

Wychavon Sports Facility Strategy 2015-30

Final Report

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1: Introduction & Context

Introduction

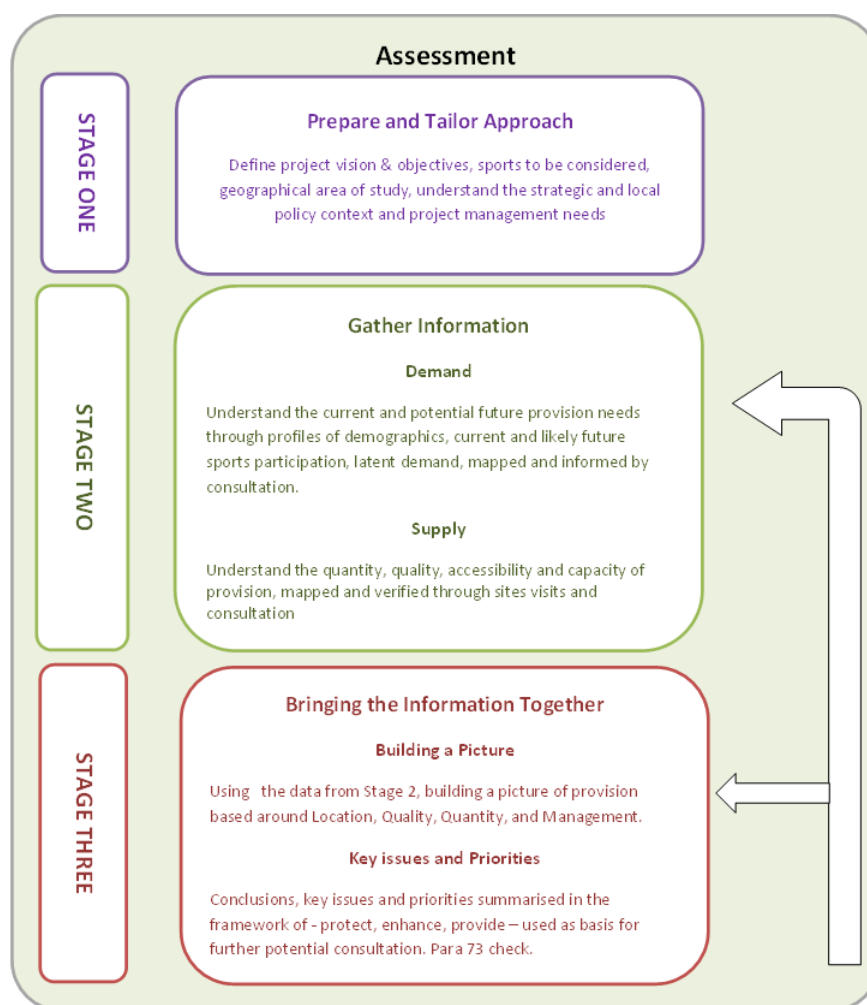
- 1.1 In December 2014, Wychavon District Council commissioned naa to produce a Sports Facility Strategy. The strategy accompanies the Council's Playing Pitch Strategy, which has been developed in partnership with the neighbouring South Worcestershire authorities of Malvern Hills and Worcester City.
- 1.2 These documents together, developed using the up-to-date Sport England methodologies, provide the council and its partners with a robust evidence base and set of strategic priorities to direct future sports planning policy and funding in the context of growth.
- 1.3 The needs assessment work has been produced in line with the National Planning Policy Guidance (NPPF), which requires that (Paragraph 73, page 18):

'.....planning policies are based upon robust and up-to-date assessments of needs for open space, sport and recreation facilities and opportunities for new provision.'
- 1.4 Both assessments and strategies have therefore been produced in line with guidance by Sport England @Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities'; (January 2014) and Sport England 'Playing Pitch Guidance, An approach to Developing and Delivering a Playing Pitch Strategy' (2013).

Approach

- 1.5 Assessing Needs and Opportunities Guide (ANOG) has been developed by Sport England and sets out an approach to undertaking needs assessments for sport and recreation facilities, in order to be compliant with the NPPF. The approach adopted to develop the Sports Facility Strategy in Wychavon has utilized the process set out in the ANOG guide, as illustrated in the diagram overleaf.

Figure 1.1: The ANOG Approach



- 1.6 The key principles of ANOG, the sports covered and the tasks that have been undertaken are summarized in the remainder of this section.
- 1.7 The first element of work seeks to tailor the approach to reflect the geographical and sporting nature of the local area. This was undertaken through discussions with the project steering group, building upon local knowledge and a clear understanding of the patterns of sports participation.
- 1.8 Reflecting the rural nature of the district, the adequacy of facilities is analysed throughout this assessment on a district basis taking into account growth areas and focussed on the key hub towns of Evesham, Pershore and Droitwich Spa. Village and community halls were also surveyed as these form a big part of Wychavon's provision in the outlying parishes. The study timescale was extended to accommodate these findings.
- 1.9 The work has therefore considered the strategic context and sports participation profile across the district, looked at supply and demand of facilities across Wychavon in terms of quantity, quality, access and availability, built in consultation and utilised Sport England planning tools to develop the needs and evidence base and subsequent strategy recommendations.

- 1.10 In addition to the Sport England planning tools, the Nortoft 2010 Sports facilities Framework for South Worcestershire produced in 2010 has been reviewed to consider how the findings identified for Wychavon District relate to the findings from the development of this 2014 evidence base.

Table 1.1: Planning tools applied in the assessment for each sports facility type

Source of data and method of assessment	Swimming Pools	Sports Halls	School Based Sports Facilities	Health and Fitness (gyms)	Indoor Bowling	Indoor Tennis Centres	Dance Studios	Squash Courts	Outdoor athletic tracks	Outdoor tennis courts
Sport England Active Places Power				✓	✓	✓	✓	✓	✓	✓
Sport England data and analysis based on the facility planning model	✓	✓	✓							
Sport England Assessing Needs and Opportunities Guide (ANOG)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fitness Industry Association				✓						
Nortoft Sports Facilities South Worcestershire Framework 2010	✓	✓								

Strategic Context

- 1.11 An understanding of the strategic context is essential in order to ensure that the strategy is tailored to the characteristics, profile and aspirations for Wychavon district.
- 1.12 This section therefore briefly summarises the key policies that impact upon the preparation of this assessment and strategy and assesses the impact of this on demand for sports facilities.

National level

- 1.13 There are several national policies that impact upon the preparation of this strategy. As set out previously, the National Planning Policy Framework (NPPF) clearly establishes the requirement that local plans ensure that there is proper provision of community and cultural facilities to meet local needs. The NPPF's expectations for the development of local planning policy for sport and physical activity/recreation is set out in paragraphs 73 and 74 that requires a sound (i.e. up-to-date and verifiable) evidence base underpinning policy and its application.
- 1.14 National - Sport England Strategy – 2012-2017: By 2017 Sport England aims to have transformed sport so that it becomes a habit for life for more people and a regular choice for the majority. Their primary outcome is to see a year on year increase in the proportion of people playing sport once a week for at least 30 minutes. There is a particular focus on 14-25 years including reducing the number of people dropping out of sport.

- 1.15 National Governing Body Facility Strategies: 46 National Governing Bodies have received Sport England funding for the period 2013-17 through their Whole Sport Plans. A number also have produced National Facilities Strategies which have been considered in the preparation of this strategy document. The key priorities of these documents will be set out in the sport specific sections.
- 1.16 The Department for Culture Media and Sport (DCMS): Published A New Strategy for Sport: Consultation Paper in August 2015. The consultation states the existing approach to increasing participation has exhausted its potential for further growth and calls for new innovative approaches which reflect the social, financial, attitudinal and technological realities. The final strategy was published in December 2015.
- 1.17 The new government sport strategy 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. 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.
- 1.18 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 be encouraged to get inactive people physically active and will support and measure participation in sport and wider physical activity going forward.
- 1.19 Whilst Sport England are currently consulting on the development of their strategy in response, the new focus for sports policy will see a definite shift to less traditional formal sport structures and a focus on flexible informal community based activity and innovation to boost physical activity. This is particularly significant in the context of Wychavon and the opportunities afforded by more informal sport and physical opportunities via the likes of the village hall network.

Local level

- 1.20 On a local level there is an extensive existing range of strategic documents for Wychavon, either produced by the council, or, as part of wider sub-regional work across the South Worcestershire area that relate to the Sport and Community Facilities Strategy as set out below.

Wychavon District Council

- 1.21 The Council's four year strategy (2012-2016) gives a clear direction and focus. It sets out three strategic priorities. These are: *strong economy, strong environment and strong communities*.
- 1.22 These priorities are underpinned by specific goals, success measures and annual promises to make the area an even better place to live and work. The council improvement plan supports these but is more inward looking. It sets out the things the Council need to do to maintain a healthy organisation, such as improving customer service and staff engagement.
- 1.23 The overall purpose of the council is therefore:

'To be a progressive council delivering great value services and helping to create a strong economy, environment and community.'

- 1.24 Growth is key to future delivery across Wychavon. This growth is being developed on a South Worcestershire basis. A key driver behind the South Worcestershire Development Plan, and this Sports Facility Strategy, is the evidence arising from the local economic and housing requirements (covering the period from 1 April 2006 – 31 March 2030) and the need to deliver sustainable communities with appropriate community infrastructure, such as sports facilities. There are 28,400 new dwellings being planned for across South Worcestershire in the period up to 2030, with 9,950 noted for Wychavon.
- 1.25 The South Worcestershire Joint Core Strategy Sports Facilities Framework (2010) was developed to set out the implications of this growth. It noted a number of facility aspirations in terms of Wychavon including; developments at Worcester Warriors RFC, Droitwich Spa Rugby Club and Evesham United FC, plus aspirations for a competition athletics facility in the south of the district.
- 1.26 The Framework also set out future needs in terms of swimming pools and sports halls based on growth although it did also caution against the impact of growth on sport and leisure needs and the need to consider the net growth, which was estimated in Wychavon. This is explored further in subsequent sections.

Summary

- 1.27 At national level there is a shifting emphasis to sport and physical activity and the role of more informal opportunities. This is reflected in local themes around 'strong communities' and the importance of local opportunities serving the rural communities.
- 1.28 Growth is important but it is evident that this may not impact significantly in terms of sports needs and will need to be linked to the sporting and population profile of Wychavon. The next section sets out the demographic and participation profile.

Structure

- 1.29 The remainder of the strategy is set out as follows:
- Section 2: Demographic and Participation Profile
 - Section 3: Swimming Pools
 - Section 4: Sports Halls
 - Section 5: Other Indoor Facilities
 - Section 6: Outdoor Facilities
 - Section 7: Village and Community Halls
 - Section 8: Key Issues and Action Plans

2: Demographic & Participation Profile

Introduction

- 2.1 Development of the sports facility evidence base and strategy for Wychavon has to be guided and informed by demographics and the profile of participation and non-participation in sport and physical activity.

Wychavon District

- 2.2 Wychavon District along with Malvern Hills District and City of Worcester District make up the area known as South Worcestershire. South Worcestershire covers 1,300 kms² of Worcestershire County and forms the southern limits of the West Midlands. The total population of South Worcestershire is 290,500 people (2011 ONS midyear estimate).
- 2.3 Wychavon District has a total population of 119,752 people based on the most recent ONS estimate in 2014. There is a projected growth of circa 9,950 new homes up to 2030.
- 2.4 Wychavon has three main towns, Droitwich Spa, population 23,600, (ONS 2011 midyear estimate). Droitwich Spa is the largest town in the district and is the area of highest population growth and housing need in the district. There has been considerable housing growth in the south of the town. Approximately 46% of residents travel to work outside the town with 14% going to Worcester, the highest destination.
- 2.5 Evesham is the second largest town with a population of 23,000 in 2011. After Droitwich Spa Evesham has the area of the district with the most housing need. Evesham is a relatively self-contained town with 54% of residents who travel to work, working in Evesham itself. Residents who work outside the town go mainly to Stratford upon Avon, Tewkesbury and Worcester City.
- 2.6 Pershore is the third largest town with a population of 7,000 people. Pershore will have limited new housing growth, focused on development within the town boundaries. Approximately 34% of Pershore residents who travel to work stay within the District.
- 2.7 The strategy sets out the needs across these key hubs.

Wychavon Population

- 2.8 In 2014 Wychavon had a population of 119,752 people (ONS 2014 mid-year estimates). The population of Wychavon has been steadily increasing from 113,100 people in 2001. The projected population in 2026 is 124,700 people.
- 2.9 The latest ONS breakdown of the Wychavon population based on the 2012 mid-year estimate shows a total population of 117,700 people (latest published data). The breakdown of the population by broad age bands is shown in Table 2.1 overleaf, together with the numbers and percentage change between 2011– 2012.
- 2.10 In 2012 there were an estimated 26,400 people aged 65+ in Wychavon, representing over 22% of the total population in Wychavon. There were around 22,600 young people (0 – 17) living in the district, just over 19% of the total Wychavon population.

- 2.11 The number of young people has fallen slightly since 2011. This is in contrast to the number of people aged 65 and over, which has increased by 600 (over 4% in one year).
- 2.12 The number of people aged 18-64 represents the majority of the population at 68,700 but this has decreased by 400 people and 0.4% in one year between 2011 – 2012.

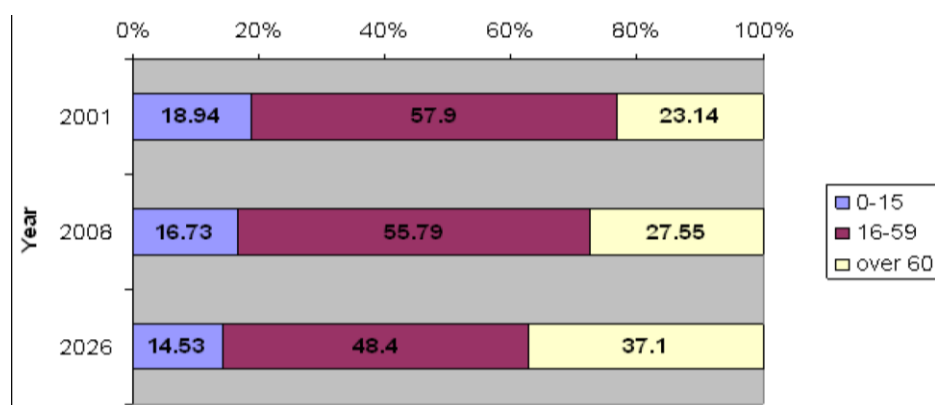
Table 2.1: Population profile

Comparison of ONS Mid Year Estimates 2011 & 2012 for Wychavon by Broad Age Group

Age Group	2011	2012	Change	Perc. Change
0-17	22.7	22.6	-0.1	-0.3%
18-64	69.1	68.7	-0.4	-0.6%
65+	25.2	26.4	1.1	4.4%
Total	117.1	117.7	0.6	0.5%

- 2.13 The population of Wychavon is projected to increase to 124,700 people by 2026 from 119,752 people in 2014. Table 2.2 below shows the changes in the percentage of population in three age ranges of 0 - 15, 16 – 59 and 60+ over the 2001 – 2026. (slightly different age bands to Table 2.1 above).
- 2.14 The under 16 age group is projected to decrease from 18.9% of the total population in 2001 to 14.5% in 2026. The working age population aged 16 – 59 is projected to decrease by 7% to 49.4% of the total population in 2026. Whilst the over 60 population is projected to increase by 14% to 37% of the total population in 2026.
- 2.15 Regarding the sports facilities strategy whilst there is an increase in the total population over the strategy period there is a decrease in the total percentage of the population in the age ranges who participate in most of the sports facility types in the strategy. So whilst there will be growth, the impact on sports facility needs has to be considered in this context.

Table 2.2: Wychavon District: Population percentages by age bands 2001 – 2026



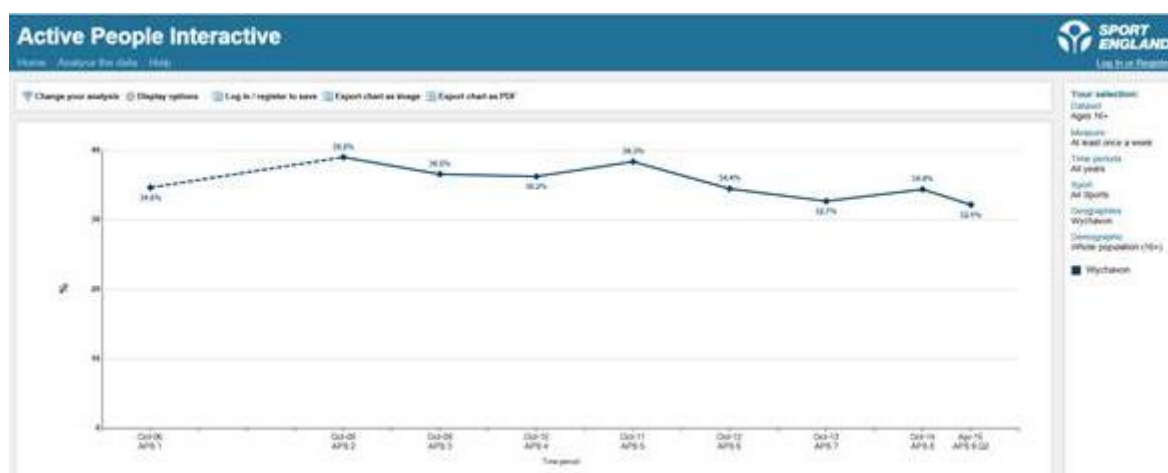
Sport England Active People Survey

- 2.16 Sport England's Active People Survey provides the most comprehensive assessment of levels of sports participation across the country at a local authority, county, sports partnership, regional and national level. It measures a range of performance indicators including participation levels, volunteering and satisfaction with local sports provision. It also measures participation in particular sports and activities and allows for an analysis of participation according to gender, disability, ethnicity and other demographic indicators.
- 2.17 For Wychavon District the findings for presenting adult participation in sport and physical activity are based on using the benchmark measure of once a week participation. It includes the data for the APS 1 – 9 from 2006 up to April 2015 (the first 6 months findings for APS 9).

Once a week rate of adult sports participation for Wychavon District

- 2.18 Chart 2.1 below shows the Wychavon rate of at least once a week adult participation has stayed with a narrow range of 34.6% of all adults participating at least once a week in 2006 increasing to 39% in 2008 and 38.3% in 2011. By April 2015 the rate is 32.1%. So over the nine year period of the APS the rate of adult once a week participation has decreased by 2.5%.
- 2.19 The rates for once a week participation for West Midlands Region and England wide are 32.2% and 34.6% respectively in 2006 and 33.2% and 35.5% in 2015. So Wychavon's participation rate is on a par with the West Midlands rate in 2015.
- 2.20 Wychavon had the same as the England wide level of participation in 2006 at 34.6% of adults participating. By 2015 Wychavon has 3.4% less adults participating once a week than England wide.

Chart 2.1: Rate of adult participation in sport and physical activity based on once a week measure for Wychavon District 2006 – 2015

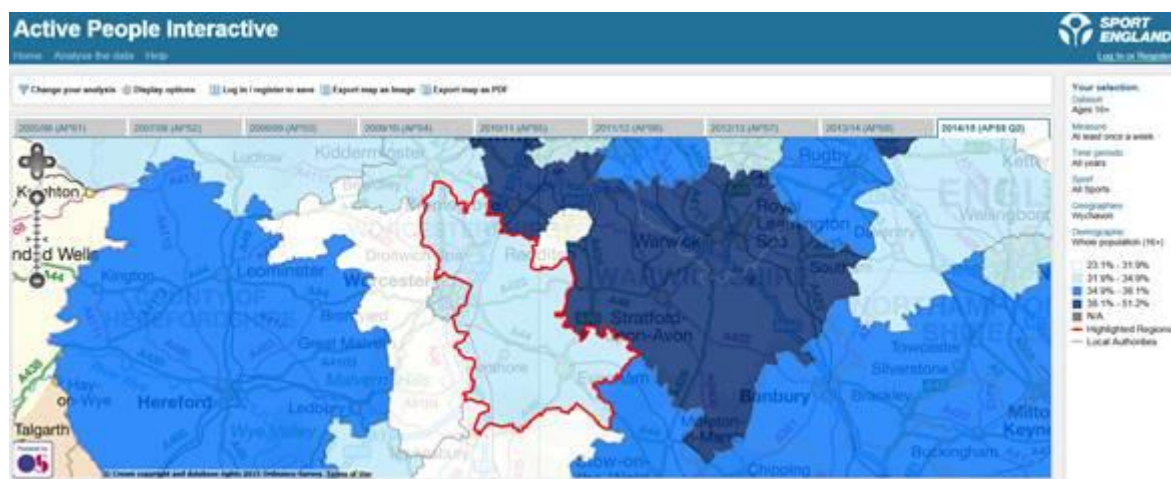


- 2.21 The same information on rate of once a week participation can be set out spatially and for individual output areas. These findings also include the level of once a week participation in the authorities that neighbour Wychavon. This shows that Wychavon has a higher rate of participation than most of its neighbours.
- 2.22 The map shows that Wychavon is shaded light blue and the range of once a week participation for this shading is between 23% - 32%. Worcester City, Malvern Hills, Redditch

and Tewkesbury are shaded white, where the once a week participation rate is between 23% - 32%. Whilst Wyre Forest has the same shading as Wychavon.

- 2.23 Both Bromsgrove and Stratford upon Avon have a higher rate of once a week participation and they are shaded dark blue. The rate of participation for this shading is between 38% - 51%.

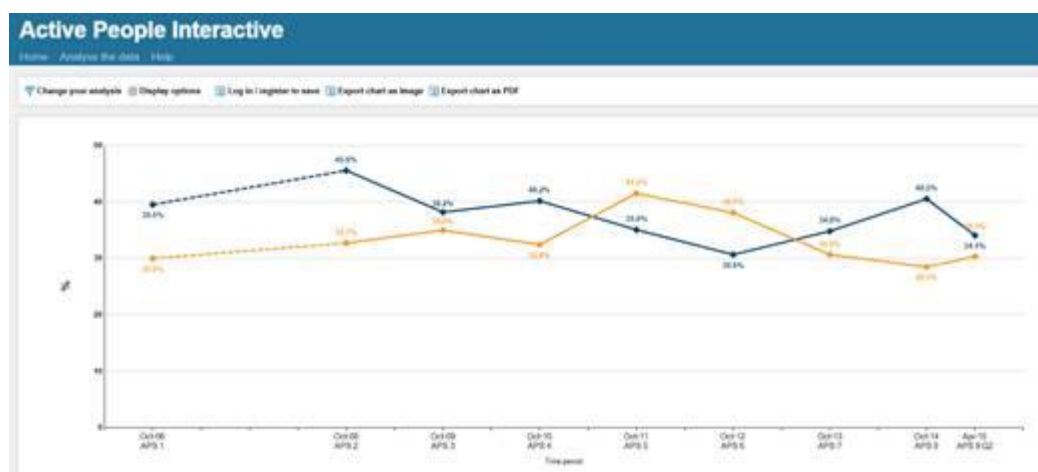
Map 2.1: Wychavon District and neighbouring authorities once a week adult participation in middle output areas



Wychavon District Sports and Physical Activity Participation by Gender.

- 2.24 It is important to set out and consider the rate of sports participation by the different categories of participation as this will influence the sports facilities strategy. The first topic is participation by gender and how this has changed over the period of the Active People surveys. This is set out below for both male and female participation over the 2006 – 2015 period.

Chart 2.2: Rate of adult male and female participation in Wychavon District 2006 – 2015



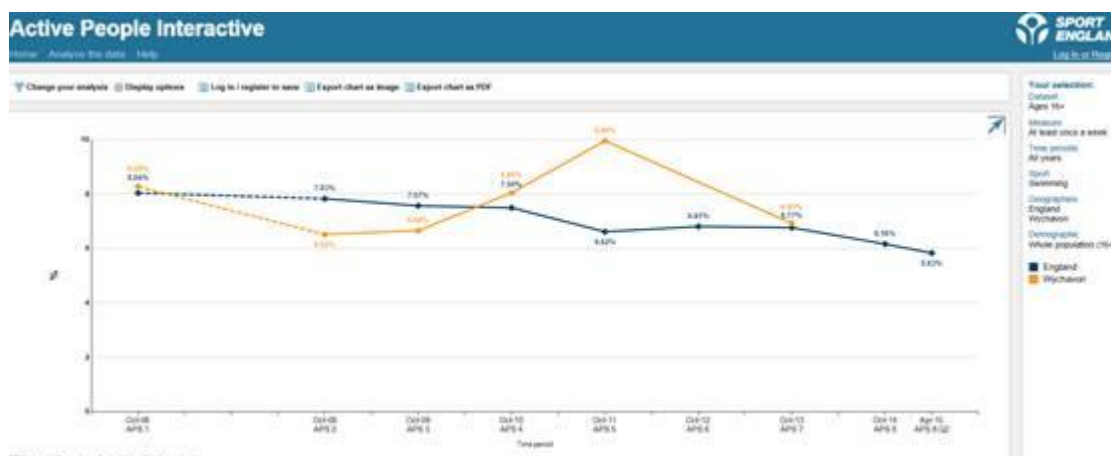
- 2.25 Female participation (yellow line) has been consistently lower than male participation over the 2006 – 2015 period. In 2006 some 32% of adult females participated at least once a week. By 2015 this has increased to 34%.

- 2.26 For two years 2011 and 2012 female participation was higher than males, it being 41.5% and 38.1% respectively. Whilst in the same years male participation was 35% and 30.6% of males participating.
- 2.27 Male participation has fluctuated, it being 39.5% of males participating at least once a week in 2006. Then decreasing to a low of 30.6% in 2012 and by 2015 it is 34.1% of male's participating. Over the nine year period of the APS surveys, the participation rate has decreased by 5.4%
- 2.28 These trends and changes have significance for the indoor facilities strategy. The main indoor facilities/activities that females participate in are swimming, keep fit/dance/exercise classes and gym. Whereas for men it is more about indoor hall sports and gym. Swimming is more evenly balanced between the genders but programming of pools is not based on gender and so there is not the choice to programme activities to encourage more participation by one gender or another. Whereas for hall sports this can be done by programming more exercise/dance/fitness classes for females and less time for five a side football.

Wychavon District Sports and Physical Activity Participation by Sport

- 2.29 It is important to review the findings based on the benchmark once a week measure of adult participation for the most important sports facility types in the Strategy. Is the rate of participation changing in the sports/facility types over time because if it is then this will impact on the levels of demand for the facilities?
- 2.30 Unfortunately, the data for the once a week adult participation rate by facility types is not at all extensive in the Active People survey, when assessed at individual local authority level. The reason is the sample size of the AP survey coupled with the low participation rate for particular sports, for example badminton or volleyball, means that in any one Active People survey there are only 2-3 respondents who play a particular hall sport. Making assessments about participation rates from such a small sample is not wholly reliable.
- 2.31 For these reasons Sport England does not categorise the AP findings by all individual facility types or sports. Sports halls are not included as a category on their own but swimming pools are. However even for swimming there are insufficient numbers of respondents to identify a participation rate for 2012 and the findings do not go beyond 2013. Therefore, there is not sufficient data to be able to identify the trend for participation in swimming. For the years in which data is available the rate of participation in swimming was 8.2% of all adults swimming at least once a week in 2006 and it is 6.9% in 2013.
- 2.32 There has been a decline in the rate of swimming participation at national level and in 2006 the England wide rate was 8% of adults swimming at least once a week and in 2015 it was 5.9%.
- 2.33 Chart 2.3 has the England wide rate (blue line) as well as the Wychavon rate up to 2013.

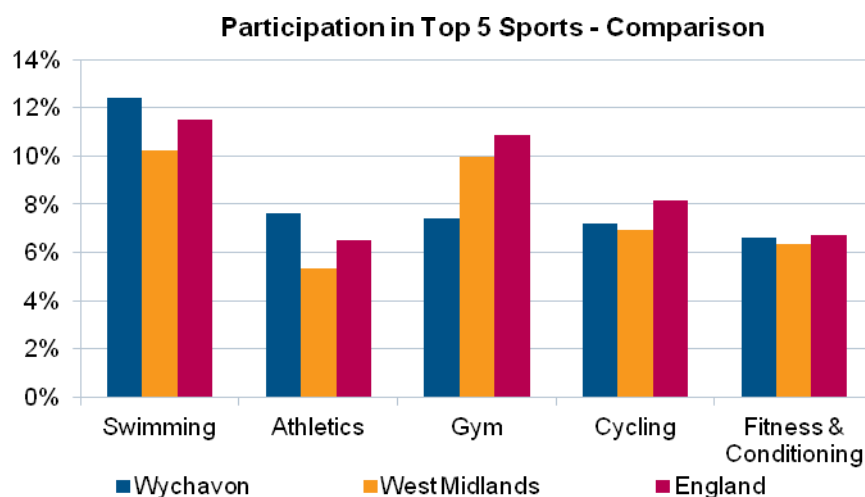
Chart 2.3: Rate of once a week sports participation for swimming. Wychavon District 2006 – 2013 and England wide 2006 - 2015



Most popular participatory sports and activities in Wychavon District

2.34 The most popular sports played as measured by the once a month participation rate for Wychavon District, West Midlands Region and England wide are set out in Chart 2.4 below. (Note: these are the geographies which Sport England provides for this measure. Also the measure is once month participation not once a week).

Chart 2.4: Participation levels for the most popular sports played in Wychavon District, West Midlands Region and England wide



(Source: Active People Survey 7, 2012/13 Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month)

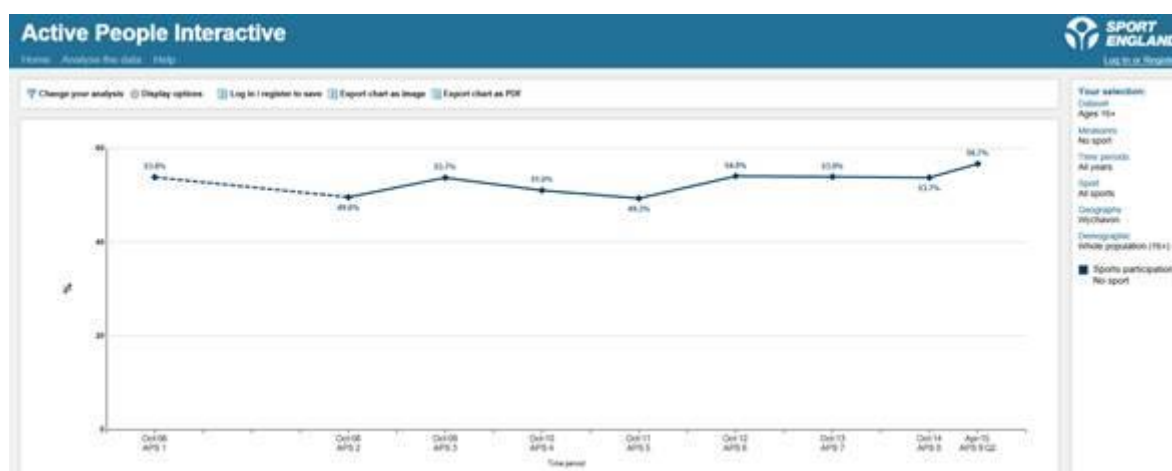
2.35 The key finding is that swimming is the most popular activity in Wychavon, with over 12% of Wychavon's adult population swimming at least once a month. Wychavon has a higher once a month participation rate than England wide or across West Midlands Region.

2.36 Three of the most popular sports/activities are included in the Wychavon strategy – swimming, gym and fitness and conditioning (which include gyms and studios).

Rate of non-participation and inactivity in Sport and Physical Activity participation in Wychavon District

- 2.37 As well as evaluating the rates of participation by age, gender and sports it is even more important to evaluate the overall levels of non-participation. In effect, the non-participation is the scale of the challenge to create a healthy and active lifestyle of residents rather than just being about increasing participation.
- 2.38 So what is the size of the challenge to get people involved who do not participate in any form of physical activity and how has the size of this challenge changed over the years?
- 2.39 Chart 2.5 below is the percentage of the Wychavon District population over the Active People surveys 1 – 9 who do NOT take part in any form of sport or physical activity. The rate of total non participation has not changed by much. In 2006 it was 53.8% of the adult population who did no activity. It was virtually unchanged in October 2014 at 53.7% of the adult population who did no activity. In the six months to April 2015 it has increased to 56.7% but a finding over 6 months should be treated with caution.
- 2.40 Overall the size of the challenge to create some physical activity amongst the Wychavon population represents over half of the adult population.

Chart 2.5: Rate of adult non participation in sport and physical activity Wychavon District Wychavon population and participation report 2006 – 2015



Sport England Market Segmentation

- 2.41 The final part of the profile of sports and physical activity participation for Wychavon analyses the findings from the Active People market segmentation and provides a more detailed picture of the types of participants and how the participation profile differs spatially.
- 2.42 As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.

- 2.43 The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. It is possible to analyse the market in a particular local authority. Each segment has been assigned a name which reflects the most popular first names for the group.
- 2.44 Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service we provide to the customer's individual needs, rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.
- 2.45 The market segmentation data on participation is based on at least once a month participation and does therefore differ from the Active People benchmark measure of once a week participation.
- 2.46 The market segmentation data for Wychavon has been applied to develop:
- A spatial profile of participation – which market segments are most dominant spatially across the District and does this differ in each town;
 - A quantitative assessment of the number of participants for each facility type across each segment; and
 - A descriptive profile of each segment which describes their motivations, barriers to participation as well as the sports they participate in most.

Map 2.2: Dominant market segments in Wychavon



- 2.47 There are three dominant market segments across the middle super output areas of Wychavon. This is within the usual range of dominant segments for an authority. These are Ralph and Phyllis (shaded blue/grey) which is the most dominate segment spatially. Then it is Tim (shaded yellow) to the north and middle of the district and finally Elsie and Arnold (shaded dark blue) but a very small area spatially in the south-west.
- 2.48 The differences in the dominant segments are of a younger more active population in the middle and north of the district (Tim's are aged between 26 – 45) and more of an older population in the east and centre of the district (Ralph and Phyllis are 60+) and Elsie and Arnold are 66+.

Analysis of three hub towns

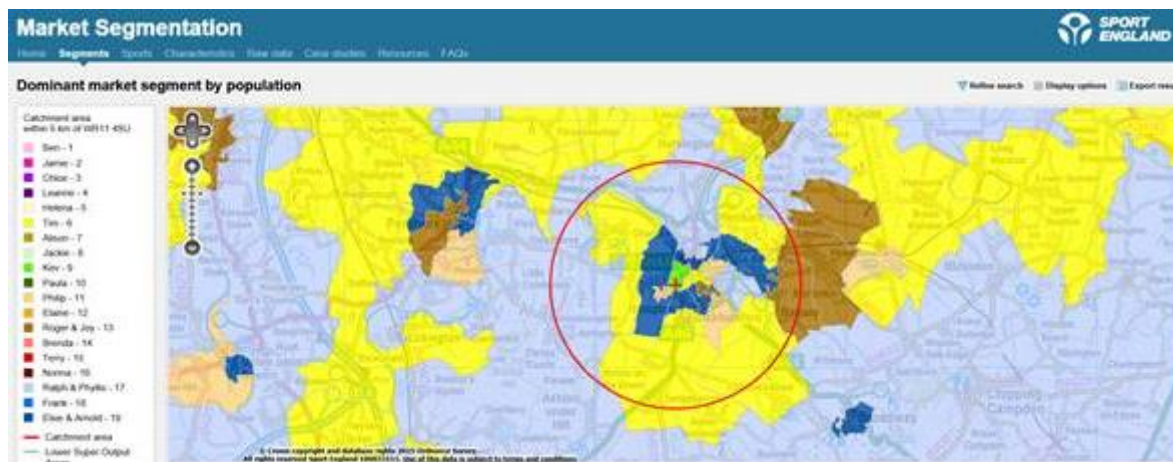
- 2.49 To get more refinement on the dominant segments the postcodes for the Droitwich Spa, Pershore and Evesham Leisure Centres, the market segments within 3 miles of the centre location have been mapped. The findings are set out in Maps 2.3 to 2.5 below.
- 2.50 For the Pershore centre the findings are that Tim and Ralph and Phyllis are still the dominate segments spatially with Tim to the north of the centre. There also some output areas for Philip (light brown) aged 46 - 55 and Roger and Joy (dark brown) aged 56 – 65. These two segments along with Ralph and Phyllis are the segments living closest to the centre.
- 2.51 The total population living within 3 miles of the centre is 12,062 people. Of this 1,346 are Tim's, 1,422 are Ralph and Phyllis' and 1,212 are Roger and Joy's. So the three dominate segments spatially make up 33% of the catchment area population.
- 2.52 Participation in sports and physical activity for these older age groups is predominantly for social, recreational and for a health benefit. They are also more likely to participate in day times in preference to evenings as they are more likely retired. Activities most popular are: swimming, dance and exercise cases with moderate intensity and recreational badminton. However outdoor activities such as walking, cycling and bowls are more popular than indoor activities.

Map 2.3: Market Segments within a 3 miles catchment area of the Pershore Leisure Centre



- 2.53 The map for Evesham Leisure Centre shows the same dominant segments but surprisingly given the map for the district there is more of a dominance of Tim, making up around 60% of the catchment area. Also Elsie and Arnold are more prominent. The total population within the catchment area of the centre is 25,619 people. Of this total there are: 2,595 Tim's; 2,188 Ralph and Phyllis's' 2,177 Elsie and Arnold's; and 1,278 Roger and Joy's. The four segments make up a population of 8,238 which is 32% of the catchment area population.

Map 2.4: Market Segments within a 3 miles catchment area of the Evesham Leisure Centre



2.54 The activities, key barriers and motivating factors for each of these dominant segments is summarised below.

- Segment 6 – Settling down Males: Tim (26-45)** is the dominant segment spatially for around 60% of the District. Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis. He is likely to be a member of a sports club and to take part in competitive sport. This segment is motivated by opportunities to improve his performance, keep fit and meet friends. Those that have children are also motivated by opportunities to take their children to participate in sport. A major barrier for this segment is work commitments indicating that facilities with longer opening hours may help to encourage this segment to participate.
- Segment 17 – Comfortable Retired Couples Ralph and Phyllis (66+)**. Ralph and Phyllis have below average levels of sports and physical activity participation. 71% of this segment has done no activity in the past 4 weeks compared with the average of 60% of all adults. 8% have participated at least once a week, whilst 9% have done 3 activities or sessions in the past week. They are likely to be doing the same or less sport and physical activity than 12 months ago, with health the main issue for those doing less.

The top sports that Ralph & Phyllis participate in are 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls. The main barrier to more activity is given as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems. 40% of this segment has a long standing illness, disability or infirmity. 'Other' barriers (including no opportunity and economic factors) are also a factor but to a much lesser extent than health.

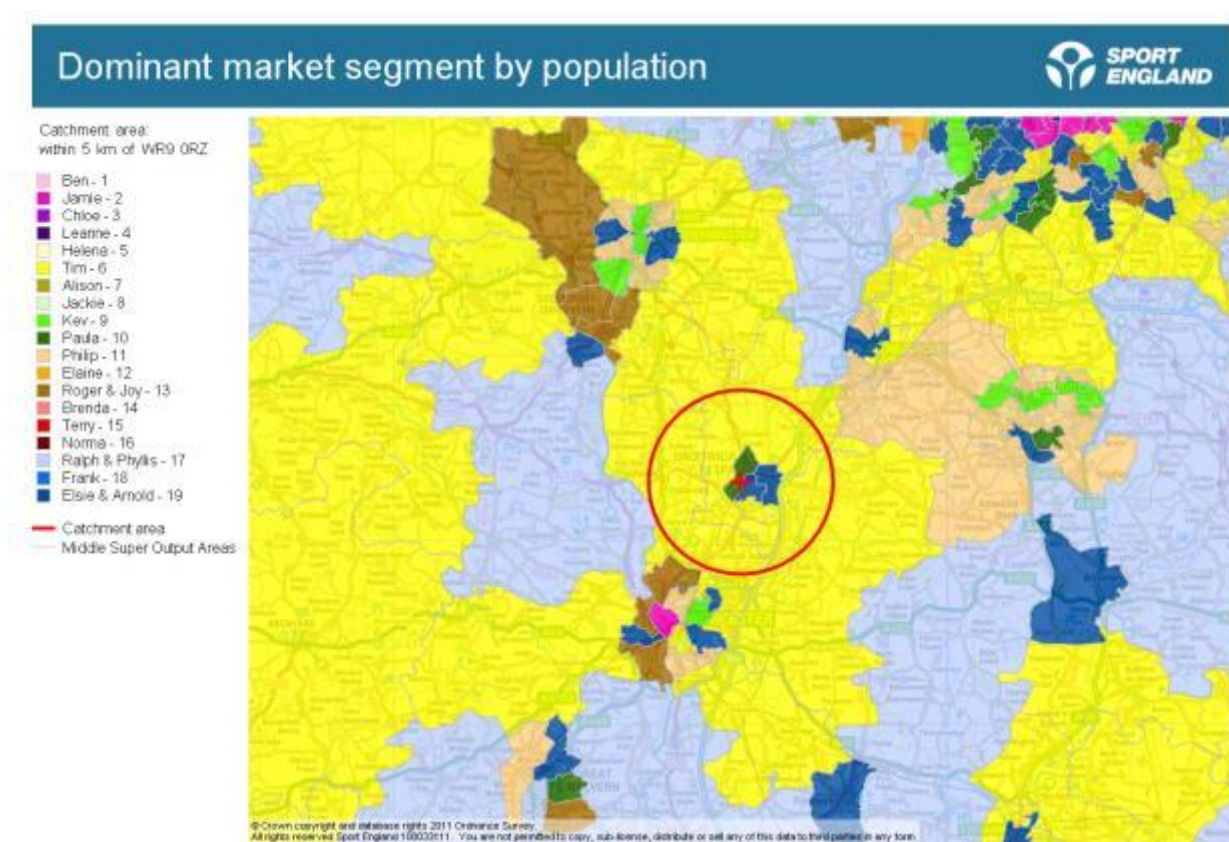
- Segment 19 – Retired Elsie and Arnold (66+)** Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports/activities that Elsie & Arnold participate in are walking, swimming, dancing, bowls and low impact exercise. 7% of this segment takes part in swimming, and 3% do bowls. Motivations to do more are improved transport and more people to do activity with. Barriers are age and health.

- Segment 13 – Early retirement couples Roger and Joy (56 – 65)** Roger & Joy are slightly less active than the average adult population. Roger & Joy have below average levels of sports participation. 66% of this segment has done no sport in the past four weeks, compared with 60% of all adults. 38% have participated in sport at least once a week, which is consistent with other segments of the same age.

The top sports that Roger & Joy participate in are keep fit/gym and swimming which are the most popular sports with 13% of the segment doing these, followed by cycling with 8% of this segment doing cycling, golf with 6% of the segment playing golf and angling with 2% of this segment doing angling. Their participation levels are below average for all these sports, with the exception of golf and angling. Motivations to participate more are improving health and activity with family. Barriers to increased participation are transport/access and health.

- Segment 11 – Comfortable Mid-Life Males Philip (46-55).** Philip is another relatively active segment and is the most active segment within this age group. He is likely to enjoy team sports such as football and cricket as well as indoor activities including badminton and gym-based activities. Like Tim, Philip is likely to be a member of a club and to take part in competitive sport. Motivations for this segment include meeting friends, taking children, keeping fit and enjoyment. Barriers include being too busy, particularly due to work commitment.

