

APPENDIX 2
SHREWSBURY SWIMMING AND FITNESS
RE - ASSESSMENT OF NEED
STRATEGIC LEISURE LTD
1 JULY 2016





APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

TABLE OF CONTENTS

INTRODUCTION	1
SHROPSHIRE COUNCIL'S VISION FOR FUTURE SWIMMING PROVISION	1
STRATEGIC CONTEXT	1
RECENT PUBLIC CONSULTATION	4
APPROACH TO RE-ASSESSMENT OF NEED	4
SUMMARY OF SWIMMING POOLS FACILITY PLANNING MODEL (FPM) REPORT FROM SPORT ENGLAND	5
SUMMARY OF FITNESS SUPPLY AND DEMAND	8
SUMMARY OF UPDATED STAKEHOLDER CONSULTATION	10
ANALYSIS OF SCHOOL USE	14
CONCLUSIONS AND RECOMMENDATIONS	14
SUMMARY OF RECOMMENDATIONS	21

APPENDICES

APPENDIX 1	INDICATIVE PROGRAMME FOR A 25M X 8 LANE MAIN POOL, PLUS 20M X 10M TRAINING POOL, WITH MOVEABLE FLOOR
APPENDICES 2A & 2B	ASSESSMENT OF FITNESS SUPPLY AND DEMAND
APPENDIX 3	EXISTING SCHOOL USE AT THE QUARRY



1. INTRODUCTION

This re-assessment of need for swimming and fitness in Shrewsbury focusses on checking, challenging and confirming the original needs assessment undertaken by Strategic Leisure (Source: **Assessment of Need for Swimming and Fitness in Shrewsbury June 2015**). The aim of this needs analysis is to provide a robust evidence base for decisions taken on the future scale of swimming and fitness facilities required in Shrewsbury.

2. SHROPSHIRE COUNCIL’S VISION FOR FUTURE SWIMMING PROVISION

Shropshire Council’s strategy is to deliver a network of modern, efficient and sustainable sports facilities in the County (Source: **Shropshire Council Cabinet report 30 July 2014**). Shropshire Council’s Vision for new swimming pool provision in Shrewsbury is:

Table 1: Shropshire Council Vision and Aims for new Swimming Pool Provision in Shrewsbury

VISION FOR NEW SWIMMING POOL PROVISION	<i>‘A NEW/REFURBISHED 25 METRE 8 LANE POOL WITH A LEARNER POOL, PLUS SIGNIFICANT FITNESS PROVISION’</i>	
PRIORITY AIMS FOR FUTURE SWIMMING FACILITIES	<ul style="list-style-type: none"> • recreational swimming • school use • competition use 	<ul style="list-style-type: none"> • learn to swim programmes • club use
OBJECTIVES FOR FUTURE SWIMMING FACILITIES	<ul style="list-style-type: none"> • be modern, efficient, and sustainable • provide value for money • link to other aquatic provision 	<ul style="list-style-type: none"> • be fit for purpose • reflect industry standards • deliver learning and health opportunities

3. STRATEGIC CONTEXT

The need identified in 2007 and 2009 (Source: **‘Shrewsbury Swimming Facility Needs Assessment’, Torkildsen Barclay Leisure Consultants**) and the Shropshire Council 2009 Indoor Leisure Facilities Strategy (Source: **Strategic Leisure 2009**) for a replacement for the Quarry Swimming and Fitness Centre has not changed; given the length of time since these reports, this need has only intensified.

A major reason for this need is the current condition of the Quarry Pool which does not provide the quality environment expected by swimming pool users in 2016; this makes it hard to attract new users to swimming and therefore compromises the role of this facility in contributing to Shropshire Council’s Health and Well Being priorities (Sources: **Shropshire Health & Wellbeing Strategy, 2012; Children and Young People’s Strategy, 2012**).



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

The rationale for undertaking the “options for the provision of public swimming (and fitness) facilities in Shrewsbury” study is to identify the optimum long-term option for the provision of public swimming and fitness facilities in Shrewsbury, given the following:

- **Increase participation in swimming and physical activity, and in so doing improve the wider health and wellbeing of the community**
- **Provide a long-term swimming facility that's affordable to run both now and in the future**
- **Be complementary to other leisure and recreational provision in the town**

The re-assessment of need has also highlighted the following supporting objectives which need to be considered:

- **The need to improve the quality of the existing swimming experience in Shrewsbury to help increase participation**
- **The level of existing operational costs at the existing facility due to the building condition, and original construction**
- **The level of capital investment needed in the existing building – minimum £2.3m for a basic refurbishment (or £12.8m for a building renovation, to provide a better customer experience and to comply with modern standards and legislation)**
- **The population growth in and around Shrewsbury, with two major urban extensions planned, and the opening of the University (although the latter will take several years to reach its optimum student numbers)**
- **The changed financial situation of Shropshire Council (SC) (significant revenue reductions to be achieved in non-statutory service provision), and therefore the absolute need to ensure that investment in future swimming and fitness provision is affordable, sustainable and future-proofed, and very importantly, delivers value for money.**

Other key strategic factors include:

SC is focused on delivering improved outcomes for our customers through the provision of new swimming provision in Shrewsbury. There are a number of outcomes from the Shropshire Health & Wellbeing Strategy, 2012 that swimming provision will contribute to, principally:

- **People are empowered to make better lifestyle and health choices for their own and their family's health and wellbeing**
- **Building on this outcome, on its emphasis on health choices for families, and on the Children & Young People's Strategy 2012 the following additional outcomes are proposed:**
- **Keeping more children healthy (physically and emotionally) and reducing health inequalities by focusing on prevention and early intervention.**
- **Working with our partners to improve outcomes for children and young people and helping them to make a positive impact.**

Sport England objectives (**Source: 2012/17 Strategy**) to which new swimming provision will contribute are:

- **Help more people have a sporting habit for life**
- **Create more opportunities for young people to play sport**
- **Nurture and develop talent**
- **Provide the right facilities in the right places**

Which will ultimately increase the % of 14+ taking part in 1x30mins sport and recreation per week.

The DCMS has recently published a new strategy for sport and physical activity (**Source: December 2015**). Within this, five key outcomes are defined: physical well-being, mental well-being, individual development, social and community development and economic development. Sports England's remit will be broadened to include all sport outside school from the age of 5. Funding will focus on those people who tend not to take part in sport including women and girls, disabled people, those in lower socio-economic groups and older people.



