

## Appendix 1

### Shropshire Council's response to the key areas of concern raised during the public consultation

| Main areas of Concern  | The council's response   |
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| <p><b>Proposed facilities mix</b><br/>The capacity of a proposed two pool configuration to both accommodate existing clubs, user groups and casual swimming usage and to absorb further demand over the long term without adversely impacting on the swimming experience. E.g. Timetabling for the new learner pool shows that there is a reduction in the casual swimming time available at the weekend for young children and toddlers.<br/>Provide three pools.</p> | <p>Addressed by Strategic Leisure Ltd within the updated Needs Assessment</p> <p>Reference: Summary of swimming pool options - 2 Sept 2015<br/> <a href="http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/">http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/</a><br/>           Reference: Indicative future programme, Strategic Leisure, June 2016<br/> <a href="http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/">http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/</a></p> |
| <p>Build a 50 m long pool to attract competition swimming; it would be the only one for miles around and would attract lots of competitions / users.</p>   | <p>This was considered within the detailed options report alongside advice from Sport England and the Amateur Swimming Association. No strong strategic case for a 50m pool was made.</p> <p>Reference: Summary of swimming pool options - 2 Sept 2015<br/> <a href="http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/">http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/</a></p>  |
| <p>Retain the Quarry site (revitalised) and build a new competition pool at the Sports Village.</p>  | <p>Will add significant capital costs and would be unlikely to pass an "affordability test"</p>  |
| <p>There is a lack of suitable competitive pool facilities in Shropshire and the West Midlands; for a pool to be of use as a competitive centre, it would need greater spectator accommodation than that proposed, ideally 400 / 450 seats.</p>  | <p>There is no need to have this much spectator provision as a permanent feature. The ASA do not recommend this. The Council is recommending permanent seating for 250 people with the opportunity to provide further temporary seating</p>  |
| <p>The options have failed to take account of the opportunity to create an enhanced water facility in the Quarry by re-establishing an attractive modern</p>   | <p>Shrewsbury Town Council has recently developed a "splash park" on the site of the earlier paddling pool</p>   |

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| <p>outdoor attraction, based upon the former paddling pool. Similar exciting and modern water facilities for young children have successfully been established in Bradford City Centre, and other coastal sites. This would act as a fun attraction to encourage young children to the site, which will in turn enhance the visitor numbers to the Quarry Swimming Centre.</p> |  |
| <p>Proposals do not include flumes or diving boards, which is considered to reduce the swimming experience and participation particularly for young people. The FPM does not include for a loss of participation due to the removal of these features. Provide 'relaxation facilities" e.g. sauna /spa /steam room; will encourage people to go swimming.</p>                  | <p>These are not elements that the Facility Planning Model considers in its modelling. To generate income health suites need to be managed separately, otherwise it's just a further element in the pool space that would add to the building footprint and increase staff so costs</p>  |
| <p>Following the closure of the hydrotherapy pool at the Royal Shrewsbury Hospital could a hydrotherapy pool be considered within the new mix?<br/>Could a brine / warmer water pool be considered for people with medical conditions?</p>   | <p>Including these as an option will add significant capital and revenue costs and would be unlikely to pass an "affordability test"? A partial alternative might be to have a "water confidence area" that can be separately heated to a higher temperature for specific sessions every week</p>  |
| <p>Need better access to pools to support disabled access; graded access and steps.</p>  | <p>Further targeted consultation will inform detailed design work at subsequent stages</p>   |
| <p>Concerns at the use of Facility Planning Model (and revenue modelling) and in its use of exaggerated and simplistic assumptions.</p>  | <p>The FPM modelling work is intended to assist Shropshire Council and its partners in reaching a decision on a way forward by providing an indication of the likely implications of different courses of action. It does not attempt to recommend a preferred option. The Council and its partners will consider the advice in the report along with other factors before deciding on a way forward.</p>  |
| <p>Modelling work is not adequate to accurately assess future usage and the year 2066 should be chosen. Modelling does not consider club use, educational activities and potential tourist visits. Has future demand from the developments to the south and west of the town, the University, etc. been</p>  | <p>The recent modelling focusses on:</p> <ul style="list-style-type: none"> <li>• Projected population changes to 2026 (the end of the current SamDev period)</li> <li>• The modelling becomes less accurate the longer time period it covers; 10 years is an accepted timescale given strategies for provision should be reviewed every 5 years.</li> <li>• The FPM modelling is based on permanent residents as these are known; this therefore includes the populations of local schools. Visitor numbers vary year on year, so it would</li> </ul> |