Map 2.5: Market Segments within a 3 miles catchment area of the Droitwich Spa Leisure Centre



2.55 The map for Droitwich Spa Leisure Centre shows three dominant segments. There is more of a dominance of Tim. Also Elsie and Arnold are more prominent, plus Paula. The total population within the catchment area of the centre is 24,957 people. Of this total there are: 2,484 Tim's, 2,098 Elsie and Arnold's and 732 Paula's. These three segments make up a population of 5,314 which is 21% of the catchment area population.

- **Paula** is not a very active type and her participation levels are slightly below those of the general adult population. The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running. Paula may also take part in Football, Badminton, Tennis, Rounders, Horse riding and Netball.

2.56 To provide the rounded picture and profile of all 19 market segments, details of the sports/activities most likely to appeal to each segment as well as information on barriers and motivating factors affecting them are set out in the appendix.

Summary

2.57 The summary of findings on population are:

- In 2014 Wychavon had a population of 119,752 people. The population of Wychavon has been steadily increasing from 113,100 people in 2001. The projected population in 2026 is 124,700 people.
- In 2012 there were an estimated 26,400 people aged 65+ in Wychavon, representing over 22% of the total population. There were around 22,600 young people (0 – 17) living in the district, just over 19% of the total Wychavon population.
- The working age population represents the majority of the population at 68,700, some 59% of the total Wychavon population.
- The under 17 age group is projected to decrease to 14% of the total population by 2026. The working age population aged 16 – 59 is projected to decrease to 49% of the total population in 2026. Whilst the over 60 population is projected to increase to 37% of the total population in 2026.
- So whilst there will be growth in terms of sports participation and the impact on facility needs this will be in the more elderly age groups who are less active.

2.58 The summary of findings on participation are:

- Wychavon rate of at least once a week adult participation has stayed with a narrow range over 2006 – 2015. It being 34.6% of all adults participating at least once a week in 2006, increasing to 39% in 2008. By April 2015 the rate is 32.1%. So over the nine year period of the AP surveys the rate of adult once a week participation has decreased by 2.5%.
- The rates for once a week participation for West Midlands Region and England wide are 32.2% and 34.6% respectively in 2006 and 33.2% and 35.5% in 2015. So Wychavon's participation rate is on a par with the West Midlands rate in 2015. Wychavon had the same as the England wide level of participation in 2006 but by 2015 Wychavon has 3.4% less adult participating once a week than England wide.

- Swimming is the most popular activity in Wychavon, with over 12% of Wychavon's adult population swimming at least once a month. Wychavon has a higher once a month participation rate than England wide at 11.6% or West Midlands Region at 10%.
- Three of the most popular sports/activities for participation are included in the Wychavon strategy – swimming, gym and fitness and conditioning (*which include gyms and studios*). The other two most popular activities are cycling and athletics (predominantly road running).
- The rate of total non participation in sport and physical activity has not changed much in Wychavon. In 2006 some 53.8% of the adult population did no activity. It was virtually unchanged in October 2014 at 53.7% of the adult population who do no activity. In the six months to April 2015 it has increased to 56.7% but a finding over 6 months should be treated with caution.
- Overall the size of the challenge to create some physical activity amongst the Wychavon population represents over half of the adult population.
- There are three dominate market segments spatially in Wychavon. This is within the usual range of dominate segments for an authority. These are Ralph and Phyllis which is the most dominant segment spatially. Then Tim to the north and middle of the district and finally Elsie and Arnold a very small area spatially in the centre and south west.
- The differences in the dominate segments means there is a younger more active population in the middle and north of the district (Tim's are aged between 26 – 45) and more of an older population in the east, south and centre of the district (Ralph and Phyllis are 60+) and Elsie and Arnold are 66+.
- A potted profile of each segment is:
 - **Settling down Males: Tim (26-45)** Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis. He is likely to be a member of a sports club and to take part in competitive sport. This segment is motivated by opportunities to improve performance, keep fit and meet friends. Those that have children are also motivated by opportunities to take their children to participate in sport. A major barrier for this segment is work commitments indicating that facilities with longer opening hours may help to encourage this segment to participate.
 - **Comfortable Retired Couples Ralph and Phyllis (66+)**. They have below average levels of sports and physical activity participation. 71% of this segment has done no activity in the past 4 weeks compared with the average of 60% of all adults. 8% have participated at least once a week, whilst 9% have done 3 activities or sessions in the past week. They are likely to be doing the same or less sport and physical activity than 12 months ago, with health the main issue for those doing less.

The top sports to participate in are 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls. The main barrier to more activity is given as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems. 40% of this segment has a long standing illness, disability or infirmity.

- **Segment 19 – Retired Elsie and Arnold (66+)** Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range. They are likely to be doing less activity than 12 months ago, mainly due to health or injury. The top sports/activities that Elsie & Arnold participate in are walking, swimming, dancing, bowls and low impact exercise. 7% of this segment take part in swimming, and 3% do bowls. Motivations to do more are improved transport and more people to do activity with. Barriers are age and health.
- **Segment 13 – Early retirement couples Roger and Joy (56 – 65)** are slightly less active than the average adult population. Roger & Joy have below average levels of sports participation. 66% of this segment has done no sport in the past four weeks, compared with 60% of all adults. 38% have participated in sport at least once a week, which is consistent with other segments of the same age.
- The top sports that Roger & Joy participate in are keep fit/gym and swimming which are the most popular sports with 13% of the segment doing these, followed by cycling with 8% of this segment doing cycling, golf with 6% of the segment playing golf and angling with 2% of this segment doing angling. Their participation levels are below average for all these sports, with the exception of golf and angling. Motivations to participate more are improving health and activity with family. Barriers to increased participation are transport/access and health
- The total population living within 3 miles of the Pershore Centre is 12,062 people. Of this 1,346 are Tim's, 1,422 are Ralph and Phyllis and 1,212 are Roger and Joy. So the dominate segments spatially make up 33% of the catchment area population
- Evesham Leisure Centre shows the same dominate segments. The total population within the catchment area of the centre is 25,619 people. Of this total there are: 2,595 Tim's; 2,188 Ralph and Phyllis's' 2,177 Elsie and Arnold's; and 1,278 Roger and Joy's. The four segments make up a population of 8,238 which is 32% of the catchment area population.
- Droitwich Spa Leisure Centre shows three dominant segments. There is more of a dominance of Tim. Also Elsie and Arnold are more prominent, plus Paula. The total population within the catchment area of the centre is 24,957 people. Of this total there are: 2,484 Tim's, 2,098 Elsie and Arnold's and 732 Paula's. These three segments make up a population of 5,314 which is 21% of the catchment area population.
- The Pershore catchment is smaller than both Evesham and Droitwich, which does have implications in terms of need and viability of facility development going forward.
- Again whilst participation levels are generally good the profile and activity base is characterised by older age groups with particular activity and facility needs.

2.59 Therefore consider when looking at facility needs, next sections looks at the baseline for swimming pools.

3: Swimming Pools

Introduction

- 3.1 This section provides the baseline analysis of swimming pool needs across Wychavon for 2015. The reporting of the findings for swimming pools follows the 4 ANOG headings. The detailed data is set out in the appendix report.

Summary

Quantity

- 3.2 The supply and demand for swimming pools across Wychavon is almost in balance in 2015 with demand by Wychavon residents exceeding the Wychavon supply by only 5 sq metres of water. The total supply available for public use is 1,191 sq metres of water and the total demand is 1,196 sq metres of water (a 25m x 4 lane pool is 212 sq metres of water).
- 3.3 Malvern Hills has 5 swimming pools on 4 sites. Whilst Worcester City has 8 pools on 5 sites. In Worcestershire County there are 32 pools on 24 sites.
- 3.4 Based on a comparative measure of waterspace per 1,000 population Wychavon's provision is the lowest of the three districts at 10.5 sq metres of water per 1,000 population. Malvern Hills has the highest at 16.5 sq metres of water and Worcester City has 14.2 sq metres of water per 1,000 population.
- 3.5 The Active People once a week measure of swimming participation shows that 6.91% of adults in Wychavon swam at least once a week in October 2013 (*Note: data on AP 8 for swimming participation in Wychavon in 2014 is not available*). The rate of once a week participation has declined from 8.2% in 2006
- 3.6 The total market segmentation population for swimming across all 19 adult segments in Wychavon is 13,499 people who swim at least once a month.

Table 3.1: List of all swimming pool sites and size of pools in Wychavon 2014

Name of facility	Type	AREA	SITE YEAR BUILT	SITE YEAR REFURB	PUBLIC/COMMERCIAL
WYCHAVON					
DAVID LLOYD CLUB (WORCESTER)	Main/General	300	2012		C
DROITWICH SPA LEISURE CENTRE	Main/General	325	1995		P
EVESHAM LEISURE CENTRE	Main/General	275	2009		P
EVESHAM LEISURE CENTRE	Learner/Teaching/ Training	84			
PERSHORE LEISURE CENTRE	Main/General	275	2002		P

(Note – there are other pools at Evesham Hotel, Lygon Arms and Leedons Park but these are too small to feature in the model)

Quality

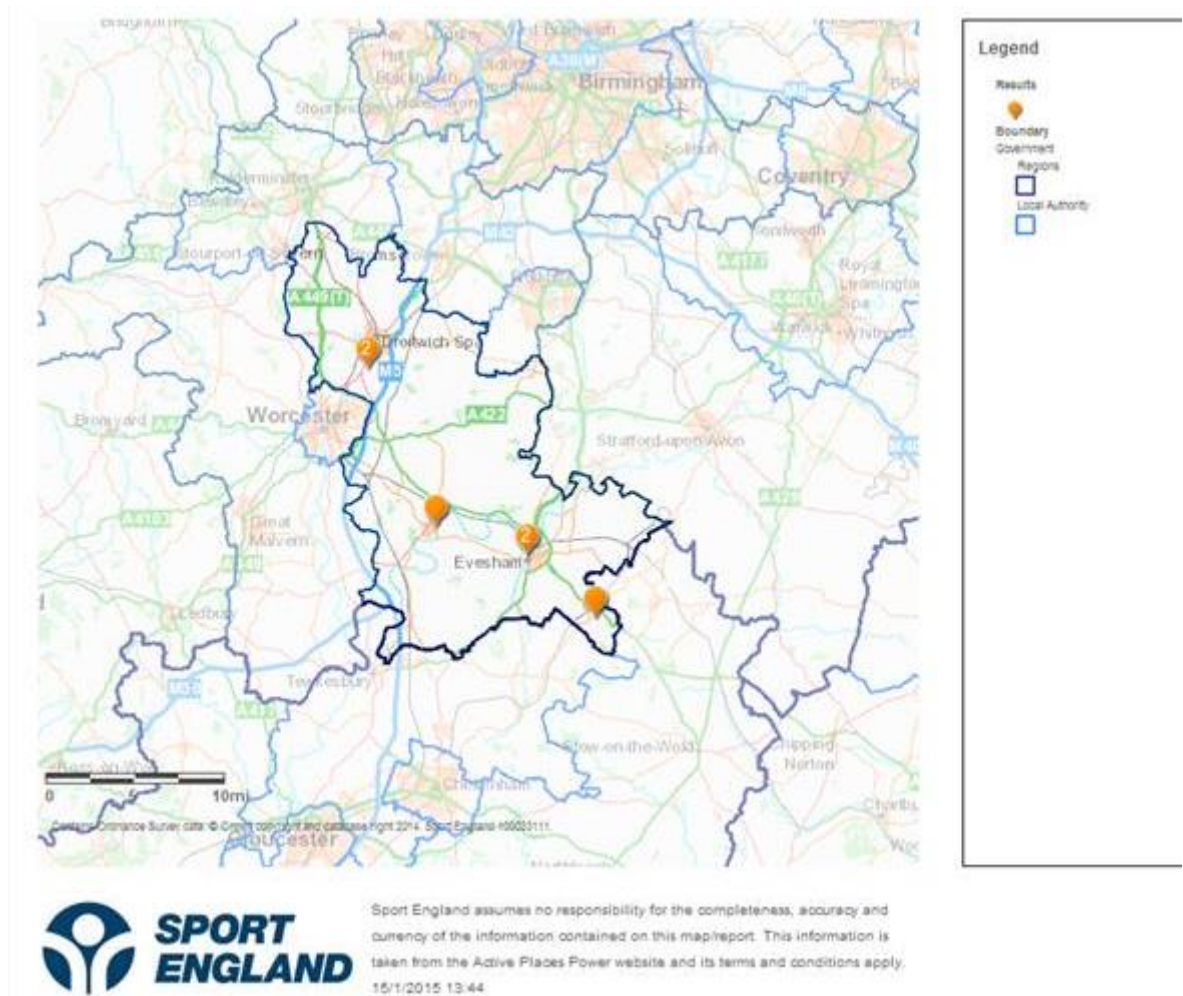
- 3.7 The average age of the public pools in Wychavon is 13 years. Droitwich Spa is the oldest pool having opened in 1995, Pershore Leisure Centre opened in 2002 and Evesham Leisure Centre opened in 2009. There has been no major modernisation of the stock and a focus of this fpm assessment is to determine if the scale of demand in the Droitwich area warrants modernisation of that pool. Or if the scale of the increase in demand over the next 10 years does justify an actual change/increase in swimming pool provision.
- 3.8 Wychavon has the youngest stock of pools across all nine authorities, followed by Cotswold and Redditch at 19 years. Overall it is quite an old stock of pools with the average age across the nine authorities of 28 years. Some 23 pools have been modernised which represents 62% of the pre 1990 stock.
- 3.9 In terms of quality of pools based on age the stock is quite modern with the oldest pool being at Droitwich Spa and which opened in 1995. The three other pools including David Lloyd opened between 2002 – 2009. None of the pools has undergone a major modernisation and that is the requirement at Droitwich Spa.
- 3.10 So overall the age range of the 3 public leisure centre pools is between 5 and 19 years old.

Accessibility

- 3.11 In 2015 some 12% of the Wychavon population does not have access to a car. This is quite low at 4% below the England wide average and will influence travel patterns to swimming pools.
- 3.12 Car travel is though the dominant travel mode with 89% of all visits to pools across Wychavon being by car. (The car travel catchment area is 20 minutes).

- 3.13 7% of all visits to pools is met by residents who walk to pools (based on a 20 minute or 1 mile catchment area), whilst 3% travel by public transport. So only around only one in ten visits to pools are by a combination of walking or public transport.
- 3.14 Based on the location/catchment area of Wychavon's pools and the location of the Wychavon demand, the district is retaining 78% of its own demand for swimming at pools located in the district. This is a high level of retained demand and means the location and catchment area of pools and the location of the Wychavon demand for swimming are very well correlated. So much so that for nearly eight out of ten visits to a pool by a Wychavon resident it is to a pool located in the district.
- 3.15 Wychavon is exporting some 21% of its own demand to pools located in neighbouring boroughs (based on the assessment that the Wychavon demand is traveling to the nearest pool to where residents live). This is quite a low level export of demand.
- 3.16 The largest export of demand goes to Worcester City at 10% of the totals, 21% exported demand. 4% goes to Stratford upon Avon, 3% to Tewkesbury, 2% to Bromsgrove and 1% to each of Malvern Hills and Redditch.
- 3.17 In 2015 unmet demand for swimming pools is very low at 6.7% of the Wychavon total demand for swimming and this represents 79 sq metres of water. (Unmet demand includes demand that is outside the catchment area of a pool, not just pools that are too full to accommodate all the demand in the catchment area).
- 3.18 In Wychavon 98% of the total unmet demand is locational being demand located outside the walk to catchment area of a pool. Plus there is an area to the east of the authority on the Stratford upon Avon boundary which is outside the drive to catchment area of any pool. It represents about 2% of the land area of the district (Map 3.2 in run 1 in the main report). Overall unmet demand is not an issue in 2015 – across the district.
- 3.19 Given the very low level of unmet demand there is no one locational area which could be described as a hot spot of unmet demand, the single biggest clusters of unmet demand outside the walking catchment area of a pool are in Evesham at 13 sq metres of water and Droitwich at 9 sq metres of water.

Map 3.1: Location of swimming pools in Wychavon 2014



Availability

- 3.20 In 2015 across the district the estimated used capacity of pools (how full the pools are) is 67% and this is 3% below the Sport England 'pools full comfort level' of 70% of capacity used at peak times. So there is a small amount of headroom before this level is reached.
- 3.21 However, there is variation in the estimated used capacity at the District's three pools. Evesham is estimated to be at 100% of capacity used; Droitwich Spa at 58% and Pershore at 48%.
- 3.22 The key point arising from these findings is that whilst there is overall enough capacity at Wychavon's pools so that supply and demand almost balance, there is an uneven distribution of demand across the pool sites. With Evesham estimated to be very full and Droitwich Spa and Pershore having some unused capacity.
- 3.23 The level of demand imported into Wychavon pools is estimated to be 23% of the used capacity of the pools at peak times, so one in four visits. This may sound high but there are similar levels of imported demand at Malvern Hills at 22% whilst Bromsgrove is at 35%, whilst Tewkesbury is at 50% of the usage of its pools estimated to be imported.

Implications of the baseline findings for the three hub areas of Droitwich, Evesham and Pershore

- 3.24 The supply and demand for swimming pools across Wychavon is almost in balance in 2015 with demand by Wychavon residents exceeding the Wychavon supply by only 5 sq metres of water.
- 3.25 So Wychavon has enough pools and they are in the right locations. Quantity overall is OK it is the distribution of demand which is the issue, the age of the Droitwich Spa pool and being 'fit for purpose' for the next 15 years,
- 3.26 The key finding is the 'uneven' distribution of swimming demand at the three pool locations. Evesham is estimated to be at 100% of capacity used at peak times; Droitwich Spa at 58% and Pershore at 48% in 2015.
- 3.27 The Droitwich pool demand may well be influenced by its age and the location of some demand in the Droitwich area being located closer to pools in Worcester City and where there is a cluster of pools in a very small land area. Some 10% of the Wychavon demand for swimming is estimated to be exported to Worcester City. Also the age of the Droitwich pool may well be a detraction in terms of participation.
- 3.28 At Evesham it is the most modern pool and there is almost a unique drive time catchment area. It is the area of the district where there is the lowest access to pool based on the 20 minute drive time catchment with residents having access to between 1 - 5 pools. (It is between 5 – 10 pools for much of the Droitwich area and even higher to the north of Droitwich). So Evesham has less competition and it is a modern pool, so retains demand.
- 3.29 Pershore is similar to Evesham in terms of location, access and competition and it is most likely a reflection of the actual demand within the town and the pool catchment area. Also the age structure of the Pershore population suggests there are fewer residents in the age bands who swim most frequently
- 3.30 To assess the future demand for swimming pools up to 2025 and to take account of the population growth and housing locations a facility planning model assessment was undertaken. The findings are set out in section 8.

Baseline summary

- 3.31 In terms of the baseline summary for 2015 there are sufficient pools across Wychavon to meet residents needs, they are of good quality and well located. The pools are not full are there is potential scope to increase usage.
- 3.32 The current pool stock should be protected. There would not appear to be a need to provide new provision based on the current position. The priority would appear to be the enhancement of Droitwich Spa given its age and current usage.
- 3.33 However growth is key to any future strategy, which is assessed in section 8.

Introduction

- 4.1 This section provides the baseline analysis sports hall needs across Wychavon for 2015. The reporting of the findings follows the 4 ANOG headings. The detailed data is set out in the appendix report.

Summary

Quantity

- 4.2 In 2015 Wychavon's demand for sports halls expressed in badminton courts, is for 34 badminton courts. This compares to an available supply of 32 badminton courts available for community use. So overall in 2015 demand for badminton courts exceeds supply by 2 badminton courts.
- 4.3 Wychavon has 11 sports halls on 8 sites. Six of the 8 sports hall sites in Wychavon are on education sites. So retaining the overall supply is dependent on retaining access to the majority of venues not under the control of the District Council.
- 4.4 Based on a comparative measure of badminton courts per 10,000 population Wychavon's provisions are the lowest of all the authorities at 3.3 badminton courts per 10,000 population. Malvern Hills has the highest at 7.5 courts per 10,000 population and the next lowest after Wychavon is Wyre Forest with 4.2 courts per 10,000 population.
- 4.5 There is a positive supply and demand balance of supply exceeding demand in Malvern Hills of 18 badminton courts and a positive balance of 23 badminton courts in Worcester City.
- 4.6 Participation in all the hall sports as a category is not measured in the Active People survey. There is a combined category of swimming and hall sports. Extracting the swimming participation rate, the rate of participation in hall sports in Wychavon in 2014 is 17.4% of the Wychavon adult population participating at least once a week. This has increased from 13.4% in 2006.

Table 4.1: List of all sports halls in Wychavon 2014

Name of Facility	No of courts	SITE YEAR BUILT	SITE YEAR REFURB	PUBLIC/COMMERCIAL
WYCHAVON				
DODDERHILL SCHOOL	3	1999		P
DROITWICH SPA HIGH SCHOOL	4	1975	2004	P
DROITWICH SPA LEISURE CENTRE	4	1985	2005	P
THE DE MONTFORT HIGH SCHOOL	4	2001	2009	P
EVESHAM LEISURE CENTRE	4	2009		P
PERSHORE HIGH SCHOOL	4	1960	1999	P
PRINCE HENRY'S SPORTS HALL	4	1997		P
ST EGWINS C of E School	3	2007		P

(Note – other facilities e.g. Wallace House are too small to feature in the modelling)

Quality

- 4.7 The summary assessment of quality of sports hall provision based on a quality proxy of age, modernisation and size to provide for a range of activities are;
- 4.8 The sports hall stock is quite modern with 5 of the 8 sites having opened post 1997. Of the older stock there is a 1960 sports hall at Pershore High School and two older venues at Droitwich Spa Leisure Centre (1985) and Droitwich Spa High School (1975).
- 4.9 Four of the eight sites have been modernised, this include the oldest venues and The De Montfort High School opened in 2001. The oldest unmodernised sports hall is the Price Henry Sports Hall opened in 1997.
- 4.10 Wychavon's stock has been provided over 5 decades with the oldest venue at Pershore High School opened in 1960 and modernised in 1999. The most recent sports hall is the Evesham Leisure Centre opened in 2009. The four pre 1990's sports halls have all been modernised.
- 4.11 Given the overall age of the venues it is likely there will be a draw to the Evesham centre because it is the most recent venue and implicitly has the highest quality.
- 4.12 After the Pershore High School venue, the next venue to open was Droitwich Spa High School in 1975 and modernised in 2004. The Droitwich Spa Leisure centre opened in 1985 and was refurbished in 2005. Two centres opened in the 1990's at Worcestershire Cricket School in 1997 and Dodderhill School in 1999, neither venue has been refurbished.

- 4.13 Finally three venues opened in the 2000 decade, The De Montfort High School in 2001 and modernised in 2009, St Egwins School in 2007 and as reported the most recent sports hall at Evesham Leisure Centre in 2009.
- 4.14 The average age of the sports halls in Wychavon is 23 years.
- 4.15 In terms of quality and fit for purpose 8 of the actual 11 sports hall sites are 4 badminton courts and 3 are ancillary halls of 3 badminton courts. The older education venues are the smaller education standard size sports halls of 28m x 17 metres and so are very small 4 court halls and restricted in terms of run-off space. Also most venues have solid floors not sprung timber floors.
- 4.16 In 2011 Sport England and the National Governing Bodies of Sport developed model guidelines for indoor hall sports. The 4 badminton court size sports hall is defined as 33m x 18m. There is also a larger size sports hall for community level provision and to allow for local level competitions of 34.5m x 20m.
- 4.17 Overall, in terms of age and fit for purpose the Wychavon sports hall stock is quite old and lacking in size to meet the most recent guidance on scale of sports hall provision.
- 4.18 Size of the sports halls can restrict the quality assessment. The largest hall is the Evesham Leisure Centre at 33 metres x 18 metres. The Droitwich Spa and Pershore Leisure Centre sports halls are below these dimensions at 32m x 17 or possibly smaller. Furthermore, the school sports halls at Droitwich Spa High School, and Pershore High School are built to Department for Education standards for schools use and are smaller at around 31m x 17 metres.
- 4.19 It is acknowledged that the smaller size sports halls will restrict the run off areas and hence the quality of the venue for some hall sports.
- 4.20 The absence of sprung timber floors in most of the venues is quite a big constraint on the quality of the sports hall provision.
- 4.21 If there is consideration to re-provide sports halls based on the overall evidence base assessment then a major consideration will be to provide a sports hall which meets the 2011 Sport England and National Governing Bodies for Hall Sports on dimensions. In summary these are: a 4-court hall module with nominal dimensions of 34.5 x 20.0 x 7.5 and a larger 5 court hall module with nominal dimensions of 40.6 x 21.35 x 7.5 m being the minimum sizes for multi-sport projects, to meet both education and community use for halls sports at the community level of activity.

Accessibility

- 4.22 Accessibility to sports halls is defined/based on the catchment area of venues and travel patterns to sports halls by car, public transport and walking. Accessibility also measure any unmet demand located outside the catchment area of a sports hall.
- 4.23 Overall there is very good access to a high number of sports halls based on residents travelling by car. Car travel is the dominant travel mode with 88% of all visits to sports halls pools being by car. 8% of all visits to sports halls pools are met by residents who walk to sports halls, whilst 3% travel by public transport. So as with swimming pools, only around only one in ten visits to a sports hall is by a combination of walking or public transport.
- 4.24 In 70% of the land area of Wychavon residents have access to between 5 – 10 sports halls based on a 20 minute drive time of where they live and the location of the sports

halls. In the remaining 30% of Wychavon's land area (around Droitwich) residents have access to between 10 - 20 sports halls.

- 4.25 Wychavon is retaining 71% of its own demand for sports halls within the District. This is a reasonably very high level of retained demand but it does mean that Wychavon is exporting 29% of its own demand for sports halls to neighbouring authorities.
- 4.26 Some 14% of Wychavon's sports hall demand is going to Worcester. This is not only a reflection of where people live but also that there are 10 sports halls sites in Worcester. In some ways it is a bit of a surprise that it is not higher. It could be considered that this area of the District is served by the Droitwich Spa sports halls.
- 4.27 Some 4% of the Wychavon's demand goes to Stratford upon Avon, 2% then go to Tewkesbury, 2% to Bromsgrove and 1% goes to Redditch.
- 4.28 Unmet demand for sports halls in 2015 is very low at 6.2% of Wychavon's total demand and this represents 2 badminton courts. Of this total, some 97% is because of demand located outside the walk to catchment area of a sports hall.
- 4.29 Given the overall very low level of unmet demand there is no one area which could be described as a hot spot of unmet demand, The single biggest cluster of unmet demand outside the walk to catchment area of a sports hall is to the south and east of Evesham. It is a very low value at around 1 badminton court.

Availability

- 4.30 Availability is defined on three counts: (1) how full the sports halls are – known as used capacity, (2) levels of any demand which cannot be met at sports halls because of lack of capacity and (3) levels of imported demand.
- 4.31 The key finding is that as with swimming pools, that whilst there is overall enough capacity at Wychavon's sports halls to meet demand, there is an uneven distribution of demand across the sites.
- 4.32 The district wide average for used capacity is 63% of the total capacity at peak times. This is 17% within the Sport England halls full comfort level of 80% of capacity used at peak times.
- 4.33 The level of sports hall demand imported into Wychavon is very low at only 9% of the used capacity of the Wychavon sports halls at peak times, so one in ten visits. The highest imported demand is from each of Worcester City and Stratford upon Avon at between 2% - 3% of the total 9% of demand imported.
- 4.34 By contrast over 21% of the used capacity of the Worcester City sports halls, at one in five visits are from outside the authority. Some 12% of this is estimated to be from Wychavon and 9% from Malvern Hills.

Impact on the three hub sites of Droitwich, Evesham and Pershore

- 4.35 As with swimming pools, there is variation in the estimated used capacity at the District's main leisure centre sports halls. Evesham is estimated to be at 100% of capacity used at peak times whilst Droitwich Spa has the district wide average at 63% of capacity used at peak times.
- 4.36 It could be demand in the Evesham area is higher than elsewhere and also there is a lack of access to other centres within the catchment area (unlike Droitwich where there is considerable choice).

- 4.37 Also Evesham Leisure Centre is the most recent sports hall having opened in 2009, and so it will be comparatively more attractive to users than other venues. The De Montfort High School sports hall opened in 2001 and was modernised in 2009 and so it is a comparatively more attractive venue as well. The estimated used capacity of The De Montfort High School is also high at 81% of capacity used at peak times.
- 4.38 The centres with the lowest level of estimated used capacity are at Dodderhill School, 42% of capacity used and which is located in the hot spot of sports hall provision in Droitwich and neighbouring Worcester. Also it is an independent school and does not appear to have extensive access for community use.
- 4.39 Pershore High School sports hall is estimated to have around 49% of the sports hall capacity used at peak times. This however is a three badminton court venue and so its capacity is restricted and the quality is poor.

Baseline summary

- 4.40 There are sufficient halls across Wychavon to meet current residents needs, however in comparison to neighbouring authorities the levels of provision are low. The current hall stock should be protected.
- 4.41 The halls are of mixed quality but are well located.
- 4.42 The halls are not full are there therefore appears potential scope to invest to enhance usage at the poorer quality sites where greater use could be encouraged, particularly at school sites e.g. community use access used at peak times at Prince Henry's School (50%), The De Montfort High School (85%), Pershore HS (50%).
- 4.43 If further provision was required to meet future needs, developing additional provision at the current locations appears a sensible approach as the facilities are well located and there are no provision gaps e.g. Droitwich LC as part of any future hub.
- 4.44 Any new provision should seek to meet Sport England and National Governing Body technical standards.
- 4.45 Again as set out growth is key to the strategy, this will define extent and location of any additional sports hall provision required, which is assessed in section 8.

5: Other Indoor Facilities

Introduction

- 5.1 The analysis for the remaining facility types follows the same sequence of reporting as for swimming pools and sports halls and under the same ANOG headings. However, the level of data and analysis is not as extensive as for swimming pools and sports halls. This section considers indoor facilities.

Indoor Bowling Centres

Quantity

- 5.2 There are no indoor bowls centres in Wychavon. Across the Herefordshire and Worcestershire CSP there are three indoor centres as detailed in Table 5.1 below.
- 5.3 The nearest rink to Wychavon is in Malvern Hills at the Manor Park Centre. This is a multi-sports club established by membership in 1921. Indoor bowls is one of five sports facility types at the centre. It is a 6 rink centre and is managed by a Trust. The indoor bowling centre opened in 1982 and was modernised in 2002. The two other centres in Leominster and Bromsgrove are also 6 rink centres but operate as pay and play access. The Leominster Centre opened in 1997 and has not had a major modernisation. The Bromsgrove centre opened in 1993 and was modernised in 2012 after extensive flood damage.

Table 5.1: Indoor bowling centres in Herefordshire and Worcestershire CSP

Site Name	Facility Type	Number	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Year Refurb	LA Name
BRIDGE STREET SPORTS CENTRE	Indoor Bowls	6	Operational	Pay and Play	Local Authority	Trust	1997	n/a	Leominster Herefordshire,
BROMSGROVE & DISTRICT INDOOR BOWLS CLUB	Indoor Bowls	6	Operational	Pay and Play	Sports Club	Sport Club	1993	2012	Bromsgrove
MANOR PARK MALVERN MULTISPORTS COMPLEX	Indoor Bowls	6	Operational	Sports Club/ Association	Other	Trust	1986	2002	Malvern Hills

- 5.4 The indoor bowling centre provision in the CSP area is typical. Most indoor bowls facilities are private sector/club owned and/or managed with membership access to use the centre, although most centres do provide for pay and play as casual use at off peak times as a way of encouraging subsequent membership.
- 5.5 This type of ownership and access applies to the 3 centres. Club membership levels are not known and a review of the web sites for each venue did not provide this information. From studies undertaken elsewhere by naa and mainly in Norfolk (which has above national average rates of participation in indoor bowls) and looking at 9 centres the membership levels are declining across all types of ownership, management and access. Average membership at these centres is between 350 - 400 members.

Bowls facilities per 1,000 population

- 5.6 Facilities per 1000 population are a manual calculation of the pro rata provision of indoor bowls in the Herefordshire and Worcestershire CSP area. Given there are so few facilities the findings for some other close to West Midlands authorities are also included.
- 5.7 This shows that Stratford upon Avon which has two centres has the best provision at 0.96 rinks per 1,000 population, followed by Malvern Hills at 0.79 rinks per 1,000 population and Rugby at 0.77 rinks per 1,000 population. Not counting Birmingham because it has a much larger population than the other authorities, the provision is lowest in Coventry at 0.18 rinks per 1,000 population.

Table 5.2: Indoor Bowling Centres per 1,000 population in Herefordshire and Worcestershire CSP and wider West Midlands

Authority	Population 2014	Indoor bowls centres	Rinks	Rinks/1000 population
Wychavon		0	0	0
Bromsgrove	95225	1	6	0.63
Herefordshire	188299	1	6	0.31
Malvern Hills	75928	1	6	0.79
Other West Midlands Authorities				
Cannock Chase	98513	1	2	0.20
Coventry	333088	1	6	0.18
Birmingham	1103398	2	10	0.09
Rugby	103802	1	8	0.77
Shropshire	311276	1	6	0.19
Solihull	210898	1	8	0.37
Tamworth	78428	1	6	0.76

Quantity - Demand

- 5.8 An assessment of the demand for indoor bowling by Wychavon residents can be made by setting out the rate of participation in indoor bowling as measured in the Sport England Active People survey and applying the benchmark measure of once a week participation of at least 30 minutes moderate intensity activity.
- 5.9 Indoor bowls data on participation is restricted to the national level because of insufficient responses in the survey at the regional and Wychavon District level to be able to provide a sample size that allows for a measured assessment of participation.
- 5.10 This in itself does illustrate the low rate of participation in indoor bowls in the West Midlands. Participation at the England level has remained relatively constant since APS5/2011 (the earliest date at which information was gathered), though it appears to have peaked in APS 7 (2013) at 0.8% of the English adult population participating in indoor bowls at least once a week.

5.11 In the first 6 months of APS 8 from October 2013 to April 2014 the rate of participation has dropped slightly to 0.74% of the England wide adult population. This is of concern because the winter period is obviously when most indoor bowling takes place.

5.12 Chart 5.1 Rate of participation in indoor bowling England wide level 2011 - 2014

All bowls

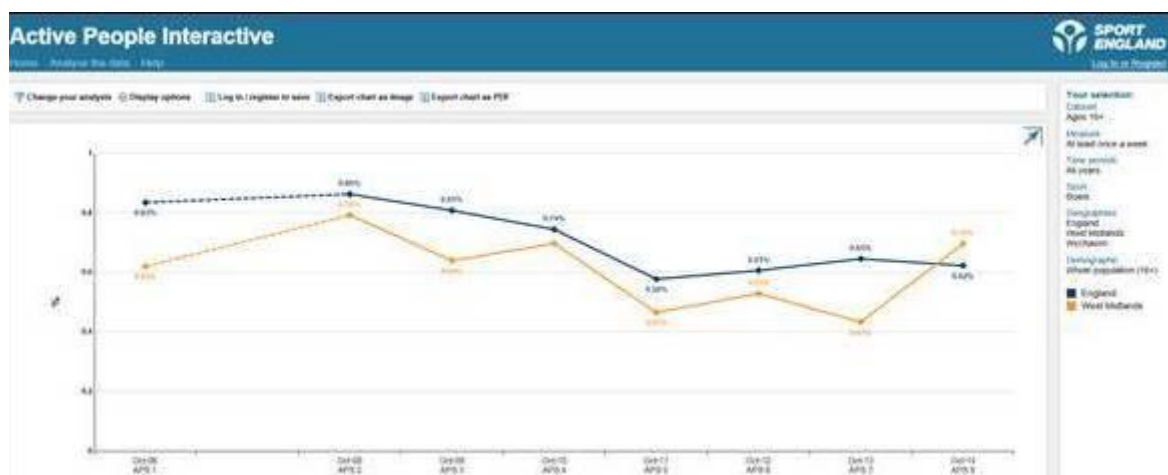
5.13 To try and provide more information on participation in bowling the rate of participation for ALL bowls is set out in chart 5.1 below and this is for England wide and the West Midlands level over the period of the APS1 2005 – 2006 to APS 8 2013 – 2014. The dotted line up to the start of APS 3 in 2008 reflects a small sample size and the estimate of participation. After that the small size and responses on indoor bowling were sufficient to project the rate of participation.

5.14 The data from Active People illustrates a declining picture participation in bowls. In APS 3 in 2008 -09 participation at England wide level (blue line) was 0.86% of the England wide adult population playing at least once a week and 0.79% of the West Midlands (yellow line) adult population playing.

5.15 Since then there has been a steady decline in participation but with some peaks. In APS 8 for 2014 participation at the England wide level was 0.62% of the adult population and at the West Midlands level it was 0.70% of the adult population, an increase over the 2013 figure of 0.43% of the regional population playing bowls at least once a week.

5.16 In numbers of bowlers the 2014 figures represents 310,496 bowlers at the England wide level and 22,887 bowlers at the West Midlands regional level. Put another way the total population of Wychavon at 119,085 people in 2014 is five times higher than the total number of adult bowlers for all types of bowling in England.

Chart 5.1: Rate of once a week participation in ALL bowls for England wide and West Midlands Region 2005 – 06 to 2013 - 14



Market Segmentation

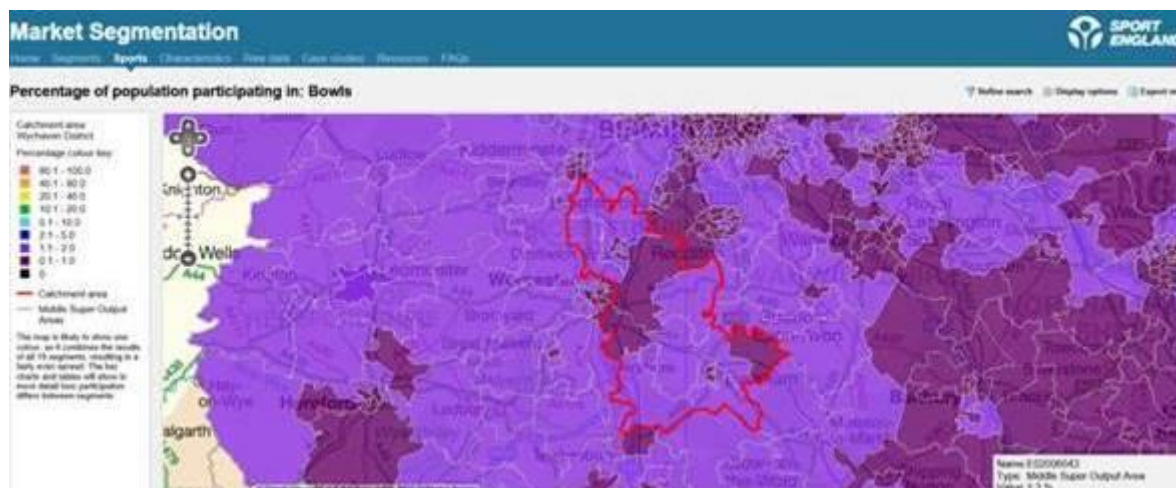
5.17 The market segmentation map for participation in ALL types of bowling both indoor and outdoor and the number of bowlers in each market segment in Wychavon is set out in Map 5.1 and Chart 5.2 overleaf.

5.18 Map 5.1 shows that in the areas shaded light purple the rate of participation in ALL BOWLS is between 1.1 – 2% of the adult population of Wychavon in 2014. Whilst in the

areas shaded deeper purple the rate of participation is between 0.1% - 1% of the adult population of Wychavon.

- 5.19 Combined and based on the market segmentation data this represents a total adult bowling population of 1,057 bowlers in Wychavon in 2014. The market segmentation data also estimates the number of people who would like to play ALL bowls but do not. The estimate is that this latent demand represents a further 228 potential bowlers. So the total actual and latent demand for all bowls in Wychavon in 2014 is assessed as 1,285 bowlers.

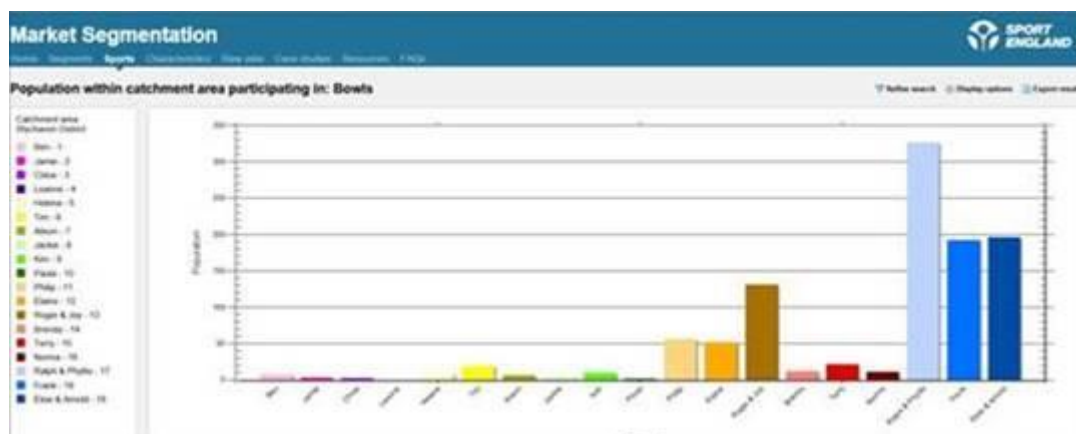
Map 5.1: Percentage of the Wychavon population who do play bowls (all types of bowling) 2014



- 5.20 In terms of the profile of bowlers across the 19 market segments and the total number in each segment this is shown in chart xx below. Bowls participation is very much concentrated in the three market segments aged 55 and upwards. That is from the Ralph and Phyllis, Frank and Elsie and Arnold market segments. With a lower participation level from Roger and Joy (dark brown column).

- 5.21 The top four segments which make up the bowling participation in Wychavon are in order of numbers participating: Ralph and Phyllis with 326 bowlers, Elsie and Arnold with 196 bowlers; Frank with 193 bowlers; and Roger and Joy with 131 bowlers.

Chart 5.2: Market segments for ALL bowling in Wychavon 2014



- 5.22 A profile of these segments is set out in Table 5.3 overleaf.

Table 5.3: Profile of the four top segments who play bowls Wychavon 2014

Segment number	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Segment participation
17	Ralph and Phyllis Comfortable Retired Couples	Male / female 65+ Married Retired	Bowls, Golf, Tennis, Table tennis, Snooker, Walking, Fishing, Swimming	Social Improve performance and keep fit Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D Approx. 70% zero days
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% zero days
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 75-80% zero days
13	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part-time	Swimming, Walking, Aqua Aerobics, Bowls, Sailing, Golf, Shooting, Fishing, Racquet Sports	Keeping fit To help with injury Enjoyment Taking grandchildren	Poor health Lack of interest Transport	Better facilities Improved transport	Participate once or twice a week 50-55% zero days

5.23 When the latent demand of people who would like to play all types of bowls is included, the total market segment population across ALL market segments for ALL types of bowling in Wychavon in 2014 is 1,285 bowlers who do play and 228 people who would like to play. This provides a total market segmentation demand for ALL types of bowling in Wychavon of 1,513 bowlers.

Demand assessment for indoor bowling in Wychavon

5.24 So from all these sources what is the estimate of demand for indoor bowling across Wychavon?

5.25 The key determinant is the rate of participation in indoor bowling. This is only available at the England wide level and it has been static/slightly declining over the 2011 – 2014 period, Chart 5.3 overleaf. If the England wide rate of participation in October 2013 – April 2014 of 0.69 of adults (16 +) is applied to the Wychavon 16 + population of 96,800 people (Source: Sport England Local Sports Profile for Wychavon) this provides a Wychavon indoor bowling population of 0.69 of 96,800 people = 667 bowlers.