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

Swimming provision in Shrewsbury will support the delivery of the national curriculum, in particular swimming instruction either in Key Stage 1 or Key Stage 2. Specifically, pupils should be taught to swim competently, confidently and proficiently over a distance of at least 25 metres, use a range of strokes effectively such as front crawl, backstroke and breaststroke and perform safe self-rescue in different water-based situations.

The development of the “**Big Town Plan**” (Vision Shrewsbury) for Shrewsbury focuses on achieving a successful town centre in support of the wider area. Building on existing assess is a key strand within this work

The Amateur Swimming Association (ASA), the English national governing body for swimming, diving, water polo, open water and synchronised swimming, has identified six strategic objectives including (**Source: ASA National Strategy 2015**):

- **To increase the number of schools providing quality swimming in line with ASA guidelines as part of a local learn to swim network.**
- **To maximise the effective use of available water space in England in order to attract, retain and grow the number of people taking part in regular aquatics activities.**
- **To build, develop and maintain a quality sustainable club infrastructure and network that meets the needs of the community it serves.**
- **To increase the size and success of the English talent pool.**

The outcomes described above will be delivered through the development of a detailed pool programme and sports development plan.

Shropshire Council Corporate Plan, Draft, 2016

Swimming pool provision will contribute to Shropshire Council’s:

Vision: “**Working to make Shropshire a great place to live, learn and work**”

Mission: “**To be an excellent organisation working with partners to protect the vulnerable, create the conditions for economic growth, and support communities to be resilient**”

SUMMARY OF SHROPSHIRE LEISURE FACILITIES STRATEGY 2009-2019

The key relevant conclusions and recommendations made in relation to swimming (current and future) in Shrewsbury are:

If the objective is to provide good quality swimming facilities, well located, it is possible, given the fact that there is more supply than demand, to rationalise some of the Council’s provision. **Central** - In relation to the Quarry Pool the options to consider are replacement on the same site, or re-location of the replacement pool within Shrewsbury to eg the Sports Village site. Whilst such a move decreases walking access for some residents, overall, it increases accessibility and satisfied demand in the central area. Equally, this could still be achieved, if the overall size ie water space in the replacement pool were to be decreased.

Recommendation 3 – Review the current proposals for the scale and location of replacement swimming pool provision in Shrewsbury to address the conclusions of the FPM analysis. The recommended scale of future provision is an 8 lane x 25m pool, plus learner pool.



4. RECENT PUBLIC CONSULTATION

Recent public and stakeholder consultation relevant to the needs assessment highlights the following as being the most important elements of a facility mix in any future provision:

KEY FINDINGS FROM FACILITY MIX PREFERENCE (SUFFICIENT SAMPLE SIZE FOR A CONFIDENCE LEVEL OF 99% WITH A 3.4% MARGIN OF ERROR)

- Learning to swim and a more inclusive swimming timetable were considered to be the most important facility elements.
- Close links to public transport and 'Proximity to town centres' were also considered important by respondents.
- Diving boards/flumes', 'Onsite parking' and 'Crèche/play area' were considered somewhat important by respondents
- Sports hall and outside pitches/games areas are considered not important on average across all respondents.

(Source: Shrewsbury Consultation Analysis Full Report March 2016)

The key areas of concern raised within the public consultation, and addressed within this report, are:

- Proposed facilities mix – the key issues raised in the public consultation were provision for learn to swim and a more inclusive swimming timetable, as well as the capacity of the proposed two pools and whether this will meet future increases in demand, and the impact of moving swimming provision to an out of town location on how many people will go there and use the facilities on offer.**
- Detailed revenue modelling - further work on the detailed financial modelling including the refurbishment and renovation options**
- Town centre versus an edge of town facility - consideration of the economic, social and community impact of different locations.**
- Accessibility, parking, transport and environmental impact - the impact of the location on accessibility and CO² admissions and detailed consideration of parking availability and pricing in the different locations.**
- What will happen to the Quarry Pool site if it is vacated - comments about possible alternative uses for the site.**
- Alternative town centre sites and delivery models, comments about the availability of other site options and consideration of alternative financing options.**

5. APPROACH TO RE-ASSESSMENT OF NEED

We have reviewed the supply and demand issues affecting the following facility types:

- **Swimming Pools**
- **Health and fitness**



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

This has been undertaken through a review of the identified strategic context, supply and demand analysis (Facility Planning Model and assessment of need for fitness facilities), analysis of school locations, and consultation with:

- **The Amateur Swimming Association (ASA)**
- **Serco, the current operator (acting as agents to the Shropshire Community Leisure Trust) of Shropshire Council's main leisure facilities**
- **Shrewsbury Quarry Swimming and Fitness Centre Forum**
- **Sport England**
- **The University Centre, Shrewsbury**
- **Energize**

6. SUMMARY OF SWIMMING POOLS FACILITY PLANNING MODEL (FPM) REPORT FROM SPORT ENGLAND

The FPM is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with Sport Scotland and Sport England since the 1980s. The model is a tool to help to assess the strategic provision of community sports facilities in an area. The Sport England FPM is the industry benchmark standard for undertaking needs assessment for swimming pools, sports halls, indoor bowling centres and artificial grass pitches. It is compliant with meeting the requirements for needs assessment as set out in the National Planning Policy Framework (NPPF). The FPM is only one element of the overall needs assessment; its findings and conclusions need to be overlain with local intelligence, and understanding of the local situation.

A report was commissioned by Shropshire Council in 2015 to examine the district wide supply and demand issues in relation to swimming pools (**Source: Sport England FPM May 2015**). Modelling is based on estimated bespoke population increases to 2026 based on planned housing growth. This comprised 3 Runs, which are summarised below.

