

# Swimming in Shrewsbury

## Strategic Outcomes Planning Guidance Report

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Shropshire Council

February 2020

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# Shropshire Council

## *Swimming in Shrewsbury*

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# Shropshire Council

## Swimming in Shrewsbury

### Introduction

- i. Shropshire is a large, rural and sparsely populated county, covering a land area of 319,736 hectares, which is approximately ten times that of all the inner London Boroughs put together (31,929 hectares). With a population estimated at 317,500<sup>1</sup>, this gives a density of only 0.98 persons per hectare.
- ii. Around 39% of Shropshire's population lives in villages, hamlets and dwellings dispersed throughout the countryside. The remainder live in one of the 17 market towns and key centres of varying size, including Ludlow in the south and Oswestry in the north, or in Shrewsbury, the central county town.
- iii. More people live in Shrewsbury than anywhere else in Shropshire; it is the county town and attracts both residents and visitors on a year-round basis. Its physical activity offer therefore has a role to play in increasing day to day activity and encouraging healthier, more active lifestyles, as well as contributing to the future regeneration and economic development of the town.
- iv. Shropshire Council recognises that there are opportunities to develop the existing leisure provision within Shrewsbury to contribute more effectively to the future regeneration and economic development of the town and facilitate increased activity amongst those who are inactive, or whose health would benefit from being more active on a day to day basis. This includes the Quarry Swimming and Fitness Centre and the Sports Village.
- v. Shropshire Council is also leading on the One Public Estate programme in Shrewsbury; this initiative provides the opportunity to consider co-location of services around health and well-being and in so doing, contribute to the town's regeneration and health and well-being objectives.
- vi. The future of the Quarry Swimming and Fitness Centre is the major project in the sports facilities portfolio because of its role in tying together the visions in the Corporate Plan, the Health and Wellbeing Strategy, the Big Town Plan, the Sport and Physical Activity Strategy, and the Masterplan for the West end of Shrewsbury.

Figure 1.1: Shrewsbury, Shropshire



<sup>1</sup> Source: ONS mid-year estimates, 2017

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## Shropshire Council

### *Swimming in Shrewsbury*

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- vii. The age and condition of the existing Quarry Swimming and Fitness Centre makes it very difficult to deliver the Council's Vision for Shrewsbury, and the wider health and wellbeing of both Shrewsbury and the wider Shropshire, because the Quarry Swimming and Fitness Centre, and other facilities are reaching, or are beyond, the end of their useful lives. The current facility mix, design and layout of the existing Quarry Swimming and Fitness Centre does not meet modern day expectations nor needs; the existing building is not well-connected to the Quarry Park nor the town centre. Investment in improved swimming and other facilities provides immense potential for creation of an active environment, positively contributing to community health, and environmental regeneration.
- viii. The Sports Village, located on the edge of the town, does not currently provide a pool; operating at a deficit, the facility comprises a fitness suite and studio, climbing wall, natural and all weather pitches, an off road cycling track, and tennis /netball courts.
- ix. The Swimming in Shrewsbury project sets out to identify how best to deliver future swimming provision in the Town to meet the needs of Shropshire residents.