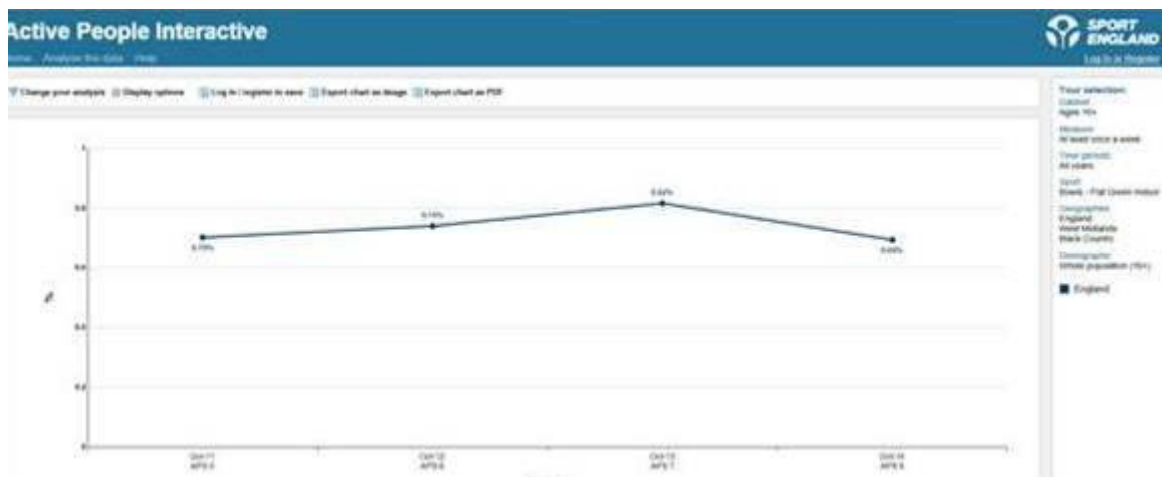
5.26 This figure of 667 indoor bowling population compares with the Sport England market segmentation estimate of bowlers across people who do or would like to play ALL types of bowling from the Wychavon 16+ population of 1,513 bowlers.

5.27 A viable indoor bowling club is around 600 members and this supports a centre of 6 rinks. Although recent studies of indoor bowling in Norfolk in four local authorities and in a County where the rate of indoor bowling participation is twice the national average the average membership of each club is in the 300 – 350 membership range. All the

centres in Norfolk are trying to attract new members and without that continued existence on a membership of 300 – 350 members is very challenging.

- 5.28 Applying a rate of 600 members to support an indoor centre of 6 rinks then the projected Wychavon demand of 667 indoor bowlers provides a demand estimate that would support one centre of 6 rinks.
- 5.29 However, this is a NATIONAL rate of participation applied to Wychavon and given Wychavon does not have any indoor bowling centres at present then this does appear to be a very challenging proposition, especially as the national picture is of static participation in indoor bowling.
- 5.30 Should this demand possibility be progressed of one indoor centre of 6 rinks, it would have to be the subject of a detailed feasibility study to establish the core business case, operational business plan, sources of funding and the conditions associated with any grant aid or commercial funding.

Chart 5.3: Rate of participation in indoor bowling England wide 2011 – 2014



Quality

- 5.31 As there are no in-door bowling centres in Wychavon the quality assessment can only be applied to the three centres in In the Herefordshire and Worcestershire CSP as a guide on the quality of centres. A proxy for the quality of indoor bowling centres is the age at which centres opened and the date of any major modernisation (modernisation is defined as replacement of plant, changes to the building layout or purchase of any major equipment items).
- 5.32 A table showing the decade in which the centres in the CSP area opened and decade of any major modernisation is set out in Table 5.4 overleaf.
- 5.33 Two of the three centres opened in the 1990's, the Bridge Street Centre in Leominster in 1997 and the Bromsgrove Centre opened in 1993. The Manor Park Centre opened in 1986 and was modernised in 2002 after extensive flood damage.
- 5.34 No centre has opened since 1997 and this could be a good indicator of lack of demand. The youngest centre in Leominster is 18 years old and the average age of the three centres is 23 years old. Overall it is an aging stock but two of the three centres have been modernised.

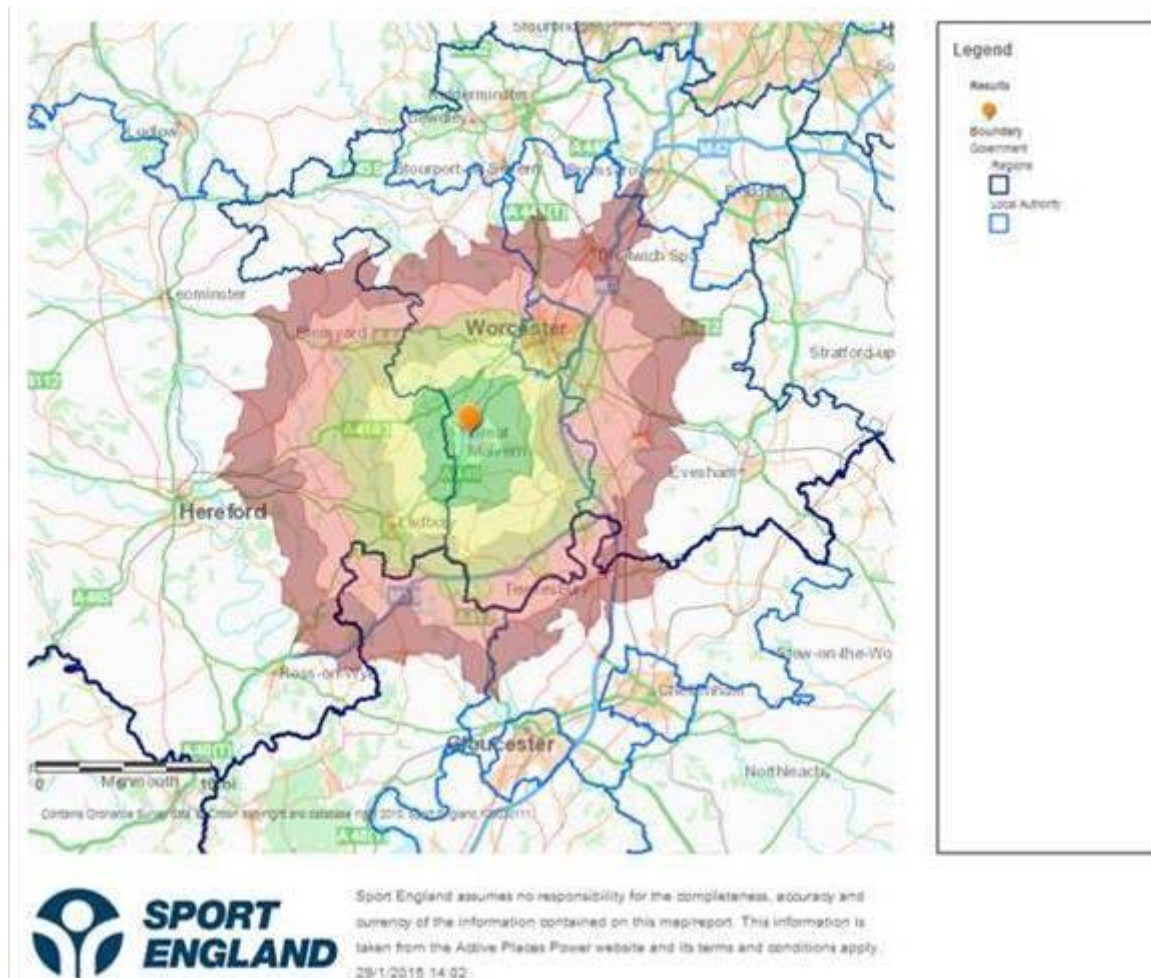
Table 5.4: Decade of opening and modernisation of indoor bowling centres in the Herefordshire and Worcestershire CSP

Decade centre opened	1970's	1980's	1990's	2000	Post 2010
No of centres	0	1	2	0	0
No of centre modernised by decade of opening	0	1	1	0	0

Accessibility

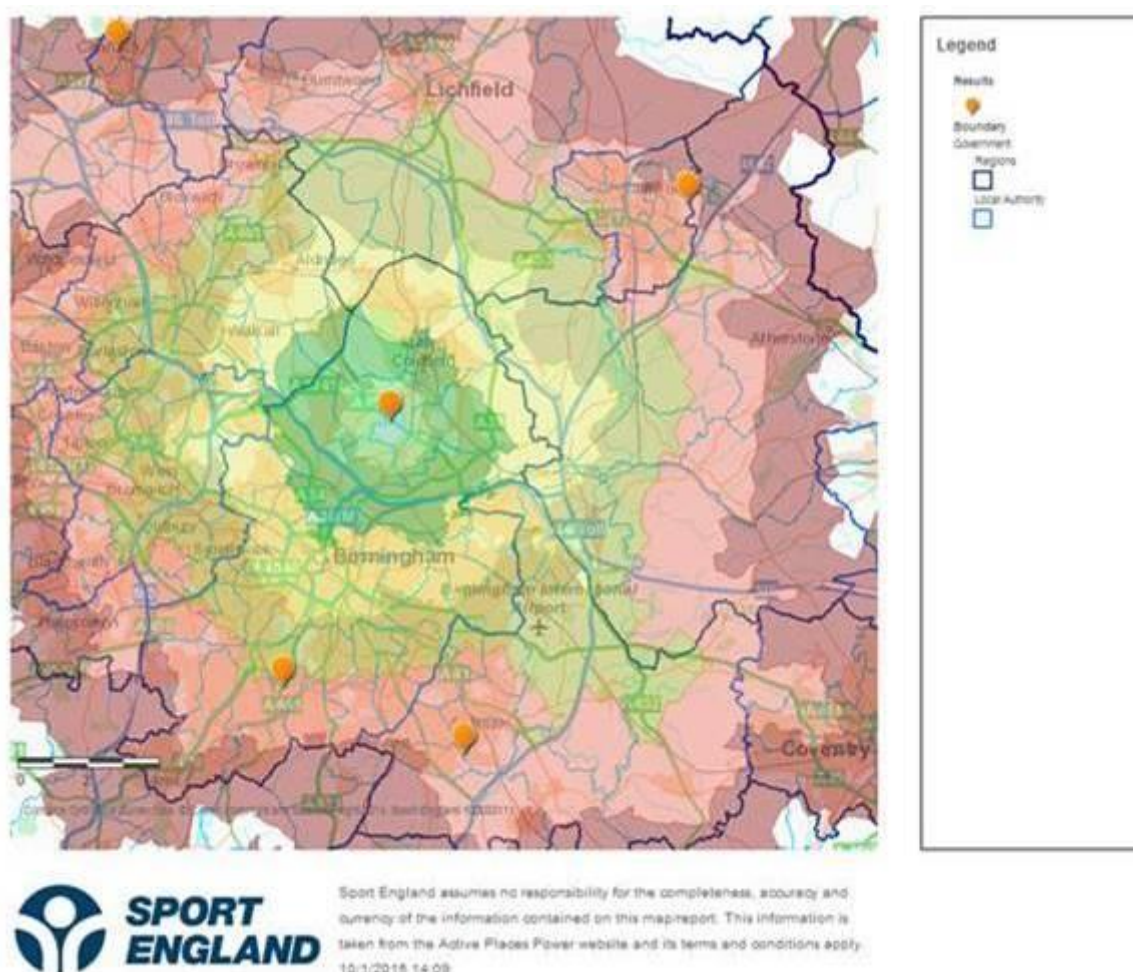
- 5.35 Accessibility is based on how accessible indoor bowling centres based on the three travel modes of car, (a 20 minute drive time catchment), public transport (15 minutes travel time catchment) and walking (20 minutes or 1 mile catchment area).
- 5.36 As there is no provision for indoor bowling centres in Wychavon there is no mapping of centres. However, to illustrate the drive time catchment area of the nearest centre, located in Malvern Hills and the level of access the centre provides for areas of Wychavon a 30 minute drive time catchment area of that centre is set out in Map 5.2 overleaf.
- 5.37 As can be seen from the map most of the Wychavon District is on the edge of the 25 and 30 minutes' drive time catchment area of the Malvern Hills centre and so it is not really that accessible to Wychavon residents. Plus, there is need to be a member of this centre to be able to use – further restricting accessibility.

Map 5.2: Location and 30 minute drive time catchment area of the Manor Park Indoor Bowls Centre in Malvern Hills



- 5.38 A check has been made to see if the Bromsgrove Indoor Bowls Centre offers any better physical accessibility to Wychavon residents (it would offer greater playing accessibility as it is a pay and play venue). The same 30 minute drive time catchment area for the Bromsgrove centre is set out in Map 5.3 overleaf.
- 5.39 As the map shows Wychavon District is in the 25 – 30 minutes' drive time catchment area (light and dark brown areas) and in effect offers no different/better access than the Malvern Hills Centre.

Map 5.3: Location and 30 minute drive time catchment for the Bromsgrove Indoor Bowls Centre



5.40 So overall there is no access to indoor bowling centres for the residents of Wychavon based on this location and the three other centres, also shown on the map.

Availability

- 5.41 Availability is assessed as the amount of amount of demand for a sports facility that can be met by the supply of facilities in an area, usually a local authority area. Availability also assess how demand is distributed across venues as this can differ based on: the amount of demand within the catchment area of any one facility does differ; the age and condition of facilities with more modern facilities attracting more demand to them; programming of venues and the type of access to a venue – for indoor bowling pay and play is much easier to access an indoor bowling centre compared with access by having to become a member of a centre.
- 5.42 It is important to establish if there are highs and lows in the distribution of demand and availability of venues as often a solution to meeting the overall demand can be made

by changing the programming/access to venues so as to re-distribute demand across several venues and establish a more even level of demand and use.

- 5.43 However, as there are no indoor bowling centres in Wychavon it is not possible to undertake any assessment on availability.

Consultation – Governing Body

- 5.44 English Indoor Bowls Association - EIBA
- 5.45 The EIBA does not have a national facility strategy for indoor bowls provision although it is understood the EIBA is in discussion with Sport England about the development of a strategy.
- 5.46 The EIBA does not have any capital funding available to support the provision of indoor bowls centres but would support development initiatives by a club or the commercial sector.

Summary of findings for indoor bowls

- There are no purpose built indoor bowling centres in Wychavon and none within a 20 minute drive time of the authority. There is however provision at South Littleton in the form of an old Nissan hut. The nearest purpose centre is the Manor Park Indoor Bowls Centre in Malvern Hills District. This is within a 25 – 30 minute drive time catchment area of most of Wychavon. It is a 6 rink centre members owned centre and is part of a multi sports venue at Manor Park.
- There are two other 6 rink centres in the Herefordshire and Worcestershire CSP, at Leominster and Bromsgrove. The Bromsgrove Centre is a pay and play venue but its location is bordering/just beyond a 25-30 minute drive time of most of Wychavon.
- In trying to assess what the potential demand for indoor bowling could be in Wychavon, the reasoned assessment is to apply the rate of participation in indoor bowling as projected by Active People. Indoor bowls data on participation is restricted to the national level because of the low level of participation and therefore insufficient responses in the survey at the Regional, CSP and District level to be able to provide a sample size that allows for a measured assessment of participation. This in itself does illustrate the low rate of participation in indoor bowls.
- Participation at the England level has remained relatively constant since APS5/2011 (the earliest date at which information was gathered), though it appears to have peaked in APS7 (2013) at 0.8% of the English adult population participating in indoor bowls at least once a week.
- In APS 8 for 2014 the rate of participation has dropped slightly to 0.69% of the England wide adult population playing at least once a week.
- If the England wide rate of participation in October 2013 – April 2014 of 0.69% of adults (16 +) is applied to the Wychavon 16 + population of 96,800 people (Source: Sport England Local Sports Profile for Wychavon) this provides a Wychavon indoor bowling population of 0.69 of 96,800 people = 667 bowlers. This figure of 667 indoor bowling population compares with the Sport England market segmentation estimate of bowlers across people who do or would like to play all types of bowling from the Wychavon 16+ population of 1,513 bowlers.

- A viable indoor bowling club is around 600 members and this supports a centre of 6 rinks. Although recent studies of indoor bowling in Norfolk in four local authorities and in a County where the rate of indoor bowling participation is twice the national average, the average membership of each club is in the 300 – 350 membership range. All the centres in Norfolk are trying to attract new members and without that the continued existence on a membership of 300 – 350 members is very challenging.
- The English Indoor Bowling Association (EIBA) does not have a national facility strategy for indoor bowls provision, although it is understood the EIBA is in discussion with Sport England about the development of a strategy. Hereford and Worcester is identified as a 'hotspot' for bowls. The EIBA does not have any capital funding available to support the provision of indoor bowls centres but would support development initiatives by a club or the commercial sector.
- **A reasoned assessment, given there are no centres at present in Wychavon is that there could be demand to support one indoor centre of 6 rinks. The 2010 South Worcestershire Framework recommended the need for a 6-rink centre. However the big caveat is the backdrop of static participation in indoor bowling. Plus this would have to be the subject of a detailed feasibility study to establish who could provide the facility, the core business case, operational business plan, sources of funding and the conditions associated with any grant aid or commercial funding. The Council would have to be convinced that is represented a priority for funding and support**
- **Yew Tree development in Droitwich could potentially meet the need? There could be scope for enhancing funding to the project to ensure community access?**

Indoor Tennis Centres

5.47 The assessment for indoor tennis follows the same sequence of developing the evidence base applying the Sport England ANOG methodology. Given tennis is very much organised on a county basis of activity then the findings for the combined Herefordshire and Worcestershire CSP are also referenced.

Quantity

5.48 There are two indoor tennis centres in Wychavon. These are the David Lloyd Club (Worcester), which is a traditional structure and has 3 courts. Access is by membership of the centre. It opened in 2012.

5.49 The second centre is the Warwickshire College (Pershore Campus) which is also a 3 court centre but it is a framed fabric structure. Access is by pay and play and it opened in 2006. Details of the centres are set out in Table 5.5 below.

Table 5.5: Indoor Tennis Centres in Wychavon 2014

Site Name	Facility Type	Structure	No's of courts	Access Type	Ownership Type	Management Type	Yr Built	Year Refurbished
DAVID LLOYD CLUB (WORCESTER)	Indoor Tennis Centre	Traditional	3	Registered Membership	Commercial	Commercial Management	2012	n/a
WARWICKSHIRE COLLEGE	Indoor Tennis	Framed	3	Pay and Play	Further Education	School/College/University (in)	2006	n/a

Site Name	Facility Type	Structure	No's of courts	Access Type	Ownership Type	Management Type	Yr Built	Year Refurbished
(PERSHORE CAMPUS)	Centre	Fabric			ion	house)		

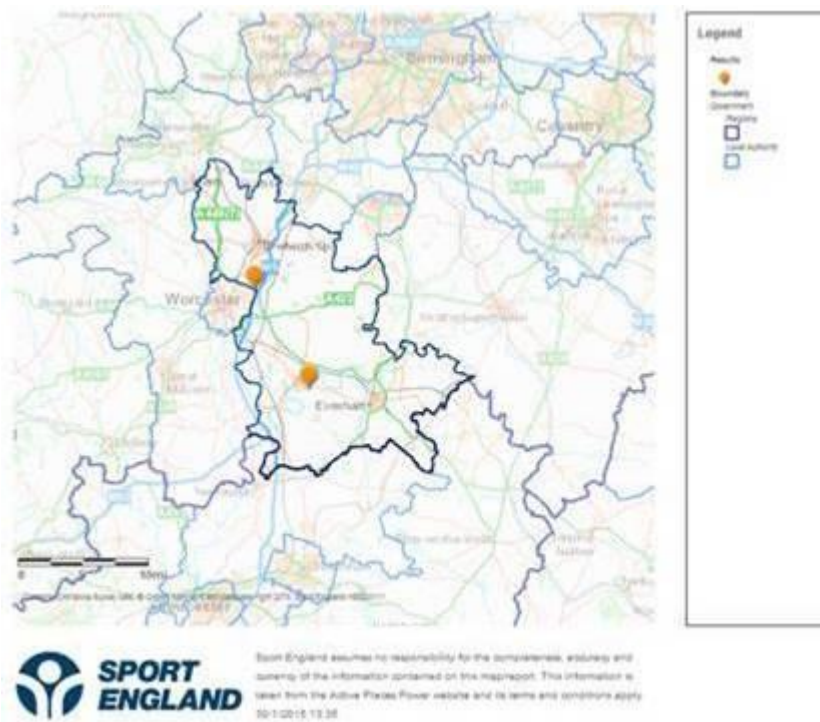
5.50 Within the wider Herefordshire and Worcestershire CSP area there are three further indoor tennis centres and these are set out in Table 5.6 overleaf, with the details of the Wychavon centres. The highest level of provision in the CSP area is in Wychavon; it is the only local authority with 2 centres and has a total of 6 indoor tennis courts.

Table 5.6: Indoor Tennis Centres in Herefordshire and Worcestershire CSP 2014

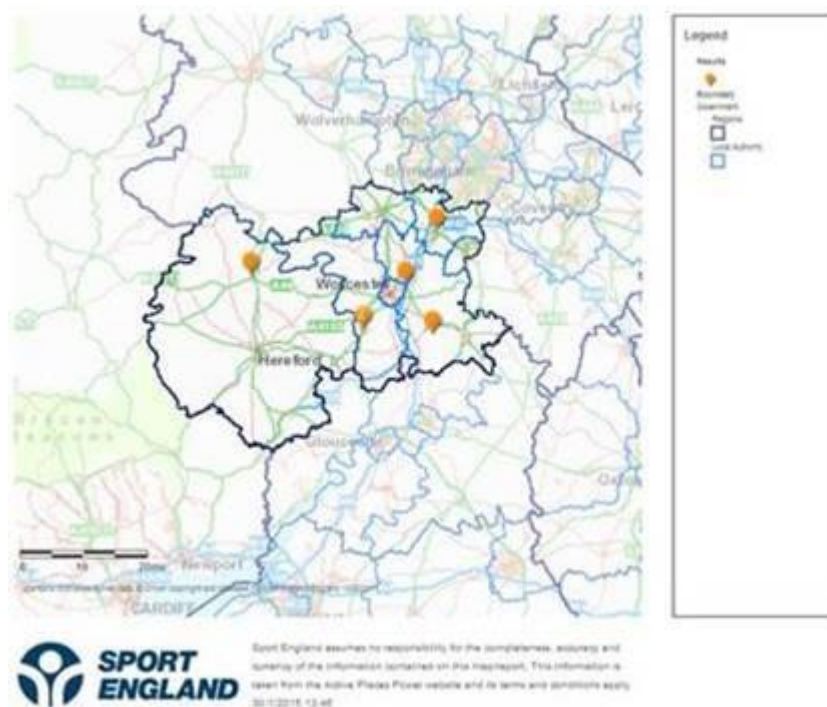
Site Name	Facility Type	Facility Sub Type	Unit	Number	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
BRIDGE STREET SPORTS CENTRE	Indoor Tennis Centre	Traditional	Courts	2	Pay and Play	Local Authority	Trust	1997	Yes	2002
DAVID LLOYD CLUB (BROMSGROVE)	Indoor Tennis Centre	Airhall (seasonal)	Courts	3	Registered Membership use	Commercial	Commercial Management	2004	No	n/a
DAVID LLOYD CLUB (WORCESTER)	Indoor Tennis Centre	Traditional	Courts	3	Registered Membership use	Commercial	Commercial Management	2012	No	n/a
MANOR PARK MALVERN MULTISPORTS COMPLEX	Indoor Tennis Centre	Traditional	Courts	2	Sports Club / Community Association	Other	Trust	1998	No	n/a
WARWICKSHIRE COLLEGE (PERSHORE CAMPUS)	Indoor Tennis Centre	Framed Fabric	Courts	3	Pay and Play	Further Education	School/College/University (in house)	2006	No	n/a

5.51 The location of the two centres in Wychavon is shown in Map 5.4 below, followed by Map 5.5 showing the location of the five centres in the CSP area.

Map 5.4: Location of the two indoor tennis centres in Wychavon 2014



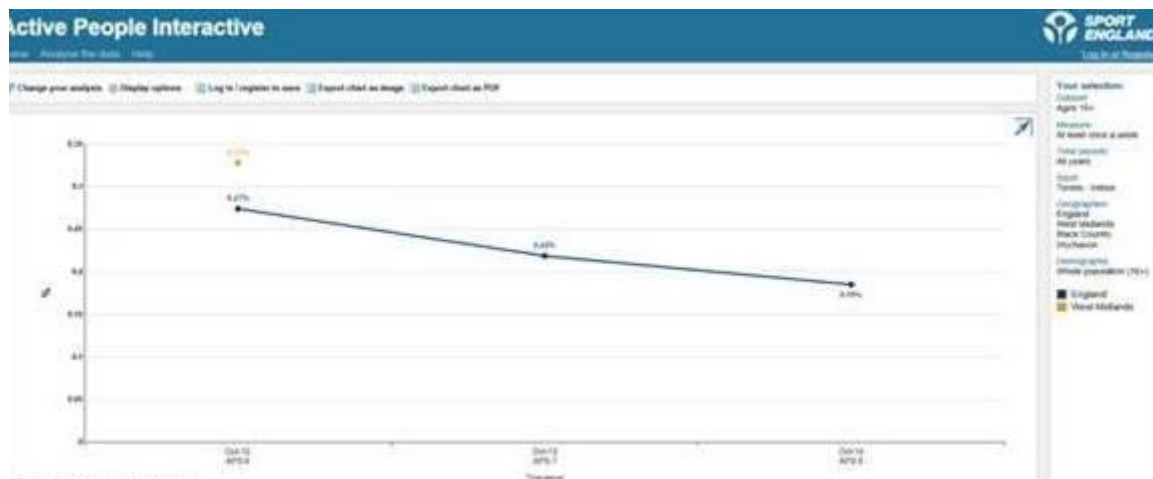
Map 5.5: Location of the five indoor tennis centres in Herefordshire and Worcestershire CSP 2014



Quantity - Demand

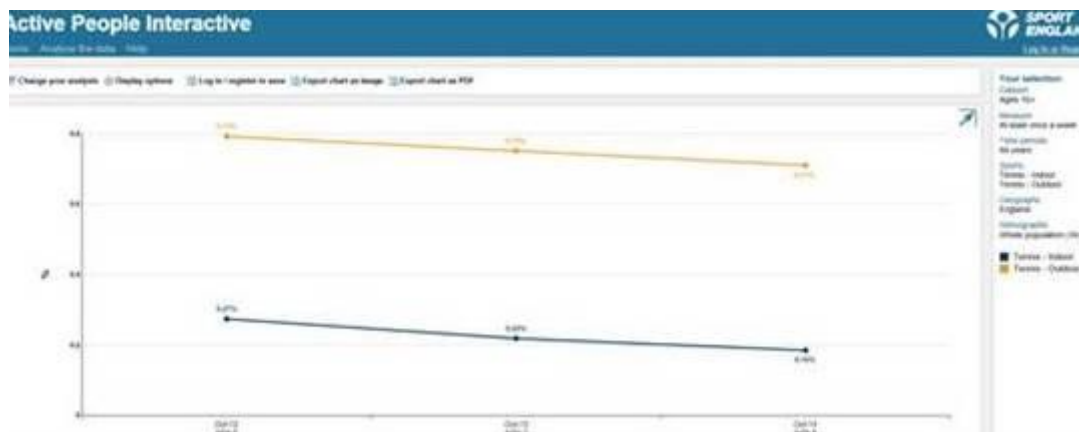
- 5.52 As with indoor bowling an assessment of the demand for indoor tennis can be made by setting out the rate of participation in indoor tennis as measured in the Sport England Active People survey and applying the benchmark measure of once a week participation of at least 30 minutes moderate intensity activity.
- 5.53 Also and as with the indoor bowls data on participation, indoor tennis is restricted to the national level because of insufficient responses in the survey at the Regional, CSP and Wychavon District level to be able to provide a sample size that allows for a measured assessment of participation.
- 5.54 This in itself does illustrate the low rate of participation in indoor tennis at all levels. Participation at the England level has declined over the 2012 – 2014 period when data based on the at least once a week participation of 30 minutes moderate intensity is available. In 2012 some 0.27% of the adult population played indoor tennis at least once a week. In 2014 the rate is 0.19% of the England wide adult population playing indoor tennis at least once a week.

Chart 5.4: Rate of participation in indoor tennis England wide level 2012 – 2014



- 5.55 Just for illustration, the rate of participation by the same once a week measure for indoor and outdoor tennis is set out in Chart 5.5 overleaf. The rate of participation in outdoor tennis whilst higher than indoor at 0.79% of the England wide population playing at least once a week (amber line), shows a similar flat lining over the 2012 – 2014 period as for indoor tennis. By 2014 the rate of participation in outdoor tennis was almost unchanged at 0.71% of the England wide adult population.

Chart 5.5: Rate of participation in indoor and outdoor tennis England wide 2012 – 2014



Market Segmentation

- 5.56 The market segmentation map for participation in tennis does NOT differentiate between indoor and outdoor tennis. The market segmentation maps for people who DO play and would LIKE TO play tennis in Wychavon is set out Maps 5.6 and 5.7 below.
- 5.57 Map 5.8 shows that the vast majority of Wychavon's output areas are shaded blue. The rate of participation in ALL tennis in these areas is between 2.1% – 5% of the adult population of Wychavon tennis at least once a month.
- 5.58 There are three output areas in Wychavon shaded purple and in these output areas the rate of participation in tennis is a lower 1.1% - 2% of the population playing tennis at least once a month. The total tennis population based on those do play tennis is 2,258 players across Wychavon.

Map 5.6: Percentage of the Wychavon population who DO play tennis 2014



- 5.59 The market segmentation data also estimates the number of people who would like to play tennis but do not. The estimate is that this latent demand represents a slightly higher than the actual participation rate. In total this latent demand is 2,324 players. This makes a total tennis population of do play or would like to play tennis of 4,582 players.

5.60 The spatial distribution of this would like to play latent demand is shown in Map 5.9 below. It shows all of the Wychavon output areas shaded blue with the rate of would be participation of between 2.1% - 5% of the adult population. It is not an unusual finding for the latent demand for tennis to be higher than the participation rate for those who do play.

Map 5.7: Percentage of the Wychavon population who WOULD LIKE to play tennis 2014



5.61 In terms of the profile of tennis players across the 19 market segments and the total number in each segment for both the do play tennis and would like to play tennis this is shown in Charts 5.6 and 5.7 below.

Chart 5.6: Market segment population totals for tennis DO PLAY in Wychavon 2014

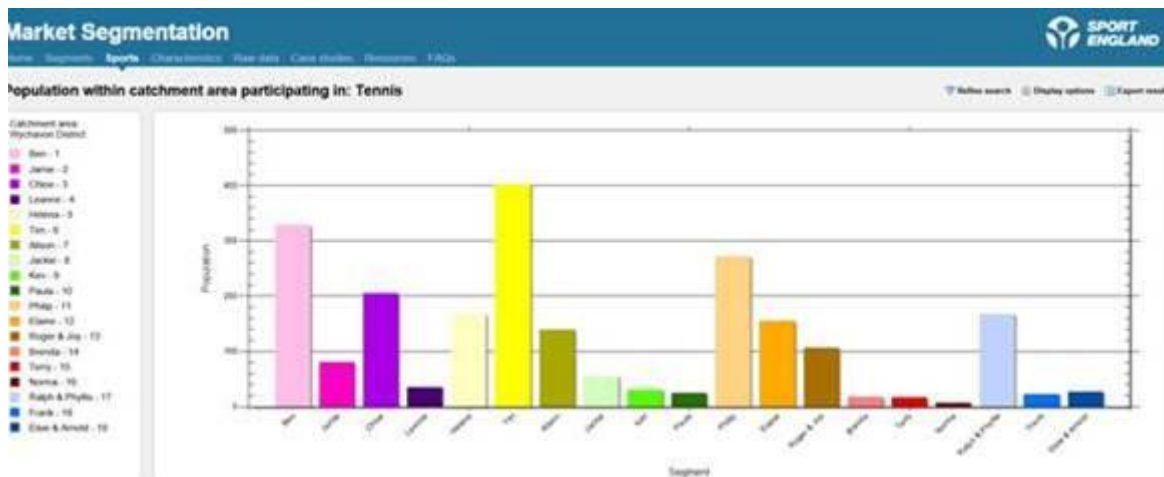
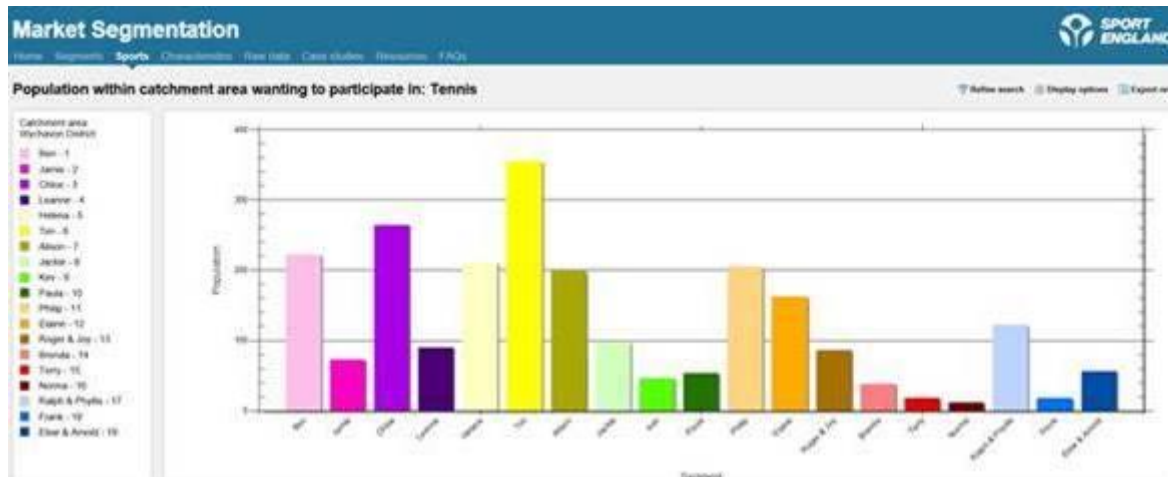


Chart 5.7: Market segment population totals for WOULD LIKE TO PLAY in Wychavon 2014



5.62 Both charts shows tennis participation is very much focused in the market segments from Ben (first segment) to Tim (yellow column). The first five segments are aged between 16 – 25 and have above national rates of sports participation. Then it is Tim and Philip light brown column) (aged between 26 – 45) where tennis participation is high. These two segments have national rates of participation and focus their participation across a range of sports. For both segments tennis participation is more recreational than competitive match play.

5.63 In the latent demand chart Alison (sage green column) and Chloe (purple column) have high potential participation. For the higher numbers of latent demand participants there is a more even spread of would like to play tennis participation from the young segments, aged 16 – 25 up to Helena and where the play is in organised structures aiming to improve performance.

5.64 A profile of these tennis segments is set out in Table 5.7 below.

Table 5.7: Profile of the top segments who DO PLAY or WOULD LIKE TO PLAY tennis Wychavon 2014

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, Tennis, Cricket, Climbing,	Improving performance Training for competition Social Enjoyment Keep fit	Time Interest	Better facilities People to go with Improved transport	Most active in population Approx. 20% zero days
02	Jamie Sports Team Drinkers	Male 18-25 Single Vocational Student	Basketball, Tennis Football, Marial Arts	Social Performance Competition	Time	Better facilities People to go with Longer opening hours	Second highest participation of all types Approx. 30% zero days
03	Chloe Fitness Class Friends	Female 18-25 Single Graduate Professional	Body combat, Netball, Tennis Aqua Aerobics, Tennis, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type 30-35% 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	Road Running, Dance Exercise, Horse Riding, Tennis	Losing weight Keeping fit Improving performance	Time People to go with	Longer opening hours People to go with	Very active type 30-35% zero days
06	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Canoeing, Cricket, Cycling, Tennis, Football	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
07	Alison Stay at Home Mums	Female 36-45 Married Housewife Children	Swimming, Aerobics, Tennis, Cycling, Exercise Bike	Taking children Losing weight Keeping fit	Time	Help with childcare Better facilities	Fairly active type 30-35% zero days
11	Philip Comfortable Mid-Life Males	Male 46-55 Married Professional Older children	Sailing, Football, Tennis, Cycling, Jogging, Cricket	Social Taking children Improving performance Enjoyment	Time Lack of childcare	More free time Help with childcare	Most active within Group C Approx. 40% zero days

Demand assessment for indoor tennis for Wychavon

- 5.65 So from all these sources what is the estimate of demand for indoor tennis across Wychavon?
- 5.66 The Sport England data sources from Active Places or the facility planning model do not consider indoor tennis in the same degree of detail as some other facility types and there is no 'ready reckoner' for assessing demand. It is possible however to assess demand in broad terms by reference to the Lawn Tennis Association (LTA) data, as follows.
- 5.67 In 'Priority Project Funding, Policy and Operational Procedures', the LTA states that one indoor court can serve 200 regular tennis players. Applying the England wide Active People Survey rate of 0.22% of adults regularly participating (once per week) in indoor tennis to the Wychavon adult population (16+) of 96,800 there is a projected demand for $96,800 \times 0.22\%$ divided by 200 = 1.06 courts for the District. This compares with the current supply of 6 courts.
- 5.68 It may well be that the rate of participation in indoor tennis in Wychavon is higher than the 0.22% England wide rate of once a week participation. If the market segmentation data for those who do play both indoor and outdoor tennis at least once a month of 2,258 players is applied, this creates a participation rate of 2.3% of the Wychavon adult population of 96,800 people. Applying this percentage to the LTA calculation is $96,800 \times 0.22$ divided by 200 = equals a demand for 11 indoor courts.
- 5.69 Without an actual participation rate for indoor tennis at, at least the CSP level, it is challenging to decide which of the two options to apply (1) the England wide level for indoor tennis or (2) the Wychavon market segmentation rate – but for both indoor and outdoor tennis. The reality is between the two.
- 5.70 Standing back, the assessment of 6 indoor courts and two centres, which is the highest provision in the CSP area would suggest there is sufficient provision. Also the David Lloyd Centre only opened in 2012 and it is a commercial centre, subject to extensive

market assessment. The refinement of the need for indoor tennis will be followed up through consultation but based on the quantitative assessment there does not appear to be a case for additional provision of indoor tennis courts or centres.

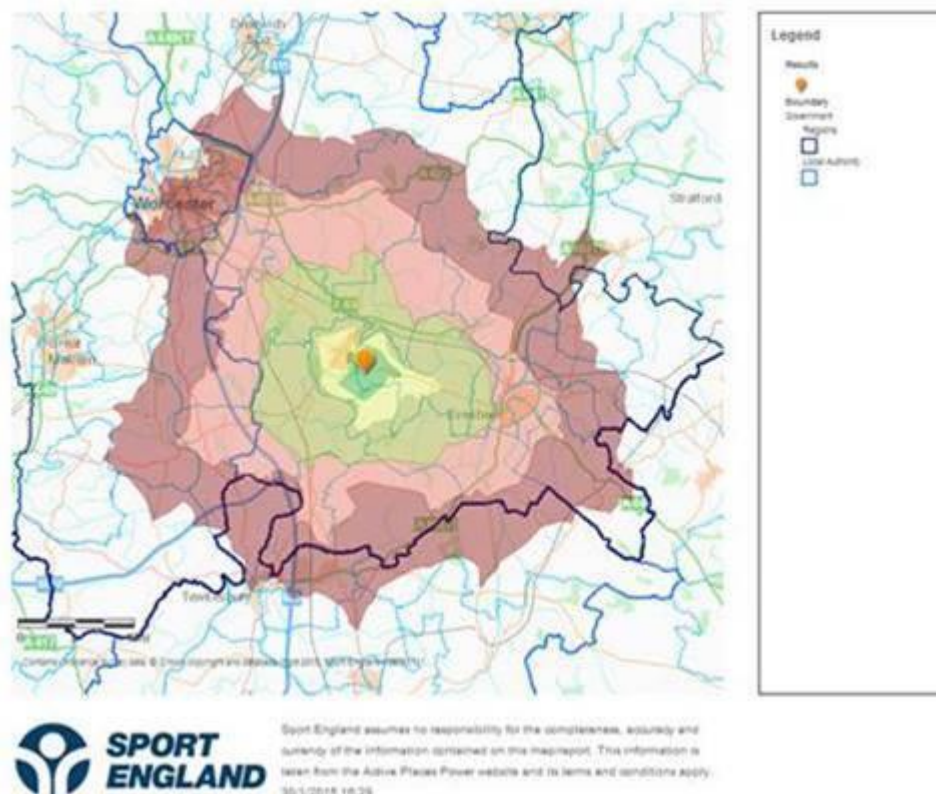
Quality

- 5.71 There is no measure of indoor tennis centre quality. The David Lloyd centre is only 3 years old having opened in 2012 and it is a traditional permanent structure. Whilst the Warwickshire College Centre only opened in 2006, albeit it is a framed fabric structure. Furthermore, the other three centres in the CSP area are older having opened between 1997 – 2004. So the centres in Wychavon are the most recent across the CSP area. So all round it would appear the best quality provision in terms of age and condition is in Wychavon.

Accessibility

- 5.72 Accessibility to indoor tennis centres is based on the travel times and catchment areas for indoor tennis centres. The LTA accepted catchment area for an indoor tennis centre is 20 minutes' drive time. Taking the Pershore centre on the basis it is geographically more centrally located in Wychavon than the David Lloyd Centre and it is a pay and play venue providing greater access than the membership David Lloyd membership centre, then Map 5.8 overleaf shows that most of the district is within the 20 minutes' drive time of the centre (light pink band is the 20 minutes' drive time catchment area).
- 5.73 The far east of the district is out with any catchment area whilst the north of the District will be within the 20 minutes' drive time catchment of the David Lloyd centre and the other David Lloyd Centre in Bromsgrove.
- 5.74 So overall there is good access to the two centres in the District but especially the Pershore Centre based on the LTA 20 minute drive time catchment area of an indoor tennis centre.

Map 5.8: 20 minute drive time catchment area of the Warwickshire College (Pershore Campus) Indoor Tennis Centre



Availability

- 5.75 Availability is assessed as the amount of demand for a sports facility that can be met by the supply of facilities in an area, usually a local authority area.
- 5.76 The demand assessment is at best challenging given the lack of a clear local participation rate for indoor tennis. Without an actual participation rate for indoor tennis in Wychavon or even at the CSP level it is, to repeat, challenging to decide which of the two options to apply (1) the England wide level for indoor tennis or (2) the Wychavon market segmentation rate – but for both indoor and outdoor tennis. The reality is between the two.
- 5.77 In terms of availability, the David Lloyd Centre is a commercial centre and available to registered members. The Warwickshire College Centre is a pay and play venue and therefore offers greater availability. So a 50:50 split with the 3 courts available for play and for members use.
- 5.78 The availability issue would appear to be not so much total provision but availability of court time for learning/developing skills and for recreational pay and play. This being contained to the Warwickshire College site.
- 5.79 Standing back, the assessment of 6 indoor courts and two centres, which is the highest provision in the CSP area, would suggest there is sufficient available provision and there is the opportunity to participate on both types of access and availability. Based on the overall assessment findings under quantity of: higher provision compared to other areas; the different types access and availability for pay and play as well membership there does appear to be sufficient provision of indoor tennis courts and centres.