N.B The Quarry Swimming Pool and Fitness Centre (amounting to 898 sq m on several levels) comprises the following facilities:

- **Quarry Pool – 33.3 m x 12.8 m with diving boards & seating (sq m calculated on basis of 31m x 12.8 m, given that the boom reduces the length by 2m)**
- **Priory Pool – 25.5 x 9.5 m**
- **Claremont Pool – 17 m x 9.5 m**
- **Teaching pool 10.5 m x 6.5 m**
- **Fitness suite, extended in 2009 - 37 station multi room gym layout, providing 17 cardiovascular machines in one room and 20 resistance training machines in another room.**
- **Training room**
- **Catering area**
- **Health suite**



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

Table 2: Summary Comparison of 2015 FPM Runs

SWIMMING POOL SUPPLY AND DEMAND FACTORS	FPM FUTURE DEMAND FOR SWIMMING POOL PROVISION		
	2015 RUN 1 2015 Position – existing pools in Shrewsbury Central (8 across 5 sites)	2026 RUN 2 increased population, reduced number of pools in Shrewsbury Central (6 across 5 sites, assuming closure of the existing Quarry Pool and rebuilding of a new pool on the same site)	2026 RUN 3 increased population, reduced number of pools in Shrewsbury Central (6 across 5 sites, assuming closure of the existing Quarry Pool and rebuilding of a new pool on the Shrewsbury Sports Village site)
POPULATION	104,111	118,321	118,321
ALL WATER SPACE M²	1,631 (Quarry equates to 898 sqm - although the figures are based on 898 sqm the actual usable water space is equivalent to 868 sqm)	1,472 (160 sqm less than current supply)	1,472 (160 sqm less than current supply)
DEMAND VPWPP	6,400	7,000	7,000
CAPACITY VPWPP	9,900	9,250	9,250
SUPPLY/DEMAND BALANCE	+3,500 vpwpp	+2,250 vpwpp	+2,250 vpwpp
DEMAND MET	90.8%	91.3%	90.5%
AREA OF HIGHEST UNMET DEMAND	NE Shrewsbury	NE Shrewsbury	N/A
USED CAPACITY	58%	71% (a new pool would be 82% full on opening)	74% (a new pool would be 75% full on opening)
FPM THROUGHPUT	257,000	344,000	322,000
OVER/UNDER SUPPLY OF WATER SPACE	Significant over supply of water space against demand	Over supply of water space against demand	Over supply of water space against demand
COMMENTARY	<p>Population growth does not have a big impact on future demand for water space (The changes modelled in Runs 2 and 3 do have an impact on the demand for pools although with an older population profile (compared to the national picture) the projected growth in demand is not equivalent to the level of planned population growth).</p> <p>Runs 2 and 3 propose a reduction in the supply of water space (the proposed new replacement pool is 200 sqm less than the existing Quarry Pool) but the level of satisfied demand is broadly the same as the current position. Pool capacity is still above demand.</p>		



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

SWIMMING POOL SUPPLY AND DEMAND FACTORS	FPM FUTURE DEMAND FOR SWIMMING POOL PROVISION		
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	<p>Run 2 (a replacement on the current Quarry pool site) does appear to be marginally more effective at meeting local demand than Run 3 (a replacement at the Shrewsbury Sports Village) although in practice this difference is equivalent to only 60 vpwpp. (However, under the Run 2 option the Quarry Pool is 82% full which is appreciably higher than the 70% comfort factor threshold which does raise concerns about the capacity of the pool to absorb further demand without impacting on the swimming experience).</p> <p>The FPM data indicates that the amount of water space proposed is sufficient to meet future demand. If additional water space is required then it is recommended that the Council works with local partners to optimise the use of the existing pool network rather than investing in new pool provision. (This has been further explored in this report; Shrewsbury School only provides for group/club use, not pay and play community use. The School has confirmed there is no more available capacity for group/club use within its current timetable).</p> <p>Prestfelde School also allows for some community use during term time. The School has confirmed (email 18.4.16) the following: Our pool is (obviously) primarily for use by our own pupils, although we are happy to allow external use during term time. Currently two swimming clubs hire Prestfelde Pool Tuesday to Saturday during term time - two hours each session. In addition, an Underwater Hockey Club and a Diving Club each hire it for an hour a week. Also, two local schools (Belvidere and Mereside) use the pool for swimming lessons for their pupils each week (one to two hours). The pool is not currently available for general public use, the main reason being that our water system can't currently cope with further numbers without significant investment. This is unlikely to change in the near future.</p> <p>The evidence from the FPM modelling indicates that the differences between the town centre and out of town options is fairly minimal. (The Run 2 option is more effective at meeting demand (91.3% satisfied demand versus 90.5% for Run 3) but the difference in vpwpp is marginal (60 vpwpp).</p> <p>Run 3 has the advantage of being located in the north east of Shrewsbury; an area of relatively high unmet demand where mobility is lower. This location would require consideration of improved public transport routes to maximise accessibility by residents without access to a car). Run 2 has the disadvantage of increasing unmet demand, principally due to residents living outside the catchment area of pool. The highest level of unmet demand is in NE Shrewsbury where there is high population density and low car ownership/mobility. There is increased demand from Shropshire Central in Run 2 and an overall increase in throughput (up by 34% on Run 1), but overall demand per head in Shrewsbury is lower by 2026 than regional and national averages.</p>		



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

SWIMMING POOL SUPPLY AND DEMAND FACTORS	FPM FUTURE DEMAND FOR SWIMMING POOL PROVISION		
	2015 RUN 1 2015 Position – existing pools in Shrewsbury Central (8 across 5 sites)	2026 RUN 2 increased population, reduced number of pools in Shrewsbury Central (6 across 5 sites, assuming closure of the existing Quarry Pool and rebuilding of a new pool on the same site)	2026 RUN 3 increased population, reduced number of pools in Shrewsbury Central (6 across 5 sites, assuming closure of the existing Quarry Pool and rebuilding of a new pool on the Shrewsbury Sports Village site)
	<p>The FPM modelling does not reflect student use, nor recent growth in club numbers. Whilst it takes into account usage by those not living in Shrewsbury, and the usage of all pools in Shrewsbury, it does not factor in the benefits of all club use being in one pool. It is a theoretical model against which local usage factors need to be applied.</p> <p>SUMMARY OF FPM</p> <p>Shrewsbury currently has lower demand for swimming per head than national and regional averages, and has an over-supply of water space against demand. Existing pools are used to less than 60% of their actual capacity. The projected growth in demand for swimming is not equivalent to the level of population growth. There is minimal difference between future levels of demand that will be satisfied by Run 2 or Run 3; whilst Run 2 appears to be marginally more effective at meeting demand, it does not address the unmet demand in the more deprived north east area of Shrewsbury, and a new pool on the Quarry site would be full on opening. A new pool at the Shropshire Sports Village would be less full on opening and would better address the participation needs of the deprived north east area. Both Runs 2 and 3 provide less water space than at present, but this is sufficient to meet demand.</p>		

N.B VPWPP – Visits per week in the peak period is the level of demand required; it is also how the capacity of a pool is described. The difference between the capacity available and the demand required is the supply/demand balance.

