited facility in the area. Although this site is an accredited facility, mainly residents perceived the quality of this site to be average. The Dolphin Centre was considered to be in need of further refurbishment and the changing rooms were highlighted as being poorly maintained. Residents indicated that this site is frequently overcrowded and in general it was perceived that the facility is tired

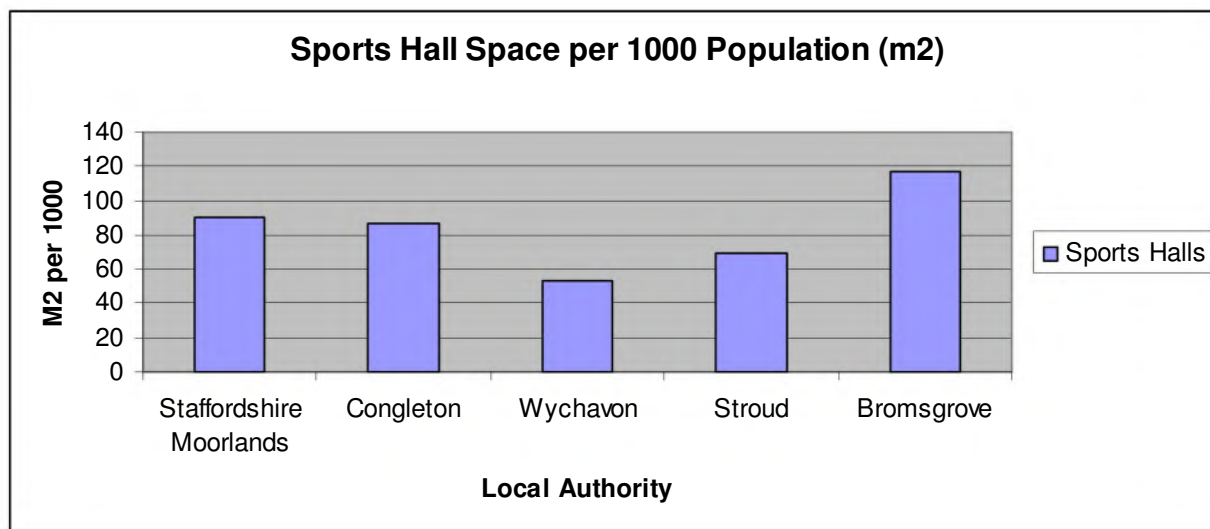
- the most recently built facilities in the district are Hagley Catholic High School and Parkside Middle and Meadows First School sports halls. There is no pay and play access at either facility although both sites do offer use for sports clubs. Although the facility at Hagley Catholic High School is four courts, the Parkside Middle and Meadows First School halls are small halls
- of the five sites offering unrestricted public access, the most recently built facility is Haybridge Sports Centre which was built in 1999. This facility is of reasonable quality
- overall, six of the 16 sites have been refurbished since their initial development. Two of these sites are those which offer unrestricted public access and they have all been refurbished in the past five years. Belbroughton Recreation Ground is the most recently refurbished facility (2007). These recent refurbishments suggest that there are some high quality, publicly accessible sports halls in the district
- while there are some high quality new sites, there are eight sites over 20 years old which have not yet been refurbished. These sites are considered to be less attractive to residents Improving the attractiveness of these facilities would increase their theoretical capacity to meet the needs of residents

**Quantity of provision**

14.46 Active Places Power indicates that the quantity of sports halls in Bromsgrove is significantly above the national and regional average, at 116.79 m<sup>2</sup> per 1000 population in comparison to 78.90 nationally and 76.68 m<sup>2</sup> per 1000 in the West Midlands.

14.47 Furthermore, when compared to some of it’s nearest neighbours (i.e local authorities that are most similar to Bromsgrove in terms of structure and population profile), it can be seen that quantity of sports halls is particularly high. This is illustrated below in Figure 14.1.

