

# **Chelmsford Indoor/Built Sports Facility Needs Assessment**



**2016 – 2036**

Report produced on behalf of Chelmsford City Council by  
Leisure and the Environment in association with Ethos  
Environmental Planning



# Chelmsford Indoor/Built Sports Facility Needs Assessment

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- Appendix 1: Explanation of Sport England Active People and Market Segmentation analyses
- Appendix 2: Sport England Facility Planning Model report for Sports Halls and Swimming Pools in Chelmsford (separate document)

## GLOSSARY OF TERMS

<b>Term</b>	<b>Meaning</b>
<b>AGP</b>	Artificial grass pitches
<b>ANOG</b>	Assessment of Needs and Opportunities Guide
<b>APP</b>	Active People Power
<b>APS</b>	Active People Survey
<b>ASA</b>	Amateur Swimming Association
<b>CBN</b>	County Badminton Network
<b>CIL</b>	Community Infrastructure Levy
<b>ECBA</b>	Essex County Badminton Association
<b>FPM</b>	Facility Planning Model
<b>H&amp;FS</b>	Health & Fitness Suites
<b>IMD</b>	Index of Multiple Deprivation
<b>LTA</b>	Lawn Tennis Association
<b>MS</b>	Market Segmentation
<b>NCAAP</b>	North Chelmsford Area Action Plan
<b>NGB</b>	National Governing Body
<b>NPPF</b>	National Planning Policy
<b>SFC</b>	Sports Facility Calculator

## 1.0 INTRODUCTION

### 1.1 Description of report

1.1.1 This is one of six reports provided within the overall Chelmsford Open Space, Sports and Recreational Facilities Study. It considers the provision of indoor and built sports and active recreation facilities for the community.

The six reports are:

1. Chelmsford Community and Stakeholder Consultation Report (Local Needs Assessment);
2. Chelmsford Open Space Study (comprising a main report and six area profiles);
3. Chelmsford Playing Pitch and Outdoor Sports Needs Assessment (Part A, B and C);
4. Chelmsford Playing Pitch and Outdoor Sports Strategy and Action Plan (Part D of the Playing Pitch and Outdoor Sports Needs Assessment);
5. Chelmsford Indoor/Built Sports Facility Needs Assessment (this report); and,
6. Chelmsford Indoor/Built Sports Facility Strategy and Action Plan.

### 1.2 Study Overview

1.2.1 The National Planning Policy Framework (NPPF) requires local planning authorities to set out policies to help enable communities to access high quality open spaces and opportunities for sport and recreation. These policies need to be based on a thorough understanding of local needs for such facilities and opportunities available for new provision.

1.2.2 In view of the above, in 2014 Chelmsford City Council Appointed Ethos Environmental Planning to produce a new open space, indoor and outdoor sports and recreational facilities audit and assessment- a needs assessment and strategy to inform the decision making process up to 2036 to replace that published by the Council in 2005.

1.2.3 Overall aims of the study are:

- To provide an audit of existing indoor and outdoor leisure facilities within the City's administrative area and immediate boundaries.
- To provide an assessment of these facilities in terms of quantity, quality and accessibility.
- To provide a community and stakeholder needs assessment.
- To identify gaps in provision, over provision and priority guidelines for future investment.
- To develop and provide a strategy determining the actions and resources required to guide the City Council's decision making up until 2036.

1.2.4 There are three key elements to the study:

- An Open Space Assessment
- A Playing Pitch Strategy and Outdoor Sports Assessment

- An Indoor and Built Sports and Recreation Facilities Assessment (This report)

1.2.5 As such the overall outcome of the study will comprise of three main reports drawing upon an evidence base comprised of:

- Consultation and engagement with all relevant key stakeholders, agencies and organisations as well as the wider community and general public.
- An audit of all facilities within the scope of the study.
- Analysis and assessment of the adequacy of current and future facility provision based on recommended methodologies such as Sport England's "Assessing Needs and Opportunities" national planning guidance.

### 1.3 Indoor Sports and Recreational Facilities Assessment

1.3.1 In addition to the overall requirements set out for the project (above) the **Indoor Sports and Built Recreation Facilities Assessment** should:

- Identify all key indoor sports facilities currently available to the community
- Identify the demand for these facilities by local people
- Evaluate what local people think about the quality of facility provision
- Identify existing and predicted deficiencies/surpluses (including potential demand for indoor extreme sports)
- Identify recommendations for future areas of investment and delivering improvements.

### 1.4 Methodology

1.4.1 As set out the indoor sport and leisure provision assessment has adopted the Sport England 'Assessment of Needs and Opportunities Guide' (ANOG) methodology, which advocates a broad approach to be undertaken looking at supply and demand and considering need in terms of:

- **Quantity** - what facilities there are in the area, how many you have?
- **Quality** – how good are they in terms of condition and being 'fit for purpose'?
- **Accessibility** - where they are located?
- **Availability** - how available are they? (The degree of 'availability' is analogous to the level of 'Community Use' (see references and the text box, below).

1.4.2 ANOG states that it is only by understanding all these elements together and their inter-relationship that you can form a rounded view of the supply and demand for facilities in an area. As also advocated by ANOG extensive consultation has been undertaken to inform the analysis. Questionnaire surveys were undertaken as below:

- A sample 'Leisure Plus' (household survey)- referred to as the 'household survey' subsequently in this report.

- Survey of national governing bodies of sport and local clubs.
- A survey of parish councils.
- A Local groups and organisations survey
- Discussions were also undertaken with key Chelmsford City Council officers and leisure centre staff.

1.4.3 The detailed findings of these consultations are summarised in this report. The complete consultation reportage is provided in the Chelmsford Community and Stakeholder Consultation Report (Local Needs Assessment)

1.4.4 The assessment has also been informed by the use of analytical techniques, which include GIS mapping, and Sport England Facility Planning Model (FPM) reports supplied by Sport England to help inform the study. The FPM analysis is explained more fully in Sections 3 and 4 (dealing with swimming pools and sports halls respectively). The FPM findings have been used in association with those of the above consultations and GIS analysis, in securing an overall picture of the provision of local pools and sports halls in respect of quantity, quality accessibility, and availability.

## **1.5 Review**

1.5.1 In line with Sport England guidance contained in ANOG, it will be important to review the content of this Needs Assessment, as well as any strategy document based upon it, to reflect any relevant changes in local circumstances. This review should be on a regular basis.

## **1.6 Report Framework**

1.6.1 The report is made up of 11 main sections:

- Section 2 provides context for the study in respect of planned change within the local authority, and an analysis of the characteristics of the population that have a relevance to planning for sport and recreation. Key policies of other stakeholders are also noted.
- Sections 3 to 11 provide an assessment of provision for different facilities/activities, based on a consideration of their quantity, quality and accessibility, and availability for 'community use'. The term 'Community' Use is central to this study and is defined below. At the end of each section there is a short summary in respect of key findings, issues and options.
- Section 12 considers the impact of future planned population change on those facilities/activities considered in the sections 3 to 11. As appropriate it outlines some potential standards of provision for key facilities, and other appropriate strategic recommendations to help meet both existing and future demand for facilities.

## 1.7 What is community use?

1.7.1 At its simplest 'community use' is a term that is used to describe the extent to which a given sport or recreation facility is available for use by members of the general community- either on a pay-as-you go informal basis, or as part of an organised club or group.

1.7.2 In practice, the above definition of community use will include a wide range of management regimes whose admission policies will span informal 'pay-as-you-go' access, by the general community; and, through to use by organised clubs and groups by booking or longer-term agreements etc. Whether, individual facilities are considered to be available for significant community use depends of several factors, including:

- Type of facility (and whether its size and design might be of use to the community at large, or at least significant groups within the community);
- The cost of using facilities, and whether these might generally be considered to be affordable;
- The times and days of availability (times of most demand for the general community are likely to be in the evenings and at the weekends, as well as during mid-week lunchtime (popular for people at work).
- The extent to which such use by the community is 'assured' over the longer-term.

1.7.3 In terms of utility for the general community different facilities will therefore have diverse value by nature of because of their varying scale, location, and management/pricing policies. This is not to deny the importance of other smaller provision for local clubs and groups, as well as those residents who prefer to pay for access to private/commercial facilities.

## 2.0 CONTEXT

### 2.1 General

2.1.1 This section includes important contextual information about Chelmsford local authority relevant to the analysis contained in this report. It considers:

- A brief review of the policies and priorities of the local authority, as well as other key stakeholders and that have relevance to planning for sport and recreation within the local authority.
- The current demographic character of the local authority, and how it is likely to change in the coming years, up to 2036.
- A review of the particular characteristics of the adult population in respect of how this influences people's inclination to take part in sport and active recreation.
- Key issues have been identified, taking into account the above.

2.1.2 The strategic context/policy overview is set out within each of the reports associated with the overall Chelmsford Open Space, Sports and Recreational Facilities Study (outlined in section 1.1), with the exception of the Community and Stakeholder Consultation report and the Playing Pitch and Outdoor Sports Strategy and Action Plan. A number of the strategies and policies are relevant to each of the studies and are therefore included within each separate report, and in addition, each study also includes strategies and policies that are only relevant to that study.

2.1.3 The demographic character, characteristics of the adult population and issues sections (latter three sections – 2.3, 2.4 and 2.5) is repeated within the Playing Pitch and Outdoor Sports Needs Assessment as the information is also relevant to this needs assessment, and both assessments are to be read as stand-alone documents.

2.1.4 Policies and strategies are subject to regular change, therefore the summary provided in this section was correct at the time of writing. Chelmsford City Council reserve the right to change and update this section as policies change.

2.1.5 The policy overview will include analysis of the councils' existing strategies and policies. It also includes a review of other strategies of relevance at national and local levels and assesses their implications for the provision of open space, sport and recreation opportunities. In addition, an assessment of the relationship between the proposed study and other relevant council strategies and initiatives is included.

2.1.6 The PPG17 companion guide identified the importance of understanding the implications of existing strategies on the study. Specifically, before initiating local consultation, there should be a review of existing national, regional and local plans and strategies, and an assessment of the implementation and effectiveness of existing planning policies and provision standards.



## 2.2 Strategic Context

### 2.2.1 National Strategic Context

#### National Planning Policy Framework (NPPF)

2.2.1.1 The NPPF sets out the Government's planning policies for England and how they should be applied. The NPPF must be adhered to in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. The NPPF contains the following references that relate to green infrastructure and open spaces:

- **Para 17 - Achieving Sustainable Development - Core Planning Principles:** Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking.
- **Para 58** - Local and neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area.  
**Para 73** - Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.
- **Para 74** – Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
  - An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
  - The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
  - The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.
- **Para 75** - Planning policies should protect and enhance public rights of way and access. Local authorities should seek opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails.
- **Para 99** - Local Plans should take account of climate change over the longer term, including factors such as flood risk, coastal change, water supply and changes to biodiversity and landscape.
- **Para 109** - The planning system should contribute to and enhance the natural and local environment.

#### Sporting Future - A New Strategy for an Active Nation

2.2.1.2 This cross-government strategy seeks to address flat-lining levels of sport participation and high levels of inactivity in this country. Through this strategy, government is redefining what success in sport means, with a new focus on five key outcomes: physical wellbeing,

mental wellbeing, individual development, social and community development and economic development. In future, funding decisions will be made on the basis of the outcomes that sport and physical activity can deliver.

2.2.1.3 It is government's ambition that all relevant departments work closer together to create a more physically active nation, where children and young people enjoy the best sporting opportunities available and people of all ages and backgrounds can enjoy the many benefits that sport and physical activity bring, at every stage in their lives.

2.2.1.4 Government is reaffirming its commitment to Olympic and Paralympic success but also extending that ambition to non-Olympic sports where it will support success through grassroots investment in those sports, and by sharing UK Sport's knowledge and expertise. The strategy outlines what is expected of the sector to deliver this vision, and how the government will support it in getting there.

2.2.1.5 Public investment into community sport is to reach children as young as five as part of a ground-breaking new this new strategy. The move will see Sport England's remit changed from investing in sport for those aged 14 and over to supporting people from five years old right through to pensioners, in a bid to create a more active nation.

2.2.1.6 Investment will be targeted at sport projects that have a meaningful, measurable impact on how they are improving people's lives – from helping young people gain skills to get into work, to tackling social inclusion and improving physical and mental health.

2.2.1.7 Funding will also be targeted at groups who have low participation rates to encourage those who do not take part in sport and physical activity to get involved. This includes supporting women, disabled people, those in lower socio-economic groups and older people. Sport England will set up a new fund in 2016 to get inactive people physically active and will support and measure participation in sport and wider physical activity going forward.

### **Sport England Strategy – 'Towards and Active Nation' 2016-2021**

2.2.1.8 In response to the Government's strategy, Sport England's new strategy vision is that that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity. Sport England's new vision and its supporting aims will therefore contribute to achieving the government's. Key features of the new Strategy are:

- Dedicated funding to get children and young people active from the age of five, including a new fund for family based activities and offering training to at least two teachers in every secondary school in England to help them better meet the needs of all children, irrespective of their level of sporting ability.
- Working with the sport sector to put customers at the heart of everything they do, and using the principles of behaviour change to inform their work.
- Piloting new ways of working locally by investing in up to 10 places in England – a mix of urban and rural areas.
- Investing up to £30m in a new volunteering strategy, enabling more people to get the benefits of volunteering and attracting a new, more diverse range of volunteers.

- Helping sport keep pace with the digital expectations of customers – making it as easy to book a badminton court as a hotel room.
- Working closely with governing bodies of sport and others who support people who already play regularly, to help them become more efficient, sustainable and diversify their sources of funding.

2.2.1.9 With respect to the final bullet point (above) a projected 38% of Sport England controlled investment will be directed through the National Governing Bodies of Sport. This is the largest of Sport England's funding programmes.

## 2.2.2 Local Context

### Chelmsford City Corporate Plan 2012

2.2.2.1 The Council's Corporate Plan has six strategic priorities which are largely all relevant to the overall Chelmsford Open Space, Sports and Recreational Facilities Study. These are:

- Attracting investment and delivering infrastructure;
- Facilitating suitable housing for local needs
- Providing high quality public spaces;
- Promoting a more sustainable environment;
- Promoting healthier and more active lives;
- Enhancing participation in cultural activities.

2.2.2.2 The Corporate Plan sets out how each of the strategic priorities will be achieved and identifies ways in which it considers success can be measured.

2.2.2.3 Changes in central government policy and legislation have seen local authorities take more responsibility for improving levels of public health. Studies show that living a healthy lifestyle and maintaining a healthy weight can reduce the risk of developing chronic disease, improves quality of life and increases life expectancy. The Council is now responsible for many factors which impact on mental and physical health, including sports and leisure provision in the area, environmental health, green spaces and housing standards. The Council is therefore now aiming to support its residents and encourage health improvements by implementing the new Public Health Strategy alongside the Council's other policies and strategies.

### Chelmsford Core Strategy and Development Control Policies Development Plan Document (2001-2021)

2.2.2.4 This document which is a statutory part of the Council's Local Development Framework (LDF), sets out the Council's strategy to manage strategic development growth alongside the day-to-day planning policies for determining planning applications. It was adopted in February 2008. In 2013 the Council adopted a 'Focused Review' of the Core Strategy (in light of the publication of the NPPF) to replace specific policies and text<sup>1</sup>.

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<sup>1</sup> <http://www.chelmsford.gov.uk/csdpc>

2.2.2.5 It sets out the Council's vision, objectives, spatial strategy and core policies that will guide and shape development until 2021. It also identifies general areas for new housing and employment, transport infrastructure and areas where development will be limited. The second part of the document includes detailed policies that are used to make decisions on planning applications.

2.2.2.6 Currently, the overall planned housing growth within the local authority between now and 2036 (i.e. the study horizon of this study) has yet to be determined with geographical precision, either in respect of the local authority-wide targets, or in terms of the geographic location of strategic growth allocations. However, based on previous trends observed in the local authority the latest population projections adopted by the Council for planning purposes would suggest a growth in population from an estimated 172,370 in 2015, to 195,880 in 2036 – an overall net increase of 23,510<sup>2</sup>.

2.2.2.7 What is certain is that much of the new housing proposed within the local authority up to 2021 will be provided on the northern edge of the existing urban area of Chelmsford, and the NCAAP, which runs to this time horizon, and allocates 4,000 houses to this part of the local authority. As with all successful and sustainable major developments, these additional houses will need to be provided in conjunction with a phased creation of infrastructure, including that for open space, sport and active recreation. All allocations in the NCAAP area have already been granted planning permission, which includes committed sports and community infrastructure within it.

2.2.2.8 It may be that, when the impact of all new housing allocations up to 2036 (yet to be determined) are taken into account, the levels of population growth will be even higher, and this will certainly be the case in those areas where new major housing allocations are made. The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

2.2.2.9 Beyond the 2021 time horizon, the City Council will assume that the requirement for new homes up to an extended time horizon (up to 2036) will run at around 775 per annum. This is based on Chelmsford's Objectively Assessed Housing Need figure. This shows a population increase of 22,549 for period 2015-2025<sup>3</sup>.

2.2.2.10 The Council has adopted the following vision to describe the type of place they want the area to be in 2021 and beyond:

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<sup>2</sup> These were from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

<sup>3</sup> This is based on the EPOA Phase Report 7 report from Edge (POPGROUP). This shows a population increase of 22,549 for period 2015-2025.

*'The Borough of Chelmsford will be at the leading edge for economic, social and environmental excellence at the heart of Essex, where people choose to live, work and visit because of the ever-improving quality of life available to all, now and for future generations'.*

2.2.2.11 The vision is the same as the Community Plan Our Future 2021 – the Borough of Chelmsford as it is essential that there is integration and recognition that the LDF is the delivery vehicle and spatial representation of the Community Plan. The Strategic Objectives for the Core Strategy relate back to the seven priorities of the Community Plan and are grouped into the five themes of:

- Managing Growth (MG)
- Environmental Protection and Enhancement (EPE)
- Balanced Communities (BC)
- Quality of Life (QL)
- Economic Prosperity (EPC)

2.2.2.12 The key elements of the Spatial Strategy are:

- the focus of development on existing built-up areas including an urban renaissance within Chelmsford Town Centre;
- the development of two new neighbourhoods to the North of Chelmsford with necessary infrastructure;
- the safeguarding of the Metropolitan Green Belt and the protection and enhancement of valuable landscapes and the natural and historic environments;
- promoting the economic and cultural role of Chelmsford as the 'Capital of Essex' and the revitalisation of an economic gateway in North-East Chelmsford.

2.2.2.13 The Core Strategy recognises the importance of open space and built sport and leisure facilities, with relevant policies including:

**Core Policy (CP) 12 – Protecting and enhancing recreational provision**, which seeks to maintain and enhance the provision of formal and informal recreational facilities including parks and gardens, country parks and other public open spaces.

**Core Policy CP16 – Promoting Social Inclusion:** In considering proposals for new development, the Borough Council will promote social inclusion through equality of opportunity and equality of access for all to social, educational, health, employment, recreational, green space, community buildings and cultural facilities. Proposals which would maintain or improve local services will therefore be considered favourably, subject to meeting the tests set out in any other relevant policies in this Development Plan Document.

**Core Policy CP18 – Providing New Community and Social Facilities in Major New Development:** The Borough Council will ensure that new community facilities, including health, education, social, sports and leisure, parks and green spaces, arts and cultural facilities, are developed as an integral part of any proposals for major new residential development in accordance with the requirements identified by the Borough Council and other agencies. Such facilities will be accessible to all sections of the community, and will be

secured by a range of funding measures and planning contributions including standard charges and/ or standard formulae where necessary.

### **Be Moved: Sports & Arts Strategy for Chelmsford (2012-2016)**

2.2.2.14 The strategy recognises that both sport and art have a key role to play in keeping citizens both physically and mentally healthy, reducing social exclusion and shaping the identity and feel of a place.

2.2.2.15 The vision for the strategy is:

*“To encourage people who live, work & visit Chelmsford to get actively involved in sport & arts, to support local organisations and to develop the City's high quality of life & reputation in the East of England”.*

2.2.2.16 The strategy identifies how this vision can be achieved, including where resources will be allocated and how new and existing funding streams can be utilised. Consultation was undertaken with the public and stakeholders which led to the development of a ‘Triple A’ approach (Services will be: Active, Affordable and Accessible) and 5 goals for the Leisure and Cultural Services to Work towards as follows:

- To promote health and wellbeing
- To build an Olympic and Paralympic legacy
- To facilitate community initiatives to enrich society
- To deliver a high quality and varied programme of sport and arts
- To ensure our services are right for you

## **2.2 Demographic Character and how it is likely to change up to 2036**

### **Population**

2.3.1 As at 2015 Chelmsford City Council area was estimated to have a population of 172,370. This figure is based upon population projections commissioned by the City Council. The same projections calculate that by the year 2036 the population will have increased to 195,880. This figure is itself only based upon previous trends, and does not necessarily take into account the impact of planned new residential growth yet to be determined.

2.3.2 This growth will affect the local demography in different ways. **Figure 1** shows the impact it is likely to have on general age cohorts within the population.

Figure 1: Changing local population and age structure<sup>4</sup>

2.3.3 The most noteworthy feature of the above changes is that whilst there is an overall growth in the population generally and, within seven of the eight cohorts, the biggest numerical increases are in the oldest age groups and especially within those in the post retirement age groups.

2.3.4 Generally speaking, it is the younger adult age groups between 16 and 45 years of age that have the greatest propensity to participate in sports and active recreation. Whilst these age groups will continue to grow within the local authority it is clear that the greater percentage of the overall population growth will come from within the older age groups, and this will have implications for the way in which sport and recreation facilities are planned.

2.3.5 Much of the population within the local authority is focused on the Chelmsford urban area, and much of the anticipated population change up to the year 2036 will be centred on this part of the local authority. This will also be the case in respect of planned new residential development (and therefore the local population growth) resulting from development allocations yet to be determined.

2.3.6 **Figure 2** below shows the overall distribution of population within the local authority (and is based on population data available from the Census Output Area level from the 2011 census).

<sup>4</sup> Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

## Affluence and deprivation

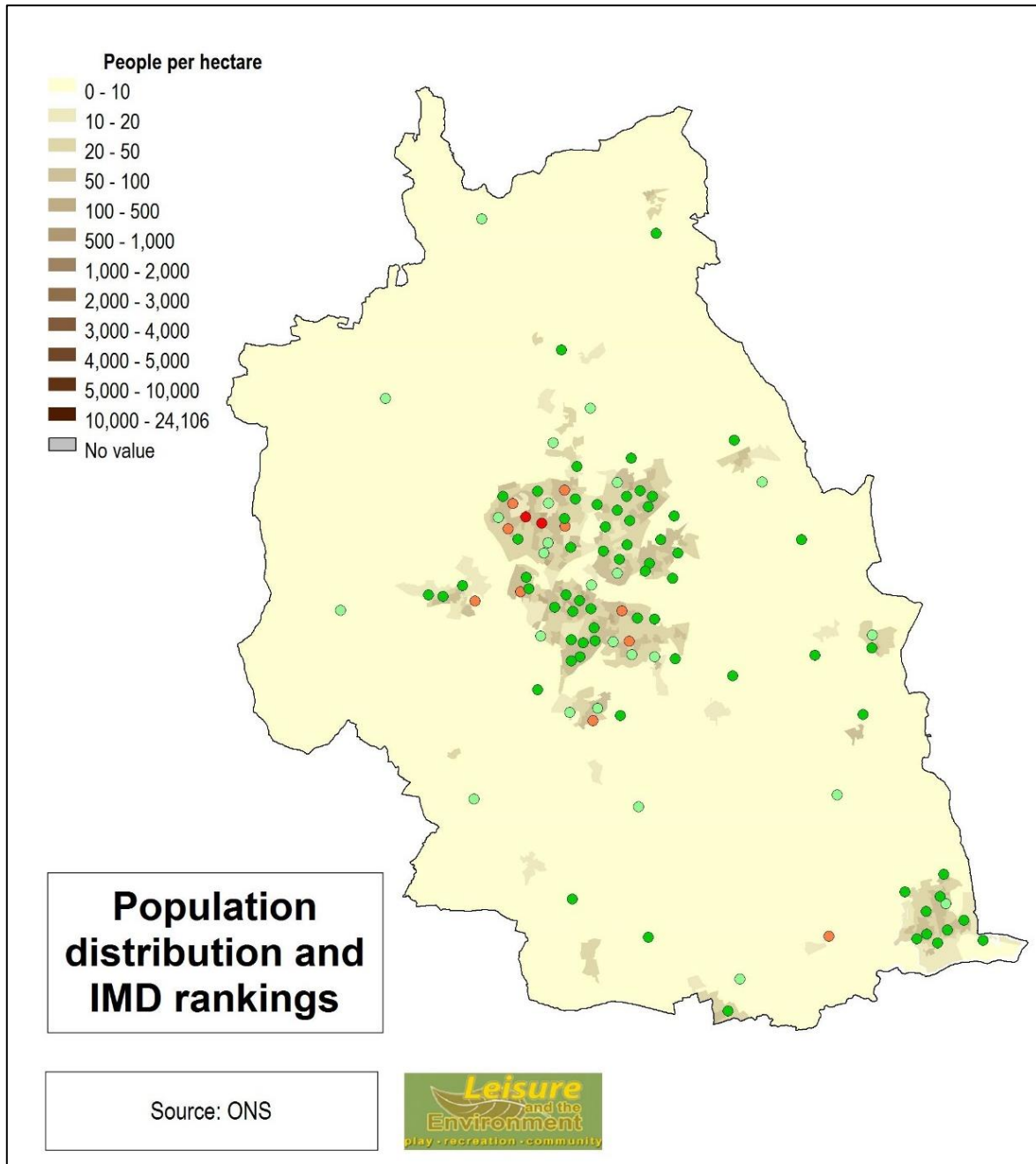
2.3.7 Also shown on **Figure 2** is a traffic light colour scheme reflecting the Index of Multiple Deprivation (IMD) scores for the locality. All of the approximately 34,500 Census Super Output Areas (SOAs) within England and Wales have been categorised into one of four quartiles based on their ranking in the most recent available government IMD at the time of this study. The red light represents SOAs in the highest ranked (most deprived) quartile whilst, the dark green light represents those in the lowest ranked (most affluent) quartile.

2.3.8 Much of the local authority area might be considered quite well off compared with most other parts of the country. There are, however, parts of the urban area (and especially the northwest) that fall within the two least affluent quartiles.

2.3.9 Research has shown that there is a high correlation between levels of deprivation, and participation levels in sport and recreation.



Figure 2: Population distribution and deprivation

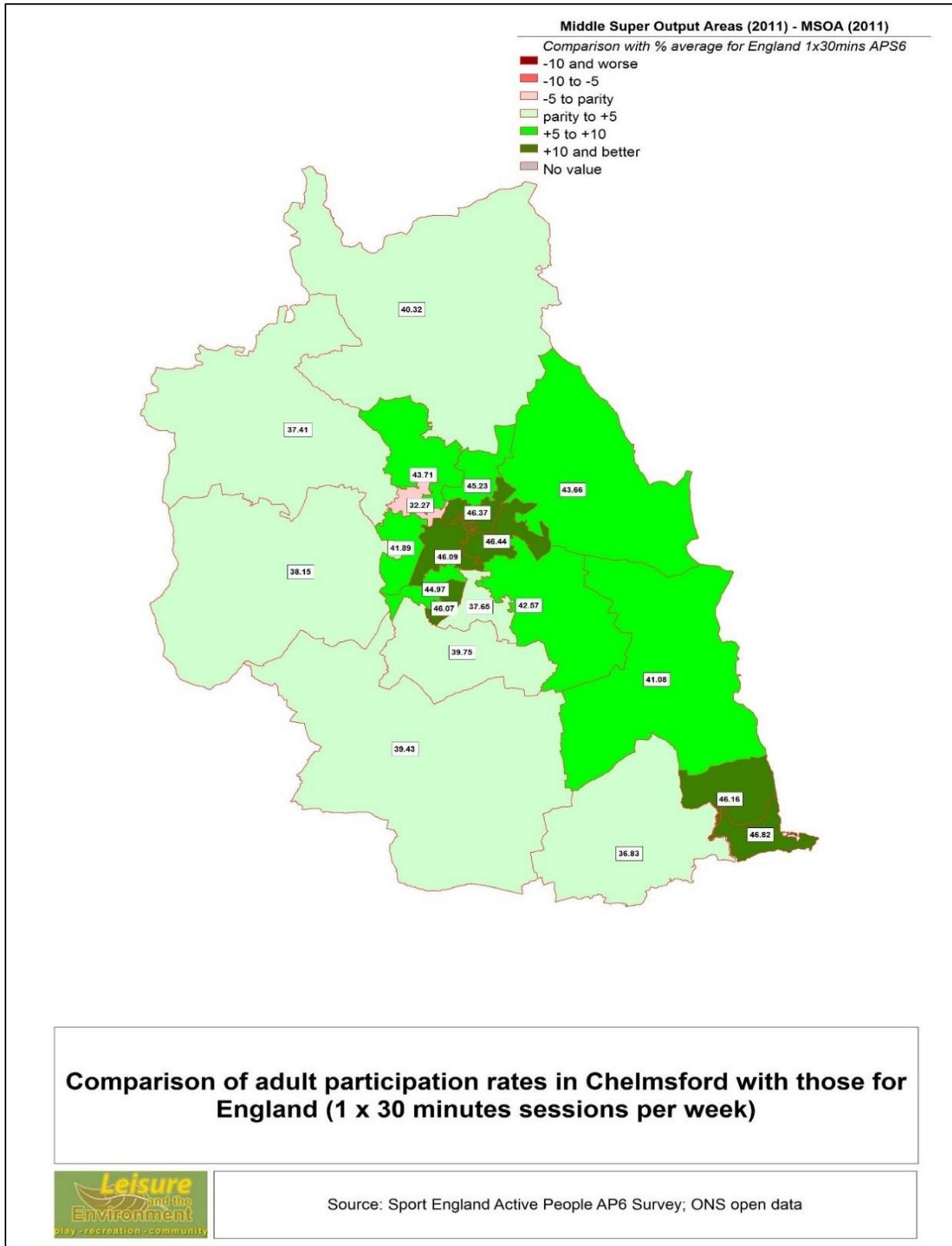


## 2.3 Review of characteristics of adult population

### Local participation levels in sport and active recreation

2.4.1 The Sport England Active People surveys have now been running for several years. Further details of the Active People Surveys (APS) are contained in Appendix 1. Essentially, the analysis is based on a regular sample survey of participation by the adult public aged 16 years and over. The sequence of surveys has now reached Active People year eight (AP8). Data have been released by Sport England allowing for mapping of participation rates to a local Census Middle Super Output Area. The results of this mapping are shown on the following **Figure 3**.

Figure 3: Participation in sport and active recreation by the adult population (at least 1 x 30 minutes/week)



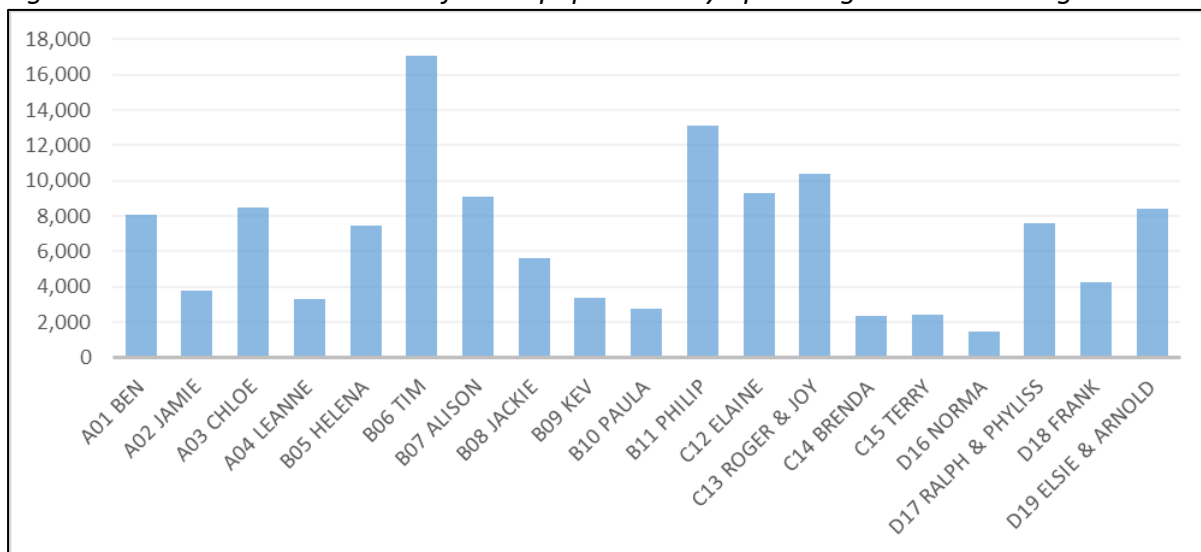
2.4.2 Consistent with the relatively high levels of affluence enjoyed by local residents, rates of regular participation in sport and active recreation are generally higher, and often significantly higher, than the national averages for England. To reinforce the point made

earlier about the correlation between deprivation and participation, it should be noted that the one geographical area where participation rates appear lower than those for England as a whole is that where, (as shown on Figure 2), levels of measured deprivation are highest (in the north western part of the urban area).

### Propensity to participate in sport and active recreation

2.4.3 Sport England have developed a Market Segmentation analysis for adults over the age of 16 years. The adult population has been divided into 19 separate demographic groups within four overall categories (A, B, C, D) each embracing one of four age groups within the adult population (A being the youngest, and D being the oldest). A full explanation of the 19 demographic groups is contained within **Appendix 1**. Each of the 19 age groups has been given a personalised title. The overall breakdown of the local authority's population is shown in the **Figure 4** below. It will be seen that, numerically, the most dominant categories are Tim, Philip, Roger & Joy, and Elaine<sup>5</sup>. Although, these groups are not the youngest within the adult population their characteristics yield a greater propensity to take part in sport and active recreation compared with some other groups. The representation of these 19 groups within the population is also expressed in percentage form in **Figure 5**.

Figure 4: Numerical breakdown of adult population by Sport England Market Segmentation



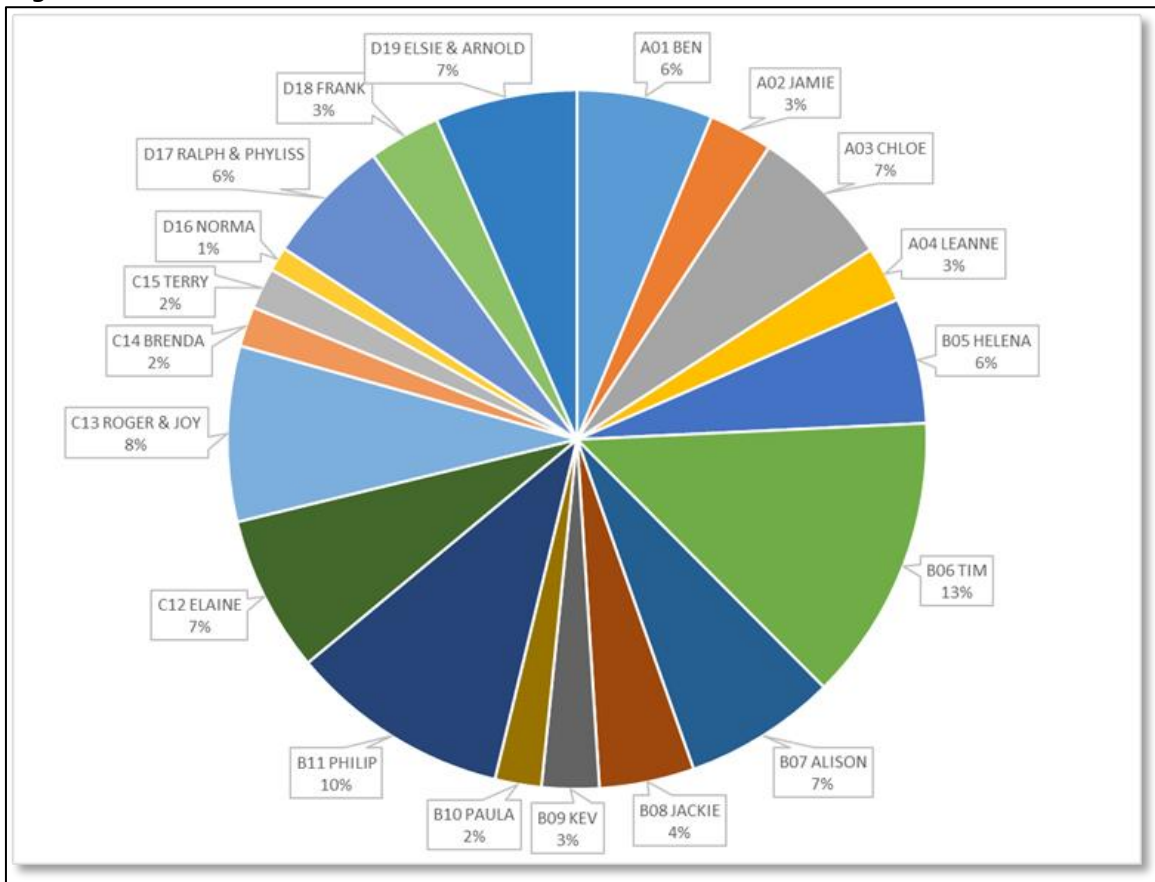
<sup>5</sup> 'Tim: Settling Down Males'. Sporty male professionals, buying a house and settling down with partner.

'Philip: Comfortable Mid-life Males'. Mid-life professional, sporty males with older children and more time for themselves.

'Elaine: Elaine Empty Nest Career Ladies'. Mid-life professionals who have more time for themselves since their children left home. Full-time job and owner-occupier, married.

'Roger & Joy: Early Retirement Couples'. Free-time couples nearing the end of their careers. Full-time job or retired, married

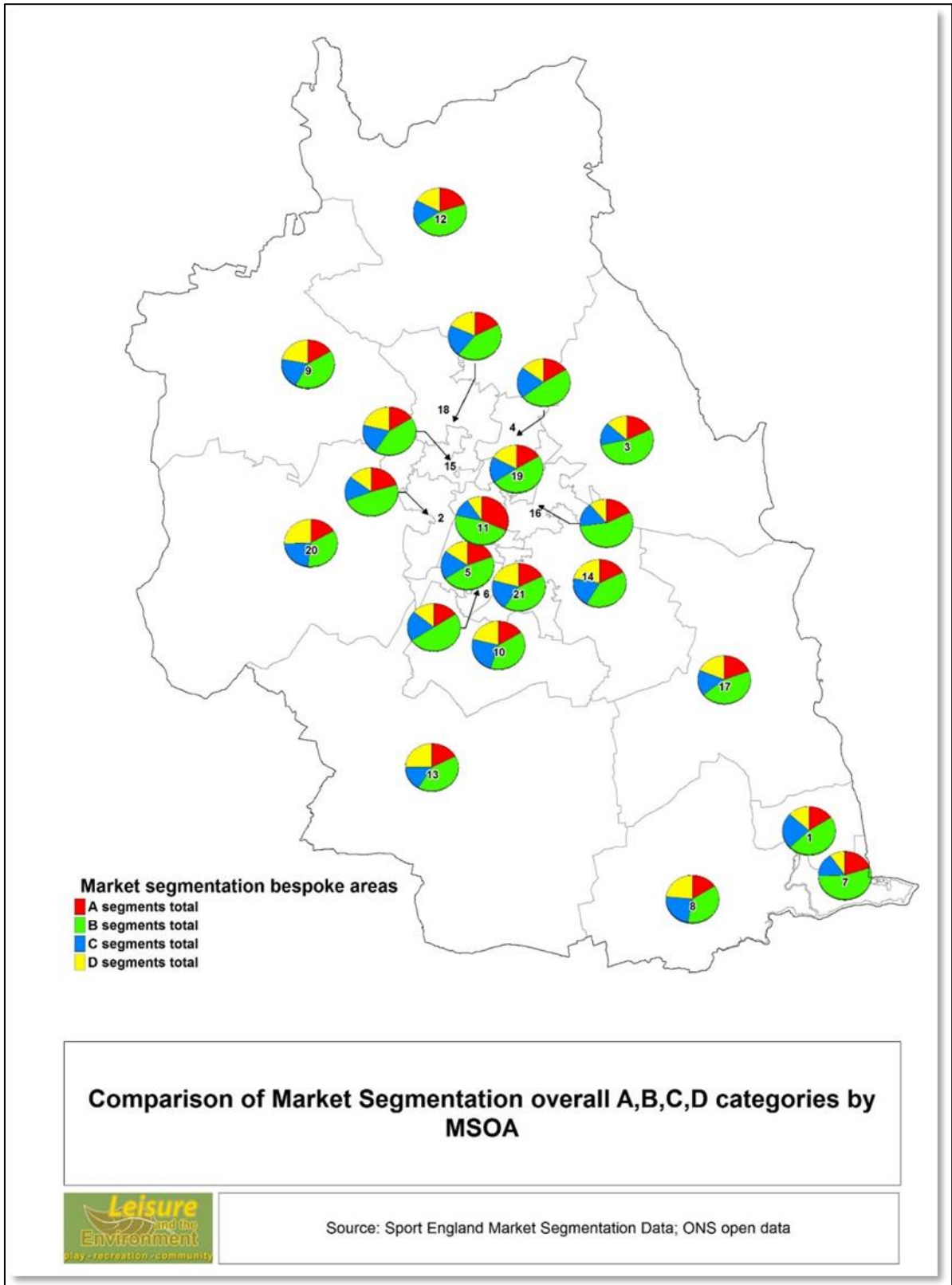
Figure 5: Percentage breakdown of adult population by Sport England Market Segmentation



2.4.4 **Figure 6** below combines the 19 different groups into the four overall categories (A, B, C, D) and displays them as pie charts for each of the Middle Super Output Areas (MSOAs) contained within the local authority. This provides a geographical representation of the dominance of particular categories throughout the local authority.