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| <p>taken into account in future modelling?<br/>         What is an appropriate catchment to use within the FPM; a key consideration in estimating future usage?</p>   | <p>be unwise to model based on fluctuations.</p> <ul style="list-style-type: none"> <li>• The former Shrewsbury &amp; Atcham Borough Council area; the catchment area for each facility extends to 20 minutes. This is a nationally accepted model; given the rurality of Shropshire, a 30 travel time has also been considered. It is usually 20 minutes for a pool by car public transport, and on foot; the model considers “imported” swims into the central area.</li> <li>• “Bespoke” population estimates. The population projections were prepared based on future housebuilding in the catchment area to 2026. The projections take into account existing planning permissions, sites identified in the Shropshire Local Plan (SAMDev), and an allowance for windfall / brownfield sites coming forward.</li> </ul> <p>The projections did not incorporate any specific adjustment for the students beginning to attend the new University Centre Shrewsbury. However, the likelihood is that some students will be accommodated on planned sites and some students will already be resident in the area.</p> <p>The Council notes that modelling needs to be considered alongside real local intelligence and that future potential usage needs to be considered in the context of the “lifetime” of the pool.</p> |
| <p>The current swimming throughput at the Quarry pool is 226,921 yet projected swimming throughput for all options is shown as lower than 200,000, and as low as 176,000 in some options. The stated aim of the new facilities is to increase participation in swimming, however the projections are that uptake will decrease. Usage is underestimated at the refurbished or renovated Quarry Pool</p> | <p>The options study sets out to assess the feasibility and viability of a number of options, whilst considering a range of variants, and is based on a number of assumptions. It is not a detailed feasibility study about a confirmed facility mix, on a specific site, with a known catchment area, and demographic profile. The throughput and revenue forecasts provide indicative information, to demonstrate in broad terms whether an approach is viable or not, what are the issues with any one option, what might be a unique factor in relation to one of the options being considered.</p> <p>The study assessed the optimum throughput, 241,908, which the facility should achieve in year 10, but takes a cautious approach to achieving this.</p> <p>Once the optimum throughput has been confirmed, the study applies various percentages and formulas to this figure, based on industry knowledge, experience, and actual examples, to develop the year 1-5 and 6-10 revenue figures. This is to enable a realistic change to occur in participation levels over this period, which is then reflected in the revenue. Although</p>   |

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|   | <p>in this case the starting point, 196,396, is below actual usage, the revenue modelling has taken into account the FPM analysis and projections, the fact that swimming participation is falling nationally (confirmed within Active People Survey 9), and the fact that population growth will be phased.</p> <p>Although a different starting point throughput figure could be used for each new build option, in one respect it does not matter in that the relative difference between the different options are the same. The study helps to understand the financial revenue viability of each option, and how much capital investment is needed to achieve it.</p> <p>At the detailed feasibility stage, when a site has been selected the revenue modelling becomes more critical, and will need to be re-visited in detail, alongside the capital costs against a detailed scheme design.</p> |
| <p>Usage is overestimated at the Shrewsbury Sports Village.</p>   | <p>The swimming usage figures used are exactly the same as those for new builds elsewhere. However, in calculating fitness usage the impact of the existing level of fitness memberships and usage (at the SSV) has been taken into account; for new builds elsewhere memberships would be starting from zero (existing Quarry fitness usage would be displaced as there would no provision for at least two years).</p>   |
| <p>The report was published prior to the opening of Simply Gym, a large gym off the Whitchurch Road in North Shrewsbury. The assessment for fitness provision has ignored private gym provision and assumed that Council-run pay and play facilities should meet the entire demand for fitness provision. It is likely that the provision outlined in the report would go unused and this would have significant impact on the revenue projections, particularly for the Sundorne site.</p> <p>Appendices 4Y and 4Z show health and fitness throughput almost doubling in 5 years. This assumption is likely to be flawed, given strong and</p> | <p>In both options 4Y and 4Z revenue modeling is based on 100 additional (rather than 50) fitness stations</p> <p>The demand for fitness has been updated within the needs assessment update to reflect recent developments in Shrewsbury; this suggests an undersupply in 2026 of 137 pay and display stations even after provision of 100 stations in any new development is considered</p> <p>Swimming and health and fitness usage / membership will be considered further within detailed feasibility work and in the context of:</p> <ul style="list-style-type: none"> <li>• Confirmation of preferred option.</li> <li>• Swimming throughput, swimming capacity, and the timetabling and programming of pool use.</li> <li>• The Council's aim to increase swimming participation year on year</li> </ul>  |