**Figure 14.1 – Sports Hall Space in Bromsgrove in comparison to nearest neighbours**



## **SECTION 14 – INDOOR SPORTS FACILITIES**

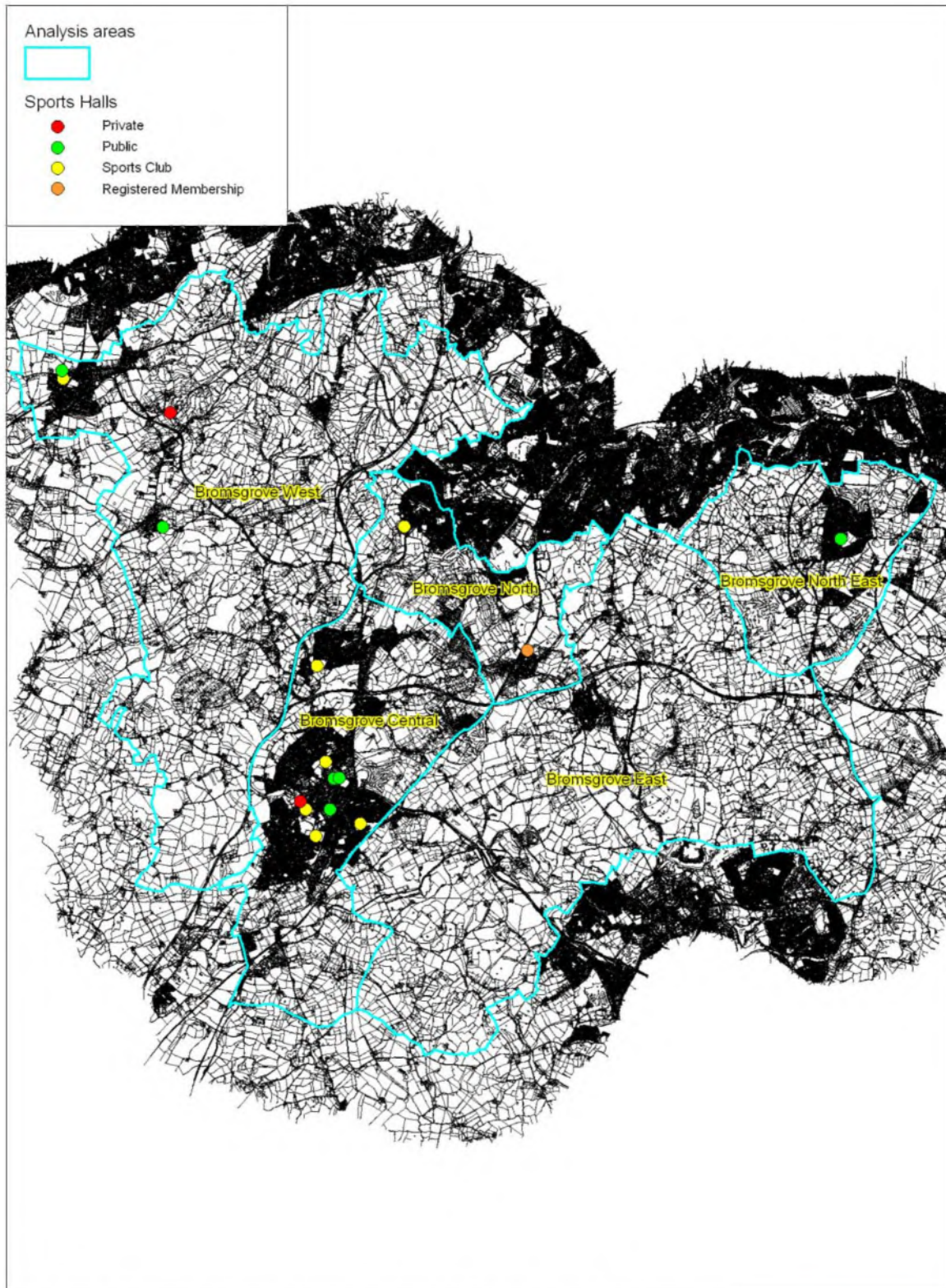
---

- 14.48 According to Active Places Power, 178% of demand is met in Bromsgrove, compared to 132% nationally. This provides only a broad indication, as the quality of facilities and access to these facilities is not taken into account in this calculation however it suggests that in general, the overall quantity of provision is sufficient.
- 14.49 As highlighted, while the household survey suggested that the overall quantity of provision is insufficient, general comments suggest that these issues relate to access to existing facilities, rather than an overall lack of provision.
- 14.50 The FPM indicates that Bromsgrove contains 5.4 courts per 10,000 residents. This figure is above both the regional (3.6 courts) and the national averages (3.8 courts) suggesting that provision in Bromsgrove is higher than other areas in the West Midlands. This supports the findings of Active Places Power.
- 14.51 The FPM measures the adequacy of the quantity of provision based on the demand (in terms of number of visits per week) compared to the capacity of the facilities in the area to accommodate these visits. It concludes that the existing facilities in Bromsgrove are capable of sustaining 7,087 visits per week. Demand is equivalent to 4,054 visits (25 courts).
- 14.52 This indicates that in quantitative terms, existing facilities are sufficient to meet demand. This supports the views expressed by sports clubs during consultation. In order to ensure that supply is sufficient to effectively meet demand it is necessary to ensure that supply is greater than demand. The above calculations do not take into account the spatial distribution of existing facilities.

### **Access to facilities**

- 14.53 Access to facilities is perhaps the most important determinant of the adequacy of provision of facilities and in Bromsgrove the majority of comments related to access to facilities.
- 14.54 The findings of the household survey and other consultations suggest that the majority of residents in Bromsgrove expect to travel by car to reach a facility (60%). This is supported by the fact that only 13.3% of households are without access to a car compared to 19.5% in England. Only 28% of respondents indicated that they would expect to walk to indoor facilities.
- 14.55 Findings from the household survey demonstrated that for those residents who expected to drive to a facility, the modal response was 10 minutes and the third quartile was 15 minutes. This suggests that the catchment area of a sports hall is 10 – 15 minutes.
- 14.56 Access to facilities for those living in rural settlements outside of Bromsgrove was highlighted as being low during consultation. Furthermore, it was suggested during focus groups, surveys and drop in sessions that access during the day is limited due to the fact that many of the facilities are school based and are therefore used for curricular purposes at this time.
- 14.57 Access to some facilities was also felt to be restrictive due to the pricing policy. Concessionary rates are however available.
- 14.58 Map 14.1 illustrates the distribution of existing sports halls and indicates that there is a good distribution of sports halls in Bromsgrove. The majority of facilities are located within the Bromsgrove Central area, however there is good provision of sites in the majority of the larger rural settlements.

**Map 14.1 – Sports Hall Provision in Bromsgrove**



This map is based upon Ordnance Survey material with the permission of the controller of Her Majesty's Stationary Office (C) Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Bromsgrove District Council, DBRO400 (2008)