# 1. Our Shared Outcomes

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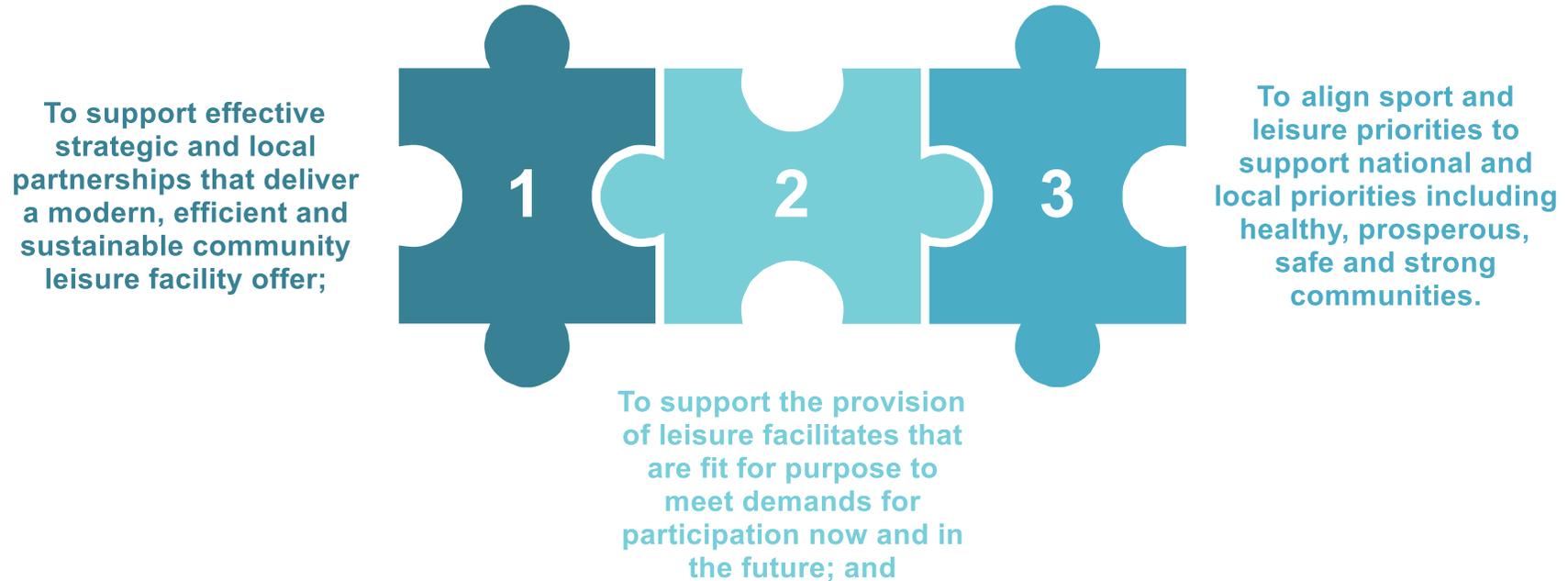
## Our Place Insight

### *Our Vision and Shared Local Strategic Outcomes*

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#### Our Vision and Shared Local Strategic Outcomes

1.1 Shropshire Council's current adopted Leisure Facility Strategy sets out three priorities:



1.2 The Council is currently undertaking a review of its overall leisure service to ensure future provision contributes to identified corporate health and well-being priorities; this involves developing an overarching Sport and Physical Activity Strategy whilst at the same time reviewing the effectiveness of all its current leisure contracts and front line operations.

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## Our Place Insight

### *Our Vision and Shared Local Strategic Outcomes*

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1.3 The emerging draft priorities of the new Sport and Physical Activity Strategy (still to be consulted upon) are identified as:

Sport and Physical Activity Strategy Priorities		Links to Corporate Plan Priorities
Strategic Priority 1	To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people.	Yes - all
Strategic Priority 2	To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.	Yes - all
Strategic Priority 3	To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities.	Yes - all
Strategic Priority 4	To take a cross county Place based approach to the delivery of high quality leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial acumen in order to reduce levels of subsidy.	Yes - all
Strategic Priority 5	To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030.	Yes - all

1.4 The review of leisure services is being undertaken in the context of the developing Communities and Rural Strategy, Asset Management Strategy, Cultural Strategy, Playing Pitch Strategy and Local Plan Review, all of which set out the direction for future Shropshire-wide placemaking.

1.5 The Shrewsbury Big Town Plan was established to support the aspirations of Shrewsbury Town Council, Shrewsbury's Business Improvement District (BID) and Shropshire Council. It is the partnership-led vision to shape the evolution of the town over the next two decades to ensure its future sustainability, articulates the place-making strategy for Shrewsbury, setting out how the development of existing places and spaces, and particularly its existing walking and cycling routes and leisure facilities can be developed.

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## Our Place Insight

### *Our Vision and Shared Local Strategic Outcomes*

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- 1.6 Addressing the need for improved provision will ensure sport and physical activity are embedded in the future development and sustainability for communities across Shropshire, as well as supporting Shrewsbury in its drive to achieve the outcomes of the Big Town Plan.

### Our Shared Outcomes for Swimming in Shrewsbury and Shropshire

- 1.7 The overall Vision for the Swimming in Shrewsbury project is:



**'Healthier and more active Shropshire and Shrewsbury communities and specifically, improved physical and mental wellbeing especially for older people, families, young people'.**