Governing Body Views

- 5.80 It is understood the Lawn Tennis Association (LTA) as part of its overall strategy "Places to play" will publish a new Facility Strategy with new LTA funding criteria and guidelines in 2015. There is not a more local LTA facility strategy. Wychavon District does not currently feature as a priority area in the national plan.
- 5.81 The LTA undertakes a facility audit and assessment once an area becomes a priority for the Association. If Wychavon did become a priority area then the LTA would look at the participation need and facility stock needed to support this at that stage.
- 5.82 This relates more to outdoor rather than indoor facilities and is focused on clubs but there is a commitment to invest in improvement of existing public courts in parks for public recreational use as a way of encouraging casual play.
- 5.83 In any LTA assessment local demand issues would be completed by the field team as part of the participation audit. As regards funding, loan funding is available from the LTA as well as support in searching for external funding. However, the new Facilities Strategy is going to set out new funding criteria from the LTA for capital projects.
- 5.84 The local assessment of need for indoor courts set out in this report does provide a context for indoor tennis centre need that would be considered by the LTA. It is not however supportive of increased provision of indoor tennis centres.

Summary of findings for indoor tennis centres

- There are two indoor tennis centres in Wychavon. These are the David Lloyd Club (Worcester), which is a traditional structure and has 3 courts. Access is by membership of the centre. It opened in 2012.
- The second centre is the Warwickshire College (Pershore Campus) which is also a 3 court centre but it is a framed fabric structure. Access is by pay and play and it opened in 2006.
- Within the wider Herefordshire and Worcestershire CSP area there are three further indoor tennis centres. The highest level of provision in the CSP area is in Wychavon; it is the only local authority with 2 centres and has a total of 6 indoor tennis courts.
- An assessment of the demand for indoor tennis can be made by using the rate of participation in indoor tennis by applying the Active People benchmark measure of once a week participation of at least 30 minutes moderate intensity activity. Participation data for indoor tennis is restricted to the national level because of insufficient responses in the survey at the Regional, CSP and Wychavon District level to be able to provide a sample size that allows for a measured assessment of participation. This in itself does illustrate the low rate of participation in indoor tennis at all levels.
- Participation at the England level has declined over the 2012 – 2014 period when data is first available. In 2012 some 0.27% of the adult population played indoor tennis at least once a week. In 2014 the rate is 0.19% of the England wide adult population playing indoor tennis at least once a week.
- If the England wide rate of participation in 2014 of 0.19% of adults (16 +) is applied to the Wychavon 16 + population of 96,800 people (Source: Sport England Local Sports Profile for Wychavon) this provides a Wychavon indoor tennis playing population of 0.19 of 96,800 people = 183 players.

- The LTA assessment is that one indoor court can accommodate/capacity of 200 players. So the Wychavon provision of 6 indoor courts is considerably above the LTA provision levels.
- The catchment area of the tennis centres in Wychavon provides good access. The LTA accepted catchment area for an indoor tennis centre is 20 minutes' drive time. Taking the Pershore centre on the basis it is geographically more centrally located in Wychavon than the David Lloyd Centre and it is a pay and play venue providing greater access than the David Lloyd *membership* centre, then most of the district is within the 20 minutes' drive time of the centre.
- The far east of the district is out with any catchment area whilst the north of the District will be within the 20 minutes' drive time catchment of the David Lloyd centre and the other David Lloyd Centre in Bromsgrove.
- In terms of availability, the David Lloyd Centre is a commercial centre and available to registered members. The Warwickshire College Centre is a pay and play venue and therefore offers greater availability. So a 50:50 split with the 3 courts available for each of pay and play and for members use.
- Availability would appear to be not so much about total provision but availability of court time for learning/developing skills and for recreational pay and play. This being contained to the Warwickshire College site.
- Standing back, the assessment of 6 indoor courts at two centres and which is the highest provision in the CSP area would suggest there is sufficient available provision and there is the opportunity to participate on both types of access and availability. Based on the overall assessment findings of: quantity of provision in the CSP area being highest in Wychavon; the quality of the centres being good based on they are only 8 and 3 years old; the different types access and availability for pay and play as well membership, it would seem that overall there does appear to be sufficient provision of indoor tennis courts and centres in Wychavon.
- It is understood the Lawn Tennis Association (LTA) as part of its overall strategy "Places to Play" will publish a new Facility Strategy with new LTA funding criteria and guidelines in 2015. There is not a more local LTA facility strategy. Wychavon District does not currently feature as a priority area in the national plan.
- The LTA undertakes a facility audit and assessment once an area becomes a priority for the Association. If Wychavon becomes a priority area then the LTA would look at the participation need and facility stock needed to support this at that stage. This relates more to outdoor rather than indoor facilities and is focused on clubs; there is also an emerging commitment to invest in improvement of existing public courts in parks for public recreational use as a way of encouraging casual play and education partnerships.
- In any LTA assessment local demand issues would be completed by the field team as part of the participation audit. As regards funding, loan funding is available from the LTA as well as support in searching for external funding. However the new Facilities Strategy is going to set out new funding criteria from the LTA for capital projects.
- **Priorities for indoor tennis are to protect current indoor tennis provision. There is a good number of outdoor clubs located in Wychavon. Potentially evidence for additional indoor space around Droitwich Tennis Club. This could be in the form of low-cost solutions and covering of outdoor courts. Further potential to consider**

enhancements to Warwickshire College facility and develop community partnership via funding support. This is in line with LTA focus on education partnerships.

Health and Fitness Centres

5.85 Sport England defines health and fitness suites as those facilities providing fitness stations for both cardiovascular and strength training, more commonly known as gym, and excludes spaces for aerobics and dance activities (which are dealt with separately). The assessment below is based on the tools available from Sport England (although these are more limited than for other facilities).

Quantity - Supply

5.86 There are 16 health and fitness venues across Wychavon providing a total of 693 health and fitness stations across the District, excluding HM Prison Long Lartin. Of these 17 venues 10 are available on a pay and play basis, 4 are for registered members and 2 are for a combination of membership of either a sports club or community organisation.

5.87 Pay and play is the most prominent access type has with 474 stations, some 68.3% of the total number of stations. Some 149 stations, 21.5% of the total stations are for registered membership use and the remaining 70 stations, 10.1% of the total stations are for private or community association use. So the effective number of 'public' stations in the District is the majority at 474 stations, some 68.3% of the total.

5.88 The average number of stations per venue is only 40 stations. The largest venue is at Evesham Leisure Centre with 100 stations. The David Lloyd Centre has 90 stations and Droitwich Spa Leisure Centre has 85 stations (40 stations at the Pershore Leisure Centre).

5.89 There are 8 venues, 47% of the total which have less than 20 stations. These are mainly club based venues.

5.90 Details of all venues are set out in Table 5.8 below.

Table 5.8: List of all health and fitness venues in Wychavon 2014

Site Name	Facility Type	No of station	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
DAVID LLOYD CLUB (WORCESTER)	Health and Fitness Suite	90	Operational	Registered Membership use	Commercial	Commercial Management	2012	No	n/a
DROITWICH SPA LEISURE CENTRE	Health and Fitness Suite	85	Operational	Pay and Play	Local Authority	Trust	1985	Yes	2010
THE DE MONTFORT HIGH SCHOOL	Health and Fitness Suite	13	Operational	Pay and Play	Community school	School/ College/ University (in house)	2002	Yes	2008
EVESHAM LEISURE CENTRE	Health and Fitness Suite	100	Operational	Pay and Play	Local Authority	Trust	2009	No	n/a
EVESHAM ROWING CLUB	Health and Fitness Suite	12	Operational	Sports Club / Community Association	Sports Club	Sport Club	1970	Yes	2007
EXCLUSIVE	Health and	15	Operational	Registered	Comme	Comme	2006	No	n/a

Site Name	Facility Type	No of station	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
GYM	Fitness Suite			Members hip use	rcial	rcial Management			
GAUDET LUCE GOLF AND SANDERS FITNESS CLUB	Health and Fitness Suite	29	Operational	Registered Members hip use	Comme rcial	Comme rcial Management	2009	No	n/a
GYM & TONIC HEALTH AND FITNESS CLUB	Health and Fitness Suite	32	Operational	Pay and Play	Comme rcial	Comme rcial Management	1994	Yes	2012
HM PRISON LONGLARTIN	Health and Fitness Suite	18	Operational	Private Use	Government	Other	n/a	No	n/a
ONE ON ONE FITNESS CENTRE	Health and Fitness Suite	80	Operational	Pay and Play	Comme rcial	Comme rcial Management	2009	Yes	2013
PERSHORE LEISURE CENTRE	Health and Fitness Suite	40	Operational	Pay and Play	Local Authority	Trust	2002	No	n/a
PHOENIX FITNESS SOLUTIONS	Health and Fitness Suite	37	Operational	Pay and Play	Comme rcial	Comme rcial Management	2013	No	n/a
PHYSIQUE FITNESS	Health and Fitness Suite	87	Operational	Pay and Play	Comme rcial	Comme rcial Management	2013	No	n/a
PRINCE HENRY'S SPORTS HALL / WORCESTERSHIRE CRICKET CENTRE	Health and Fitness Suite	15	Operational	Sports Club / Community Association	Foundati on School	School/ College/ University (in house)	2009	No	n/a
RANCH GYM	Health and Fitness Suite	10	Operational	Pay and Play	Comme rcial	Comme rcial Management	2006	Yes	2008
THE CLUB AND SPA AT THE LYGON ARMS HOTEL	Health and Fitness Suite	15	Operational	Registered Members hip use	Comme rcial	Comme rcial Management	1991	Yes	2006
WARWICKSHIRE COLLEGE (PERSHORE CAMPUS)	Health and Fitness Suite	15	Operational	Pay and Play	Further Education	School/ College/ University (in house)	2001	Yes	2005

Health and fitness facilities per 1,000 population

5.91 A manual calculation of the pro rata provision of health and fitness centres in Wychavon and the neighbouring South Worcestershire districts is set out in Table 5.9 overleaf. This includes all facilities on the database that are currently in operation/under construction, including private facilities):

Table 5.9: Health and fitness venues and stations per 1,000 population in Wychavon Malvern Hills and Worcester City 2014

	Population 2014	Number of H and F venues	Number of stations	Stations per 1,000 population
Wychavon	119,085	17	693	5.8
Malvern Hills	75,928	15	403	5.3

	Population 2014	Number of H and F venues	Number of stations	Stations per 1,000 population
Worcester City	99.517	18	711	7.1

5.92 Local provision based on this benchmark measure of stations per 1,000 population is lowest in Malvern Hills at 5, 3 stations per 1,000 population but only 0.5 stations below the Wychavon provision. Worcester City with one more venue than Wychavon but with a lower population has the highest provision at 7.1 stations per 1,000 population.

Quantity - Demand

5.93 The Active People survey for health and fitness categorises health and fitness as gym activities. There are only sufficient responses for Wychavon District for the years 2006 - 2011 (yellow line in Chart 5.8 below). The rate of gym participation does fluctuate from 9.13% of the adult population doing gym at least once a week in 2006, to 7% in 2010 and then up to 8.2% in 2011. This is set out in Chart 5.8 overleaf.

5.94 The rate of gym participation at the CSP level (blue line) shows less fluctuation and is within a range of 8.6% in 2006 of adults doing gym once a week, to 7.4% in 2012 and up to 8.9% in 2014.

5.95 The reason for the more varied rate in Wychavon is hard to explain, especially given the high percentage at 68% of the total number of stations being pay and play. So the opportunity to do gym without taking out a membership would not appear to be a barrier or constraint to participation.

5.96 Gym participation is vulnerable to changes in individual's ability and willingness to pay for a membership and can be a big determinant of changes in participation levels.

5.97 A most likely explanation for the Wychavon variability is the sample size of respondents to the Active People survey. At the Wychavon level the number of respondents to questions about gym will be very small but it will be larger at the CSP level. The larger number of respondents to actual gym participation could be why the rate of participation fluctuates less.

Chart 5.8: Active People Rate of once a week participation in gym activities for Herefordshire and Worcestershire CSP and Wychavon District 2006 – 2014



Market segmentation

- 5.98 The market segmentation map for participation in gym DOES include aerobics yoga and fitness classes as well as individual gym activities. Also market segmentation participation is based on measuring at least ONCE A MONTH participation. Whereas the Active People benchmark data and charts used in the report is based on at least ONCE A WEEK participation.
- 5.99 The market segmentation maps for people who DO play and would LIKE TO do gym and keep fit for Wychavon is set out Maps 5.9 below and 5.10 overleaf.
- 5.100 Map 5.9 shows that for all of the Wychavon and virtually all of the surrounding areas the at least once a month participation rate in gym and keep fit is between 10.1% - 20% of the Wychavon adult population. This compares with Active People survey findings of 8.2% of the Wychavon adult population doing gym at least once a week in 2011.

Map 5.9: Percentage of the Wychavon population who DO gym, aerobics, yoga and classes



- 5.101 The percentage of the Wychavon population who would like to gym and keep fit at least once a month shows a latent demand of between 5.1% - 10% of the adult population.

Map 5.10: Percentage of the Wychavon population who WOULD LIKE TO DO gym, aerobics, yoga and classes



5.102 In terms of the profile of people who do and would like to do gym and keep fit across the 19 market segments and the total number in each segment this is shown in Charts 5.9 and 5.10 overleaf.

5.103 Both charts show how broad based gym and keep fit is across the 19 segments. In the first chart are 8 segments of which 4 are female, 3 are male and one is a joint female/male segment aged between 16 – 45+ where there are over 1,000 population doing gym and keep fit at least once a month.

Chart 5.9: Market segment population totals for DO gym and keep fit activities in Wychavon



5.104 For the would like to do gym and keep fit classes the Wychavon profile is similar in its spread across the same range of 8 market segments, although Ben the first segment (pink column) does not really feature. There are 7 segments from Chloe (purple column) to Elaine (mid brown column) where there is a population of over 400 who would like to do gym and keep fit at least once a month. There are 5 female and 2 male segments in this range.

Chart 5.10: Market segment population totals for WOULD LIKE TO do gym and keep fit activities in Wychavon



5.105 The total population who do gym, yoga and keep fit classes at least once a month is 16,718 adults and it is 6,446 adults who would like to participate. This provides a total market segmentation participation of 234,164 people. This represents some 19.4% of the adult population in Wychavon in 2014.

5.106 It is a challenging total to believe; however, as the market segmentation data does show gym and keep fit activities do have a broad base appeal across a lot of the total 19 market segments and is the activity with the broadest based appeal across both sexes and all ages.

Demand assessment for health and fitness

5.107 The Sport England tools of Active Places or the facility planning model do not consider health and fitness in the same degree of detail as other facilities, and there is no 'ready reckoner' for assessing demand. The Fitness Industry Association (FIA) has devised a model that provides guidance on the supply of stations against the current anticipated demand.

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

Mon-Fri, 6pm – 10pm

Sat-Sun, 12pm – 4pm

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

5.110 Sport England's Active People Survey has been used to understand the percentage of the population participating in gym. In Wychavon the once a week participation based on Active Places 8 to April 2014 shows that 8.2% of the population currently participated in gym on a weekly basis in 2011, the latest year for which Wychavon data is available. This figure has been used to reflect the local situation, based on APS data.

Table 5.10: Fitness Industry Association methodology for number of stations calculation Wychavon 2014

Standard	Value	Total
Wychavon adult population (over 16)		96,800
% of population participating in health and fitness	8.2%	7,937
Average number of visits per week	2.4	19,050
No. of visits in peak time	65%	12,382
No. of visits in one hour of peak time	28	442
TOTAL NO. OF STATIONS REQUIRED (PEAK TIME)		885

5.111 Applying the FIS assessment methodology shows that, a total of 442 stations are required during the peak time period to accommodate anticipated current levels of demand. According to Active Places the current supply is 693 stations in total and 474 stations which are available as pay and play. This represents a "deficit" of 32 stations if assessed only on the basis of pay and play and a "surplus" of 251 stations if assessed on the total supply of stations.

5.112 It is challenging to consider if the FIA assessment does reflect the Wychavon situation. Pay and play is most prominent with 474 stations, some 68.3% of the total number of stations and only 149 stations, 21.5% of the total stations are for registered membership use. A total surplus of 251 stations is challenging because the dynamic and competitive

nature of gym provision would mean that if there is a surplus of this amount then the number of venues/stations would reduce.

5.113 Certainly the FIS assessment method suggests most strongly there is no need for additional health and fitness provision in Wychavon.

Quality

5.114 Information on the quality of facilities in Wychavon is taken from Active Places, which sets out the age of facility, and refurbishment, and enables this aspect to be used as a proxy for quality. Table 5.11 overleaf sets out the decade in which the health and fitness venues opened and the decade of any refurbishment (excluding HM Prison Long Lartin).

5.115 As the table shows the stock 11 of the venues opened post 2000. Only 4 venues opened prior to 2000. Of the refurbished venues, all 4 pre 2000 venues have been refurbished and 3 of the 8 venues in the 2000 decade have been refurbished.

5.116 Overall and as might be anticipated with health and fitness venues, the stock is quite recent in its age of opening and has been extensively maintained.

Table 5.11: Decade of opening and modernisation of health and fitness venues in Wychavon 1970 - Present

Decade centre opened	1970's	1980's	1990's	2000	Post 2010
No of centres	1	1	2	8	3
No of centre modernised	1	1	2	3	0

Accessibility

5.117 Accessibility mapping is not available from Active Places and the high number of venues means it is difficult to plot the location of all venues in Wychavon and establish how venues are accessible based on car travel time catchments.

Availability

5.118 Availability is assessed as the amount of amount of demand for a sports facility that can be met by the supply of facilities in an area. Excluding the Long Lartin Prison venue there are 16 venues. Of these venues 10 are available on a pay and play basis, 4 are for registered members, 2 are for a combination of membership of either a sports club or community organisation.

5.119 Pay and play is the most prominent access type has with 474 stations, some 68.3% of the total number of stations. Some 149 stations, 21.5% of the total stations are for registered membership use and the remaining 70 stations, 10.1% of the total stations are for private or community association use. So the effective number of 'public' stations in the District is the majority at 474 stations, some 68.3% of the total.

5.120 Also three of the top four largest venues are at the Council's public leisure centres (David Lloyd Centre being the other large venue at 90 stations, whilst Evesham Leisure Centre has 100 stations, Droitwich Spa Leisure Centre has 85 stations and there are 40 stations at Pershore Leisure Centre.

Summary of findings for Health and Fitness

- There are 16 health and fitness venues across Wychavon providing a total of 693 health and fitness stations, excluding HM Prison Long Lartin. Of these venues 10 are available on a pay and play basis, 4 are for registered members and 2 are a combination of membership by a sports club or community organisation.
- Pay and play is the most prominent access type with 474 stations, 68.3% of the total number of stations. Some 149 stations, 21.5% of the total is for registered membership use and the remaining 70 stations, 10.1% of the total are for private or community association use. So the effective number of 'public' stations in the District is the majority at 474 stations, some 68.3% of the total.
- The average number of stations per venue is 40 stations. The largest venue is at Evesham Leisure Centre with 100 stations. The David Lloyd Centre has 90 stations and Droitwich Spa Leisure Centre has 85 stations (40 stations at the Pershore Leisure Centre). There are 8 venues, 47% of the total which have less than 20 stations. These are mainly club based venues.
- In terms of age of venues, 11 opened post 2000. Only 5 venues opened prior to 2000. Of the refurbished venues, all 5 of the pre 2000 venues have been refurbished and 3 of the 8 venues in the 2000 decade have been refurbished. Overall and as might be anticipated with health and fitness venues, the stock is quite recent in its age of opening and has been extensively maintained.
- The Active People survey for health and fitness categorises health and fitness as gym activities. There are only sufficient responses for Wychavon District for the years 2006 - 2011. The rate of gym participation does fluctuate from 9.13% of the adult population doing gym at least once a week in 2006, to 7% in 2010 and then up to 8.2% in 2011.
- The rate of gym participation at the CSP level shows less fluctuation and is within a range of 8.6% in 2006 of adults doing gym once a week, to 7.4% in 2012 and up to 8.9% in 2014.
- The Sport England planning tools do not consider health and fitness in the same degree of detail as other facilities, and there is no 'ready reckoner' for assessing demand. The Fitness Industry Association (FIA) has devised a model that provides guidance on the supply of stations against the current anticipated demand.
- The model defines health and fitness users as all people participating in health and fitness, including private club members and users of local authority facilities.
- Applying the FIS assessment methodology shows that, a total of 442 stations are required during the peak time period to accommodate anticipated current levels of demand. According to Active Places the current supply is 693 stations in total and 474 stations which are available as pay and play. This represents a "deficit" of 32 stations if assessed only on the basis of pay and play and a "surplus" of 251 stations if assessed on the total supply of stations.
- It is challenging to consider if the FIA assessment does reflect the Wychavon situation. Pay and play is most prominent with 474 stations, some 68.3% of the total number of stations and only 149 stations, 21.5% of the total stations are for registered membership use. A total surplus of 251 stations is challenging because the dynamic and competitive nature of gym provision would mean that if there is a surplus of this amount then the number of venues/stations would reduce.

- **Assessments suggest there is limited need for additional health and fitness provision in Wychavon. Recommendation for modest growth to support the sustainability of any wider developments and to feature as part of any re-development / hub proposals. Needs to be business case led.**

Squash

Quantity - Supply

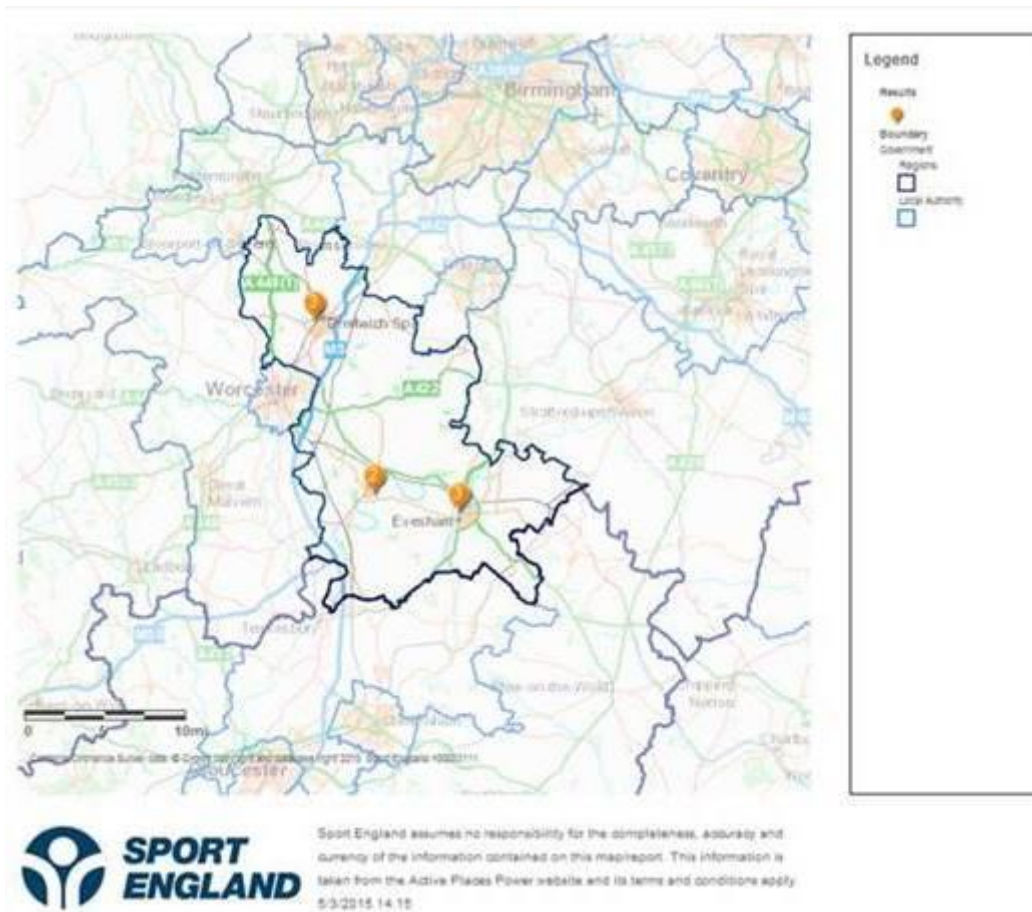
5.121 There are 3 squash court venues in Wychavon, 8 courts in total. One venue is local authority owned at Droitwich Spa Leisure Centre and this operates on a pay and play basis. The other two venues at Evesham Rowing Club and Pershore and District Sports Club are owned by community associations and are membership based. Table 5.12 below is a list of all 3 squash court venues in Wychavon in 2014.

Table 5.12: Squash Courts in Wychavon 2014

Site Name	Facility Type	Number of courts	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Year Refurb
DROITWICH SPA LEISURE CENTRE	Squash Courts	3	Operational	Pay and Play	Local Authority	Trust	1985	2012
EVESHAM ROWING CLUB	Squash Courts	3	Operational	Sports Club / Community Association	Sports Club	Sport Club	1970	2007
PERSHORE & DISTRICT SPORTS CLUB	Squash Courts	2	Operational	Sports Club / Community Association	Sports Club	Sport Club	1985	n/a

5.122 The location of the three squash venues are set out in Map 5.11 overleaf.

Map 5.11: Location of squash venues in Wychavon 2014



Quantity - Demand

5.123 The Active People data on participation in squash is available at the West Midlands Region level. The rate of once a week participation has fluctuated from 0.75% of the adult population playing at least once a week in 2006, to 0.5% in 2011 and 0.43% in 2014. The low rate of participation explains why there is not reliable data for participation at the CSP or Wychavon level.

Chart 5.11: Active People once a week participation in squash and Racquetball for West Midlands Region 2006 – 2014



5.124 Taking the APS 8 2014 West Midlands rate of 0.43% of the region's adults participating in squash and Racquetball and applying it to the Wychavon adult population then there are 416 adults participating at least once a week in 2014. This is based on 0.43% of the Wychavon adult population in 2014 of 96,800 people.

Market segmentation

5.125 The market segmentation data for participation in squash and Racquetball is based on measuring at least once a month participation. Whereas the Active People benchmark data referenced above in the demand assessment is based on at least once a week participation.

5.126 The market segmentation maps people who DO play and would LIKE TO play squash in Wychavon is set out Maps 5.12 and 5.13 below.

5.127 Map 5.12 shows that for virtually all of the Wychavon area and in all of the surrounding areas the at least once a month participation rate in squash is between 1.1% - 2% of the Wychavon adult population. There is one output area where (dark purple) where there is a lower rate of between 0.1% - 1% playing squash. These findings compares with Active People survey findings of 0.43% of the West Midlands (findings for Wychavon are not available) playing squash at least once a week in 2014.

Map 5.12: Percentage of the Wychavon population who play squash 2014



5.128 The market segmentation map for the number of people who would like to play squash at least once a month in Wychavon is set out in Map 5.13 below. This shows the latent demand is the lower rate at 0.1% - 1% of the Wychavon adult population and with the same latent demand rate for the surrounding area.

Map 5.13: Percentage of the Wychavon population who WOULD LIKE TO play squash 2014



5.129 In terms of the segments that already play or would like to play squash it is dominated by three segments: Ben with 206 players And 177 would like to play squash; Tim 371 players and 192 would like to play; and Philip 225 players and 142 would like to play players.

5.130 The total squash adult participant population based on the once a month market segmentation rate is 1,168 players and a further 717 would like to play squash. So a total of 1,785 participants.

Chart 5.12: Market segment population totals for DO play squash in Wychavon 2014

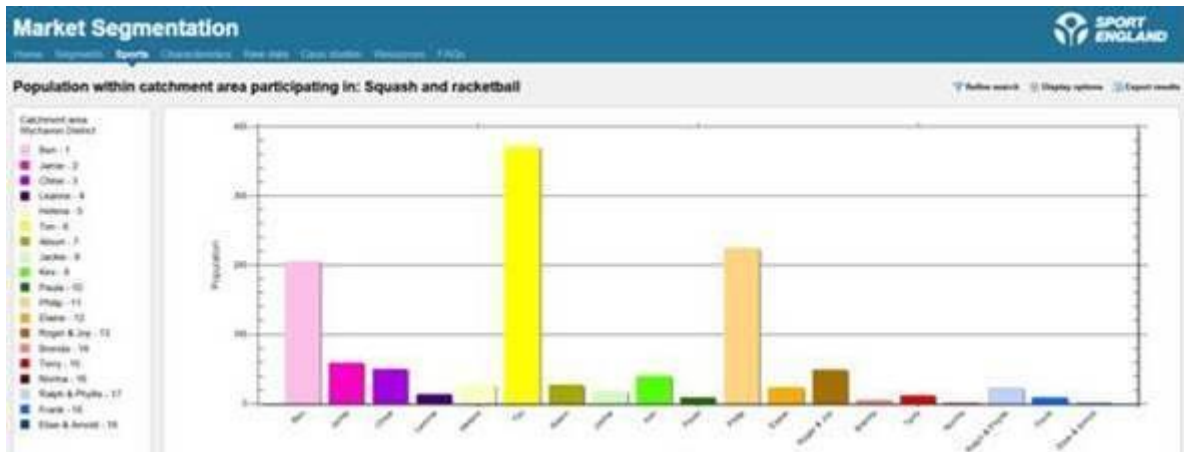
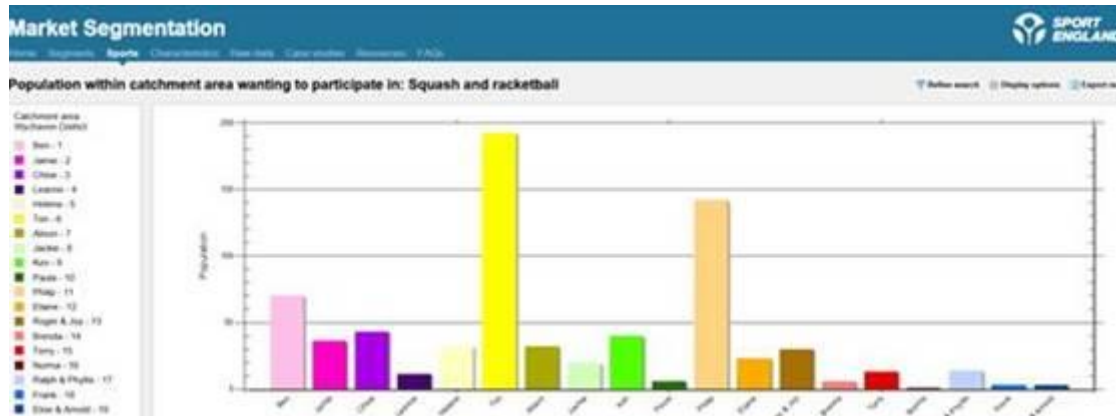


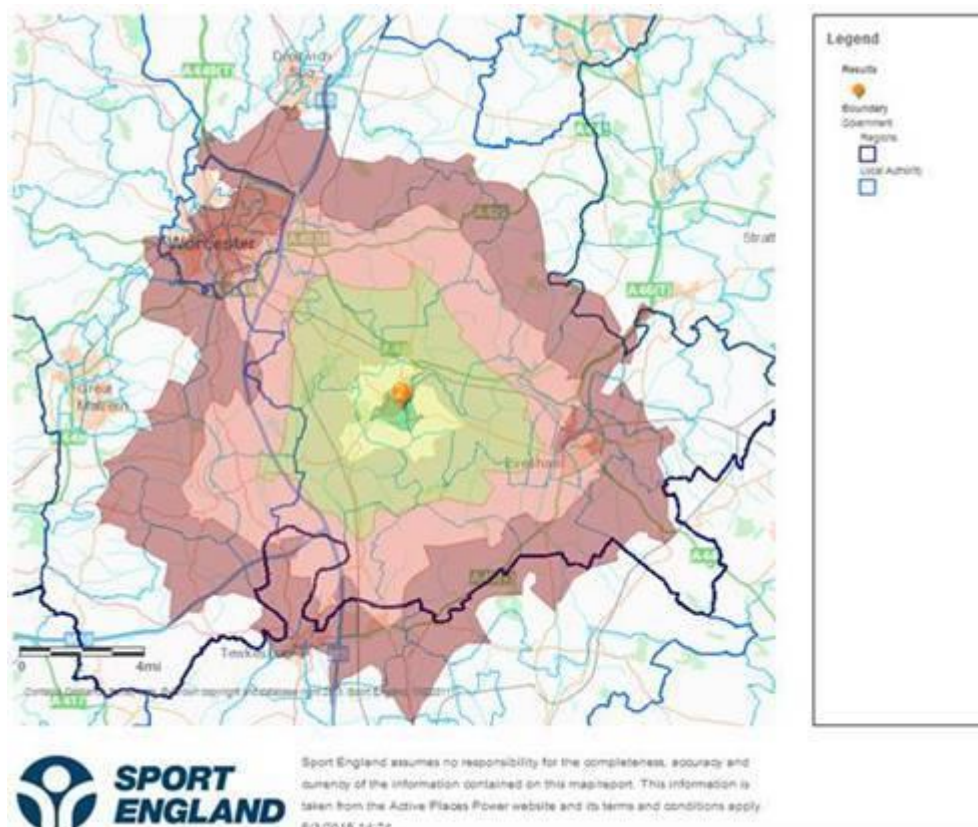
Chart 5.13: Market segment population totals for WOULD LIKE TO play squash in Wychavon 2014



Accessibility

5.131 The location of the Pershore Sports Club squash centre is shown in Map 5.14 below, together with the up to 20 minute drive time catchment area. This shows that all except the north and south east of the district are within a 20 minute drive time catchment. The two areas excluded will be part of the catchment area for the Droitwich Spa leisure centre and Evesham Rowing club venues. So combined all of Wychavon District is within a 20 minute drive time of at least one squash venue and most of the district is within two venues.

Map 5.14: Location of Pershore Sports Club squash venue and drive time catchment area



Summary of findings for squash

- There are 3 squash court venues in Wychavon, 8 courts in total. One venue is local authority owned at Droitwich Spa Leisure Centre and this operates on a pay and play basis. The other two venues at Evesham Rowing Club and Pershore and District Sports Club are owned by community associations and are membership based.
- The Active People data on participation in squash also includes Racquetball and is available at the West Midlands Region level. The rate of once a-week participation has fluctuated from 0.75% of the adult population playing at least once a week in 2006, to 0.5% in 2011 and 0.43% in 2014. The low and declining rate of participation explains why there are insufficient responses in the AP surveys to squash participation at the Wychavon and CSP levels.
- Taking the APS 8 2014 West Midlands rate of 0.43% of the region's adults participating in squash and Racquetball and applying it to the Wychavon adult population then there are 416 adults participating at least once a week in 2014. This is based on 0.43% of the Wychavon adult population in 2014 of 96,800 people.
- Based on the market segmentation data for participation in squash and Racquetball measuring at least once a month participation for people who DO play and would LIKE TO play squash in Wychavon shows a participation rate in squash of 1.1% - 2% of the Wychavon adult population.
- So based on this once a month participation data there could be a higher rate of participation in Wychavon than applying the 0.43% of the population from the West Midlands Active People survey findings for playing squash at least once a week in 2014.
- In terms of access to squash venues then the Pershore Sports Club squash centre 20 minutes drive time catchment area covers the entire District except the north and south east of the district.
- These two areas will however be part of the catchment area for the Droitwich Spa Leisure Centre and Evesham Rowing club venues. So combined all of Wychavon District is within a 20 minute drive time catchment area of at least one squash venue and most of the district is within the drive time catchment area of two venues.
- The provision is all old ranging from 1970-1985. Droitwich Leisure Centre was refurbished in 2012; although it is not clear whether this included the squash courts, similarly ERC was refurbished in 2007.
- In determining the future need for squash courts, the key finding is the declining rate of participation over the period of the AP surveys 2006 – 2014. Maintaining the public pay and play courts at Droitwich Leisure Centre does provide for the casual/recreational player, albeit it is only one pay and play venue across the district. The six courts at the club based venues should be able to provide for club and league play across the district and will no doubt accommodate the casual player around that to try and encourage membership of the club.
- **Overall the assessment is that there is sufficient provision of squash courts to cater for current demand for pay and play and club/league play. Priority should be to protect current squash provision and enhance it as part of potential wider developments at the three sites, as the squash provision is old and there is limited**

glass back court provision e.g. Should form part of DLC refurbishment, Pershore SC have identified it as a priority in consultation. The club is an important local provision and should be supported.

Studios

5.132 The Active Places Power database has recently collected information on studio provision mostly as part of wider sports facilities. There are 10 studios available at present in Wychavon at 10 locations. So there are no venues which has more than one dance studio.

5.133 The 10 venues are 6 less than for health and fitness gym venues. All of the three Wychavon public leisure centres have gyms and dance studios. Somewhat surprisingly there is only one school venue which has a dance studio, this is at The De Montfort School

5.134 Some 5 of the 10 venues are commercially owned and these are all located at health and fitness centres/gyms. Whilst there are 4 local authority dance studio venues and as said, one at The De Montfort School.

5.135 Some 6 venues are pay and play venues, 3 are for use by members as a commercial venue and the remaining 1 venue is for use by membership of a sports club or community organisation. Again it is the facility at The De Montfort School. Table 5.13 below is a list of all 10 dance studio venues in Wychavon in 2014.

Table 5.13: Dance studios in Wychavon 2014

Site Name	Facility Type	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Year Refurbished
DAVID LLOYD CLUB (WORCESTER)	Studio	Operational	Registered Membership use	Commercial	Commercial Management	2012	n/a
DAVID LLOYD CLUB (WORCESTER)	Studio	Operational	Registered Membership use	Commercial	Commercial Management	2012	n/a
DROITWICH SPA LEISURE CENTRE	Studio	Operational	Pay and Play	Local Authority	Trust	2006	2007
THE DE MONTFORT HIGH SCHOOL	Studio	Operational	Sports Club / Community Association	Community school	School/College /University (in house)	2002	n/a
EVESHAM LEISURE CENTRE	Studio	Operational	Pay and Play	Local Authority	Trust	2009	n/a
EXCLUSIVE GYM	Studio	Operational	Registered Membership use	Commercial	Commercial Management	2012	2013
ONE ON ONE FITNESS CENTRE	Studio	Operational	Pay and Play	Commercial	Commercial Management	2009	n/a
PERSHORE LEISURE CENTRE	Studio	Operational	Pay and Play	Local Authority	Trust	2002	n/a
PHYSIQUE FITNESS	Studio	Operational	Pay and Play	Commercial	Commercial Management	2013	n/a

5.136 There are 14 dance studio venues in Worcester City. Some 8 are pay and play venues, 2 are membership based, 2 are community association/education use and 2 are private use. Four venues are owned by the local authority and 4 by the commercial sector. Whilst 5 are owned by education - schools and higher education or community associations

- 5.137 In Malvern Hills District there are 9 dance studios of which 4 are pay and play venues, 3 are membership based and 2 are community association/education use and access. Two venues are owned by the local authority and 2 by the commercial sector. Whilst 5 are owned by education - schools or community associations
- 5.138 It is possible that the dance studio information is not as comprehensive as the data sets for other facility types, given it has only recently been added to the Active Places Power database and the supply information collected. It is unlikely to be sufficiently robust to inform a full needs assessment).

Quantity - Demand

- 5.139 The Active People data on participation is available for a number of related activities that take place in studios – movement and dance, and aerobics. Movement and dance participation has fluctuated over the period of the APS outputs
- 5.140 Chart 5.14 below shows the rate of once a week participation at both the West Midlands Region and England wide level over the AP surveys, it is very low. There is no data at the Wychavon District or CSP level because there are not enough respondents to the AP survey for movement and dance to generate a reliable participation rate at these geographic levels.
- 5.141 The West Midlands rate (amber line) and the England wide rate (blue line) have tracked one another over the 2011 – 2014 period. The England wide rate (blue line) was 0.81% of the adult population doing movement and dance in 2011 and by 2014 this has increased to 1.02% of the adult population.
- 5.142 The West Midlands rate (yellow line) was 0.84% of adults doing movement in dance in 2011 and is 0.82% of the adult population participating at least once a week in 2014.

Chart 5.14: Active People once a week participation in movement and dance for West Midlands Region and England wide 2011 – 2014

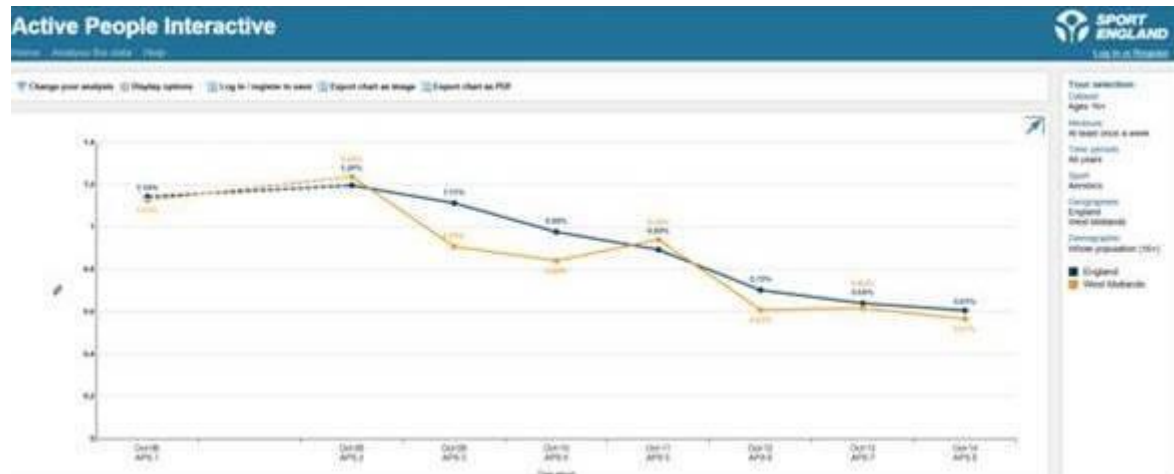


Demand Aerobics

- 5.143 Aerobic classes is also a function of the use of studios and the once a week participation rate for aerobics for adults at the West Midlands Region and England wide level is set out in Chart 5.15 overleaf. For the same reasons as for movement and dance the rate for Wychavon and for the CSP Dudley is not generated.

5.144 As Chart 5.15 shows the rate of participation in aerobics has followed a line of decline at both geographies since 2008. By APS 8 the national rate of participation is 0.61% and the West Midlands rate is 0.57% of adults doing aerobics at least once a week.

Chart 5.15: Active People once a week participation in aerobics for West Midlands Region and England wide 2006 – 2014



5.145 Taking the APS 8 West Midlands rate of 0.57% of the region's adults participating in aerobics and applying it to the Wychavon adult population then there are just 551 adults participating at least once a week in 2014. This is based on 0.57% of the Wychavon adult population in 2014 of 96,800 people.

Market segmentation

5.146 The market segmentation data for participation in gym does include aerobics yoga and fitness classes as well as individual gym activities.

5.147 Dance exercise is a category which market segmentation does measure. In short, it is possible to present the market segmentation findings for dance exercise but NOT for aerobics.

5.148 The market segmentation maps for people who DO play and would LIKE TO do dance exercise in Wychavon is set out Maps 5.15 and 5.16 below.

5.149 Map 5.15 shows that for all of the Wychavon area and in all of the surrounding areas the at least once a month participation rate in dance exercise is between 1.1% - 2% of the Wychavon adult population.

Map 5.15: Percentage of the Wychavon population who DO dance exercise 2014



5.150 The market segmentation data and map for the number of people who would like to do dance exercise at least once a month in Wychavon is set out in Map 5.16 below. This shows the latent demand is the same as the actual demand of between 1.1% - 2% of the Wychavon adult population and with the same latent demand rate for the surrounding area.