**Sports Halls in Bromsgrove**

## **SECTION 14 – INDOOR SPORTS FACILITIES**

---

- 14.59 It can be seen that when considering access by car, all residents are within the appropriate drive time of a sports hall. Access to facilities on foot is however more limited.
- 14.60 Active Places Power evaluates access to facilities by considering the personal share per person in the authority area. It suggests that provision in Bromsgrove is above national and regional averages, suggesting that overall access to facilities is good.
- 14.61 In order to assess the degree to which demand is met by the supply of facilities, the FPM takes into account the location of existing sports halls and the likely means of transport that people will use to reach the site. It also takes into account the profile of the population and the type of facilities that are provided to serve the population.
- 14.62 The national FPM run demonstrates that in terms of access to sports halls, 94.6% of residents are located within the catchment area of a facility. This figure is above both the regional (89.5%) and national (89.9%) averages.
- 14.63 The FPM suggests that 91.6% of those who travel by road are satisfied, while only 8.4% are satisfied if they wish to travel on foot. 61.3% is due to residents being outside of the appropriate catchment of a facility and 38.6% is due to a lack of capacity at facilities. To an extent this reinforces the issues highlighted by residents, which suggest that the facilities are congested at peak times. The FPM indicates that demand exceeds supply at the Dolphin Centre, Haybridge Sports Centre, North Bromsgrove High School and South Bromsgrove Community High School.
- 14.64 For those wishing to walk to facilities, only 3% of unmet demand occurs because facilities do not have capacity and the remainder is a result of being outside of the catchment for facilities. The unmet demand therefore largely arises as a result of the lack of local access to facilities for residents who may require it. This is potentially a reflection of the rural nature of the village.
- 14.65 In addition to the larger sports halls, there are several smaller halls which act as local facilities and are capable of hosting a range of activities including dance and aerobics.
- 14.66 The Facility Planning model indicates that while current unmet demand is equivalent to circa 1 court, this will rise to 3 courts by 2019.

### **Summary – sports halls**

- 14.67 Analysis of the quantity, quality and accessibility of sports halls in Bromsgrove therefore suggests that indicates that overall, there is sufficient quantity to meet demand at the current time. Facilities are well distributed across the district and there are no areas of high unmet demand.
- 14.68 Despite this, there are some issues relating to existing provision, specifically:
- a lack of access during day time hours due to the proportion of provision that is school based
  - congestion of facilities at peak times – 38.6% of unmet demand arises as a result of facilities being at capacity
  - the facility stock is ageing and locals perceive facilities to be tired and in need of refurbishment – this will impact on the capacity of facilities, as well as their attractiveness to residents
  - the price of existing facilities is considered to be prohibitive to some users.



## **SECTION 14 – INDOOR SPORTS FACILITIES**

---

- 14.69 Given the quantity of demand that is met, future focus should be on improving the quality of sports halls and increasing access to existing sites – this may involve reviewing caretaking / opening procedures on some sites. In order to reduce pressure on existing sites, use of smaller village halls for aerobics, dance etc should be maximised
- 14.70 If the 1% increase in participation is achieved, coupled with projected population growth, access to additional facilities may be required. The West Midlands Regional Facility Strategy does not identify Bromsgrove as a priority location for new provision in the short term although new provision may be required longer term. The FPM indicates that there will be a shortfall of 3 courts by 2019.
- 14.71 Programmes such as Building Schools for the Future and the extended schools programme offer significant opportunities to improve the overall stock of facilities in the district. New facilities should be located at school sites.
- 14.72 Providers of all indoor sports facilities should strive to achieve the quality vision and where possible, larger sites should work towards Quest accreditation, the national benchmark for quality. As highlighted, this has already been achieved at the Dolphin Centre.

## **Swimming pools**

### **Context**

- 14.73 There are currently five swimming pools within Bromsgrove, equating to 1169m<sup>2</sup> of water space. Learner pools are also located at Altered Images and Revive Health Club and Spa.
- 14.74 The main swimming pools in the district is outlined in Table 14.2 overleaf.
- 14.75 Table 14.2 reveals that only the Dolphin Centre pool offers unrestricted public access. However, this pool is the largest in the district, providing 413.9m<sup>2</sup> of water space (including the learner pool).
- 14.76 The remaining swimming pools are located at one school site (Bromsgrove School) which offers club access and two commercial sites which only allow registered member usage.
- 14.77 Table 14.2 overleaf summarises the provision of swimming pools in Bromsgrove.

**SECTION 14 – INDOOR SPORTS FACILITIES**

**Table 14.2 – Provision of swimming pools in Bromsgrove**

Site Name	Facility	Ward	Size	Ownership Type	Access Type	Management Type
BROMSGROVE SCHOOL	2012794	St. Johns Ward	250	Other Independent School	Sports Club / Community Association	School/College/University (in house)
DAVID LLOYD CLUB (BROMSGROVE)	2014068	St. Johns Ward	325	Commercial	Registered Membership use	Commercial Management
DOLPHIN CENTRE (BROMSGROVE)	2012796	St. Johns Ward	413.9	Local Authority	Pay and Play	Local Authority (in house)
LIVINGWELL HEALTH CLUB (BROMSGROVE)	2010312	Catshill Ward	180	Commercial	Registered Membership use	Commercial Management



### **Consultation**

- 14.78 Over half of the respondents to the household survey indicate that the provision of swimming pools is insufficient (57%). 37% of residents indicate provision is adequate.
- 14.79 This perception is reflected in all geographical areas, and the highest level of dissatisfaction is found in Bromsgrove North East, where 87% of residents feel provision is insufficient.
- 14.80 The quality and quantity of swimming pools in Bromsgrove was frequently discussed during consultation. Specifically, swimming pool changing rooms were identified as being of poor quality and suffering from a lack of maintenance. Residents also indicated that they are required to travel to reach pools as there is only one publicly accessible site in the district and this was a key theme of the general comments in the household survey. It was clear that many residents travel into nearby authorities to go swimming, or have registered with commercial facilities to use their swimming pools. Access to facilities and the distance that they are required to travel to reach a facility was the primary reason given by residents for perceiving the overall quantity to be insufficient.
- 14.81 27% of children and 16% of young people indicated that if they could have a new facility near their home it would be a swimming pool. This highlights the value of swimming pools to young people in the district.
- 14.82 Bromsgrove Swimming Club is the only swimming club in the district. They train and host galas at the Dolphin Centre and also use Bromsgrove High School for training. The pool at the Dolphin Centre contains spectator accommodation and is therefore suitable for galas. It also fulfils minimum competition criteria.
- 14.83 60% of residents expect to drive to a swimming pool, indicating that the majority of residents expect to travel to reach a facility. Despite this, as highlighted, a lack of swimming provision in close proximity to the home emerged as a key issue.