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| <p>increasing competition from other facilities, which include cheap monthly membership arrangements.</p>  | <ul style="list-style-type: none"> <li>• Latent demand for health &amp; fitness membership within the context of consumer demographics and other facilities.</li> <li>• Long term population increases beyond 2026 and in line with the “life” of the pool.</li> </ul> <p>Reference: Shrewsbury Swimming and Fitness Assessment of Need, Strategic Leisure, June 2016<br/> <a href="http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/">http://new.shropshire.gov.uk/get-involved/swimming-provision-in-shrewsbury/</a></p>   |
| <p>Consideration should be given to the potential for diversifying the use mix on the site and marketing and attracting new and regular users.</p>   | <p>Will be considered further within detailed site specific feasibility work (and within a subsequent marketing strategy).</p>   |
| <p><b>Detailed revenue modelling</b><br/> Both the refurbishment and renovation options assumed no impact on the existing operating revenue deficit. Unlike all the new build options no original revenue modelling was completed for these options.</p> | <p>Neither the renovation nor the refurbishment option actually improve, or increase the capacity of the existing swimming and fitness facilities. Therefore, although some interest may be generated because some of the existing environment would be improved, this would not generate significant levels of increased usage. The refurbishment option would result in some reductions in operating costs because the building would be able to operate more efficiently, but these would not be significant. Modelling was not undertaken as the impact of refurbishment/renovation would not be greatly different to the existing operation.</p> <p>The revised revenue modelling highlights that a stand-alone new build facility on the Quarry site would cost more to operate than a new build on SSV; this is because there is already an operational structure at SSV which would only need to increase slightly i.e. 8 additional staff, to operate the larger facility. Costs of operation would be spread across the overall facility; at the Quarry operational costs would only be spread across the pools, fitness suite, studios and café. Usage overall would be higher at SSV as there is already a usage base there for pitches, climbing, cycling etc. Usage at the Quarry would be for swimming, and fitness only.</p> |
| <p>Other considerations have not been considered within the modelling including user costs and the economic impact of the pool.</p>  | <p>These are recognised as considerations, but need to be considered alongside the affordability of different options in the context of capital costs and revenue savings.</p>   |
| <p>Revenue modelling is unreliable; all forecast should be independently reviewed and validated (see below).</p>   | <p>At the feasibility stage, when a site has been selected, the detailed revenue modelling will be reviewed alongside the capital costs against a detailed scheme design.</p>  |
| <p>No financing or depreciation costs have been included within the financial models.</p>  | <p>This allows a consistent comparison to be made across the different options. Financing / borrowing repayment has been considered within the recent affordability modeling undertaken by the Council</p>   |