2.4.5 As the population involves the relative size for each of these four categories will change over time within any given area.

Figure 6: Distribution of overall Sport England Market Segmentation Categories within the local authority



## 2.4 Issues

2.5.1 The character of the local authority's population continues to change and this has a profound effect on the types of sport, play and leisure activity appealing to local people.

2.5.2 In a modern, fast-moving world income, time, and social media also help dictate what people can and do with their free-time.

2.5.3 The Council is working in a financially challenging environment- this brings challenges, but it also presents a clear opportunity for reviewing the Council's leisure service and facilities it operates.

2.5.4 Similarly, many agencies, groups and organisations have shared aspirations in respect of the 'health agenda' and great potential exists for collaboration between public and voluntary sectors, as well as social and commercial enterprises to realise these aspirations

2.5.5 The various factors considered above suggest that the following will be the major determinants in the demand for sports and active recreation into the foreseeable future within the local authority:

- A growing population, which may be further accentuated by planned new residential growth that has not yet been allocated. The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.
- The strong representation within the local population of adult age groups with characteristics that make them more likely to take part in sport and active recreation;
- High existing levels of regular participation compared with the national averages, which suggest that any further growth in participation levels will develop an already strong base.
- The relative affluence of the population facilitates relatively high levels of participation within the local population. However, there are geographical pockets within the urban area that exhibit quite high levels of economic and social deprivation, and where the levels of participation in sport and active recreation are depressed as a consequence. Improving prospects for participating should be a priority for the local authority and its partners in these areas, with the consequent health and economic benefits.

## 3 INDOOR SWIMMING POOLS

### 3.1 General

3.1.1 This section considers the provision of swimming facilities within the local authority with respect to its quantity, quality, and accessibility and availability (for community use). Issues and options for swimming provision will then be summarised. Swimming as an activity will cover not just casual swimming by members of the public, but also race swimming, diving, synchronised swimming, and water polo etc. Pools can also be used as training venues for canoeing and sub-aqua, although the utility of conventional pools for such activities is limited.

### 3.2 Quantity

3.2.1 Background research indicates a considerable number of swimming pools within the Chelmsford local authority area. However, many of these will only be partly available for use by the general community, if at all.

#### Existing provision (general)

3.2.2 **Table 1** lists those pools that are included in Sport England's assessment of strategic supply of and demand for indoor pool space within the local authority, as explained later in this section, and included as **Appendix 2** to this report. Figure 7 shows all known pools within the local authority and therefore includes other pools not identified in Table 1. Figure 7 also shows significant pools outside the local authority that may be used by residents of Chelmsford local authority.

**Table 1:** Description of known pools included in Sport England's assessment of strategic supply of and demand for indoor pool space

Name	Facility Sub Type	Access Type (Categorisation adopted from the Sport England Active Places Power database)
Chelmsford County High School for Girls	Main/General	Sports Club / Community Association
Chelmsford Fitness & Wellbeing Centre	Main/General	Registered Membership use
Great Baddow High School	Main/General	Sports Club / Community Association
Greenwood Estate Health Spa and Retreat	Main/General	Registered Membership use
Moulsham High School	Main/General	Sports Club / Community Association
New Hall School	Main/General	Sports Club / Community Association
Riverside Ice & Leisure Centre	Main/General	Pay and Play
South Woodham Ferrers Leisure Centre	Main/General	Pay and Play
Virgin Active Club (Chelmsford)	Main/General	Registered Membership use

3.2.3 Pools excluded from Table 1 are listed in a footnote<sup>6</sup>. There may also be some small pools located on primary school sites that have not been identified, but which are too small in any

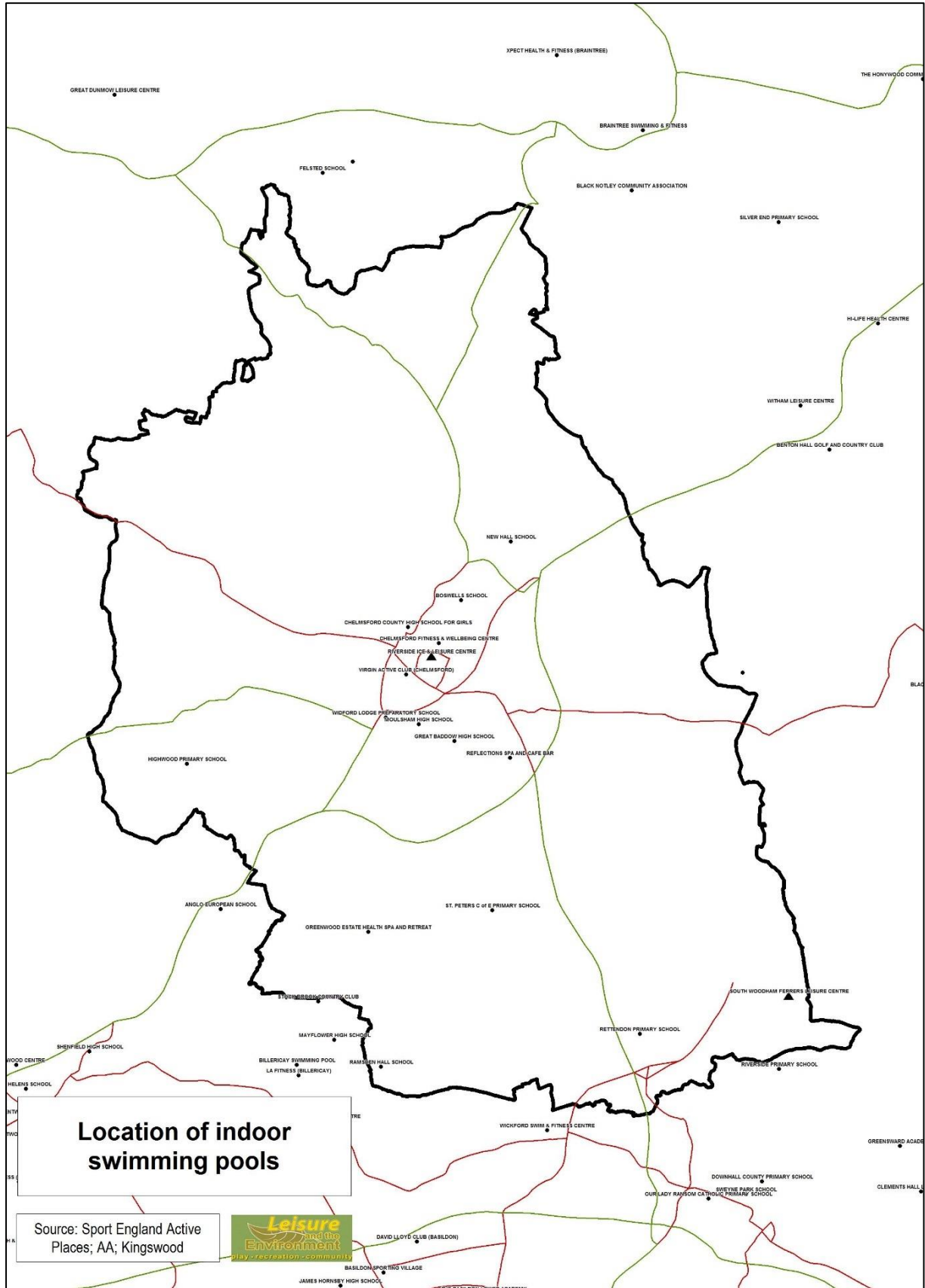
<sup>6</sup> Pools excluded from Table 1 are:

Name	Facility Sub Type	Access Type (Categorisation adopted from the Sport England Active Places Power database)
Boswells School	Main/General	Sports Club / Community Association
Chelmsford Fitness & Wellbeing Centre	Learner/Teaching/Training	Registered Membership use
Highwood Primary School	Lido	Private Use
Ramsden Hall School	Lido	Private Use
Reflections Spa and Cafe Bar	Lido	Registered Membership use
Reflections Spa and Cafe Bar	Learner/Teaching/Training	Registered Membership use
Rettendon Primary School	Learner/Teaching/Training	Private Use
Riverside Ice & Leisure Centre	Learner/Teaching/Training	Pay and Play
Riverside Ice & Leisure Centre	Lido (Now Shut)	Pay and Play
St. Peters C of E School	Learner/Teaching/Training	Sports Club / Community Association
Virgin Active Club (Chelmsford)	Learner/Teaching/Training	Registered Membership use
Widford Lodge Preparatory School	Lido	Private Use



event to be included in the overall audit. These other types of pool clearly have some value to small sections of the general community, but do not have a wider utility. For example, the covered pool at St. Peter's C of E Primary School in East Hanningfield, has not been included in the above list: whilst it is used by the community, it is considered to be too small to be included in analysis, and its use by outside groups (although encouraged) will be seasonal.

Figure 7: Location of known swimming pools



3.2.4 It will be noted from Table 1 that the list comprises a range of provisions covering local authority, education, commercial, and membership facilities. It is the local authority provision at Riverside Ice & Leisure Centre, and South Woodham Ferrers Leisure Centre that has greatest value by nature of its scale, location, and management/pricing policies. To highlight the importance the Riverside venue has 330,000 swimming visits p/a and South Woodham receives 160,000.

### **Availability/community use<sup>7</sup>**

3.2.5 The facilities included in Table 1 are detailed further in Table 2 as they are judged by Sport England to be of significance for community use in respect of a supply/demand modelling exercise conducted in Chelmsford to aid this report (discussed later in this section). The extent to which facilities are open to community use will, amongst other things, depend on the times they are open to the general public, and/or else local clubs and organisations. For local authority-controlled leisure centres these opening hours will generally encompass daytimes and evenings throughout the week. However, for education venues, this will be limited to times when facilities are not required for curriculum use.

3.2.6 The assumptions made by the Sport England modelling have been sample-checked by phone calls to venues, website checks, and site visits. They have also been compared with a previous survey undertaken by the Chelmsford School Sports Partnership. This suggests that the data about opening times that has been used is reasonably accurate, although it is recognised that policies and practices in respect of community availability of school facilities can change.<sup>8</sup>

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<sup>7</sup> See Section 1.7 for an explanation of this term

<sup>8</sup> A survey of school facilities and provision was conducted in 2009 by the Chelmsford School Sports Partnership. This survey listed contact details as well as overall times of and basis for availability. This survey allied to phone call checks, and web searches undertaken for this needs assessment were used to check the assumptions of availability underpinning the Sport England Facility Planning Model data for school-based pools in Chelmsford.

Table 2: *Swimming pools in Chelmsford local authority considered to offer community use*

Name	Facility Sub Type	Lanes	Access Type	Ownership Type	Management Type	Pool length	Pool width	Visited	Consulted	General accuracy confirmed?
Riverside Ice & Leisure Centre	Main/General	6	Pay and Play	Local Authority	Local Authority (in house)	33.3	12.5	Yes	Yes	Yes
South Woodham Ferrers Leisure Centre	Main/General	6	Pay and Play	Foundation School	Local Authority (in house)	25	13	Yes	Yes	Yes
Chelmsford Fitness & Wellbeing Centre	Main/General	4	Registered Membership use	Other	Other	20	10	No	No	
Greenwood Estate Health Spa and Retreat	Main/General	1	Registered Membership use	Commercial	Commercial Management	20	10	No	No	
Virgin Active Club (Chelmsford)	Main/General	4	Registered Membership use	Commercial	Commercial Management	20	10	No	No	
Chelmsford County High School for Girls	Main/General	4	Sports Club / Community Association	Foundation School	School/College/ University (in house)	18	10	No	Yes	Yes
Great Baddow High School	Main/General	4	Sports Club / Community Association	Community school	School/College/ University (in house)	18	9	Yes	Yes	Yes
Moulsham High School	Main/General	5	Sports Club /	Community school	School/College/ University (in house)	20	10	Yes	Yes	Yes

Name	Facility Sub Type	Lanes	Access Type	Ownership Type	Management Type	Pool length	Pool width	Visited	Consulted	General accuracy confirmed?
			Community Association							
New Hall School	Main/General	6	Sports Club / Community Association	Other Independent School	School/College/University (in house)	25	12.5	No	Yes	Yes

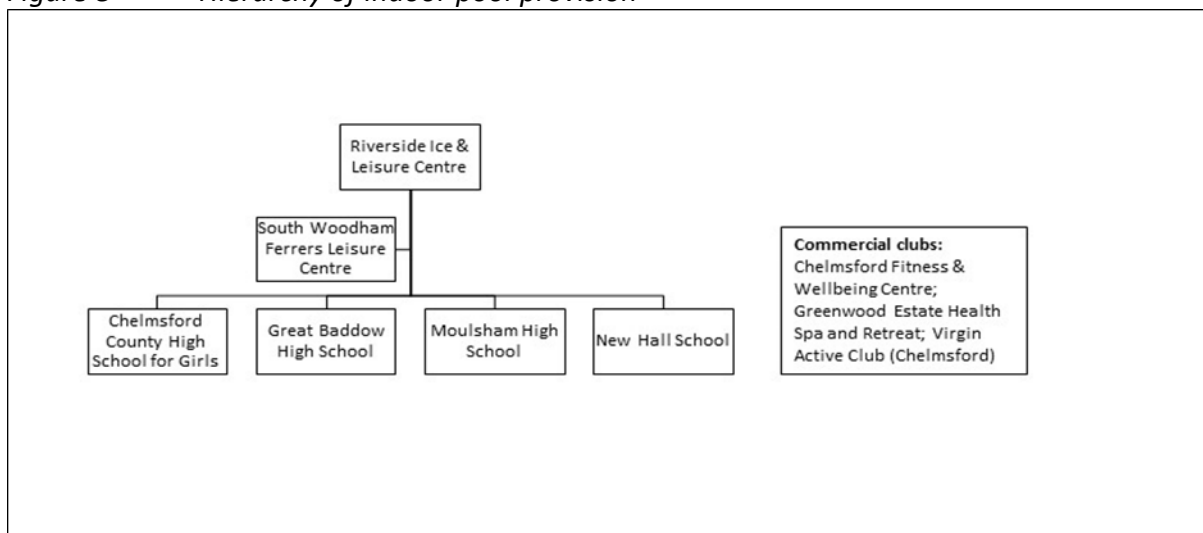
3.2.7 In terms of availability to the community and the range of facilities, the above will yield varying opportunities. The list includes those facilities considered to be ‘general pools’, as opposed to pools (for example) designed for learners and toddlers, and bespoke diving pools.

3.2.8 Outdoor pools are also excluded from this list, as they have limited utility for most people except for the warmer months.

3.2.9 Those pools which are most significant in respect of community access and use are the Riverside facility in Chelmsford, and at the South Woodham Ferrers Leisure Centre. Other facilities are found primarily on school sites and at commercial venues. On school sites use during the day in term-time will, in general terms, be devoted to curricular activity. However, there is likely to be use of the pools by organised clubs and societies in the evenings and at weekends.

3.2.10 Reflecting the above comments, the following diagram provides a hierarchy of pools in respect of their significance for community use.

Figure 8 Hierarchy of indoor pool provision



3.2.11 The above facilities therefore include:

- **The Riverside Ice & Leisure Centre:** The pool complex is part of a major sub regional wet and dry venue, with a timetable that spans up to 6:30 and 22:00 hours. The pools host a mixed programme of public sessions, club activity, and teaching. It will shortly be the subject of a major re-design/refurbishment.
- **The South Woodham Ferrers Leisure Centre:** The pool complex is part of an important local wet and dry venue that serves primarily the south east of the local authority. It is dual-use provision on a school site, and the pool is therefore used heavily (but not exclusively) for curriculum activity during weekdays. The timetable spans up to 6:15 and 22:00 hours and, as with The Riverside, it hosts a mixed programme of public sessions, club activity, and teaching.

- **Moulsham High School, Great Baddow High School, Chelmsford High School for Girls, New Hall School:** All these schools host programmed activity booked by groups and organisations. For the state funded schools the availability tends to be between Monday-Friday: 18:00 - 22:00; and, Weekends: 08:00 - 16:00. Activities include swimming classes, aqua fitness, scuba training. During the school day facilities will also be used by local primary schools. The pool at New Hall School is heavily used by the school itself and, although local swimming clubs are allowed to use it for training, there is some uncertainty that this will continue, due to increasing school needs.
- **The commercial facilities:** Some of these are estimated to be very heavily used and therefore make a substantial contribution to meeting local demand for swimming. They are therefore a valuable alternative to public provision for some sections of the community. However, they will generally be subscription membership, and organised activity will not be based around voluntary clubs or casual pay-as-you-play.

3.2.12 Other pools not identified in Table 2, will be small outdoor pools located at primary schools, as well as private membership and commercial facilities. The small school-based swimming pools may also include a small level of community activity, but this will tend to be focused around commercial swimming lessons for children.

3.2.13 The total amount of usable water space yielded by the pools listed in Table 2 is estimated to be 2,295 sqm. The biggest contributions in this regard are made by the two local authority facilities at Riverside and at South Woodham Ferrers- between them they account for approximately 740 sqm, or around 32% of usable water space by the community. It is very important to note that provision at other facilities listed does not necessarily provide for assured use by the general community, in the sense that such use is not guaranteed for the longer-term.

3.2.14 The Riverside Ice & Leisure Centre also has a diving pool.

### 3.3 Sport England Facilities Planning Model (FPM)<sup>9</sup>

3.3.1 The FPM findings have been used in association with those of the consultations (explained at Section 1.4) and GIS analysis, in securing an overall picture of the provision local of pools and sports halls in respect of quantity, quality accessibility, and availability.

3.3.2 The model has been run by Sport England for the Chelmsford local authority area. It is included as **Appendix 2**. Its overall conclusion is that there are sufficient swimming pools within the local authority area to meet existing demand, from local residents, and the general level of provision is considered to be relatively good (such as in comparison with other local authorities exhibiting similar characteristics to the Chelmsford local authority).

3.3.3 Beyond the data collected for local facilities, other data underlying the model are derived from supply, demand, and usage patterns developed over the years from national surveys and, as such, the analysis does not necessarily reflect particular local circumstances. The conclusions of the modelling exercise conducted for this study should not therefore be considered in isolation from other local research and evidence.<sup>10</sup>

3.3.4 The total number of visits to pools in Chelmsford is estimated to be 11,082 visits/week (compared with total capacity of 18,699 visits) and this equates to around 59.3% of the total capacity of the pools being used, which is below the pools' full 'comfort level' of 70%, and again below the national and regional average figures. The 'comfort level' of 70% is less than the theoretical capacity of 100%. This is because it would be almost impossible (and in any event undesirable) to utilise facilities to their full capacity during every available hour, given the management implications as well as the unattractive environment this would present for users.

3.3.5 The calculations used in the FPM were based on researched assumptions, which are explained in **Appendix 2**. It is important to note that in its assessment the FPM took into account those facilities highlighted in **Tables 1 and 2**.

3.3.6 The FPM report identified the following estimated usage of each facility (shown in **Table 3** below).

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<sup>9</sup> See Endnote 1 for an explanation

<sup>10</sup> More detailed Sport England modelling (not available to this assessment) can take into account the fact that the supply of and demand for major community sports facilities cannot be considered within the local authority in isolation from neighbouring areas, and the location and nature of provision in adjacent local authorities can therefore also be factored into calculations of overall supply.



Table 3: Notional capacity used at identified venues

Facility	% capacity used	Facility Capacity in the Peak Period-Visits per Week Peak Period (vpwpp)
Riverside Ice and Leisure Centre ( <b>Main Pool</b> )	64%	3,381
South Woodham Ferrers Leisure Centre	69%	1,874
Chelmsford Fitness and Wellbeing Centre	56%	2,167
Greenwood Estate Health Spa	35%	1,733
Virgin Active Club (Chelmsford)	54%	1,522
Chelmsford County High School for Girls <sup>11</sup>	95%	885
Great Baddow High School	78%	675
Moulsham High School	55%	667
New Hall School	43%	1,745

3.3.7 As can be seen from **Table 3**, the 59.3% peak period usage of total capacity average for the local authority masks a considerable variation across the 9 facilities considered in the FPM analysis. The most heavily used is estimated to be Chelmsford County High School for Girls at 95% (see the footnote); whilst the least-used is estimated to be the Greenwood Estate Health Spa.

3.3.8 Some of the above estimates of used capacity must be treated with caution, local circumstances may need to be fully understood in detail (beyond the scope of this Needs Assessment). For example, 43% used capacity score for New Hall is likely to be a large overestimate, given school demands and the uncertainty over continued community use of some of the sports facilities. Most of the pools on state-funded school sites will have spare capacity, but this may in part be due to the fact that the schools will not be able to provide lifeguards and other safeguards required for community activity, as well as general staffing (which is why so much of the community use is based around clubs and other internally organised activity).

3.3.9 There is a spatial element to the FPM analysis: the analysis does not simply involve aggregating demand within the local authority and comparing it with the capacity of swimming pools within the local authority to meet that demand. Importantly, the FPM also

<sup>11</sup> The assumed figures for Chelmsford High School for Girls are considered to be perhaps of the high side, but there is no means to check them accurately, without the School itself having a significant input.

takes into account the ability of residents to access a swimming pool by either car, walking, cycling, or public transport. This travel might include trips across local authority boundaries to use facilities in neighbouring areas.

3.3.10 The FPM report concludes that there is a very low level of 'unmet demand' amongst local residents for access to swimming facilities. The unmet demand is generated by residents not lying within a defined drive time catchment of any of the facilities considered within the report, or else qualifying facilities in neighbouring local authority areas.

3.3.11 There are clearly synergies between provision in different sectors- for example, provision at commercial venues may help to alleviate pressure at local authority facilities, whilst also offering their customers an environment within which they feel more comfortable. Likewise, provision at schools (when not required for curricular use) will benefit clubs that might otherwise struggle to find sufficient time and space for their needs at local authority venues.

3.3.12 However, given the fact that the primary motivations of education and commercial providers are not the same as those of the local authority, it is always possible that:

- Changing curricular demands might reduce the availability of facilities for outside clubs and groups; and/or;
- Changed economic motivation may mean commercial venues cease to operate.

3.3.13 Beyond the two local authority facilities, there are not known to be any controlling policies, or legal agreements obliging providers to offer an acceptable level of general community use/availability (e.g. the unsecured community access at New Hall).

### **The views of local residents**

3.3.14 In respect of swimming pools, the 'Leisure Plus' household survey conducted as part of this study highlighted the following:

- Sports and leisure centres are used regularly by significant numbers (61% of household's report using them at least monthly - many more regularly); as are the areas' swimming pools and gym/health and fitness facilities (around 48% at least monthly).
- Sports/leisure centres are used at least weekly by 79% - of which 18% visit nearly every day; and for swimming pools 68% - of user households visit at least weekly (of which 14% make use nearly every day).
- The two kinds of facility where significant numbers of respondent households believe there is a need for more are swimming pools (39% think there is a need for more) and specialist indoor sports facilities (39%)
- The survey responses also suggested that most people consider there to be sufficient swimming pools within the Chelmsford local authority to meet existing needs. It should be noted however that these people would be unlikely to factor any future growth in population when considering their response.

**The Amateur Swimming Association (ASA) London & South East Region** (other comments from the ASA are reported under Section 3.4)

**3.3.15** The regional offices of the ASA were invited to comment on existing swimming provision within the local authority. It stated that swimming pools are provided by public, education and private sectors within Chelmsford with only the public sector facilities at Riverside Ice & Leisure Centre and South Woodham Ferrers Leisure Centre offering secured use for the community; other schools may offer time and space to community groups and teaching but not on a 'secured' basis.

### **Chelmsford Swimming Club**

**3.3.16** Chelmsford Swimming Club has a current membership of 740. Membership has increased over the last 3 years. The club provides for: competitive swimming; water polo; synchronised swimming; swim fit; learning to swim; and disability swimming. The club notes that "we have a strong reputation for competitive success and also a wide range of activities. We are one of only a small number of swimming clubs offering all aquatic disciplines (with the exception of diving)"

**3.3.17** The Swimming Club have an active junior section and links with a number of schools, running water polo coaching sessions e.g. Moulsham High; Boswells. The main base for the club is at New Hall School pool "plus the Riverside Leisure Centre". They also use Moulsham High School and South Woodham Ferrers Pool.

**3.3.18** It is to be noted that the Club runs a variety of sections that include not just competitive race swimming, but also water polo and synchronised swimming.

### **Local schools**

**3.3.19** Consultation with the education sector also suggests that securing access to pools for national curriculum required swimming lessons is a significant problem for primary school children. Primary schools use the Riverside Ice & Leisure Centre and four school pools (Great Baddow High, Moulsham High, The Boswells and Chelmsford County High) but they can't access enough pool space to meet all requirements.

## **3.4 Quality of provision**

### **Site visits**

**3.4.1** Site visits were conducted of key facilities, including The Riverside Ice & Leisure Centre Complex, South Woodham Ferrers Leisure Centre. Brief visits were also made to Moulsham School, Great Baddow School, and Chelmsford High School for Girls. Key local authority and leisure centre staff were also met with in respect of the local authority controlled venues. Findings are reported fully in the separate Consultation report.

**3.4.2** In respect of quality of venues, the pool at South Woodham Ferrers is relatively new and is in good condition. The ageing of facilities at the Riverside Ice & Leisure Centre have led

to detailed investigations that have concluded a major redesign and overhaul is required, including in respect of the pool complex.

3.4.3 In respect of the school facilities visited, all appear in a satisfactory condition, and most have been refurbished in the last 10 years. The main issues in respect of the quality of these school facilities is that they do not provide to the specification that would generally be expected at larger community pools (for example lack of family changing). However, facilities are adequate to meet the needs of the organised group activity that they tend to attract outside school hours.

3.4.4 The key quality findings for the **Riverside Ice & Leisure Centre** in respect of swimming were:

- the swimming pool hall looks and is somewhat dated in terms of construction and ambience;
- the 33m x 6 lane pool doesn't meet modern day standards for competition (25m x 6 or 8 lane minimum required) and regular swimming club galas therefore take place elsewhere;
- the 2013/14 Condition Survey for the Centre identified the need for renewal and upgrading of mechanical, electrical and specialist pool plant systems;
- essential work @ c. £3m has since been spent on the Centre but c. £6m of essential work required within next 5 years plus a further c.£3m of work would be required after that;
- the (closed) outdoor pool (with limited summertime use) no longer meets modern day expectations; a run-down image prevails;
- a welcoming Reception and adjacent catering area, but some customers may seek to by-pass Reception; and,
- car parking (also for general city use) and entrance image/signage could be improved.

3.4.5 The key findings for the **South Woodham Ferrers Leisure Centre** in respect of swimming were that overall the facility was in good condition albeit that there are some constraints of community access due to the security requirements of a dual use facility

#### **Facility Planning Model (FPM) report**

3.4.4 The Sport England FPM report also makes reference to the ageing nature of some of the swimming pool stock within the local authority. In particular, the report refers to the Riverside Ice & Leisure Centre, as well as New Hall School, and the Chelmsford Wellbeing and Fitness Centre as examples of where significant refurbishments may be required over the coming years.

## **Leisure Plus Household Survey**

3.4.5 While 42% of respondent user households rated the quality of swimming pools as being good or very good, 25% highlighted the quality of swimming pools as being either poor or very poor, and 35% as simply "average".

3.4.6 The survey clearly indicates that there is a significant portion of respondents that are unhappy with the quality of swimming pool facilities within the local authority; many respondents felt that improvements to the quality of swimming pools should be a priority in terms of future investment.

3.4.7 For indoor sports and leisure facilities the category highlighted by the largest number of households (58%) as a high priority for potential improvement/new provision, by a large margin, was for swimming pools. In relation to swimming pools it is particularly clear cut that improvements to existing provision, where viable, rather than providing new additional facilities, is the more common kind of improvement suggested (69%). The Council are currently finalising a scheme to overhaul the provision at the Riverside Ice & Leisure Centre at the current location to include a 25m 10-lane pool, learner pool and splash pool. A recent consultation survey showed an 87% approval rating for this project. The main pool at Riverside was opened in 1965, with the remainder of the centre operating since 1986, without major overall refurbishment.

## **Amateur Swimming Association (ASA)**

3.4.8 The regional governing body recognises the value to the community of the swimming pool at the Riverside Ice & Leisure Centre for recreational swimming and learning to swim; equally it has great value as a competition venue for various organisations (schools, uniformed groups for example); its length (at 33m) however no longer meets standard competition specification (25m), such that its competition value and use is limited. The Chelmsford Swimming Club and other clubs use it as a training venue in the main. Its replacement to modern day standards for swimming competition would be welcomed by the Club and by the ASA.

## **Chelmsford Swimming Club**

3.4.9 The Club rate most aspects of their main base as being no better than "adequate" i.e. general quality of facility; availability when needed; value for money; ease of getting there; facilities for the disabled; equipment and storage; lighting; and car parking. Changing and shower facilities are rated as poor.

3.4.10 The Club note that "we are currently involved in discussions with Chelmsford City Council about the potential for improving facilities for swimming". (A reference to the Riverside Development Project referenced earlier).

3.4.11 The Club wish to increase membership and to expand activities. Barriers to development are a shortage of good quality indoor facilities; a shortage of suitable training facilities; poor quality, changing facilities; and a lack of external funding.

3.4.12 The Club notes that "Chelmsford lacks a modern swimming pool that is up to current competitive specification and with good spectator facilities. This prevents the Club from hosting galas that are crucial fundraising and profile raising events. I cannot overstate just how great and urgent the need for improved pool facilities to the future of the swimming club is".

3.4.13 The Club also includes water polo and synchronised swimming sections.

### **Other Pool Based Sports**

#### ***Diving***

3.4.14 There is a Chelmsford Diving Club that uses the existing Riverside Ice & Leisure Centre facility, but which did not respond to the consultation forming part of this study. The Club were consulted heavily via the Riverside Development Consultation and took the opportunity to submit a number of proposals to include diving in the new development.

3.4.15 The Diving Manager, of the ASA Eastern Region advises:

- the ASA Strategy 2013-17 seeks to retain, replace or build new diving facilities
- a minor sport which has struggled to prioritise facility provision (some resurgence in popularity through successes in recent Games)
- no national or local standards identified
- there are 9 Diving Clubs in the Eastern Region, at varying levels of performance<sup>12</sup>
- Chelmsford Diving Club – well established over time - aims as mid-level performance, using volunteer coaches. New facilities would give opportunity for growth, higher levels of performance and profile in the region
- ideal provision for high performance diving would include 2 x 3m springboards, 2 x 1m springboards a 3m, a 5m and 10m platform – movable floor for additional income generation

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<sup>12</sup> Other known diving venues in the sub region are:

- Southend (opened 4 years ago) – Swimming and Diving Centre adjacent to the Tennis and Leisure Centre, Garon Park, Arterial Road, Southend (Separate pit - Spring and up to 10m boards – movable floor)
- Stratford- London Aquatics Centre- this is the former Olympic Pool at Queen Elizabeth II Olympic Park
- Luton – (Inspire Sports Village- opened 3 years ago) - separate 5m pit – springboards and up to 10m board (+dry training pit)
- Cambridge – Parkside Pools – separate 5m pit – movable floor – springboards and platforms up to 5m.

**Sub-Aqua**

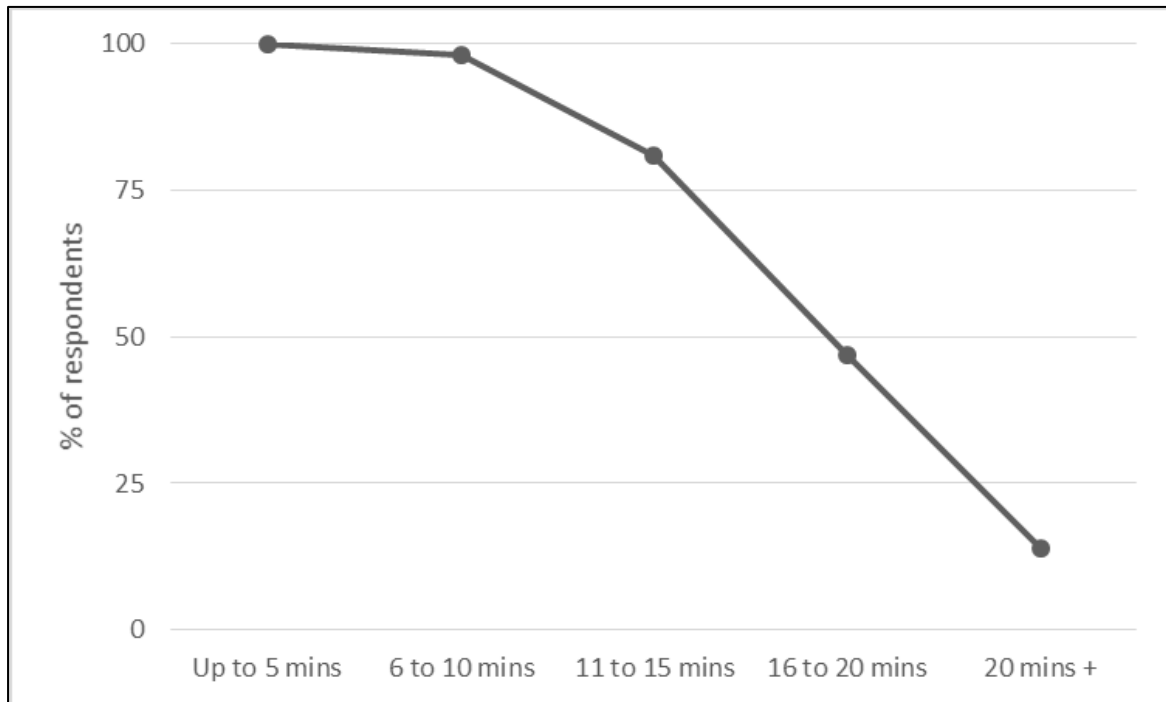
3.4.16 Chelmsford Sub-Aqua Club currently use Riverside Ice & Leisure Centre for 1.5hrs per week. Although they did not respond to the Club survey they have commented to the City Council about their requirements for a deep water pool (ideally shared as a diving facility). The current proposals provide for a 2m deep Main pool.

### 3.5 Access

#### *Leisure Plus Household survey*

3.5.1 The survey indicated that the majority respondents used swimming pools on a regular basis, and the majority (75 percentile) were prepared to travel up to just over 15 minutes to use such facilities, and the most popular mode being by car - see **Figure 9**.

Figure 9: *Preparedness to travel to swimming pools*



#### **FPM report/what is an acceptable drivetime to a pool**

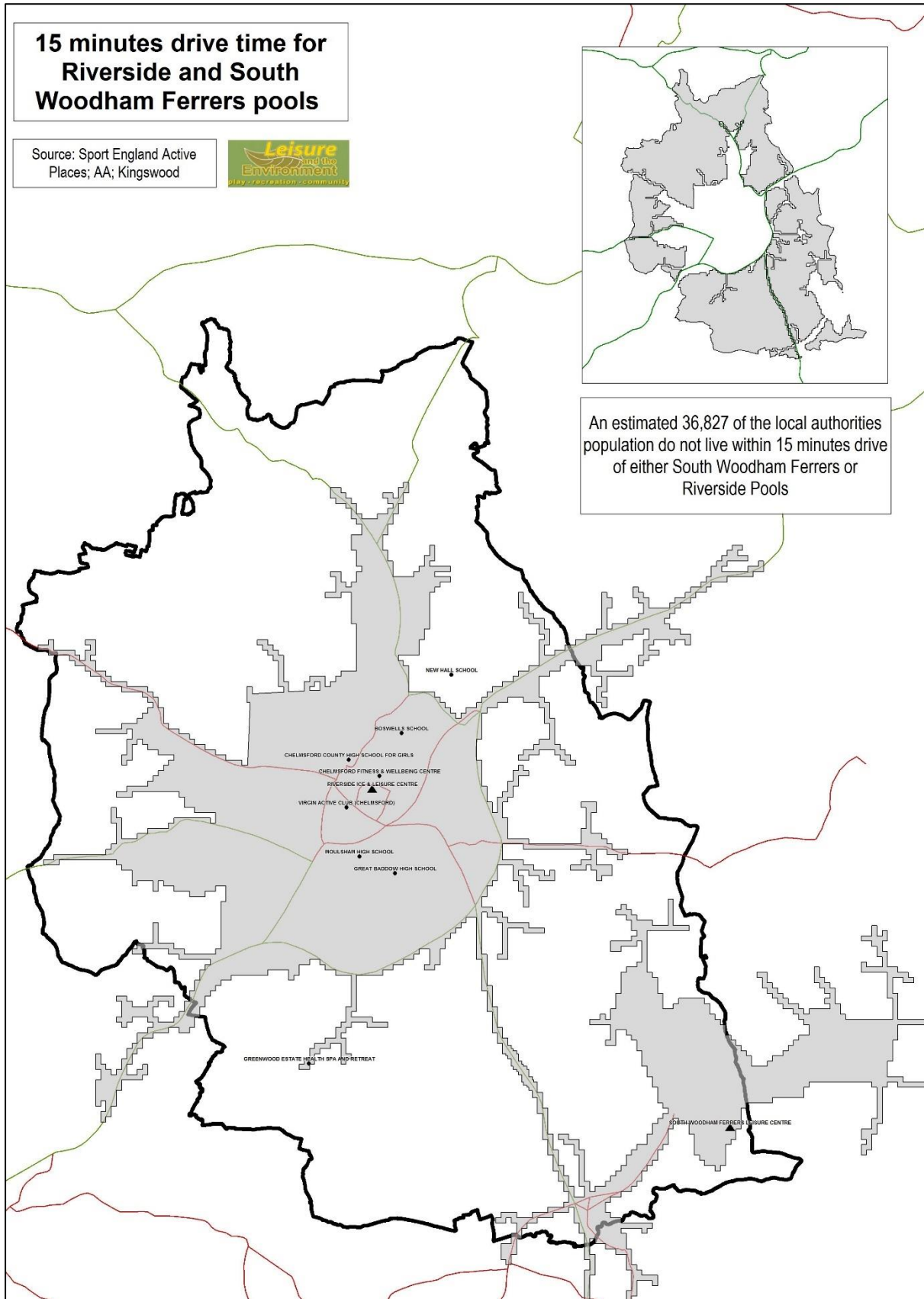
3.5.2 The FPM analysis discussed earlier in this section has a spatial element based on 20-minute drive or walk time catchments, centred on facilities considered in the analysis (i.e. the 9 pools listed in **Tables 1 and 2**, and appropriate pools in neighbouring areas). The 20-minute catchment is based on data obtained from previous national research by Sport England, which concluded that a 20-minute drive time represented 90% of the user catchment on average for swimming pools. However, the same research indicated that around 60 per cent of users were only prepared to travel up to 10 minutes. The survey conducted as part of this study suggests that an appropriate compromise for Chelmsford might be a 15-minute catchment by foot or car. Travel by car is by far the most significant mode of transport to swimming pools, and a 15-minute drive catchment would roughly equate with the 75 percentile response provided by the household survey.

3.5.3 If 15 minutes is adopted as a travel time to swimming pools acceptable to 75% of the population, the resultant catchments of both the Riverside and South Woodham Ferrers pools are shown on the **Figure 10**. The catchments are based on assumed average speeds for different classes of roads. The maps show that on the basis of these assumed average speeds significant geographical areas are not covered by the catchments of the two local authority



swimming pools. The estimated population within the local authority falling outside the catchment has been calculated to be 36,827 (about 21% of the total local authority population)

Figure 10: 15-minute drive catchments for Riverside and South Woodham Ferrers swimming pools



3.5.4 If non-local authority pools not in secured community use were to be included on **Figure 10** the extent of the exclusion zone would be reduced. However, as most of this other provision is also centred on the urban area of Chelmsford, the coverage would not be extended greatly.