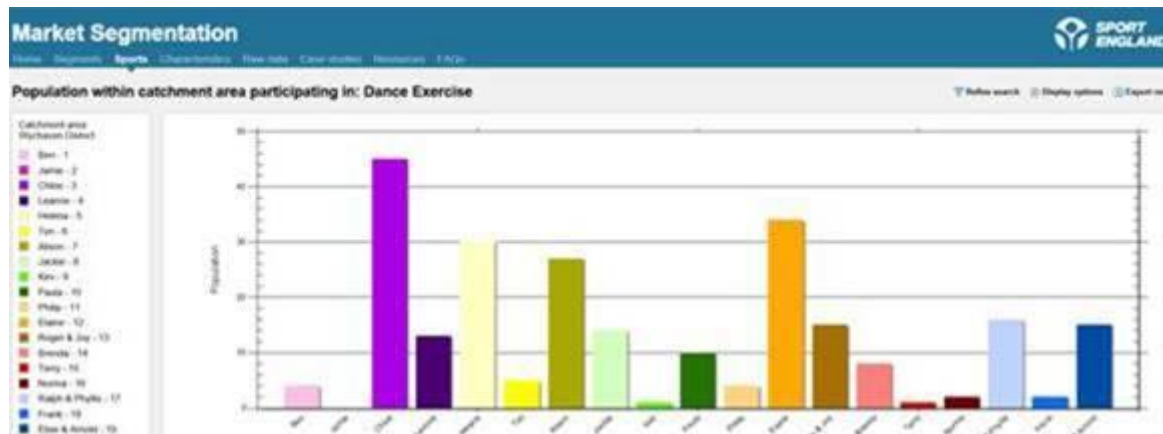
Map 5.16: Percentage of the Wychavon population who WOULD LIKE TO DO dance exercise



5.151 In terms of the profile of people who do and would like to do dance exercise across the 19 market segments and the total number in each segment this is shown in Charts 5.16 and 5.17 overleaf.

5.152 In terms of the segments who do dance exercise this has a broad based appeal across all ages from 16 - 45 but also in the Ralph and Phyllis (light blue column) and Elsie and Arnold segment (dark blue) which is 66+. Participation is very much focused in 9 female segments in the 16 - 45 age range. There are no male segments with high dance exercise participation. Overall number of participants is low with only 2 segments Chloe (purple column) and Elaine (orange column) of the top 8 segments having more than 30 participants at least once a month.

Chart 5.16: Market segment population totals for DO dance exercise activities in Wychavon 2014



5.153 For the would like to do dance exercise in Chart 5.17 below the Wychavon profile is similar in its spread is across the same range of 8 female market segments in the 16 – 45 age range but with much lower numbers, with only 4 segments Chloe, Helena (cream colour column) Alison (sage green column) and Elaine having over 20 would be participants per month.

Chart 5.17: Market segment population totals for WOULD LIKE TO do dance exercise activities in Wychavon 2014



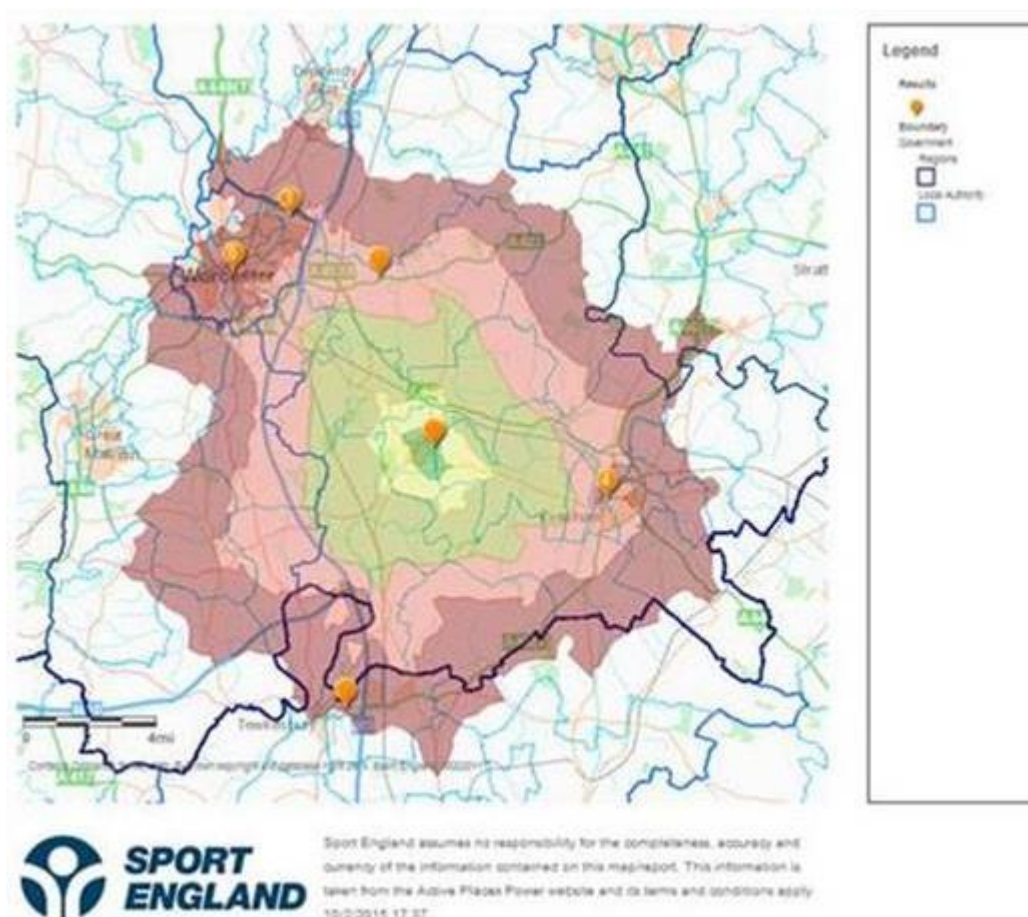
5.154 It is not possible to develop the total market segment population for dance studios because the market segment data for aerobics is not provided, only for dance exercise. Based on the dance exercise market segmentation population alone and across ALL market segments for that do dance exercise at least once a month it is 246 participants. For people who would like to do dance exercise it is 189 adult who would like to participate at least once a month. This provides a total market segmentation participation of 435 people. This represents some 0.23% of the adult population in Wychavon in 2014. This percentage compares with the West Midlands rate of ONCE a WEEK participation in movement and dance of 0.57% of the regional population.

5.155 There is no accepted method of assessing demand for studio use, and as already set out there is no participation data from Active People at the Wychavon District level. Additional evidence of local usage of and demand for such facilities is required to assess whether current supply meets likely current and future demand.

Accessibility

5.156 The location of studios which are within a 20 minute drive time catchment of the Pershore Leisure Centre studio is set out in Map 5.17 below. As for health and fitness this venue is selected because of its central location in the District. The map shows there are only 2 other studios within a 20 minute drive time of this venue within the District. This is a surprising and questionable finding given there are 10 dance studios in the District.

Map 5.17: Location of studios within a 20 minute drive time of the Pershore Leisure Centre Studio



Summary of findings for studios

- In 2014 there are 10 studios in Wychavon at 10 locations. So no one venue has more than one dance studio. (Note: there are 16 gym venues in Wychavon). All three Wychavon public leisure centres have gyms and dance studios. Somewhat surprisingly there is only one school venue which has a dance studio; this is at Evesham High School.
- Six of the 10 venues are commercially owned and these are all located at health and fitness centres/gyms. There are 3 local authority dance studio venues and as said, one at The De Montfort School.
- There are 14 dance studio venues in Worcester City. Some 8 are pay and play venues, 2 are membership based, 2 are community association/education use and 2 are private use. Four venues are owned by the local authority and 4 by the

commercial sector. Whilst 5 are owned by education - schools and higher education or community associations.

- In Malvern Hills District there are 9 dance studios of which 4 are pay and play venues, 3 are membership based and 2 are community association/education use and access. Two venues are owned by the local authority and 2 by the commercial sector. Whilst 5 are owned by education - schools or community associations.
- It is possible that the dance studio information is not as comprehensive as the data sets for other facility types, given it has only recently been added to the Active Places Power database and the supply information collected.
- Participation data at the Wychavon District or CSP level is not available because of low participation levels and insufficient responses to the AP survey on movement and dance and dance exercise at these levels. The West Midlands rate and the England rate for once a-week participation have tracked one another over the 2011 – 2014 period. The England wide rate was 0.81% of the adult population doing movement and dance in 2011 and by 2014 this has increased to 1.02% of the adult population.
- The West Midlands rate was 0.84% of adults doing movement and dance in 2011 and is 0.72% of the adult population participating at least once a week in 2014.
- Taking the APS 8 West Midlands rate of 0.72% of the region's adults participating in movement and dance and applying it to the Wychavon adult population then there are 502 adults participating at least once a week in 2014. This is based on 0.72% of the Wychavon adult population in 2014 of 96,800 people.
- The market segmentation data for movement and dance and dance exercise shows it has broad based appeal across the 16 - 45 age group but also in the Ralph and Phyllis (60+) and Elsie and Arnold segment (66+). Participation is very much focused in 9 female segments in the 16 – 45 age range. There are no male segments with high movement and dance and dance exercise participation.
- There is no accepted method of assessing demand for studio use, and as already set out there is no participation data from Active People at the Wychavon District level. Additional evidence of local usage of and demand for such facilities is required to assess whether current supply meets likely current and future demand.
- **In terms of studios the assessment is more of a position statement and in terms of assessing future provision for studios this is best developed as part of the core business case for new provision/replacement of an existing sports hall or swimming pool and incorporating a gym alongside studio provision as part of a sustainable offering.**
- **Studios and smaller flexible spaces do however meet the need for less formal physical activity spaces in line with national trends and the Wychavon demographic and participation profile.**

Summary

5.157 There appears limited need to provide additional specialist indoor provision. There could be potential for indoor bowls but this would need to be subject to a feasibility study. This need could be met by the Yew Tree development. Indoor tennis and squash are about protection and potential enhancement.

5.158 In terms of specific issues:

- A reasoned assessment, given there are no centres at present in Wychavon is that there could be demand to support one indoor bowls centre of 6 rinks. The 2010 South Worcestershire Framework recommended the need for a 6-rink centre. However the big caveat is the backdrop of static participation in indoor bowling. Plus this would have to be the subject of a detailed feasibility study to establish who could provide the facility, the core business case, operational business plan, sources of funding and the conditions associated with any grant aid or commercial funding. The Council would have to be convinced that it represented a priority for funding and support.
- Yew Tree development in Droitwich could however potentially meet the indoor bowls need. There could be scope for enhancing funding to the project to ensure community access.
- Priorities for indoor tennis are to protect current indoor tennis provision. Potentially limited evidence for additional indoor space around Droitwich Tennis Club. This could be in the form of low-cost solutions and covering of outdoor courts. Further potential to consider enhancements to Warwickshire College facility; develop community partnership via funding support. This is in line with LTA focus on education partnerships.
- Assessments suggest there is limited need for additional health and fitness provision in Wychavon. Recommendation for modest growth to support the sustainability of any wider developments and to feature as part of any re-development / hub proposals. Needs to be business case led.
- Overall the assessment is that there is sufficient provision of squash courts to cater for current demand for pay and play and club/league play. Priority should be to protect current squash provision and enhance as part of potential wider developments at the three sites, as the squash provision is old and there is limited glass back court provision e.g. Should form part of DLC refurbishment, Pershore SC have identified it as a priority in consultation. The club is an important local provision and should be supported.
- In terms of studios the assessment is more of a position statement and in terms of assessing future provision for studios this is best developed as part of the core business case for new provision/replacement of an existing sports hall or swimming pool and incorporating a gym alongside studio provision as part of a sustainable offering.
- Studios and smaller flexible spaces do however meet the need for less formal physical activity spaces in line with national trends and the Wychavon demographic and participation profile.

6: Outdoor Facilities

Introduction

6.1 The analysis for the remaining facility types follows the same sequence of reporting as for swimming pools and sports halls and under the same ANOG headings. However, the level of data and analysis is not as extensive as for swimming pools and sports halls. This section considers outdoor facilities.

All Weather Athletics Tracks

Quantity - Supply

6.2 As there is only one all-weather athletic track in Wychavon which is located at the Droitwich Spa High School, the assessment also includes all weather synthetic tracks in the Sports Partnership for Herefordshire and Worcestershire.

6.3 In terms of the supply there are;

- Six all-weather surface tracks in the CSP area of which four are 8 lane and two are 6 lane. The 6 lane tracks includes the track At Droitwich Spa High School;
- All six venues are all weather tracks;
- Four of the tracks operate on a pay and play basis, with the other two operating on a club membership basis. The Droitwich Spa track is accessed by a community organisation; and
- Five of the tracks are owned by the local authority of which four are operated by Trusts. One track is owned by Stourport Sports Club (located in Wyre Forest).

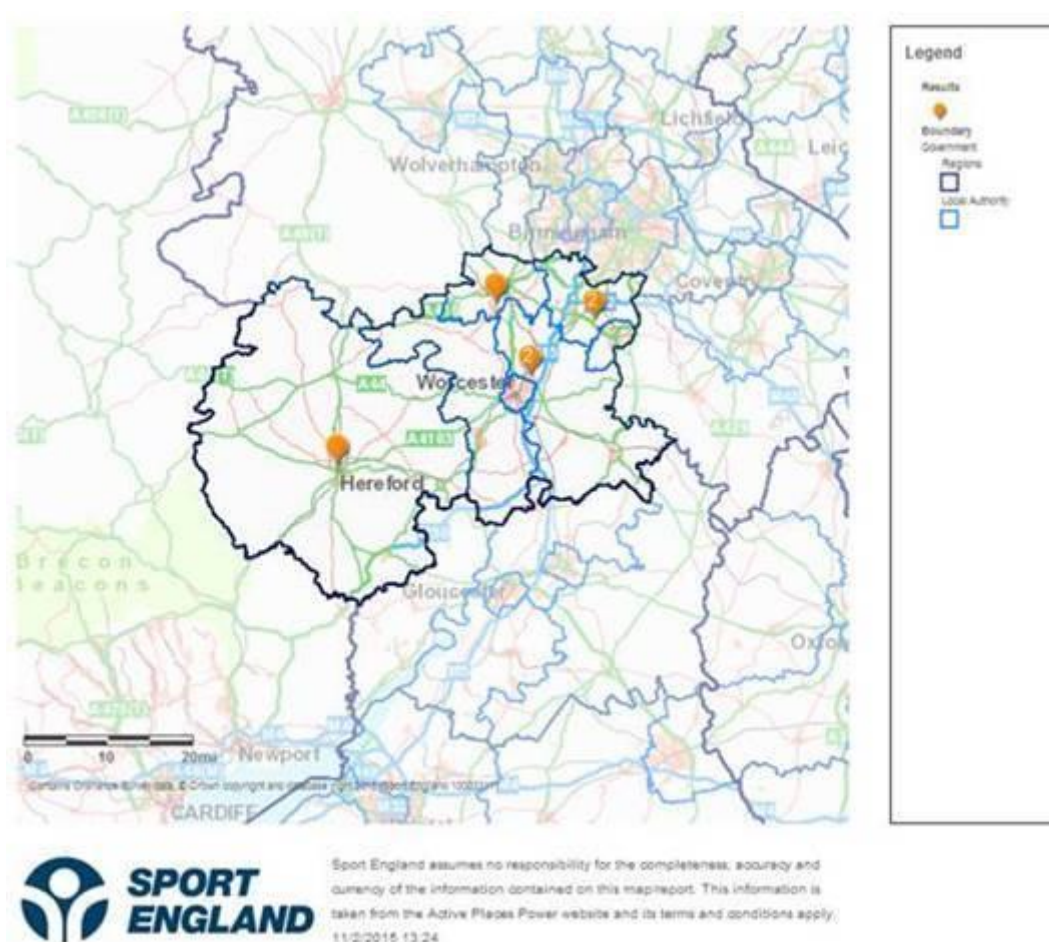
6.4 The details of all six venues are set out in Table 6.1 below. This is followed by Map 6.1 with the location of four of the six tracks in the CSP area (*Note; the reason for only including four of the tracks is not known*).

Table 6.1: Athletic Tracks in Herefordshire and Worcestershire CSP 2014

Site Name	Facility Type	No lanes	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Year Refurb	LA Name
ABBEY STADIUM SPORTS CENTRE	Synthetic	8	Operational	Pay and Play	Local Authority	Local Authority (in house)	1982	2006	Redditch
DROITWICH SPA HIGH SCHOOL	Synthetic	6	Operational	Sports Club / Community Association	Community school	Trust	2001	n/a	Wychavon
HEREFORD LEISURE CENTRE	Synthetic	8	Operational	Pay and Play	Local Authority	Trust	1988	2006	Herefordshire, County of

Site Name	Facility Type	No lanes	Facility Status	Access Type	Ownership Type	Management Type	Year Built	Year Refurb	LA Name
NUNNERY WOOD SPORTS COMPLEX	Synthetic	8	Operational	Pay and Play	Local Authority	Local Authority (in house)	1994	2005	Worcester
RYLAND CENTRE	Synthetic	6	Operational	Pay and Play	Local Authority	Trust	1967	2010	Bromsgrove
STOURPORT SPORTS CLUB LTD	Synthetic	8	Operational	Sports Club / Community Association	Sports Club	Sport Club	2000	n/a	Wyre Forest

Map 6.1: Location of the Athletics Tracks in the Herefordshire and Worcestershire CSP area



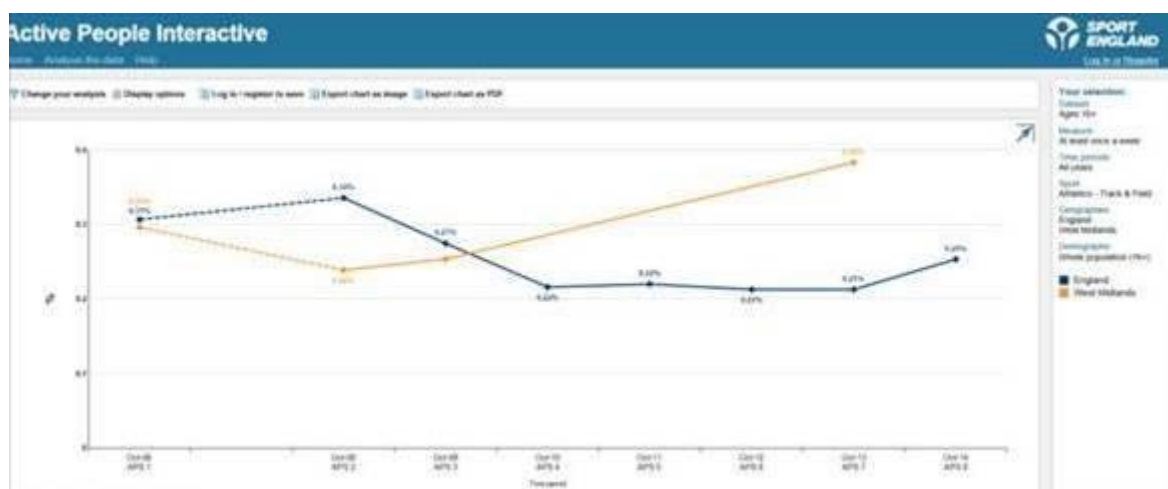
Quantity - Demand

- 6.5 As with the other facility types an assessment of the demand for athletics – track and field can be made by setting out the rate of participation in track and field athletics as measured in the Sport England Active People survey and applying the benchmark measure of once a week participation of at least 30 minutes moderate intensity activity.
- 6.6 Yet again as with other facility type's data on participation in track and field athletics is restricted to the West Midlands level. At the Wychavon District and CSP level there is

insufficient number of respondents to the AP survey for track and field athletics to establish a measured assessment of participation. This in itself does illustrate the low rate of participation in athletics.

- 6.7 Even at the West Midlands level the data is not complete between 2005-06 and 2009 – 13 and there is no data for 2014. So the findings at the England wide level (blue line) are included in Chart 6.1 below.
- 6.8 This shows at the England wide level a static level of participation of between 2010 and 2013 of around 0.225 of the 16 plus population doing track and field athletics at least once a week and it increasing to a participation rate of 0.25% in 2014 – when information on 14 – 16 year olds participation would be included.

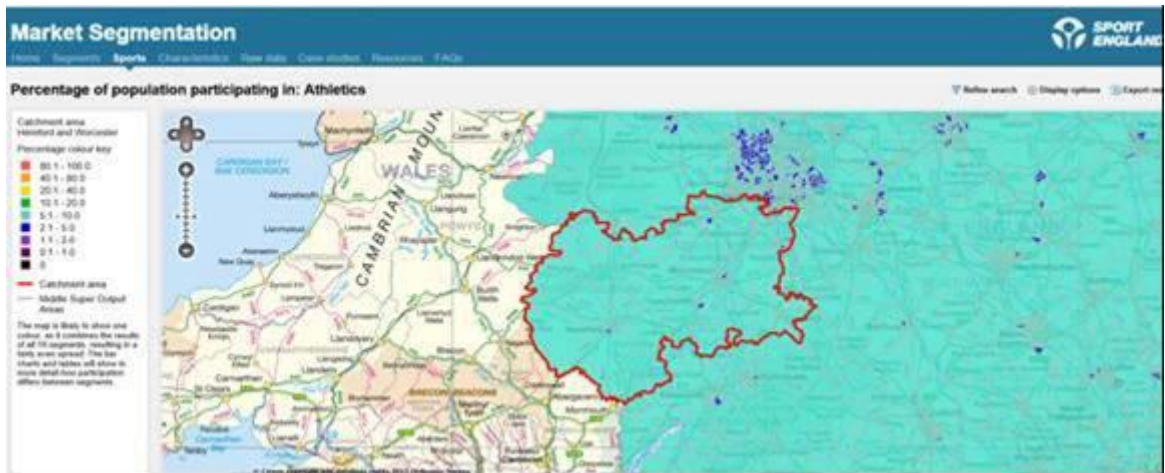
Chart 6.1: Rate of participation in track and field athletics for West Midland Region and England wide 2006 – 2014



Market Segmentation

- 6.9 The market segmentation map for participation in athletics which includes road running as well as track and field athletics in the CSP area is set out Maps 6.2 and 6.3 overleaf. The CSP area is selected rather than Wychavon given there is only one track in the authority. However, the inclusion of road running will create a much more different set of findings than from the AP S data.
- 6.10 Map 6.2 for the CSP area shows the rate of athletics participation is the same across virtually all the CSP area and is shaded green. The rate of participation in in these areas is between 5.1 – 10% of the adult population of the CSP area doing athletics at least once a month. Whilst in the very few blue coloured output areas the rate of participation is between 2.1% - 5% of the adult population in the CSP area. In total this amounts to 38,396 people in the CSP area and 6,278 people in the Wychavon area.

Map 6.2: Percentage of the Herefordshire and Worcestershire CSP population who DO athletics 2014



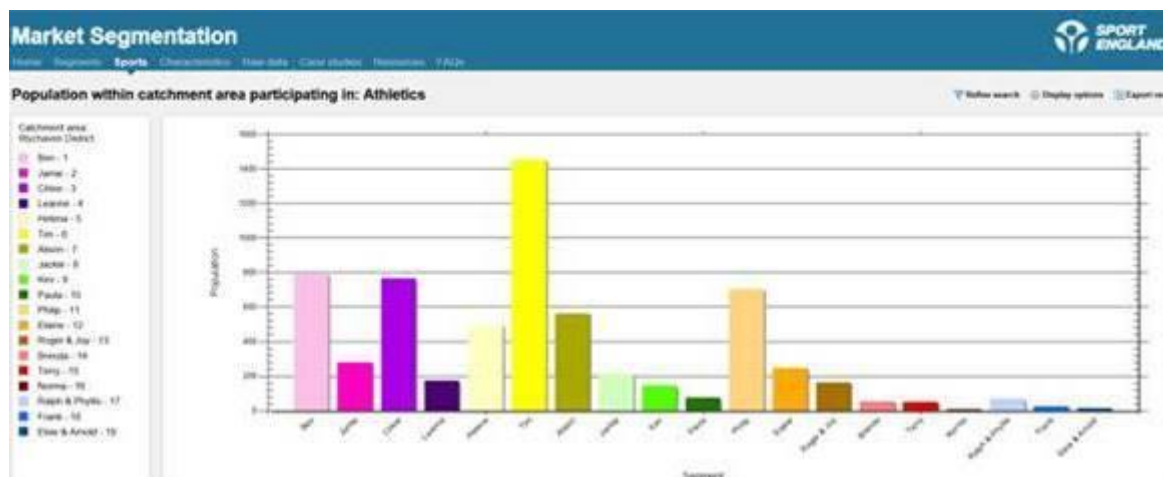
6.11 Map 6.3 shows the percentage of the adult population who would like to do athletics. This shows a universal between 2.1% - 5% of the CSP adult population who would like to do athletics at least once a month. This amounts to 16,238 people in the CSP area and 2,592 people in the Wychavon area.

Map 6.3: Percentage of the Herefordshire and Worcestershire CSP population who WOULD LIKE TO DO athletics 2014



6.12 In terms of the profile of athletics across the 19 market segments and the total number in each segment this is shown in Chart 6.2 overleaf and is for Wychavon only.

Chart 6.2: Market segment population totals for athletics in Wychavon 2014



- 6.13 As the chart shows participation is very much focused in the market segments from Ben (pink). Chloe (purple), Tim (yellow), Alison (sage green) and Philip (beige). There is lower level participation in the segments from Jamie (cerise) and Helena (cream). Athletics participation is quite even between genders but focused not surprisingly in the 16 – 25 age range. The Tim to Philip segments are aged between 26 – 45 and most likely it is road running rather than track and field participation.
- 6.14 The total population for Wychavon based on those do athletics once a month (Note the Active People measures participation by once a week) is 6,278 people and it is 2,592 for those who would like to do athletics.

Demand assessment for athletics in Wychavon

- 6.15 Both Sport England in its guidance and England Athletics in its facilities strategy do not specify any needs assessments methodology, provision standards, population thresholds or catchment areas for all-weather athletic tracks.
- 6.16 In terms of initial provision, the focus is very much based on identifying the potential for athlete development and the gaps in opportunities for athletes to train. Are there any actual clubs or potential to develop clubs, what is the profile of athletics participation in schools? This ground swell forms the basis for identifying the potential demand and can be compared to existing supply, distances athletes travel and the scope to develop a track facility.

Quality

- 6.17 There is no measure of quality for synthetic athletic tracks but the predominate quality features are the track surface, the quality of the equipment, suitable changing accommodation, clubhouse and pa systems for any events.
- 6.18 Details of the six synthetic tracks age and year of any modernisation are set out in Table 6.2 overleaf. The oldest track is at the Ryland Centre and which opened in 1967 and was modernised in 2010. Two tracks then opened in the 1980's at Abbey Stadium in 1982, modernised in 2002 and Hereford Leisure Centre in 1988, modernised 2006. No tracks opened in the 1990's and the most recent tracts are at Stourport Sports Club opened in 2000 and the most recent is at Droitwich Spa opened in 2001 and has not been modernised. The track also has limitations in terms of only having 6-lanes and being un-floodlit.

6.19 Overall the tracks are old with an average across the 6 tracks of 26 years. No track has opened since 2001 and the most recent modernisation was in 2010.

Table 6.2: Date of synthetic track opening and year of any modernisation in CSP area

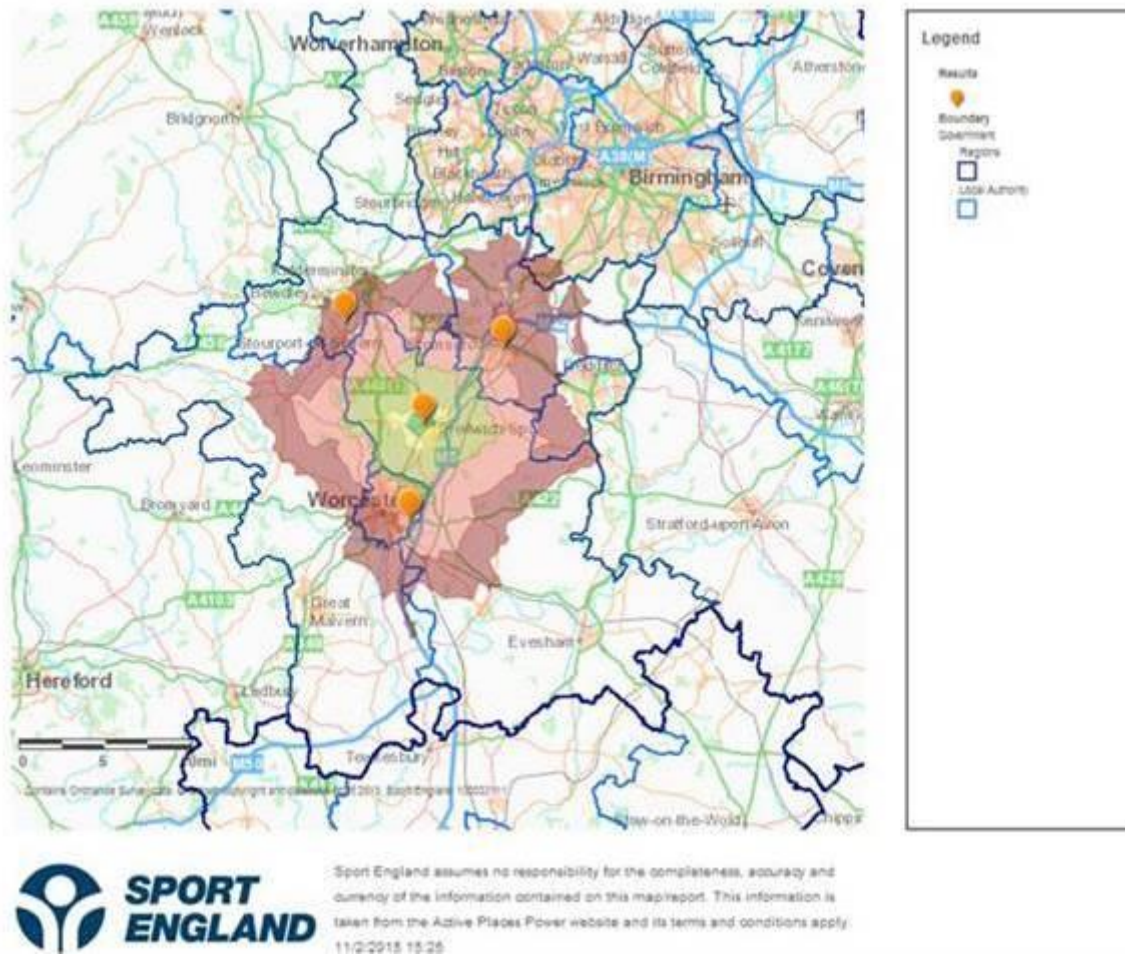
Name of track	Date opened	Modernisation	Local Authority
ABBEY STADIUM SPORTS CENTRE	1982	2006	Redditch
DROITWICH SPA HIGH SCHOOL	2001		Wychavon
HEREFORD LEISURE CENTRE	1988	2006	Herefordshire County
NUNNERY WOOD SPORTS COMPLEX	1994	2005	Worcester
RYLAND CENTRE	1967	2010	Bromsgrove
STOURPORT SPORTS CLUB LTD	2000		Wyre Forest

Accessibility

6.20 Accessibility is based on the travel times and catchment areas for athletic tracks. The tracks which are within a 20 minute drive time of the Dell Stadium track are shown in Map 6.4 overleaf.

6.21 Of note is that there are three other tracks within a 20 minute drive time of the Droitwich Spa track location, but none to the SE of Wychavon. So whilst these are not extensive provision and the tracks are quite old there is reasonable access to tracks across most of the district. However, travel distances and lack of access to venues in the SE of the district could be a barrier to participation.

Map 6.4: Location of the Droitwich Spa High School Athletic Track and tracks within a 20 minute drive time catchment area



Availability

- 6.22 Availability is assessed as the amount of demand for a sports facility that can be met by the supply of facilities in an area, usually a local authority area.
- 6.23 There is no capacity figure for an all-weather athletic track and it is more about the programming of venues to accommodate school, public and any club use of the Droitwich Spa track for training any club member's use, plus availability for pay and use for casual activity.

Governing Body Views

UK Athletics Facilities Strategy 2014-19

- 6.24 Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.
- 6.25 UKA and the Home Country Athletics Federations (HCAFs) recognise the challenges faced by facility owners and venue operators, and the 5 year Facility Strategy (2014-2019) uses a Track & Field facility model designed to support a sustainable UK network

of development, training and competition venues that meet Home Country needs aligned to UKA's Athlete/Participant Development Model. In addition to Track and Field provision, UKA recognises the huge amount of club activity that takes place on roads, paths and trails and the strategy also maps out a plan for future 'running' facilities.

- 6.26 The strategy does not seek to identify priority facilities, clubs or geographical areas. Instead, it provides the direction and guidance that will enable the four Home Country Athletics Federations (England Athletics, Athletics Northern Ireland, Scottish Athletics and Welsh Athletics) to establish their-own priorities and deliver the principles of the UKA Facilities Strategy within their-own national context.

UKA's 2014-19 Facilities Strategy key outcomes:

- Increased participation across all athletics disciplines
 - Increased club membership by providing facilities that support a participation pathway from novice through to club member
 - Increased talent pool
 - Long term improvement in the development of athletes of all ages and abilities
 - Securing the long term future of existing facilities
 - More attractive and inspiring facilities for existing and potential athletes
 - Improving the athletics experience for all participants
 - Improved relationships and interactions between stakeholders, particularly clubs and facility operators
- 6.27 For some time the NGB have not advocated the need for additional formal track provision but have supported protecting and enhancing the current track stock. This new strategy advocates the continuation of this approach whilst acknowledging the need to look at needs on a local basis and following local analysis.
- 6.28 England Athletics are currently developing their own Strategy building on the UK Athletics work.

Summary of findings for all-weather Athletic Tracks

- There is only one all-weather athletic track in Wychavon which is located at the Droitwich Spa High School. The track was opened in 2001 and is only 6-lanes it also does not have floodlights so its use is limited.
- In terms of the supply there are six all-weather surface tracks in the CSP area of which four are 8 lane and two are 6 lane. The 6 lane tracks include the track At Droitwich Spa High School. All six venues are all weather tracks. Four of the tracks operate on a pay and play basis, with the other two operating on a club membership basis. The Droitwich Spa track is accessed by a community organisation. Five of the tracks are owned by the local authority of which four are operated by Trusts. One track is owned by Stourport Sports Club (located in Wyre Forest). Wychavon athletes travel to Nunnery Wood and Redditch.
- Participation in track and field athletics as measured by the AP surveys is restricted to the West Midlands level. At the Wychavon District and CSP level

there is insufficient number of respondents to the AP survey for track and field athletics to establish a measured assessment of participation. This in itself does illustrate the low rate of participation in athletics.

- Even at the West Midlands level the data is not complete between 2005-06 and 2009 – 13 and there is no data for 2014. So the findings at the England wide level are referenced.
- At the England wide level there is a static level of participation between 2010 and 2013 of around 0.22% of the 16 plus population doing track and field athletics at least once a week. It increases to a participation rate of 0.25% in 2014 – when information on 14 – 16 year olds participation would also be included.
- Applying the rate of 0.25% of people participating in track and field athletics to the Wychavon adult population of 96,800 people provides an estimate of only 242 people over 16 doing track and field athletics at least once a week.
- In terms of quality there are no measures of quality for synthetic athletic tracks but the predominate quality features are the track surface, the quality of the equipment, suitable changing accommodation, clubhouse and pa systems for any events.
- The oldest track is at the Ryland Centre and which opened in 1967 and was modernised in 2010. Two tracks then opened in the 1980's at Abbey Stadium in 1982, modernised in 2002 and Hereford Leisure Centre in 1988, modernised 2006. No tracks opened in the 1990's. The most recent tracks are at Stourport Sports Club opened in 2000 and at Droitwich Spa opened in 2001 but not modernised.
- Overall the tracks are old with an average across the 6 tracks of 26 years. No track has opened since 2001 and the most recent modernisation was in 2010.
- In terms of accessibility, there are three other tracks within a 20 minute drive time of the Droitwich Spa track location, but none to the SE of Wychavon. So whilst these are not extensive provision and the tracks are quite old there is reasonable access to tracks across most of the district. However travel distances and lack of access to venues in the SE of the district could be a barrier to participation.
- Comments have been made about the consideration/need for a track in the Evesham area of the District. In terms of access, Evesham is outside the 20 minute drive time catchment area of an existing track and would be the priority location – based on accessibility.
- Both Sport England in its guidance and England Athletics in its facilities strategy do not specify any needs assessments methodology, provision standards, population thresholds or catchment areas for all-weather athletic tracks. In strategic terms the focus of the NGB is around the protection of existing provision, not the development of new tracks and a focus around flexible recreational running opportunities e.g. Park Runs and Compact Tracks to boost participation.
- In terms of initial provision the focus is very much based on identifying the potential for athlete development and the gaps in opportunities for athletes to train. Are there any actual clubs or potential to develop clubs, what is the profile of athletics participation in schools? This ground swell forms the basis for identifying the potential demand and can be compared to existing supply, distances athletes travel and the scope to develop a track facility.

- So any consideration for a track located in the Evesham area would have to be based on all these factors and alongside the low and static level of participation in track and field athletics as measured at the England wide level. Need the NGB input to establish whether there is a need for additional athletic provision across the district and for what purpose and role e.g. any event needs which requires greater than 6-lanes.
- The 2010 South Worcestershire Sports Framework recommended outdoor training facilities at school sites in Evesham and Pershore.
- **Priority to protect existing track at Droitwich and potentially seek to enhance provision by upgrading and the addition of floodlights. May be potential to provide new athletics track provision as part of Evesham hub development. At this stage we would recommend compact track provision, Evesham would be a good location. Any athletics provision should be subject to further NGB consultation and local club discussions including exploration of potential partnership with triathlon.**

Outdoor tennis courts

Quantity

6.29 There are 12 outdoor tennis venues in Wychavon with a total of 34 courts. Three of the venues are pay and play and another 3 venues are free public access at, Ashton under Hill tennis courts where there are 2 courts, Lido Park 2 courts; and Norton Hill Parish Hill playing field, 1 court

6.30 These venues are membership clubs and are accessed by membership of sports clubs/community associations. Details of the venues are set out in Table 6.3 below

Table 6.3: Tennis court venues Wychavon 2014

Site Name	Number of courts	Access Type	Ownership Type	Management Type	Year Built	Refurbished
ASHTON UNDER HILL TENNIS COURTS	2	Free Public Access	Local Authority	Local Authority (in house)	n/a	No
BREDON PLAYING FIELD	4	Pay and Play	Local Authority	Local Authority (in house)	1965	No
DAVID LLOYD CLUB (WORCESTER)	2	Registered Membership use	Commercial	Commercial Management	2012	No
DAVID LLOYD CLUB (WORCESTER)	3	Registered Membership use	Commercial	Commercial Management	2012	No
EVESHAM ROWING CLUB	2	Pay and Play	Sports Club	Sport Club	n/a	No
EVESHAM ROWING CLUB	3	Pay and Play	Sports Club	Sport Club	2007	No
EVESHAM ROWING CLUB	1	Pay and Play	Sports Club	Sport Club	n/a	No
FLADBURY RECREATION GROUND	3	Sports Club / Community Association	Local Authority	Sport Club	n/a	No
LIDO PARK	4	Free Public Access	Local Authority	Local Authority (in house)	n/a	No
NORTON PARISH HALL PLAYING FIELD	1	Free Public Access	Local Authority	Not Known	n/a	No
PEOPLETON PLAYING FIELDS	1	Sports Club / Community Association	Other	Village Trust	n/a	No
SANDS ROAD	4	Sports Club / Community Association	Local Authority	Sport Club	n/a	No
THE CLUB AND SPA AT THE LYGON ARMS HOTEL	1	Registered Membership use	Commercial	Commercial Management	1991	No

Site Name	Number of courts	Access Type	Ownership Type	Management Type	Year Built	Refurbished
THE LENCHES SPORT & RECREATION CLUB	3	Sports Club / Community Association	Sports Club	Sport Club	2004	No

6.31 The District Council also identified a further 21 venues which have outdoor tennis courts and these are not listed on the Active Places Power database. The venues and numbers/types of courts are listed below.

- Crowle Tennis Club 2 all-weather courts
- Cutnall Green Tennis Club – 3 all-weather courts – two floodlit
- Ombersley and Doverdale Tennis Club 3 all-weather floodlit courts
- Hartlebury Tennis Club – 2 all-weather courts
- Beckford Tennis Club – 4 all-weather floodlit courts
- Inkberrow Tennis Club – 2 porous concrete and 2 artificial grass courts
- Droitwich Tennis Club 4 porous concrete courts and 1 all-weather artificial grass court
- Littletons Tennis Club 2 porous concrete courts and 2 all-weather artificial grass courts
- Pershore High School, - no details 4 Courts
- The De Montfort High School, - no details 4 courts
- Droitwich High School - no details 4 courts
- Prince Henrys High School - no details 4 courts
- Pershore Tennis Club – 5 outdoor courts
- Blackminster Middle school 4 courts
- Bredon Middle School 4 courts
- The De Montfort Middle school 4 courts
- Witton Middle School 3 Courts
- Dodderhill School 2 Courts
- Bowbrook House School 2 Courts
- Westacre Middle School 4 courts
- St Egwins Middle School 2 courts

6.32 So there are a further 52 all-weather courts to add to the APP data base of 12 venues and 34 courts, plus the courts at the school sites. So the total provision is 32 venues and at least 74 courts, plus the school tennis courts.

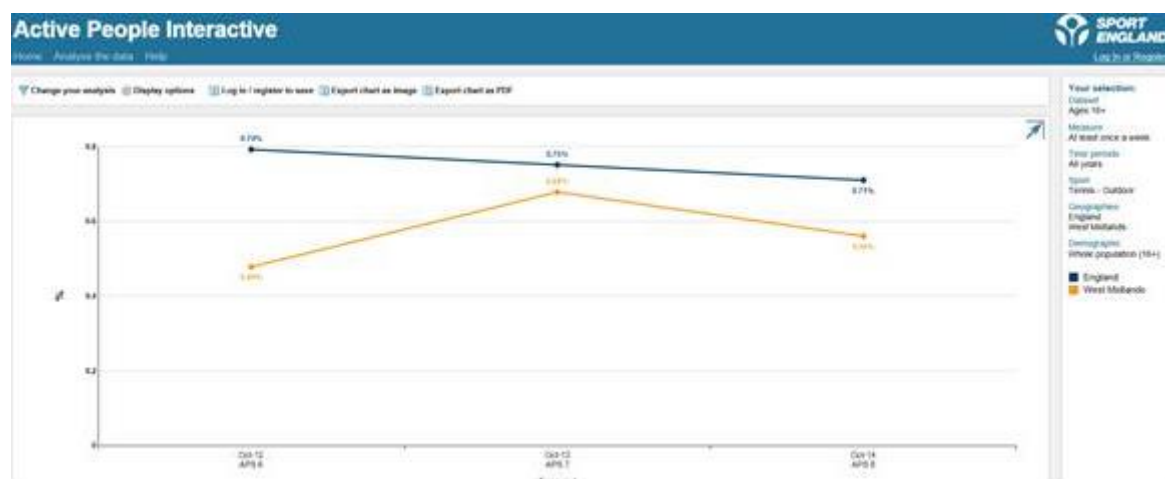
Quantity – demand

6.33 As with other facility types the data on participation in outdoor tennis is restricted to the national level and regional because of insufficient responses in the survey at the CSP and Wychavon District level to be able to provide a sample size that allows for a measured assessment of participation. Furthermore, the data for England wide and for West Midlands region is only available for 2012 – 2014 so three APS survey years.