### **Supply and Demand Analysis – Adequacy of existing provision**

- 14.84 In order to analyse the adequacy of the existing provision of swimming pools across Bromsgrove, consideration has been given to the quantity, quality and access to existing sites.

### **Quality of existing provision**

- 14.85 The quality of indoor swimming pools was a more frequently raised subject than the quantity during consultations. As previously highlighted, many residents felt that pools were poorly maintained and sometimes lacking in cleanliness.
- 14.86 Analysis of the quality of existing sites across the district suggests that:
- the quality of the commercial facilities is higher than the public swimming pools. Livingwell Health Club was built in 1990 while the David Lloyd Club pool was built during 2002. Residents indicate that both of these facilities provide attractive swimming pools. While the facility at the David Lloyd centre is a large 25m swimming pool, the pool at Livingwell Health Club is much smaller
  - the Dolphin Centre swimming pool, the only publicly accessible pool in the district, is the oldest facility in Bromsgrove (1966). However, the pool was refurbished in 2004. The quality of this facility was considered to be poor by many residents, particularly the changing accommodation

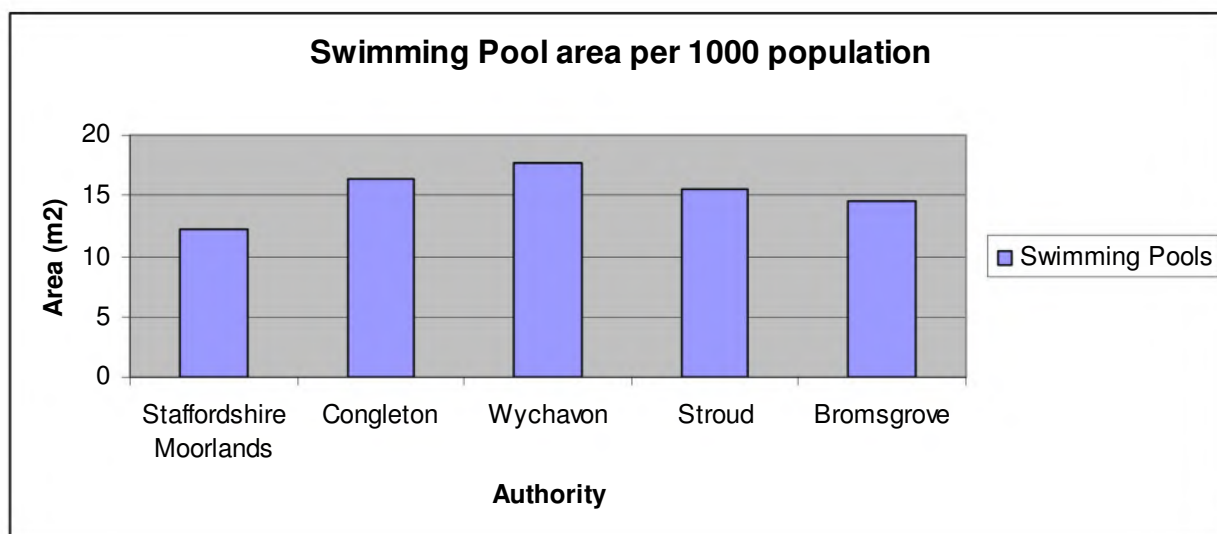
## SECTION 14 – INDOOR SPORTS FACILITIES

- the Dolphin Centre is the only facility in the district to achieve Quest accreditation.

### Quantity of provision

- 14.87 To assess the adequacy of existing provision, we have used strategic planning tools developed by Sport England, including Active Places Power and the Facilities Planning Model.
- 14.88 Active Places Power indicates that the quantity of swimming pool space in Bromsgrove ( $16.67\text{m}^2$ ) is below both the national and regional average ( $18.99\text{m}^2$  and  $16.93\text{m}^2$  respectively). When taking into account just the swimming space which is divided into lanes (i.e excluding leisure provision), it can be seen that provision in Bromsgrove is above average, with  $14.58\text{m}^2$  per 1000 population in comparison to  $11.95\text{m}^2$  in the West Midlands  $13.49\text{m}^2$  nationally. This suggests that facilities for leisure or informal swimming (either leisure pools or smaller pools that are not divided into lanes) are limited.
- 14.89 When compared to some of its nearest neighbours (i.e local authorities that are most similar to Bromsgrove in terms of structure and population profile), it can be seen that quantity of swimming pools is average. This is illustrated below in Figure 14.2

**Figure 14.2 – Swimming Pools per 1000 population**



- 14.90 Active Places Power reveals that 156% of demand is met in Bromsgrove. This compares poorly with the national average, where 173% of demand is met although is broadly comparable with the West Midlands average.
- 14.91 Facilities Planning Model (FPM) analysis conducted by Sport England during 2009 indicates that that 17.3% of water space in Worcestershire is located within Bromsgrove. Approximately 16% of the population in Worcestershire reside in Bromsgrove and it can therefore be seen that the quantity of swimming pool water is broadly in proportion with the overall population of the district. The West Midlands does however contain a lower amount of swimming pools in comparison to the population than other regions.
- 14.92 According to the FPM, the total water space in Bromsgrove equates to  $12.2\text{m}^2$  per 1000 population. This figure is in line with the regional average but is lower than the national average. This figure deviates from those set out in Active Places Power as facilities not meeting the parameters of the FPM are excluded from consideration.

## **SECTION 14 – INDOOR SPORTS FACILITIES**

---

14.93 FPM analysis suggests that Bromsgrove has:

- a total estimated demand for swimming equivalent to 5,044 visits per week in the normal peak period
- a total estimated supply for swimming in the normal weekly period of 7,721 visits per week.