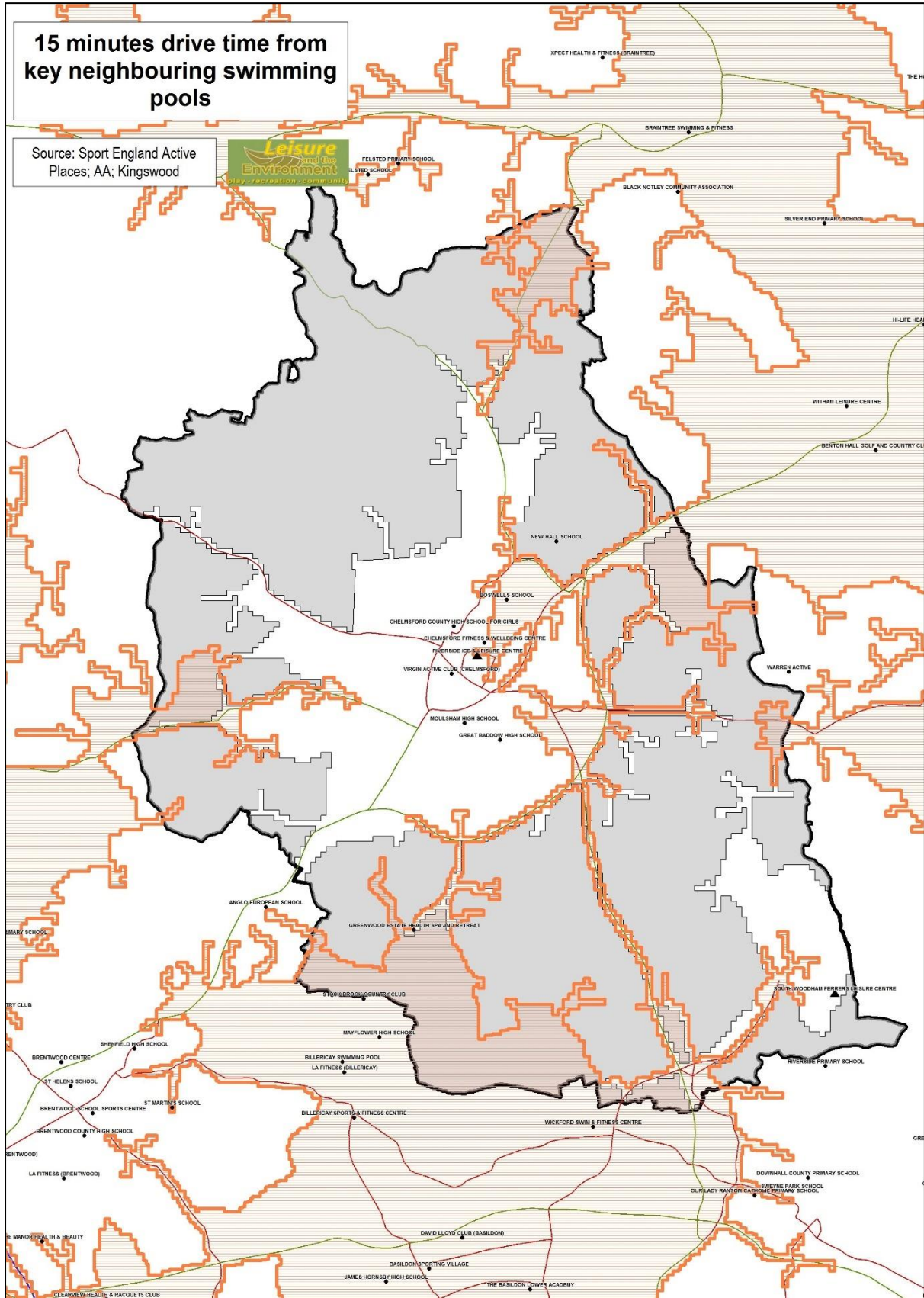
3.5.5 It is very conceivable that those residents excluded from the estimated catchments used in **Figure 10** might find it easier to use swimming facilities in neighbouring areas. The following (listed in **Table 4**) are likely to be the closest significant provision of an appropriate kind outside the Chelmsford local authority.

*Table 4: Selected pools in neighbouring areas*

Name	Facility Sub Type	Access Type	Ownership Type	Management Type	Pool area sqm
BASILDON SPORTING VILLAGE	Main/General	Pay and Play	Local Authority	Commercial Management	1,050.00
BILLERICAY SWIMMING POOL	Main/General	Pay and Play	Local Authority	Commercial Management	212.5
BLACKWATER LEISURE CENTRE	Leisure Pool	Pay and Play	Local Authority	Trust	250
BRAINTREE SWIMMING & FITNESS	Main/General	Pay and Play	Local Authority	Trust	437.5
GREAT DUNMOW LEISURE CENTRE	Main/General	Pay and Play	Foundation School	Commercial Management	325
ONGAR LEISURE CENTRE	Main/General	Pay and Play	Local Authority	Commercial Management	312.5
WICKFORD SWIM & FITNESS CENTRE	Main/General	Pay and Play	Local Authority	Commercial Management	250
WITHAM LEISURE CENTRE	Main/General	Pay and Play	Local Authority	Trust	325

3.5.6 If their 15-minute catchments were also superimposed on a map, they would reduce the size of the 'exclusion zone' and its resident population (see **Figure 11**), although it would not be eliminated entirely. This pre-supposes that the capacity exists at these neighbouring venues to absorb the potential demand generated by these residents.

Figure 11: 15-minute drive catchments from major pools in neighbouring areas.



### 3.6 Plans for future new provision

3.6.1 Other than the proposed overhaul of facilities at the Riverside Ice & Leisure Centre, there is no evidence of other planned improvements to local sports provision that will include new and/or improved swimming facilities. Within the education sector there are plans for indoor sports facilities at certain education campuses, but these currently do not seem to include provision for new or improved swimming facilities. Additional population growth in Chelmsford may therefore lead to additional demand by schools to acquire time at local authority venues in order to fulfil their curriculum requirements.

3.6.2 The proposed new pool complex at Riverside is likely to incorporate a 25m x 10-lane pool (with a flexible movable floor), a learner pool and splash area. This will offer considerable benefits and will increase the capacity at Riverside. This is important given the unsecured community use of school pools and the likely future population growth to 2036.

3.6.3 Any plans should take account of the demography of the Chelmsford area, which is shown to have a higher than average healthy and affluent population with a high propensity for exercise, as shown in the Context (section 2).

#### Future issues and options for swimming provision within Chelmsford local authority

3.6.4 Based on evidence presented in this section paragraph 12.3 and Table 15 suggest a local standard for the provision of indoor swimming pools. If the quantitative component of the outline standard is applied to the projected population growth between now and 2036 it suggests that the additional demand generated would lead to a need for an extra **251 sq.m. of water space- around the equivalent of a 25m x 4 lane pool.**

3.6.5 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific. It is important for the future coordination of population growth and facility infrastructure that the above scale of additional demand be recognised. However, the way in which it might be reflected in new and/or improved provision could vary markedly.

3.6.6 **Future options** for how this additional capacity is to be provided will depend on various factors: the main requirement will be that it is within 15 minutes travel of new housing developments and their residents; however, the ways in which this might be achieved will vary:

- If, say, additional major new housing provision is likely to be allocated on the northern urban edge of Chelmsford, a new swimming pool in that location would not only serve the needs of new residents, but also expand the catchment coverage of pools in secured community use, so that more of the rural part of the local authority is covered by this catchment.

- Alternatively, if residents generally living in the outlying parts of the local authority have a good level of access to pool space in neighbouring authorities, a strong case can be made for expanding/improving provision at an existing venue within or close to the Chelmsford urban area (such as the Riverside Ice & Leisure Centre), as this would have the biggest impact to satisfy demand. This would also be consistent with the growing national trend to operate one major central pool facility in an area rather than have several satellite community pools.
- As a second alternative, existing provision at education sites might be improved and, or expanded, and an appropriate level of assured community use be established. With this option, it will be very important to ensure that expanded/improved provision is the subject of a formal community use agreement between relevant parties, ensuring an appropriate amount of peak-time use of facilities for members of the public, and especially on a casual pay-to-swim basis; with the exception of the pool at South Woodham Ferrers Leisure Centre there are no other significant school-based pools within the local authority with formal obligations to provide for community access to their pool space, beyond the schools' curricular requirements.

3.6.7 In the above regard, there is clearly theoretically a degree of drive-time access to several key venues in neighbouring local authorities. However, what is not clear is the extent to which these venues will have the capacity to absorb such use, at the time it is required.

3.6.8 Another approach might be to review/confirm the amount and location of water space that is currently not being used up to a defined 'comfort threshold' (such as the 70% of capacity used by Sport England in its FPM modelling), and see whether this could be better exploited. For example, if the aggregate level of 'used' capacity at pools included in this analysis really does match that identified by the FPM analysis (59.3%) this would equate to there being 245.57 sqm of water space across the local authority that could be better exploited up to the notional 'comfort threshold' of 70% of theoretical capacity. More effective targeting of this unexploited space could theoretically almost meet the need for extra water space generated by the forecast population change.

3.6.9 Capacity and availability can change very rapidly and options which might look credible now may not be at a time when the locations of future growth beyond 2021 are determined- it would be far better to look at opportunities to exploit any existing spare capacity then.

3.6.10 With regard to the redesign of the existing Riverside Ice & Leisure Centre main pool as part of the refurbishment, it will be important to take into account the resident swimming club's needs given that it has sections covering a wide variety of activities, including water polo and synchronised swimming. These are activities that can be accommodated relatively inexpensively in a modern pool of conventional dimensions. The Club do not have a diving section.

3.6.11 A separate diving club exists at Riverside (approx. 20 members) and the 1m, 3, and 5m boards are used for diving lessons (approx. 50 people) and for casual users at the pool (estimated at 12,800 visits per annum). Despite representations by the diving club (and support by the sub-aqua club) the Council has decided to not proceed with a replacement

diving facility on the grounds of capital/revenue cost versus the relatively small number of diving users, and given the proximity of existing strategic provision. (See paragraph 3.4.15 and accompanying footnote).

### 3.7 Summary and conclusions

**3.7.1 Quantity:** Sport England modelling data suggest that there is currently little by way of unmet demand within the local authority area for access to swimming pools by the general community. This is confirmed by the findings of the Leisure Plus household survey, which suggests that whilst local pools are well-used there is not, overall, felt to be insufficient pool space to meet current community needs. However, future demand arising from population growth will increase the demand for additional pools space, to around the equivalent of one 25 metre, 4-lane pool.

**3.7.2 Quality:** Sport England data suggest that some of the pool stock is ageing, and this has been confirmed by the views expressed in the Leisure Plus household survey, as well as the ASA. The overhaul of the pool at the Riverside Ice & Leisure Centre will address some of these issues.

**3.7.3 Accessibility:** The findings of the Leisure Plus household survey suggests that most respondents consider that 15 minutes is a reasonable travel time to use a swimming pool, and that on this basis there are some rural parts of the local authority not within easy reach of a pool with community use.

## 4.0 SPORTS HALLS

### 4.1 General

4.1.1 This section considers the provision of sports halls within the local authority with respect to their quantity, quality, and accessibility. Issues and options for sports hall provision will then be summarised.

4.1.2 Sports halls can accommodate a diverse range of sports and recreational activities. They are flexible spaces that can be used for activities that include basketball, badminton, indoor football, football training, cricket winter training, table tennis, gymnastics, netball, and a host of other training activities.

### 4.2 Quantity

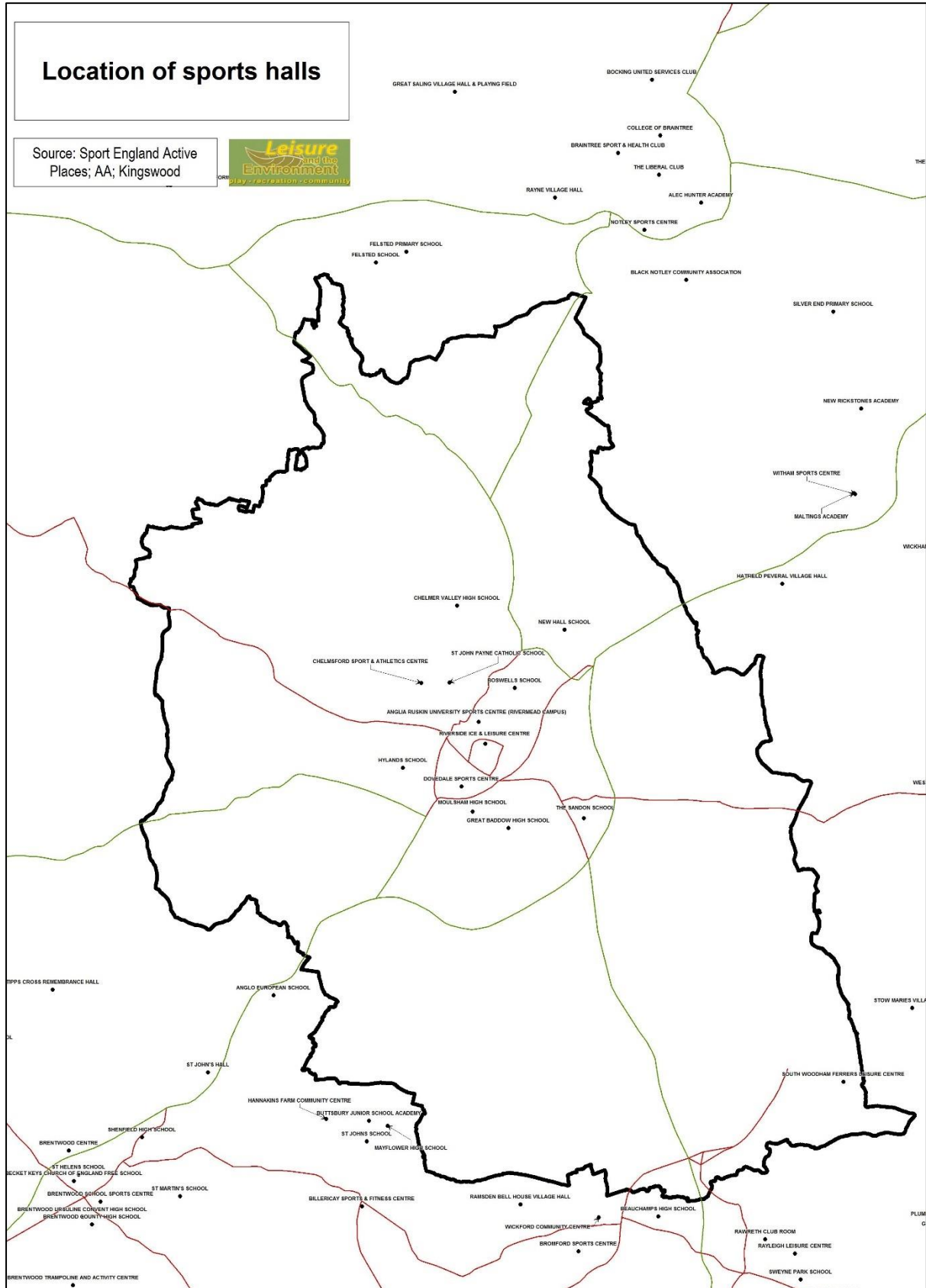
4.2.1 Background research indicates a considerable number of sports halls within the Chelmsford local authority area. However, many of these will only be partly available for use by the general community, if at all. They will also be of varying sizes, and therefore utility for general and specialist use by the community.

#### Existing provision (general)

4.2.2 **Table 5** lists those sports halls that are included in Sport England's assessment of strategic supply of and demand for sports hall space within the local authority, as explained later in this section, and included as Appendix 2 to this report. **Figure 12** only identifies the provision of 'main halls' with a size big enough to accommodate at least 4 badminton courts—this size, appropriately configured, is big enough to host activities such as basketball and 5-a-side football. Figure 12 does not show provision of sports halls with supporting smaller activity halls, of which there are several. Activity halls are better suited to supporting activities such as keep fit, and martial arts which do not require the space or the ceiling height needed by some other sports. Figure 12 also shows significant sports halls outside the local authority that may be used by residents of Chelmsford local authority.



Figure 12: Location of principal sports halls



**Table 5:** Description of known pools included in Sport England's assessment of strategic supply of and demand for indoor pool space

<b>Name</b> (where facilities are in more than one building they are listed separately)	<b>Facility Type</b>	<b>Facility Sub Type</b>	<b>Unit</b>	<b>Badminton courts (where marked out)</b>	<b>Access Type</b>
ANGLIA RUSKIN UNIVERSITY SPORTS CENTRE (RIVERMEAD CAMPUS)	Sports Hall	Main	Badminton courts	4	Pay and Play
BOSWELLS SCHOOL	Sports Hall	Activity Hall	Badminton courts	2	Sports Club / Community Association
BOSWELLS SCHOOL	Sports Hall	Main	Badminton courts	4	Sports Club / Community Association
CHELMER VALLEY HIGH SCHOOL	Sports Hall	Main	Badminton courts	4	Sports Club / Community Association
CHELMSFORD SPORT & ATHLETICS CENTRE	Sports Hall	Main	Badminton courts	4	Pay and Play
DOVEDALE SPORTS CENTRE	Sports Hall	Main	Badminton courts	5	Pay and Play
GREAT BADDOW HIGH SCHOOL	Sports Hall	Activity Hall	Badminton courts	1	Sports Club / Community Association
GREAT BADDOW HIGH SCHOOL	Sports Hall	Main	Badminton courts	4	Sports Club / Community Association
HYLANDS SCHOOL	Sports Hall	Activity Hall	Badminton courts	1	Sports Club / Community Association
HYLANDS SCHOOL	Sports Hall	Main	Badminton courts	4	Sports Club / Community Association
MOULSHAM HIGH SCHOOL	Sports Hall	Main	Badminton courts	4	Sports Club / Community Association
NEW HALL SCHOOL	Sports Hall	Main	Badminton courts	5	Sports Club / Community Association
RIVERSIDE ICE & LEISURE CENTRE	Sports Hall	Main	Badminton courts	6	Pay and Play
SOUTH WOODHAM FERRERS LEISURE CENTRE	Sports Hall	Activity Hall	Badminton courts	0	Pay and Play

Name (where facilities are in more than one building they are listed separately)	Facility Type	Facility Sub Type	Unit	Badminton courts (where marked out)	Access Type
SOUTH WOODHAM FERRERS LEISURE CENTRE	Sports Hall	Activity Hall	Badminton courts	2	Pay and Play
SOUTH WOODHAM FERRERS LEISURE CENTRE	Sports Hall	Activity Hall	Badminton courts	2	Pay and Play
SOUTH WOODHAM FERRERS LEISURE CENTRE	Sports Hall	Main	Badminton courts	4	Pay and Play
ST JOHN PAYNE CATHOLIC SCHOOL	Sports Hall	Activity Hall	Badminton courts	2	Sports Club / Community Association
ST JOHN PAYNE CATHOLIC SCHOOL	Sports Hall	Main	Badminton courts	6	Sports Club / Community Association
THE SANDON SCHOOL	Sports Hall	Main	Badminton courts	4	Sports Club / Community Association
THE SANDON SCHOOL	Sports Hall	Activity Hall	Badminton courts	1	Sports Club / Community Association

#### 4.2.3 Sports halls excluded from Table 5 are listed in a footnote<sup>13</sup>.

<sup>13</sup> Sports halls excluded from Table 5 are:

Name (where facilities are in more than one building they are listed separately)	Facility Sub Type	Badminton courts	Access Type
BADDOW HALL JUNIOR SCHOOL	Activity Hall	2	Sports Club / Community Association
CHAMPIONS MANOR HALL	Activity Hall	0	Pay and Play
CHELMSFORD COUNTY HIGH SCHOOL FOR GIRLS	Activity Hall	1	Sports Club / Community Association
DANBURY SPORTS & SOCIAL CENTRE	Activity Hall	2	Pay and Play
DANBURY VILLAGE HALL	Activity Hall	0	Pay and Play
DANBURY VILLAGE HALL	Activity Hall	0	Pay and Play
ESSEX POLICE COLLEGE	Activity Hall	1	Private Use
ESSEX POLICE HEADQUARTERS	Activity Hall	1	Registered Membership use
GALLEYWOOD INFANT SCHOOL	Activity Hall	1	Sports Club / Community Association
GREAT AND LITTLE LEIGHS PLAYING FIELD	Activity Hall	1	Sports Club / Community Association
HANNAS FIELD	Activity Hall	1	Pay and Play
HIGHWOOD PRIMARY SCHOOL	Activity Hall	0	Private Use
KING EDWARD VI GRAMMAR SCHOOL	Activity Hall	2	Private Use
KING EDWARD VI GRAMMAR SCHOOL	Activity Hall	1	Private Use
MARCONI ATHLETIC & SOCIAL CLUB	Activity Hall	0	Pay and Play
MILDMAY COUNTY JUNIOR SCHOOL	Activity Hall	1	Sports Club / Community Association
MOULSHAM HIGH SCHOOL	Activity Hall	0	Private Use
OUR LADY IMMACULATE CATHOLIC PRIMARY SCHOOL	Activity Hall	1	Private Use
RAMSDEN HALL SCHOOL	Activity Hall	1	Private Use
RETTENDON PRIMARY SCHOOL	Activity Hall	0	Sports Club / Community Association
SOUTH WOODHAM VILLAGE HALL PLAYING FIELD	Activity Hall	1	Sports Club / Community Association
SPRINGFIELD PARISH CENTRE	Activity Hall	1	Pay and Play
SPRINGFIELD PARISH CENTRE	Activity Hall	0	Pay and Play
SPRINGFIELD PARISH CENTRE	Activity Hall	0	Pay and Play
SPRINGFIELD PRIMARY SCHOOL	Activity Hall	1	Sports Club / Community Association
ST JOHN PAYNE CATHOLIC SCHOOL	Activity Hall	1	Sports Club / Community Association
ST JOHN PAYNE CATHOLIC SCHOOL	Activity Hall	1	Sports Club / Community Association
TUFNELL HALL	Activity Hall	1	Sports Club / Community Association
WRITTLE COLLEGE	Activity Hall	1 (large)	Registered Membership use
WRITTLE SPORTS AND SOCIAL CLUB	Activity Hall	0	Sports Club / Community Association

## Availability/community use<sup>14</sup>

4.2.4 It will be noted that Table 5 comprises a range of provisions covering local authority, education, commercial, and membership facilities. In essence only a proportion will be available for the general community to use.

4.2.5 In terms of utility for the general community it is the local authority provision at Riverside Ice & Leisure Centre (Chelmsford); Dovedale Sports Centre (Chelmsford); the Chelmsford Sports & Athletics Centre; and, the South Woodham Ferrers Leisure Centre that has greatest value by nature of its scale, location, and management/pricing policies. This is not to deny the importance of other provision for local clubs and groups. In this regard there is very significant school provision, as well community recreation centres and sports and social clubs. However, an overall assessment of opening hours will suggest that it is the local authority-controlled facilities that have the longest opening hours for the general community, as well as the greatest levels of throughput.

4.2.5 The facilities included in Table 5 are detailed further in **Table 6** as they are judged by Sport England to be of significance for community use in respect of a supply/demand modelling exercise conducted in Chelmsford to aid this report (discussed later in this section). The extent to which facilities are open to community use will, amongst other things, depend on the times they are open to the general public, and/or else local clubs and organisations. For local authority-controlled leisure centres these opening hours will generally encompass daytimes and evenings throughout the week. However, for education venues, this will be limited to times when facilities are not required for curriculum use.

4.2.6 The assumptions made by the Sport England modelling have been sample-checked by phone calls to venues, website checks, and site visits. They have also been compared with a previous survey undertaken by the Chelmsford School Sports Partnership. This suggests that the data about opening times that has been used is reasonably accurate, although it is recognised that policies and practices in respect of community availability of school facilities can change.<sup>15</sup>

4.2.6 The extent to which facilities are open to community use will, amongst other things, depend on the times they are open to the general public, or else local clubs and organisations. For local authority controlled leisure centres these opening hours will generally encompass daytimes and evenings throughout the week. However, for education venues, this will be limited to times when facilities are not required for curriculum use. The assumptions made by the Sport England modelling have been sample -checked by phone calls, visits to some venues, web searches, and comparison with the results of a previous survey conducted by the Chelmsford School Sports Partnership, and this suggests that the data about opening times

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<sup>14</sup> See the end of Section 1 for an explanation of this term.

<sup>15</sup> A survey of school facilities and provision was conducted in 2009 by the Chelmsford School Sports Partnership. This survey listed contact details as well as overall times of and basis for availability. This survey allied to phone call checks, and web searches undertaken for this needs assessment were used to check the assumptions of availability underpinning the Sport England Facility Planning Model data for school-based pools in Chelmsford.

that has been used is reasonably accurate, although it is recognised that policies and practices in respect of community availability of school facilities can change.

Table 6: Sports halls in Chelmsford local authority considered to offer significant community use

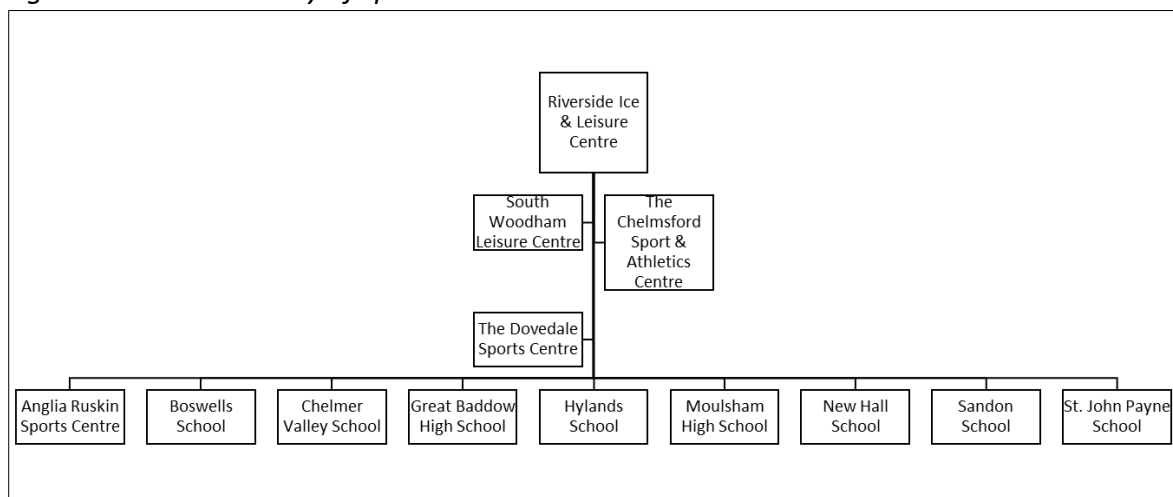
Name of facility (where facilities are in more than one building they are listed separately)	Dimensions (m) – or area (sq.m) where dimensions not available.	Number of Badminton courts counted for FPM purposes (where applicable)	Visited	Consulted	General accuracy confirmed?
ANGLIA RUSKIN UNIVERSITY SPORTS CENTRE (RIVERMEAD CAMPUS)	33 x 18 m	4	Yes	Yes	Yes
BOSWELLS SCHOOL	594 sq.m	4	Yes	Yes	Yes
BOSWELLS SCHOOL	324 sq.m				
CHELMER VALLEY HIGH SCHOOL	33 x 17 m	4	No	Yes	Yes
CHELMER VALLEY HIGH SCHOOL	25 x 17 m				
CHELMSFORD SPORT & ATHLETICS CENTRE	594 sq.m	4	Yes	Yes	Yes
DOVEDALE SPORTS CENTRE	810 sq.m	5	Yes	Yes	Yes
GREAT BADDOW HIGH SCHOOL	33 x 17 m	4	No	Yes	Yes
GREAT BADDOW HIGH SCHOOL	18 x 10 m				
HYLANDS SCHOOL	33 x 17 m	4	No	Yes	Yes
HYLANDS SCHOOL	18 x 10 m				
MOULSHAM HIGH SCHOOL	594 sq.m	4	No	Yes	Yes
NEW HALL SCHOOL	30 x 20 m	4	No	Yes	Yes
NEW HALL SCHOOL	18 x 10 m				
RIVERSIDE ICE & LEISURE CENTRE	918 sq.m	6	Yes	Yes	Yes
SOUTH WOODHAM FERRERS LEISURE CENTRE	594 sq.m	4	Yes	Yes	Yes
SOUTH WOODHAM FERRERS LEISURE CENTRE	153 sq.m				
SOUTH WOODHAM FERRERS LEISURE CENTRE	153 sq.m				

Name of facility (where facilities are in more than one building they are listed separately)	Dimensions (m) – or area (sq.m) where dimensions not available.	Number of Badminton courts counted for FPM purposes (where applicable)	Visited	Consulted	General accuracy confirmed?
ST JOHN PAYNE CATHOLIC COMPREHENSIVE SCHOOL	918 sq.m	6	No	Yes	Yes
ST JOHN PAYNE CATHOLIC COMPREHENSIVE SCHOOL	18 x 10 m				
THE SANDON SCHOOL	33 x 17 m	4	No	Yes	Yes
THE SANDON SCHOOL	18 x 10 m				

4.2.8 Reflecting the above comments, the following diagram provides a hierarchy of sports halls in respect of their significance for community use. The list generally represents the larger halls within the local authority, and reflect the provision shown on **Figure 13**, although some smaller units are also included where they are part of a larger complex.

4.2.9

Figure 13 Hierarchy of sports halls



4.2.10 The above facilities therefore include:

- **The Riverside Ice & Leisure Centre:** The sports hall is part of a major sub regional wet and dry venue, with a hall timetable that spans up to 8:00 and 11:00 hours. The hall hosts a mixed programme of public sessions, club activity, and teaching. It will shortly be the subject of a major re-design/refurbishment.
- **The Chelmsford Sport and Athletics Centre:** This sports hall is part of a complex sited in Melbourne Park and adjacent to a synthetic athletics track- it is therefore part of an important sub-regional sports complex. Hall availability is between up to 8:00 and 10:00 with a range of casual and organised sessions.
- **The South Woodham Ferrers Leisure Centre:** The hall is part of an important local wet and dry venue that serves primarily the south east of the local authority. It is dual-use provision on a school site, and the hall is therefore used heavily (but not exclusively) for curriculum activity during weekdays. The timetable spans up to 6:00 and 22:00 hours and, as with The Riverside Ice & Leisure Centre, it hosts a mixed programme of public sessions, club activity, and teaching.



- **The Dovedale Sports Centre:** This hall is managed jointly by the Council and Chelmsford College. The hall is available between 17:00 and 23:00 weekdays; and, at weekends for community use. The nature of the venue and its management makes it more suited to club-based as opposed to casual activity.
- **The Anglia Ruskin Sports Centre; Boswells School; Chelmer Valley High School; Great Baddow High School; Hylands School; Moulsham High School; New Hall School; St. John Payne School; The Sandon School:** Use of these facilities by the community is varied, with some being more significant. At the state-funded schools, availability is in the evenings on weekdays, with longer hours at the weekend. The Anglia Ruskin facility is well used for badminton, basketball and volleyball due to its sprung floor. The Boswell School is used significantly for volleyball and gymnastics. St. John Payne School hosts significant badminton and volleyball activity; and, Great Baddow is noted for basketball. Other venues have a lower profile, but do host activity, including 5-a-side football. The New Hall facility is likely to be less available in future due to increasing school demands.

4.2.7 There are estimated to be the equivalent of 92 badminton courts hosted in the various sports halls across the local authority. However, the majority of these courts will be located in the larger halls – principally, those with four or more courts. 58 courts (63% of the total stock) are located in sports halls with 4 courts or greater in size.

4.2.8 Only 23 of the 92 courts are controlled by the local authority (representing 25% of the total stock). The majority of this local authority provision is provided by the four main facilities in Chelmsford, and at South Woodham Ferrers (to reiterate, Riverside Ice & Leisure Centre (Chelmsford); Dovedale Sports Centre (Chelmsford); the Chelmsford Sports & Athletics Centre; and, the South Woodham Ferrers Leisure Centre). Local authority provision represents around 33% of the larger scale provision listed in **Table 6**. Of the remainder, the very large majority is from within the education sector. Provision at other facilities listed does not necessarily provide for assured access by the general community, in the sense that such use is not guaranteed for the longer-term.

### **Sport England Facilities Planning Model (FPM)<sup>16</sup>**

4.2.9 The FPM findings have been used in association with those of the consultations (explained at para 1.4) and GIS analysis, in securing an overall picture of the provision local of pools and sports halls in respect of quantity, quality accessibility, and availability.

4.2.10 The model has been run by Sport England for the Chelmsford local authority area. Its overall conclusion is that there are sufficient sports halls within the local authority area to meet existing demand, from local residents, and the general level of provision is considered to be relatively good (such as in comparison with other local authorities exhibiting similar characteristics to the Chelmsford local authority).

4.2.11 The FPM calculates that the population of the local authority generates a demand for 7,889 visits per week per population (vpwpp) which equates to a demand for 48.7 sports hall courts. When looking at a very simplistic picture of the overall supply and demand across Chelmsford the resident population is estimated to generate a demand for a minimum of 48.7 sports hall courts. This compares to a current available supply of 63.41 sports hall courts, giving a relatively large ‘surplus’ of 14.71 courts. The FPM report was produced in 2012, and so would not have taken into account interim population change, or planned future change (considered later in this section).

4.2.12 The above 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 local authorities or cross-boundary movements which are likely to have an impact for some residents of Chelmsford. This wider picture regarding the adequacy of provision is covered in more detailed FPM modelling.<sup>17</sup> The views of local residents, as well as key interest groups

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<sup>16</sup> See End Note 1 for an explanation of the FPM (Page 132)

<sup>17</sup> More detailed Sport England modelling (not available to this assessment) can take into account the fact that the supply of and demand for major community sports facilities cannot be considered within the local authority in isolation from neighbouring areas, and the location and nature of provision in adjacent local authorities can therefore also be factored into calculations of overall supply.

such as local clubs and governing bodies of sport are covered later in this section, and provide a much greater understanding of the local situation in respect of specific needs.

4.2.13 Another local factor to take into account is the relatively affluent population overall, and its higher than average propensity to take part in sport<sup>18</sup> - this will also have some bearing on the demand to access sports halls

4.2.14 The FPM calculates the maximum number of visits a facility can accommodate based on its size, the number of hours it is available for community use and an 'at one-time capacity' figure for sports halls of 20 users per 4 court hall and 8 users per 144sqm of ancillary hall space.

4.2.15 The FPM calculates that 57.5% of the capacity of sports hall provision in the local authority is currently used. This figure is below the averages for England (64.8%) and the East of England (63.2%). The figure is also lower than Basildon (69.4%), Braintree (81%), Maidstone (60.1%), Colchester (78.6%), Huntingdonshire (85.5%) but higher than Brentwood (44.5%).

4.2.16 There is a need to take account of a range of activities that take place within sports halls which have different numbers of users and space requirements e.g. singles badminton may have significantly less participants per court space than fitness classes. To account for these factors the notion of a 'comfort factor' is applied by the FPM.

4.2.17 The FPM builds in a comfort factor to the modelling and suggests that a figure around 80% indicates that a sports hall is operating at an uncomfortably busy level.

4.2.18 The 'comfort level' of 80% is less than the theoretical capacity of 100%. This is because it would be almost impossible (and in any event undesirable) to utilise facilities to their full capacity during every available hour, given the management implications as well as the unattractive environment this would present for users.

4.2.19 Of the main sports halls included within the assessment, the highest figure for % of overall capacity used Riverside Ice & Leisure Centre (94%) and Dovedale Sports Centre (100%). The lowest figure is Chelmer Valley High School (18%). See **Table 7** below.

*Table 7: Notional capacity used at identified venues ('vpwpp' means visits per week per population)*

Name of facility	Facility Capacity - vpwpp	% of Capacity used	% of capacity not used	Facility capacity used in the Peak Period
<b>TOTALS</b>	<b>12,841</b>	<b>57%</b>	<b>43%</b>	<b>7,379</b>
ANGLIA RUSKIN UNIVERSITY SPORTS CENTRE (RIVERMEAD CAMPUS)	740	65%	35%	484
BOSWELLS SCHOOL	855	69%	31%	586

<sup>18</sup> See Figures 2.3-2.6 in Section 2 and the supporting text.

Name of facility	Facility Capacity - vpwpp	% of Capacity used	% of capacity not used	Facility capacity used in the Peak Period
CHELMER VALLEY HIGH SCHOOL	1,090	18%	82%	192
CHELMSFORD SPORT & ATHLETICS CENTRE	810	75%	25%	610
DOVEDALE SPORTS CENTRE	1,013	100%	0%	1,013
GREAT BADDOW HIGH SCHOOL	735	60%	40%	444
HYLANDS SCHOOL	840	37%	63%	314
MOULSHAM HIGH SCHOOL	400	45%	55%	181
NEW HALL SCHOOL	775	31%	69%	238
RIVERSIDE ICE & LEISURE CENTRE	1,215	94%	6%	1,145
SOUTH WOODHAM FERRERS LEISURE CENTRE	1,988	54%	46%	1,078
ST JOHN PAYNE CATHOLIC COMPREHENSIVE SCHOOL	1,360	50%	50%	679
THE SANDON SCHOOL	1,020	41%	59%	414

4.2.20 Some of the above estimates of used capacity must be treated with caution, local circumstances may need to be fully understood in detail (beyond the scope of this Needs Assessment). For example, 31% used capacity score for New Hall is likely to be a large overestimate, given school demands and the uncertainty over continued community use of some of the sports facilities. Most of the halls on state-funded school sites will have spare capacity, but this may in part be due to the fact that the schools will not be able to provide general staffing (which is why so much of the community use is based around clubs and other eternally organised activity).

4.2.21 There is a spatial element to the FPM analysis: the analysis does not simply involve aggregating demand within the local authority and comparing it with the capacity of sports halls within the local authority to meet that demand. Importantly, the FPM also takes into account the ability of residents to access a facility either car, walking, cycling, or public transport.

4.2.22 Approximately 87.5% of visits to provision in the local authority are undertaken by road with only 12.5% by foot. This breakdown is slightly different from the national average of 84.2% by road and 15.8% by foot due to the rural nature of part of the local authority and the high levels of car ownership.

4.2.23 Approximately 91.7% of the visits to the local authority's sports hall sites are from residents within Chelmsford with the remaining 8.3% (610 vpwpp) imported from neighbouring areas. Proximate local authorities are therefore likely to be a net exporter of visits to facilities in Chelmsford, when compared to the import of visits to facilities outside Chelmsford, but this only equates to 202 visits.

4.2.24 Satisfied demand (demand from Chelmsford residents that is being met by the available supply within and outside Chelmsford's boundaries) equates to 7,581 visits in the peak period, or 96.1% of total demand generated. This figure is higher than the average figure recorded for England (91%) and the region (92.3%). Chelmsford is also higher than its neighbouring authorities with Brentwood the highest at 96% and Braintree the lowest at 92.5%.

4.2.25 Unmet demand is therefore calculated at 3.9% of total demand generated from Chelmsford residents, or 308 visits per week in the peak period. This unmet demand equates to a total of 1.9 sports hall courts (with comfort factor added) but is spread fairly evenly throughout the local authority rather than concentrated in a particular 'hot spot'. The vast majority of this unmet demand (99.5%) is due to people living outside the catchment area of halls rather than halls being full to capacity, with the overwhelming majority (87.3%) of this figure being due to people who do not have access to a car and live outside the walking catchment of a sports hall.

4.2.26 It was also noted earlier that only 23 of the 92 courts are owned by the local authority (representing 19.5% of the total stock). The majority of this local authority provision is located at the three main facilities in Chelmsford, and South Woodham Ferrers Sports Centre. Local authority facilities are those which have 'access for the general community' as their driving ethos. The motivation of other facilities included in Figure 4.2 is primarily to meet the needs of pupils.

4.2.27 There are clearly synergies between provision in different sectors- provision at schools (when not required for curricular use) will benefit clubs that might otherwise struggle to find sufficient time and space for their needs at local authority venues.

4.2.28 However, given the fact that the primary motivations of education providers are not the same as those of the local authority, it is always possible that changing curricular demands might reduce the availability of facilities for outside clubs and groups<sup>19</sup>.

4.2.29 Beyond the four local authority facilities, other than St. John Payne School there are not known to be any controlling policies, or legal agreements obliging providers to offer an acceptable level of general community use.

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<sup>19</sup> It is however possible in the rapidly evolving environment of 'autonomous' state sector schools, that some schools may see sports provision as a way of improving their attraction to potential students, and they will therefore be adopting a quasi-market economy philosophy.

## **The views of local residents**

### ***Leisure Plus Household survey***

4.2.30 In respect of sports halls, the household survey for the Council's Leisure Plus database conducted as part of this study highlighted the following:

- Sports and leisure centres are used regularly by significant numbers (57% of households report using them at least monthly - many more regularly).
- Sports/leisure centres are used at least weekly by 44% - of which 7% visit nearly every day.
- The majority of respondents (78%) considered there to be enough sports halls and leisure centres to meet demand. However, the survey registered a perceived need for additional specialist indoor facilities (which can often be housed in suitably designed sports halls)- 37%

### **Views of Chelmsford City Council (Leisure)**

4.2.31 Discussions with officers within leisure services at the Council suggested a view that within educational establishments there is a need for them to offer more time and access to community clubs and individuals; this will complement provision of existing neighbourhood facilities by the Council and parishes. Officers report full capacity at peak times at the four LA operated Leisure Centres.

4.2.32 Demand for indoor football is high and this can dominate sport hall bookings to the detriment of other sports. A dedicated indoor small sided venue may be useful in this respect.

4.2.33 Chelmsford Netball League do not have assured use of their current facility at New Hall School. If the arrangement were to cease it will have serious implications for netball in Chelmsford potentially leaving the biggest league in East without a suitable venue. Security of tenure of an assured alternative venue should be sought, ideally with outdoor and indoor courts.

### **Views of Governing Bodies of Sport**

#### ***Badminton England - Essex County Badminton Association (ECBA)***

4.2.34 Badminton is generally well provided for in Essex within a range of schools and sports centres across the County: there is a new 6-court sports hall at the St. John Payne School in Chelmsford.

4.2.35 In Chelmsford, Council-operated sports halls provide opportunities for recreational clubs and casual badminton in the main, but junior county competitions take place in the 4-court Anglia Ruskin University sports hall which provides a sprung wooden floor; cost and availability are considered to be problematic in some venues in Chelmsford.