7. SUMMARY OF FITNESS SUPPLY AND DEMAND

Demand for fitness provision is calculated by assessing the number of accessible fitness stations available in relation to the current and future population. Appendices 2a (current population) and 2b (future population) summarises current and future need for fitness provision, based on population data (taken from the Census 2011 data), and a propensity to participate weighting (taken from the Fitness Industry Association (FIA) annual calculation). N.B Propensity to participate means the likelihood of individuals participating in fitness activity.

(See Appendix 2). Table 3 presents an updated assessment of the need for fitness provision in Shrewsbury. This takes into account the recent development of fitness facilities. One of these, Exercise for Less, is offering memberships at £9.99 per month, which is less than the cost of using existing Shropshire Council facilities, and could potentially impact on usage at SC sites. However, it is important to note that the Quarry and Shrewsbury Sports Village offer far more than fitness facilities, for example a site offering fitness facilities only is unlikely to attract families, or those wishing to do more than go to the gym.



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

Table 3: Future Need for Fitness Provision

	TOTAL PROVISION OF FITNESS STATIONS (IN CENTRAL SHROPSHIRE I.E. ALL FITNESS STATIONS IN SHREWSBURY (taken from Sport England active places DATA February 2016)	CURRENT PROVISION OF ACCESSIBLE FITNESS STATIONS I.E. ALL FITNESS STATIONS WHICH ARE AVAILABLE ON A PAY AND PLAY BASIS	DEMAND FOR HEALTH AND FITNESS PROVISION (FITNESS STATIONS) I.E. THE NUMBER OF FITNESS STATIONS DEMANDED BY THE POPULATION (based on 12.1% FIA Propensity To Participate Rate)	SURPLUS / DEFICIENCY (+/-) FITNESS STATIONS .I.E SUPPLY - DEMAND
2009	476	244	245	-1
2016	1,236 (includes 65 additional fitness stations at the Shrewsbury Sports Village)	305 (includes 65 additional fitness stations at the Shrewsbury Sports Village)	351	-46
2026	1,236 (includes 65 additional fitness stations at the Shrewsbury Sports Village, and excludes 37 fitness stations provided at the Quarry Pool)	268 (includes 65 additional fitness stations at the Shrewsbury Sports Village and excludes 37 fitness stations provided at the Quarry Pool)	405 (reflects increased demand from increased population – 54 fitness stations)	-137

Table 1.3 highlights that despite the development of new fitness facilities in the town, there is an under supply of community accessible fitness facilities to meet demand, both now (an under-supply of -46 fitness stations) and in the future (by 2026 an under-supply of -137 fitness stations).

In addition to a fitness suite it is important to provide studios to accommodate aerobic type classes, yoga, pilates, and e.g. spinning. This both broadens the fitness offer available, making it more accessible and relevant to more people, and also provides additional revenue streams for the facility. Two studios are ideal as this allows for simultaneous programming of aerobic and other activities; a third studio allows for dedicated space for the latest fitness trend e.g. spinning at the moment. This thinking informs the facility mix recommended in this report.



8. SUMMARY OF UPDATED STAKEHOLDER CONSULTATION

Table 4: Updated Stakeholder Consultation

STAKEHOLDER	CONSULTATION FEEDBACK	CHANGE FROM ORIGINAL REPORT
<p>THE ASA</p>	<p>The ASA is now focused on the sustainability of swimming pools as this will ensure the ongoing provision of water space for community participation. This means that the facility needs to be accessible, and have the appropriate infrastructure e.g. parking, around it, and be operationally sustainable i.e. affordable operational costs. Co-locating a swimming pool with other community sports facilities is operationally more effective. An out of town location in Shrewsbury will provide increased opportunities for community participation, and will be more operationally sustainable.</p> <p>The ASA is very keen to support the future use of pools by clubs, but community pay and play use is also a priority, as is the schools' programme; more children learning to swim at an early age in fit for purpose pools is likely to mean sustainable future participation.</p>	<p>Support for out of town location.</p> <p>Support for a larger facility, but not 10 lane x 25m; consideration should be given to additional water space e.g. community 50m pool, or larger learner pool / training tank.</p>
<p>SPORT ENGLAND</p>	<p>Sport England is working with a number of Local Authority partners to transform their sports facilities through effective strategic planning, affordable design and efficient procurement and management. Sport England welcomes the strategic needs assessment of swimming pool provision in Shrewsbury and supports the Council's objectives of investing in its facility stock to deliver high quality, fit for purpose sustainable facilities which will increase participation.</p> <p>Sport England has undertaken extensive Facilities Planning Model (FPM) work to inform the Council's decisions. This work has indicated that the amount of water space proposed at the replacement pool (25m x 8 lane pool plus 20m x 10m learner pool) is sufficient to meet current and projected future demand, including increased demand from new housing growth.</p> <p>The model also indicates that there is very little difference between a town and out of town location in meeting the demand for swimming although if an out of town location is selected consideration should be given to ensuring appropriate access for walkers, cyclists and those using public transport.</p> <p>While the FPM is a useful strategic planning tool which can help to identify the potential impact of new water space in an area, the Council needs to consider how the proposed quantity of water space is configured and programmed to best meet demand. The views of the Council's operator (Serco) is therefore a key consideration in this strategic needs assessment.</p>	<p>No change.</p>