14.94 This indicates that the supply of swimming pool provision exceeds demand by 2,677 visits per week in a normal peak period, which suggests that there is sufficient water space to meet demand. This does not take into account the spatial distribution of facilities.

14.95 As highlighted, consultation suggested that there were insufficient swimming pools in the district. The majority of these comments however related to the need to travel to reach swimming pools, rather than a lack of capacity at existing facilities. Quality of pools was more frequently referenced than quantity.

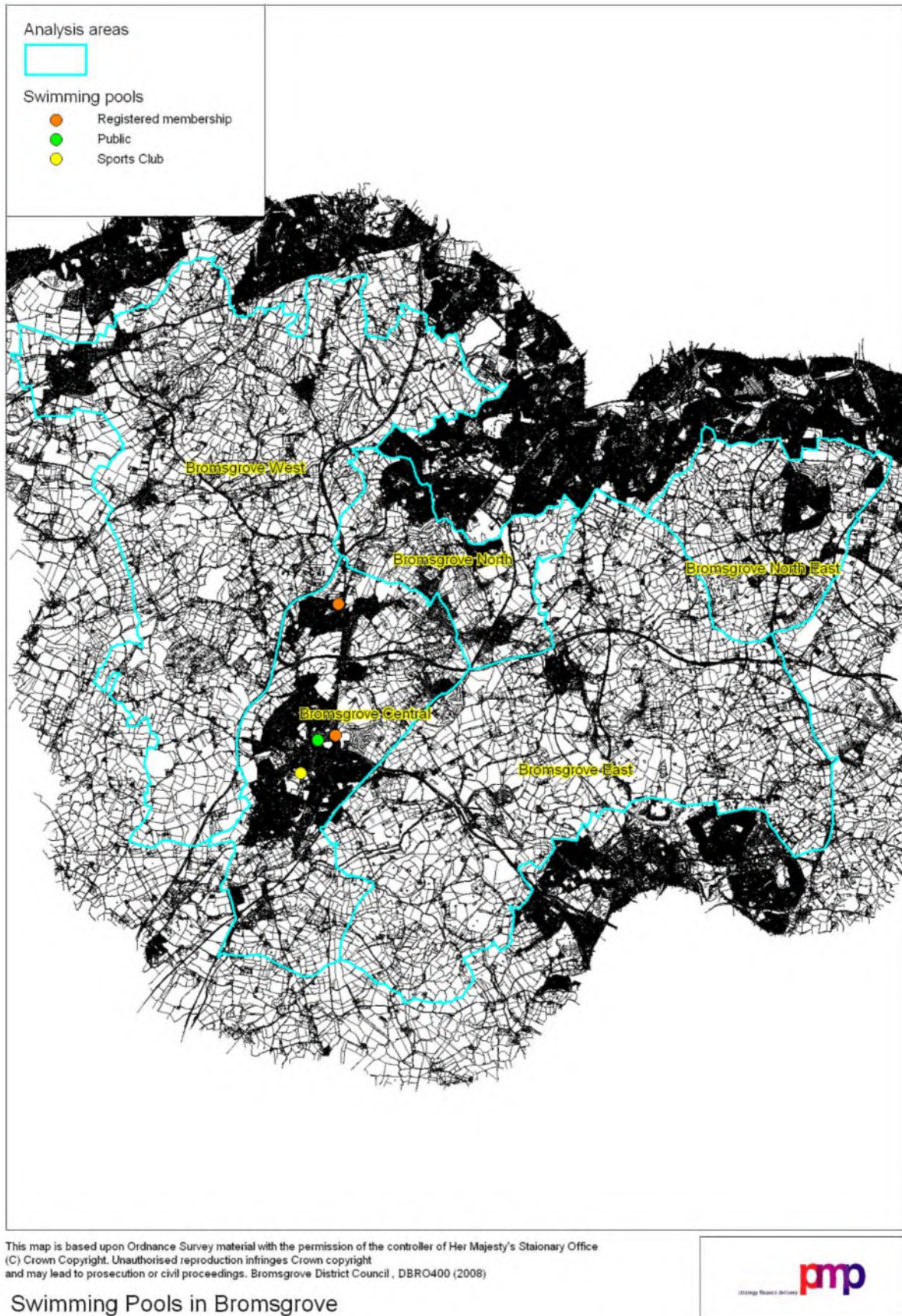
### ***Accessibility***

14.96 Access to facilities is perhaps the most important determinant of the adequacy of facilities. This is also reflective of the consultation findings, where some residents perceived there to be insufficient swimming pools as there were no facilities located in close proximity to their home. Poor public transport links between rural settlements and the Dolphin Centre were highlighted as a key barrier to participation.

14.97 Consultation suggests that the majority of residents would expect to travel by car (66%). 25% would anticipate walking and the remainder would use either public transport or would travel by bike.

14.98 Map 14.2 overleaf illustrates the distribution of existing facilities and indicates that pools across the district are located within the Bromsgrove Central area. This indicates that the majority of residents located in the rural areas of Bromsgrove have to travel to access a swimming pool.