4.2.36 Essex possesses the infrastructure for the development of badminton within a County Badminton Network (CBN); improved access to better facility provision and effective sports development programmes are a critical focus for the Network going forward.

### ***Basketball England***

4.2.37 The national Basketball Facility Strategy is currently being finalised with Sport England, though Chelmsford isn't specifically identified as a priority. The most important facilities for basketball currently are Baddow High School and Anglia Ruskin University.

4.2.38 There is a general need for better access to multi-court venues and those which are affordable for clubs. There are no double-court halls which hinders capacity and mass participation.

### ***Essex Basketball***

4.2.39 Competitions for all playing age groups take place within Essex, the main venues being schools and sports centres. Active basketball venues in Chelmsford are at Anglia Ruskin University and Great Baddow HS Sports College (Baddow Eagles). There is considered to be more provision than demand across the Council's sports centres.

### ***British Gymnastics - Essex East***

4.2.40 Gymnastics clubs are currently accommodated within their own leased premises or in sports centres; growth in this sport may require additional facilities in the future. The main clubs within the Chelmsford City Council area are Chelmsford Gymnastics Club, Tatersall Way, central Chelmsford (formerly at Dovedale Sports Centre) and the Swallows Gymnastics Club in South Woodham Ferrers (formerly at South Woodham Leisure Centre).

4.2.41 These two clubs have leased industrial units to accommodate their needs, each with in excess of 800 members; future and growing demand may put pressure on their existing facilities.

### ***British Judo Association***

4.2.42 Judo clubs are variously accommodated within halls around the region where the important criteria are ownership and storage of mats. There is no regional centre for Essex nor purpose built Dojo. There are no plans or sufficient demand at the current time from individual clubs. A Dojo of regional significance could be included economically within a multi-sports facility and would accommodate a main club (adults and juniors), other martial arts clubs, aerobics classes and yoga for all ages. This might be considered as part of the eventual Riverside Ice & Leisure Centre replacement facilities.

4.2.43 The Chelmsford Judo Club (adults) operates at the Dovedale Sport Centre and the Bushey Judo Club (juniors) at the Chelmsford Sports and Athletics Centre at one end of the 60m indoor track. Neither club is oversubscribed in terms of membership; larger clubs are located in Basildon and Redbridge, for example.

### ***East Essex Netball***

4.2.44 Netball is very strong in Essex and in Chelmsford. There is demand for a netball centre with some 8-10 outdoor courts and one or two indoor courts to host leagues and competitions; similar provision has been made at the Basildon Sports Village. Such provision would be very well used by local clubs, attract more people from Chelmsford to the game and reduce travelling time to venues outside Chelmsford.

### ***Essex Table-Tennis Association***

4.2.45 The sport of table-tennis in the Chelmsford area appears less popular at the current time than it was some 10 years ago. The Chelmsford Club maintains its activities at Chelmsford Sports and Athletics Centre hiring the indoor training athletics track. Chelmsford Championships take place at Hylands School to the west of Chelmsford.

### ***Volleyball England***

4.2.46 General: Volleyball England does have an agreed facilities strategy. Chelmsford is not specifically identified, although Volleyball England would like to be consulted about the development of significant new facilities particularly at the design stage.

4.2.47 There are two well established volleyball clubs in the Chelmsford area.

4.2.48 There are currently three schools playing volleyball within the Chelmsford area – Boswells, St John Payne and Sandon. Boswells in particular has reached a very high standard in winning national school championships and producing players of the highest calibre. To date they have won male and female U15/U16 and U18 titles across a 15-year period. They are also recognised as a Volleyball England Satellite Academy as they have a reputation for producing players who go onto represent England and Great Britain. This institution is vital to volleyball development in the area.

4.2.49 **Facility Supply:** There are very limited volleyball courts available to hire or play on in the Chelmsford City Council area. They tend to be functional and more suited to training than competition where supporters need to be catered for.

4.2.50 Ideally a competition venue would have free car parking nearby, a clearly identified volleyball floor with seating for supporters and a cafe area. Although there is suitable space and court marking at Riverside Ice & Leisure Centre, the floor is not suitable for prolonged use due to the flooring material. There is one court marked out at Dovedale Sports Centre, although it was unavailable to hire for volleyball the last time an enquiry was made.

4.2.51 Aside from this there are only two other venues that are used by volleyball participants in Chelmsford. Team Essex use The Boswells School sports hall and Chelmsford Volleyball Club use St John Payne Catholic Comprehensive School sports hall. The only other facility that offers a volleyball court for hire is Anglia Ruskin University – Mildmay sports hall.



4.2.52 As Boswells only has one volleyball court available for hire at any one time, Team Essex are currently looking for additional facilities to hire. This is particularly relevant in the next domestic season (August 2015-April 2016) as there is a demand to add another ladies team to their club structure.

4.2.53 One access issue is that school sites do not necessarily have appropriate car parking provision. For example, in the past an away team has travelled to a volleyball match in Chelmsford and the bus has become stuck on the school site at the Boswells School.

4.2.54 The facilities that the existing clubs use are suitable for current playing levels, however this will not be the case in the future when clubs expand, develop and ultimately outgrow their existing home venues.

4.2.55 Volleyball England are aware of a possible new secondary school development in the Springfield area but at this stage no further details are known. It would be very helpful if the facility made provision for competitive volleyball play. Volleyball England could assist make this happen.

4.2.56 Floor fixings for the volleyball net are frequently not provided in sports halls and this should be part of the specification for future provision where this occurs.

### **Local indoor sports clubs**

#### ***Badminton***

4.2.57 Woodlea BC have 28 members and play at the Riverside Ice & Leisure Centre. Hoynors BC have 24 members and play at the Danbury Sports and Social Centre. Both Clubs report a decline in membership over the last 3 years. Woodlea have an active junior section though no formal school links.

4.2.58 Falling membership/shortage of playing members is a barrier to development for both clubs. Woodlea also note a shortage of good quality indoor facilities; the cost of hiring/using facilities; a lack of internal financing (subs/fund raising); and a shortage of personnel to run/coach teams and/or administer the club.

4.2.59 Woodlea suggest that "coaching for juniors is very inadequate in the area so the average age of players is rising without new youngsters becoming available.

#### ***Gymnastics***

4.2.60 Chelmsford and Swallows clubs both report an increase in membership over the last 3 years with current membership being 700 and 350 respectively. They both have active junior sections and links with schools. DC49 Boswells (cheerleading and gym club) report a decrease in members.

4.2.61 Both the gym clubs have their own base - Chelmsford GC in Chelmsford and Swallows GC in South Woodham Ferrers. DC49 Boswells use Boswells School, in Chelmsford.

4.2.62 All 3 clubs are generally satisfied with the quality of their facilities rating most aspects as either good or very good. Swallows GC rate changing and shower facilities and facilities for the disabled as being only "adequate".

4.2.63 All 3 clubs wish to expand their activities. Chelmsford and DC49 Boswells would like to have more members (DC49 Boswells also note a need for more space). Swallows would like to offer more classes to for teens and for the disabled. They are also looking to replace all of their old equipment for new. Both Gym clubs highlight a shortage of personnel to run/coach teams and/or administer the club as being a barrier to development. Chelmsford GC also highlight the expense of equipment. For DC49 Boswells the main barriers are a shortage of good quality indoor facilities; a shortage of suitable training facilities; and a shortage of specialist equipment.

### **Karate**

4.2.64 Chelmsford Karate Club use a number of venues/small halls. They have a membership of 95 which has increased over the last 3 years "due to a membership drive, club success at competitions, and grading's; media cover in newspapers; and social media and internet".

4.2.65 They have an active junior section and would like to develop further links with schools: "we have run Introduction to Karate sessions at Oaklands Infant School and Moulsham Infant School during school hours".

4.2.66 In general, they are happy with the facilities they use though car parking is rated as poor (not clear which venue).

4.2.67 The club would like to expand the number of classes they hold - providing additional classes aimed at specific age groups; and to increase current classes attendance. Barriers to development are: a shortage of good quality indoor facilities; a lack of internal financing; a lack of external funding; and marketing skills to attract new members.

### **Indoor extreme sports**

4.2.68 Although not reflected in any cohesive comments back through the consultation process, there has been a view expressed amongst local authority officers that provision for 'indoor extreme sports' should be considered within the study, as a result of enquiries that have been made from time-to-time by groups and individuals.

4.2.69 There is no national governing body that has an overall administrative responsibility for this theme, which can cover a range of activities. Neither is there an accepted definition or set of criteria to identify such activities. However, it is fair to say many activities that might be considered to fall under the heading, and are not necessarily 'extreme' in the sense that they are significantly more dangerous than other sports. In fact, the term 'extreme' is more often used to denote activities that are derivations of a more conventional form of sport or activity, but which might be considered to offer more of an 'adrenalin rush' and be more exciting from the point of view of the participant and (sometimes) spectators.

4.2.70 Activities such as skateboarding, BMX, parkour, and climbing, might all be considered to be extreme sports, and each of these is a viable indoor activity, given an appropriate facility. There are many examples of sports halls within leisure centre complexes being used for such activities. The necessary equipment can often be installed on a temporary basis, or, in the case of climbing, can be a permanent fixture (such as the wall at South Woodham Leisure Centre). Parkour groups hire sports halls at the Council's leisure facilities.

4.2.71 However, within the space and configuration of conventional leisure centres it is usually difficult to accommodate permanent facilities aimed at such activities, unless they are external. Throughout the country there are examples of such activities taking place in warehouse type buildings, which might be designed for other commercial or industrial uses. However, there are very few examples of large scale bespoke facilities designed specifically to accommodate extreme sports.

4.2.72 In terms of facilities within the region the most noteworthy example will be located in Hemel Hempstead.

4.2.73 The XC, at Jarman Park in Hemel Hempstead, houses an indoor skate and BMX park, climbing centre, high ropes course and indoor caving system.

4.2.74 Aimed primarily at young people, the centre also offers a teenage health clinic and counselling rooms. The Dacorum Sports Trust is the primary mover of the project and has invested £250,000. Its motivation is based on evidence that the young people within the area clearly stated that they would like facilities that go beyond those concerned with traditional sports. In this sense, the venue is more attuned to the informal and non-codified activities that traditionally appeal to teenagers.

4.2.75 A £5m award from the government's 'MyPlace' programme, which is administered by the Big Lottery Fund, provided most of the funding.

4.2.76 The consultation undertaken for this study has identified the prevailing view that more and better provision should be made for teenagers and young people, such as BMX, skateboarding, and Parkour; albeit that the general tenor of these comments were probably in respect of outdoor provision.

4.2.77 As part of the Riverside Ice & Leisure Centre consultation process, Team Kinetix (Parkour) have requested a dedicated 300sq.m space in preference to using the sports hall due to significant time constraints in setting up and dismantling equipment. The Council cannot meet this request but recognises the need for the club to find a dedicated space within an empty commercial unit and possibly achieve a facility in tandem with other extreme sports.

### **Climbing**

4.2.78 As part of the Riverside Ice & Leisure Centre consultation process the Chelmsford Climbing Club sought to make the case for the inclusion of a climbing wall. The Council did not include this provision due to the capital cost and relatively low projected financial return but did acknowledge that a facility in Chelmsford should remain an aspiration.

## Football

4.2.79 A popular activity in many sports halls is small-sided football, which might include football training, and small-sided matches (perhaps as part of local mid-week or lunch time leagues).

4.2.80 These can prove a popular activity for leisure centre managers as they are a regular booking and will block book the entire hall. However, the prevalence of football within sports halls can be problematic in terms of reducing the prospects for other sports using a facility. Local sports halls such as at Chelmer Valley School, Writtle College, and the Rickstones Academy (outside the local authority in Braintree District) are examples of where football activity takes place indoors.

4.2.81 A playing pitch study is being conducted as part of the overall project, and part of the remit of that work is to identify locations (including sports halls) where pitch sport clubs/teams train.

4.2.82 Amongst other things, the playing pitch study will examine the scope and viability of developing more Artificial Grass Pitches (AGPs) for both training as well as competition. Additional AGPs will be welcomed by many local football clubs and teams, and will help to take the pressure of sports hall space.

## 4.3 Quality of provision

### Site visits

4.3.1 Site visits were conducted for key facilities, including The Riverside Ice & Leisure Centre, South Woodham Ferrers Leisure Centre, the Chelmsford Sport & Athletics Centre, and the Dovedale Centre. Brief visits were also made to Moulsham School, Great Baddow School, Anglia Ruskin University. Key local authority and leisure centre staff were also met with in respect of the local authority controlled venues. Findings are reported fully in the separate Consultation report.

4.3.2 In respect of quality of venues, the hall at South Woodham Ferrers Leisure Centre is in good condition, although the facility itself was built in 1982/3. The ageing of facilities at the Riverside Ice & Leisure Centre have led to detailed investigations that have concluded a major redesign and overhaul is required, including in respect of the hall complex.

4.3.3 The Dovedale Centre is well-maintained but ageing and will require refurbishment in the coming years.

4.3.4 In respect of the school facilities visited, all appear in a satisfactory condition, but some are ageing and will require refurbishment. Facilities are considered adequate to meet the needs of the organised group activity that they tend to attract outside school hours.

4.3.5 The key quality findings for the **Riverside Ice & Leisure Centre** in respect of the sports hall and other 'dry side' facilities were:

- the ice rink (56m x26m) is of limited size for the further development of ice hockey (to the premier league franchise); this would need a 60m x 30m ice pad, separate changing rooms, seating for up to 1,000 spectators, electronic scoreboard; ice shows could also require additional seating capacity; (there has been some installation of post 2012 facility excess seating);
- ice rink support areas (boot change and catering) require further refurbishment and image enhancement; and,
- a welcoming Reception and adjacent catering area, but some customers may seek to by-pass Reception;
- recently refurbished fitness gym adjacent enhances modern image of foyer area; and,
- car parking (also for general city use) and entrance image/signage could be improved.

4.3.6 The key quality findings for the **South Woodham Ferrers Leisure Centre** in respect of the sports hall and other 'dry side' facilities were:

- some constraints of community access due to the security requirements of a dual use facility;
- sports hall is of Granwood compound, where a cushioned or sprung floor is the more common modern day provision;
- generous provision of small halls allow dedicated space for gymnastics and climbing wall and additional badminton provision
- a larger fitness gym than the current c. 20 station provision would enhance local opportunity and income; and,
- the new 3G AGP is fully FA- compliant.

4.3.7 The key quality findings for the **Chelmsford Sport and Athletics Centre** in respect of the sports hall and other facilities were:

- as a purpose-built athletics training facility and floor surface, alternative use of these spaces (e.g. table tennis, sports hall activities) is not always adequately fit for purpose;
- improvement to curtaining of multi-use sport hall area, and the indoor throwing practice area is required, the latter not meeting NGB specification; use of both areas is constrained by this; and,
- an attractive fitness gym facility (c.50 stations) enhances the facility (although additional studio capacity is desirable - a converted store to studio should be replaced).

4.3.8 The key quality findings for the Dovedale Sports Centre in respect of the sports hall and other facilities were:

- clean and functional image, enhanced by redecoration, although style and construction no longer meets modern standards or expectations;
- 5 court sports hall, functional, tired image but fit for purpose;
- studios and viewing over sports hall converted from previous bar area; and,
- limited/shared car parking not ideal; access and image in need of enhancement.

### General

4.3.9 Certain interests have noted that there can be shortcomings in design in respect of sports halls when considering the needs of certain sports- some of these needs might be relatively inexpensive to cater for if considered at an early stage in the design process for new facilities. Examples are storage facilities for resident clubs (such as for gymnastics and table tennis etc), and fixtures (such as for volleyball posts).

### Leisure Plus Household survey

4.3.10 The Household survey highlighted that of those responding, the estimated quality of local sports halls was perceived to be: 'Very Good' (14%); 'Good' (48%); 'Average' (32%); 'Poor/Very Poor' (5%).

4.3.11 In terms of being a priority for improvement the responses suggested that 22% of respondents rated the priority to be 'High'; 48% to be 'Medium'; 30% to be 'Low'.

### Chelmsford City Council (Leisure)

4.3.12 With respect to the Riverside Ice & Leisure Centre overall generally it is considered that facilities are somewhat dated and in some areas not meeting modern customer expectations. Recent refurbishments have improved the image and popularity of some of the facilities, such as the fitness gym, aerobics studio and Foyer catering area, for example. The Dovedale Sports Centre is generally well maintained but has ageing and dated facilities, no longer meeting modern day expectations for sports facilities. This facility is shared with Chelmsford College and a future strategy is required to bring this facility up to modern standards.

### Clubs

4.3.13 **Hoyners Badminton Club** is satisfied with the quality of Danbury Sports and Social Centre rating most aspects as good or very good. **Woodlea Badminton Club** rates many aspects of the Riverside Ice & Leisure Centre as being no better than adequate including: value for money; changing and shower facilities; and facilities for the disabled. Both clubs would like to expand their activities and attract more members, particularly young adults.

4.3.14 The general view from badminton is for more sprung-floor courts. “Proper, designed venues for playing badminton are needed (with sprung floors, decent lighting and visibility) rather than multi-purpose sports halls as seem to exist in the Chelmsford area”. Hoyners note that “we support the Danbury Sports and Social Centre’s plans to obtain funding to install a sprung floor in the sports hall”.

#### FPM report

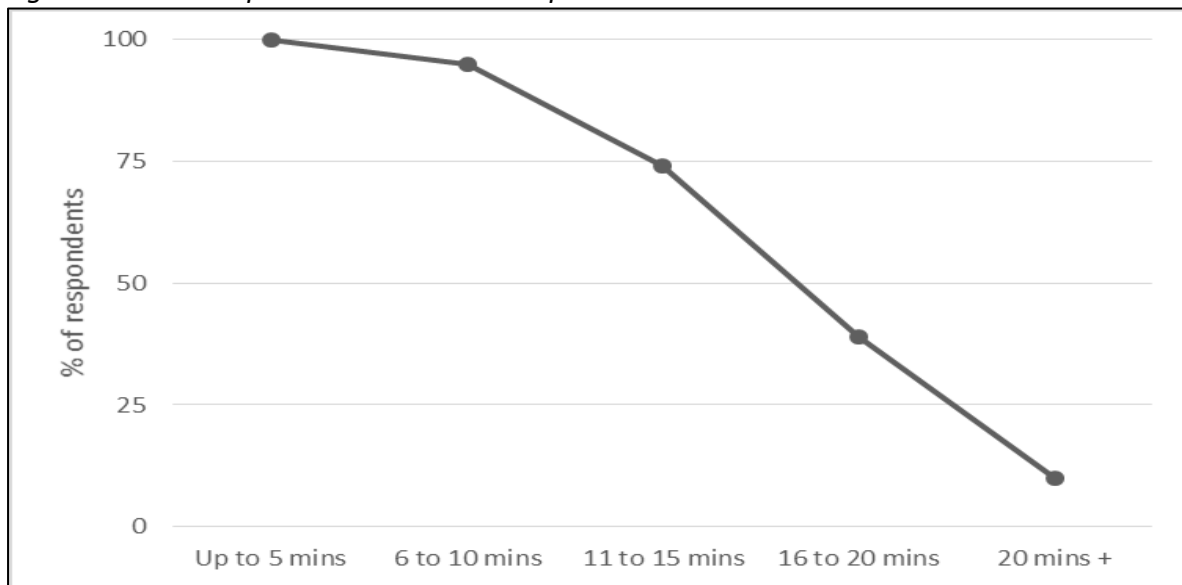
4.3.15 The Sport England FPM report does not make any specific reference to the overall quality of provision within the local authority. However, the estimated age and quality of the local stock of sports halls is acknowledged by the report as having a potential impact on local usage and capacity.

## 4.4 Access

### Leisure Plus Household survey

4.4.1 The household survey indicated that the majority respondents used sports halls on a regular basis, and the majority were prepared to travel up to 15 minutes to use such facilities, and the most popular mode being by car. The following **Figure 14** shows that the 75 percentile falls around about this time.

Figure 14: Preparedness to travel to sports halls



#### FPM report/what is an acceptable drivetime to a sports hall?

4.4.2 The FPM analysis discussed earlier in this section has a spatial element based on 20-minute drive or walk time catchments, centred on facilities considered in the analysis (i.e. the sports halls listed in **Table 6** and appropriate halls in neighbouring areas). The 20-minute catchment is based on data obtained from previous national research by Sport England, which concluded that a 20-minute drive time represented 90% of the user catchment on average

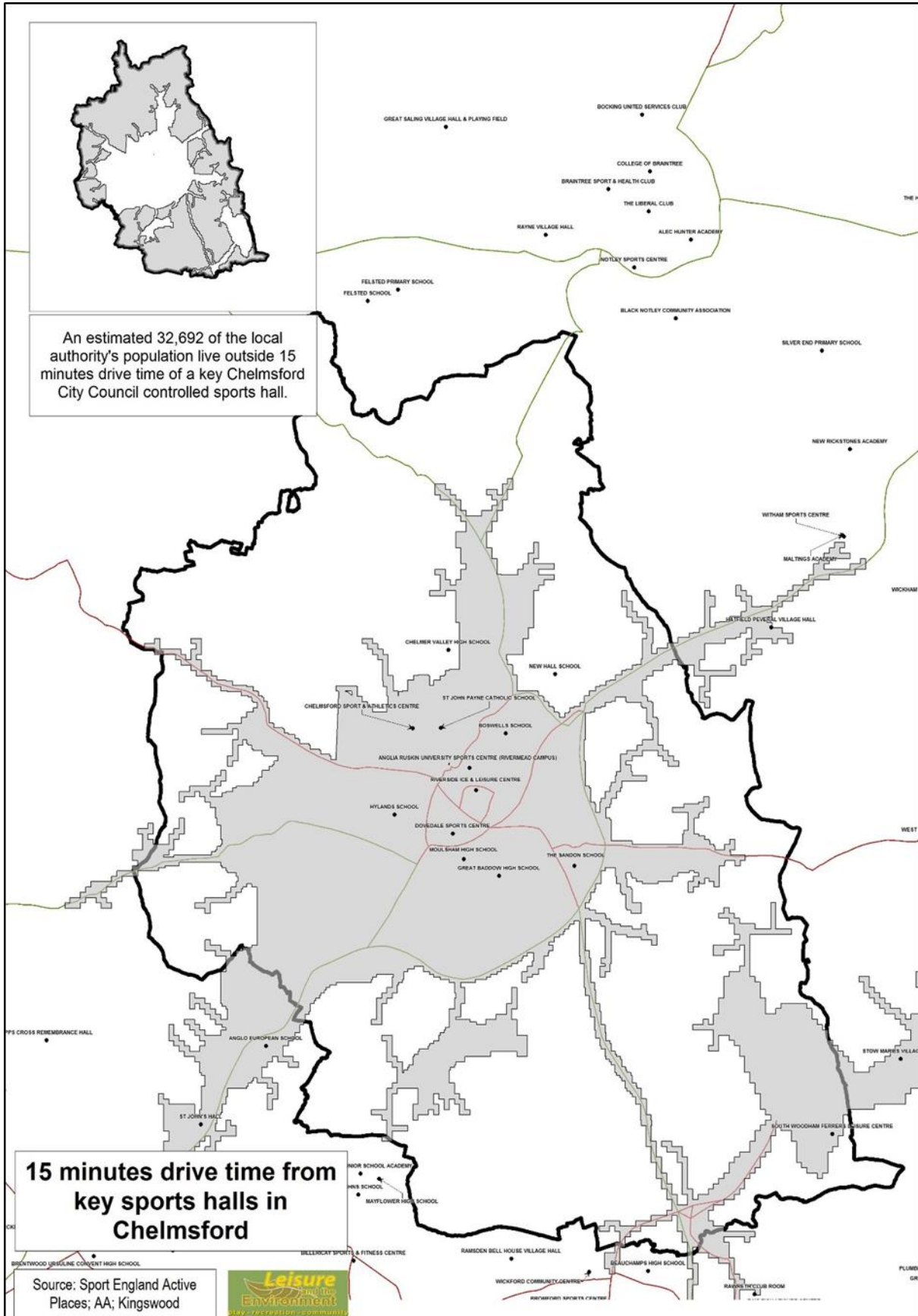
for sports halls. However, the same research indicated that around 60 per cent of users were only prepared to travel up to 10 minutes. The household survey conducted as part of this study suggests that an appropriate compromise for Chelmsford might be a 15-minute catchment by foot or car. Travel by car is by far the most significant mode of transport to sports halls, and a 15-minute drive catchment would roughly equate with the 75% quartile response provided by the household survey.

4.4.3 If 15 minutes is adopted as a travel time to sports halls acceptable to 75% of the population, the resultant catchments of the Riverside, South Woodham Ferrers, Dovedale, and Chelmsford Athletics and Sports Centre facilities sports halls are shown on the **Figure 15**. The catchments are based on assumed average speeds for different classes of roads. The map shows that on the basis of these assumed average speeds significant geographical areas are not covered by the combined catchment of the four key local authority controlled sports halls. The estimated population within the local authority falling outside the catchment has been calculated to be 32,692

4.4.4 If non-local authority sports halls not in secured use were to be included on **Figure 15**, the extent of the exclusion zone would be reduced. However, as most of this other provision is also centred on the urban area of Chelmsford, the coverage would not be extended greatly.



Figure 15: 15-minute drive catchments for key Chelmsford City Council controlled sports halls



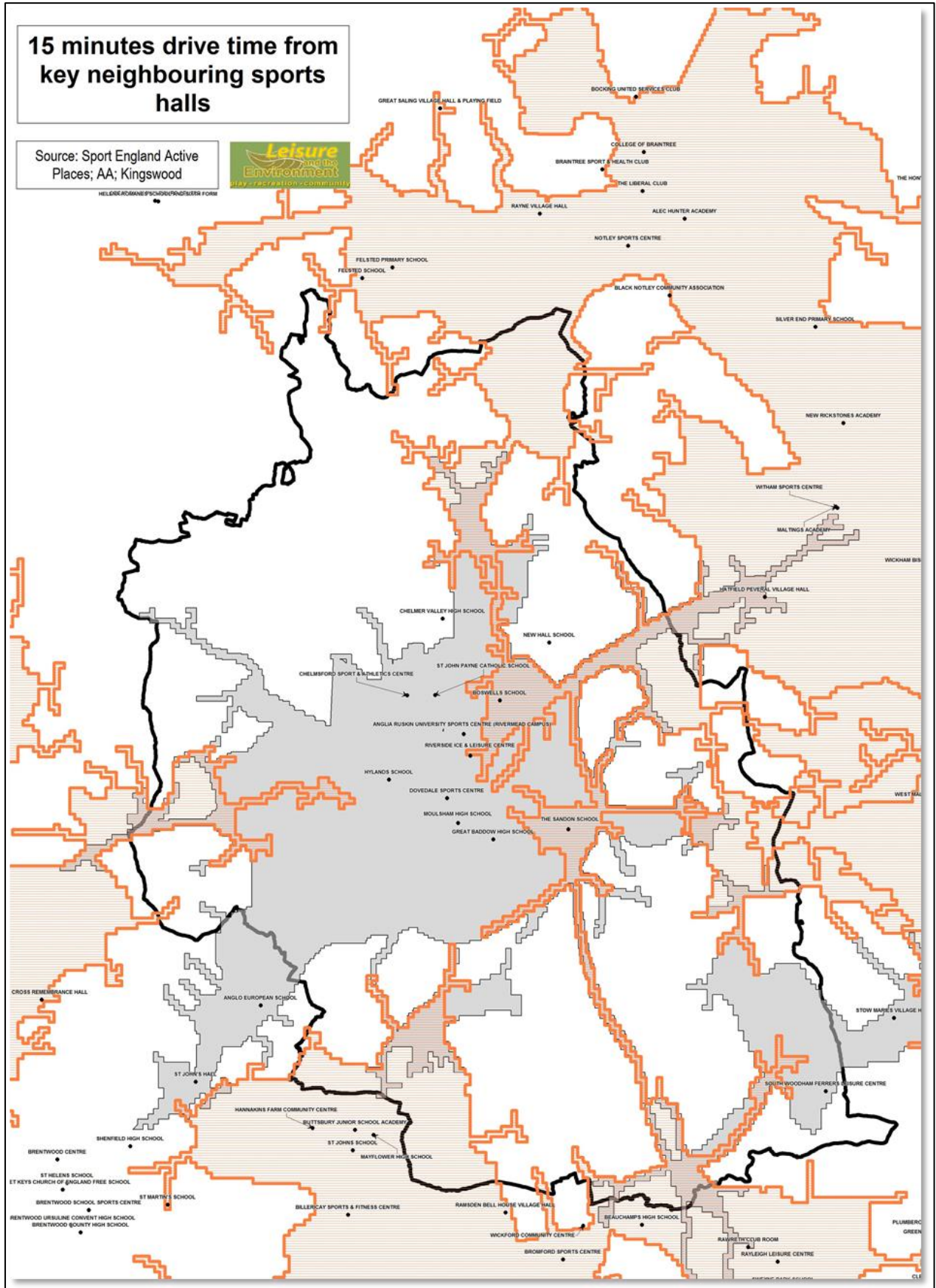
4.4.5 It is very conceivable that those residents excluded from the estimated catchments used in **Figure 15** might find it easier to use facilities in neighbouring areas. The following are likely to be the closest significant provision of an appropriate kind outside the Chelmsford local authority (**Table 8**):

*Table 8: Selected sports halls in neighbouring areas*

Name	Badminton courts	Access Type	Ownership Type	Management Type
ONGAR LEISURE CENTRE	4	Pay and Play	Local Authority	Commercial Management
BILLERICAY SPORTS & FITNESS CENTRE	5	Sports Club / Community Association	Foundation School	School/College/ University (in house)
BROMFORD SPORTS CENTRE	5	Pay and Play	Foundation School	Other
RAYLEIGH LEISURE CENTRE	4	Pay and Play	Local Authority	Trust
BLACKWATER LEISURE CENTRE	4	Pay and Play	Local Authority	Trust
WITHAM SPORTS CENTRE	4	Pay and Play	Local Authority	Community Organisation
NOTLEY SPORTS CENTRE	5	Pay and Play	Community school	School/College/ University (in house)
NOTLEY SPORTS CENTRE	3	Sports Club / Community Association	Community school	School/College/ University (in house)
BRAINTREE SPORT & HEALTH CLUB	5	Pay and Play	Community school	Trust

4.4.6 If their 15-minute catchments were also superimposed on a map, they would reduce the size of the 'exclusion zone' and its resident population (see **Figure 16**), although it would not be eliminated entirely. This pre-supposes that the capacity exists at these neighbouring venues to absorb the potential demand generated by these residents.

Figure 16: 15-minute drive catchments from key sports halls in neighbouring areas.



## 4.5 Plans for future new provision

4.5.1 Within the education sector there are plans for indoor sports facilities at certain education campuses as shown in **Table 9** below.

*Table 9: Education sector – plans for indoor sports facilities*

School	Facility plans and aspirations
Anglia Ruskin University	Planning expansion of indoor facilities to include viewing area to sports hall, bigger gym (250sqm) and additional dance studio space. At early stages. The University would like to install outdoor space on or near the campus – 3G or multi-use space big enough for teams to train on.
Chelmsford County High School for Girls	Planning permission has been sought for a new sports complex. Funding is currently being raised to support the plans.
King Edwards VI Grammar School	The School is applying for grant for sports hall which then could be used for community use.
Greater Beaulieu Park School	A proposed 4 court sports hall is to be constructed within a new academy school to be opened around 2019 with secured community access to meet the demand from new housing development.

### Future issues and options for sports hall provision within Chelmsford local authority

4.5.2 Based on evidence presented in this section paragraph 12.3 and Table 15 suggest a local standard for the provision of sports halls. If the quantitative component of the outline standard is applied to the projected population growth between now and 2036 it suggests that the additional demand generated would lead to a **need for an extra 1.6 x 4-court sports halls (6.6 courts)**. It is noted that the NCAAP plan makes provision for a ‘dry’ sports centre, and this can be offset against the above figure.

4.5.3 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific. It is important for the future coordination of population growth and facility infrastructure that the above scale of additional demand be recognised. However, the way in which it might be reflected in new and/or improved provision could vary markedly.

4.5.4 **Future options** for how this additional capacity is to be provided will depend on various factors: the main requirement will be that it is within 15 minutes travel of new housing developments and their residents; however, the ways in which this might be achieved will vary:

- If, say, additional major new housing provision is likely to be allocated on the north urban edge of Chelmsford, a new sports hall provision (perhaps in conjunction with a

school with assured and adequate community use) in that location would not only serve the needs of new residents, but also expand the catchment coverage of sports halls in secured community use, so that more of the rural part of the local authority is covered by this catchment. With this option, it will be very important to ensure that expanded/improved provision is the subject of a formal community use agreement between relevant parties, ensuring an appropriate amount of peak-time use of facilities for members of the public, and especially on a casual pay-to-play basis; with the exception of the sports halls at South Woodham Ferrers Leisure Centre and Dovedale Sports Centre there are no other significant education-based sports halls within the local authority with formal obligations to provide for community access to their pool space, beyond the schools' curricular requirements.

- Capacity and availability can change very rapidly and options which might look credible now may not be at a time when the locations of future growth beyond 2026 are determined- it would be far better to look at opportunities to exploit any existing spare capacity then.
- Alternatively, if residents living in the outlying parts of the local authority have a good level of access to sports halls in neighbouring authorities, a case might be made for expanding/improving provision at an existing venue within or close to the Chelmsford urban area, or else a school venue subject to appropriate assurances about secured community use of the venue.

4.5.5 In the above regard, there is clearly theoretically a degree of drive-time access to several key venues in neighbouring local authorities. However, what is not clear is the extent to which these venues have the capacity to absorb such use.

4.5.6 Quite apart from the modelling of additional strategic need for sports hall facilities, there is also the need to consider how certain sports depending on sports hall space could be better served. This section highlighted the general need for adequate storage space to be included in new or improved sports hall provision, to meet the needs of residents clubs to stow away their equipment. It has also shown that attention to simple design features can help in making a venue better, such as in the case of fixture points being installed for volleyball nets. In other cases, it might be impossible for new or improved provision to reconcile the ideal specifications for different sports. A case in point would be the desire for badminton clubs to have sprung wooden floors, which may not be so desirable for other sports. However, technology is providing surfaces that are accepted for many sports such as badminton, netball, and volleyball.

4.5.7 In terms of planned new provision or facility overhaul, there are potential sports-specific projects that might be embraced at the planning and design stage, especially:

- Building on the success of local volleyball clubs by providing a high quality local facility for the sport, and which would require spectator (retractable) spectator accommodation and flooring.
- The need of netball interests to have an assured local netball centre with both outdoor and indoor facilities.

- Indoor extreme sports provision, although the ideal would be to offer dedicated space for such activities.
- Given appropriate design, such facilities could be shared with several other sports.

## 4.6 Summary and conclusions

4.6.1 **Quantity:** Sport England data and analysis suggest that, within the local authority generally, there is a small unmet demand for access to sports hall space, but which is spread over a large geographical area. Although the local authority-controlled sports halls represent only a small proportion of the overall stock, there is evidence of other provision in the education sector being well-used by clubs and organised groups. The Leisure Plus household survey also confirmed a view that the general supply of sports halls is at least adequate. Future population growth will generate a demand for 1.6 x 4-court sports halls (or equivalent) to meet increased demands.

4.6.2 **Quality:** Although current overall supply appears meet most local needs, there are issues in respect of the quality of provision. Sport England data suggests that there is an ageing stock of facilities, and local clubs and National Governing Bodies of Sport, believe there are deficiencies in respect of the specialist requirements of some sports.

4.6.3 **Accessibility:** The findings of the Leisure Plus household survey suggests that most respondents consider that 15-minutes is a reasonable travel time to use a sports hall, and that on this basis there are some rural parts of the local authority not within easy reach of a sports hall with community use.

## 5.0 HEALTH & FITNESS SUITES

### 5.1 General

5.1.1 Health and Fitness suites (H&FS) is a term used here to cover indoor 'gym' facilities with a range of equipment designed to help with aerobic and anaerobic health, fitness and training regimes. They can be found as standalone venues, or often as part of a larger sports and leisure complex such as council leisure centres and commercial 'health spas' etc. These activities are noteworthy as they tend to have high participation rates amongst both women and men. Many are run on a commercial club basis, and those in local authority leisure venues can help to cross-subsidise other facilities.

### 5.2 Quantity

#### Existing provision (general)

5.2.1 **Figure 17** and **Table 10** show the location of and describe all the known health and fitness suites (H&FS).

5.2.2 As will be seen, it is the commercial and club provision that dominates in terms of the size of venues, with the facility at Riverside Ice & Leisure Centre being the largest at a local authority controlled venue. There are H&FSs at all four local authority controlled leisure centres.



Figure 17: Health & Fitness suites in the local authority

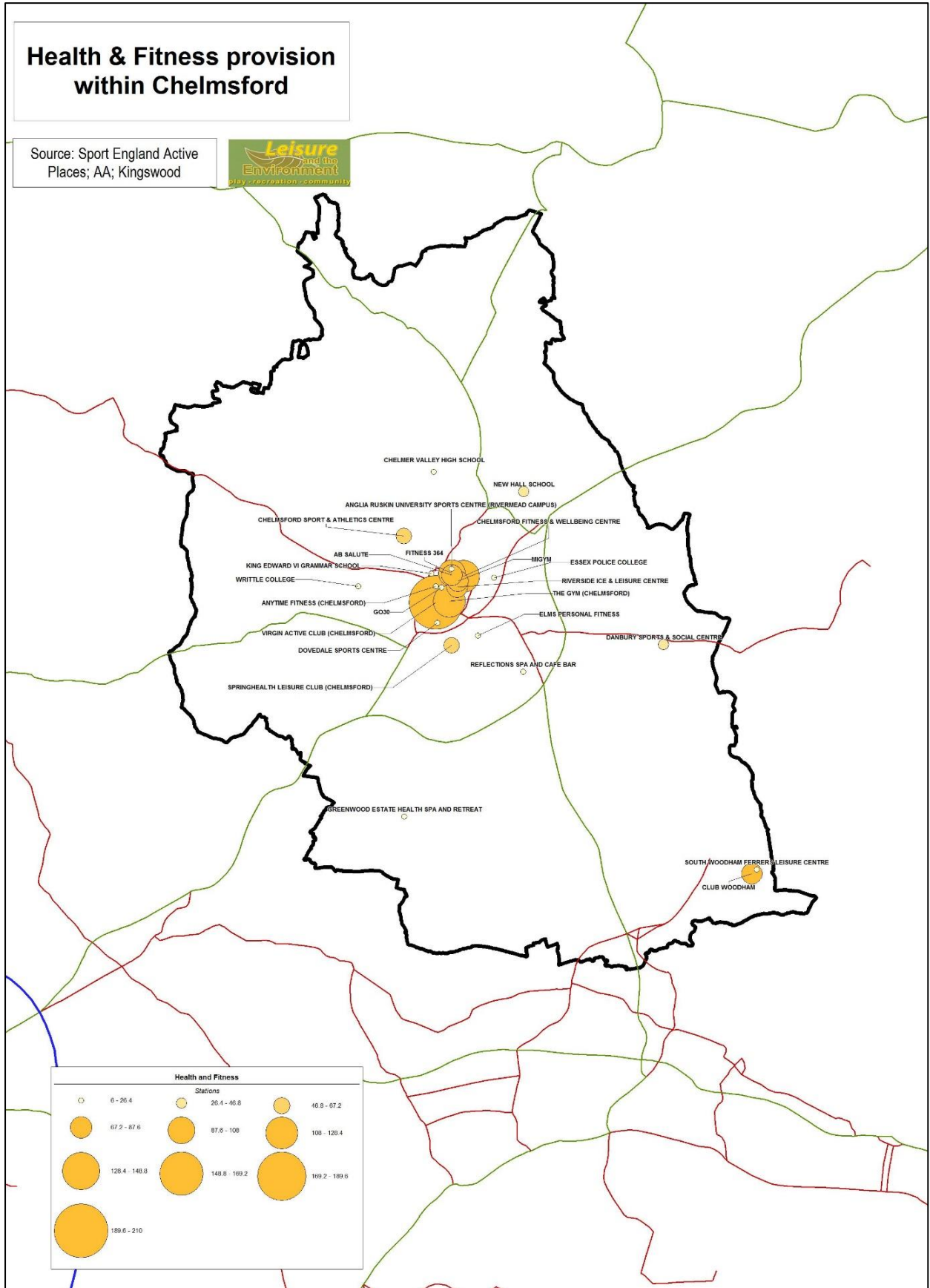




Table 10: Health &amp; Fitness Suites (description)

Name	Stations	Access Type	Ownership Type	Management Type	Year Built	Refurbished
AB SALUTE GYM	80	Registered Membership use	Commercial	Commercial Management	2015	
ANGLIA RUSKIN UNIVERSITY SPORTS CENTRE (RIVERMEAD CAMPUS)	20	Pay and Play	Higher Education Institutions	School/College/ University (in house)	2005	No
ANYTIME FITNESS (CHELMSFORD)	25	Registered Membership use	Commercial	Commercial Management	2014	No
CHELMER VALLEY HIGH SCHOOL	14	Private Use	Foundation School	School/College/ University (in house)	2007	Yes
CHELMSFORD FITNESS & WELLBEING CENTRE (Nuffield Health)	116	Registered Membership use	Other	Other	1999	Yes
CHELMSFORD SPORT & ATHLETICS CENTRE	60	Pay and Play	Local Authority	Local Authority (in house)	2002	Yes
CLUB WOODHAM	85	Registered Membership use	Commercial	Commercial Management	1980	Yes
DANBURY SPORTS & SOCIAL CENTRE	36	Pay and Play	Local Authority	Trust	1989	Yes
DOVEDALE SPORTS CENTRE	16	Registered Membership use	Further Education	Local Authority (in house)	1974	Yes
ELMS PERSONAL FITNESS	c.20	Registered Membership use	Commercial	Commercial Management	Unkn own	
ESSEX POLICE COLLEGE	14	Private Use	Government	Other	1969	No
FITNESS 364	100	Registered Membership use	Commercial	Commercial Management	2014	Yes
GREENWOOD ESTATE HEALTH SPA AND RETREAT	21	Registered Membership use	Commercial	Commercial Management	2002	Yes
GO30	c.20	Registered Membership use	Commercial	Commercial Management	Unkn own	
MIGYM	c. 50	Registered Membership use	Commercial	Commercial Management	Unkn own	
KING EDWARD VI GRAMMAR SCHOOL	16	Private Use	Foundation School	School/College/ University (in house)	2006	No
NEW HALL SCHOOL	40	Private Use	Other Independent School	School/College/ University (in house)	2009	No

Name	Stations	Access Type	Ownership Type	Management Type	Year Built	Refurbished
REFLECTIONS SPA AND CAFE BAR	6	Registered Membership use	Commercial	Commercial Management	1987	Yes
RIVERSIDE ICE & LEISURE CENTRE	80	Registered membership	Local Authority	Local Authority (in house)	1986	Yes
SOUTH WOODHAM FERRERS LEISURE CENTRE	26	Registered membership	Foundation School	Local Authority (in house)	1982	Yes
SPRINGHEALTH LEISURE CLUB (CHELMSFORD)	48	Pay and Play	Commercial	Commercial Management	1972	Yes
THE GYM (CHELMSFORD)	123	Registered membership	Commercial	Commercial Management	2012	No
VIRGIN ACTIVE CLUB (CHELMSFORD)	210	Registered Membership use	Commercial	Commercial Management	2001	Yes
WRITTLE COLLEGE	21	Private Use	Higher Education Institutions	School/College/ University (in house)	1979	Yes

### Community use/availability

5.2.3 It will be noted that the list comprises a range of provisions covering local authority, education, commercial, and membership facilities. Only a proportion will be available for the general community to use in the way in which this term was defined in Section 1. For example, some of the commercial/registered membership venues may be cost-prohibitive for certain sections of the community. Other facilities deemed to be 'private' in respect of access will have little use, if any.