6.34 This in itself does illustrate the low rate of participation in outdoor tennis at all geographical levels. Participation at the England level has declined over the 2012 – 2014 period. In 2012 some 0.79% of the adult population played outdoor tennis at least once a week. In 2014 the rate is 0.71 of the England wide adult population playing outdoor tennis at least once a week.

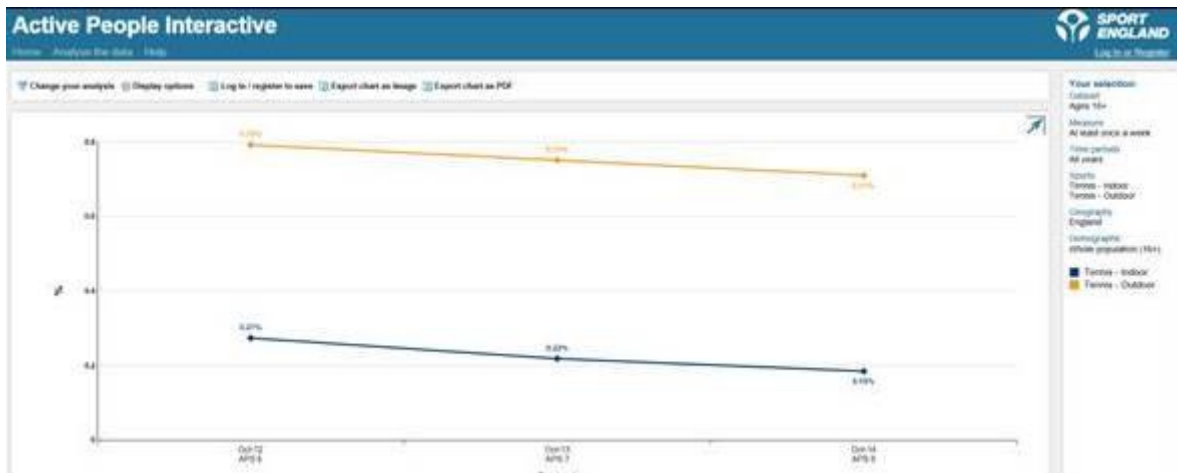
6.35 The West Midlands regional rate was 0.48% of the regional adult population participating in 2012, increasing to 0.68% in 2013 and was 0.56% of adults playing in 2014.

Chart 6.3: Rate of participation in outdoor tennis England wide and West Midlands region level 2012 – 2014



6.36 Just for illustration the rate of participation by the same once a week measure for indoor and outdoor tennis is set out in Chart 6.4 below. The rate of participation in indoor tennis not surprisingly lower at 0.19% of the England wide population playing at least once a week (blue line), in 2014. It shows as very similar flat lining over the 2012 – 2014 period as for outdoor tennis.

Chart 6.4: Rate of participation in indoor and outdoor tennis England wide and West Midlands Region 2012 – 2014



Market Segmentation

- 6.37 The market segmentation map for participation in tennis does NOT differentiate between indoor and outdoor tennis. The market segmentation maps for people who DO play and would LIKE TO play tennis in Wychavon is set out Maps 6.5 and 6.6 below.
- 6.38 Map 6.5 shows the vast majority of Wychavon's output areas are shaded blue. The rate of participation in ALL tennis in these areas is between 2.1% – 5% of the adult population of Wychavon tennis at least once a month.
- 6.39 There are three output areas in Wychavon shaded purple, in these output areas the rate of participation in tennis is a lower 1.1% - 2% of the population. The total tennis population based on those who do play is 2,258 players across Wychavon playing at least once a month.

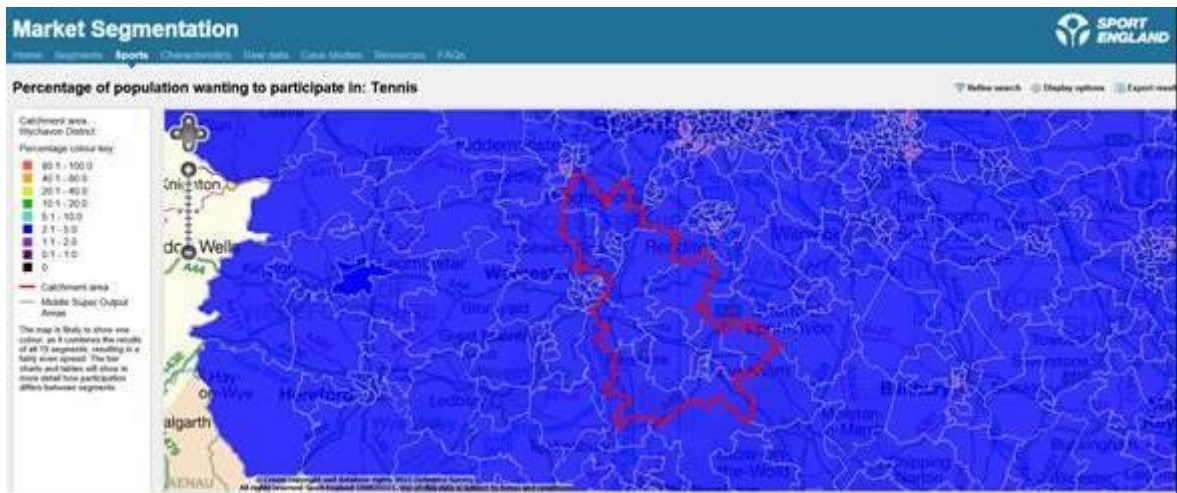
Map 6.5: Percentage of the Wychavon population who DO play tennis 2014



- 6.40 The number of adults who would like to play tennis but do not represents a slightly higher than the actual participation rate. In total this latent demand is 2,324 players. This makes a total tennis population of do play or would like to play tennis of 4,582 players. It is not an unusual finding for the latent demand for tennis to be higher than

the participation rate for those who do play. The map for those who would like to play tennis is set out overleaf as Map 6.6.

Map 6.6: Percentage of the Wychavon population who WOULD LIKE to play tennis 2014

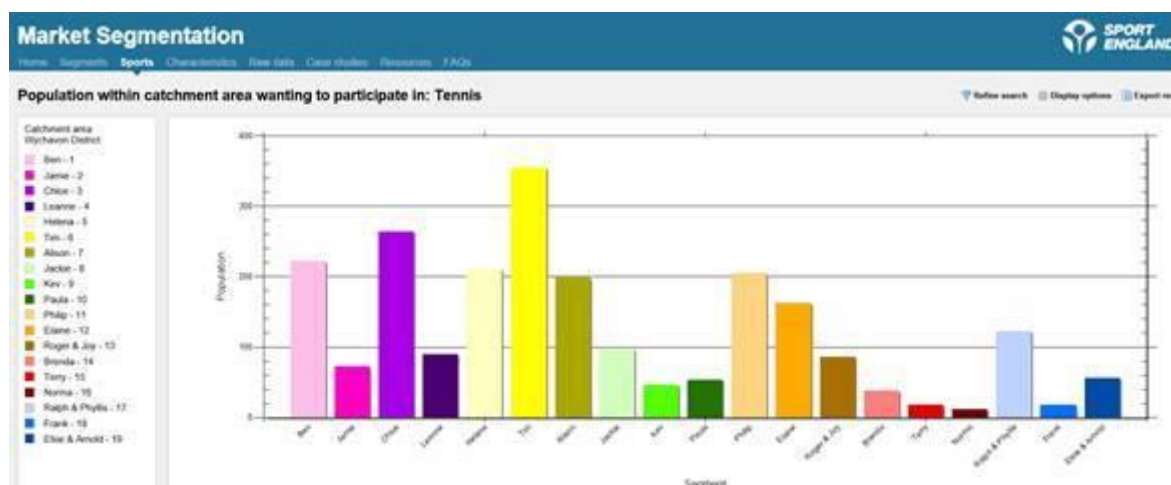


6.41 In terms of the profile of tennis players across the 19 market segments and the total number in each segment for both the do play tennis and would like to play tennis this is shown in Charts 6.5 and 6.6 below.

Chart 6.5: Market segment population totals for tennis DO PLAY in Wychavon 2014



Chart 6.6: Market segment population totals for WOULD LIKE TO PLAY tennis in Wychavon 2014



6.42 Both charts show tennis participation very much focused in the market segments from Ben (first segment) to Tim (yellow column). The first five segments are aged between 16 – 25 have above national rates of sports participation. Then it is Tim and Philip light brown column) (aged 26 – 45) these two segments have national rates of participation and focus their participation across a range of sports. For both segments tennis participation is more recreational than competitive match play.

6.43 In the latent demand chart Alison (sage green column) and Chloe (purple column) have high potential participation. For the higher numbers of latent demand participants there is a more even spread of would like to play tennis participation from the young segments, aged 16 – 25 up to Helena and where the play is in organised structures aiming to improve performance.

6.44 A profile of these tennis segments is set out in Table 6.4 below.

Table 6.4: Profile of the top segments who DO PLAY or WOULD LIKE TO PLAY tennis Wychavon 2014

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, Tennis, Cricket, Climbing,	Improving performance Training for competition Social Enjoyment Keep fit	Time Interest	Better facilities People to go with Improved transport	Most active in population Approx. 20% zero days
02	Jamie Sports Team Drinkers	Male 18-25 Single Vocational Student	Basketball, Tennis Football, Martial Arts	Social Performance Competition	Time	Better facilities People to go with Longer opening hours	Second highest participation of all types Approx. 30% zero days

Segment	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	Body combat, Netball, Tennis Aqua Aerobics, Tennis, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type 30-35% zero days
05	Helena Career Focused Females	Female 26-35 Single Full time professional	Road Running, Dance Exercise, Horse Riding, Tennis	Losing weight Keeping fit Improving performance	Time People to go with	Longer opening hours People to go with	Very active type 30-35% zero days
06	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Canoeing, Cricket, Cycling, Tennis, Football	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
07	Alison Stay at Home Mums	Female 36-45 Married Housewife Children	Swimming, Aerobics, Tennis, Cycling, Exercise Bike	Taking children Losing weight Keeping fit	Time	Help with childcare Better facilities	Fairly active type 30-35% zero days
11	Philip Comfortable Mid-Life Males	Male 46-55 Married Professional Older children	Sailing, Football, Tennis Cycling, Jogging, Cricket	Social Taking children Improving performance Enjoyment	Time Lack of childcare	More free time Help with childcare	Most active within Group C Approx. 40% zero days

Supply and demand assessment for outdoor tennis

- 6.45 The Sport England data sources from Active Places or the facility planning model does not consider outdoor in the same degree of detail as some other facility types and there is no 'ready reckoner' for assessing demand.
- 6.46 The current supply is 12 venues providing 34 courts (the different types of surfaces are not specified in the database). Data on the age of the courts is only available for 6 sites and this shows that 4 sites opened post 2000, one venue opened in 1995 and one in 1965. So for the 50% of the venues for which the age is known it is quite a modern stock.
- 6.47 In terms of demand if the West Midlands rate of once a week participation in outdoor tennis of 0.56% of adults playing at least once a week is applied to the Wychavon adult population this generates participation of 542 adults, based on the over 16 population in Wychavon of 96,800 people. Applying the LTA capacity figure of one all-weather court can accommodate 200 players a week then the demand equates to fewer than 3 courts and Wychavon has 34 courts.
- 6.48 This suggests most strongly that the rate of participation in outdoor tennis in Wychavon is much higher than the West Midlands rate. Reinforced by the finding that Wychavon and Malvern Hills have the highest number of indoor tennis centres in the West Midlands region at two centres each.
- 6.49 If the market segmentation data for those who do play outdoor tennis at least once a month of 2,258 players across Wychavon is applied, this creates a participation rate of

2.3% of the Wychavon adult population. Applying this to the LTA capacity of one court can accommodate 200 players equates to a demand for just over 11 courts.

- 6.50 Without an actual participation rate for indoor tennis at, at least the CSP level, it is challenging to decide which of the two options to apply (1) the Active People West Midlands level for outdoor tennis based on once a week participation or (2) the Wychavon market segmentation rate based on once a month participation in outdoor tennis.
- 6.51 The reality is between the two. However, based on the supply of 34 courts this far exceeds either demand calculation. Overall the assessment is that there is sufficient provision of outdoor tennis courts in Wychavon to meet the estimated demand.
- 6.52 Possibly a consideration is for clubs to be encouraged/supported to make qualitative improvements necessary to bring into wider use, including floodlighting and surface renovation; improvements to ancillary facilities to the club house

National Governing Body Perspective – Lawn Tennis Association (LTA)

- 6.53 The mission of the Lawn Tennis Association (LTA) Strategic Plan (2015-18) is to get more people playing tennis more often. This will be delivered through three strands:
- **Delivering service to clubs;** including providing support for clubs of all sizes by sharing best practice learning, applying focus on clubs seeking to grow the game and their community and helping clubs to achieve management excellence.
 - **Participation focus;** building partnerships in the community through the deliver of strong local parks and community tennis venues to deliver inclusive access, investment in people delivering strong experiences in parks and targeted investment in welcoming park facilities for people to socialise and play.
 - **Enhancing the tennis offer in education;** including strengthening the schools offer while introducing a new secondary school programme, providing support to develop more effective links between schools and other places where tennis is played and maximising playing opportunities to help build a future workforce in colleges and universities.
- 6.54 The LTA would therefore like to see development of more 'pay and play' opportunities at the membership clubs as a way of encouraging initial and casual participation, investment in park facilities and the development of school / community links Local level. Priorities for tennis development and investment should follow LTA priorities.

Summary of findings for outdoor tennis

- On the Active Places Power database there are 12 outdoor tennis venues in Wychavon with a total of 34 courts. Three of the venues are pay and play and another 3 venues are free public access at, Ashton under Hill tennis courts where there are 2 courts, Lido Park 2 courts; and Norton Hill Parish Hill playing field, 1 court. Three venues are membership clubs and 3 venues are accessed by membership of sports clubs/community associations.
- The different types of surfaces are not specified in the database and data on the age of the courts is only available for 6 sites. This shows that 4 sites opened post 2000, one venue opened in 1995 and one in 1965. So for the 50% of the venues for which the age is known it is quite a modern stock

- However the District Council identified a further 12 venues with outdoor tennis courts and these are not listed on the Active Places Power database. Eight of these venues are club based and access is through club membership. The clubs are well established and the courts have been re-surfaced and most are floodlit. The 8 club venues have a total of 25 all-weather courts. There are a further 4 school venues with courts but no details could be established.
- So there are a further 25 all-weather courts to add to the APP data base of 12 venues and 34 courts. The total provision is 24 venues and at least 59 courts, plus the school tennis courts.
- As with other facility types the data on participation in outdoor tennis is restricted to the national and regional because of insufficient responses in the survey at the CSP and Wychavon District level to be able to provide a sample size that allows for a measured assessment of participation.
- Furthermore the data for England wide and for West Midlands region is only available for 2012 – 2014 so three APS survey years. This in itself does illustrate the low rate of participation in outdoor tennis at all geographical levels.
- Participation at the England level has declined over the 2012 – 2014 period. In 2012 some 0.79% of the adult population played outdoor tennis at least once a week. In 2014 the rate is 0.71% of the England wide adult population playing indoor tennis at least once a week.
- The West Midlands regional rate was 0.48% of the regional adult population participating in 2012, increasing to 0.68% in 2013 and was 0.56% of adults playing in 2014.
- If the West Midlands rate of once a week participation in outdoor tennis of 0.56% of adults playing at least once a week is applied to the Wychavon adult population this generates participation of 542 adults. Applying the LTA capacity figure of one outdoor all-weather court can accommodate 200 players a week then the demand equates to fewer than 3 courts and Wychavon has 34 courts.
- This suggests most strongly that the rate of participation in outdoor tennis in Wychavon is much higher than the West Midlands rate. Reinforced by the finding that Wychavon and Malvern Hills have the highest number of indoor tennis centres in the West Midlands region at two centres each.
- So if the market segmentation data for Wychavon for those adults who do play outdoor tennis at least once a month of 2,258 players across Wychavon is applied, this creates a participation rate of 2.3% of the Wychavon adult population. Applying this to the LTA capacity of one court can accommodate 200 players equates to a demand for just over 11 courts.
- Without an actual participation rate for indoor tennis at, at least the CSP level, it is challenging to decide which of the two options to apply (1) the Active People West Midlands level for outdoor tennis based on once a week participation or (2) the Wychavon market segmentation rate based on once a month participation in outdoor tennis.
- The participation rate in reality is however much higher than these two measures, given there are a very high 23 venues in the District and 59 all-weather courts, plus tennis courts at four school venues.

- Overall the assessment is that there is sufficient provision of outdoor tennis courts in Wychavon to meet the estimated demand.
- **Consideration should be given to supporting clubs to be encouraged/supported to make enhancements through qualitative improvements necessary to bring into wider use and increase participation, including floodlighting and surface renovation; improvements to ancillary facilities to the clubhouse, in line with LTA priorities.**
- **An example of this is the Ombersley and Doverdale Tennis Club, which has 3 all-weather floodlit courts. The club has reached agreement with a local landowner to increase the ground space available to build 2 new courts. (No details of any changes in ownership or leasing of the site if the development proceeds). The club has approached Sport England and the LTA, to part fund the construction of the 2 new courts. It is understood there is a planning consent for development of 34 houses in the village. Whilst there are sufficient courts across the District to meet demand this club has outgrown the capacity of its courts (membership is 150 members) and there is an opportunity to provide 2 new courts. The sec 106 for this housing development could be considered to partnership fund this project by the club.**
- **LTA are also seeking to support pay and play opportunities in partnership with local authorities this could present opportunities for investment at the Lido Park courts and other key public sites.**

Golf

Quantity

6.55 There are 10 golf courses in Wychavon of which 6 are 18 hole courses, with 4 as 9 hole or par 3 courses. All 10 courses offer pay and play access, although all of the venues are either commercially owned or owned by a sports club and so will offer membership access. There are no local authority owned courses. There are 5 driving ranges with between 12 and 32 bays.

6.56 The details of the golf course provision in Wychavon is set out in Table 6.5 below.

Table 6.5: Golf courses Wychavon 2014

Site Name	Facility Sub Type	Number	Length	Holes	Bays	Facility Status	Access Type	Ownership Type	Management Type	Year Built
COMBERTON GOLF CLUB	Standard	18	320 0.4	18	N/A	Operational	Pay and Play	Commercial	Commercial Management	1994
COPCUT GOLF CENTRE	Driving Range	26	228 .6	N/A	26	Operational	Pay and Play	Commercial	Commercial Management	1994
DROITWICH GOLF CLUB LTD	Standard	18	544 9.8 2	18	N/A	Operational	Pay and Play	Sports Club	Sport Club	1897
EVESHAM GOLF CLUB	Standard	9	289 5.9	9	N/A	Operational	Pay and Play	Sports Club	Sport Club	1894
GAUDET LUCE GOLF & LEISURE COMPLEX	Par 3	9	684 .89	9	N/A	Operational	Pay and Play	Commercial	Commercial Management	2003
GAUDET LUCE GOLF & LEISURE COMPLEX	Standard	18	552 2.9 8	18	N/A	Operational	Pay and Play	Commercial	Commercial Management	1994
GAUDET LUCE GOLF & LEISURE	Driving Range	12	274 .32	N/A	12	Operational	Pay and Play	Commercial	Commercial Management	2003

Site Name	Facility Sub Type	Number	Length	Holes	Bays	Facility Status	Access Type	Ownership Type	Management Type	Year Built
COMPLEX										
HARVINGTON GOLF CENTRE	Standard	18	434.8.89	18	N/A	Operational	Pay and Play	Commercial	Commercial Management	2009
HARVINGTON GOLF CENTRE	Par 3	9	144.9.32	9	N/A	Operational	Pay and Play	Commercial	Commercial Management	2000
OMBERSLEY GOLF CLUB	Standard	18	561.3.5	18	N/A	Operational	Pay and Play	Sports Club	Sport Club	1991
OMBERSLEY GOLF CLUB	Driving Range	32	228.6	N/A	32	Operational	Pay and Play	Sports Club	Sport Club	1991
REDDITCH GOLF ACADEMY	Driving Range	28	274.32	N/A	28	Operational	Pay and Play	Commercial	Commercial Management	1994
VALE GOLF CLUB	Standard	18	685.8	18	N/A	Operational	Sports Club / Community Association	Commercial	Sport Club	1991
VALE GOLF CLUB	Driving Range	18	228.6	N/A	18	Operational	Pay and Play	Commercial	Sport Club	1991
VALE GOLF CLUB	Standard	9	266.8.2	9	N/A	Operational	Pay and Play	Commercial	Sport Club	1991

Relative supply

6.57 In terms of relative supply the following table shows the available golf facilities per 1000 population for Wychavon, Malvern Hills, Worcester City and Worcestershire County. The holes or bays per 1,000 population is very low in each local authority area, however Wychavon does have the highest provision based on this measure when compared with the all the other geographical areas.

Table 6.6: Number of golf holes or bays per 1,000 population for Wychavon, Malvern Hills, Worcester City and Worcestershire County 2014

	Population (2014)	Standard courses/holes	Holes per 1000 pop'n	GDRs/bays	Bays per 1000	Par 3/holes	Holes per 1000
Wychavon	119,088	6/108	0.09	5/122	0.10	4/36	0.03
Malvern Hills	75,928	2/36	0.04	1/20	0.02	1/9	0.01
Worcester City	99,517	2/36	0.03	1/12	0.01	2/18	1.01
Worcestershire County	574,305	23/324	0.005	12/277	0.004	14/126	0.002

6.58 Comberton Golf Club is now closed however even given this it is evident that there are good levels and a good range of type of course across Wychavon.

Quantity - demand

6.59 England wide golf participation has declined since 2006 when 2.1% of the adult population participated at least once a week and is 1.7% in 2014. So not a high participation rate and a very small but steady decline. However, a recent Sport England summary highlighted the following:

- Golf participation nationally has exceeded the new year 3 target agreed with Sport England;

- Once a month participation is showing some signs of recovery over the last 6 months;
- Participation increases in the last year have occurred in the South East region along with the East, East Midlands and West Midlands; and
- Participation continues to fall in Yorkshire, the North East and North West regions.

6.60 In terms of demographic groups the following is a summary:

- Recovery has almost entirely been driven by the 65+ age group where participation has increased by 58,000. This returns participation to just above 2008 levels. It had been previously showing a consistent, statistically significant, decrease;
- Participation among 20-24 year olds has fallen further in the latest data, reversing earlier increases in participation. This is contributing to a drop in participation among people aged 16-25;
- Participation among people with a disability continues to show an upward trend, while conversely BME participation has fallen sharply; and
- Participation continues to fall among people from lower socio-economic groups.

6.61 As with other facility types the data on participation in golf is restricted to the regional and the CSP area and not available for Wychavon District. The rate of participation for both areas in AP Survey 1 in 2006 and for AP Survey 8 in 2014 is set out in Table 6.7 below. Followed by Chart 6.7 with the rate of golf participation over all 8 AP surveys.

6.62 As the table and chart show the once a week participation in golf has declined over the 2006 – 2014 period in both areas but is matching or just above England wide levels.

Table 6.7: Rate of once a week participation in golf for West Midlands Region and H and W CSP 2006 - 2014

	APS2 1 Oct 2006	APS 8 April 2014
West Midlands Region	2.06%	1.72%
Herefordshire & Worcestershire CSP	2.5%	2.15%

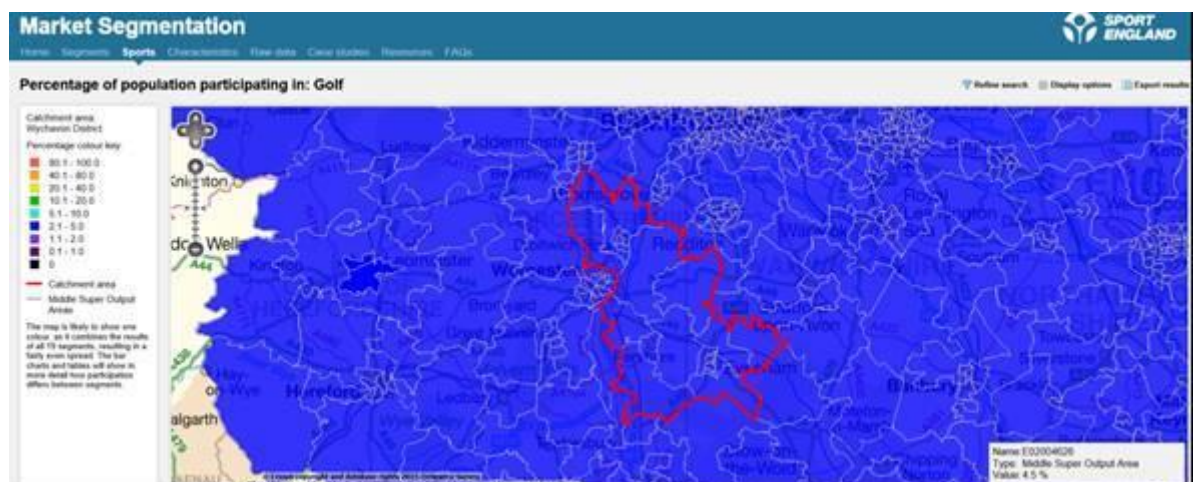
Chart 6.7: Rate of participation in golf West Midlands Region and Herefordshire & Worcestershire CSP 2006 – 2014



Market Segmentation

6.63 Golf participation as measured by the market segmentation of once a month participation shows that between 2.1% - 5% of the Wychavon (and surrounding area) adult population plays golf, the total golf population is 3,715 players. The latent demand for golf of adults who would like to play is between 1.1% and 2% of the adult population. This is a total of 1,517 potential golf players; the total golf population is 5,232 players. The market segmentation maps for people who DO play and would LIKE TO play tennis in Wychavon is set out in Maps 6.7 and 6.8 below.

Map 6.7: Percentage of the Wychavon population who DO play golf 2014



Map 6.8: Percentage of the Wychavon population who WOULD LIKE TO play golf 2014



6.64 In terms of the profile of golf and potential golf players across the 19 market segments this is shown in Charts 6.8 and 6.9 below.

Chart 6.8: Market segment population totals for golf DO PLAY in Wychavon 2014

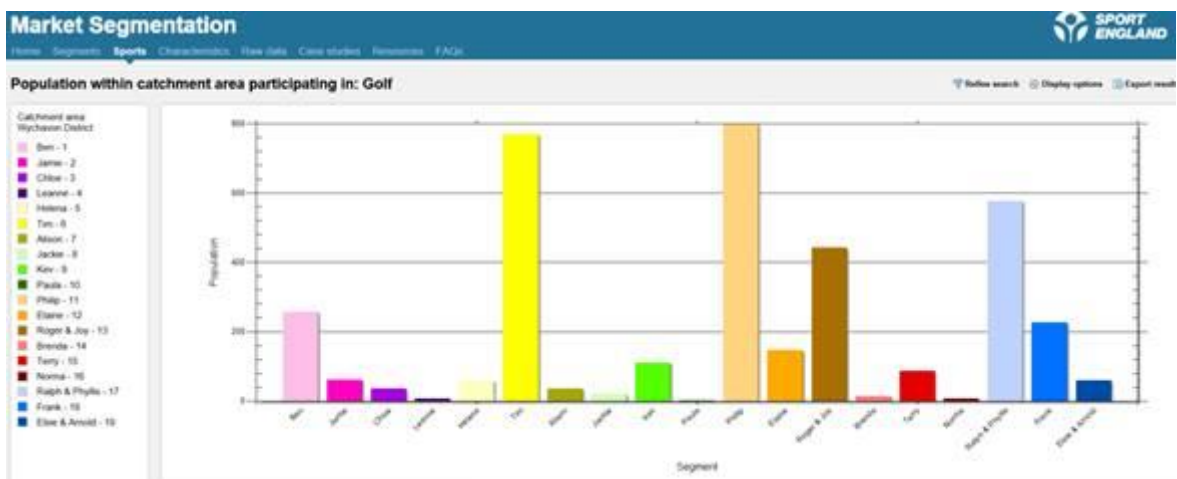
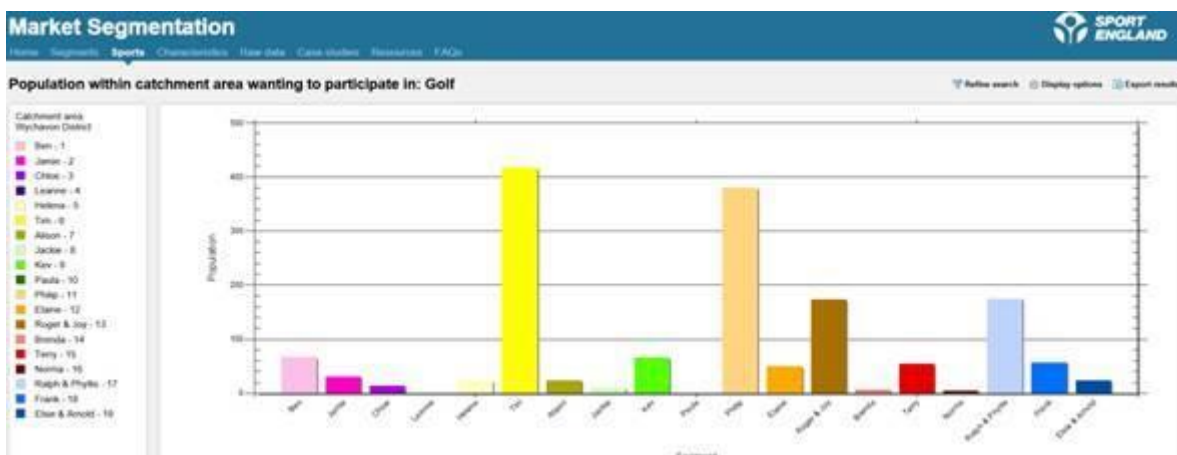


Chart 6.9: Market segment population totals for WOULD LIKE TO PLAY golf in Wychavon 2014



- 6.65 Both charts show golf participation very much focused in two market segments of Tim (yellow column) and Philip (brown column), with Ralph and Phyllis (light blue column) and Roger and Joy ((dark brown column) as the other two golf playing segments.
- 6.66 So overall golf participation is focused in 4 segments. One segment, Tim is in the 26 – 45 age range and the other three segments are Aged 45+. The market segmentation profile suggests the golf participation profile is focused in the recreational club player who plays between 1 – 2 a month.

National Governing Body – England Golf

- 6.67 Golf is the fifth most popular participation sport in England with 1.2 million people playing monthly and 710,000 playing weekly. England Golf is the national governing body for amateur golf in England and was formed in January 2012, following the merger of the English Golf Union (EGU) and the English Women's Golf Association (EWGA). There are approximately 675,000 members of England Golf within 1,900 affiliated clubs.
- 6.68 England Golf has a dedicated participation and club support department that supports golf clubs in their day to day operations, including areas such as advice around tax and legal issues, handicapping queries and environmental issues. The department also delivers an extensive development programme that aims to increase participation and membership in golf. Golf Mark and Get into golf are two examples of successful initiatives.
- 6.69 Like many other sports in England, golf faces some serious challenges. As a result of a combination of circumstances – a challenging economy, lifestyle changes and a shifting competitor and consumer landscape – the number of golf club members has been declining since 2004. Overall participation in golf has also been declining steadily since 2007.
- 6.70 These trends are significant and England Golf's strategy sets out ways to address these challenges.

Raising our Game – The Strategic Plan for England 2014-17

- 6.71 England Golf has developed a new and ambitious strategic plan entitled 'Raising our Game' to tackle golf's challenges and create an even brighter future for the sport. The new plan presents a clear vision and four ambitions:

Vision

"England Golf at the heart of a network of partners, empowering and supporting a thriving community of golfers and successful golf facilities, and widely recognised as a forward thinking and successful organisation."

- 6.72 Four Ambitions:

- To increase the number of people playing golf at least once a week
- To increase the number of players who are in membership of a golf club
- To further improve the talent pathway to create international success
- To improve communications, strengthen partnerships and ensure England

6.73 Golf is recognised as a highly effective and efficient organisation. The strategy provides a clear focus for the work of England Golf around seven strategic priorities:

- More players: Increasing the number of players who play golf regularly
- More members: Increasing the number of players in club membership
- Stronger clubs: Supporting clubs to attract and retain members and to achieve a sustainable business model
- Winning golfers: Identifying and developing talented golfers at every level, leading to international amateur success
- Outstanding championships: providing excellent championships and competitions for golfers of all levels
- Improved image: changing the perception of golf and improving communications with members, clubs and within the sport as a whole
- Excellent governance: improving the governance, building the infrastructure and strengthening the partnerships to develop golf in England

Growing Golf in the UK – Syngenta

6.74 Conducted in May 2013 by GfK, the fourth largest market research company in the world, this survey questioned more than 3,500 UK residents about golf. What made this survey different to previous golf market research studies was that it interviewed more than 2,000 non-golfers and lapsed players, as well as current golfers. A number of important themes emerged from the results. The findings accord with the national strategy and offer golf clubs and courses a clear steer in terms of future direction and opportunities and potential solutions to retain existing customers and attract new players, by addressing:

- Friendliness – golfers require some level of customer care as with other leisure facilities
- Flexibility – 50% of responders felt intimidated by the rules and conventions, more flexibility is needed in membership, dress code, etc
- Female participation – women prefer to play with friends and family (67%), and this is linked to children's participation. Need schemes that encourage more juniors and females
- Friends and family – golf development needs family engagement and to encourage family memberships. Family responsibilities lead to golfers leaving the sport; and
- Course conditions – 80% of golfers demand the best conditions, such as level greens, no long rough, and compatibility with the environment.

6.75 There are therefore some clear strategic themes in evidence, namely clubs/courses need to make joining easy, to allow flexibility and make facilities welcoming and friendly. They need to be flexible and less formal, more family, gender and junior friendly in order for the game and in turn individual clubs to flourish.

- 6.76 Furthermore England Golf is focussed on sustainability and consolidating of the current clubs rather than expanding the market but also developing clubs to be more viable.
- 6.77 In October 2015 England Golf commissioned the development of a Golf Facilities Strategy to support the vision and ambitions set out above. Whilst still in progress (at the time of development of this study) the brief for the work identified an emerging categorization to enable golfers to differentiate between clubs, the brief suggested these might be along the lines of:
- *Pitch and putt and 9-hole facilities, ideal for beginner and social golf*
 - *Starter clubs, with shorter courses, academy courses, practice facilities, flexible and low cost membership and beginner friendly culture*
 - *Improver clubs with strong member sections, active competition and well kept courses*
 - *Traditional and more established clubs with excellent courses, traditional cultures, often suited to more experienced golfers*
- 6.78 Within the Wychavon market it is therefore important to consider the distinct roles that clubs play, it is not a case of 'one size fits all'. In any balanced market there will be a need for starter clubs to contrast with improver and more traditional courses.

Summary of findings for golf

- There are 10 golf course in Wychavon of which 6 are 18-hole courses and 4 are either 9 hole or par 3 courses. All 10 courses offer pay and play access, although all of the venues are either commercially owned or owned by a sports club and so will offer membership access. There are no local authority owned courses. There are 5 driving ranges with between 12 and 32 bays.
- In terms of the relative supply of golf courses and based on both holes and driving bays per 1,000 population as separate categories, Wychavon's provision is higher than for Malvern Hills, Worcester City but lower than for Worcestershire County.
- There are good levels and a good range of type of course across Wychavon in-line with golf hierarchies suggested by England Golf.
- In terms of golf participation and across England it has declined since 2006 when 2.1% of the adult population participated at least once a week and is 1.7% in 2014. So not a high participation rate and a very small but steady decline. However, a recent Sport England summary highlighted signs of recovery.
- In terms of the golf participation in Wychavon and based on the once a month adult participation from the market segmentation data, there are between 2.1% – 5% golf participants and a further latent demand of between 1.1% – 2% of the Wychavon adult population who would like to play, a total of 5,232 players.
- The profile of participation is focused in 4 segments; Tim in the 26 – 45 age range is the segment with the highest participation; followed by three segments in the 45+ age range, Philip, Roger and Joy and Ralph and Phyllis. The market

segmentation profile suggests the golf participation profile is focused in the recreational club player who plays between 1 – 2 rounds a month.

- Overall the supply and demand assessment is that there is enough golf course provision to meet the current and projected demand for golf in the District. Golf participation nationally is falling but at a slow rate and was 1.7% of the adult population playing at least once a week in 2014.
- All 10 courses and the 5 driving ranges are either members clubs, or, commercial courses and so there is not a direct role for the District Council in providing and maintaining courses. Market forces will encourage clubs to maintain the quality of venues so as to retain membership.
- Pay and play access to encourage people to take up the sport and be a casual player does not appear to be an issue because despite there being no local authority provision according to the data all 10 courses offer pay and play access.
- **Protection of the number and range of golf-courses will be important going forward along with support for enhancement of existing courses in line with England Golf priorities; e.g. training, academy and starter facilities to support the sustainability of existing provision and help grow the game.**

Cycling

Quantity supply

6.79 Based on the British Cycling database there are three cycling clubs in Wychavon District. They have a combined membership of 185 people but the Evesham and District Wheels Club is the largest at 135 members. Details of the clubs are:

- **Dodderhill School;** total club membership 30 people West Midlands, Affiliated Club

Activities: Club training rides, Coaching, Competitive Time Trials, Road racing, Women only sessions

Suitable for: Youths/Juniors (under 16s), Female Cyclists, Novice riders (rides up to 1hr), Intermediate riders (1-3 hrs)
- **Evesham & District Wheels CC;** total club membership 135 people West Midlands Affiliated club

Activities: Competitive time trials, recreational rides, road racing and sportives

Club suitable for: adults, female cyclists, Male cyclists, novice riders, (rides up to 1 hour), intermediate riders (1 – 3 hours) and advanced riders (3 hours +)
- **Team Echelon – Rotor Club;** total club membership 20 people. West Midlands Affiliated club

Activities: Competitive time trials, cyclo cross racing, road racing, and track racing

Suitable for: female cyclists, male cyclists and road racing cyclists

- 6.80 In 2003 the District Council produced a cycling strategy. The objectives of which are to: summarise relevant planning policy; provide guidelines for prospective developers; and provide an indicative programme of future cycling infrastructure development. The strategy is intended to be supporting documentation to the Local Plan (up to 2011), the routes forming an Action Plan under emerging legislation and the implementation elements as a Supplementary Planning Guidance.
- 6.81 The strategy proposed a network of cycle routes for the three main towns of Droitwich Spa, Evesham and Pershore where a series of home to work/leisure/school routes (sometimes referred to as utility routes) were identified. In the countryside, leisure routes and routes linking the towns of Wychavon and beyond, utilising quiet rural lanes and riverside and canal towpaths were promoted. The strategy did not develop any proposals for dedicated off road cycling track facilities.
- 6.82 There is therefore clearly a tradition and commitment to cycle sport in Wychavon from both a club and recreational perspective.

Quantity – demand

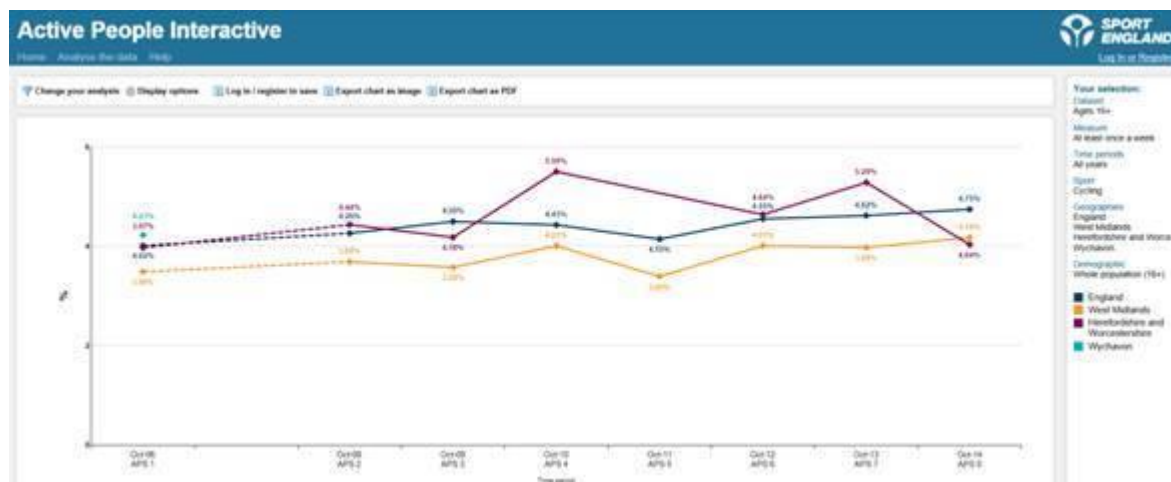
- 6.83 There is limited data on the supply and demand for cycling. In terms of the Active People data and survey cycling is defined as adult participation at least once a week (four times in the previous four weeks) for 30 minutes at moderate intensity.
- 6.84 Cycling includes recreational and competitive cycling but excludes any cycling which is exclusively for travel purposes only. The Active People data also includes BMX, cyclo-cross and mountain biking.
- 6.85 At the England wide level and based on the once a week participation cycling is the 4th most popular activity for the 14+ population. Furthermore, it has increased from 2.077m participants in 2012 – 13 to 2.16m participants in 2013 - 14. These findings are set out in Table 6.8 below.

Table 6.8: Rate of at least once a week participation in cycling and other sports 2012 – 13 and 2013 – 14.

1 x 30 sport indicator (14+)		APS7 (Oct 2012 - Oct 2013)		APS8 (Oct 2013 - Oct 2014)		Statistically significant change from APS 7
Sport	England NGB 13-17 Funded sports	%	n	%	n	
Swimming		6.77%	3,023,400	6.18%	2,776,300	Decrease
Athletics		4.79%	2,136,500	5.10%	2,288,500	Increase
Football		4.86%	2,167,800	4.88%	2,191,200	No change
Cycling		4.65%	2,077,700	4.82%	2,164,300	Increase
Golf		1.70%	760,900	1.64%	735,900	No change
Badminton		1.26%	563,200	1.25%	563,000	No change
Exercise, movement and dance		1.35%	600,900	1.03%	461,500	Decrease

- 6.86 The once a week measure of participation is available at the England wide, West Midlands Region and CSP level but not for Wychavon District. This is set out in Chart 6.10 overleaf.
- 6.87 This shows that at the England level (blue line) once a week cycling has increased from 4% of the adult population in 2006 to 4.75% in 2014. The rate at the West Midlands level (yellow line) has increased but at a lower rate of 3.5% in 2006 to 4.2% in 2014. Whilst at the CSP level (maroon line) participation has been more erratic, being as high as 5.5% of the adult population in 2010 but falling to 4% by 2014.

Chart 6.10: Cycling participation England wide, West Midlands Region and Herefordshire and Worcestershire CSP 2006 - 2014



- 6.88 In terms of once-a-month adult participation as set out in section 2 Wychavon cycling participation is higher than the regional average but below the national average.