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

STAKEHOLDER	CONSULTATION FEEDBACK	CHANGE FROM ORIGINAL REPORT
<p>SERCO</p>	<p>The current operator of the Quarry and other SC leisure facilities is SERCO, in their capacity as the Shropshire Community Leisure Trust's agent. The operator would like to see a new build facility, as this will be more efficient to operate.</p> <p>SERCO prioritises the development of an 8 lane x 25m pool plus a 20 x 10m training pool, together with some fun water space; as an operator they are concerned at the increase in operating costs of increased water space. The operator would like to see a moveable floor in the training pool as this increases programming flexibility. Serco believes the fun water area is an important feature for families, which will also facilitate levels of secondary spend.</p> <p>Working with Serco a potential future programme of use has been developed (See Appendix 1), reflecting the development of an 8 lane x 25m pool and a 20m x 10m training pool, with a moveable floor. Appendix 1 demonstrates that all existing programming of the pools at the Quarry, plus the club sessions currently held at Shrewsbury School can be accommodated in the above facility mix. This excludes use of the fun/confidence water area, which would not be programmed. Appendix 1 also demonstrates that this pool configuration allows for an increased number of learn to swim opportunities both through the Learn to Swim Programme and the Schools' Swimming Programme. A larger learner pool would be unlikely to change the actual programme context but would provide increased water space for its delivery.</p>	<p>New information Serco would also like to see some fun/confidence water included in a new facility because this provides informal space for very young children (including those with disabilities) getting used to water, and the swimming environment.</p>
<p>SHREWSBURY UNIVERSITY</p>	<p>Shrewsbury University is at the very early stages of development; there are currently 43 students, each of whom has a personal sports offer, which includes membership of the Shrewsbury Sports Village and a free bus pass. The Shrewsbury Sports Village is also one of the venues used for curriculum sports delivery.</p> <p>The University has an immediate, and short term, need for central sports facilities for a very small number of students, including swimming. Students have fed back informally that they feel the Shrewsbury Sports Village is too far away to travel (even with a free bus pass), but they do not want to use the Quarry as they feel that the facilities are old and tired, and do not look good.</p> <p>In the long term, two things are likely to change:</p> <ol style="list-style-type: none"> 1. Shrewsbury Arts College (London Rd) and the Sixth Form College are likely to merge. When this happens in the next few years, the new combined organisation is likely to develop its own new sports facilities, in the town. These will be prioritised for student and staff use. Given that by then University numbers are likely to be around 300-400, there may be an option for the University to access this provision, but the University is open to partnership arrangements in terms of sports facilities. 2. As University numbers grow (optimum numbers anticipated to be between 2000-2,500), students are likely to move out of the new town centre accommodation, into privately rented accommodation. Due to cost this is likely to be further from the town centre, so a public town centre sports facility becomes less of a need for the student community. 	<p>New information. The longer term changes in the location of students in Shrewsbury is likely to have an economic impact on the town centre.</p>



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

STAKEHOLDER	CONSULTATION FEEDBACK	CHANGE FROM ORIGINAL REPORT
<p>ENERGIZE</p>	<p>The email of 11.4.16 stated: It is clear from all the data that Shrewsbury needs a new, modern and affordable swimming pool. Swimming pool subsidy from Shropshire Council will be significantly reduced and potentially not exist at all beyond 2018. Therefore, if public swimming is to remain a possibility market forces are even more prevalent in the considerations and the future operators must be afforded maximum benefits in terms of ability to achieve revenue and growth. The current pool facility and layout is both inefficient and ineffective by modern standards and therefore produces an unnecessary burden on the local tax payer when more modern and affordable options are now available. A new facility must also afford the ability to be flexible to meet future demand - which should include consideration of current non users. Accessibility is a key element in this equation.</p> <p>Health and fitness, wider leisure and retail offers will also be important in achieving sustainable provision so consideration of these must also influence the facility mix. We know that for people to change from sedentary to active behaviour they must be offered multiple opportunities to engage. A future swimming pool must be sensitively placed within a mix of appropriate provision for this opportunity to be maximised.</p> <p>Enabling and supporting school swimming is a key factor if the healthy lifestyle ambition is to be achieved for future generations.</p> <p>The recent consultation about the future of the pool has also demonstrated that there are significant Shrewsbury based organisations that consider a town centre location to be of real importance to the civic and economic future of Shrewsbury. The initial needs analysis considers swimming and health and fitness and other sports activities in isolation without considering other needs of the town? Whilst the facility will primarily cater for leisure / healthy lifestyle interests it is Energize view that complementary retail services might also be considered and that potential partners should be afforded the opportunity to contribute to future plans before a decision is made about what to build and where.</p>	<p>New information Confirmation that a pool should offer a fit for purpose environment, co-located to facilitate and encourage increased participation, and also be sustainable.</p>
<p>QUARRY SWIMMING & FITNESS FORUM The Forum was re-contacted to confirm that the requirements originally identified by them for club use are still relevant.</p>	<p>The email response of 1/3/16 confirmed: All the clubs are still using the Quarry Pools for the same sessions. There has also been an increase in water aerobic classes taking place in the Claremont pool. The school pool is still at capacity for outside clubs' use. It is used by Shrewsbury Masters SC and SY-tri club. The issue is still capacity with the diverse types of clubs. Shrewsbury Masters SC membership has increased over the last year to in excess of 200 members. Some sessions are regularly over capacity.</p>	<p>Further growth in club numbers and aerobic sessions.</p> <p>Growth in Shrewsbury Masters SC membership.</p>



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

Summary conclusions from the above consultation are:

- **Operationally, Serco supports the development of an 8 lane x 25m pool and 10m x 20m training pool, plus fitness facilities. A revised programming approach in these swimming facilities can increase provision of Learn to Swim opportunities (community and schools), and accommodate all existing uses at the Quarry, plus the existing Forum Club use at Shrewsbury School**
- **Forum Club numbers are growing**
- **There appears to be little opportunity to increase community access to the swimming pool at Shrewsbury School**
- **Shrewsbury University has a short term need for town centre sports facilities, but this is likely to change as student numbers grow and move out of the town centre to privately rented accommodation**
- **Although student numbers will grow, this is unlikely to result in demand for more than 212 additional swimming visits per week in the peak period**
- **Energize identifies the need for a fit for purpose environment to facilitate and encourage increased participation, particularly from an early age, and the importance of co-located facilities to sustain a pool**
- **The ASA supports an out of town swimming pool, co-located, to underpin sustainability; potentially the ASA would like to see increased water space provided, but sustainability, and the provision of quality facilities delivering a positive swimming experience are more important**
- **The Sport England FPM highlights that the provision of town centre water space provides marginally more satisfied demand than an out of town location, but that the latter better addresses the areas of deprivation in the north east of Shrewsbury. The FPM supports the development of an 8 lane x 25m pool and a 20m x 10m training pool, as sufficient for increased demand as a result of population growth. For every 1000 additional residents, a demand for 85 visits per week in the peak period is generated for swimming.**



9. ANALYSIS OF SCHOOL USE

There is significant existing use of the Quarry Swimming and Fitness Centre by local schools, as set out in Appendix 3. Most schools book their own sessions but pupils from Meole Brace Secondary School attend on a Friday and swim in a public session.

Analysis of the school use and their locations (Appendix 3), identifies that for 24 of the above 29 schools the Quarry is a closer location. However, for all but 6 schools (Bicton, Cruckton, Oxon, St Mary's, St Andrews, and Trinity), the difference in mileage between accessing a facility based at the Quarry or the Shrewsbury Sports Village is around a mile or less.