### The views of local residents

#### *Leisure Plus Household survey*

5.2.4 Of those residents responding to the household survey:

- 13% stated that they used H&FS facilities almost every day
- 30% at least weekly
- 5% at least monthly
- 52% less often or never.

5.2.5 Only 15 per cent of respondents to the household survey suggested that there was a need to improve the stock of H&FSs locally. (37 % considered improvement to the stock to be a medium priority, whilst 48 % considered it to be a low priority).

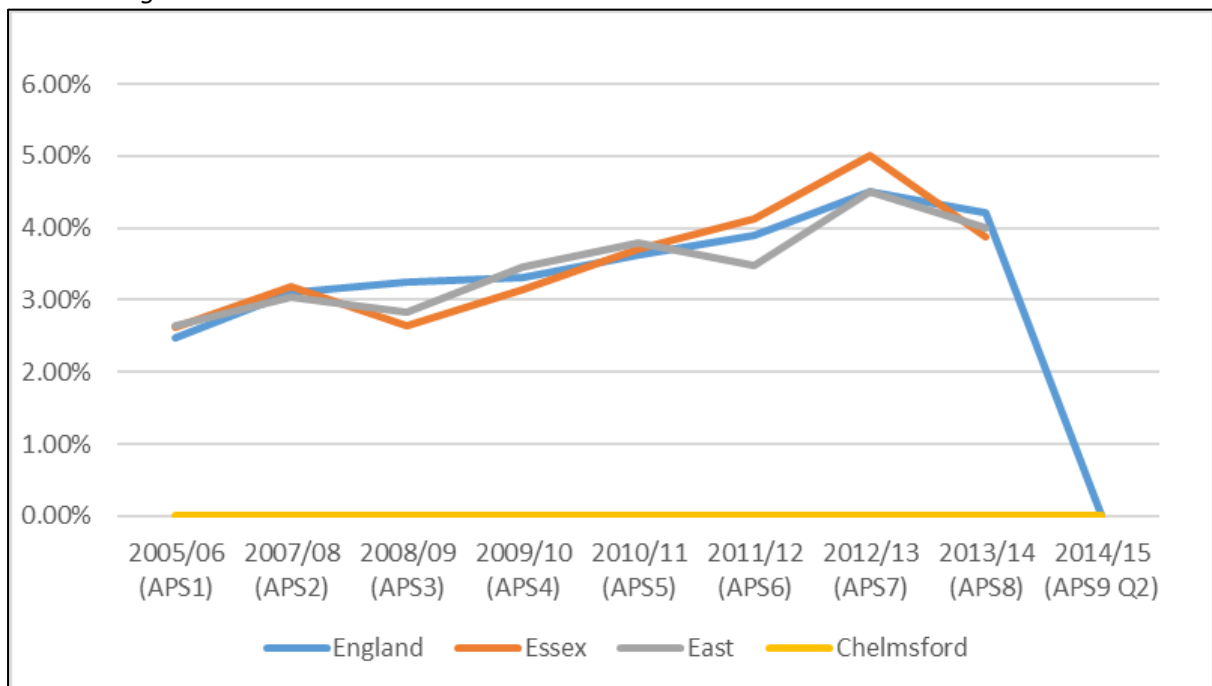
5.2.6 80% of respondents however considered there to be enough of such facilities, and that if there were to be improvements they should be to the existing stock.

### Active People Surveys (APS) (See End Note 3 for further explanation)

5.2.7 The two main activities assessed as part of the Active People Surveys (APS) that impinge most on the development of H&FSs are gym, and fitness and conditioning.

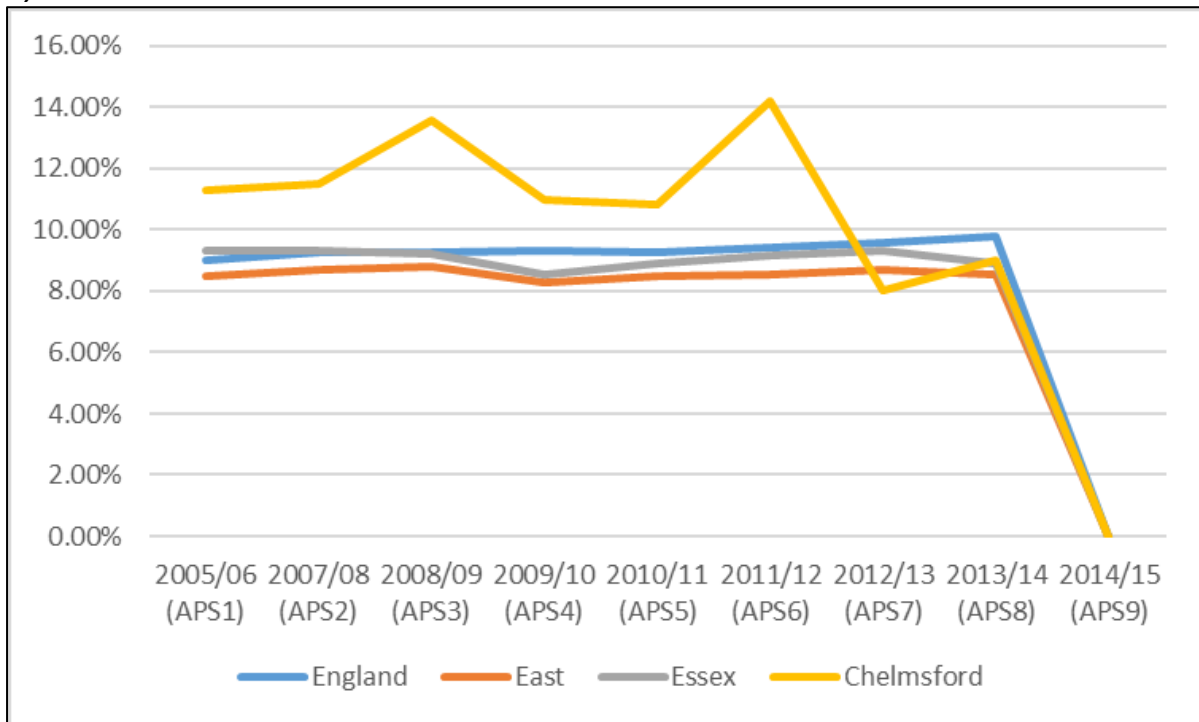
5.2.8 The APS results are not always available at the local authority level due to the inadequate size of data samples in some situations. This has been the case for all but one year in Chelmsford in respect of Fitness Conditioning. However, where the data are available it shows that adult participation in these activities is higher than county or national averages. The highest scores for each activity would suggest a regular participation in Fitness Conditioning of over 10,000 people/week and for gym use over 19,000 adults/week.

Figure 18: Participation of at least 1 x 30 minute session/week (% of adult population) in Fitness Conditioning



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

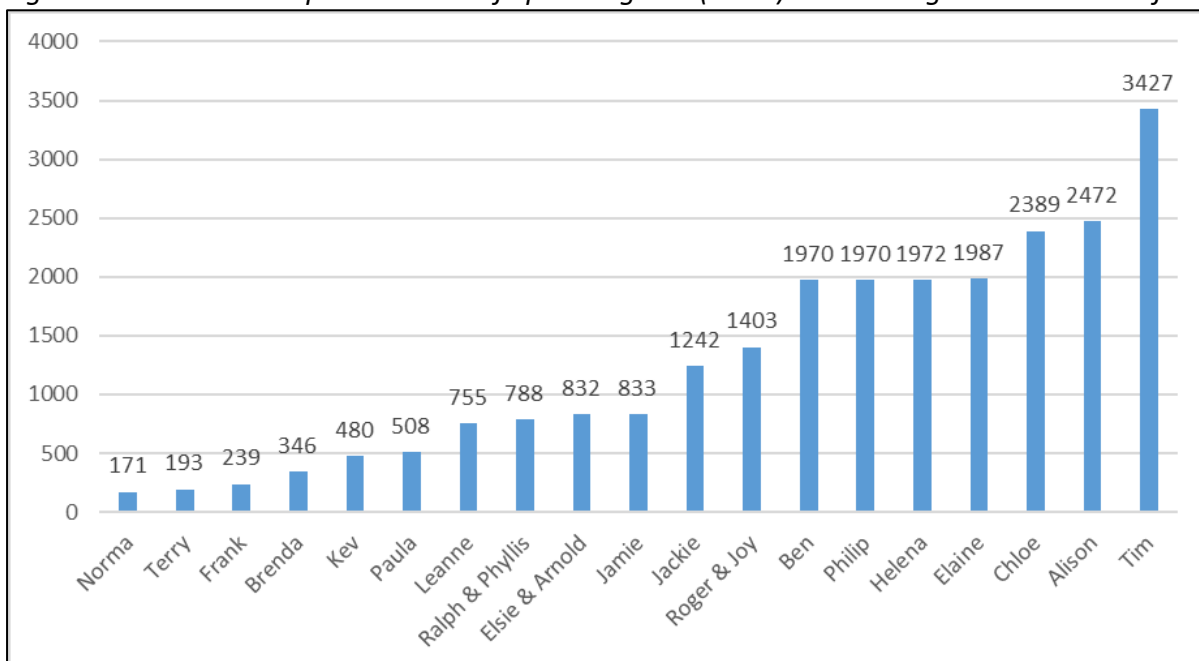
Figure 19: Participation of at least 1 x 30 minute session/week (% of adult population) in Gym based activities.



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

5.2.9 Perhaps one of the reasons for this high rate of participation is a strong presence in the local authority of those Sport England Market Segments (see **Appendix 1**) which, although over 25, still have a strong desire to take part in sport and physical recreation. **Figure 20** shows the numerical expression of the percentage of overall Sport England adult Market Segments likely to take part in the given activities.

Figure 20: Numerical representation of Sport England (adult) Market Segments in Chelmsford



5.2.10 Tim, Alison, Chloe, Elaine, Helena, Philip, Ben all have high counts. In fact, if the above numbers of those with a potential to participate are compared with the APS figures earlier it suggests that participation in the activities concerned may already be close to or even exceeding that which might be predicted from using Market Segmentation data.

### **Chelmsford City Council (Leisure)**

5.2.11 Although the Council operate four H&FSs as part of the leisure centres, council officers believe there may be scope for school facilities to be better utilised.

### **Local clubs**

5.2.12 The consultation exercise conducted as part of this study has not revealed any clubs making comments specifically in relation to the quantity, quality or access to H&FSs. However, gyms in particular are used for training for a variety of sports, and some clubs have made reference to this fact in their responses to the consultation- boxing, gymnastics and athletics are cases in point.

## **5.3 Quality**

5.3.1 The consultation conducted as part of this study did not reveal any specific issues with respect to the quality of health and fitness suites. However, the results of the household survey suggested the following:

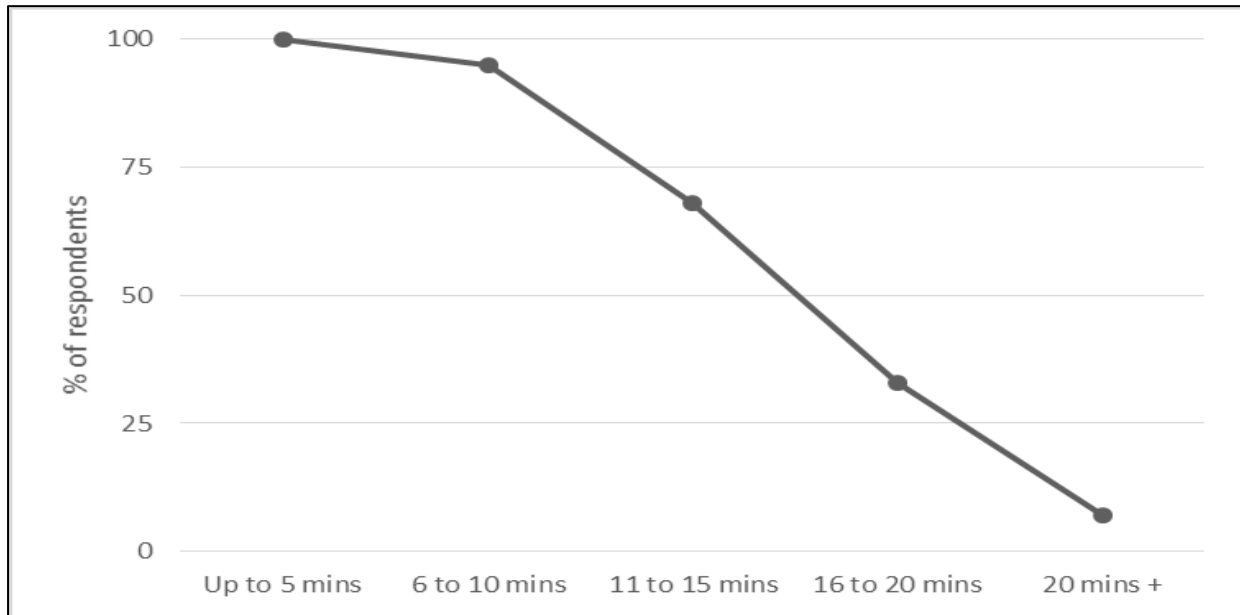
- 72% of respondents considered that the quality of facilities were either very good or good;
- 25% thought that the quality was average;
- Only three per cent considered the quality to be poor or very poor.

5.3.2 It will be seen from **Table 10** that many of the H&FSs in the local authority have, if not built recently, been refurbished. The nature of the health and fitness market is such that it is sensitive to any depreciation in the quality of facilities given that the technology involved in modern health and fitness suites evolves rapidly, as does consumer perception of what they require.

## **5.4 Accessibility**

5.4.1 Responses to the household survey indicate that the majority of respondents would be prepared to travel at least 10 to 15 minutes to use a health and fitness centre, and as shown in **Figure 21** the 75% percentiles lies somewhere between the two.

Figure 21: Preparedness to travel to gym/health & fitness facilities



5.4.2 The main mode of transport is by car. And the very large majority of provision is centred upon the Chelmsford urban area. As a consequence, this a significant number of trips to such facilities will also be taken by foot.

## 5.5 Future plans for improvements

5.5.1 Chelmsford Athletic Club, as part of their facility improvement plan, is proposing to upgrade its gym facilities within the clubhouse.

5.5.2 Anglia Ruskin University, as part of proposals to expand its indoor sports provision, are looking to develop a bigger gym (250 sq.m).

5.5.3 Improvements to health and fitness provision will be considered in the context of the refurbishment of the Riverside Ice & Leisure Centre, as well as other local authority centres requiring upgrading eventually (particularly the Dovedale Centre).

5.5.4 The commercial sector will also continue to upgrade its own facilities, although specific plans in this regard are unknown.

### The future and issues and options

5.5.5 Based on evidence presented in this section paragraph 12.3 and Table 15 suggest a local standard for the provision of health and fitness stations. The Council might consider providing for an additional **23 - 24 health and fitness stations spread over one or more of its centres**. It would be sensible for this provision to be made in association with new or improved provision for sports halls, in line with the recommendations within the appropriate section of this report.

5.5.6 It is noted that the NCAAP plan makes provision for health and fitness provision. If this is of an appropriate kind, it can be offset against the above figure.

5.5.7 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

5.5.8 Between 2015 and 2036 the population of the local authority is projected to increase from an estimated 172,370 to 195,850 (excluding any growth that might be attributed to local development allocations yet to be determined). This would mean an increase of c. 23,500 people. Assuming that the demographic profile of this additional population is broadly the same as the existing, the following might be assumed:

- The MS data (Figure 17) estimated that it is likely that in the order of 19,000 adults potentially are taking part in gym and fitness related activities;
- as a percentage of the current adult population this is 14%; and,
- 14% of the predicted adult population change between 2015 and 2036 is 3,600 adults.

5.5.9 This is the membership level that might be expected of a large Gym and Health and Fitness facility, albeit that the increase in demand will be spread over a large geography.

5.5.10 Given the popularity of health and fitness suites and associated activities within the local authority, it will be important for sufficient provision to be made to accommodate an increase in demand from a growing population.

5.5.11 H&FS are clearly very popular facilities, given the local demographic profile; data that exists show that local participation rates in activities using these facilities is high. Furthermore, such facilities appeal strongly to both genders.

5.5.12 The sector is dominated by commercial/membership provision: although this is good from the standpoint of consumer choice and taking pressure off council resources and facilities, they can be expensive and therefore cost-prohibitive for some potential users. Given the attractiveness of such facilities local authority provision should ensure that its own facilities are designed and managed with options to make them available to those locally who would like to access such facilities, but cannot afford commercial club subscriptions. The LA fitness facilities attract a wider spectrum of the population and their pay and play options are more inclusive. Schemes such as the GP referral programme are available in 3 of the Council's facilities but not provided elsewhere.

## 5.6 Summary and conclusions

5.6.1 **Quantity:** There is a varied stock of provision locally. Only of the stock is controlled by the local authority, and there are some significant commercial sector providers, but the cost of using these can be prohibitive for many people, given that they can involve commitments to

club subscriptions. There may be scope to make better use of some-school-based facilities. The Leisure Plus household survey suggests that respondents largely considered there to be enough such facilities to meet demand. However, given the popularity of gym-based activity, future growth in the population will increase demand for such provision.

**5.6.2 Quality:** In response to the Leisure Plus survey, most respondents considered that the quality of this type of provision was either good or very good.

**5.6.3 Accessibility:** The Leisure Plus household survey, suggests that most respondents would be willing to travel between 10 and 15 minutes to use local health and fitness facilities. Much of the existing provision is within the Chelmsford urban area, and therefore many people will walk to use such facilities.



## 6.0 INDOOR BOWLS

### 6.1 General

6.1.1 Bowls can be played either outdoors or indoors. Whilst most provision continues to be outdoors using traditional turf rinks, there are also a large number of indoor facilities using artificial surfaces, which are available for play throughout the year and in the evenings. It is these indoor facilities that are the subject of this section. There are other varieties of indoor bowls that take place in venues like village halls and community centres, using portable mats. These, again, are also outside the scope of this section.

6.1.2 However, there can be expected to be some cross-over between indoor and outdoor bowls in terms winter and summer activity (for example), and this needs to be taken into account in trying to assess demand for provision.

### 6.2 Quantity

6.2.1 There is one major indoor bowling centre in Chelmsford, namely The Falcon Bowling and Social Club, Springfield, north Chelmsford (8 indoor rinks plus social facilities, 2 outdoor greens - one grass, one artificial grass).

6.2.2 The facility is club-owned and managed, although it is also available for use on a pay-and-play basis.

6.2.3 Other than this facility the only other known indoor bowls venues within the vicinity of Chelmsford local authority are in Harlow, Colchester, Rayleigh, Latchingdon (in Maldon District), and Stony Hill in Brentwood. None of these external venues are especially close to the core population within Chelmsford urban area.

#### Views of local residents

6.2.4 Indoor bowls centres are classified as a specialist facility. Respondents to the household survey conducted as part of this study indicated that 86% of respondents would use such facilities less than once a month or never; 4% at least monthly; 8% at least weekly; and, 1% almost every day.

6.2.5 The household survey also indicated that, in terms of priorities for improving the provision specialist indoor facilities: 14% of respondents considered this to be a high priority; 22% considers this to be a medium priority; and, 64% of respondents felt that such improvements were a low priority.

## Views of National Governing Bodies of Sport

### *Essex Indoor Bowling Association*

6.2.6 The Association stated that:

- There are 17 indoor bowling centres spread across Essex totalling 105 indoor rinks; while these accommodate current demand, membership is generally experiencing a decline in most clubs.
- The challenge for the sport is to both recruit and retain membership across the young and elderly, the one to replace the other; there is no current demand identified for additional indoor rinks in Chelmsford.

### Views of local clubs

6.2.7 Local clubs responding to the club questionnaire consultation were outdoor bowls clubs, and only one (Falcon Bowls Club) includes an indoor facility. The general tenor of the response from local clubs indicated that bowls in general is suffering a stasis or even a decline in participation.

### Views of the local authority

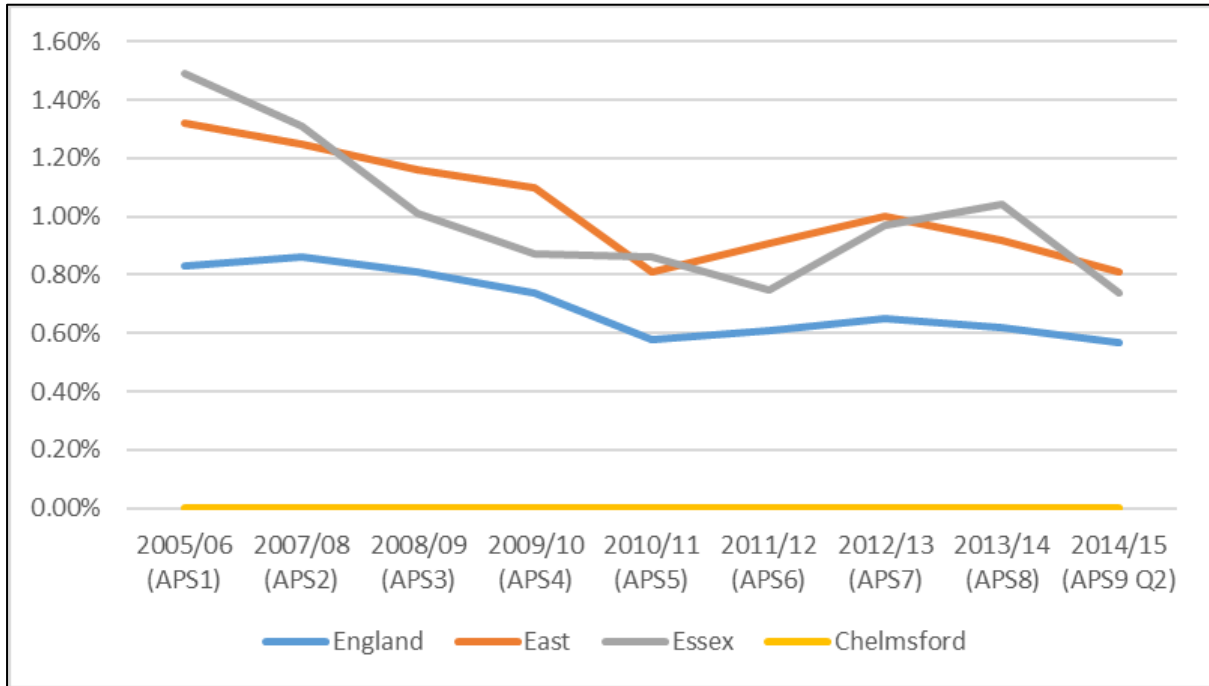
6.2.8 Chelmsford City Council Parks and Open Spaces Service considered there to be an adequate supply of bowls facilities to meet local demands, and that the Council had recently closed an outdoor green (Central Park) due to lack of demand which evidenced this fact.

6.2.9 The following **Figure 22** illustrates the trends for adult participation in all forms of bowls in terms of percentage of adults who play at least once a week. Given the small data samples, it was inappropriate to include Chelmsford within these comparisons. Estimates for Essex and the region appear to be above the average for England although, based on the evidence, participation rates at national, regional and county levels have all declined in recent years.

6.2.10 Using the most recent participation rate at county level and applying it to Chelmsford (0.74%) in the order of 1037 adults within Chelmsford would be participating in bowls (outdoor and indoor) at least once a week.

6.2.11 Bowls is traditionally a sports played by older members of the population. Given a generally ageing population within the local authority it might be expected that, rather than declining, rates of participation should be improving. The fact that they are not suggests other reasons contributing to the decline in the popularity of the sport.

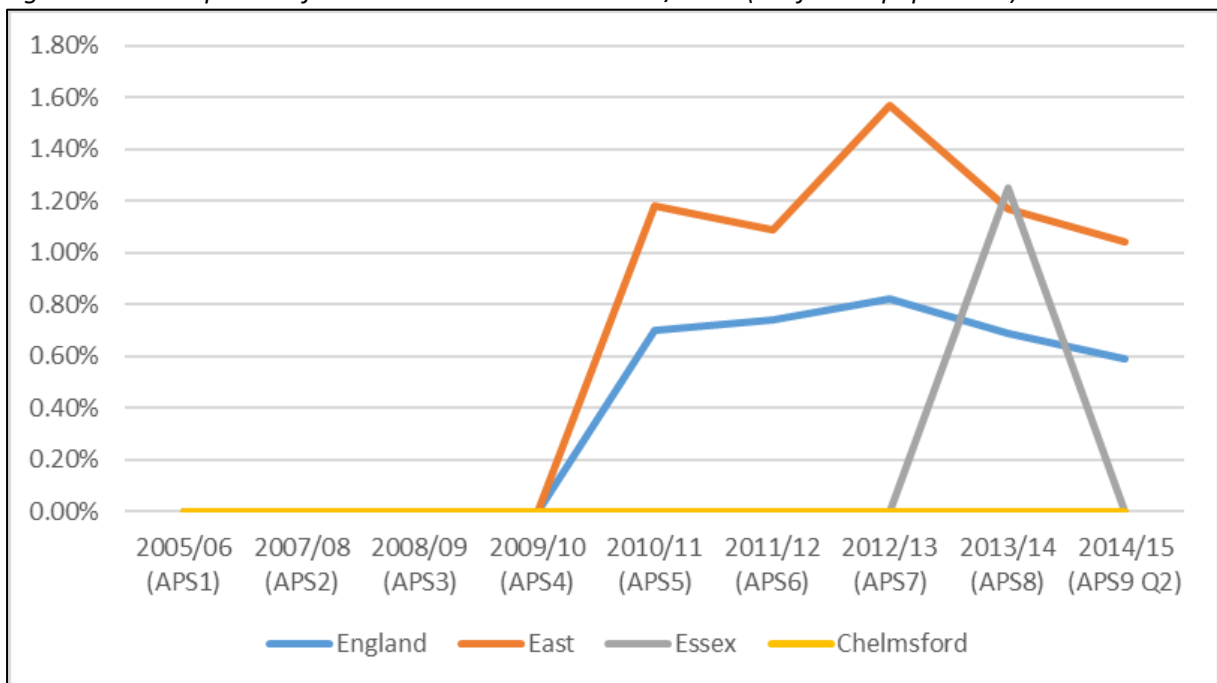
Figure 22: Participation of at least 1 x 30 minute session/week (% of adult population) in bowls (indoor and outdoor)



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

6.2.12 However, if the Active People Survey data for just indoor flat green bowls the picture is markedly different. (See **Figure 23** below).

Figure 23: Participation of at least 1 x 30 minute session/week (% of adult population) in indoor bowls

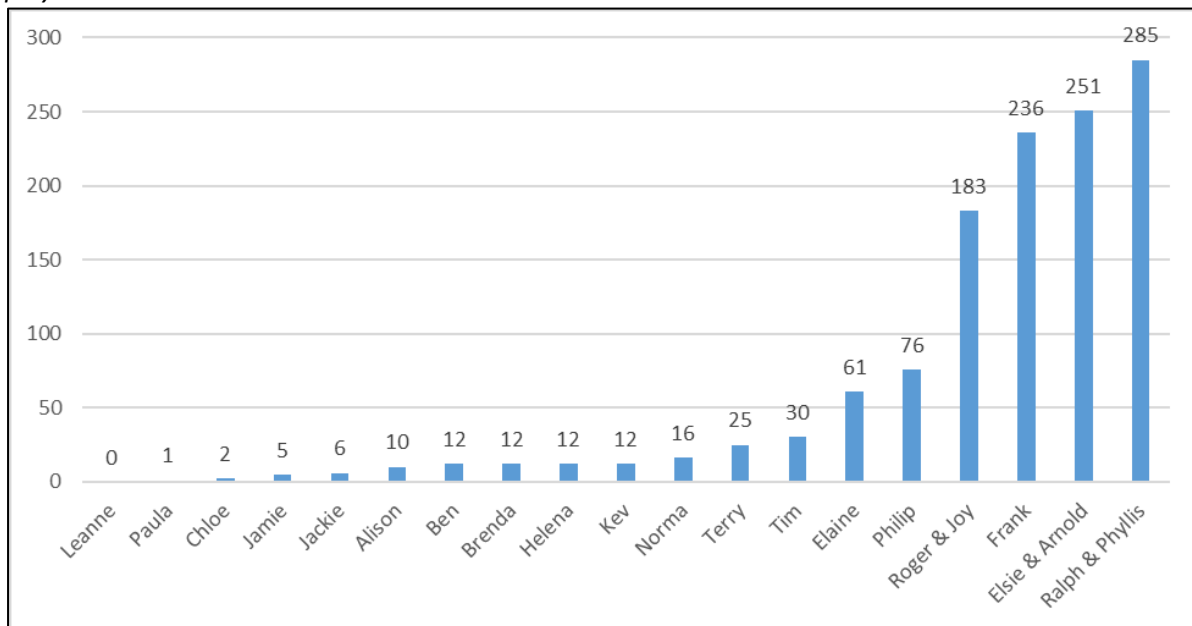


Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

6.2.13 Data are available for Essex only for 2013/14 using these parameters. However, for the 2013/14 survey the estimate for Essex was 1.25%. If this percentage is applied to Chelmsford it would equate to 1,752 adults taking part in indoor bowls at least one a week.

6.2.14 It is clear from this that on the basis of the evidence available participation in indoor bowls is far more popular (using this measure) than that in outdoor flat green bowls within Essex: presumably the nature of the facility offered allows for a much more intense and extended period of use compared to the outdoor turf greens. **Figure 24** shows the numerical expression of the percentage of overall Sport England adult Market Segments (see **Appendix 1**) likely to take part in the given activities.

*Figure 24: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to play bowls*



6.2.15 Bowls as a sport is somewhat limited in its appeal outside the older demographic groups, and, as can be seen from the above figure, those Segments most likely to play are the post retirement Roger & Joy, Frank, Elsie & Arnold, and Ralph & Phyllis. Even when the above figures are added up it suggests that local participation (based on the Essex rates in Figure 21) are already better than might be expected.

### The Sports Facility Calculator

6.2.16 The Sport Facility Calculator (SFC) is a Sport England planning tool which helps to estimate the amount of demand for key community sports facilities that is created by a given population. The SFC helps with quantifying the demand side of the facility provision equation. The participation data used to calculate a 'desirable' level of provision are similar to those used in the FPM (see **End Note 1**).

6.2.17 If used sensibly and in conjunction with other analysis, the SFC helps to develop a rounded view of the desirable level of provision for a given facility type within a local authority area.

6.2.18 The SFC estimates that a desirable level of provision for indoor bowls facilities in the local authority could be the following (see Table 11).

Table 11: SFC estimate for a desirable level of indoor bowls provision

Rinks	Venues (6 rinks)	Visits per week per population
12.12	2.02	1,891

6.2.19 The numbers in Table 11 are close to the 1,752 weekly 'plays' estimated for local residents using Active People Survey data. It suggests that there may be scope for another indoor bowls facility within the local authority. However, the local evidence does not suggest this to be the case currently.

### 6.3 Quality

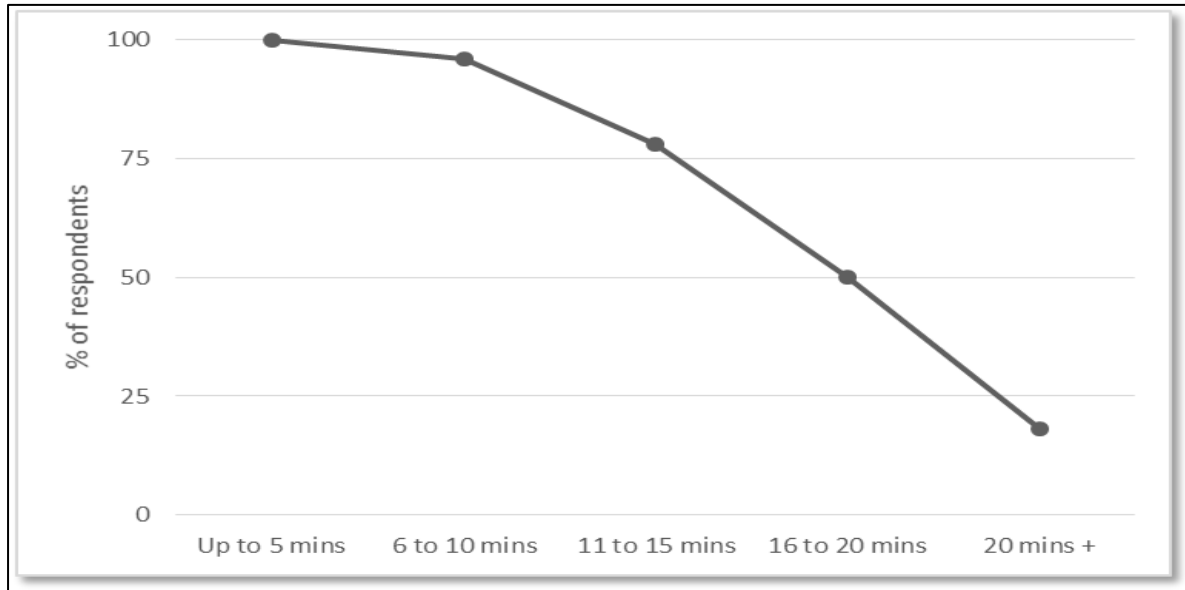
6.3.1 Respondents to the household questionnaire survey indicated that in terms of specialist indoor provision: 44% considered facilities to be of good or very good; 54% considered the quality to be average; and, 13% considered quality to be either poor or very poor.

6.3.2 The existing and only indoor bowls facility within the local authority, at Falcon Bowls Club, is considered to be in good condition, with the club identifying its priorities to be focused upon the improvement of its outdoor provision.

### 6.4 Accessibility

6.4.1 The findings of the household survey suggest that respondents the majority of respondents would be prepared to travel between 10 and 20 plus minutes to access a specialist indoor sports facility. The 75 percentile is likely to be around 15 minutes. See **Figure 25**. Most trips will be made by car.

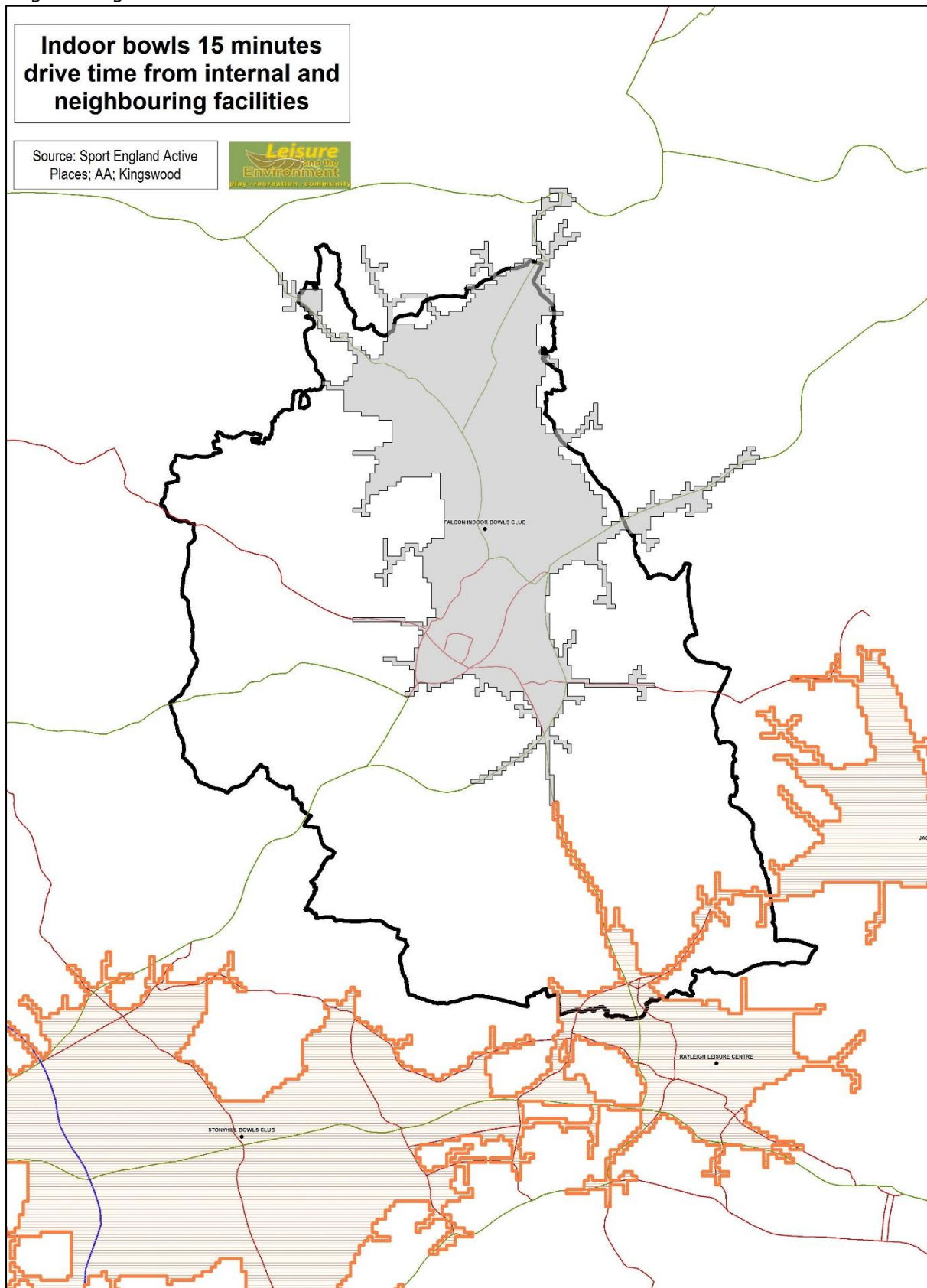
Figure 25: Preparedness to travel



6.4.2 The following (**Figure 26**) shows a 15-minute drive time catchment centred on the Falcon Bowls Club. As will be seen that catchment covers the majority of the urban area, as well as the north eastern parts of the local authority.

6.4.3 Similar drive times for provision in neighbouring local authorities are also included on the map, and whilst these impinge upon the Chelmsford local authority area, much of the south of the area is not covered by these catchments.

Figure 26: 15 minute drivetime from the existing indoor bowls venue in Chelmsford as well as neighbouring venues



## 6.5 The Future, Issues and Options

6.5.1 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

6.5.2 Between 2015 and 2036 the population of the local authority is projected to increase from an estimated 172,370 to 195,850 (excluding any growth that might be attributed to local development allocations yet to be determined). This would mean an increase of c. 23,500 people. Assuming that the demographic profile of this additional population is broadly the same as the existing, the following might be assumed:

- The MS data (Figure 21) estimated that it is likely that in the order of 1,752 adults potentially are taking part indoor bowls;
- as a percentage of the current adult population this is 1.25%; and,
- 1.25% of the predicted adult population change between 2015 and 2036 is 232 adults.