# Our Place Insight

## Our Vision and Shared Local Strategic Outcomes

<b>Planned Outcomes</b>	Increased levels of physical activity across the community	A healthier and more active environment	Partnerships for Town and Economic Regeneration through place-making planning	Better connected places and spaces-indoor and outdoor	Improved quality of life – physical and mental	Improved opportunities for participation in a range of aquatic activities
<b>How we will know that outcomes are being achieved?</b>	More children and young people taking part in physical activity	Increased number of people walking in the Town centre	Increased number of visitors to Shrewsbury	The development of an integrated physical activity, tourism and leisure offer across the Quarry and the Quarry Park	Contribution to an increased healthy life expectancy	Co-location of a range of physical activity, health-related and commercial services
	More older people taking part in physical activity	Increased number of people cycling in the Town centre	Increased number and breadth of tourism-related activities and offers	Increased participation in a range of informal physical activities	Reduced levels of adult and childhood obesity	Increased number of users to the Quarry town centre leisure provision
	More adults taking part in physical activity	Reduction in town centre pollution levels	Development of the town's active night-time economy	Increased footfall in the Quarry Park	Reduction in mental health inequalities in adults and young people	Year on year participation growth in aquatic activities
<b>How improved swimming provision will contribute to these outcomes</b>	<p>Increased ability to choose physical activity as part of everyday life</p> <p>Provision of high quality environment to learn to swim, a key life-skill for all young people</p> <p>Increased choice of physical activities available to everyone</p> <p>Increased access to opportunities for daytime physical activity</p> <p>Reduced incidence of long term health conditions, and their impact</p> <p>Reduction in the incidence of mental ill-health</p> <p>Increased opportunity for social interaction through physical activity and health</p> <p>Sustainable facility provision (operational and financial)</p> <p>Partnerships with health and the wider public and commercial sectors</p> <p>Improved quality of life for all</p>					

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## Our Shared Local Outcomes

*Using a cross sector approach, identify local community needs and priorities*

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### Using a cross sector approach, identify local community needs and priorities

- 1.8 Shropshire Council and partners have in place a number of key policies and strategies, which set out the key strategic outcomes for the County and Shrewsbury. These are set out in detail in Appendix 1.
- 1.9 The Shrewsbury Big Town Plan has established a compelling and challenging shared vision and development framework for the town and will act as part of the evidence base in the ongoing preparation of the Local Plan Review.
- 1.10 At the heart of the Big Town Plan is the aspiration for the town to achieve balanced growth. This means providing greater encouragement to deliver housing and commercial development in and around the town centre to complement the delivery of new development on the edge of the town. This aspiration responds directly to the need to enhance physical connectivity between places and to re-think the role of town centres, particularly in light of changes to the retail sector.
- 1.11 The Big Town Plan Outcomes Framework prioritises:



**Making movement  
better**



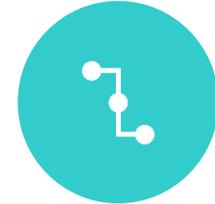
**Balancing growth**



**The big network**



**The shrewsbury green  
network**



**The big connection**

- 1.12 Shropshire has 18 Place Plans for the county which set out the infrastructure framework and priorities to support development and sustainable growth in each area and support the Development Implementation Plan for Shropshire as a whole. The Shrewsbury Place Plan identifies that Shrewsbury will continue to act as the County's Strategic Centre and will therefore have a particularly important role in supporting the County's housing and economic growth aspirations to 2036.

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## Our Shared Local Outcomes

*Using a cross sector approach, identify local community needs and priorities*

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1.13 Having taken into account existing development commitments the Council considers there is a need to deliver the following additional levels of growth in the Town up to 2036:

- **Housing: 3,645 dwellings (gross guideline including commitments is 8,625 dwellings); and**
- **Employment: 50 hectares (gross guideline including commitments is 91 hectares).**

1.14 The Local Plan will support achievement of these development guidelines by:

- **Releasing significant areas of new land for development on the edge of the town;**
- **Utilising opportunities to redevelop existing development sites, particularly in the and around the town centre; and**
- **Ensuring that new development is sustainable and responds to opportunities to deliver enhancements to design quality, green infrastructure and enhancing connectivity and movement.**

Shropshire and Shrewsbury Health priorities identified in the JSNA (Health & Well Being Board Shropshire Sustainability and Transformation Plan 2016 – 2021) include:

**Mental health, including dementia**

**Rising obesity**

**Child Poverty**

**Ageing population**

**Energize Active Partnership Strategy Getting Hearts Beating Faster- Actively Improving Lives 2022: priorities include:**

**Actively Ageing Well**

1/3 of the Shropshire population will be 65+ by 2033

42% of those aged 55+ are inactive

**Building Active Families**

4 out of 5 young people aged 5-15 are not active enough; more than 1/3 are leading sedentary lives by the age of 15

1 in 3 children are overweight or obese by the time they leave primary school; more than 1 in 5 children are overweight or obese by school reception year

Families within lower socio-economic groups are less likely to be active

**Stabilising Young Lives**

Shropshire has significantly more care homes for young people than the national average