Dependent on the location of future swimming provision in Shrewsbury, a very few schools would be significantly affected in terms of actual distance; if a new facility provided appropriate parking and classroom space this could impact very positively on schools' access and effective usage

10. CONCLUSIONS AND RECOMMENDATIONS

Overall the conclusions and principles made within the 2015 Options Report and the assessment of need have not materially changed i.e. there is a need to improve the quality of the existing swimming offer to meet identified strategic priorities for increased participation, and community health and well-being. Significantly, it is now more important than ever that capital investment in future swimming and fitness provision is affordable and that operational delivery is sustainable.

As identified in the original 2015 Options report, an 8 lane x 25m pool plus a 20m x 10m learner pool, represents the minimum level of swimming pool provision that should be developed in Shrewsbury in the future. Consideration should be given to developing additional fitness stations ie 100, as opposed to 50, to address the identified under supply of community accessible fitness stations in the town. As this updated assessment of need demonstrates, this level of water space and fitness provision will address both identified current and future need. There is also the potential to provide some fun/confidence water space.

This is on the basis of the following:

- **Swimming club numbers continue to grow, and there is a desire from the Forum to have all clubs based from one facility. The programme modelling in Appendix 1 demonstrates that all existing use at the Quarry, plus the Forum Clubs' use at Shrewsbury School, and increased Learn to Swim opportunities can be accommodated in the above Facility Mix ie 8 lane x 25m pool, plus 20m x 10m learner/training pool.**
- **Projected population growth, including university students (not included in FPM figures, as not permanent residents in Shrewsbury). The number of students when the University reaches capacity is likely to be between 2, 000-2,500, equating to demand of around 212 additional visits per week in the peak period.**



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

- **The aim of increasing participation for health benefits; the programming and management of the water space is key to achieve this. Optimising space for lane and fitness swimming, as well as casual swimming, will be key, alongside learn to swim provision to develop a lifetime habit of participation in physical activity.**
- **The water space proposed will offer a much improved environment for school swimming because wider lanes will enable increased numbers of school students to be accommodated (more swimming space for more classes), and the overall experience of learning to swim will be enhanced through a purpose designed, modern facility, with up to date changing, reception and cafe facilities, developed with the needs of users as a priority**
- **The FPM highlights that water space comprising an 8 lane x 25m pool plus 10m x 20m learner pool is likely to be reasonably 'full' on opening (a new pool at the Quarry would be 82% full, and at the Sports Village a new pool would be 75% full on opening). These levels of use relate to peak periods and there is still capacity to absorb additional demand at other times, despite these levels being above the 70% comfort factor.**
- **Fun water will increase opportunities to develop water confidence in the very young, and provide for babies' 'Learn to Swim', and also provide shallow water entry for those with disabilities. It will also increase the overall sq m of water space provided. Depending on design, this fun water may also have the potential to support wider programming opportunities.
Recent ASA research indicates that leisure water provides fun and confidence but because it is usually too shallow to swim in and has too many distractions has little value for learn to swim. However, the ASA does advocate a small amount of leisure water for the purposes stated as it is a non-threatening introduction to the aquatic environment**
- **There remains an under supply of community accessible fitness stations, now (-46) and by 2026 (-106)**
- **Any new facility developed is now unlikely to be operational before 2019 given the timescale for moving from concept to construction; community sports facilities typically have a lifespan of 30-40 years, and this has been carefully taken into account in developing the re-assessment of need and recommending the way forward. The population of Shrewsbury will clearly change during this period, but the assessment demonstrates that the demand for swimming can be accommodated in an 8 lane x 25m pool plus a 20m x 10m learner/training pool (See Appendix 1, Programming).**
- **The need to future proof provision to demonstrate long term value against capital investment. Alongside investment in new water space, there is an opportunity to consider other policy options such as making better use of other existing pools in Shrewsbury, and/or strategically reviewing the need for additional water space at a future date, based on clear evidence of demand.**

Whilst the assessment of need does not support the case for additional water space to meet current and future need, should SC wish to consider the provision of increased water space, there are a number of options (see Table 5):



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

Table 5: Other Facility Mix Options (Assume that all options include an area of fun/confidence water of up to 100 sq m, but this is NOT included in sq m calculations)

WATER SPACE OPTIONS	TOTAL SQM	DIFFERENCE COMPARED TO EXISTING QUARRY WATER SPACE (898 Sq M)	COMMENTARY
Option A 8 lane x 25m pool and 20m x 10m learner/training pool with moveable floor (includes lane width allowances required i.e. 2.5m per lane in main pool to meet competition standards, plus additional allowance)	525 sqm plus 200 sqm - Total 725 sqm	-173sq m	<p>Sport England would support this option as there is no loss of actual swimming programme capacity; in fact, it increases provision (number of hours per week) for Learn to Swim, and for women.</p> <p>The facility scale reflects modern design guidance. Although providing less actual water space, the ASA would not disregard this option as it clearly accommodates all existing usage. Critically it enables all existing club use for the Forum Clubs to be accommodated in one facility. This provides a much improved pathway from beginner to swimmer, for Learn to Swim and Club programmes.</p> <p>SERCO would support this option; it provides less water space than at present, but with the addition of up to 100 sqm of fun/confidence water, the loss of water space would be further mitigated. The issue is not really the loss of water space but how the water space is used; Appendix 1 demonstrates that all the existing Quarry swimming programme can be accommodated, plus the sessions currently booked by the Forum Clubs at Shrewsbury School. This can be achieved as a result of wider lanes and more flexible technology i.e. a moveable floor, which offset the overall reduction in water space, because the space can actually be used more flexibly, and simultaneous activities can be provided.</p>
OPTION B 8 lane x 25m pool, and 20m x 20m learner pool learner / training pool with moveable floor	525 sqm plus 400 sqm – Total 925 sqm	+27 sqm	<p>This pool configuration provides more water space than the existing Quarry facility mix. A moveable floor in the learner/training pool would further increase flexibility and capacity.</p> <p>SERCO would not support the need for a larger training pool, as demonstrated by the programming approach set out in Appendix 1, which demonstrates that the existing programme, plus the club sessions at Shrewsbury School can be accommodated in Option B.</p>