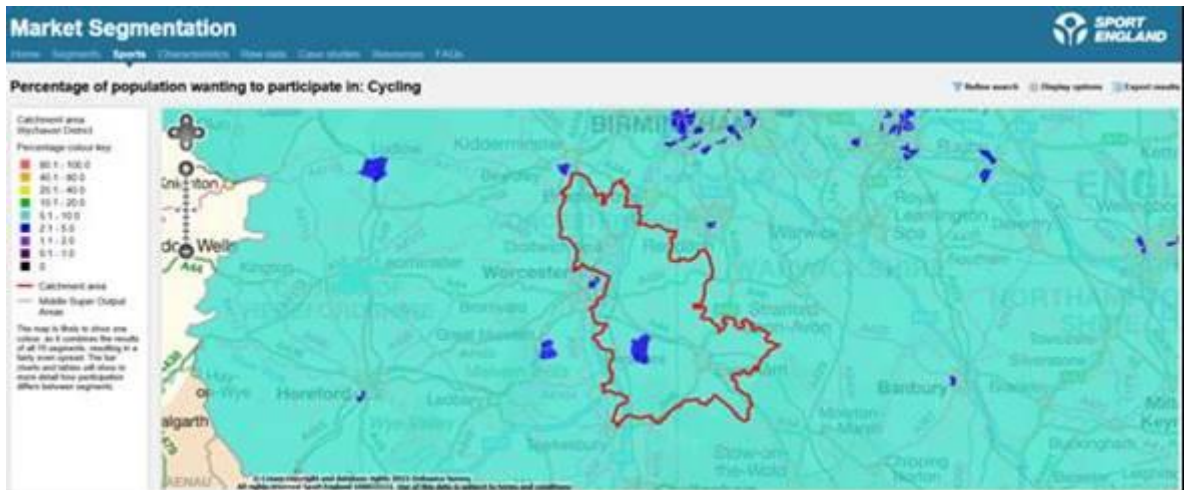
Market Segmentation

- 6.89 The market segmentation data for cycling and based on at least once a month cycling has a much higher rate of cycling participation than the Active People at least once a week participation. As Map 6.9 below shows for most of the Wychavon district in the areas shaded dark green there is a once a month participation rate of between 10.1% and 20% of the adult population. In the lighter green areas it is between 5.1% - 10% of the Wychavon population. The total number of cyclists across the district is 9,474 cyclists.
- 6.90 This is shown in Map 6.9 overleaf and is followed by Map 6.10 with the latent demand for people who would like to cycle. This shows a potential cycling population of between 5.1% and 10% of the adult population and for one area shaded blue between 2.1% and 5% of the population.
- 6.91 The total latent demand is 5,351 cyclists. The total cycling population across Wychavon is then 14,825 adult cyclists. This is a guidance figure and takes no account of under 16's cycling and cycling is very often a family based activity. It compares with the cycling club total membership of 185 people.

Map 6.9: Percentage of the Wychavon population who DO cycle 2014



Map 6.10: Percentage of the Wychavon population who WOULD LIKE TO CYCLE 2014



6.92 For guidance and to get some assessment of the scale of cycling participation, applying the 2014 CSP participation rate of 4% of adults cycling at least once a week to the Wychavon 16 + population of 96,800 people (Source: Sport England Local Sports Profile for Wychavon), provides a Wychavon cycling population of 4% of 96,800 people = 3,872 cyclists.

6.93 In terms of the profile of cyclists and potential cyclists across the 19 market segments this is shown in Charts 6.11 and 6.12 overleaf.

Chart 6.11: Market segment population totals who DO cycle in Wychavon 2014



Chart 6.12: Market segment population totals for WOULD LIKE TO cycle in Wychavon 2014



6.94 Both charts show cycling participation very much focused in two market segments of Tim (yellow column) and Philip (light brown column). Then with Ben (pink column, Chloe (purple column) and Helena (cream column) aged between 18 – 25. Then followed by Alison (sage green column) and Elaine (mid brown column) aged between 26 – 45 and lastly Roger and Joy (dark brown column) as the other main cycling segments. These are however at much lower population numbers than Tim or Philip.

6.95 So overall cycling participation is focused in 2 main segments with lower levels of participation across six other segments. There is a wide age range of cyclist in the six other segments, with three segments in the 18 – 25 age range, two in the 26 – 45 and one in the 55+ age range.

6.96 Tim is the dominant segment spatially for around 60% of Wychavon District. Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis.

National Governing Body

6.97 There are no off road cycling track facilities in Wychavon. As part of the Wychavon sports hubs there is consideration of an off road cycling track. The views of British Cycling are supportive of a potential development.

6.98 Consultation with Nick Yarworth, Regional Development Manager – West Midlands has been very positive. The NGB consider that looking at the Regional and National strategy for cycling facilities, which is still being developed, the areas around Evesham would be a priority for off road development. Ideally the NGB would like to see a 1,000-1,400m 6m wide track developed in the Evesham area, potentially in partnership with other sports i.e. triathlon and athletics to support sustainability.

Summary of findings for cycling

- There are three cycling clubs in Wychavon District. They have a combined membership of 185 people but the Evesham and District Wheels Club is the largest at 135 members. The clubs are; Dodderhill School, club membership 30 people; Evesham & District Wheels CC, club membership 135 people; and Team Echelon Rotor club (at Evesham), club membership 20 people.
- All three clubs provide for club recreational cycling, competitive time trials and road racing. The Dodderhill School Club provides women only club cycling. Team Echelon provides for cyclo-cross and track racing. There does not appear to be any club providing for BMX. All three clubs are affiliated to British Cycling.
- In 2003 the District Council produced a cycling strategy. The objectives of which were to inform the Local plan (up to 2011). Key topics in the strategy were: to summarise relevant planning policy; provide guidelines for prospective developers; and provide an indicative programme of future cycling infrastructure development.
- There is a tradition and commitment to cycle sport in Wychavon from both a club and recreational perspective.
- In terms of once-a-month adult participation, Wychavon cycling participation is higher than the regional average but below the national average.
- Tim is the dominant segment spatially for around 60% of Wychavon District and this is a key cycling segment. Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis.
- There are no off-road cycling track facilities in the district. As part of the Wychavon sports hubs projects there is consideration of a one kilometre off road cycling track as part of the Evesham sports hub. Evesham Vale CC stated that in the consultation that having a purpose built cycle track and cycle route would enable them to get more participants.
- Consultation with Nick Yarworth, Regional Development Manager – West Midlands has been very positive. The NGB consider that looking at the Regional and National strategy for cycling facilities, which is still being developed, the areas around Evesham would be a priority for off road development. Ideally the NGB would like to see a 1,000-1,400m 6m wide track developed in the Evesham area, potentially in partnership with other sports i.e. triathlon and athletics to support sustainability.
- **Priority for cycling the development of a closed road circuit up to 1,500km to serve local and sub-regional cycling needs. Developed in partnership with**

Triathlon and Athletics. Evesham is a good location. Detailed discussions are now required with British Cycling, clubs and NGBs to develop and deliver.

Multi Use Games Areas

6.99 Multi Use Games Areas (MUGAs) were included as a facility type in the South Worcestershire Joint Core Strategy Sports Facilities Framework (2010). In discussion with the Wychavon project team they confirmed the supply of MUGA's had not changed since the 2010 assessment was undertaken. Also that the findings on the future provision for MUGA's should be based on the standard of 0.008 MUGA's per 1,000 population remains valid.

6.100 The findings from the 2010 joint-core strategy on quantity and future demand are set out below.

Quantity

6.101 MUGAs are identified as fenced, outdoor court sites where more than one sport is marked out and played on a surface. The sports typically played on MUGA sites are basketball, five-a-side football, netball and tennis. The facilities may have permanent or removable goals and hoops as well as floodlighting. These surfaces are all of artificial construction such as porous tar macadam, polymeric or synthetic turf.

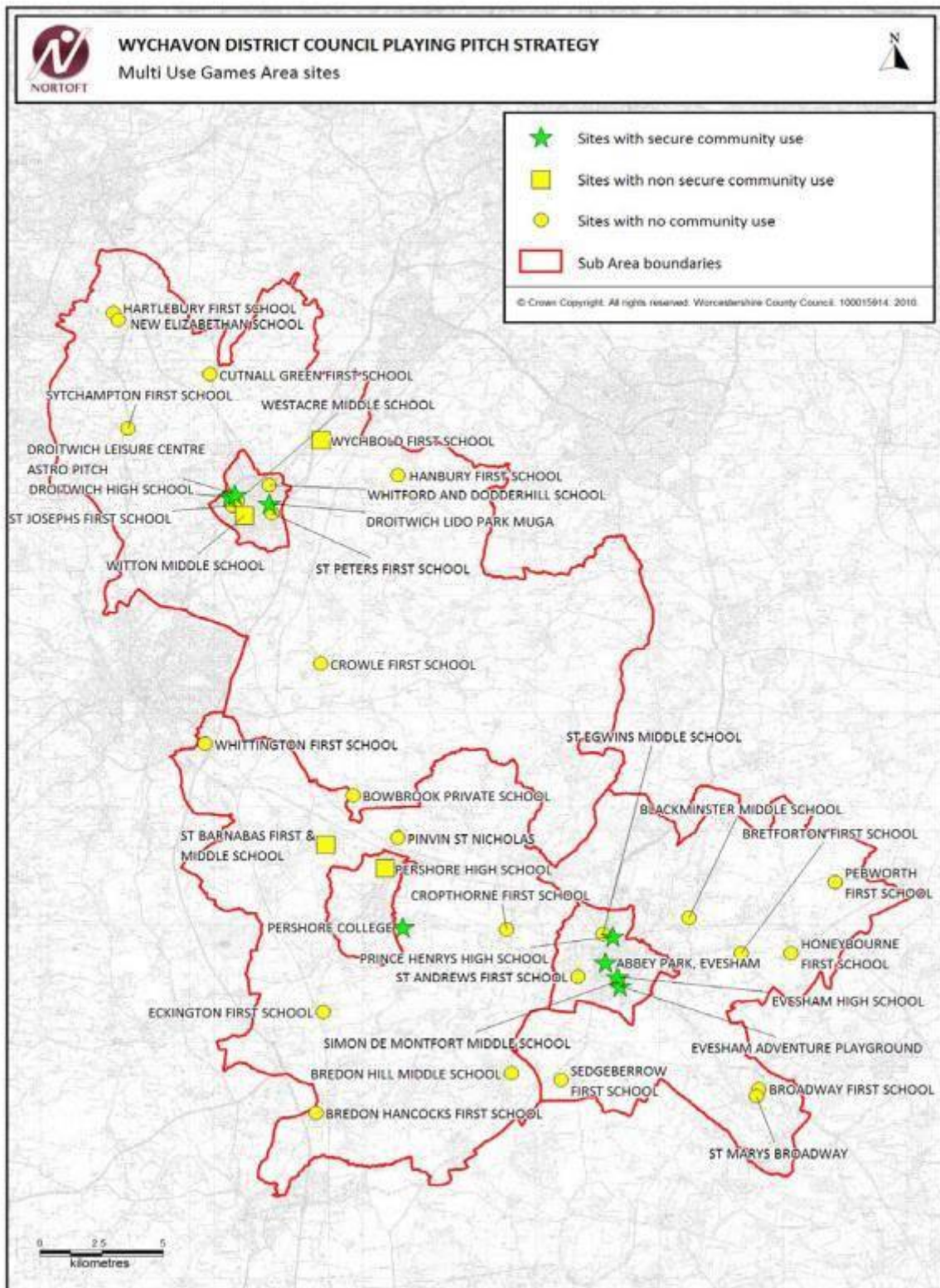
6.102 The traditional MUGA is mainly used by older children on a casual basis as well as standard multi-purpose courts aimed at all users. The assessment deals with the sites as a whole rather than the number of courts on each site. Wychavon District has a total of 39 MUGAs, only 8 of which are available with secure community use. The distribution by sub area is illustrated in Table 6.9 below:

Table 6.9: MUGA provision Wychavon 2010

Area of Wychavon District	No of MUGA's	No of sites with secure community access
Droitwich Town	8	3
Droitwich Rural	8	0
Evesham Town	7	4
Evesham Rural	7	0
Pershore Town	1	1
Pershore Rural	8	0
Total number of MUGA's	39	8

6.103 Map 6.11 overleaf shows all the MUGAs in the District and their availability to the community.

Map 6.11: MUGAs in the District and their availability to the community



Future demand

- 6.104 The projected Wychavon population in 2026 is 124,300 and this population growth projects a need for 2 further MUGA's based on the recommended standard of provision for 2026 being the same as in 2010 of 0.08 MUGA's per 1,000 population.
- 6.105 The Worcester South/Norton, Kilbury Drive and Bevere urban extension areas SUEs will generate the need for new MUGAs based on the same quantity standards. If these are to be provided on new secondary school sites, community use should be secured at the outset.

Summary for MUGAs

- Wychavon District has a total of 39 MUGAs, only 8 of which are available with secure community use. The district is not well provided for in terms of MUGAs with three of the sub areas having no facilities with secure community use. The population of Wychavon District is projected to increase up to 2026 and therefore new facilities can be justified based on increases in population.
- The villages in particular are not well provided for but it is more important that new facilities are built when the need arises and can be linked with clubs or schools. New MUGA development to be prioritised based around a usage vision.
- Opportunities should therefore be taken to develop further sites where a local need can be identified. As there are also high numbers of MUGAs that are currently not available for community use, their use for the community should be secured where possible.
- Based on the standards for 2026 this indicates a need for a further 2 new sites by 2026. Brefforton PC has expressed an interest.
- **The way forward is that the standard for future provision still applies and this should be part of the planning consent for each new housing development, as these are implemented. The consent should also set out the management and maintenance arrangements for each site. Secured management through a Parish Council or a sports club will ensure there is more organised as well as casual use of the MUGA's.**

Outdoor bowling greens

Quantity supply

- 6.106 There are 7 outdoor bowls clubs and venues in Wychavon District. All venues have one rink and there is a covered second outdoor rink at Littleton Bowling Club. All seven venues are operational and the membership is stable. The clubs actively promote new membership and all offer introductory coaching. All clubs are flat green bowls clubs.
- 6.107 Recreational play is available at most clubs, so long as a membership is taken out. The focus at all clubs is very much on club, inter club competition and league play.
- 6.108 Two sites are owned by Wychavon District, at Pershore Bowling Club and Droitwich Spa Bowling Club and operated by long leases to the club's. The remaining five venues are owned and operated by the clubs.

6.109 The origin for most of the clubs was to provide a recreational and sporting facility for local people. Often on land owned by the church or manufacturing firms. The original landowner's either gifted the land to the club at start up or after the club was established. Most clubs have developed modest clubhouses through their own funding raising and management of projects.

6.110 The clubs are well established and have longevity. Three clubs opened in the 1920's, the oldest club is Evesham Bowl's club opened in 1907. Broadway Bowls club opened in 1919 and post Second World War Littleton Bowling Club opened in 1948. No further clubs opened until 1996 when Inkberrow Bowl's club opened.

Table 6.10: Outdoor bowls clubs Wychavon 2014

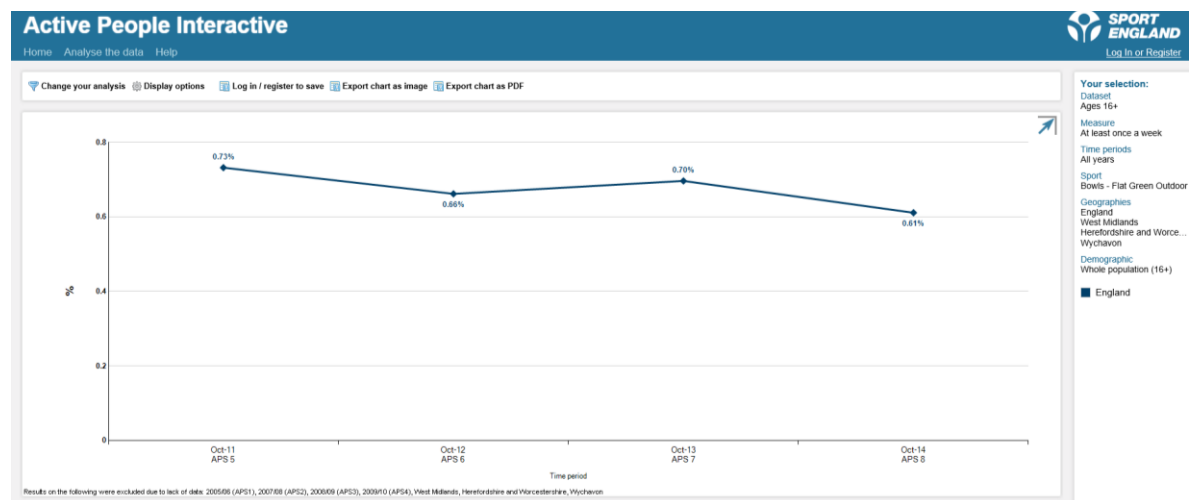
Site name	Number of Rinks	Facility Status	Access Type	Ownership	Management	Year opened	Membership
Pershore Bowls Club	6	Operational	Sports club/community association	Local authority	Sports club	1928	143
Littleton Bowling Club Evesham	1 green and 6 rinks (second indoor green of 4 rinks)	Operational	Sports club/community association	Sports club	Sports club	1948	221
Inkberrow Bowls Club	6	Operational	Sports club/community association	Sports club	Sports club	1996	127
Evesham Bowling Club	6	Operational	Sports club/community association	Sports club	Sports club	1907	60
Broadway Bowls Club	6	Operational	Sports club/community association	North Cotswold Hunt	Sports Club	1919	102
Vines Park Droitwich Bowls Club	6	Operational	Sports club/community association	Local authority	Sports club	1923	67
Droitwich Spa Bowling Club	6	Operational	Sports club/community association	Local authority	Sports club	1925	83

6.111 The average membership of Wychavon clubs is 112, which is very good. This is slightly skewed by Littleton. This is however above benchmark levels - as a guide, 80-100 members is considered a very healthy membership for a bowls club, while an average club will have 50 - 60 members. Membership levels are therefore good showing the strength of the sport.

Quantity – demand

- 6.112 Again, as with the other facility types, the data on participation in outdoor bowling is restricted to the national level because of insufficient responses in the survey at the West Midlands Region, CSP and Wychavon District levels to be able to provide a sample size that allows for a measured assessment of participation. Furthermore, the data for England wide is only available for 2011 – 2014 so four APS survey years.
- 6.113 Participation in outdoor bowls at the England level has declined over the 2011 – 2014 period. In 2011 some 0.73% of the adult population played outdoor bowls at least once a week. In 2014 the rate is 0.61. These are the findings for flat green bowls.

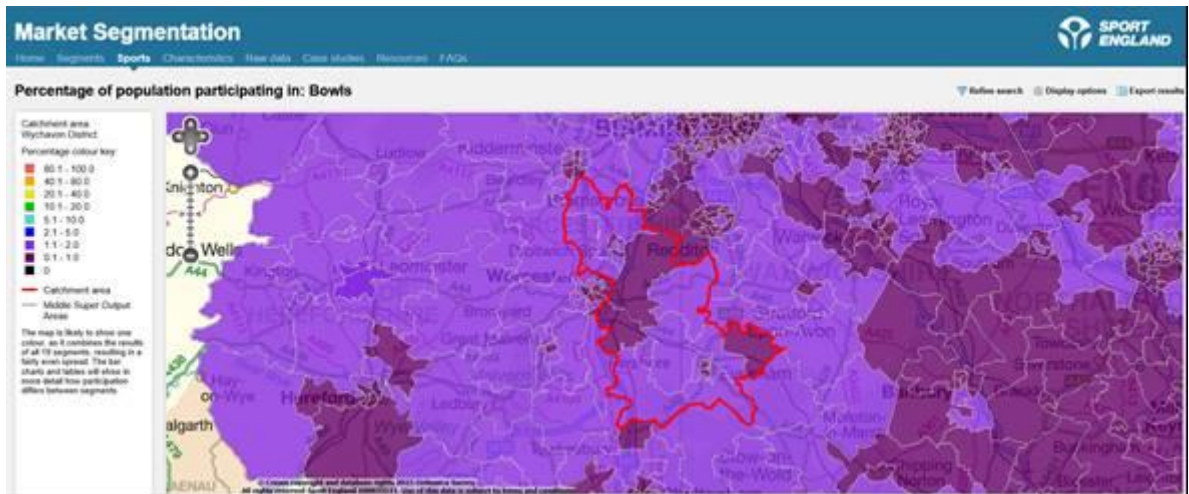
Chart 6.13: Rate of participation in outdoor bowls England wide 2011 – 2014



Market Segmentation

- 6.114 The market segmentation maps for people who DO play and would LIKE TO play outdoor bowls in Wychavon is set out maps 6.12 and 6.13 below.
- 6.115 The map below shows the majority of Wychavon's output areas are shaded light purple. The rate of participation in outdoor bowls in these areas is 1.1% – 2% of the adult population of Wychavon playing bowls at least once a month.
- 6.116 There are some output areas in Wychavon shaded dark purple, in these output areas the rate of participation in outdoor bowls is a lower 0.1% - 1% of the population. The total outdoor bowls population based on those who do plays is 1,057 players across Wychavon playing at least once a month.

Map 6.12: Percentage of the Wychavon population who DO play outdoor bowls 2014



6.117 The number of adults who would like to play outdoor bowls is the lower 01% - 1% of the Wychavon adult population in all areas. The latent demand 228 bowlers. This makes a total outdoor bowls population of do play or would like to play bowls of 1,285 players.

Map 6.13: Percentage of the Wychavon population who WOULD LIKE to play outdoor bowls 2014



6.118 In terms of the profile of bowls players across the 19 market segments and the total number in each segment for playing bowls and would like to play this is shown in Charts 6.13 and 6.14 below.

Chart 6.13: Market segment population totals for outdoor bowls DO PLAY in Wychavon 2014

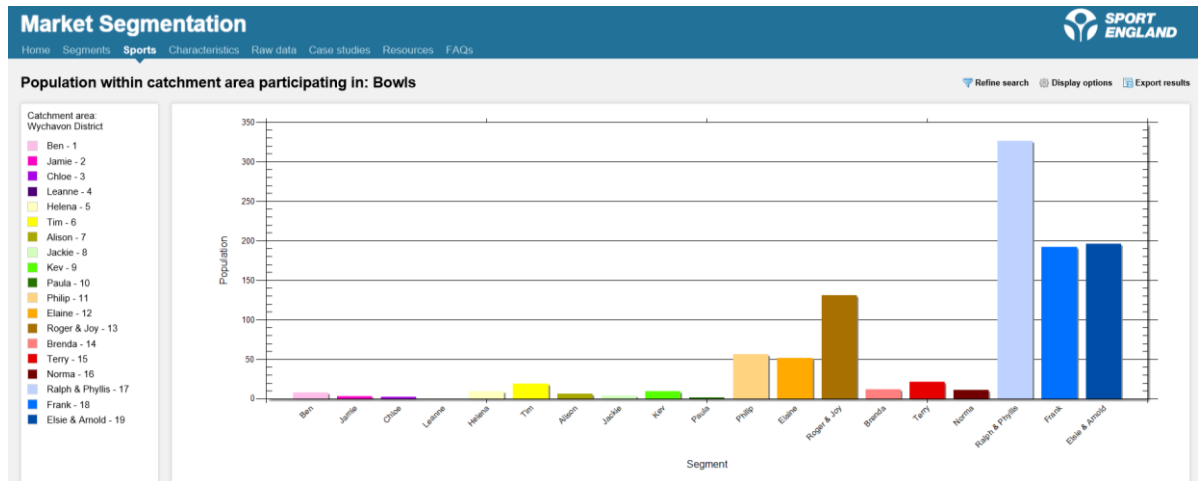
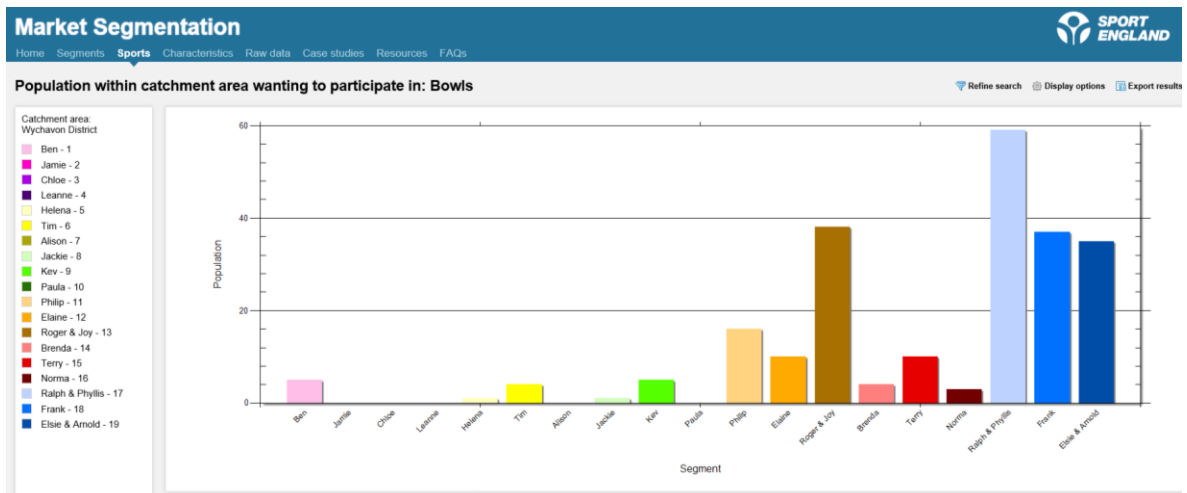


Chart 6.14: Market segment population totals for WOULD LIKE TO PLAY bowls in Wychavon 2014



6.119 Both charts show bowls participation very much focused in the market segments aged 55+ with four segments predominate – Roger and Joy (dark brown), Ralph and Phyllis (blue grey), Frank (mid blue) and Elsie and Arnold (dark blue).

6.120 In the latent demand chart it is the same four segments just the values are lower with Ralph and Phyllis being the highest segment with just 59 potential participants. A profile of these four segments is set out in Table 6.11 below.

Table 6.11: Profile of the top segments who DO PLAY or WOULD LIKE TO PLAY bowls Wychavon 2014

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
13	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part-time	Swimming, walking, Bowls, Fishing, Racquet Sports	Keeping fit To help with injury Enjoyment Taking grandchildren	Poor health Lack of interest Transport	Better facilities Improved transport	Participate once or twice a week 50-55% zero days
17	Ralph and Phyllis Comfortable Retired Couples	Male / female 65+ Married Retired	Bowls, Golf, Tennis, Walking, Fishing, Swimming	Social Improve performance and keep fit Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D Approx. 70% zero days
18	Frank Twilight Year Gents	Male 66+ Married / single Retired	Bowls, Golf, Darts, Snooker, Walking,	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D 75-80% zero 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% zero days

Supply and demand assessment for outdoor bowls

6.121 Again, the Sport England data sources from Active Places or the facility planning model does not consider outdoor in the same degree of detail as some other facility types and there is no 'ready reckoner' for assessing demand.

6.122 In terms of demand, if the England wide rate of once a week participation in outdoor bowls of 0.51% of adults playing at least once a week is applied to the Wychavon adult population, this generates participation of 493 adult bowlers, based on the over 16 population in Wychavon of 96,800 people.

6.123 This is below the membership at the seven clubs which totals 803 members in 2014.

- 6.124 Given the declining rate of bowls participation, Bowls England as the national governing body for bowls in England, has established in conjunction with other organisations the Bowls Development Alliance. In 2010, the BDA secured 4 years further funding from Sport England to invest in grass roots development with a focus towards securing 10,810 new members aged 55+ and a further 2,800 new members with a disability aged 16+.
- 6.125 Supported in its work by its national governing body partners, Bowls England and the English Indoor Bowling Association Ltd, the BDA is working across the country with clubs and county associations to deliver financial and non-financial support to assist with their recruitment activities.
- 6.126 In October 2013, the BDA passed 1,000 new members aged 55 and over recruited into the sport since the start of the 2013-2017 delivery period, bringing the total number of new members aged 55 and over recruited by the BDA to 6,300. The governing body employs a development manager with a remit to widen participation, but the governing body is often seen as not relevant to clubs.
- 6.127 This national initiative of recruiting 6,300 new bowlers across England does illustrate the scale of actual increase in new bowlers; it is a modest achievement as a national programme. There are 8,733 affiliated bowling clubs across all five bowling activities in the UK. It is reasonable to assume that outdoor lawn bowls is the biggest component at around 75% of all clubs. So around 6,500 clubs. The national initiative to recruit more bowlers with 6,300 bowlers therefore represents around one new bowler for each outdoor club.
- 6.128 Bowls England has identified the main challenges it faces as:
- The cost of maintaining facilities, declining membership and lack of funding to effect improvements;
 - Increasing age of bowls club members, and particularly the lack of 20-50 year olds and young people;
 - Lack of voluntary help for clubs – coaches and administrators;
 - The need to promote new 'short' forms of the games (e.g. New age bowls, sets play) to attract new players with less spare time; and
 - The need for closer involvement with schools and sports development staff.

Summary of findings for outdoor bowls

- There are 7 outdoor bowls clubs and venues in Wychavon District. Each venue has 6 rinks and all venues are flat green bowls. There is a covered second outdoor rink at Littleton Bowling Club. All seven venues are operational and the membership is stable. The clubs actively promote new membership and all offer introductory coaching.
- Recreational play is available at most clubs, so long as a membership is taken out. The focus at all clubs is very much on club, inter club competition and league play.

- Two sites are owned by Wychavon District, at Pershore Bowling Club and Droitwich Spa Bowling Club and operated by long leases to the clubs. The remaining five venues are owned and operated by the clubs.
- The origin for most of the clubs was to provide a recreational and sporting facility for local people. Often on land owned by the church or manufacturing firms. The original landowner's either gifted the land to the club at start up or after the club was established. Most clubs have developed modest clubhouses through their own fund raising and management of projects.
- The clubs are well established and have longevity. Three clubs opened in the 1920's, the oldest club is Evesham Bowl's club opened in 1907. Broadway Bowls club opened in 1919 and post Second World War Littleton Bowling Club opened in 1948. No further clubs opened until 1996 when Inkberrow Bowl's club opened.
- Participation data on flat green bowls is only available at the England wide level and for 2011 – 2014. Participation at the England level has declined over this period. In 2011 some 0.73% of the adult population played outdoor bowls at least once a week. In 2014 the rate is 0.61%. So a small decline but the percentage at less than 1% of adults playing is low.
- If the England wide rate of once a week participation in outdoor bowls of 0.61% of adults playing at least once a week is applied to the Wychavon adult population, this generates participation of 590 adult bowlers, based on the over 16 population in Wychavon of 96,800 people.
- This is below the membership at the seven clubs which totals 803 members in 2014. So participation and membership levels are good and in terms of benchmarks are above or in line.
- In terms of market segments bowls participation is very much focused in the market segments aged 55+ with four segments predominate – Roger and Joy, Ralph and Phyllis, Frank and Elsie and Arnold. Participation by the other 15 segments is negligible. The market segment latent demand findings for Wychavon identify the same four segments.
- Outdoor bowls is an important facility type for Wychavon based on the demographic profile of Wychavon District and the sport appears to be doing well and holding its own against the general declining trends.
- In terms of the way forward, given the trends there does not appear to be a need to provide further outdoor bowls facilities. There are seven clubs across the district that are holding their own in terms of membership and trying to recruit additional members. This against a backdrop of at best static national participation in outdoor bowls. Any increase in participation can be accommodated in the existing clubs and make them more sustainable.
- **All clubs have modest clubhouses and which will always need improvement and modernisation. The focus of any investment should be should be on enhancement of current facilities and helping clubs with quality improvements to the clubhouses in order to grow and sustain. Those with good sustainable**

membership levels and that can demonstrate policies to increase participation and membership should be prioritised.

Water sports

Rowing

- 6.129 Comments from Jo Atkinson and Alan Megan from British Rowing are supportive of Evesham Rowing Club - the main facility in Wychavon. The rowing section has a part time paid coach, who runs school sessions and disability rowing. The club coach also runs regular learn to row courses and could run many more if there was more coaching resource. There is room to grow and become a bigger club for British Rowing. It is an Explore Rowing accredited club (a priority in the WSP).
- 6.130 As a club there is capacity to grow rowing and the other sports it provides but the facilities do limit this. British Rowing has supported the club in recent years with both Capital Build and Capital Equipment grants and supporting Sport England grants.
- 6.131 The club sits within the flood plain and suffers at the hands of the river which can floor alarmingly and very quickly, there is a plan to move some of the facilities upstairs, such as the squash courts.
- 6.132 When the river does flood, everything downstairs in the club is ruined, from floors and walls to stock and equipment, they have also been unable to run several of their recent rowing events due to the level of the water – these are major fundraising events for the club and to lose them really does stop the club from expanding.
- 6.133 NGB would support local funding to address the facility issues and enable the grow to grow sustainably. The squash courts remain important on a district basis as set out earlier.

Canoeing

- 6.134 Ben Seal, Canoeing DO at British Canoeing is supportive of the current white-water development and keen to see it come to fruition.
- 6.135 Fladbury Canoe club require support for clubhouse redevelopment particularly disabled access.

Summary

- 6.136 There appears limited need to provide additional specialist outdoor provision. The major priority is the development of an off-road cycling track. This is supported by the NGB and Evesham is considered a good location strategically to serve sub-regional as well as local needs. There could also be potential for athletics development at Evesham although the scale of this will need to be considered carefully with the NGB.
- 6.137 Evesham has emerged as a key strategic sport hub site to potentially serve the needs of cycling, athletics and triathlon through a club and NGB partnership
- 6.138 Other outdoor provision (MUGAs, tennis, bowls etc) should be protected and enhanced. These provide critical opportunities in the villages. Funding should be prioritised around NGB priorities and to those clubs and organisation which can demonstrate the potential to grow activity and participation.

6.139 In terms of other sports the policy should be to support and enhance the existing club infra-structure to support long-term sustainability.

6.140 In terms of specific issues:

- Priority to protect existing track at Droitwich and potentially seek to enhance provision by upgrading and the addition of floodlights. May be potential to provide new athletics track provision as part of Evesham hub development. At this stage we would recommend compact track provision, Evesham would be a good location. Any athletics provision should be subject to further NGB consultation and local club discussions including exploration of potential partnership with triathlon.
- Consideration should be given to supporting clubs to be encouraged/supported to make enhancements through qualitative improvements necessary to bring into wider use and increase participation, including floodlighting and surface renovation; improvements to ancillary facilities to the clubhouse, in line with LTA priorities.
- An example of this is the Ombersley and Doverdale Tennis Club, which has 3 all-weather floodlit courts. The club has reached agreement with a local landowner to increase the ground space available to build 2 new courts. (No details of any changes in ownership or leasing of the site if the development proceeds). The club has approached Sport England and the LTA, to part fund the construction of the 2 new courts. It is understood there is a planning consent for development of 34 houses in the village. Whilst there are sufficient courts across the District to meet demand this club has outgrown the capacity of its courts (membership is 150 members) and there is an opportunity to provide 2 new courts. The sec 106 for this housing development could be considered to partnership fund this project by the club.
- LTA are also seeking to support pay and play opportunities in partnership with local authorities this could present opportunities for investment at the Lido Park courts and other key public sites.
- Protection of the number and range of golf-courses will be important going forward along with support for enhancement of existing courses in line with England Golf priorities; e.g. training, academy and starter facilities to support the sustainability of existing provision and help grow the game.
- Priority for cycling development is the provision of a closed road circuit of up to 1,500km to serve local and sub-regional cycling needs. This should be developed in partnership with Triathlon and Athletics. Evesham is a good location. Detailed discussions are now required with British Cycling, clubs and NGBs to develop and deliver.
- The way forward in terms of MUGAs is that the standard for future provision still applies and this should be part of the planning consent for each new housing development, as these are implemented. The consent should also set out the management and maintenance arrangements for each site. Secured management through a Parish Council or a sports club will ensure there is more organised as well as casual use of the MUGA's.
- All clubs have modest clubhouses which will always need improvement and modernisation. The focus of any investment should be on enhancement of current facilities and helping clubs with quality improvements to the clubhouses in order to grow and sustain. Those with good sustainable membership levels and

that can demonstrate policies to increase participation and membership should be prioritised.

- Rowing and canoeing; priority to support the existing club infrastructure.

Introduction

- 7.1 Village halls and community centres are an important local recreational resource. They can be venues for local sports and recreation clubs, or places to meet and socialise. In rural areas that lack immediate access to purpose built facilities, they often represent a vital hub for the community.
- 7.2 The village hall network is extensive across Wychavon. There are a total of 72 village halls and community centres across the district. Most of the centres are used as a venue for a range of community, sport and leisure activity.
- 7.3 The geographical spread is good across the district.

Village hall survey

- 7.4 To understand more about the village and community hall network a survey was undertaken. Of the 71 halls contacted, 63 responded, a response rate of 89%. The full list of halls is set out overleaf.

Table 7.1: List of village halls

Parish
Abbots Morton
Ashton Under Hill
Badsey
Beckford
Bickmarsh
Birlingham
Bishampton & Throckmorton
Bredicot
Bredon, Bredons Norton and Westmancote
Bretforton
Broadway
Broughton Hackett
Charlton
Childswickham
Churchill
Cleeve Prior
Cookhill
Cropthorne
Crowle - Clerk for Parish council is the only email available
Defford and Besford
Dodderhill
Drakes Broughton and Wadborough with Pirton
Droitwich Spa
Eckington
Elmbridge
Elmley Castle, Bricklehampton and Netherton
Elmley Lovett
Evesham
Fladbury
Flyford Flavell, Grafton Flyford and North Piddle
Great Comberton
Hadzor, Himbleton, Huddington and Oddingley (Saleway)
Hampton Lovett and Westwood
Hanbury
Hartlebury
Harvington
Hill and Moor
Hindlip, Martin Hussingtree & Salwarpe
Hinton on the Green and Aston Somerville
Honeybourne

Inkberrow
Kemerton
Kington & Dormston
Little Comberton
Naunton Beauchamp
North and Middle Littleton
North Claines
Norton and Lenchwick
Norton Juxta Kempsey
Offenham
Omersley & Doverdale
Overbury and Conderton
Pebworth
Peopleton
Pershore
Pinvin
Rous Lench
Sedgeberrow
South Lenches
South Littleton
Spetchley
Stock and Bradley
Stoulton
Strensham
Tibberton – no response received
Upton Snodsbury
Upton Warren
White Ladies Aston
Whittington
Wickhamford
Wyre Piddle Village Hall

- 7.5 Set out below is an overview analysis of the responses from individual halls. The full analysis is set out in the appendix. The analysis provides an overview of the challenges and opportunities of the network and the potential for future investment.

Supply of Halls

Overview of existing facilities

- 7.6 There is a large range and variety of community and village halls in Wychavon, in terms of size, quality, age and range of activities possible.
- 7.7 It is estimated that there are at least 72 village and community halls and other similar facilities in the area. Tibberton did not respond to the survey. All major towns and villages have a village hall or similar facility, and it is estimated that all of the areas population live within 10 minutes travel time of such a hall.
- 7.8 Some are good examples of large, attractive modern community halls used at all times of the day for a whole host of village activities including sport and recreation. Some have received recent grant aid from funders such as the Council, Sport England and the Lottery. Other halls were built to meet the needs of a different age, and are now too small or otherwise inadequate to meet contemporary demands. Sizes of hall range from 55m² to purpose built facilities of up to 1000m². The average size of the main hall is 289m².

Construction

- 7.9 The main form of construction (in over 80% of cases) is brick, across all categories of hall. Relatively few halls are constructed of what might be considered more temporary materials.

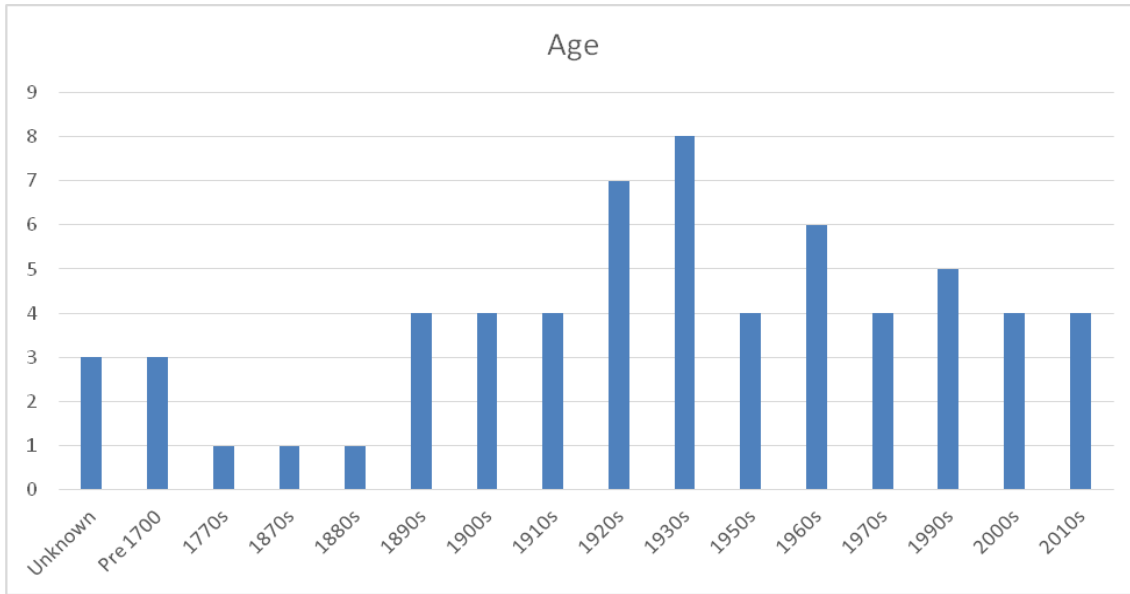
Table 7.2: General construction

General Construction	Total
brick	41
stone	5
Brick and wood	2
limestone slate roof	1
Brick/rendered	1
Masonry walls with pitched roof	1
Brick and tiles	1
Brick, wood, tiles	1
Brick built, cavity walls, shingle roof	1
Cotswold Stone	1
Brick or stone	1
Mainly Brick	1
Brick under felt roof	1
Single storey brick	1
Brick and tiled roof	2
System build with 100mm insulation cladding	1
Brick with rendering	1

Age

7.10 As set out in the chart below there is a large age range although 75% of halls are over 50-years old, so it is an old stock of facilities.

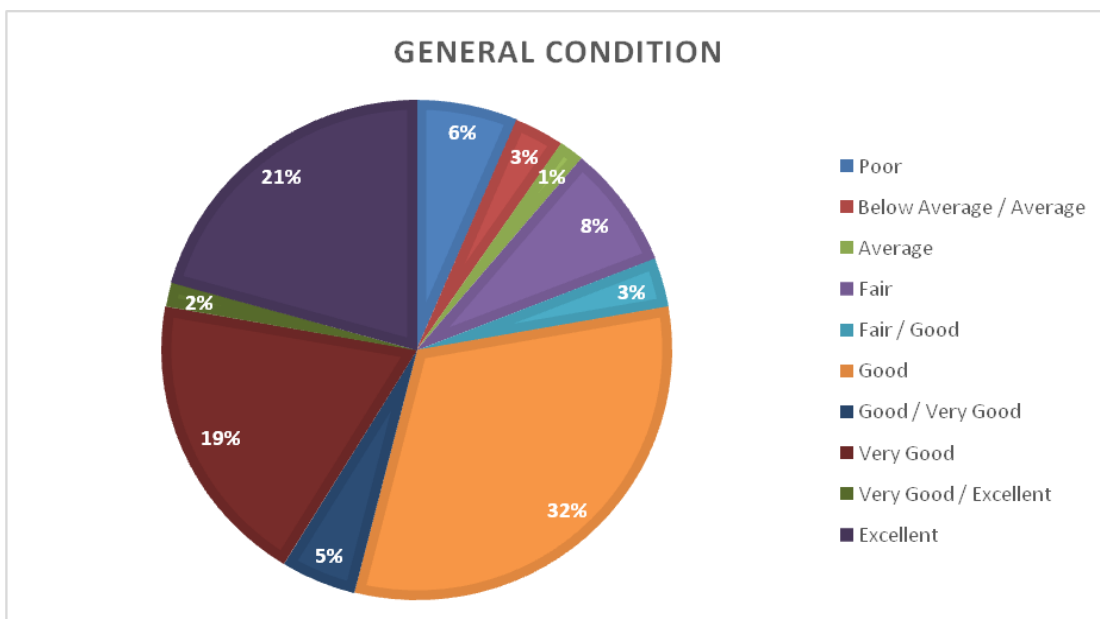
Chart 7.1: Age of halls



Condition

7.11 79% of facilities are considered good to excellent, which illustrates that despite the age facilities have been invested in. Only 3% are considered poor.