Map 14. 2 – Swimming Pools





## **SECTION 14 – INDOOR SPORTS FACILITIES**

---

- 14.99 Taking the supply and demand information into consideration, the FPM indicates that within Bromsgrove 95.9% of demand is met. This percentage is greater than both the regional and national averages. Again this figure differs from that provided in Active Places Power due to the parameters used to determine the facilities that are included. The FPM provides a more detailed understanding of the adequacy of provision.
- 14.100 Currently 84% of visits to pools in Bromsgrove are made by car. 91.2% of residents who travel by car to access a swimming pool are satisfied. This high level of satisfied demand suggests that the location and distribution of swimming pools is good with virtually all of the swimming demand being located within the catchment of an appropriate facility.
- 14.101 The level of unmet demand in the district is equivalent to only 214 visits per week in the weekly peak period. 82.2% of this unmet demand is generated by residents who do not have a car and are outside of the local catchment for a facility.
- 14.102 The FPM provides an indication as to the level of unmet demand across the district. This analysis takes into account the quality of facilities as well as their spatial distribution.
- 14.103 In relation to water space, the level of unmet demand equates to just 38m<sup>2</sup>. This amount of water space is minimal when considering that a four lane 25m pool is equivalent to 212m<sup>2</sup> of water space. All unmet demand in the district is generated by residents who do not have access to a facility within the appropriate catchment. There are no residents within the appropriate catchment of a facility who are unable to access the pool as a result of a lack of capacity.
- 14.104 The FPM therefore suggests that the quantity of swimming pools in Bromsgrove is sufficient to meet current needs. This is supported by the consultation, which highlights that quality and access issues are particularly apparent.
- 14.105 Despite this, FPM data estimates that the swimming pools in Bromsgrove are being used around 5,964 visits per week in the weekly peak period. This level of use equates to 77.2% of total pools capacity, which is significantly above the regional average of 62% and the national average of 57.6% (*It should be noted that a percentage of used capacity above 70% is regarded as a pool being busy and a percentage figure of used capacity at 80% is regarded as pools full*). This indicates that pools within Bromsgrove are very busy and nearly at full capacity. Bromsgrove School Pool is the least used pool in the District.

### ***Future projections***

- 14.106 The FPM indicates that by 2019 the level of unmet demand will increase to 236 visits per week in the peak period (34m<sup>2</sup> of water space). The level of use of pools will increase to 81.2% of total capacity and this indicates that by 2019 pools will be full and supply may limit demand.
- 14.107 In light of future population growth as well as potential increases in participation, the existing pools are likely to come under pressure if no additional water space is provided, in particular the Dolphin Centre which is the only facility permitting casual access in the district. The FPM indicates that Bromsgrove is a net importer, with over 40% of visits made by residents in neighbouring authorities.
- 14.108 Despite the adequate supply of provision to cater for existing visits, analysis of the capacity of current facilities suggests that access to additional provision may be required over the LDF period (or improvements to the quality of provision to increase the capacity) it will therefore be essential to provide access to additional facilities over the

LDF period. This may in the form of enabling access for the local community to existing facilities (eg Bromsgrove School) or the provision of a new or extended facility.

### **Summary and key issues– Swimming pools**

- 14.109 There are currently five swimming pools within Bromsgrove, equating to 1169m<sup>2</sup> of water space. Learner pools are also located at Altered Images and Revive Health Club and Spa.
- 14.110 Analysis using the Sport England FPM indicates that the total supply of swimming provision exceeds demand by some 2,677 visits per week in the normal peak period, which suggests that there is sufficient pool space to meet the needs of the local resident population. Consideration of the spatial distribution of pools and the level of access to these facilities for local residents reinforces this, with the FPM revealing that 95.9% of demand is met (91.2% of those who travel by car).
- 14.111 Although this suggests that additional provision is not required, the usage of pools within Bromsgrove indicates that pools are nearly at full capacity (77.2%). Increases in participation and/or population will increase pressure on the existing facility stock. The Sport England Facility Calculator reveals that an additional 1000 residents would generate demand for approximately 9.93 m<sup>2</sup> of water space.
- 14.112 Therefore it is important to consider increasing the capacity of existing facilities to meet future demand.
- 14.113 In the short term, the quality of existing public facilities was a key issue and priority should therefore be given to qualitative improvements. Qualitative improvements to existing facilities would increase the capacity of these sites, as would longer opening hours. Access to the Dolphin Centre from rural settlements was also highlighted as a key issue.
- 14.114 In the longer term, new or extended provision may be required.

### Indoor bowls

- 14.115 Bromsgrove and District Indoor Bowls Club is the only indoor bowls facility in the district. This facility contains six lanes and is owned and managed by a sports club. This facility allows restricted public access as well as access to members of clubs.

#### Supply and demand

- 14.116 35% of residents feel the provision of indoor bowls facilities is insufficient while 22% of residents indicate the provision of this type of facility is adequate. The remainder of residents had no opinion on the quantity of indoor bowls. Surprisingly, despite this presence of a facility, residents within all five analysis areas feel the provision of indoor bowls is insufficient. The greatest level of dissatisfaction is portrayed in Bromsgrove West, where 52% of residents indicate provision is insufficient.
- 14.117 Despite apparent levels of dissatisfaction with the quantity of facilities dedicated to indoor bowls in the household survey, other consultations did not generate any other discussion.
- 14.118 Active Places Power reveals that all demand for indoor bowls is met within Bromsgrove. This compares to 24% of demand met in the West Midlands and over 50% met nationally. This suggests that the overall quantity of provision is good. The quality of the existing facility is also perceived to be good.
- 14.119 The West Midlands Regional Facility Strategy does not identify the need for an additional indoor bowls centre in Bromsgrove.