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|   | <p>It is noted that financial provision will need to be made for the future replacement of the pool and equipment and this will be considered further within detailed feasibility work.</p> <p>Reference: New Swimming Pool for Shrewsbury, Cabinet Report, 13 July 2016</p>  |
| <p><b>Town centre versus an edge of town facility</b></p> <p>The Council should have strategically established the importance of the facility being inside or outside of the town centre at the outset and developed options from there. Limited consideration has been taken to the broader economic, social and community impact of changing the current location of provision and no attempt has been made to quantify this.</p> <p>No attempt has been made to assess the impact of the closure of the Quarry pool on the economic activity of the town centre. A review should be carried out of the economic impact of a town centre versus an edge of town location.</p> <p>What would the impact on usage be of relocating swimming provision to an edge of town location – potential disadvantage to the new urban extension in the south and south west, most of the existing customer base including young, elderly and students. Those living or working within the town centre are unlikely to transfer their gym membership and custom to an edge of town facility.</p> <p>How will you create a greater foot fall if you have moved the swimming pool out of town and reduced the number of pools from 4 to 2, with the largest pool being shorter than the existing pool?</p> <p>Consider the potential for additional “commercial”</p> | <p>The Council notes that the issue of town centre versus edge of town has generated a lot of concern.</p> <p>Some of the issues are reported on within the cabinet report.</p> <p>Any decision on location has to be considered alongside the affordability of different options in the context of capital costs and revenue savings and the Council’s vision to create complimentary leisure and related services within a single location.</p> <p>Latent demand for swimming provision also needs to be considered, i.e. for those who currently do not swim, alongside ongoing provision for those who do swim.</p> <p>Accessibility modelling demonstrates that there is very little impact on usage in locating a new pool in the town centre or on the edge of the town. Students are likely to start moving out of town centre when they need to rent private flats as these will be more affordable. New public transport provision will be a requirement of planning permission for any new pool, so those without a car will have improved access to an edge of town location. It is important to remember that there is extremely high car ownership in Shropshire (85%), and the majority of people drive to use sports facilities.</p> <p>The proposed scale of future provision would better address the needs of performance swimmers and the public; existing pools are not a recommended length or depth; the pools proposed are wider than the existing 4 pools, so lanes would be wider, therefore offering greater capacity at any one time. The provision of a 25m pool would also enable county standard events to be held, which cannot happen in the existing Quarry main pool; this would increase footfall, and revenue at a new facility.</p> <p>A new facility in any location would have more commercial potential through e.g. appropriate retail facilities, a well-located café, and attractive vending.</p> <p>An edge of town location, on a key route into Shrewsbury, has the potential to be as visible</p> |

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| <p>activity generated by a town center location. Potential for a revenue raising amazing cafe and other family facilities in a central location.</p> <p>In order to increase participation it is important that the centre is clearly visible at the heart of the community and makes best use of all transport links.</p> <p>Selling the site for commercial development would deprive Shrewsbury of one of its greatest assets – a public riverside park and leisure facility that has been part of the town’s inheritance for centuries.</p>  | <p>to the community as one in the town centre.</p> <p>Reference: New Swimming Pool for Shrewsbury, Cabinet Report, 13 July 2016</p>  |
| <p><b>Accessibility, parking, transport and environmental impact</b></p> <p>The FPM says that the model estimates that ‘the vast majority of all visits are made by users travelling by car (84%). Real data show that 55% of trips to the Quarry are made by foot or bike or public transport.</p> <p>The current location enables the largest number of people to get to the facility on foot, cycling or on bus, instead of by car. The out of town locations are not adequately accessible by these means of transport, and would create inequality of access to user groups without the use of a car.</p> <p>The edge of town locations are a long way to walk or cycle; the pool should be easily accessible for all, not just those with cars.</p> <p>The report does not consider the public transport</p> | <p>The impact of location on accessibility is noted as being an important consideration, some people are likely to be inconvenienced and some may benefit from any chosen location.</p> <p>Any decision on location and access considerations has to be considered alongside the affordability of different options in the context of capital costs and revenue savings and the Council’s vision to create complimentary leisure and related services within a single location.</p> <p>Transport proposals, car parking and impacts will be further considered within feasibility work.</p> <p>A number of potential site locations were assessed in the 2015 report; public consultation identified three clear priorities:</p> <ul style="list-style-type: none"> <li>• The Quarry</li> <li>• Shrewsbury 6<sup>th</sup> Form College</li> <li>• Shrewsbury Sports Village</li> </ul> <p>All these sites are accessible by private transport. All sites are also accessible to some degree by walking, dependent on the location from which one starts. Public transport is</p> |