Chart 7.3 Condition of village hall



7.12 The detailed analysis of responses demonstrates that there has been refurbishment and investment in the village hall stock.

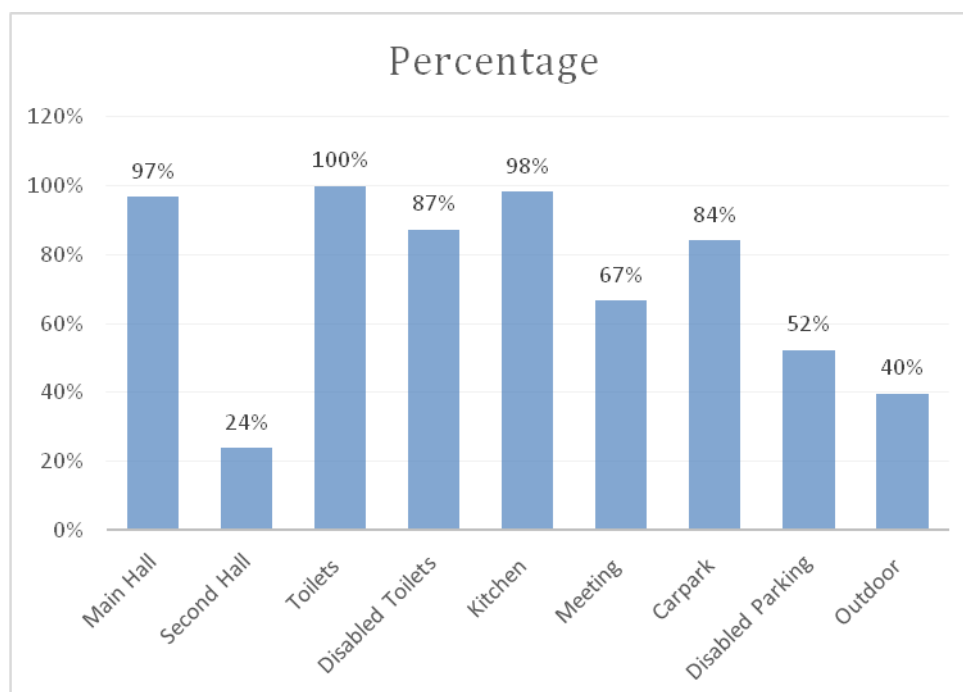
7.13 The size facilities which indicated they were either poor or below average are set out in the table below.

Count of Name of Hall		
Name of Hall	General Condition	Total
Drakes Broughton Villahe Hall	Poor	1
Eckington Village Memorial Hall	Front elevation in poor condition, main body of hall and kitchen ok	1
Honeybourne Village Hall	general disrepair and no longer fit for purpose	1
Norton Parish Hall	Poor/average	1
Pinvin Memorial Hall	very poor	1
whittington village hall	Poor	1
Grand Total		6

Facilities

7.14 Halls in the area incorporate a wide range of other facilities and services. The main components are main halls, toilets, kitchen and car parks. Very few have a secondary hall. Facilities which would make the halls more attractive to users include improved heating, kitchen upgrades and storage. Hearing loops, internet access and Wi-Fi are also less well provided.

7.15 The chart below illustrates the range of facilities.



Activities

7.16 The main activities accommodated in all halls overall are keep fit, dance and pilates, parents and toddlers groups and meetings. More formal indoor sports such as badminton and bowls are less common.

Table: table 7.3 Main activities

Activity	Ad-hoc / Irregularly	Once a month	2-3 Times a month	On a Weekly Basis	Grand Total
Badminton	2	0	3	0	5
Bowls	1	1	0	5	7
Snooker	1	0	2	1	4
Martial Arts	1	1	0	10	12
Keep Fit	3	0	1	32	36
Dance	6	1	0	24	31
Pilates	2	0	0	34	36
Table Tennis	4	0	1	5	10
Meetings	12	18	8	20	58
Parents & Tod	1	0	0	27	28
Social	35	5	8	9	57
Other	3	3	2	12	20
Other2	2	3	2	6	13
Grand Total	73	32	27	185	317

Constraints

7.17 There are some quality issues, size and lack of ancillary provision restricting formal sports use however the main reason restricting us is perceived as the lack of demand. Nearly all halls responded that they are happy to accommodate any use and do not turn away potential users.

Table 7.4: Barriers to further use

Activity	Lack of Ancillary provision	Lack of staff / volunteers	No demand / Interest	Policy to limit use	Quality	Size
Badminton	8	-	23	2	10	12
Bowls	7	1	23	3	8	10
Snooker	12	-	24	4	9	5
Martial Arts	6	2	33	4	1	1
Keep Fit	5	2	15	3	1	-
Dance	2	1	23	2	2	-
Pilates	2	1	21	2	2	-
Table Tennis	6	1	31	2	3	1
Meetings	1	1	7	1	1	-
Parents	2	1	20	1	2	-
Social	2	1	8	1	2	1
Grand Total	55	15	230	27	42	33

Demand

- 7.18 There is little guidance on the appropriate levels of provision of village halls. Most rural communities ideally require convenient and safe access to a good standard building, though this might be provided on a shared use basis. Conversely there is a concern about the levels of investment required to provide and maintain halls, although the evidence in Wychavon, with some notable exceptions are that there has been some significant recent investment.
- 7.19 South Somerset DC (a rural area similar to Wychavon) has adopted a standard of one small hall for every 250 people. Conversely, South Cambridgeshire DC in a study in 2010 adopted a guideline of 111m² per 1000 people.
- 7.20 George Torkildsen in '*Leisure and Recreation Management*' suggests that a hamlet or village of between 100-500 people should have a village or community hall. The former Eastern Council for Sport and Recreation recommended that smaller villages should have the use of a community hall (including a main space of about 150m²) within 5-10 minutes travel time. Sport England more recently has argued for a small one-court sports hall to be provided in developments of 500 houses.
- 7.21 Current provision in Wychavon equates to about 180m² per 1000 residents (i.e. 0.60 halls per 1000 people x 289m² average size).
- 7.22 No detailed demand assessment or public consultation has been undertaken as part of this study, although there is some evidence from the data above that a number of halls would like to accommodate additional use for sport, and some have plans to increase capacity. Conversely there is spare capacity at most halls with the main constraint being 'lack of interest / demand.'
- 7.23 It would be appropriate therefore to adopt a desirable standard of provision in accordance with current supply of 180m² per 1000 people. This is considerably higher than in other studies, but takes into account all 'community' halls, not just those defined as village halls, and is based on an average size of hall in excess of those found elsewhere.

Summary

- 7.24 The responses from the village halls provide an insight and overview into the challenges and opportunities of the village hall and community centre network.
- 7.25 In terms of providing opportunities for physical activity across the district and particularly in rural areas the network provides a vital role for dance, pilates and general keep fit activities. The village hall network is clearly playing a crucial role. This activity base is in line with the emerging facility trends and demographic and participation profile of Wychavon so it is important and likely to be increasingly important moving forward to deliver the sport and physical activity needs of Wychavon residents.
- 7.26 The provision of more formal sports appears to be limited due mainly to lack of perceived demand, facilities not being 'fit for purpose' to cater for more formal sports and the lack of available coaches.
- 7.27 The network needs investment to maintain itself and continue to provide health and physical activity opportunities in the villages. Opportunity therefore exists for investment in the right facilities in the right place through the growth agenda. Increases in

population will require new provision or enhancement of the existing infrastructure. Priorities should focus on:

- Identifying villages and parishes with inadequate supply of halls to meet average standard
- Making provision for village and community hall provision in conjunction with new housing, in accordance with recommended standard of provision
- Identifying the poorer quality halls with particular need for enhancements/improvement
- Identifying halls with current plans to accommodate additional sport and other usage

7.28 The minimum effective size for new halls to take into account for sport and a wide range of other recreational pursuits is about 350 m², which under this recommended standard would require a development of about 800 houses. It is unlikely therefore that new halls can be justified solely as the result of new development.

7.29 However, there is evidence from the study that a number of existing halls need substantial upgrading to bring them up to required standards, and financial contributions could be used to make qualitative improvements where necessary and extending the hall size to provide flexible indoor space for a range of sport and physical activities.

7.30 Alternatively, the enhancement of existing village halls and other existing community buildings such as primary schools, to allow shared use by the community could also be considered. There is no reason why with appropriate planning and design, village and community halls could not be better used by schools, so long as they embraced the facilities required for such use. There are already several examples across Wychavon.

7.31 Clearly close proximity between school and village hall would greatly improve this potential synergy. Where village facilities are at risk, there is merit in combining a range of activities on the same site. This co-location also affords economies of scale and supports sustainability.

8: Key Issues and Action Plans

Introduction

- 8.1 This section sets out the recommendations and conclusions, based on the keys issues and evidence from the earlier sections, and outlines the future priorities and needs in terms of investment in sports facilities. These are set out in the Action Plans.
- 8.2 This should be read alongside the South Worcestershire Playing Pitch Strategy which outlines the outdoor pitch sport needs and priorities.

Sports Halls

Baseline findings from the fpm reports for sports halls for the three hub sites 2015

- 8.3 The key feature of the Wychavon sports halls is the age and quality. Wychavon's stock has been provided over 5 decades where the oldest venue at Pershore High School opened in 1960 and modernised in 1999. The most recent sports hall is the Evesham Leisure Centre opened in 2009. The four pre 1990's sports halls have all been modernised.
- 8.4 In terms of quality and fit for purpose, 8 of the actual 11 sports hall sites are 4 badminton courts and 3 are ancillary halls of 3 badminton courts. The older education venues are the smaller education standard size sports halls of 28m x 17 metres and so are very small 4 court halls and restricted in terms of run off space. Also most venues have solid floors not sprung timber floors.
- 8.5 In 2011 Sport England and the National Governing Bodies of Sport developed model guidelines for indoor hall sports. The 4 badminton court size sports hall is defined as 33m x 18m. There is also a larger size sports hall for community level provision and to allow for local level competitions of 34.5m x 20m. Wychavon does not have any sports hall which meets these dimensions.
- 8.6 There is variation in the estimated used capacity at the District's main leisure centre sports halls.
- 8.1 **Evesham Leisure Centre** is the most recent sports hall estimated to be at 100% of capacity used at peak times. It is comparatively more attractive to users than other venues in the same Evesham catchment area. The Evesham High School sports hall opened in 2001 and was modernised in 2009 and so it is a comparatively more attractive venue as well. It has an estimated used capacity of 81% of capacity used at peak times.
- 8.2 The **Droitwich Spa Leisure Centre** has an estimated 63% of capacity used at peak times – which is also the District wide average. There are 14 sports halls in the Worcester city area and which are more modern than Droitwich Spa so it is no surprise that 14% of Wychavon's sports hall demand in 2015 is going to Worcester.
- 8.3 **Pershore Sports Centre** sports hall is estimated to have around 49% of the sports hall capacity used at peak times. This however is a three badminton court venue and so its capacity is restricted as well as the range of indoor hall sports that can be played. Quality is also an issue.

- 8.4 Overall the conclusion of the 2015 baseline assessment for sports halls was that there are sufficient halls across Wychavon to meet current residents' needs, however in comparison to neighbouring authorities the levels of provision are low. There is also a reliance on the education sector. The current hall stock should therefore be protected and community use supported and enhanced in partnership with schools. The halls are of mixed quality but are well located.
- 8.5 As set out, the halls are not full and there therefore appears potential scope to invest to enhance usage at the poorer quality sites where greater use could be encouraged, particularly at school sites e.g. community use access used at peak times at Prince Henry's School (50%), De Montfort High School (85%), Pershore HS (50%).
- 8.6 If further provision was required to meet future needs, developing additional provision at the current locations appears a sensible approach as the facilities are well located and there are no provision gaps e.g. Droitwich LC as part of any future hub.
- 8.7 Any new provision should seek to meet Sport England and National Governing Body technical standards.
- 8.8 Growth is key to the priorities going forward this will define extent and location of any additional sports hall provision required. This is set out in the sections below and is based on fpm scenarios projecting forward the supply and demand position then overlaying growth in participation. The full reports are set out in the appendix.

2025 with population increase between 2015 - 2025

- 8.9 In Droitwich there are some contrasting shifts. The used capacity at **Droitwich Spa Leisure Centre** goes up by 5% to 68% of capacity used in 2025. Whilst the used capacity of the Droitwich Spa High School sports hall is projected to decrease by 4% to 49% of capacity used by 2025.
- 8.10 The shifts in Droitwich are based on the location and density of the housing developments in Wychavon and how close these are to the various centres – hence the variations for each centre. The Dodderhill School increase is problematic given it is an independent school and appears to have limited access for community use. There is scope therefore to re-direct this projected increase to the Droitwich Spa Leisure Centre and for the centre to absorb more usage above the 68% level and below the 80% halls full comfort level is reached.
- 8.11 The case for modernisation of the centre is made stronger by the increases in demand across Droitwich but would not appear sufficient to increase the scale of the sports hall provision at Droitwich. However local intelligence suggest that the facilities planning model (fpm) is underestimating demand and the sports hall is fuller than suggested. This may start to justify additional sports hall space.
- 8.12 At **Evesham Leisure Centre** the projection is that it is at 100% capacity in 2025 – the same as in 2015. The amount of demand which would like to access Evesham but cannot because the centre is estimated to be full increases to 577 visits in the weekly peak period from 48 visits in 2015.
- 8.13 The scale of the demand which cannot be met in Evesham is around 2 badminton courts, so not that large. The underlying point though is the centre has very high levels of demand at peak times.

- 8.14 There appear to be limited options to move demand around within Evesham as the two main sports halls are at (1) the Worcestershire Cricket Centre which appears to have limited use for indoor sports activities and (2) St Egwins Church of England Middle School which again appears to have limited access for wider community use but is strong on extracurricular use of the sports halls by school clubs.
- 8.15 Potential solutions could be the provision of smaller / flexible secondary halls in the Evesham area as part of the village / community hall network. Hall provision could feature as part of any Evesham hub development at the football club site.
- 8.16 At **Pershore Leisure Centre** the projected increases in demand from population growth can be absorbed and the overall estimated used capacity of the Pershore sports halls at peak times is 53% in 2025. However, the Pershore Leisure Centre as a 3 badminton court size sports may be a constraint on demand. The Pershore High School sports hall is an education standard size sports hall which opened in 1960. It was refurbished in 1999 but again the size, age and quality is a constraint on demand for sports hall in Pershore.
- 8.17 The assessment suggests the need to provide a modern 'fit for purpose' 4-court sports hall in Pershore as part of the school redevelopment.

Projected annual 0.25% increase in hall sports participation 2015 – 2025

- 8.18 Overall the 0.25% annual increase in participation can be accommodated. However, it falls disproportionality at particular sites. With both Droitwich Spa and the Pershore Centres being able to accommodate the increase.
- 8.19 In Droitwich there appears to be scope to focus more of the demand increase at the **Droitwich Spa Sports Centre** and still absorb the total Droitwich area increase. The case for modernisation of the centre is made stronger by the increases in demand across Droitwich. If the capacity is underestimated it begins to make a stronger case for increasing the scale of sports hall provision with a second or larger hall.
- 8.20 The impact at **Evesham Leisure Centre** from the participation increase is slight. The increase in demand that cannot be met is only 37 visits to a total of 614 visits. So not much of an increase but the total is equivalent to between 2- 3 badminton courts. Also the centre is estimated to be at 100% of capacity at peak times.
- 8.21 The scope to re-distribute demand within Evesham appears limited as the two main sports halls at the Worcestershire Cricket Centre and St Egwins Church of England Middle School appear to have limited use for indoor sports activities. Potential solutions could be the provision of smaller / flexible secondary halls in the Evesham area as part of the village / community hall network. Hall provision could feature as part of any Evesham hub development at the football club site.
- 8.22 At **Pershore Leisure Centre** the used capacity of the sports hall increases by 2% to 55% of capacity used. So still within the 80% halls full comfort level. So at Pershore the demand increases can be accommodated. The issue of quality and 'fit for purpose' sports hall remains. The High School venue opened in 1960 and was refurbished in 1999. The Leisure Centre venue is a more modern venue but is a 3 badminton court size sports hall and is therefore limited in terms of offer. The assessment suggests the need to provide a modern 'fit for purpose' 4-court sports hall in Pershore as part of the school redevelopment to provide a good mix of provision across the town.

Sports halls key issues and priorities

8.23 The key findings from the fpm assessments are:

- Sports hall supply and demand are in balance now and in the future. Wychavon need to retain all sports hall sites to meet current and projected demand.
- The age and quality of the sports halls. They are small and there is no venue which is the 32m x 18 m four badminton court size sports hall. Nor any venue which meets the 2011 Sport England/NGB guidance for a 34.5 x 20m 4 badminton court size sports hall.
- There is a reliance on the education sector and interventions to protect and enhance community use will be important.
- The projected increase in population and participation can be absorbed in theory in both Droitwich and Pershore.
- However Droitwich capacity is considered to be underestimated and participation increase will put strains on the current scale of provision. Droitwich needs to be upgraded and potentially increased in size subject to further detailed feasibility work.
- Provision in Pershore is not '*fit for purpose*' in the long-term. The assessment suggests the need to provide a modern '*fit for purpose*' 4-court sports hall in Pershore as part of the school redevelopment to provide a good mix of provision across the town.
- In Evesham in 2025 the finding is that demand exceeds supply in 2015 and this increase by 2-3 courts by 2025. As Evesham Leisure Centre site is constrained, potential solutions could be the provision of smaller / flexible secondary halls in the Evesham area as part of the village / community hall network. Flexible hall provision could also feature as part of any Evesham hub development at the football club site.
- Longer term management solutions should also be considered to programme sports hall space more effectively taking potential user groups such as football outside onto 3g provision.

Swimming Pools

Baseline findings from the fpm reports for swimming pools for the three hub sites 2015

8.24 The supply and demand for swimming pools across Wychavon is almost in balance in 2015 with demand by Wychavon residents exceeding the Wychavon supply by only 5 sq metres of water.

8.25 In short Wychavon has enough pools and they are well located to meet needs.

8.26 The key finding is the uneven distribution of swimming demand at the three pool locations. Evesham is estimated to be at 100% of capacity used at peak times; Droitwich Spa at 58% and Pershore at 48% in 2015.

8.27 The **Droitwich pool demand** may well be influenced by its age and the location of some demand in the Droitwich area being located closer to pools in Worcester City and where there is a cluster of pools in a very small land area. Some 10% of the

Wychavon demand for swimming is estimated to be exported to Worcester City. Also the age of the Droitwich pool may well be a detraction from participation.

- 8.28 At **Evesham** it is the most modern pool and there is almost a unique drive time catchment area. So Evesham has less competition and it is a modern pool, so it retains demand.
- 8.29 **Pershore** is similar to Evesham in terms of location, access and lack of alternative pool competition. The lower used capacity is most likely a reflection of the actual demand level within the pool catchment area. Also the age structure of the Pershore population suggests there are fewer residents in the age bands who swim most frequently.
- 8.30 In terms of the baseline summary for 2015 there are therefore sufficient pools across Wychavon to meet residents needs, they are of good quality and well located. The pools are not full and there is potential scope to increase usage. The current pool stock should be protected. There would not appear to be a need to provide new provision based on the current position. The priority would appear to be the enhancement of Droitwich Spa given its age and current usage.
- 8.31 Growth is key to the priorities going forward this will define extent and location of any additional swimming pool provision required. This is set out in the sections below and is based on fpm scenarios projecting forward the supply and demand position then overlaying growth in participation. The full reports are set out in the appendix.

2025 with projected population increase between 2015 – 2025

- 8.32 In 2025 there is enough swimming pool capacity across the district to meet demand. The theme of the uneven distribution of demand between the pools remains the significant finding.
- 8.33 **Evesham Leisure Centre** is estimated to remain at 100% of capacity used at peak times. Whilst **Pershore Leisure Centre** increases to 51% of capacity used, (48% in 2015) and **Droitwich Spa** is 54% of capacity used (down by 3% from 57% in 2015).
- 8.34 The Droitwich area is influenced by the pull of demand from Wychavon to the new Perdiswell Leisure Centre in Worcester City. Also what could be happening is that some of the new housing sites in this part of Wychavon are located closer to the Worcester City pools. Cumulatively it is leading to the estimated total 12%, one in eight of visits to pools by Wychavon residents in the Droitwich area going to pools in Worcester City.
- 8.35 Also the **Droitwich Spa Pool** is 30 years old by 2025 so the quality and a 'fit for purpose' pool will not compare with Perdiswell. Modernisation of the Droitwich Spa pool to increase its attractiveness would stabilise and draw some of the exported demand back to it.
- 8.36 The absence of a dedicated teaching learner pool is a feature of the site. The addition of a learner pool would increase the range of swimming activities. The Perdiswell Leisure Centre in Worcester does have a very large dedicated teaching/learner pool of 180 sq metres of water.
- 8.37 **Evesham Leisure Centre** retains its estimated 100% use at peak times but the scale of unmet demand is not extensive which cannot access the pool because it is full is 51 visits in 2015 and now 190 in 2025. The important point is that the pool is estimated to be very full at peak times. This does suggest the resolution at Evesham is one of pool management and trying to accommodate the most popular activities – most likely recreational and lane fitness swimming - with more pool time and reducing the time for

(say) club activities which are likely to have lower numbers of participants. In effect programming more time for the most popular activities.

- 8.38 At **Pershore Leisure Centre** there is little change, the impact of the population growth is to increase the estimated used capacity of the pool by 3% to 51% in 2025. Still well within the 'pools full comfort level' from Sport England of 70% of capacity used at peak times.
- 8.39 A usual suggested intervention is to consider the scope to change the programming between pool sites so as to re-distribute demand between pools across the district but the location of the pools, the catchment areas and the distances between settlements does not make this a practical suggestion as they are almost unique catchments.

2025 with the projected 0.25% annual increase in swimming participation

- 8.40 Overall the swimming participation increase does not really change things too much. The district wide average for how full the pools is right on the Sport England pools full comfort level of 70% of capacity used. However, the theme of it falling disproportionately across the three sites continues.
- 8.41 Both Droitwich Spa and the Pershore Centres are able to accommodate the increase. However, at Evesham Leisure Centre it simply exacerbates the existing situation of the pool being too full already. It does add a further 64 visits to a total of 253 visits which cannot be accommodated at peak times. Not large in itself but the pool is estimated to be very full already.

Swimming pools key issues and priorities

- 8.42 The suggested priorities from the needs assessments are:
- **Protect and retain** all three swimming pool sites as they are all needed to meet the demand for swimming by Wychavon residents up to 2025 and beyond.
 - **Consider enhancement** of the three pool sites by maintaining the quality of the changing areas and pool hall building.
 - **Consider provision** of a teaching/training pool at Droitwich Spa to increase the range of swimming activities that the site can provide. Thereby creating a more modern pool and swimming offer to accommodate the increased demand and retention of more of the Wychavon demand for swimming in this part of the District.
 - Longer term consideration of additional swimming pool capacity in the Evesham area.

Other specialist sports key issues and priorities

Indoor provision

- 5.159 There appears limited need to provide additional specialist indoor provision. There could be potential for indoor bowls but this would need to be subject to a feasibility study. This need could be met by the Yew Tree development. Indoor tennis and squash are about protection and potential enhancement.

5.160 In terms of specific priorities:

- A reasoned assessment, given there are no centres at present in Wychavon is that there could be demand to support one indoor bowls centre of 6 rinks. The 2010 South Worcestershire Framework recommended the need for a 6-rink centre. However the big caveat is the backdrop of static participation in indoor bowling. Plus this would have to be the subject of a detailed feasibility study to establish who could provide the facility, the core business case, operational business plan, sources of funding and the conditions associated with any grant aid or commercial funding. The Council would have to be convinced that is represented a priority for funding and support.
- Yew Tree development in Droitwich could potentially meet the indoor bowls need. There could be scope for enhancing funding to the project to ensure community access.
- Priorities for indoor tennis are to protect current indoor tennis provision. Potentially limited evidence for additional indoor space around Droitwich Tennis Club. This could be in the form of low-cost solutions and covering of outdoor courts. Further potential to consider enhancements to Warwickshire College facility; develop community partnership via funding support. This is in line with LTA focus on education partnerships.
- Assessments suggest there is limited need for additional health and fitness provision in Wychavon. Recommendation for modest growth to support the sustainability of any wider developments and to feature as part of any re-development / hub proposals. Needs to be business case led.
- Overall the assessment is that there is sufficient provision of squash courts to cater for current demand for pay and play and club/league play. Priority should be to protect current squash provision and enhance as part of potential wider developments at the three sites, as the squash provision is old and there is limited glass back court provision e.g. Should form part of DLC refurbishment, Pershore SC have identified it as a priority in consultation. The club is an important local provision and should be supported.
- In terms of studios the assessment is more of a position statement and in terms of assessing future provision for studios this is best developed as part of the core business case for new provision/replacement of an existing sports hall or swimming pool and incorporating a gym alongside studio provision as part of a sustainable offering.
- Studios and smaller flexible spaces do however meet the need for less formal physical activity spaces in line with national trends and the Wychavon demographic and participation profile.

Outdoor provision

8.43 There appears limited need to provide additional specialist outdoor provision. The major priority is the development of an off-road cycling track. This is supported by the NGB and Evesham is considered a good location strategically to serve sub-regional as well as local needs. There could also be potential for athletics development at Evesham although the scale of this will need to be considered carefully with the NGB.

8.44 Evesham has emerged as a key strategic sport hub site to potentially serve the needs of cycling, athletics and triathlon through a club and NGB partnership

8.45 Other outdoor provision (MUGAs, tennis, bowls etc) should be protected and enhanced. These provide critical opportunities in the villages. Funding should be prioritised around NGB priorities and to those clubs and organisation which can demonstrate the potential to grow activity and participation.

8.46 In terms of other sports the policy should be to support and enhance the existing club infrastructure to support long-term sustainability.

8.47 In terms of specific priorities:

- Priority to protect existing track at Droitwich and potentially seek to enhance provision by upgrading and the addition of floodlights. May be potential to provide new athletics track provision as part of Evesham hub development. At this stage we would recommend compact track provision, Evesham would be a good location. Any athletics provision should be subject to further NGB consultation and local club discussions including exploration of potential partnership with triathlon.
- Consideration should be given to supporting clubs to be encouraged/supported to make enhancements through qualitative improvements necessary to bring into wider use and increase participation, including floodlighting and surface renovation; improvements to ancillary facilities to the clubhouse, in line with LTA priorities.
- An example of this is the Ombersley and Doverdale Tennis Club, which has 3 all-weather floodlit courts. The club has reached agreement with a local landowner to increase the ground space available to build 2 new courts. (No details of any changes in ownership or leasing of the site if the development proceeds). The club has approached Sport England and the LTA, to part fund the construction of the 2 new courts. It is understood there is a planning consent for development of 34 houses in the village. Whilst there are sufficient courts across the District to meet demand this club has outgrown the capacity of its courts (membership is 150 members) and there is an opportunity to provide 2 new courts. The sec 106 for this housing development could be considered to partnership fund this project by the club.
- LTA are also seeking to support pay and play opportunities in partnership with local authorities this could present opportunities for investment at the Lido Park courts and other key public sites.
- Protection of the number and range of golf-courses will be important going forward along with support for enhancement of existing courses in line with England Golf priorities; e.g. training, academy and starter facilities to support the sustainability of existing provision and help grow the game.
- Priority for cycling: the development of a closed road circuit up to 1,500km to serve local and sub-regional cycling needs. Developed in partnership with Triathlon and Athletics. Evesham is a good location. Detailed discussions are now required with British Cycling, clubs and NGBs to develop and deliver.
- The way forward in terms of MUGAs is that the standard for future provision still applies and this should be part of the planning consent for each new housing development, as these are implemented. The consent should also set out the management and maintenance arrangements for each site. Secured management through a Parish Council or a sports club will ensure there is more organised as well as casual use of the MUGA's.

- All clubs have modest clubhouses which will always need improvement and modernisation. The focus of any investment should be should be on enhancement of current facilities and helping clubs with quality improvements to the clubhouses in order to grow and sustain. Those with good sustainable membership levels and that can demonstrate policies to increase participation and membership should be prioritised.
- Rowing and canoeing; priority to support the existing club infrastructure

Village halls

- 8.48 In terms of providing opportunities for dance, pilates and general keep fit activities the network plays a crucial role. This activity base is in line with the emerging facility trends and demographic and participation profile of Wychavon so it is important and likely to be increasingly important moving forward to deliver the sport and physical activity needs of Wychavon residents.
- 8.49 The provision of more formal sports appears to be limited due mainly to lack of perceived demand, facilities not being 'fit for purpose' to cater for more formal sports and the lack of available coaches.
- 8.50 The network needs investment to maintain itself and continue to provide health and physical activity opportunities in the villages. Opportunity therefore exists for investment in the right facilities in the right place through the growth agenda. Increases in population will require new provision or enhancement of the existing infrastructure. Priorities should focus on:
- Identifying villages and parishes with inadequate supply of halls to meet average standard
 - Making provision for village and community hall provision in conjunction with new housing, in accordance with recommended standard of provision
 - Identifying poor quality halls, with particular need for enhancements/improvement
 - Identifying halls with current plans to accommodate additional sport and other usage
- 8.51 The minimum effective size for new halls to take into account for sport and a wide range of other recreational pursuits is about 350 m², which under this recommended standard would require a development of about 800 houses. It is unlikely therefore that new halls can be justified solely as the result of new development. However, there is evidence from the study that a number of existing halls need substantial upgrading to bring them up to required standards, and financial contributions could be used to make qualitative improvements where necessary and extending the hall size to provide flexible indoor space for a range of sport and physical activities.
- 8.52 Alternatively the enhancement of existing village halls and other existing community buildings such as primary schools, to allow shared use by the community could also be considered. There is no reason why with appropriate planning and design village and community halls could not be better used by schools, so long as they embraced the facilities required for such use. There are already several examples across Wychavon. Clearly close proximity between school and village hall would greatly improve this potential synergy. Where village facilities are at risk, there is merit in combining a range of activities on the same site. This co-location also affords economies of scale and supports sustainability.

Action Plans

8.53 To achieve its planning aims, Sport England have established a number of planning objectives, which are to seek to protect sports facilities from loss as a result of redevelopment, to enhance existing facilities through improving their quality, accessibility and management and to provide new facilities that are fit for purpose to meet demands for participation now and in the future. 'Protect, provide and enhance' provides a framework for developing the district-wide priorities for Wychavon.



8.54 Action Plans have been developed to address the key priorities identified under four headings:

- General Principles
- Swimming Pools
- Sports Halls (include village halls and smaller flexible spaces)
- Other Sport Specific Priorities

The priorities are set for each of the 3-hub areas and the wider villages where appropriate.

8.55 Set out overleaf are the Action Plans.

General Principles

Objective	Rationale	Priority Action	Measuring Success
G1. Ensure any new or re-developed provision across the district is developed in-line with the Sports Facility Strategy priorities and the needs and evidence set out.	The strategy sets out the district-wide needs and evidence and is supported by the Council and endorsed by NGBs and Sport England.	Agreement and endorsement of Facility Strategy and development of mechanisms for monitoring and review.	A co-ordinated approach to future development which meets district-wide needs.
G2. Ensure any new or re-developed provision across the district provides new and innovative opportunities and facilities in-line with changes in sports and activity needs.	New forms of provision and innovative new partnerships will be critical to grow and sustain participation across the district in line with new government sport strategies	Circulate the good practice and learning from development	Development of new innovative facility solutions from all partners
G3. Ensure any new or re-developed provision across the district is developed in partnership on a multi-agency basis.	Joint approaches will be essential to future delivery as all partners are faced with increasing financial pressures. A multi-agency approach provides the most effective way of driving participation.	Seek to identify and develop key joint projects on a district-wide basis.	Development of a Pilot Project.
G4. The future planning or development of any new or enhanced provision should ensure there is accessibility for disabled people and disability sports.	Key to widening access.	Ensure disability access is built into all development considerations.	Disabled access in all new or enhanced developments across the district.
G5. Ensure the role of outdoor informal space is recognised as a vital resource for sport and physical activity.	Indoor and built facility provision does not provide the panacea for driving participation. Outdoor flexible informal spaces will provide an increasingly essential resource for sport and physical activity across the district.	Development of Open Space and Green Spaces strategy to recognise the role in and contribution to sport and physical activity across the district.	Other key strategies recognise the role they play in sports and physical activity and set key priorities.
G6. Ensure that the evidence base and strategy is adopted by council and becomes	The evidence base is NPPF compliant.	Adoption of evidence base by	Key policies adopted in the Local Plan and contributions

Objective	Rationale	Priority Action	Measuring Success
part of the evidence base for the Local Plan and funding.		planners.	sought for priority projects and developments identified.

Sports Halls

Objective	Rationale	Priority Action	Measuring Success
SH1. Protect the existing sports hall network across the district.	Sports hall supply and demand is in balance now and in the future. Wychavon needs to retain all sports hall sites to meet current and projected demand.	Develop planning policy to reflect identified need.	Maintaining current network.
SH2. Explore the opportunities for enhanced community access to sports halls on school sites. Seek to enhance provision and access at key sites for community sport and club / NGB use.	Schools are an increasingly important provider of sport and leisure opportunities, particularly in terms of sports hall provision. There is a reliance on the education sector and interventions to protect and enhance community use will therefore be important.	Identify which school sites are important and why in partnership with clubs and NGBs.	Investment in school sites to enhance access. Development of a coordinated approach to access on school sites across the district. As part of development seek to support access to school sites by clubs and NGBs. Build support for enhancing the school sports hall network into planning policy and funding support.
SH3. Seek to ensure the enhancement of provision at key sports hall sites for indoor hall sports (flooring, size of run-off area etc), ensuring they are 'fit for purpose' as part of any refurbishment programme or new build. This should include disability access.	Whilst the sports hall network is good it is evident that certain facilities are not 'fit for purpose' for specific sports. The age and quality of the sports halls is a constraint.	Identify which facilities are important for which sports and seek to invest to enhance provision.	Any new or refurbished sports hall to ensure they are 'fit for purpose' to meet specific hall sport needs and technical requirements ¹

¹ Sport England guidance 'Developing the Right Sports Halls' to be used to support developments

Objective	Rationale	Priority Action	Measuring Success
	<p>They are small and there is no venue which is the 32m x 18 m four badminton court size sports hall.</p> <p>Nor any venue which meets the 2011 Sport England/NGB guidance for a 34.5 x 20m 4 badminton court size sports hall.</p>		
SH4. Explore the feasibility of upgrading sports hall capacity in Droitwich.	Droitwich capacity is considered to be underestimated and participation increase will put strains on the current scale of provision.	Undertake feasibility study as part of the hub development.	Feasibility outcome.
SH5. Seek to provide a modern 'fit for purpose' 4-court sports hall in Pershore as part of the school redevelopment.	Provision in Pershore is not 'fit for purpose' in the long-term. The assessment suggests the need to provide a modern 'fit for purpose' 4-court sports hall in order to provide a good mix of provision across the town.	Explore the inclusion of a new 4-courts sports hall as part of Pershore School developments.	New 4-court hall developed for Pershore with full community access.
SH6. Seek to increase sports hall capacity in Evesham in the long-term.	<p>In Evesham in 2025 the finding is that demand exceeds supply in 2015 and this increase by 2-3 courts by 2025.</p> <p>As Evesham Leisure Centre site is constrained, potential solutions could be the provision of smaller / flexible secondary halls in the Evesham area as part of the village / community hall network.</p> <p>Flexible hall provision could also feature as part of any Evesham hub development at the football club site.</p>	Long-term exploration of sports hall needs in Evesham.	Development of appropriate sports hall provision in Evesham.

Objective	Rationale	Priority Action	Measuring Success
SH7. Review the programming of sports hall to increase capacity.	Longer term management solutions should also be considered to programme sports hall space more effectively taking potential user groups such as football outside onto 3g provision.	Programming review with operator.	Programme linked to resident needs.
SH8. Support the enhancement of the village and community hall network.	<p>The network plays a crucial role in providing physical activity opportunities.</p> <p>The network needs investment to maintain itself and continue to provide health and physical activity opportunities in the villages.</p> <p>A number of existing halls need substantial upgrading to bring them up to required standards.</p>	<p>Financial contributions could be used to make qualitative improvements where necessary and extending the hall size to provide flexible indoor space for a range of sport and physical activities.</p> <p>Prioritise investment as part of growth plans across the district.</p>	Development and investment through planning policy.

Swimming Pools

Objective	Rationale	Priority Action	Measuring Success
SP1. Protect and retain all swimming pools sites.	All three swimming pool sites are needed to meet the demand for swimming by Wychavon residents up to 2025 and beyond.	Protect in planning policy.	Maintenance of the existing swimming pool network.
SP2. Continue the redevelopment and enhancement of Wychavon pool stock in line with the needs assessment and in order to provide a 'fit for purpose' modern pool stock	Consider enhancement of the three pool sites by maintaining and upgrading the quality of the changing areas and pool hall	Development of on-going maintenance and upgrading programme.	Continued investment in district pool stock.

Objective	Rationale	Priority Action	Measuring Success
for community swimming.	building.		
SP3. Consider the provision of a teaching/training pool at Droitwich Spa to increase the range of swimming activities that the site can provide.	Creating a more modern pool and swimming offer will accommodate the increased demand and retention of more of the Wychavon demand for swimming in this part of the district.	Feasibility study.	Feasibility outcome.
SP4. Give longer term consideration to the provision of additional swimming pool capacity in the Evesham area.	The pool at Evesham is full and capacity will become an increasing issue.	Feasibility study.	Feasibility outcome.

Sport Specific Priorities

Objective	Rationale	Priority Action	Measuring Success
SS1. Consider the provision of an indoor bowls centre to serve the district	Assessment suggests there could be demand to support one indoor bowls centre of 6 rinks.	Feasibility study Alternatively explore the potential of the Yew Tree development in Droitwich to meet the indoor bowls need. There could be scope for enhancing funding to the project to ensure community access.	Feasibility outcome.
SS2. Protect current indoor tennis provision.	Potential evidence for additional indoor space around Droitwich Tennis Club. This could be in the form of low-cost solutions and covering of outdoor courts. Further potential to consider enhancements to Warwickshire	Explore options set out for providing for indoor tennis.	Options appraisal outcomes.

Objective	Rationale	Priority Action	Measuring Success
	College facility; develop community partnership via funding support. This is in line with LTA focus on education partnerships.		
SS3. Protect the current level of health and fitness provision. Any additional provision to be justified on a clear business case.	<p>Assessments suggest there is limited need for additional health and fitness provision in Wychavon</p> <p>Recommendation for modest growth to support the sustainability of any wider developments and to feature as part of any re-development / hub proposals.</p>	Needs to be business case led.	Business case outcome.
SS4. Protect current squash provision and enhance as part of potential wider developments at the three existing squash sites	<p>Overall there is sufficient provision of squash courts to cater for current demand for pay and play and club/league play.</p> <p>However the squash provision is old and there is limited glass back court provision.</p>	<p>Squash should form part of DLC refurbishment.</p> <p>Pershore Sports Club has identified investment as a priority. The club is an important local provision and should be supported.</p>	Enhanced squash provision across the district.
SS5. Future provision for studios should be developed as part of the core business case for new provision/replacement of an existing sports hall or swimming pool and incorporating a gym alongside studio provision as part of a sustainable offering.	Studios and smaller flexible spaces meet the need for less formal physical activity spaces in line with national trends and the Wychavon demographic and participation profile.	Needs to be business case led.	Business case outcome.

Objective	Rationale	Priority Action	Measuring Success
<p>SS6. Protect existing track at Droitwich and potentially seek to enhance provision by upgrading and the addition of floodlights</p> <p>SS7. Longer term may be potential to provide new athletics track provision as part of Evesham hub development. At this stage we would recommend compact track provision, Evesham would be a good location.</p>	<p>Any athletics provision should be subject to further NGB consultation and local club discussions including exploration of potential partnership with triathlon.</p>	<p>Feasibility study.</p>	<p>Feasibility outcome.</p>
<p>SS8. Support qualitative enhancements to tennis clubs and park sites which can demonstrate positive impacts on participation.</p>	<p>Consideration should be given to supporting clubs to be encouraged/supported to make enhancements through qualitative improvements necessary to bring into wider use and increase participation, including floodlighting and surface renovation; improvements to ancillary facilities to the clubhouse, in line with LTA priorities.</p> <p>LTA are also seeking to support pay and play opportunities in partnership with local authorities this could present opportunities for investment at the Lido Park courts and other key public sites.</p>	<p>Supporting tennis clubs and projects which promote increase in participation.</p>	<p>An enhanced tennis network.</p>
<p>SS9. Protect and enhance the existing golf course provision.</p>	<p>Protection of the number and range of golf-courses will be important going forward along with support for enhancement of existing courses in line with England Golf priorities; e.g. training, academy and starter facilities to support the sustainability of existing provision and help grow the game.</p>	<p>Develop planning policy to reflect identified need.</p>	<p>Maintaining and enhancing the current network.</p>

Objective	Rationale	Priority Action	Measuring Success
SS10. Protect and enhance existing MUGA provision.	<p>The way forward in terms of MUGAs is that the standard for future provision still applies and this should be part of the planning consent for each new housing development, as these are implemented.</p> <p>The consent should also set out the management and maintenance arrangements for each site.</p> <p>Secured management through a Parish Council or a sports club will ensure there is more organised as well as casual use of the MUGA's.</p>	Develop planning policy to reflect identified need.	Maintaining and enhancing the current network.
SS11. Protect and enhance existing sports club network.	<p>All clubs have modest clubhouses which will always need improvement and modernisation. The focus of any investment should be on enhancement of current facilities and helping clubs with quality improvements to the clubhouses in order to grow and sustain.</p> <p>Those with good sustainable membership levels and that can demonstrate policies to increase participation and membership should be prioritised.</p> <p>Rowing and canoeing; priority to support the existing club infrastructure.</p>	Develop planning policy to reflect identified need.	Maintaining and enhancing the current network.
SS12. Provide closed-road cycling circuit up to 1,500km to serve local and sub-regional cycling needs.	<p>Supported by British Cycling and a key strategic priority for the district.</p> <p>Developed in partnership with</p>	Undertake feasibility study work into site location and deliverability in partnership with key partners across	Development of Closed Road Cycling circuit in Wychavon by 2018.

Objective	Rationale	Priority Action	Measuring Success
	Triathlon and Athletics. Evesham is a good location. Detailed discussions are now required with British Cycling, clubs and NGBs to develop and deliver.	the district and British Cycling.	

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