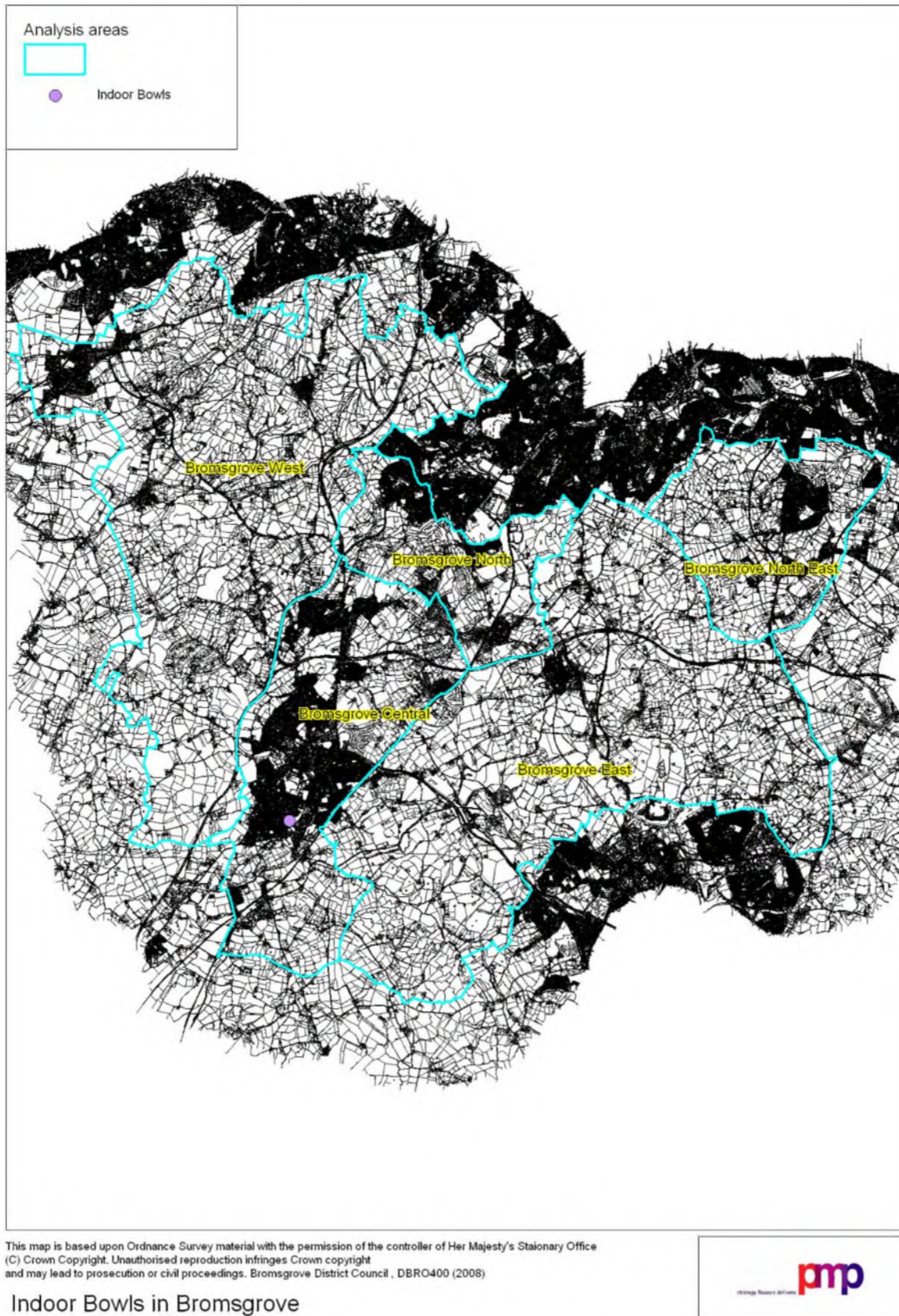
#### Accessibility

- 14.120 Local consultation undertaken reveals that 60% of respondents would expect to drive to an indoor bowls rink. Analysis of responses indicates that the overall catchment of an indoor bowling centre is at least a 15 minute drive time. Residents in Bromsgrove North and Bromsgrove East would be prepared to travel slightly longer to access an indoor bowls facility (20 minutes).
- 14.121 Map 14.3 overleaf illustrates that all residents are within the appropriate catchment of a facility. Furthermore, consultation demonstrates that many residents from neighbouring districts travel to reach the indoor bowls centre in Bromsgrove.
- 14.122 Provision of facilities for bowls is of particular importance in Bromsgrove. ‘Roger and Joy’ and ‘Ralph and Phyllis’, two of the dominant population groups, are likely to enjoy activities such as bowls and ensuring that there is adequate opportunity to participate in such an activity will therefore be a key means of increasing physical activity.

#### Summary – indoor bowls

- 14.123 There is one indoor bowls centre in Bromsgrove. Active Places Power indicates that all demand in Bromsgrove is met. Furthermore, all residents are within the appropriate distance of this facility. It is therefore suggested that additional provision is not required at this time; however the existing facility should be protected.

Map 14.3 – Indoor bowls in Bromsgrove





### Indoor tennis

- 14.124 The David Lloyd Club is the only indoor tennis facility in Bromsgrove. This site provides one airhall with three courts and a framed fabric surface with two courts. This site is a commercial facility and does not allow public access.

#### Supply and demand

- 14.125 The majority of respondents to the household survey feel the provision of indoor tennis facilities is insufficient. Only 11% of residents indicate provision is adequate.
- 14.126 Findings within the individual analysis areas are consistent with the overall result. The greatest level of dissatisfaction is located in Bromsgrove North East, where 63% of residents state provision is insufficient.
- 14.127 Active Places Power reveals that there are 0.06 indoor tennis facilities per 1000 population. This compares favourably to both the national average (0.03 facilities per 1000) and the regional average (0.01 facilities per 1000) and therefore suggests that provision is currently sufficient to meet demand.
- 14.128 Consultation does not highlight the need for an additional indoor tennis facility. While some general comments relating to a lack of tennis provision were made, demand was insufficient to justify an additional facility. One of the key issues raised with regards tennis was a lack of provision that is appropriate for use during the winter months. A perceived lack of outdoor tennis courts was also evident.