Young people from lower socio-economic families are more likely to be inactive

## Our Shared Local Outcomes

*Using a cross sector approach, identify local community needs and priorities*

- 1.15 It is clear there is a collective priority (Shropshire Council, Health and Wellbeing Board, Energize (Active Partnership)) and agenda to improve community health and well-being at all stages of life, and that physical activities are seen as integral to this, with a focus on older and young people and families.
- 1.16 Engagement with education providers in Shrewsbury also identifies the need for provision to meet the needs of young people from an early age to encourage adoption of an active lifestyle habit.
- 1.17 There is also a need to ensure that provision (services, activities and facilities) is relevant and sustainable, and that it is good quality.
- 1.18 Key priorities for Shropshire identified from a review of existing strategies, policies and plans and partner agendas (See Appendix 1) include:

**Table 1: Key needs and priorities across the community are:**

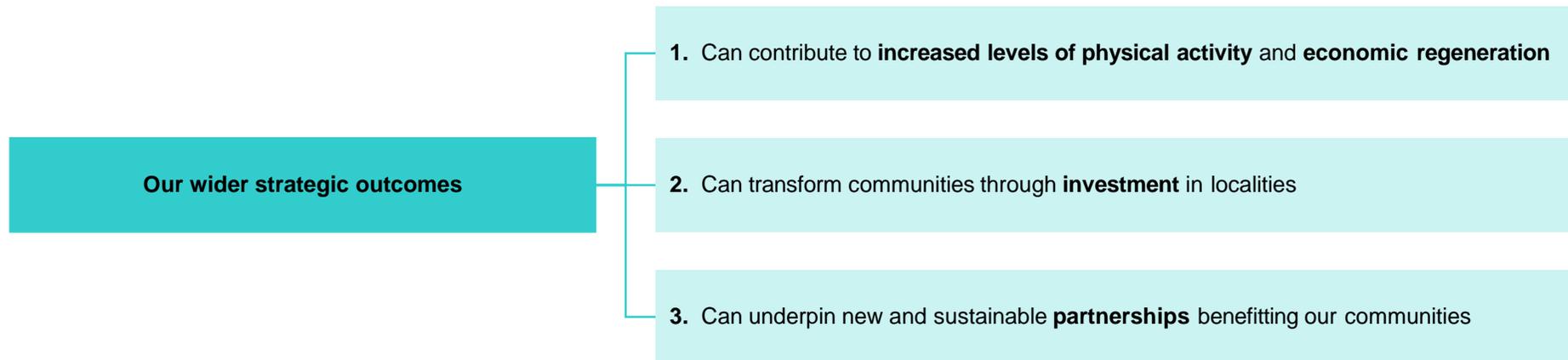
<b>Key Priorities Identified from existing Strategies for the County</b>	<b>Key Needs for the County</b>
<b>The rapidly ageing demographic</b>	Provision for the elderly, with a specific focus on ageing more actively to avoid falls and mental illness, as well as CV, cancer, reducing obesity and other life limiting conditions
<b>Increase levels of physical activity and well being</b>	Provision of opportunities to enable increased participation in physical activity to enhance quality of life.
<b>Families in, or moving into, the area needing access to facilities and services, including those providing for physical activity and life skills such as learn to swim</b>	Support for families to become more active in everyday life and reduce obesity
<b>Young people, particularly those who may not be in employment , education or training</b>	Improved and more relevant services for young people, to help address obesity, mental health and physical inactivity
<b>Integration of opportunities to be physically active into daily lifestyles</b>	Increased opportunities for walking and cycling in urban areas
<b>Replacement/re-development of ageing provision</b>	Better quality provision; improved access to services and provision- availability and accessibility
<b>Optimising the green resources in the county, particularly in the urban areas</b>	Better use of parks and open spaces and linking them to access routes, and built facilities
<b>Physical activity and provision at the core of place-making</b>	Ensuring services and facilities are sustainable long term
<b>Health and wellbeing</b>	Accessible, relevant and well-located physical activity facilities and services, co-located with health, education and other services where possible

## Our Shared Local Outcomes

*Using a cross sector approach, identify local community needs and priorities*

Key Priorities Identified from existing Strategies for the County	Key Needs for the County
Transform communities through investment in localities and regeneration	A holistic approach to placemaking at locality level to address identified needs.
Contributing to economic growth and development	A range of services and activities which provide for residents, visits and those who work in the area
Delivery of the Big Town Plan which brings together partnership vision and support for Shrewsbury place-making, with physical activity at its heart	Re-development of the Quarry Swimming and Fitness Centre so that physical activity facilities are part of the re-shaped urban landscape, contribute to the town's economy, and help to optimise the wider assets of the Quarry Park and riverside area