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| <p>required to service out of town locations; it also does not, for example, articulate possible subsidies required to run buses over the lifetime of the new facility. Last bus to Sports Village is 6.00 pm. Would Arriva subsidise a later bus? Users would need to use two buses to get to the SSV adding time and extra expense, No public transport on Sunday's and most buses finish around 8.00pm.</p> <p>Parking at Sundorne Sports Village and Shrewsbury College are already oversubscribed with public parking on the road causing inconvenience to householders in the vicinity. Parking options should be investigated in the town centre site including an analysis of car parking provision, pricing and performance.</p> | <p>already available to locations close by each site, although transport direct to any new facility would need to be assessed as part of any planning application. Cycling routes are available throughout the town; any new development would provide appropriate cycle storage on site. The Quarry offers a town centre location which is clearly more accessible by public transport than an out of town location such as the Shrewsbury Sports Village. Public transport routes run into the town centre bus station, a short walk from the Quarry. It is however important to highlight that the majority of swimmers using the Quarry now drive (2016 FPM Report 83.9% of satisfied swimming demand in Shrewsbury is from users travelling by car), and more people walk to swimming facilities in Shrewsbury (not just the Quarry (8.98%) than travel by public transport (7.13%).</p> <p>All new developments are subject to a travel impact assessment as part of the detailed planning application. In relation to a new community leisure facility, the need for public transport routes to be developed to provide regular access to the facility would be a planning consideration and likely requirement of any successful application.</p> <p>In this context the high levels of car ownership across Shropshire are also relevant; as a very rural area, car ownership is high at 85%. Given the need to mitigate negative environmental impact from car use generally, it would be beneficial to locate any new leisure provision close to where people are already travelling for work, education, medical services, or shopping. Both the Quarry site and the Shrewsbury Sports village site fulfil at least some of these criteria.</p> <p>The re-assessment of need report highlights that existing school users are close to both the Quarry and Shrewsbury Sports Village sites; only 6 schools out of 29 would be significantly disadvantaged in terms of distance if a new facility were not developed at the Quarry site. There are options available to mitigate this and also reduce time and travel; many new sports facilities provide some multi-purpose space to enable schools to bring 2 or 3 classes to swim and facilitate lessons for 1 or 2 classes whilst the other is swimming. This approach is both time and cost effective for schools and reduces negative environmental impact.</p> |
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|   | <p>In addition to private and public transport, accessibility requires consideration of the ability to cycle or walk to a site. Cycling is possible to both the Quarry and the Sports Village site; onsite cycle storage could be provided at both sites, although due to space this would be more constrained at the Quarry. The Sports Village is already on the cycling network around the town.</p> <p>Accessibility relates both to physical access and to the ability to take part in physical activity opportunities. The Quarry, even if re-developed as a new facility, would offer swimming and fitness – fitness suite and studios. The Shrewsbury Sports Village already offers a wide range of indoor and outdoor facilities; therefore, adding a pool and additional fitness stations and studios to the existing mix would enhance the community leisure offer, and provide increased participation opportunities. This better meets the Vision set out in SC’s Health and Well-Being agenda, and is operationally more sustainable, as usage will derive from a wider and more varied community base i.e. people who want to play football, cycle, climb as well as those who want to use a fitness suite or pool.</p> |
| <p><b>What will happen to the Quarry Pool site if it is vacated?</b><br/>There is no economic, social or communal plan for an alternative use for the area, or the town centre, to replace this facility and the positive impact it has in this part of Shrewsbury.</p> | <p>The potential future of the existing pool site has not formed part of the work undertaken</p>   |
| <p><b>Alternative town centre sites and delivery models</b><br/>Consider “alternative” town centre locations.</p>   | <p>The Council undertook a comprehensive process to identify potential sites for a new build swimming facility (alongside the existing Quarry Pool site). This included land within the Council’s ownership and also land owned privately by other bodies. The sites were evaluated as a desktop exercise before confirming five practical options.</p>  |
| <p>Consider alternative financing options, e.g. private capital investment<br/>Could a hotel be included 'on top' of a new development to enable private finance whilst maintaining a council run or at least council controlled public facility?</p>                   | <p>Different funding options will be considered and confirmed within detailed feasibility work.</p>  |