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED
1 JULY 2016

WATER SPACE OPTIONS	TOTAL SQM	DIFFERENCE COMPARED TO EXISTING QUARRY WATER SPACE (898 Sq M)	COMMENTARY
			<p>Increased water space will increase operational costs e.g. chemicals, utilities, lifeguarding etc.</p> <p>Option B would have a higher capital cost with the implications of that for both capital and revenue affordability.</p>
<p>OPTION C 8 lane x 25m pool and 20m x 25m learner/training pool with moveable floor</p>	<p>525 sqm plus 500 sqm – Total 1,025 sqm</p>	<p>+127 sqm</p>	<p>This pool configuration provides more water space than the existing Quarry facility mix. A moveable floor in the learner/training pool would further increase flexibility and capacity. Increased water space will increase operational costs e.g. chemicals, utilities etc.</p> <p>SERCO would not support the need for a larger training pool, as demonstrated by the programming approach set out in Appendix 1, which demonstrates that the existing programme, plus the club sessions at Shrewsbury School can be accommodated in Option C.</p> <p>Increased water space will increase operational costs e.g. chemicals, utilities, lifeguarding etc.</p> <p>Option C would have a higher capital cost with the implications of that for both capital and revenue affordability.</p>
<p>OPTION D Community 50m pool (ie operates as two x 8 lane x 25m pools) (plus 2.5m plus lane width allowances required)</p>	<p>Total = 1000 sq m</p>	<p>+102 sq m</p>	<p>This scale of pool is not supported by the ASA, Sport England nor SERCO. No strategic need or case for a 50m pool in Shrewsbury.</p>



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

The comparison is made with the sq m of useable existing water space at the Quarry which is less than the actual sqm of. water space in the building (see Section 6).

There are building design issues to consider, to ensure that the overall footprint is both effective and affordable; for instance, it is more effective to develop Option A with a training pool at one end of the main pool plus adjacent fun water, whereas Options B and C would require more space to accommodate the pool configuration as the training tank is larger. This means that some facility development options are likely to be more affordable than others.

In addition to the future nature and scale of water space provided, there is a need to consider the overall facility mix of any future provision. The level of proposed water space, and the current under supply of community accessible fitness stations in Shrewsbury mean that there is opportunity to provide additional provision e.g. 100 fitness stations to generate revenue, plus a minimum of two, ideally three studios, spectator seating in the pool area (250) and a café. In addition, there will be a need to consider vending provision, plus all necessary infrastructure i.e. car parking, changing facilities, reception area, plant rooms, etc. Increased water space will therefore increase the capital cost of providing a new facility; on the other hand, it is also likely to provide increased opportunities for revenue generation, but will also cost more to operate.

Facility mix options and how they respond to identified priorities for future provision are summarised in Table 6:



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

Table 6: Summary of Facility Mix Options in relation to Future Priorities for Provision

FACILITY MIX OPTION	SC PRIORITIES			SERCO COMMENTS	QUARRY FORUM	ASA	SE	ENERGIZE	SHREWSBURY UNIVERSITY
	Increase participation in swimming and physical activity, and in so doing improve the wider health and wellbeing of the community	Provide a long-term swimming facility that's affordable to run both now and in the future	Be complementary to other leisure and recreational provision in the town						
Option A 8 lane x 25m pool and 20m x 10m learner/training pool (plus lane width allowances required)	√	More affordable than other options in capital terms. Operationally sustainable	Would only be truly complementary if sited alongside other leisure facilities which would also assist in subsidising pool operation	Least expensive to build	Would provide less water space, BUT more capacity	Loss of water space	No loss of swimming capacity	No specific comment	No specific comment
OPTION B 8 lane x 25m pool, and 20m x 20m learner pool learner/training pool	√	Would be more slightly more expensive to build and operate than Option A, but revenue generated may offset increased running costs	Would only be truly complementary if sited alongside other leisure facilities which would also assist in Subsidising pool operation	Would be more expensive to build than Option A.	Would provide more water space.	X	No specific comment	No specific comment	No specific comment
OPTION C 8 lane x 25m pool and 20m x 25m learner/training pool	√	Would be more expensive to build and operate than Option A	Would only be truly complementary if sited alongside other leisure facilities which would also assist in Subsidising pool operation	Would be more expensive to build than Option E.	Would provide more water space.	X	No specific comment	No specific comment	No specific comment



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED

1 JULY 2016

FACILITY MIX OPTION	SC PRIORITIES			SERCO COMMENTS	QUARRY FORUM	ASA	SE	ENERGIZE	SHREWSBURY UNIVERSITY
	Increase participation in swimming and physical activity, and in so doing improve the wider health and wellbeing of the community	Provide a long-term swimming facility that's affordable to run both now and in the future	Be complementary to other leisure and recreational provision in the town						
Option D Community 50m pool (ie operates as two x 8 lane x 25m pools) (plus lane width allowances required)	√	Would be more expensive to build and operate than Option A.	Would only be truly complementary if sited alongside other leisure facilities which would also assist in Subsidising pool operation	Would be more expensive to build than Option A.	Would provide more water space.	No strategic need	No strategic need	No specific comment	No specific comment
General Comments						Support out of town location, co-located to ensure sustainability		A new swimming pool needs to be co-located to maximise opportunities for participation	Likely to have long term need for facilities located out of town



SUMMARY OF RECOMMENDATIONS

The Needs Analysis concludes that:

- There is scope to reduce the level of water space provided within any new facility
- There is no significant difference between a town centre location and an edge of town location in meeting the demand for swimming in Shrewsbury
- There is an undersupply of community accessible fitness facilities to meet demand, both now and in the future.

Based on the above, it is recommended that Shropshire Council develop the following overall facility mix:

- 8 lane x 25m pool
- 20m x 10m learner/training pool, with moveable floor; will expand provision for Learn to Swim (schools and community); creates more flexibility for aquatic clubs and overall programme; allows for increased demand as a result of population growth and increased participation; reduces pressure on new main pool, which would be relatively 'full' on opening.
- At least 100 sqm of fun/confidence water space
- 250 spectator seats (confirmed with ASA that this is sufficient for day to day needs; additional seating can be brought in for galas)
- 100 fitness stations
- 2 studios (ideally 3)
- Café and vending provision
- All appropriate facility infrastructure e.g. plant, offices, storage, first aid room, meeting room, changing rooms, toilets, inclusive access, on-site parking to meet planning and SE design guidance requirements,

Developing the recommended facility mix as a replacement i.e. new facility, as opposed to refurbishing/renovating an existing facility is likely to offer better value in terms of both cost and design.