### Our wider strategic outcomes



# Our Shared Local Outcomes

Using a cross sector approach, identify local community needs and priorities

## The Contribution of Sport and Physical Activity



The contribution of Sport & Physical Activity

- Socialisation
- Improves Health
- Skill Development
- Fun
- Develops Confidence
- Engages

1. Breaks down barriers
2. Facilitates change
3. Supports individuals and families
4. Good for both mental and physical wellbeing
5. Develops identity



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## Our Shared Local Outcomes

*Using a cross sector approach, identify local community needs and priorities*

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1.19 Development of improved swimming facilities in Shrewsbury will <sup>2</sup>:

<b>Opportunities</b>	Provide better quality opportunities for the community to be physically active
<b>Community</b>	Help to improve community and individual health
<b>Help</b>	Help to reduce anxiety and depression (1.4m adults who swim regularly report improvement in their health and well-being due to swimming*)
<b>Reduce</b>	Help to reduce long-term health conditions (regular physical activity like swimming can reduce occurrence of these conditions by 20-40 per cent *)
<b>Contribute</b>	Contribute to reducing obesity
<b>Children</b>	Help to reduce the number of children who leave primary school unable to swim ( 1 in 4 children*)
<b>Adults</b>	Help to reduce the number of adults who cannot swim (1 in 3 adults*)
<b>Provide</b>	Provide opportunities for social interaction and help to reduce social isolation (Reference: Swim England, the Value of Swimming 2019)
<b>Regeneration</b>	Contribute to economic regeneration and tourism.

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<sup>2</sup> \*Source: Swim England, the Value of Swimming 2019

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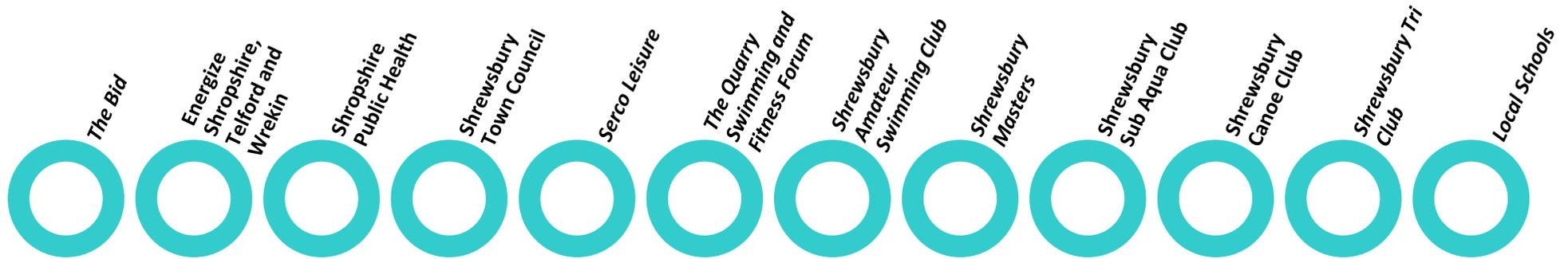
## Our Shared Local Outcomes

*Using a cross sector approach, identify local community needs and priorities*

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### Partnership Behind Our Shared Outcomes

1.20 The partnerships behind our shared Vision and Outcomes are:





## 2. Our Place Insight

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## Our Place Insight

*Gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change*

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### Understand your community and place

#### 2.1 Key facts about **Shropshire's demographic profile** include

- Shropshire's population in 2017 was 317,459.
- 24% (76,030) were aged 65 or over. 26% of the female population are aged 65 or over, compared to 22% of men.
- 3.1% of the population (9,978) are aged 85 or over – 6,407 of these are women (64%).
- Shropshire has an older population than England; 24% of its population aged 65 or over and 1.2% aged 90 or over, in comparison to 18% and 0.9% in England.
- Rising numbers of older people - since 2010 the number of people in Shropshire aged 65 or over has increased from 62,149 (20.4% of the population) to 76,030 (23.9%) in 2017 – a greater increase in the same period than the West Midlands (16.8% to 18.4%) and England (16.3% to 18%).
- In the West Midlands local authorities, Shropshire has the second highest percentage of its population that is aged 65 or over, and of all England authorities, Shropshire has the thirteenth highest.
- Of the 76,030 people that are aged 65 and over, the place plan areas with the highest percentage were Bridgnorth (9.1%), South Shrewsbury (9%), North- East Shrewsbury (7.2%), Ludlow (6.6%), Market Drayton (6.5%) and rural Shrewsbury area (6.2%).
- Of the 9,978 people that are aged 85 and over, the place plans with the highest percentage were South Shrewsbury (10.3%), Bridgnorth (8.8%), West & Central Shrewsbury (7.9%), Ludlow (7.6%) and North East Shrewsbury (6.2%). In contrast, Highley (1%), Broseley (1.3%) and Much Wenlock (1.4%) have a smaller percentage of the 85 and over population.
- Shropshire's overall population is projected to grow from 313,700 in 2017 to 337,300 by 2037, with the 65 and over population set to raise by 48% from 75,600 to 112,100 – this projection will mean this age group will increase from 24% to 33% of Shropshire's total population.
- In the same period, the 85 and over population will raise by 135% from 10,000 to 23,500, taking it from 3% of Shropshire's population to 7% in 2037.
- The 65 and over population increase between 2017 and 2037 is similar for men (51%) and women (45%), but the change between 2017 and 2037 for 85's and over is greater for males (169%) than females (114%).
- Shropshire's 65 and over population will increase more than the West Midlands, and the over 85 population will increase above the West Midlands and also England. <sup>3</sup>