6.5.3 Provision of indoor bowls facilities within the local authority area appears adequate to meet existing levels of demand, and no respondents to the consultation have indicated to the contrary. The only existing venue (the Falcon Club) is popular amongst bowlers, and should be protected from alternative use and/or development. If additional demand is generated via population growth the Falcon venue is likely to be geographically well-placed to meet this demand, and should be the focus of any qualitative and/or capacity improvements.

6.5.4 Whilst the catchment of the existing and only indoor bowls facility within the local authority does not cover the full extent of the administrative area, those parts of the authority outside the catchment are relatively sparsely populated, and may not in themselves justify the provision of a new facility to meet any potential demand within this area.

6.5.5 Planned and natural population change within the local authority will increase the demand for access to indoor bowls facilities, although it may be possible to meet these needs through expansion of the existing facility at an appropriate time (i.e. the Falcon Bowls Club).

## 6.6 Summary and conclusions

6.6.1 **Quantity:** Given expressed local views about the, at best, stasis in participation in bowls there is not considered to be a demand for additional indoor bowls facilities locally, beyond the single facility that exists in the local authority. Any future quantitative or qualitative improvements to the existing facility stock should be focussed on the existing venue, at Falcon Bowls Club.

6.6.2 **Quality:** The existing facility is considered to be in good condition.



6.6.3 **Accessibility:** Although much of the local authority is outside a reasonable drivetime to the existing facility, it is unlikely that this situation can or should be improved given current participation rates locally.

## 7.0 INDOOR TENNIS

### 7.1 General

7.1.1 Lawn tennis can be played on a variety of surfaces, both indoors and outdoors. In this section it is only the provision of indoor tennis facilities that is being considered directly, although there will be some crossover in participants playing both indoors and outdoors.

7.1.2 Indoor tennis facilities require a significant amount of space; the space required for a single court is around of the equivalent of a 4-badminton court sports hall. They tend to be provided as part of a larger leisure complex, and usually on a commercial or club basis.

### 7.2 Quantity

7.2.1 There are no known bespoke indoor tennis facilities in Chelmsford local authority. The nearest facilities are located in Colchester, Basildon, Harlow, and Rayleigh.

#### Views of local residents

7.2.2 Indoor tennis facilities are considered to be a specialist indoor sports facility. Although it is not currently provided for in the local authority, it is still worth noting relevant household survey findings. The household survey conducted as part of the consultation for this study suggested that of those responding:

- 1% use such facilities every day;
- 8% at least weekly;
- 4% at least monthly;
- 86% less than monthly or never.

7.2.3 The same household survey suggested that of those responding: 37 % considered there to be a need for more specialist indoor sports facilities; 59 % considered that there were enough of such facilities; and 4 % considered there to be no need for additional provision.

#### Views of Chelmsford City Council (Leisure Services)

7.2.4 City Council officers interviewed for this study acknowledged the lack of provision for indoor tennis within the local authority. They also drew attention to the potential for providing such a facility at the Marconi Sports and Social Club.

## Active Essex

7.2.5 Active Essex made the following comments of relevance:

- Clubs may suggest a need for an indoor tennis facility or at least a dome type cover for existing courts at a suitable location to enable extended use of courts e.g. at the Marconi Club site.
- With the proposed growth of Chelmsford, opportunities may arise for a Leisure and Tennis Centre such as at Southend or a David Lloyd type centre.
- The likely population profile may suggest that Tennis is one of the sports that will fit the anticipated demographic.

## Lawn Tennis Association (LTA)

7.2.6 The LTA suggests that while there are no current plans for an indoor tennis centre, Chelmsford remains identified by the LTA Essex Region as a priority for indoor tennis. Airdomes or lightweight structures may offer alternative opportunities for outdoor tennis clubs in the future, subject to planning consents and funding.

## Local Clubs

7.2.7 Two clubs responding to the consultation exercise conducted as part of this project. These were the Danbury and Springfield clubs. These two clubs largely play on outdoor facilities. However, both clubs suggested that an obstacle towards the further growth of the clubs and tennis in general within the local authority is the lack of indoor tennis provision. The following **Figure 27** illustrates the trends for adult participation in indoor tennis in terms of percentage of adults who play at least once a week. Given the small data samples, it was inappropriate to include Essex or Chelmsford as areas this Table.

7.2.8 The estimates for the East of England appear similar or just above the average for England, although based on the evidence participation rates at national and regional have declined in recent years. If the most recent regional participation rate (0.28%) is applied to the Chelmsford adult population in the order of 392 adults within Chelmsford would be participating in indoor tennis at least once a week.

Figure 27: Participation of at least 1 x 30 minute session/week (% of adult population) in indoor tennis

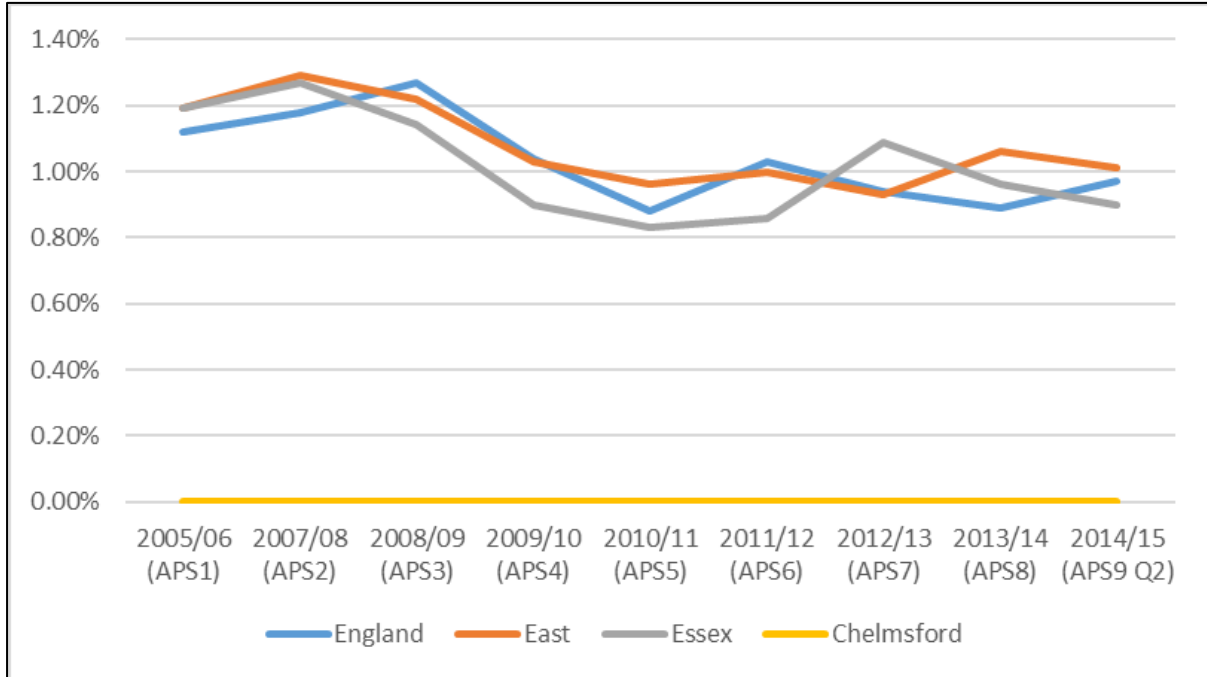


Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

7.2.9 However, if all forms of tennis (both indoor and outdoor) are included in the analysis a further data set is available that includes measurements for Essex, as well as the regional and national levels. The data sample for Chelmsford would still be too small for it to be included. It will be seen that national, regional, and county trends and follow each other closely (see Figure 28).

7.2.10 If the most recent participation estimate for Essex (0.9%) is applied to Chelmsford, it suggests that around 1261 adults would be taking part in some form of tennis (either or both indoor and outdoor) at least once a week.

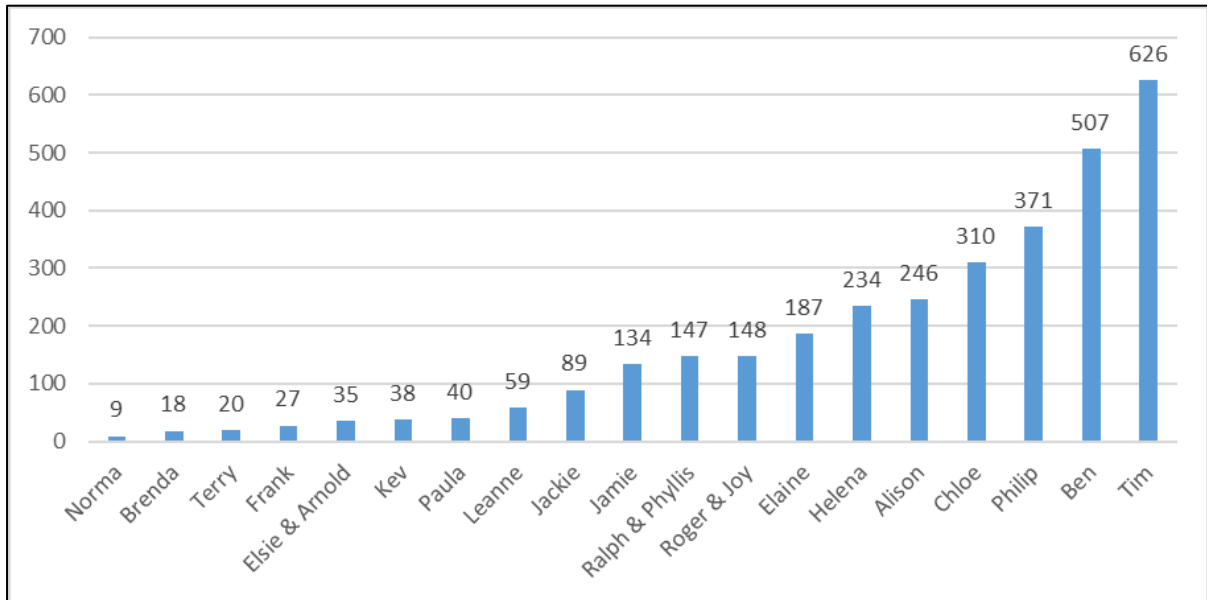
Figure 28: Participation in tennis (indoor and outdoor) by adults at least once/week



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

7.2.11 **Figure 29** shows the numerical expression of the percentage of overall Sport England adult Market Segments (see Appendix 1) likely to take part in the given activities.

Figure 29: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to play tennis



7.2.12 As will be seen, groups including Tim, Ben, Philip, Chloe, Alison, Helena are all well represented. If just these groups alone came close to achieving their potential participation rates, the total number of regular tennis players amongst the adult population within Chelmsford would be significantly above that recorded through the Active People Surveys alone.

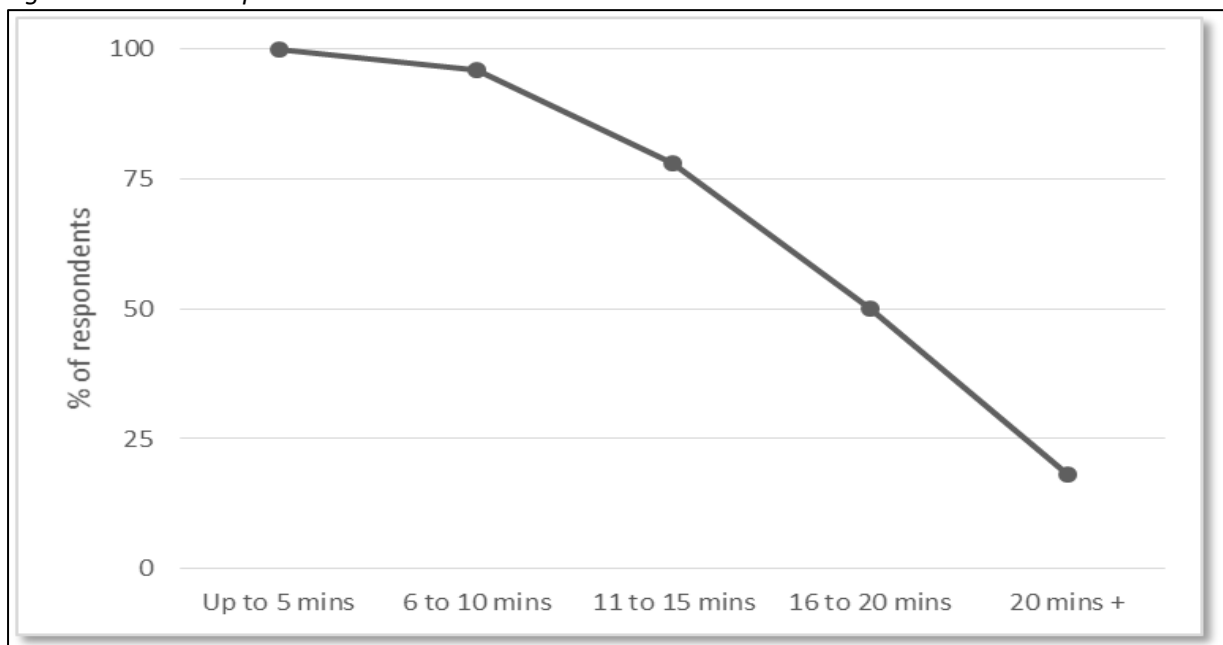
## 7.3 Quality

7.3.1 There are no indoor tennis facilities currently within the Chelmsford local authority, and no quality assessment can therefore be made.

## 7.4 Accessibility

7.4.1 As with other specialist indoor facilities, the household survey conducted as part of this consultation suggested that of those responding 78% would be prepared to travel between 10 and 20 plus minutes to access such facilities. The 75 percentile is likely to fall around the 15 minute mark, as indicated in **Figure 30** below.

Figure 30: Preparedness to travel



7.4.2 As there are currently no indoor tennis facilities within Chelmsford local authority no internal catchment can be shown on a map. Applying a 15 minute catchment on indoor tennis facilities in neighbouring local authority areas will not impinge significantly upon the Chelmsford area.

## 7.5 The Future, Issues and Options

7.5.1 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

7.5.2 Between 2015 and 2036 the population of the local authority is projected to increase from an estimated 172,370 to 195,850 (excluding any growth that might be attributed to local development allocations yet to be determined). This would mean an increase of c. 23,500

people. Assuming that the demographic profile of this additional population is broadly the same as the existing, the following might be assumed:

- The MS data (Figure 26) estimated that it is likely that in the order of 1,261 adults potentially are taking part in tennis;
- as a percentage of the current adult population this is 0.9%; and,
- 0.9% of the predicted adult population change between 2015 and 2036 is 167 adults.

7.5.3 The Chelmsford local authority is notable for the absence of any bespoke indoor tennis facilities, and it compares badly with neighbouring local authority areas this regard.

7.5.4 The demographic profile of the population suggests that there could be a viable market.

7.5.5 Local evidence and views obtained from this study suggests that there is a potential demand for such a facility.

7.5.6 It is likely that this demand will be increased by future natural and planned population growth.

7.5.7 Unless sufficient space exists at an existing leisure centre, it is likely that any new provision for indoor tennis facility within the local authority will be 'new build' as opposed to an extension of an existing facility, unless existing courts are covered with domes. Provision for a facility of at least three courts would be warranted. The Marconi Sports and Social Club could be suited as a potential venue, given its current sports and administrative infrastructure.

## 7.6 Summary and conclusions

7.6.1 **Quantity:** There is currently no indoor tennis provision within the local authority. However, Sport England Active People and Market Segmentation data suggests that demand exists for such a venue, and this is supported by the views of the LTA and other local agencies, and clubs. Future population growth will accentuate the need for such a facility.

7.6.2 **Quality:** There is no existing such facility in the local authority.

7.6.3 **Accessibility:** If an indoor facility were to be located in Chelmsford, a 15-20 minute drivetime would cover the urban area, and its fringes.

## 8.0 ATHLETICS

### 8.1 General

8.1.1 This section covers facilities required for participating in activities collectively known as track and field. However, running which takes place off-track is also referenced.

### 8.2 Quantity

8.2.1 There are two athletics tracks within the local authority. The most important in terms of the community access is Chelmsford Sport and Athletics Centre situated at Melbourne Park, on a site that is also used by Chelmsford City FC. The site is the home of Chelmsford Athletics Club. It has an eight lane synthetic running track with full field facilities, which are floodlit.

8.2.2 The track is owned and managed by the local authority. The overall complex also houses the local authority operated indoor athletics centre the Athletic Club's own clubhouse facilities.

8.2.3 The second athletics track is located at New Hall School, and is primarily for curricular use. The inside of the track accommodates a synthetic turf pitch which is fenced, and used for hockey. The track itself is not floodlit.

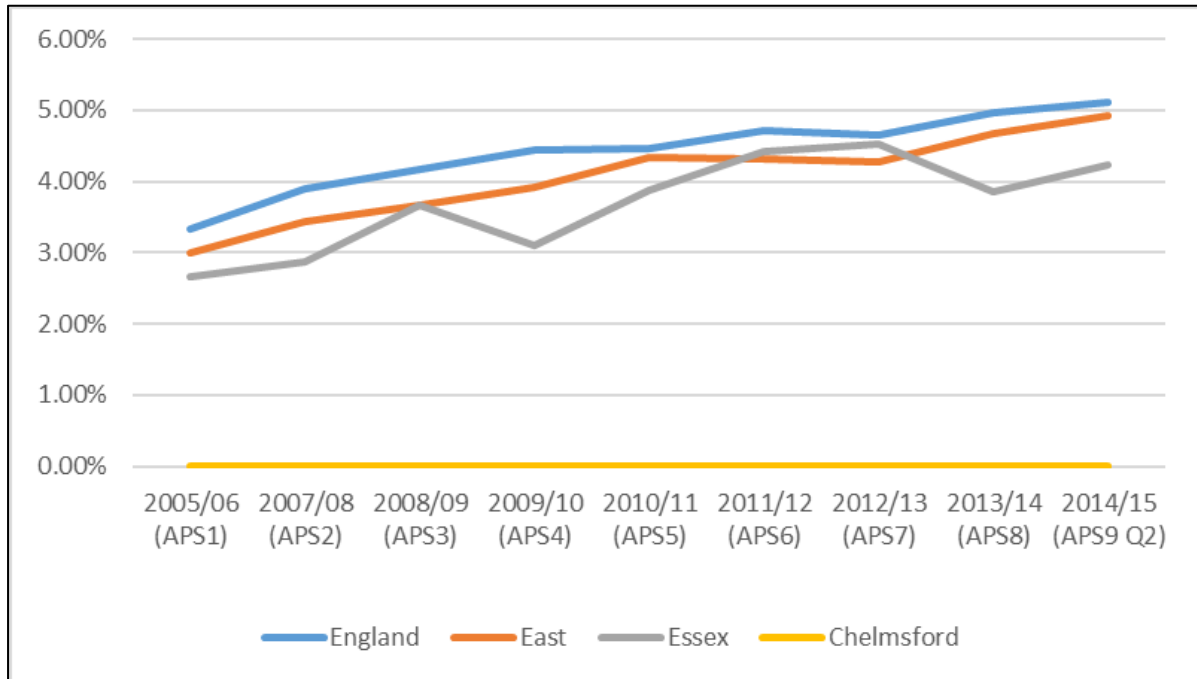
8.2.4 In addition to the two local athletics tracks, there are other synthetic tracks located in Basildon, Braintree, Harlow, Brentwood, and Colchester.

#### **Active People Surveys (APS) Market Segmentation (MS) data**

8.2.5 The APS data are not available for athletics in the Chelmsford local authority due to the small size of the sample data. However, **Figure 31** below shows the comparative adult participation rates in all forms of the athletics (including off track running) for Essex, the eastern region, and England. Although Essex participation levels appear to lag behind those for the region and England as a whole, all three have shown an overall increase over the years of the APS. If the latest APS participation figure Essex (4.22%) is applied to Chelmsford it suggests that around 5,914 adults take part in some form of athletics at least once a week. In all likelihood the frequency of participation would be higher than once a week for most, given the nature of athletic training and competition.



Figure 31: Participation in Athletics (including off-track running) by adults at least once/week

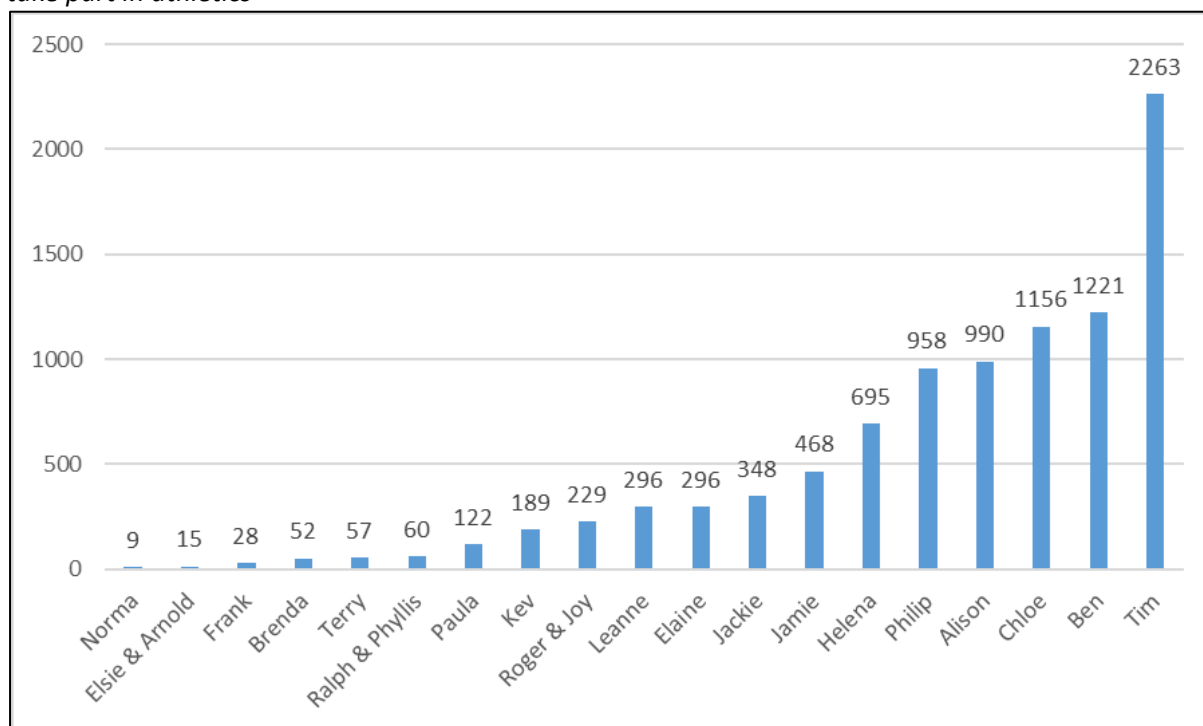


Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

8.2.6 **Figure 32** shows the numerical expression of the percentage of overall Sport England adult Market Segments (see Appendix 1) likely to take part in the given activities.

8.2.7 If the totals for each of the principal segments are aggregated it suggests that there may be scope for some increase in participation, when compared with the participation estimates provided by the Active People Surveys. However, the difference between 'existing' and 'potential' levels is not huge.

Figure 32: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to take part in athletics



## Views of National Governing Body (NGB)

### England Athletics

8.2.8 England Athletics has made the following comments in relation to facilities within the local authority:

- There is no relevant NGB athletics facility strategy and currently Chelmsford does not feature in any specific NGB plans for facility development.
- England Athletics see the Chelmsford City Council area as a priority in relation to the Chelmsford Sport and Athletics Centre which hosts many workshops and courses.
- Currently there is no NGB funding potentially available to support the delivery of athletics facility priorities in the Chelmsford area.
- Overall there are sufficient facilities for athletics in the Chelmsford City Council area.
- Chelmsford Sport and Athletics Centre - for the track and indoor use - is the most important facility in Essex. It is well located to meet needs. Access to the facilities is good - the management and booking team are always helpful. The throws development area (for hammer, discuss, javelin and shot putt) is very well supported and subscribed to. There is potential for the centre to cater for more physical preparation courses and workshops. To enable this there may be need for additional equipment. There is also potential to work in partnership with Chelmsford Athletics Club to use their club house to facilitate workshops.
- The Chelmsford Athletics Club - in partnership with the Sport and Athletics Centre - is looking to refurbish their club house (located within the Centre parking area).

- Chelmsford Athletics Club has over 250 members using the Chelmsford Sport and Athletics Centre.
- A variety of competitions are run at the Sport and Athletics Centre, including the East Region disability event. Although the facility is excellent for training, access to the stadium for competition has been contentious in the past season.
- A number of athletes from the Chelmsford Athletics Club are young Great Britain athletes so sport in this area is strong and important for athletics.
- Recreational running is another area that is part of England Athletics strategy and this can link into the club.
- England Athletics run local coaching and at times regional workshops at the Chelmsford Sport and Athletics Centre.
- There are many opportunities in building on the England Athletics recreational running strategy to increase number of new runners - through new 3-2-1 routes<sup>20</sup> or trails in local parks but also giving that link to the centre.
- Opportunities and challenges - providing a good quality competition venue for talented throwers (i.e. hammer, javelin, discuss, and shot putt).

### Views of Chelmsford City Council (Leisure)

#### 8.2.9 Relevant staff of the Council made the following comments:

- The Chelmsford Sport and Athletics Centre is considered to be an excellent facility, providing both indoor and outdoor facilities. It is unlikely that there is a case for any additional facilities.
- The club is nearing capacity and is unable to take on all the young people who would like to join. To help resolve these capacity issues a Club Academy was set up in partnership between the Athletics Club and Chelmsford City Council. This has allowed the Club to now run a sustainable Academy and increase the coaching available to younger age groups.
- The Club who are based there provide for all age ranges and are very successful and active. The club is currently developing a bid to improve their club house and provide an additional range of indoor facilities. To be successful they will need to secure renewal of their lease on a long-term basis.
- The City Council have an Athletics development officer who works closely with the club.
- The City Council, Athletics Club and School Sports Partnership organise various sports development initiatives including coaching in primary schools, competitions for school children at the centre, and opportunities for secondary school age children and young people.
- There are also lots of opportunities for runners through initiatives such as Park Run at Central Park (adults - about 350 - on Saturday; juniors on Sunday). There is also a very successful cross country running league.

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<sup>20</sup> 3-2-1 is a national running/athletics project which aims to provide a range of marked out running or jogging routes across the country accessible to the general public.

## Views of local clubs

### ***Chelmsford Athletics Club***

8.2.10 Chelmsford Athletics Club made the following comments:

- The club is based at the Chelmsford Sport and Athletics Centre. Current membership is 350 and this has increased over the last 3 years. They also make use of some general roads around Chelmsford, plus Hylands and Admirals parks.
- The club notes that reasons for an increase in membership include "attracting aspiring and existing talented athletes through our strong coaching team, plus the follow on impact of the Olympics etc."
- The club has an active junior section and works with St John Payne School and the Girls High School. Coaches also assist the centre staff with many of their council run sessions for the 6 and older children
- The club rates all aspects of the quality of the Chelmsford Sport and Athletics Centre as being either very good or good.
- The club reports that "our club is upgrading its clubhouse facilities to improve the gym area. Plus, we are anticipating changing out the old changing area and replacing it with a modern meeting room and toilets".
- The club wishes to expand its activities and to gain more competing members "but in saying that we need to increase the support team e.g. coaches and team managers etc."
- The main barrier noted for development is a shortage of personnel to run/coach teams and/or administer the club.

### ***Little Baddow Ridge Runners***

8.2.11 Little Baddow Ridge Runners made the following comments:

- This is a small local running club that does not depend on access to a bespoke athletics track for either training or competition.
- The club is based at Little Baddow Recreational Ground which they generally rate as good or very good - other than facilities for the disabled and lighting.
- They currently have about 50 members and noted that their membership has increased over the last three years. They observe that this is because "we have introduced a club website and used social media to advertise ourselves".
- During October to March the club takes part in the mid-Essex cross country league.
- The club don't currently have links with schools: "we don't have any but it'd be good to have something in place".
- The club would like to expand its activities: "we would like some more members, specifically younger runners. Our membership is growing steadily but it would be better to encourage some more people of a younger 18-30 age group".

## 8.3 Quality of facilities

8.3.1 The Chelmsford Athletics Club rates facilities at the Chelmsford Sports and Athletics Centre as being good to very good. The Club, however, has plans to upgrade changing and gym facilities at its clubhouse situated at the venue.

8.3.2 Relevant officers at the local authority consider the Sports and Athletics Centre to be an excellent facility.

8.3.3 The Chelmsford Athletics Club, being the resident user of the track, is an important opinion with respect to judging the quality of facilities. However, less positive comment has been received from another source that uses the facility for workshops and competitions. The Essex Athletics Network are focused on arranging coach education workshops and competitions on behalf of their 15 member clubs. They hold several of these at the Chelmsford Sport and Athletics Centre each year. The network offered the following comments (verbatim):

- Other bookings, quite often non-athletics, restrict the choice of dates and times available to us at the Chelmsford Sport and Athletics Centre.
- The noise level at other bookings, such as kids' parties in the sport hall, detract from sessions.
- We have been alarmed at the deterioration in the facilities in the past few months and the track surface in places needs urgent replacement. [Note: it is understood that this comment refers to the quality of the indoor track, which is scheduled for replacement].
- Considering that we are fairly regular users, it has been difficult to develop a good working relationship, except with the Athletics Development Officer".
- While receive a 10% discount on bookings, as the centre is an external Network partner, we've been told that this may not continue. If that's the case, given the state of the facilities, we will arrange sessions elsewhere at Lee Valley which is cheaper and has better facilities.

## 8.4 Accessibility

8.4.1 Responses to the household survey conducted for this study (**Figure 33**) suggest that around 75% of respondents would be prepared to travel up to and around 15 minutes to get to a specialist sports facility (which includes synthetic athletics tracks). The majority of trips to venues will be by car.

8.4.2 The **Figure 34** below shows the two local athletics venues with a combined 15-minute drive time catchment superimposed. It will be seen that it covers most of the urban area as well as significant parts of the north east of the local authority. As can also be seen, facilities in neighbouring areas have similar drive time catchments, but these impinge only slightly upon the Chelmsford local authority.

Figure 33: Preparedness to travel

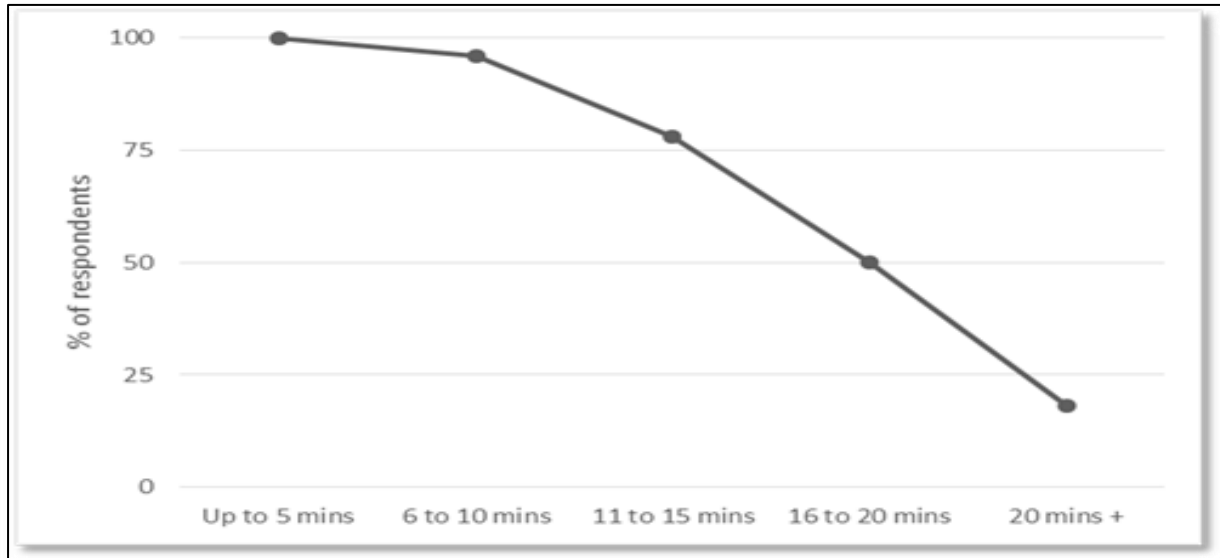
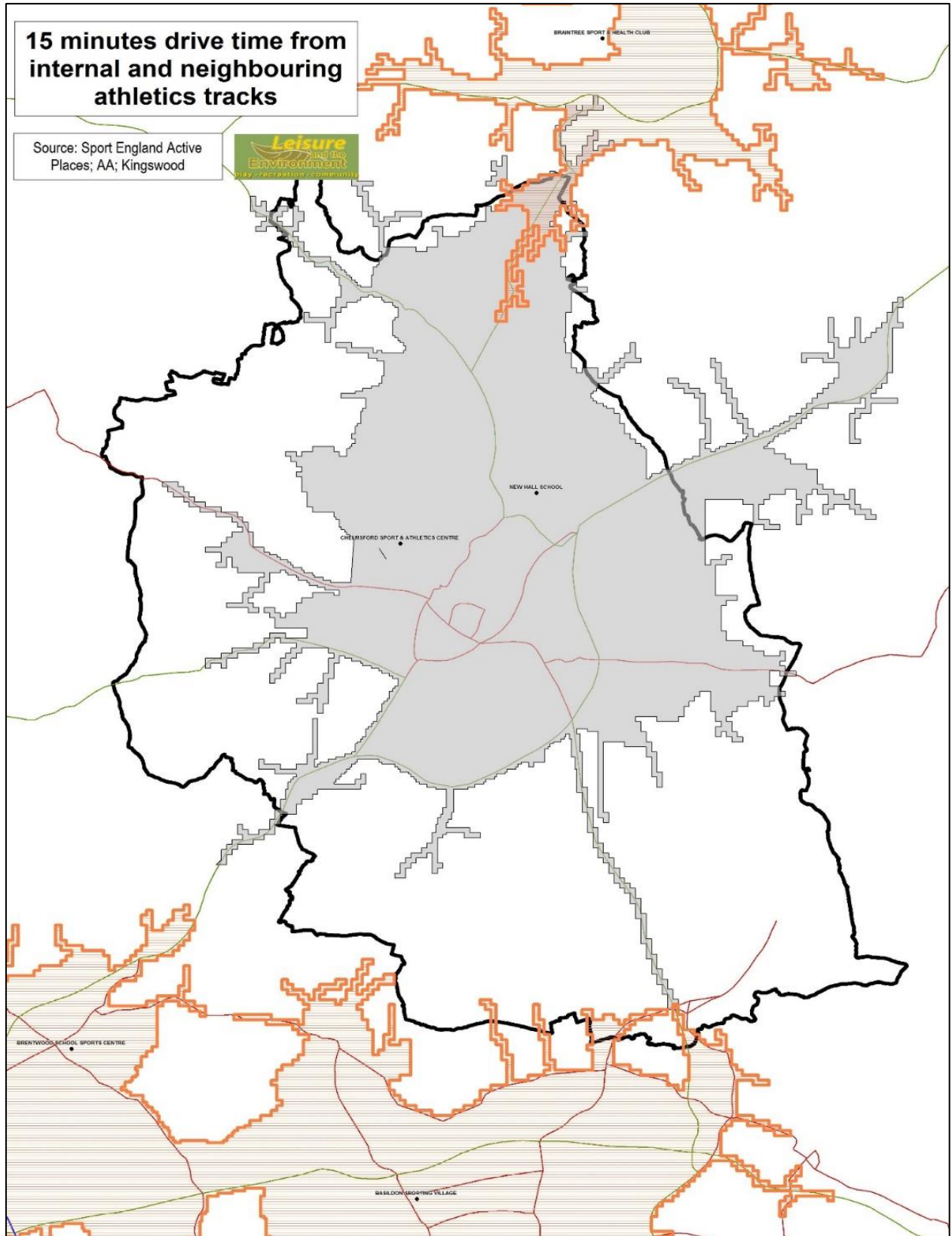


Figure 34: Local athletics venues and 15 minute drivetime catchments



8.4.3 By no means all local authorities have athletics tracks, certainly not of the quality provided at the Chelmsford Sport and Athletics Centre. Although the combined catchment for the two local facilities does not cover the entire local authority area, it would be impossible to justify provision of an additional facility to meet the needs of the outlying rural areas outside the existing drive time catchment.

## 8.5 Future Plans

8.5.1 The only plan currently known for the improvement of athletics provision in the local authority is that of the Chelmsford Athletics Club in respect of its changing and gym facilities.

## 8.6 The Future, Issues and Options

8.6.1 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

8.6.2 Between 2015 and 2036 the population of the local authority is projected to increase from an estimated 172,370 to 195,850 (excluding any growth that might be attributed to local development allocations yet to be determined). This would mean an increase of c. 23,500 people. Assuming that the demographic profile of this additional population is broadly the same as the existing, the following might be assumed:

- The MS data (Figure 31) estimated that it is likely that in the order of 5,914 adults potentially are taking part in forms of the athletics;
- as a percentage of the current adult population this is 4.22%; and,
- 4.22% of the predicted adult population change between 2015 and 2036 is 783 adults.

8.6.3 The evidence provided in this section does not suggest a need for additional bespoke athletics tracks within the local authority. However, an increased population will accentuate demand for access to bespoke facilities, as well as safe off-track running opportunities.

8.6.4 It is not appropriate to offer a standard for inclusion in the statutory development plan to guide athletics provision in future years. However, it is appropriate to suggest how improvements to provision can be made to help meet increased demand over the future years.

8.6.5 First of all, it will be important that the needs of the existing and successful Chelmsford Athletics Club can be met through the desired improvements to both changing and gym facilities at their base.

8.6.6 Secondly, the success of the club in attracting new members in conjunction with planned population change will increase pressures and wear and tear on the existing track.



Measures should be put in place so that funding can be made available for the maintenance and eventual overhaul of the track and ancillary facilities.

8.6.7 Certainly, pressure could be taken off the track by providing alternative 'satellite' training venues at other locations, and most notably in conjunction with those schools that have already a close relationship with the Athletics Club. It might also be possible to develop a better relationship with New Hall School in respect of the School's 4-lane synthetic track. This track is provided primarily for curricular use, but there may be scope outside the time of school use for the facility to be available for a certain amount of training by local clubs.

8.6.8 Off-track there are already 'Park Run' schemes running in Chelmsford for runners keen to improve their times, without being committed to a club, or necessarily competing. However, there may be scope for providing some way-marked routes based on the Run England 3-2-1 scheme.

## 8.7 Summary and conclusions

8.7.1 **Quantity:** There is one full-size synthetic track available for community use in the local authority, and this is a good level of local provision. Future population growth would not justify a second such venue, although improvements to the existing track at the Chelmsford Sports and Athletics Centre would be warranted, the use of the track at New Hall School might be encouraged as a satellite venue, although this would require the School's support.

8.7.2 **Quality:** Improvements to changing and gym facilities at the Chelmsford Athletic clubhouse would be beneficial. (Para 8.3.1)

8.7.3 **Accessibility:** A 15-20 minute catchment around the Centre covers the Chelmsford urban area and beyond.

## 9.0 STUDIOS

### 9.1 General

9.1.1 The provision of more flexible studio and activity spaces as opposed to more formal sports hall is an increasingly important element of any local provision, meeting the increasing need for more flexible physical activity programmes as opposed to formal sport opportunities. Such spaces can be used to accommodate a range of sports and recreation activity. However, they are most commonly used for dance and aerobics sessions.

### 9.2 Quantity

9.2.1 The following **Table 12** and **Figure 35** detail local provision of studios as recorded on the Sport England Active Places Power database. Provision in neighbouring local authorities is also shown on the map.

9.2.2 It will be seen that provision covers various sectors including local authority, private, commercial, club, and education. These sectors afforded by a variety of access opportunities ranging from pay and play (such as those found in the Council's leisure centres) to up-market commercial club facilities.