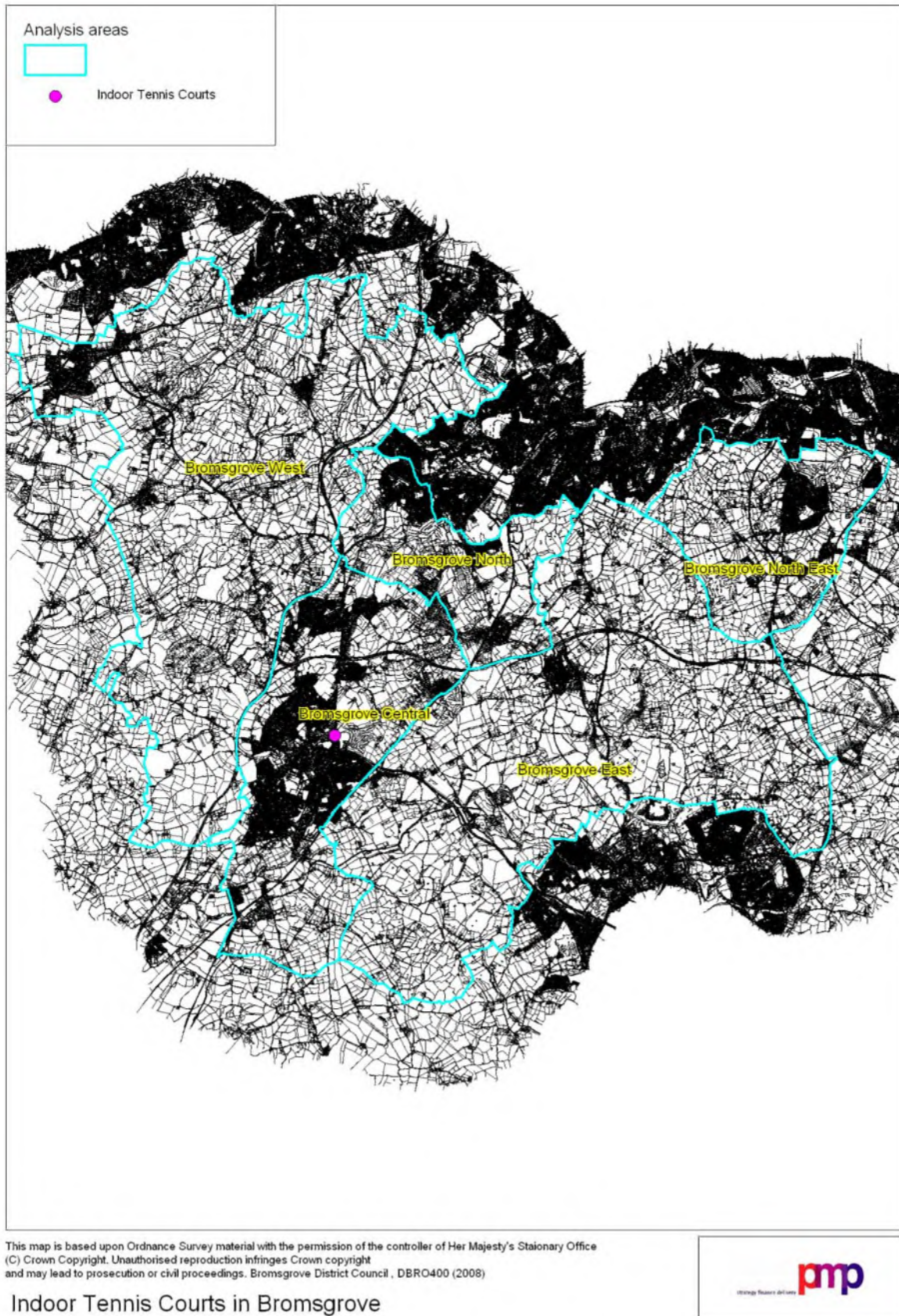
#### Accessibility

- 14.129 59% of respondents would expect to drive to an indoor tennis facility and residents would expect to travel circa 15 minutes. Findings within the geographical areas are consistent with the district wide result.
- 14.130 Map 14.4 overleaf indicates that most residents are within the catchment of the David Lloyd Facility. It must however be noted that given that this site is a higher end commercial facility, it may not be accessible to all residents, particularly with regards price. This should be bourn in mind when evaluating future demand for indoor tennis.

#### Summary

- 14.131 There is one indoor tennis facility in Bromsgrove. Active Places Power indicates that the provision of indoor tennis courts is above both the national and regional average. While consultation suggests that there is some unmet demand in the district, there is insufficient evidence to suggest that an additional facility is required at this point in time.
- 14.132 It will however be important to consider the restrictions on access to the existing facility and to evaluate the implications of this.

Map 14.4 - Indoor tennis facilities in Bromsgrove



**The future provision of indoor facilities in Bromsgrove**

14.133 Analysis of the current supply and demand of indoor sports facilities in Bromsgrove concludes that:

- there are sports halls to meet current demand in quantitative terms however halls are ageing and there are issues relating to access to existing sites. The FPM indicates that halls are operating near to capacity. Shortfalls may equate to 3 courts by 2019
- there is sufficient water space to meet current demand, however as there is only one facility offering unrestricted public access there is particular pressure on this site and several other sites are operating at capacity. There is a need to increase the capacity for swimming to meet longer term need, either through qualitative improvements, extensions to existing provision, improved community access or a new site
- the current indoor bowls centre is sufficient to meet demand at the current time
- the only indoor tennis facility in the district is a commercial facility and is therefore not accessible to all residents. There is insufficient evidence to suggest that an additional facility is required at the current time but demand should be monitored on an ongoing basis.

14.134 Other key issues raised that should be addressed in order to increase participation and use at leisure centres include:

- ensure that the pricing structure is attractive to all sections of the community – consultation demonstrated that price is a particular barrier to participation
- ensure that facilities are inviting to the general public through effective maintenance and management regimes. The cleanliness and maintenance, along with parking and provision of a wide variety of facilities was considered to be particularly important.

14.135 In the event of additional provision being required, the Sport England Facility Calculator provides an indication as to the potential additional demand generated by the new population. Contributions should be requested towards qualitative improvements where new provision is not required.