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<sup>3</sup> Reference JSNA Older people's needs assessment 2019

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## Our Place Insight

*Gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change*

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- 61% of our residents live in urban areas; Shrewsbury has the highest population
- 39% of our residents live in rural areas with limited provision of physical activity facilities
- 21% more houses built by 2036; a third of these are already built
- 20% of our children qualify for free school transport
- Adult social care costs are increasing by 8% each year (circa £8m-10m)

### Child health <sup>4</sup>

Key indicators for child health in Shropshire relevant to physical activity are:

- Childhood obesity at Year 6 is at 16%, despite the fact that levels are falling at the age young children enter primary school
- 8.7% of young people are classed as NEETS (not in education, employment or training)
- Levels of hospital admissions due to substance misuse are high between these aged 15-24- 61.4%
- Levels of alcohol specific episodes are high for u18s – 25.2%

### Adult physical activity <sup>5</sup>

Key indicators for adult levels of physical activity in Shropshire are: (based on 2016/2017/2018 data)

- Nearly a fifth of the adult population are inactive (19.7%)
- Less than a fifth of adults walk as a means of travel three days per week (15.8%)
- 5% of adults cycle for travel three days per week

2.2 It is clear from the above that there is significant potential to increase levels of active travel and also levels of overall physical activity amongst adults across Shropshire as a whole, and within the town of Shrewsbury.

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<sup>4</sup> Source: Health Profiles Shropshire 2019

<sup>5</sup> Source: Health Profiles Shropshire 2019

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## Our Place Insight

*Gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change*

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### Gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change

- 2.3 There is an ageing demographic across Shropshire and in Shrewsbury, with consequent rising health and care costs. Older people in Shrewsbury and the wider County suffer from :
- **rising dementia (Dementia recorded prevalence (aged 65+) – Based on 6-monthly returns, Shropshire was similar to England in April 2017, but by September 2017, Shropshire was significantly higher at 4.51% compared to England at 4.33% <sup>6</sup>;**
  - **a high level of hypertension (16.2%), higher than the West Midlands and England (JSNA Older people's needs assessment 2019);**
  - **rising levels of depression (9.9%), significantly higher than either England or the West Midlands <sup>7</sup>; and**
  - **increasing levels of obesity (9.8%), significantly higher than England but lower than the West Midlands.**

#### Ageing well

Ageing is inevitable but suffering ill health in later life is not. It's never too late to adopt a healthier lifestyle and take steps to prevent ill health. It's just as important for people in older age to have a balanced diet, remain physically active, not smoke and maintain a positive attitude. By doing this older people are more likely to avoid health problems and may be able to manage existing problems more effectively. <sup>8</sup>

#### Starting well and developing well

Ensuring that children have the best start in life is vital for reducing health inequalities. Much of a person's future health and wellbeing is determined by early years development.

The most important and effective health interventions are those which address inequalities and health behaviours in a child's early years. <sup>9</sup>

- 2.4 Our younger people suffer from high levels of childhood obesity, mental ill-health issues and, where found, severe child poverty. More accessible, better quality physical activity provision could contribute to improved quality of life to help combat these challenges.

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<sup>6</sup>JSNA Older people's needs assessment 2019

<sup>7</sup>JSNA Older people's needs assessment 2019

<sup>8</sup>JSNA Older people's needs assessment 2019

<sup>9</sup>JSNA Young people's needs assessment 2019

## Our Place Insight

*Gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change*

- 2.5 Based on stakeholder consultation undertaken between July - September 2019, through face to face meetings, telephone calls and emails for the Swimming in Shrewsbury project (see Appendix 1) the following headlines are identified as key issues/priorities. Opportunities to address these issues and priorities are also highlighted, based on feedback from the consultation process. The consultation process has engaged key stakeholders and reflected the priorities/needs of each in developing the options for future provision.