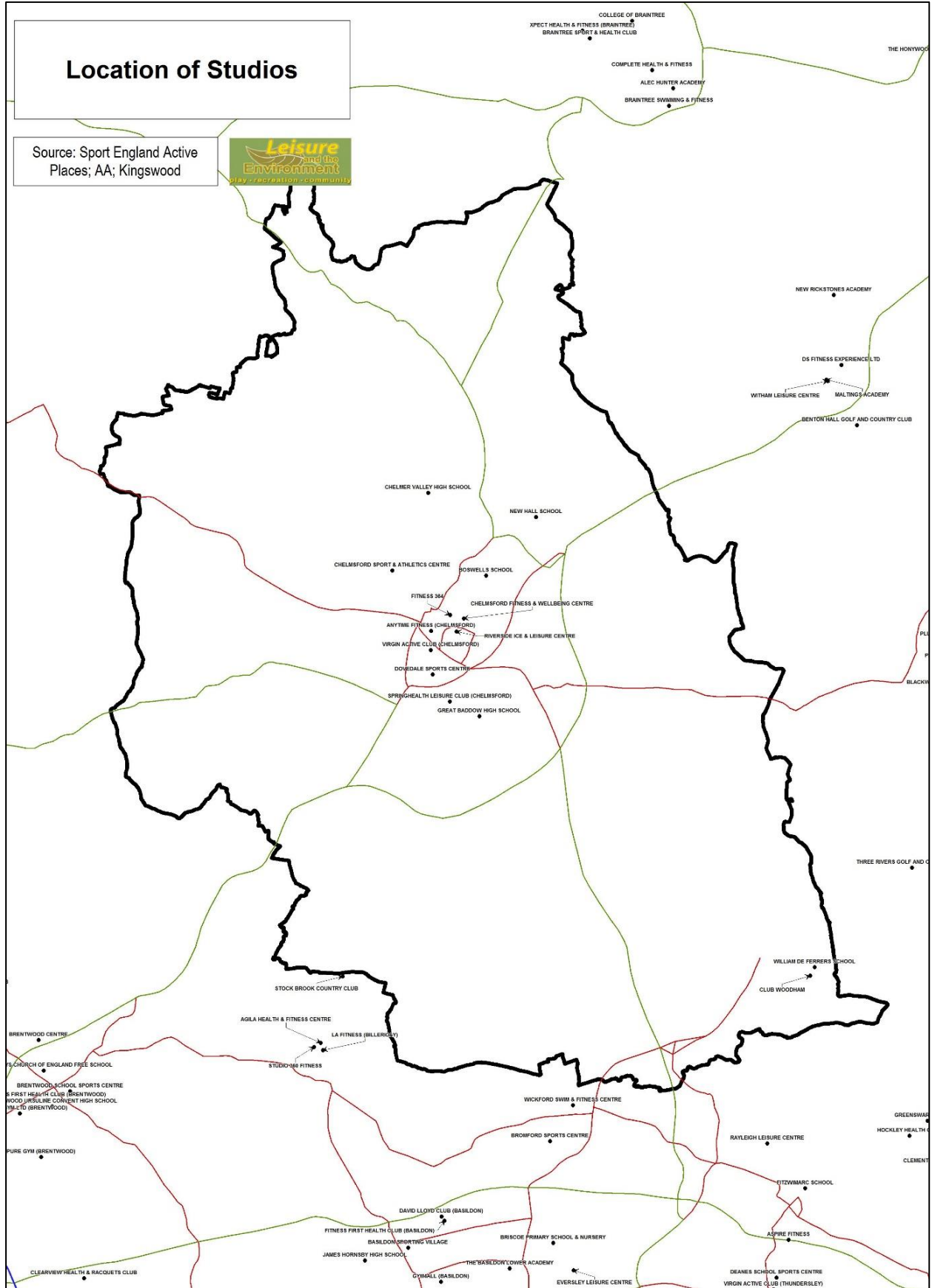
9.2.3 As noted in section one, although these different types of provision will meet varying needs, it is those facilities available on a pay and play basis that meet the widest needs of local residents.

*Table 12 Studios within Chelmsford local authority*

Name (Multiple entries can exist for some venues)	Access Type	Ownership Type	Management Type	Year Built	Refurbished
CHELMSFORD SPORT & ATHLETICS CENTRE	Pay and Play	Local Authority	Local Authority (in house)	2002	No
CLUB WOODHAM	Pay and Play	Commercial	Commercial Management	1980	Yes
DOVEDALE SPORTS CENTRE	Pay and Play	Further Education	Local Authority (in house)	1974	Yes
FITNESS 364	Pay and Play	Commercial	Commercial Management	1998	Yes
RIVERSIDE ICE & LEISURE CENTRE	Pay and Play	Local Authority	Local Authority (in house)	2007	Yes
RIVERSIDE ICE & LEISURE CENTRE	Pay and Play	Local Authority	Local Authority (in house)	1986	Yes

Name (Multiple entries can exist for some venues)	Access Type	Ownership Type	Management Type	Year Built	Refurbished
SPRINGHEALTH LEISURE CLUB (CHELMSFORD)	Pay and Play	Commercial	Commercial Management	1972	Yes
SPRINGHEALTH LEISURE CLUB (CHELMSFORD)	Pay and Play	Commercial	Commercial Management	2008	No
SPRINGHEALTH LEISURE CLUB (CHELMSFORD)	Pay and Play	Commercial	Commercial Management	2013	No
SPRINGHEALTH LEISURE CLUB (CHELMSFORD)	Pay and Play	Commercial	Commercial Management	2013	No
CHELMER VALLEY HIGH SCHOOL	Private Use	Foundation School	School/College/University (in house)	2012	No
ANYTIME FITNESS (CHELMSFORD)	Registered Membership use	Commercial	Commercial Management	2014	No
CHELMSFORD FITNESS & WELLBEING CENTRE	Registered Membership use	Other	Other	1999	No
CHELMSFORD FITNESS & WELLBEING CENTRE	Registered Membership use	Other	Other	1999	No
VIRGIN ACTIVE CLUB (CHELMSFORD)	Registered Membership use	Commercial	Commercial Management	2001	Yes
VIRGIN ACTIVE CLUB (CHELMSFORD)	Registered Membership use	Commercial	Commercial Management	2001	Yes
BOSWELLS SCHOOL	Sports Club / Community Association	Foundation School	School/College/University (in house)	2006	No
GREAT BADDOW HIGH SCHOOL	Sports Club / Community Association	Community school	School/College/University (in house)	2010	No
NEW HALL SCHOOL	Sports Club / Community Association	Other Independent School	School/College/University (in house)		No
WILLIAM DE FERRERS SCHOOL	Sports Club / Community Association	Foundation School	School/College/University (in house)	2011	No

Figure 35 Studio provision in Chelmsford and neighbouring areas



## Views of local residents

9.2.4 Studios are a sub type of a genre of facilities known as gym and health and fitness facilities. The household survey conducted as part of this study suggested that of the respondents: 13% used such facilities almost every day; 30% at least weekly; 5% at least monthly; and, 52% less often than a month or never.

9.2.5 Respondents to the household survey also expressed that: 15% felt there was a need for more such facilities; 80% considered there to be sufficient; and, 6% felt that were too many.

## Other relevant views expressed

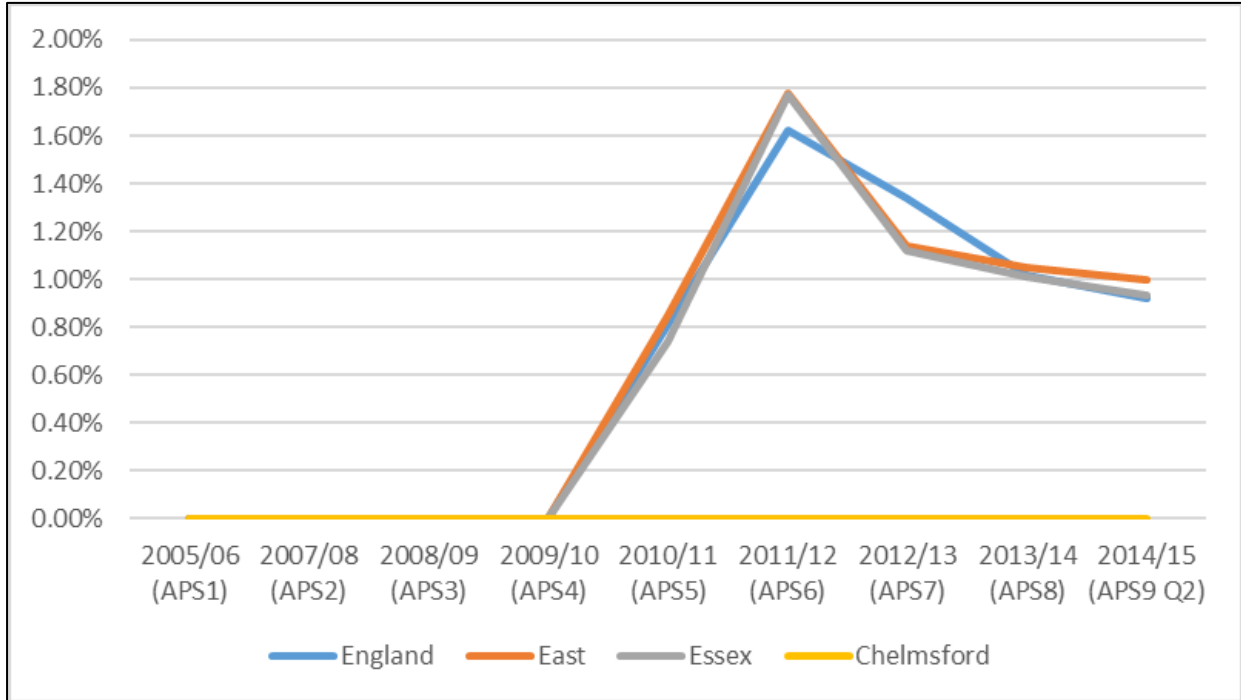
9.2.6 Although the consultation did not highlight any specific views relating to studio facilities certain martial arts and interests, such as the British Judo Association, and local clubs indicated the importance of facilities like these in catering for martial arts and in the context of a mixed programme of activities covering many other sports and recreation pursuits.

9.2.7 As stated earlier, the principal activities using studio space tend to be 'exercise movement and dance', and the 'aerobics'.

9.2.8 For both of these types of activity the Active People Surveys (APS) collect data covering participation by adults. Data are available at the national, regional and county level. Insufficient data are available for the Chelmsford area to be reliable.

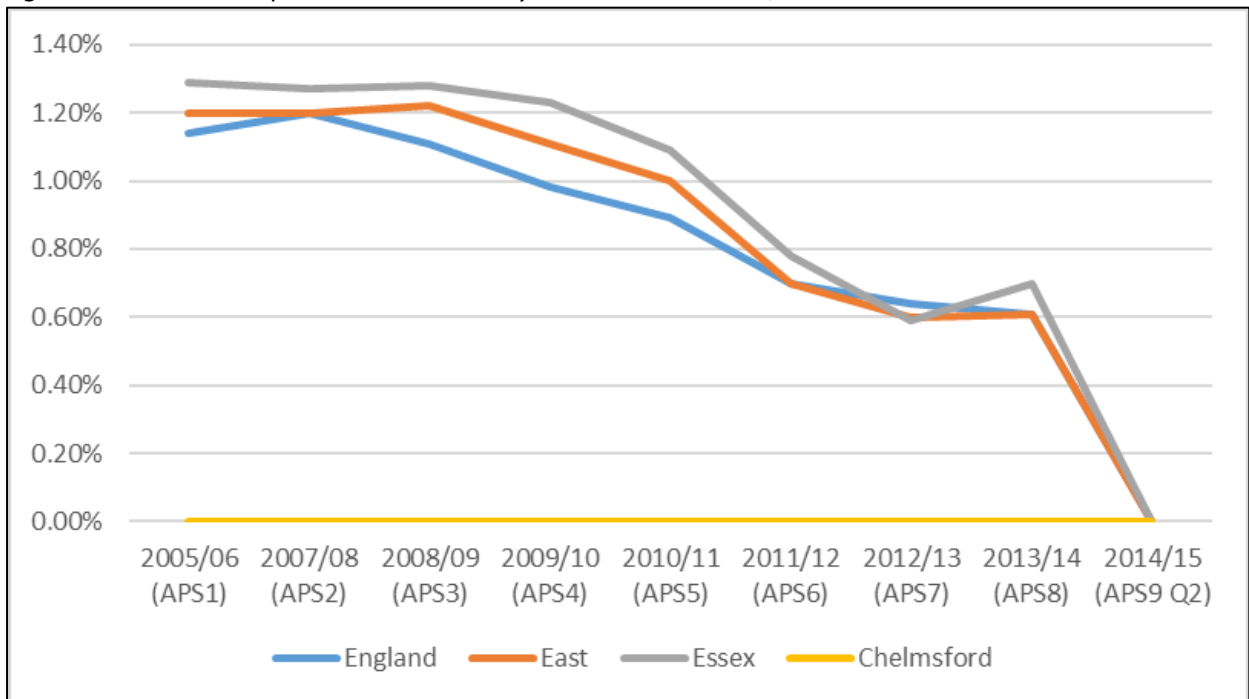
9.2.9 For both these groups of activity, it will be seen that levels of participation for the measure 'at least 1 x 30 minute session/week' have varied significantly over the years of the APS (**Figures 36 and 37**).

Figure 36 Participation in 'exercise and movement' by adults at least once/week



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

Figure 37 Participation in 'aerobics' by adults at least once/week



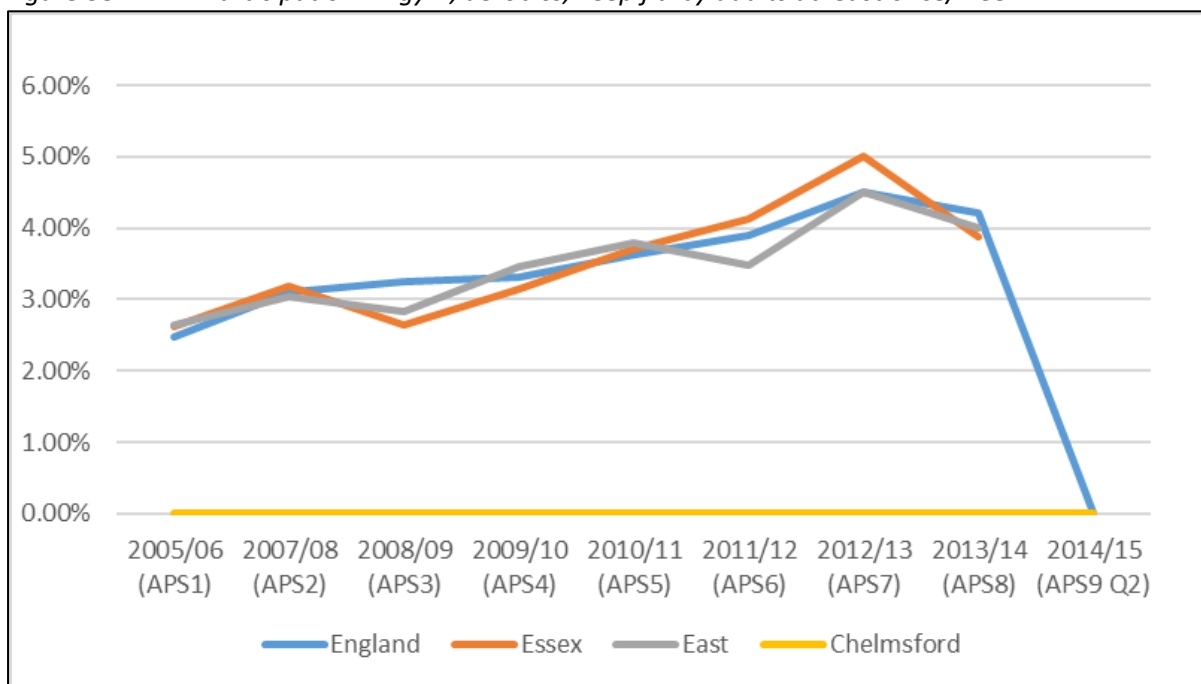
Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

9.2.10 In terms of both activities if the most recent average participation rates (at least 1 x 30 minute session per week) were applied to the Chelmsford local authority adult population it would indicate the following estimates of participation:

- Exercise, movement & dance: 1,261 people
- Aerobics: 841 people

9.2.11 However, the above two activities fall within a wider category of activities called 'gym, aerobics, keep fit' for the purpose of measurements in the APS. If the APS data were analysed for this overall category, as opposed to above, it would yield the following participation levels (based also on the undertaking of at least 1 x 30 minutes' sessions/week). See **Figure 38**.

Figure 38 Participation in 'gym, aerobics, keep fit' by adults at least once/week

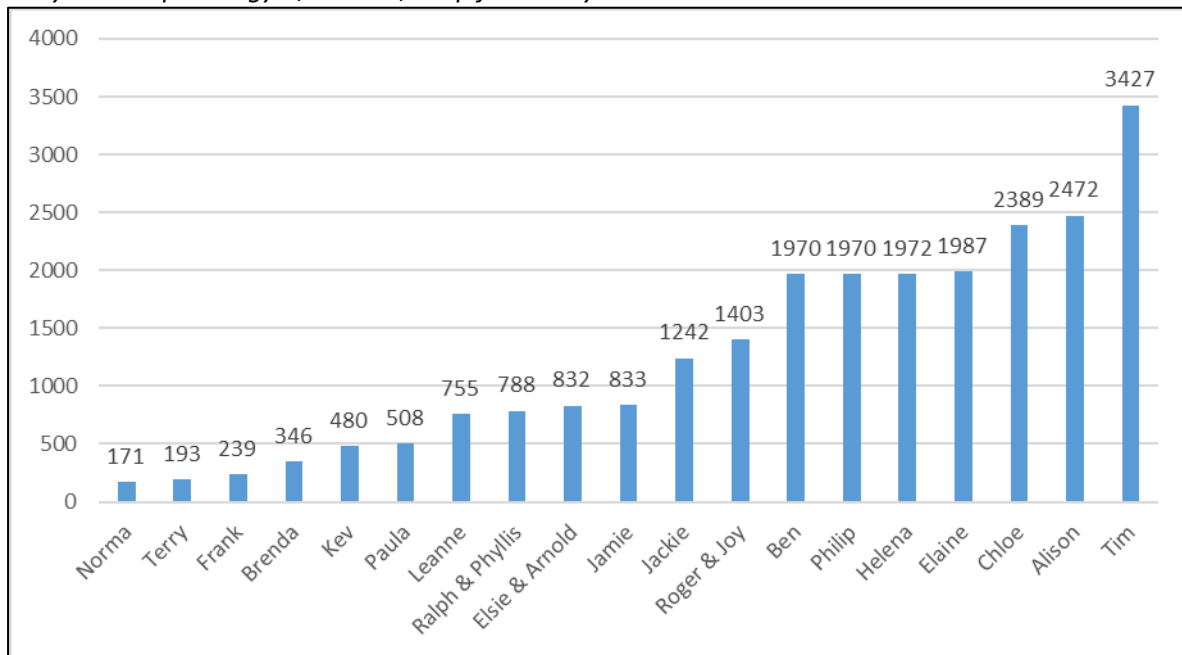


9.2.12 It will be seen from the above that sufficient sample sizes were available to allow for data collected for Chelmsford local authority also to be included for comparison.

9.2.13 If the most recent participation measure for Chelmsford (c.14%) was applied to the local adult population it would mean that in the order of 19,000 adults would be regularly taking part in this range of activities, for at least 30 minute session/week. This estimate is far larger than for 'gym' and 'aerobics' alone but the 'gym, aerobics, keep fit' category also includes a far wider span of activities.

9.2.14 **Figure 39** shows the numerical expression of the percentage of overall Sport England adult Market Segments (see Appendix 1) likely to take part in the given activities.

Figure 39 Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to take part in gym, aerobic, keep fit activity



9.2.15 When **Figure 39** is compared to compared Figures 34, 35, 36 and the supporting narrative it suggests that the area is already largely fulfilling its potential in terms of the inclination of key groups to take part in such activities.

### 9.3 Quality

9.3.1 Of those responding to the household survey conducted as part of this study, and in respect of health and fitness facilities:

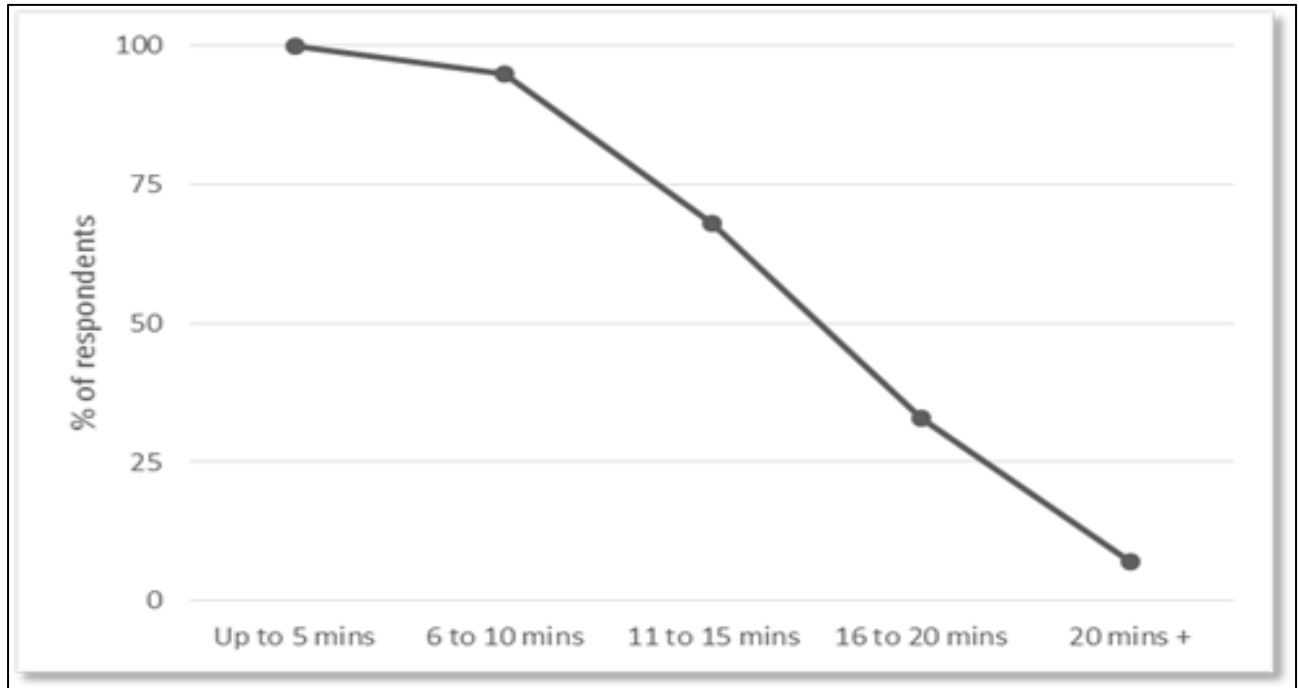
- The 72% thought that the quality of such facilities was either good or very good;
- 25% considered facilities to be of average quality; and,
- 3% for them to be either poor or very poor quality.

### 9.4 Accessibility

9.4.1 Those responding to the household survey, in respect of health and fitness facilities suggest that the 75 percentile in terms of preparedness to travel to such facilities would be between 10 and 15 minutes, with most trips being made by car (see **Figure 40**).



Figure 40 Preparedness to travel



9.4.2 Given that most studio facilities are located in the urban area the very large majority of the population will be covered by 10 minute catchments. Coverage of outlying area in the north and south of the local authority is far more patchy, with the exception of South Woodham Ferrers.

## 9.5 The Future, Issues and Options

9.5.1 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

9.5.2 Between 2015 and 2036 the population of the local authority is projected to increase from an estimated 172,370 to 195,850 (excluding any growth that might be attributed to local development allocations yet to be determined). This would mean an increase of c. 23,500 people. Assuming that the demographic profile of this additional population is broadly the same as the existing, the following might be assumed:

- The MS data (Figure 36) estimated that it is likely that in the order of 19,000 adults potentially are taking part in Studio-based activity;
- as a percentage of the current adult population this is 14%; and,
- 14% of the predicted adult population change between 2015 and 2036 is 3,600 adults.

9.5.3 Activity studios are proving to be important facilities within larger complexes such as leisure centres and commercial health and fitness venues.

9.5.4 The design of Studios as ‘flexible space’ is integral to their success. The health and fitness industry moves quickly into and out of activities according to changing demand and trends. Although the needs assessment report did not undertake an examination of activity patterns and scheduling within schedules it is very clear that uses are highly diverse, and the key to future design will be to ensure that an overall specification is obtained that can host changing demands and uses over time. As studios can offer very flexible space, it means that larger facilities, such as sports halls, can be released for other activities requiring extensive space.

9.5.5 It is not considered appropriate to recommend a standard for the provision of additional studio spaces to be incorporated in development plan documents. However, future natural and planned population change within the local authority will increase demand for such venues.

9.5.6 As part of the new Riverside Ice & Leisure Centre development it is proposed to provide 3 dedicated studios. The current facilities are inadequate in size to meet demand for exercise classes (except spinning).

## 9.6 Summary and conclusions

9.6.1 **Quantity:** Sport England Active People and Market Segmentation data suggest that the type of activities hosted in studios are very popular. Population growth will accentuate the demand for such facilities.

9.6.2 **Quality:** Within the main local authority-controlled venues, this type of facility is generally of good quality and condition, and the perception of a generally good level of provision is confirmed by the findings of the Leisure Plus household survey.

9.6.3 **Accessibility:** A large majority of respondents to the Leisure Plus Household Survey suggest that most would be prepared to travel between 10 and 15 minutes to use such venues. A 10-15 minute travel time would cover the Chelmsford urban area and its fringes. The potential for the enhancement of village halls and other smaller community venues to provide for activities normally associated with ‘Studios’ should be considered in those locations beyond a reasonable travel time of the urban area.

## 10.0 SQUASH

### 10.1 General

10.1.1 Squash as a sport has had its up and downs in terms of popularity and participation over the years. As with studios, discussed in Section 9, squash courts can also provide flexible space for activities at times when they are not required for the sport.

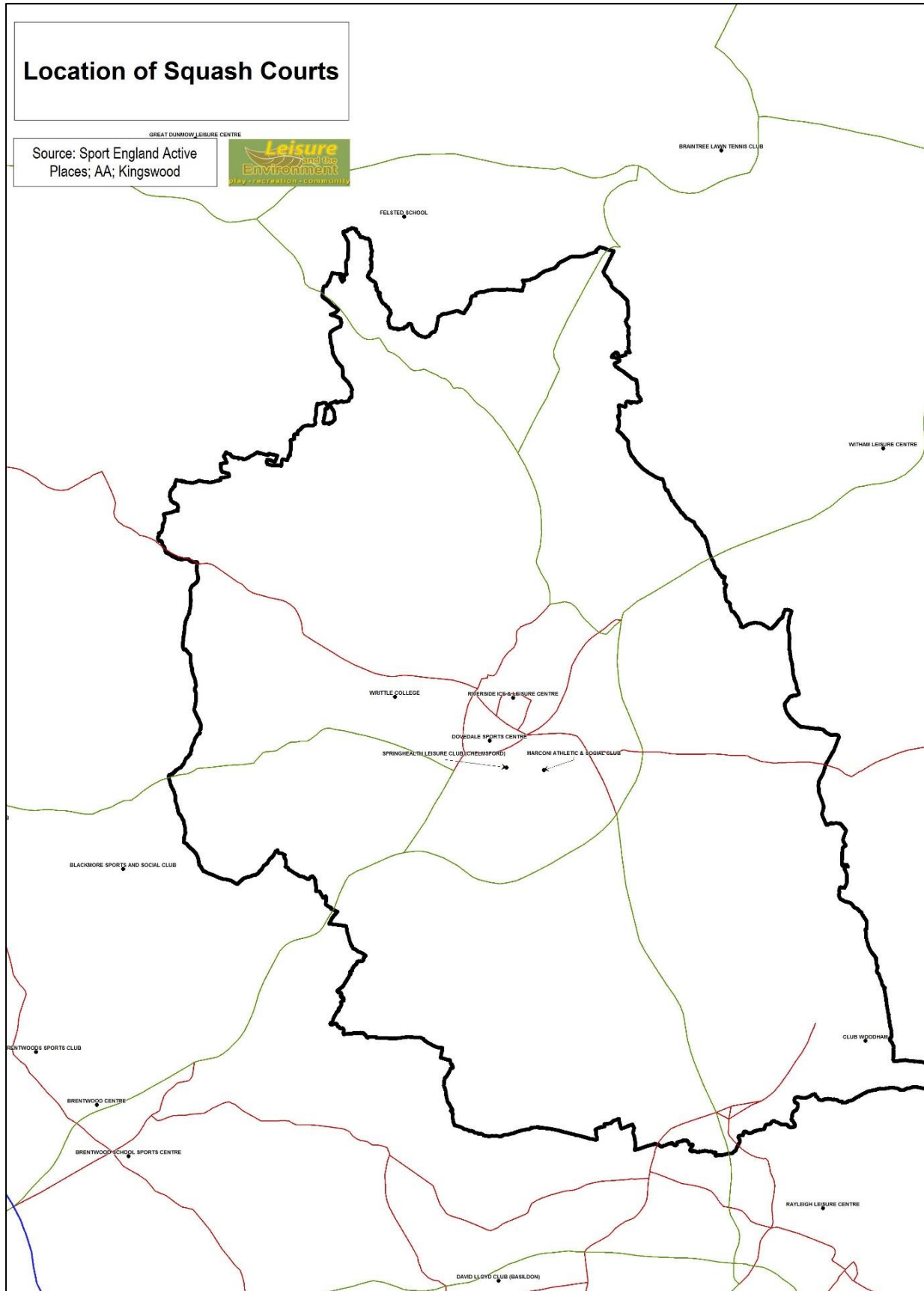
### 10.2 Quantity

10.2.1 The following **Table 13** and **Figure 41** show the location of existing facilities within the local authority and those close by in neighbouring local authorities. Facilities are provided by a range of sectors, and with the local authority controlled facilities existing at the Riverside Ice & Leisure Centre; and Dovedale Sports Centre.

*Table 13 Squash court provision in the local authority*

Name	Facility Type	Sub	Courts	Access Type	Ownership Type	Management Type
CLUB WOODHAM	Normal		2	Registered Membership use	Commercial	Commercial Management
CLUB WOODHAM	Glass-backed		1	Registered Membership use	Commercial	Commercial Management
DOVEDALE SPORTS CENTRE	Normal		3	Pay and Play	Further Education	Local Authority (in house)
RIVERSIDE ICE & LEISURE CENTRE	Normal		2	Pay and Play	Local Authority	Local Authority (in house)
WRITTLE COLLEGE	Normal		2	Pay and Play	Higher Education Institutions	School/College /University (in house)
SPRINGFIELD LEISURE CLUB (CHELMSFORD)	Normal		4	Pay and Play	Commercial	Commercial Management
MARCONI ATHLETIC & SOCIAL CLUB	Normal		1	Pay and Play	Commercial	Sport Club
MARCONI ATHLETIC & SOCIAL CLUB	Glass-backed		2	Pay and Play	Commercial	Sport Club
TRIANGLE CLUB (Chelmsford)	Glass-backed		2	Pay and Play	Commercial	Sport Club

Figure 41 Location of squash court provision within the area



## Views of local residents

10.2.2 Squash courts are classified as a specialist facility. Respondents to the household survey conducted as part of this study indicated that 86% of respondents would use such facilities less than once a month or never; 4% at least monthly; 8% at least weekly; and, 1% almost every day.

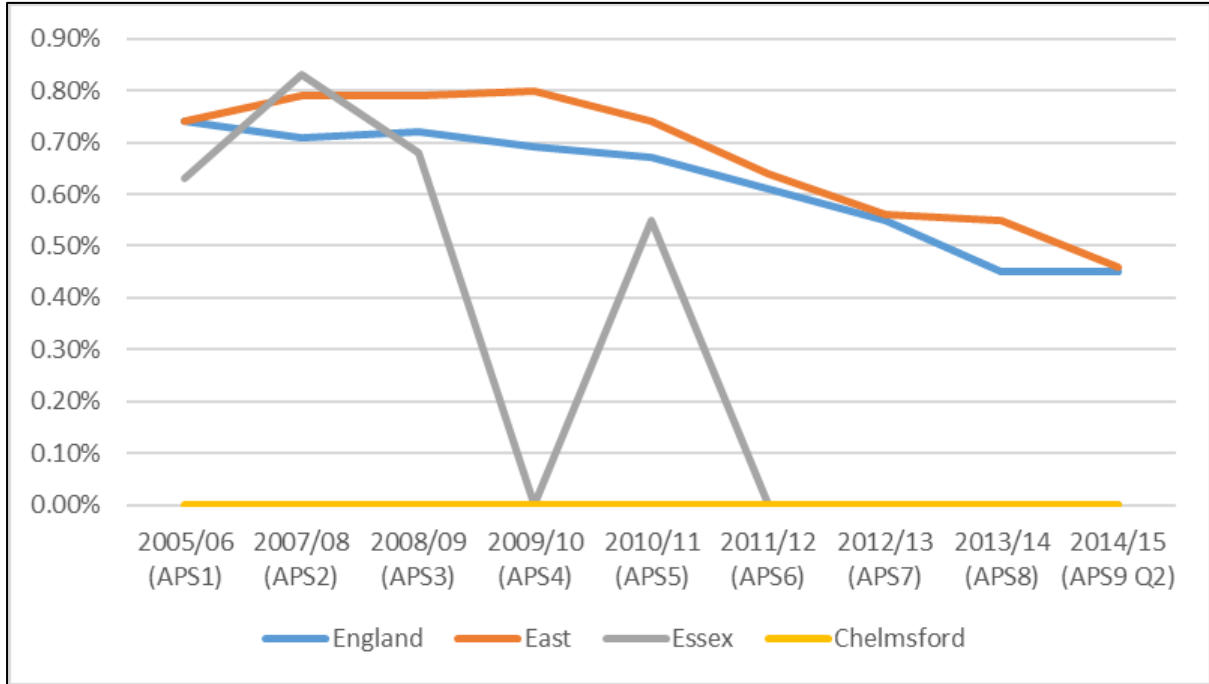
10.2.3 The household survey also indicated that, in terms of priorities for improving the provision specialist indoor facilities: 14% of respondents considered this to be a high priority; 22% a medium priority; and, 64% of respondents felt that such improvements were a low priority.

## Essex Squash and Racketball Association

10.2.4 The Essex Squash and Racketball Association responded to the consultation exercise and made the following comments:

- Essex County is developing its own strategy for the development of Squash and Racketball whilst part of the wider strategy being developed with Kent, Sussex, Surrey and Middlesex.
- It recognises the ageing population and fall away from the sport in recent years and is focusing its strategy on bringing in younger participants through schools and outreach programmes working with Sport England, whilst also focusing on the 18-40 age-groups to get people back into squash; racketball is also the focus for women's programmes, ageing squash players and new players.
- The existing courts are more or less at capacity at peak times in the Chelmsford area and the potential success of the regional and country strategies will create potential demand for the provision of new courts over the next five years.
- Two new courts have recently been provided by Marconi, south of Chelmsford.
- Squash and Racketball are combined for the purpose of the Sport England Active People Surveys. Chelmsford local authority cannot be included in **Figure 42** as the sample sizes within the local authority were insufficient. Neither in the most recent surveys have sufficient data been available to be used in the Figure. However, information has been available for some previous years to enable comparison with national, and regional levels.
- At its height the year 2007/8, adult participation levels in Essex were recorded at about 0.84%. If this percentage is applied to Chelmsford local authority the adult population playing squash on a weekly basis would be around 1,177. However, the most recent data available for Essex in the year 2010/11 suggested that participation levels have declined to around 0.55 % of the adult population. If this percentage is again applied to the Chelmsford adult population, it would suggest that 771 adults played Squash/racketball at least once a week.
- The 2 courts at Riverside Ice & Leisure Centre are underused and there is no league, team or squash ladder to underpin their use. The Council is not proposing to provide squash within the redeveloped venue and instead will encourage customers to use the spare capacity at Dovedale Sports Centre. This would seem a sensible approach.

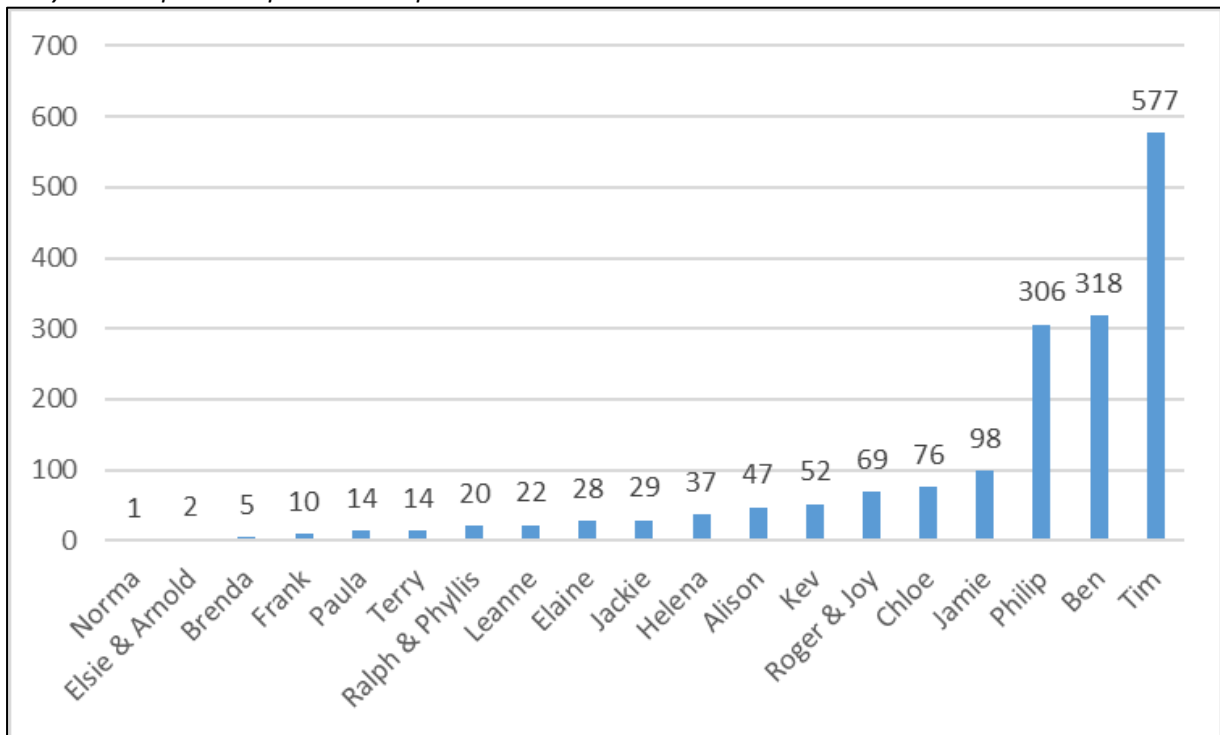
Figure 42 Participation in 'squash & racketball' by adults at least once/week



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

10.2.5 **Figure 43** shows the numerical expression of the percentage of overall Sport England adult Market Segments (see **Appendix 1**) likely to take part in the given activities.

Figure 43 Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to take part in Squash & Racquetball



10.2.6 In terms of Sport England Market Segmentation analysis, those groups most likely to play squash within the adult population are, by some distance, Tim, Ben, Philip. When combined, the likely population count inclined to play Squash would be in the order of 1500 to 1600 adult males. On this evidence, it seems that the percentage participation achieved in Essex in 2007/8 is likely to be a very good participation rate for squash within Chelmsford local authority, given the demographic profile of the area.

10.2.7 However, it is interesting to note that new provision for squash has recently been made at the Marconi Sports and Social Club. Furthermore, the overall decline in adult participation in squash evidenced by the Active People Surveys runs counter to views of the Essex Squash and Racketball Association that suggests existing facilities within Chelmsford are largely full at times of peak demand.

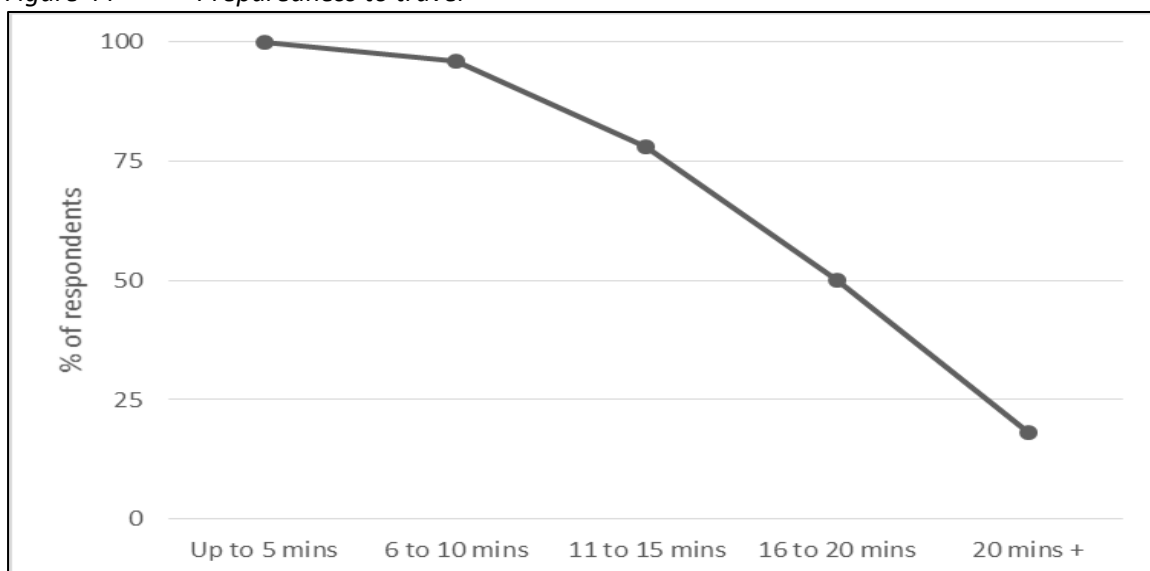
### 10.3 Quality

10.3.1 Respondents to the household questionnaire survey indicated that in terms of specialist indoor provision: 44 per cent considered facilities to be of good or very good; 44% considered the quality to be average; and, 12% considered quality to be either poor or very poor.

### 10.4 Accessibility

10.4.1 The findings of the household survey suggest that the majority of respondents would be prepared to travel between 10 and 20 plus minutes to access a specialist indoor sports facility. The 75 percentile is likely to be around 15 minutes. As in the below **Figure 44**.