**APPENDIX 1:
INDICATIVE PROGRAMME FOR A 25M X 8 LANE MAIN POOL, PLUS 20M X 10M TRAINING POOL, WITH MOVEABLE
FLOOR**

Appendix 1 – Indicative Future Programme



Appendix 1

Please see separate attachment on Shropshire Council website.



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

APPENDICES 2A & 2B: ASSESSMENT OF FITNESS SUPPLY AND DEMAND

Appendix 2a - Shrewsbury Demand for Health and Fitness 2016

Demand Assessment Table - Health and Fitness Facilities (Shropshire Council)						
2016	Source: ONS 2013 sub national population projections					
Calculation used to calculate demand						
		2016				
Total population		104,111		2016		
Number of potential members/users of health and fitness clubs				12.1%		
2 above shown as % of total adult population 1. above				12,597		2016
Average user attends 1.5 times per week or six times per month number of visits per week						18,896
Number of visits per week in peak times = 65% of total number of visits						12,282
Number of visits in one hour of peak time = total visits during peak time /34						361
<i>A total number of 361 stations would be required to cater for the predicted demand by potential members/users of any health and fitness facility</i>						
2026 demand for Health and Fitness Facilities		361	Current Supply	305	Current Surplus / Deficit in supply	-56 Surplus
The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour session						
Penetration of fitness users is defined using the FIA 2015 Parameters						
The average health and fitness session is one hour						
65% of use is during peak times						



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

Appendix 2b - Shrewsbury Demand for Health and Fitness 2026

Demand Assessment Table - Health and Fitness Facilities (Shropshire Council)							
2015	Source: ONS 2013 sub national population projections						
Calculation used to calculate demand							
			2026				
Total population		118,321		2026			
Number of potential members/users of health and fitness clubs				12.1%			
2 above shown as % of total adult population 1. above				14,317			
Average user attends 1.5 times per week or six times per month number of visits per week						2026	
Number of visits per week in peak times = 65% of total number of visits						21,475	
Number of visits in one hour of peak time = total visits during peak time /34						13,959	
						411	
<i>A total number of 411 stations would be required to cater for the predicted demand by potential members/users of any health and fitness facility</i>							
2026 demand for Health and Fitness Facilities		411	Current Supply	305	Current Surplus / Deficit in supply	-106	Surplus
The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour session							
Penetration of fitness users is defined using the FIA 2015 Parameters							
The average health and fitness session is one hour							
65% of use is during peak times							



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

APPENDIX 3: SCHOOL USE

Appendix 3 - Existing Schools' Use at the Quarry

TABLE 1: SCHOOLS USING THE QUARRY POOL

	LOCATION	POSTCODE	DISTANCE FROM THE QUARRY (MILES) SY1 1RU	DISTANCE FROM SSV (MILES) SY1 4RQ	TERMS SUMMER 2016	AUTUMN 2016	SPRING 2017
BASCHURCH CE PRIMARY	BASCHURCH	SY4 2AU	8.6	9.6	Y	Y	
BELVIDERE PRIMARY	SHREWSBURY	SY2 5YB	3.1	2.2	Y	Y	Y
BICTON CE PRIMARY	BICTON	SY3 8EH	3.3	10.4	Y		
BOMERE HEATH CE PRIMARY	BOMERE HEATH	SY4 3PQ	5.2	5.6			Y
COLEHAM PRIMARY	SHREWSBURY	SY3 7EN	1.6	3.6	Y	Y	Y
CONDOVER CE PRIMARY	CONDOVER	SY5 7AA	5.6	7.8			Y
CRUCKTON SCHOOL	CRUCKTON	SY5 8PR	4.8	10.5	Y	Y	Y
DORRINGTON CE PRIMARY	DORRINGTON	SY5 7JL	7.6	9.8	Y		
GRANGE PRIMARY	SHREWSBURY	SY1 3QR	2.9	2.1	Y		
GREENFIELDS PRIMARY	SHREWSBURY	SY1 2AH	1.3	3.2		Y	
HADNALL CE PRIMARY	HADNALL	SY4 4BE	6.1	3.8			Y
ST THOMAS & ST ANNE'S CE PRIMARY SCHOOL	HANWOOD	SY5 8JN	4.7	9.3			Y
HARLESCOTT JUNIOR	SHREWSBURY	SY1 4QN	3.2	0.7	Y		
MARTIN WILSON	CASTLE FIELDS	SY1 2SP	1.4	1.6		Y	



APPENDIX 2 SHREWSBURY SWIMMING AND FITNESS: RE - ASSESSMENT OF NEED 1 JULY 2016

	LOCATION	POSTCODE	DISTANCE FROM THE QUARRY (MILES) SY1 1RU	DISTANCE FROM SSV (MILES) SY1 4RQ	TERMS SUMMER 2016	AUTUMN 2016	SPRING 2017
MEOLE BRACE CE PRIMARY	MEOLE BRACE	SY3 9HG	2.7	4.7	Y		
MOUNT PLEASANT PRIMARY	SHREWSBURY	SY1 3BY	2.0	1.3	Y		
OXON CE PRIMARY	BICTON HEATH	SY3 5BJ	2.3	9.2	Y		
RADBROOK PRIMARY	SHREWSBURY	SY3 6DZ	2.3	5.3		Y	Y
SEVERNDALE SPECIALIST SCHOOL	MONKMOOR	SY2 5SH	2.5	1.5	Y	Y	Y
SHREWSBURY CATHEDRAL CATHOLIC	CASTEL FIELDS	SY1 2SP	1.4	1.6	Y		Y
SHREWSBURY HIGH PREP	SHREWSBURY	SY1 1TN	1.2	3.7	Y	Y	Y
SHREWSBURY HIGH SCHOOL	SHREWSBURY	SY1 1TN	1.2	3.7		Y	Y
ST ANDREWS CE PRIMARY NESSCLIFFE	NESSCLIFFE	SY4 1DB	8.5	14.9	Y		
ST LUCIAS CE PRIMARY	UPTON MAGNA	SY4 4TZ	6.5	4.0	Y		
ST MARYS CE PRIMARY SHAWBURY	SHAWBURY	SY4 4JR	8.7	6.3		Y	
ST MARYS CE PRIMARY WESTBURY	WESTBURY	SY5 9QX	9.1	14.8		Y	
ST WINEFRIDES	SHREWSBURY	SY1 1TE	1.3	3.8	Y	Y	
TRINITY CE PRIMARY	FORD	SY5 9LG	5.0	11.3			Y
WILFRED OWEN	MONKMOOR	SY2 5SH	2.5	1.5			Y