**Table 2: Summary Key Issues/Priorities and Opportunities identified through the stakeholder consultation**

Key Issues/Priorities	Opportunities
Identified priorities in the town linked to the ageing population; accessibility; provision for families; provision for young people to pre-empt opportunities for ASB etc, need to increase levels of physical activity	Contributing to delivery of the Big Town Plan Vision
In total, over a third of the population would benefit by being more physically active	Improved opportunities for physical activity – formal and informal activities.
There is identified need for a destination and attraction in Shrewsbury Town Centre to contribute to economic regeneration, tourism, and increase opportunities for dwell time in the town city	There is therefore opportunity to consider other provision at the Quarry Pool site which would comprise a destination offer, and facilitate increased levels of physical activity i.e. a restaurant, leisure water, health, spa, town centre fitness offer
It is important to develop provision that hat supports and responds to the Big Town Plan	The Town Council is (officers) keen to see the development of new offices; new /improved public toilets in the Park are also a priority, plus an event/function venue
There is a need to consider re-location of a town centre GP Practice (5 surgeries) which provides services for many town centre residents, a significant proportion of which are older people or younger families	There is an opportunity to consider relocation of an existing town centre GP surgery and co-location with future provision on the existing Quarry site
Feedback from some stakeholders (not the swimming clubs) is that it is the Quarry site that is the priority for the town, not necessarily the pool	There is opportunity to consider development of the existing Quarry Pool site, in the context of the proposals for development of the riverside frontage
It would be beneficial for the town centre to have provision that attracts families, and also provides the opportunity for fun and physical activity	Relocation of some health outreach services is likely; removing these from the town centre is not ideal given accessibility challenges, so the opportunity to co-locate these with a new physical activity hub offer at the Quarry site would be significant

## Our Place Insight

*Gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change*

Key Issues/Priorities	Opportunities
Better quality swimming facilities are needed in the town	The Quarry Park is an extremely valuable town centre asset; there is opportunity to better link indoor and outdoor provision, formal and informal physical activity, provision for events etc
Town centre provision is important for day to day accessibility; it is impotent to be able to walk to all facilities in the town centre	There could be opportunity to provide different types of water space in the town through a range of provision to cater for all needs
Being able to get one bus into town and get to everything is also important	Shrewsbury School is available for use by swimming clubs and groups; there are 1000 children on their swimming lesson scheme. The School is starting to consider re-development of some of its sports facilities
The swimming clubs need access to better quality swimming facilities for training and competition. Being able to access town centre provision, particularly in the early morning is important	
Existing swimming clubs want to see the Quarry Pools re-developed; The Master's Swimming Club's view is that two main pools are needed	
The Big Town Plan will deliver improved walking and cycling links to the Quarry Park and pool site	Maximising the river as an opportunity for the town for informal physical activity
The Sports Village requires a subsidy to operate; fitness facilities would also benefit from improvement. Linking with the adjacent Health Centre would also be of benefit to the local community in terms of social prescribing, facilitating increased levels of physical activity	Addressing town centre priorities, swimming and operational viability of the Sports Village
Key groups benefitting from improved quality facilities for physical activity are families, young people and older people	Co-location of a range of provision

- 2.6 It is clear from the above that there is a wide range of issues to consider, and several different agendas driving the identified opportunities. This is both exciting and challenging; to address all challenges and develop the optimum way forward for swimming in Shrewsbury will require both change and pragmatism.

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## Our Place Insight

*Consider the contribution from the wider physical and social environment change*