Figure 44 Preparedness to travel



10.4.2 On the above basis, provision within and around the Chelmsford urban area would cover this population. The facility at Club Woodham would also cover the south east part of the local authority. However, large parts of the outlying rural area of the local authority would not be covered by 15 minute catchments from the existing facilities within the local authority,

and similar catchments for neighbouring facilities would not impact significantly upon the local authority area.

## 10.5 The Future, Issues and Options

10.5.1 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

10.5.2 Between 2015 and 2036 the population of the local authority is projected to increase from an estimated 172,370 to 195,850 (excluding any growth that might be attributed to local development allocations yet to be determined). This would mean an increase of c. 23,500 people. Assuming that the demographic profile of this additional population is broadly the same as the existing, the following might be assumed:

- The MS data (Figure 40) estimated that it is likely that in the order of 771 adults potentially are taking part in squash and/or racketball activity;
- as a percentage of the current adult population this is 0.55%; and,
- 0.55% of the predicted adult population change between 2015 and 2036 is 102 adults. (This is unlikely to justify more than one additional court)

10.5.3 However, the Essex Squash and Racketball Association suggests that the existing facilities are very well used, and that the impact of a new strategy for squash being developed in Essex may have the effect of increasing participation.

10.5.4 Natural and planned population change within the local authority may increase the demand for access to squash courts (as above).

10.5.5 The nature of squash courts is such that no specific guidance needs to be included within the statutory development plan in terms of, for example, recommended standards of provision. However, it will be important to continue to review the level of provision.

10.5.6 New squash provision, if required, should be encouraged in association with existing improved complexes, and not as new standalone facilities. It is considered that this is consistent with national governing body views, given that it focuses on facilities that will have the expertise to club infrastructure to support them.

10.5.7 Providing additional facilities should allow squash courts to be used for alternative activities during times when not required for the sport itself.

## 10.6 Summary and conclusions

10.6.1 The concluding view is that the supply of squash facilities largely meets current demand, as Sport England Active People and Market Segmentation data suggest that the estimated level of participation is already around its potential level, given the local demographic. There may



be some additional demand associated with population growth, but this might best be directed to (expanded) existing venues.

## 11.0 VILLAGE AND COMMUNITY HALLS

### 11.1 General

11.1.1 This section deals specifically with village halls and community halls.

11.1.2 There are definitional issues that influence the remit of this section, and the coverage it provides.

11.1.3 A practical definition of what is covered by the above heading might be 'venues that are owned and supported by the community, and with recognised policies and practices of full community use (see **Section 1**), and which are large enough to embrace a wide range of recreation activities and functions.'

11.1.4 This would tend to include facilities that are controlled by local councils and council-supported trusts, but perhaps not facilities managed by church estate, clubs, organisations, or education, health and social institutions. This is not to deny the importance of this type of venue in meeting community needs, but they are not considered here. Neither does the definition cover spaces that form part of larger venues, such as activity rooms in leisure centres.

11.1.5 Even with this restricted definition the remit will cover a wide range of facilities of all shapes, sizes and ages. It also covers a wide-range of activities that might be hosted: including sports like table tennis, martial arts, and short mat/carpet bowls; and, other recreation pursuits like keep fit/aerobics; dances; and, other more passive activities and functions.

11.1.6 The rural nature of Chelmsford City's hinterland embraces many villages, and therefore a significant number of village halls. The expansion of the urban area has also effectively absorbed several parishes, but these retain some semblance of their old identity and function as administrative areas in their own right as local councils.

### 11.2 Quantity

11.2.1 The following **Figure 45** and the accompanying list (**Table 14**) locate those venues which have been identified and recorded as being bespoke standalone village and community halls. In total there are 33 identified halls, and when these are divided into the local authority estimated population it provides a level of provision of around 1 venue per 5,223 people. In reality the populations served by each of these venues will vary enormously, depending on the size of that local population catchment; the type/scale of venue; and, the way in which a given venue is promoted and managed.

Figure 45 Village and community halls in the local authority

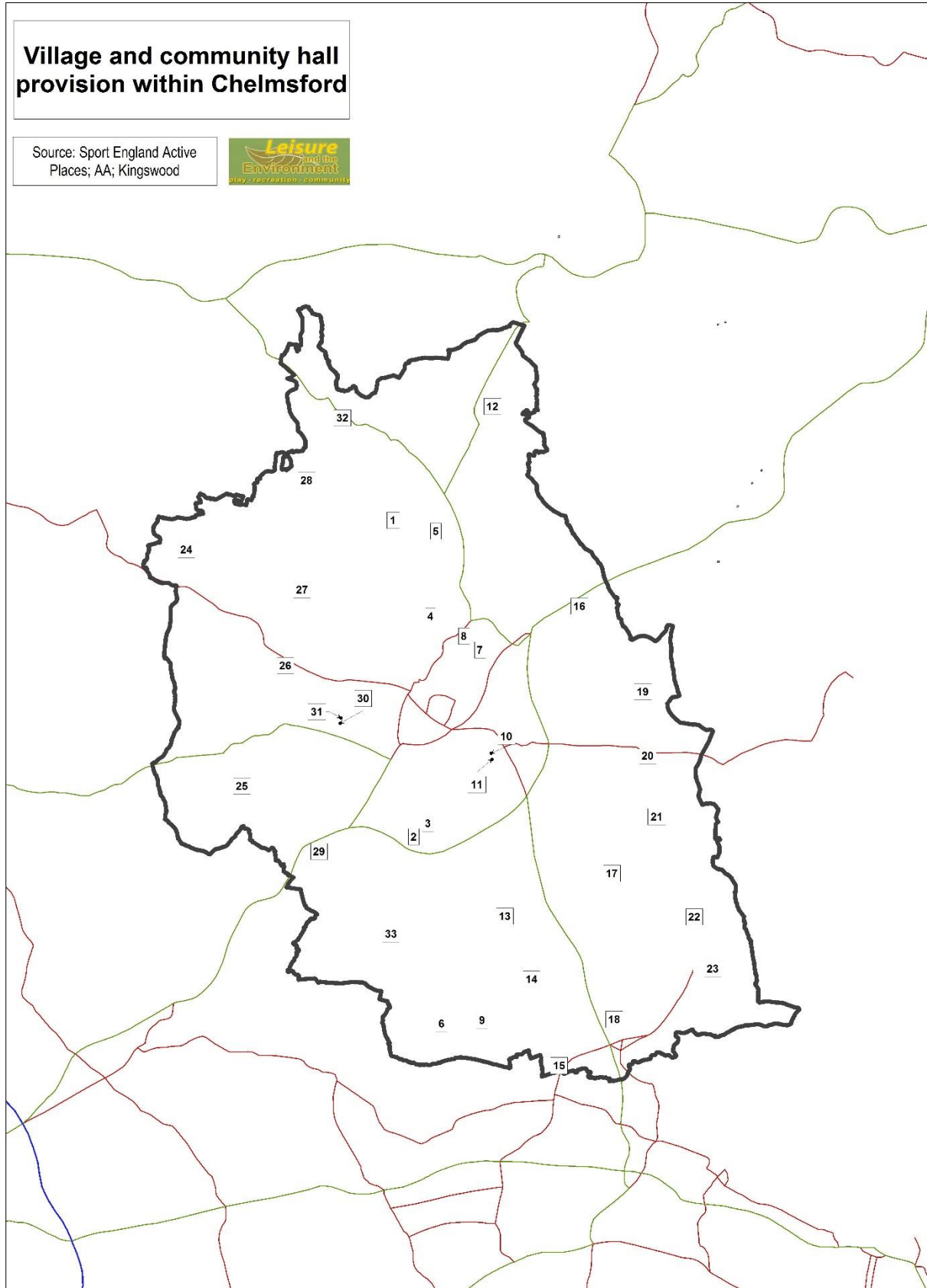


Table 14 Village and community halls in the local authority (list)

Ref	Name	Ref	Name
1	Great Waltham Hulton Hall	18	Rettendon Village Hall
2	Galleywood Heritage Centre	19	Little Baddow Memorial Hall
3	Galleywood Keene Hall	20	Danbury Village Hall
4	Broomfield Village Hall	21	Bicknace Village Hall
5	Little Waltham Memorial Hall	22	Woodham Ferrers Village Hall
6	Ramsden Heath Village Hall	23	South Woodham Ferrers Village Halls (inc. Champions Manor)
7	Springfield Parish Centre	24	Good Easter Village Hall
8	Chelmer Village Hall	25	Highwood Village Hall
9	Downham Village Hall	26	Roxwell Village Hall
10	Great Baddow Parish Hall	27	Chignal Village Hall
11	Sandon Village Hall	28	Pleshey Village Hall
12	Great Leighs Village Hall	29	Margaretting Village
13	West Hanningfield Hall	30	Writtle Christian Centre
14	South Hanningfield Village Hall	31	Writtle Village Hall
15	Runwell Village Hall	32	Ford End Village Hall
16	Boreham Village Hall	33	Stock Village Hall
17	East Hanningfield Village Hall		

### Views of local residents

11.2.2 The Leisure Plus Household survey indicated that over 30% of respondent households use village halls/community sports centres at least monthly. It is interesting to look at the frequency with which regular users of facilities visit them as this is not immediately obvious from looking at the overall headline figures. The survey suggested that of those respondents that regularly used such facilities 55% said that they would use them at least weekly.

11.2.3 Respondents suggested that in terms of these facilities 76% felt there to be enough; 25% felt that there needs to be more; and, the remaining 1% felt there were too many.

11.2.4 The household survey also indicated that, in terms of priorities for improving the provision specialist indoor facilities: 14% of respondents considered this to be a high priority; 22% a medium priority; and, 64% of respondents felt that such improvements were a low priority.

### 11.3 Quality

11.3.1 Some background information is held as a result of investigations conducted for this study. Given the numbers of village and community halls, and the requirement to get permission in advance to obtain access, it was not possible to undertake a quality survey of facilities, let alone internal investigations.

11.3.2 However, in any event there are no accepted benchmarks to assess the quality of such venues, other than their overall adequacy relative to access and health and safety legislation. The acceptability of a facility will, instead, tend to be defined by the needs of the local

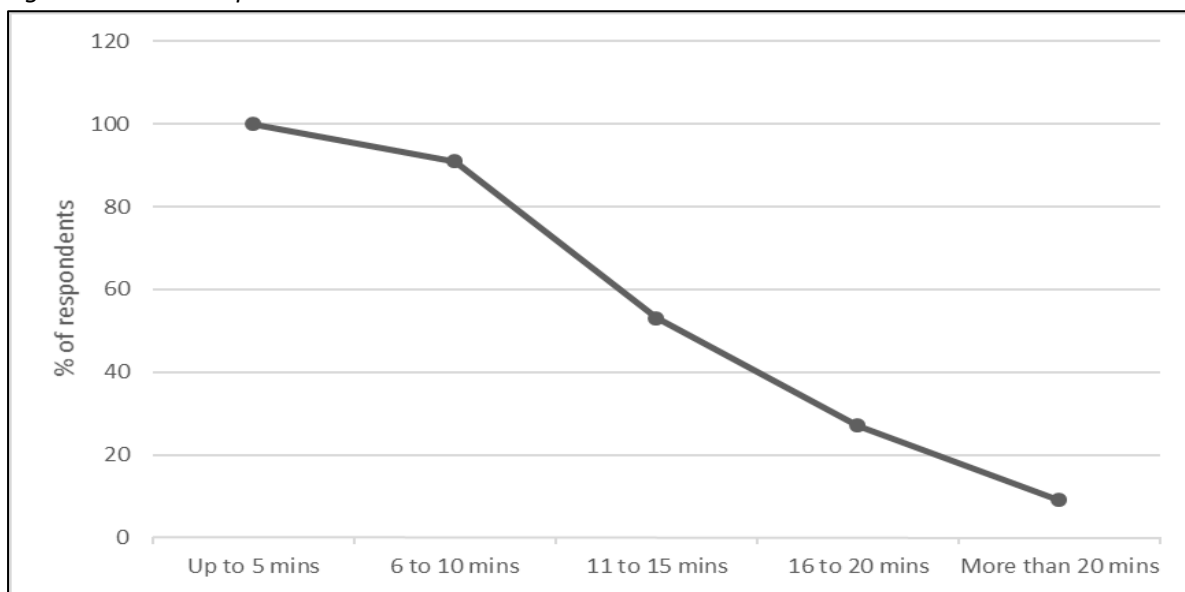
community, and 'one-fit-all', standardised approaches to assessment would not take into account the diversity of character that itself is part of the charm of the local stock of these buildings.

11.3.3 Overall observations suggest that the majority of these facilities are in a good state of repair, although responses to the local council survey forming part of this study indicated that both Great Baddow and Great Waltham Parish Councils considered that their facilities were in need of renovation/improvement. (In respect of Great Baddow this concern is understood to be in relation to the Bell Centre).

## 11.4 Accessibility

11.4.1 The Leisure Plus Household Survey suggests that respondents are more likely than not to drive to all facilities except village halls and community sports centres. Walking is the preferred mode of travel for a majority of respondent households accessing village halls and community sports centres (52%). On the other hand, residents in the remotest parts of the local authority would need to rely on access being available by car.

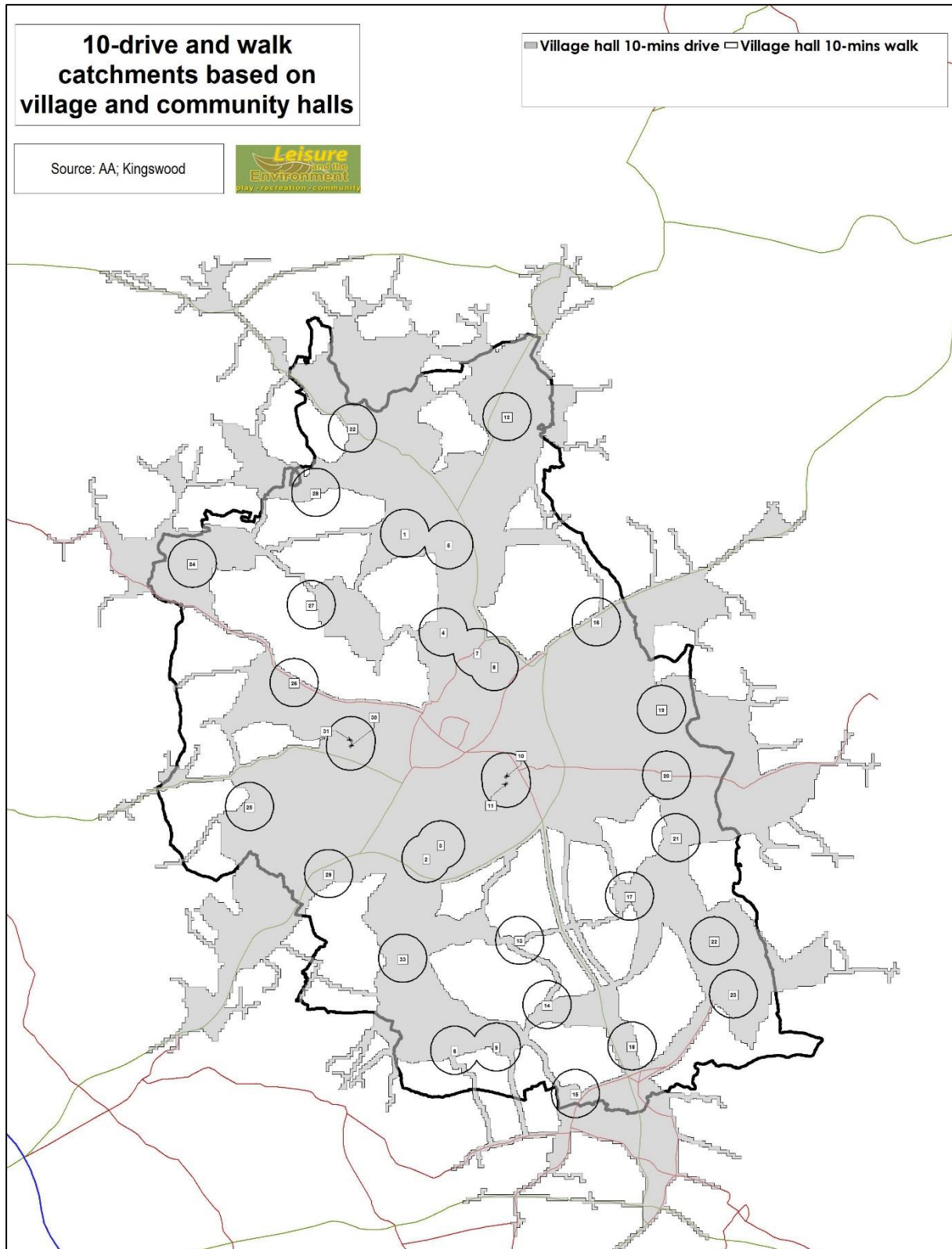
Figure 46 Preparedness to travel



11.4.2 The survey also suggested that of those responding: 9% would be prepared to travel up to 5 minutes; 35% between 6 to 10 minutes; 28% between 11 and 15 minutes; 18% between 16 and 20 minutes; and, 9% more than 20 minutes, to reach such a venue. The **Figure 46** shows that the 75 percentile lies somewhere around 10 minutes.

11.4.3 Estimated 10-minute walk and drive-time catchments are superimposed on a map in **Figure 47**, and it shows that even with the walk-time catchments most of the local authority rural is well covered, in relation to areas of population.

Figure 47 Drive and walk-time catchments



11.4.4 The urban area is not so well covered with regard to the walk catchments, but this area will have very many other venues, in a variety of ownerships and management regimes, that will be of use.

## 11.5 Issues and options

11.5.1 Village and community halls are important local venues for active recreation. They are important basic community facilities and need to be planned for, as with other facilities uncertainty about future growth requires flexibility, and therefore the need for standards.

11.5.2 Based on evidence presented in this section paragraph 12.3 and Table 15 suggest a local standard for the provision of village and community halls. If the quantitative component of the outline standard was applied to the planned population growth between now and 2036 it suggests that the additional demand generated would lead to a **need for an extra 4.5 small hall venues (or equivalent)**. It is noted that the NCAAP plan makes provision for a 'community centre' and this, as appropriate, can be offset against the above figure.

11.5.3 The size and location of population growth up to 2036 is still not clearly known (other than the NCAAP up to 2026, for which sports infrastructure has already been committed). This lack of current certainty over the location of longer-term growth allocations impacts upon the extent to which the recommendations of this report can be geographically specific.

11.5.4 The local authority has a good range and spread of village and community halls. However, in some locations natural and planned population change within the local authority may increase the demand for access to such venues.

11.5.5 It will be important to continue to review the level of provision, especially in areas of rapid population change.

11.5.6 A standard of provision to guide future investment in such facilities is recommended.

## 11.6 Summary and conclusions

11.6.1 **Quantity:** There is a good geographic and quantitative spread of such facilities within the local authority, and they serve an important sports function where more centrally-placed leisure centres are difficult to reach. Such venues will also be required in areas of planned growth to complement traditional leisure centre provision.

11.6.2 **Quality:** Most of the existing village/community halls appear to be of a good level of repair and maintenance, although of varying age and fitness for contemporary needs. In some locations their upgrading might help to meet community needs where access to more centrally placed leisure centres is difficult.

11.6.3 **Accessibility:** The Leisure Plus household survey suggested that most respondents would be prepared to travel around 10 minutes (by foot or car) to a village/community hall, and this suggests that there is already a good spread of facilities.

## 12.0 FUTURE PROVISION, STANDARDS AND RECOMMENDATIONS

### 12.1 General

12.1.1 This section considers future natural and planned changes that will impact upon the need for sports and active recreation provision. It looks at projected growth to the year 2036; and, the potential impact of all allocations within the current Local Development Framework and other strategic projections in terms of influencing demand. It goes on to consider some outline standards (where appropriate) to guide the provision of new or improved facilities, especially in relation to planned new housing allocation, where geographically focused increases in needs are likely to be most acute. Other recommendations are made in respect of the provision of specific types of facility, and planning policy and guidance.

### 12.2 Natural and planned population change (to 2036)

12.2.1 Currently, the overall planned housing growth within the local authority between now and 2036 (i.e. the study horizon of this study) has yet to be determined with geographical precision, either in respect of the local authority-wide targets, or in terms of the geographic location of strategic growth allocations. However, based on previous trends observed in the local authority the latest population projections adopted by the Council for planning purposes would suggest a growth in population from an estimated 172,370 in 2015, to 195,880 in 2036 – an overall net increase of 23,510. <sup>21</sup>

12.2.2 It may be that, when the impacts of all new housing allocations (yet to be determined) over this period are taken into account, the levels of population growth will be even higher, and this will certainly be the case in those areas where new major housing allocations are made.

12.2.3 What is certain is that much of the new housing proposed within the local authority up to 2021 will be provided on the northern edge of the existing urban area of Chelmsford, and the NCAAP, which runs to this time horizon, allocates 4,000 houses to this part of the local authority. As with all successful and sustainable major developments, these additional houses will need to be provided in conjunction with a phased creation of infrastructure, including that for sport and active recreation. All allocations in the NCAAP area have already been granted planning permission, which includes committed sports and community infrastructure within it.

12.2.4 Beyond the 2021 time horizon, the City Council has an OAN of 775 homes per annum. This provides the minimum housing requirement. <sup>7</sup>

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<sup>21</sup> These were from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

<sup>7</sup> This is based on Chelmsford's Objectively Assessed Housing Need BPA Report which uses the EPOA Phase 7 report from Edge (POPGROUP). This shows a population increase of 22,549 for period 2015-2025.



## 12.3 Guidance for the development of new and improved facilities

12.3.1 Taking into account the above considerations, the following **Table 15** provides some guidance for improvements to the sports built facility infrastructure based on the findings of Sections 3 to 11. Where appropriate, outline standards of provision will be suggested to, in particular, help guide provision in relation to new housing with respect to Section 106 contributions and the Community Infrastructure Levy (CIL). The guidance is based on identified needs, and its application is not intended to cover commitments that have not as yet been completed, although reference is made to the NCAAP proposals.

*Table 15 Summary of guidance in relation to specific facilities*

Facility	Comment	Standard (if appropriate)	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
<b>Indoor swimming pools (Section 3)</b>	<p>Evidence from Section 3 suggests that a desirable local authority-wide aggregate of pool space would be 1,812.84 sq.m (less than the current estimated provision of 2,295 sqm).</p> <p>Using a population of 172,370 for the local authority, the Sport England Sports Facility Calculator<sup>24</sup> (SFC) suggests that an appropriate level of provision for the local authority would be 1,839 sq.m.</p> <p>The above two figures are therefore very close together.</p>	<p><b><u>10.66 sq.m water space/1000 persons.</u></b></p> <p>This is the per capita provision of water space suggested by the SFC when divided by the current estimated local authority population. (i.e. 1,839 sq.m/172.370k).</p> <p>Ideally, no more than 15 minutes' drive or walk time (the latter in urban areas); and, a quality component (perhaps referring to an expectation on the extent and character of secured community use, and the design of new or improved facilities, such as shape, dimensions, depth variation etc.).</p>	<p>If the quantitative component of the above outline standard was applied to the projected population growth between now and 2036 it suggests that the additional demand generated would lead to a need for an extra <b><u>251 sq.m. of water space- around the equivalent of a 25m x 4 lane pool.</u></b></p>	<p>c.3,740,000.</p> <p>n.b. a wet and dry leisure centre including 4-lane pool, 4-court hall, and 50- unit health and fitness plus studio would cost c. £7,165,000</p>

<sup>22</sup> Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

<sup>23</sup> Sport England Facility Costs (2nd Quarter 2016). These were the most up-to-date figures available from Sport England at the time of the study. The current Sport England cost data should be used at all times, and is available from <https://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/cost-guidance/>

<sup>24</sup> See Endnote 4 for an explanation of the Facility

Facility	Comment	Standard appropriate) (if	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
	<p>The SFC figure might form the nucleus of an acceptable guide for <i>new or improved</i> provision to the pool stock over the coming years, allied to appropriate access and quality component</p>			
<p><b>Sports halls (Section 4)</b></p>	<p>The evidence of Section 4 suggested that a desirable local authority-wide aggregate of sports halls would be circa 53 courts (or 13.2 x 4-court halls).</p> <p>Using a population of 172,370 for the local authority, the Sport England Sports Facility Calculator (SFC) suggests that an appropriate level of provision for the local authority would be 47.53 courts.</p> <p>The above two figures are therefore quite close together.</p> <p>The SFC figure might form the nucleus of an acceptable guide for new or improved provision to the pool stock over the coming</p>	<p><b>0.28 courts/1000 persons.</b></p> <p>This is the per capita provision of water space suggested by the SFC when divided by the current estimated local authority population.</p> <p>(i.e. 48 courts/172.37k population)</p> <p>Ideally, no more than 15 minutes' drive or walk time (the latter in urban areas); and, a quality component (perhaps referring to an expectation on the extent and character of secured community use, and the design of new or improved facilities, such as shape, dimensions, etc.).</p>	<p>If the quantitative component of the above outline standard was applied to the projected population growth between now and 2036 it suggests that the additional demand generated would lead to a <b><u>need for an extra 1.6 x 4-court sports halls (6.6 courts).</u></b></p> <p>It is noted that the NCAAP plan makes provision for a 'dry' sports centre, and this can be offset against the above figure.</p>	<p>£3,544,000. (See also note under costings for indoor swimming pools)</p>

Facility	Comment	Standard appropriate) (if	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
	<p>years, allied to appropriate access and quality component</p> <p>This might form the nucleus of an acceptable guide for new or improved provision to the pool stock over the coming years, allied to appropriate access and quality component</p>			
<b>Health &amp; Fitness Suites (Section 5)</b>	<p>Section 5 assumes that provision at the Danbury sports and social club (trust managed but only by the local authority) is included as a facility under local authority control, it is calculated that the total number of fitness stations under the control of the council at its leisure centres is 173 units. Based on the current population estimates for 2015 this number of units equates almost to one unit per 1000 population. This provision obviously excludes that which is not under the control of the local authority (such as at schools commercial and membership facilities). No doubt, these sectors will continue to provide</p>	<p><b><u>1 health &amp; fitness station/ 1000 person</u></b></p> <p>Ideally, no more than 10-15 minutes' drive or walk time (the latter in urban areas); and, a quality component (perhaps referring to an expectation on the extent and character of secured community use, and the design of new or improved facilities, such as shape, dimensions, etc.).</p>	<p>The Council might consider providing for an additional <b><u>23 - 24 health and fitness stations spread over one or more of it centres.</u></b> It would be sensible for this provision to be made in association with new or improved provision for sports halls, in line with the recommendations within the appropriate section of this report.</p> <p>It is noted that the NCAAP plan makes provision for health and fitness provision. If this is of an appropriate kind, it can be offset against the above figure.</p>	<p>(see note under costings for indoor swimming pools)</p>

Facility	Comment	Standard appropriate) (if suggested)	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
	for such facilities. However, the local authority makes a significant contribution to the provision of such facilities driven by a community focused pay as you play ethos. Therefore, if the population between 2015 and 2036 is calculated to change by 23,510.			
<b>Indoor bowls (Section 6)</b>	Section 6 identified the stasis or possible decline in participation in bowls generally, and that no additional indoor facilities could be justified beyond the expansion of existing venues	No standard suggested	Any additional capacity required resulting from population growth would best be met through expansion of the existing venues.	
<b>Indoor tennis (Section 7)</b>	Section 7 identified a strong potential market for a new indoor tennis facility. There may be potential to provide this through covering existing courts although the ideal would be for a bespoke new indoor provision.	No standard suggested	The potential existing need for such a facility is already quite strong, and future population growth will increase this demand. A facility of at least 3-4 courts is considered to be viable.	£2,350,000 for a 3-court venue (+ £765,000 for an extra court.
<b>Athletics (Section 8)</b>	Section 8 identified that the local authority already benefits from a well-used synthetic track, the value of which is widely acknowledged. Whilst it would be extremely difficult to make a case for a	No standard suggested	NA	NA

Facility	Comment	Standard appropriate (if applicable)	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
	second track, there is a need to ensure the continued maintenance of the existing facility, perhaps in conjunction with satellite venues for training at identified education sites.			
<b>Studios (Section 9)</b>	Studios are considered to be a valuable and multi-functional space that should be embraced in both new and refurbished leisure centres wherever possible. They can accommodate activities that have wide appeal across the demographic groups	No standard suggested	This should be integral to all new major sports hall provision. (See under Sports Halls (above) for an indication of required needs in this regard)	(see note under costings for indoor swimming pools)
<b>Squash courts (Section 10)</b>	Section 10 does not suggest a need for improved provision, but rather to keep the situation under review.	No standard suggested	New squash provision, if required, should be located in association with new or improved leisure centre complexes, and not as a standalone facility. Providing additional facilities in this manner, would allow squash courts to be used for alternative activities during times when not required for the sport itself.	NA
<b>Indoor extreme sports, indoor</b>	As explained in Section 4 whilst some 'extreme sports' can be conducted indoors	No standard suggested	With a view to establishing whether there is scope to provide a dedicated	NA

Facility	Comment	Standard appropriate (if applicable)	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
<b>cricket, and other sports hall-based activities. (See Section 4)</b>	<p>within sports halls, the space does not exist for the provision of much permanent provision. However, there could be a strong potential demand amongst young people for such a venue as witnessed by the local consultation exercise. Likewise, demand may materialise for a commercial indoor cricket venue, or other activities that might be found in sports halls, but may be difficult to accommodate due to other competing uses.</p>		<p>indoor extreme sports venue locally, the Council could monitor the success of venues elsewhere (such as at the Xtreme Centre in Hemel Hempstead). If venue proves a successful it could suggest a market for a facility in the Chelmsford area. Alternatively, if a commercial provision is potentially an option, then a facility in an industrial warehouse unit may be viable. This may be a suitable approach in the event that a commercial proposal comes forward for an indoor cricket venue, or other activity that might otherwise be found in sports halls, but may be difficult to accommodate due to other competing uses.</p>	

Facility	Comment	Standard (if appropriate)	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
<p><b>Village hall/community buildings (Section 11)</b></p>	<p>Section 11 identified the provision, and importance of village and community halls in meeting specific local needs, and especially in rural communities. Such venues may also be used by residents of development in areas of rapid growth.</p>	<p>The existing level of provision within the local authority is around 1 hall per 5,500 people. The evidence suggests that this stock is, overall, well-maintained, and used.</p> <p>The above figure could be the basis of an appropriate quantitative standard.</p> <p>A quality component would be essential. To retain the diversity and character of facilities (in the tradition of village halls), provision should include facilities such as a main hall suited to a range of passive and active recreation activities, a supporting kitchen, ancillary space, and parking.</p> <p>In areas where new growth requires a large venue, single, scaled-up provision could be provided instead of more than one smaller venue.</p> <p>It is emphasised though that the success of such venues depends on proactive marketing and management,</p>	<p>If the quantitative component of the above outline standard was applied to the planned population growth between now and 2036 it suggests that the additional demand generated would lead to a <b><u>need for an extra 4.5 small hall venues (or equivalent)</u></b></p> <p>It is noted that the NCAAP plan makes provision for a 'community centre' and this, as appropriate, can be offset against the above figure.</p>	<p>£3,750,000 (based on an assumed unit cost of £750,000)</p>

Facility	Comment	Standard appropriate) (if	Calculation as applied to additional population increase by 2036 <sup>22</sup>	Potential capital cost (based on sources indicated) <sup>23</sup>
		<p>and this should go hand-in-hand with the provision of a building.</p> <p>An accessibility standard could be based on a 10-minute drive/walk time, which is evidenced by the Leisure Plus Household survey</p>		

## 12.4 Other recommendations

12.4.1 Other than the above guidance it will be very important for the Council to provide complementary guidance through its planning policies, and these should cover the following.

12.4.2 Include policies and proposals in the Development Plan which are consistent with paragraphs 73 and 74 of the National Planning Policy Framework guidance and, in particular, include reference to the recommendations contained in this Section.

12.4.3 Include sites specific proposals that cover the relevant recommendations contained in **Table 15** where the location and/or site of new or improved provision is determined.

12.4.4 In circumstances where proposals for development and use of a site are contrary to those contained in the recommendations in this section, they should only be approved where:

- an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.'



12.4.5 Include statements in all relevant supplementary planning documents relating to the recommendations in this section.

12.4.6 Include reference to all relevant recommendations contained in this section in CIL Regulation 123 List, and any other supplementary planning documents of relevance, that are to be prepared by the Council.

## End notes

1. **Facilities Planning Model (FPM)** In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport, taking into account how far people are prepared to travel to a facility. In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), with the demand for that facility that the local population will produce. The level of participation is estimated using national participation rates, and applying them to the number of people within appropriate demographic cohorts living in the local authority. The model can be used to test scenarios, by suggesting what impact a new facility would have, or the closure of a facility, to the overall level of facility provision. It can also take account of and model the impact of changes in population, for example, from major housing development.

The data underlying the model are derived from supply, demand, and usage patterns developed over the years from national surveys and, as such, the analysis does not necessarily reflect particular local circumstances. The conclusions of the modelling exercise conducted for this study should not therefore be considered in isolation from other local research and evidence. More detailed Sport England modelling (not available to this assessment) can take into account the fact that the supply of and demand for major community sports facilities cannot be considered within the local authority in isolation from neighbouring areas, and the location and nature of provision in adjacent local authorities can therefore also be factored into calculations of overall supply

2. **Active People Surveys (APS)** The Sport England Active People Surveys have now been running for several years. Further details of the Active People Surveys (APS) are contained in **Appendix 1**. Essentially, the analysis is based on a regular sample survey of participation by the adult public aged 16 years and over. The sequence of surveys has now reached Active People year eight (AP8). The APS results are not always available at the local authority level due to the inadequate size of data samples in some situations.

3. **Sport Facility Calculator (SFC)** The SFC is a planning tool which helps to estimate the amount of demand for key community sports facilities that is created by a given population. The SFC covers Swimming pools, Sports halls, Artificial Grass Pitches (AGPs) and Indoor bowls centres.

The SFC helps with quantifying the demand side of the facility provision equation. It helps to answer questions such as, "How much additional demand for swimming will the population of a new development area generate, and what would the cost be to meet this new demand at today's values?".

It is important to remember that the SFC looks at demand for facilities and does not take into account any existing supply of facilities. The SFC should not be used for strategic gap analysis; this approach is fundamentally flawed as the SFC has no spatial dimension with the figure that is produced representing total demand for the chosen population. It is important to note that the SFC 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
- For these reasons total demand figures generated by the SFC should not simply be compared with facilities within the same area.

## **Appendix 1: Further Explanation of Sport England Active People and Market Segmentation analyses**

Carried out on behalf of Sport England by the leading social research company TNS BMRB, the Active People Survey (APS) measures the number of adults taking part in sport across England. Providing the most comprehensive and authoritative picture of sports participation in England, APS is central to Sport England's measurement of its own strategy and the performance of key partners.

Key features of APS

- APS is the largest survey of its kind ever undertaken – 165,000 adults (age 14 and over) are interviewed each year
- The size of the survey means results can be published for a large number of different sporting activities and for every local authority area in England
- Time series data stretches back to the first wave of the survey in 2005/6
- A high quality, random sampling, survey design ensures results are representative of the population

High quality survey design including:

- Randomly sampled landline telephone interviews with adults aged 16 and over – extended to age 14 and over in July 2012
- Calls are made throughout the year and at different times across each day
- 500 interviews per local authority (district and single tier) each year

The sequence of surveys has now reached Active People year eight (AP8). The APS results are not always available at the local authority level due to the inadequate size of data samples in some situations.

## Market Segmentation

Sport England's market segmentation has been designed to help understand the life stages and attitudes of different population groups –and the sporting interventions most likely to engage them.

The market segmentation data builds on the results of Sport England's Active People survey; the Department of Culture, Media and Sport's [Taking Part survey](#); and the [Mosaic tool from Experian](#). It presents a picture of 19 dominant social groups in each area, and puts people's sporting behaviour in the context of complex lives. Propensity modelling – a statistical technique that matches the probability of displaying a particular behaviour or attitude to each demographic category – was used to link the survey data to wider population groups.

This created a tool with two key elements:

- a Sport England segment for every adult in England
- the ability to count market segment profiles for any region or community, down to postcode level.

The 19 dominant social groups are summarised in the link: <http://segments.sportengland.org/querySegments.aspx>

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

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
03	Chloe (Fitness Class Friends)	Female 18-25 Single Graduate Professional	Running, Aqua Aerobics, Gym, Tennis, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type. Approx. 30-35% of segment zero days
04	Leanne (Supportive Singles)	Female 18-25 Single Likely to have children Student / part time vocational education	Swimming, Gym, Aerobics, Dance Exercise, Body Pump, Utility Walking	Losing weight Activities for children	Health isn't good enough  Time	Help with child care Longer opening hours Cost	Least active of group A who participate. Approx 40-45% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
05	Helena  (Career Focused Females)	Female  26-35  Single  Full time professional	Gym, Road Running, Dance Exercise, Body Pump, Yoga	Losing weight  Keeping fit  Improving performance	Time  People to go with	Longer opening hours  People to go with	Very active type. Approx.  30-35% of segment zero days
06	Tim  (Settling Down Males)	Male  26-45  Single / married  May have children  Professional	Canoeing, Cricket, Cycling, Squash, Skiing, Golf, Football	Improve performance  Keep fit  Social	Time	More free time  Help with childcare	Very active type. Approx  25-30% of segment zero days
07	Alison  (Stay at Home Mums)	Female  36-45  Married  Housewife  Children	Swimming, Badminton, Aerobics, Pilates, Cycling, Exercise Bike	Taking children  Losing weight  Keeping fit	Time	Help with childcare  Better facilities	Fairly active type. Approx  30-35% of segment zero days



Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
08	Jackie  (Middle England Mums)	Female  36-45  Married  Part time skilled worker, housewife  Children	Swimming, Dance Exercise, Body Pump, Ice Skating (with children), Aqua Aerobics	Taking children  Losing weight	Time  Cost  Lack of interest	Help with childcare  Cheaper admissions	Average activity. Approx  45-50% of segment zero days.
09	Kev  (Pub League Team Mates)	Male  36-45  Single / married  May have children  Vocational	Football, Darts, Snooker, Weights, Fishing, Pool, Ten Pin Bowling, Cricket	Competition  Social  Enjoyment (ltd)  Perform	Time  Slight cost factor	More free time  Cost  Facilities	Less active within group B  Approx. 50% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
10	Paula  (Stretched Single Mums)	Female  26-35  Single  Job seeker or part time low skilled	Swimming, Utility walking, Aerobics, Ice Skating	Lose weight  Take children	Cost  Lack of childcare  Poor transport  Lack of interest	Improved transport  Cheaper admission  Help with childcare  Better facilities	Least active type within Group B  Approx. 60% of segment zero days
11	Philip  (Comfortable Mid-Life Males)	Male  46-55  Married  Professional  Older children	Sailing, Badminton, Cycling, Gym, Jogging, Golf,	Social  Taking children  Improving performance  Enjoyment	Time  Lack of childcare	More free time  Help with childcare	Most active within Group C  Approx. 40% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
12	Elaine  (Empty Nest Career Ladies)	Female  46-55  Married  Professional  Children left home	Swimming, Walking, Aqua Aerobics, Step Machine, Yoga Gym	Keeping fit  Losing weight  Help with injury	Time  Lack of interest	Longer opening hours  More people to go with	Reasonably active type. approx.  40-45%of segment zero days
13	Roger and Joy  (Early Retirement Couples)	Male / female  56-65  Retired or part-time	Swimming, Walking, , Bowls, Sailing, Golf,	Keeping fit  To help with injury  Enjoyment  Taking grandchildren	Poor health  Lack of interest  Transport	Better facilities  Improved transport	Participate once or twice a week   Approx 50-55% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
14	Brenda  (Older Working Women)	Female  46-55  Single / married  May have children  Low skilled worker	Swimming, Utility Walking, Dance Exercise, Aerobics, , Keep fit	Weight  Bring grandchildren  Help with injury	Lack of interest  Time	More free time  Longer hours  Help with childcare (for grandchildren)	Sometimes participates    Approx 60-65% of segment zero days
15	Terry  (Local 'Old Boys')	Male age  56-65  Single / married  Low skilled worker  Job seeker	Fishing, Shooting, Pool, Darts, Snooker, cycling	Help with injury  Social	Poor health  Lack of people to go with  Cost	People to go with	Some low intensity participation    Approx 65-70% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
16	Norma (Later Life Ladies)	Female 56-65 Single / married Low skilled worker Retired	Walking, Keep fit, Swimming, Aqua Aerobics	Help with injury or disability	Poor health Cost	People to go with	Lowest participation of Group C  Approx 75-80% of segment zero days
17	Ralph and Phyllis (Comfortable Retired Couples)	Male / female 65+ Married Retired	Bowls, Golf, Walking, Fishing, Swimming	Social Improve performance and keep fit  Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D  Approx. 70% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
18	Frank  (Twilight Year Gents)	Male 66+  Married / single  Retired	Bowls, Golf, Darts, Pool, Snooker, Walking, Fishing	Social  Enjoyment	Poor health	Improved transport  Cheaper admission	Medium participation for group D  approx. 75-80% zero of segment days
19	Elsie and Arnold  (Retirement Home Singles)	Male / female  66+  Widowed  Retired	Walking, Dancing, Bowls, Low-impact exercise	Social  Help with injury	Health problems and disability	Improved transport  People to go with	Lowest participation of Group D  Approx. 85% of segment zero days