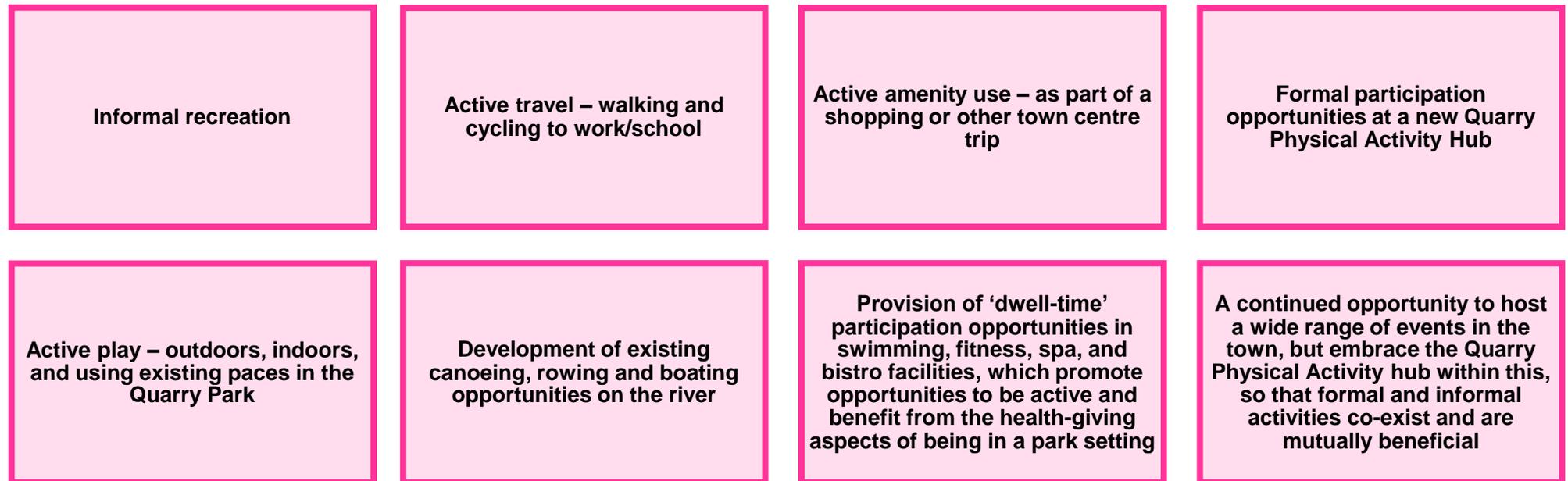
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### Consider the contribution from the wider physical and social environment change

- 2.7 The Quarry Park (Shrewsbury's Jewel in the Crown) is a 29 acre grade listed park, the beneficiary of a £1.5m HLF grant in 1998 and the fruition of a £2.3m project completed in 2005. The park is bounded by the River Severn as it meanders around the town centre.

The area has developed over the decades and is now one of the most visited and well used facilities in the town attracting over 1.5m visitors a year. The park hosts the Shrewsbury Flower Show and has a varied events programme throughout the year.

- 2.8 The Quarry Swimming and Fitness Centre is located on the edge of the Quarry Park but there is currently no relationship between the facility and the Park, the river nor events held in the Park. There is limited connectivity between the Quarry Swimming and Fitness Centre and the town centre.
- 2.9 Investment in the Quarry Swimming and Fitness Centre on the same site would provide a significant opportunity to maximise the green open space, riverside area, the river and the overall Quarry Park in terms of physical activity. The physical activity offer could comprise:



- 2.10 Optimising the natural and built assets in the Quarry Park could have a very significant impact on both physical and mental health and well-being, whilst also generating increased levels of regular physical activity.

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## Our Place Insight

*Agree the objectives needed to contribute to shared strategic outcomes*

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### Establish where you are now and where you want to be in the future

- 2.11 Shropshire is a large, rural county with a dispersed population. Car ownership is high but for those without access to a car, public transport is limited. Accessibility is therefore key in considering how best to provide for future physical activity provision, alongside consideration of economic regeneration and partnership.
- 2.12 Previous consultations undertaken have raised issues of accessibility regarding swimming, and a desire to see the ability to swim retained in Shrewsbury town centre. This is because for those reliant on public transport town centre accessibility means having to take only one bus. The planned walking and cycling improvements in Shrewsbury will further improve opportunities to walk and cycle in the town.
- 2.13 For those older people, young families and other town centre residents, it is important to be able to access central opportunities to be physical active which reduce the need to get in the car. The increasing population south of the town centre (due to new residential development) further intensifies this need.
- 2.14 Shropshire Council currently provides a number of sport and leisure facilities across the County. The main swimming facilities (21% of the County's overall provision) are in Shrewsbury on the Quarry site.

The Quarry Swimming and Fitness Centre is a Victorian building, comprising 4 pools on two different levels, a small fitness suite, café and reception area. The changing rooms are not of a modern design, the building lacks DDA access, and is increasingly expensive to operate, given the unplanned maintenance issues to be addressed.

None of the existing pools are of a standard size, the fitness suite is very small with a low ceiling, and there are no fitness studio facilities. The latter impacts on ability to generate income.

The café is located in the wrong place, at the back of the building.

The complexity of providing 3 sets of wet male and female changing rooms, serving 4 pools on 2 levels, leads to greater than normal operational costs, due to large areas of corridors and high maintenance costs.(due to ageing plant and infrastructure.

Fitness suite users with a disability cannot access the 4 pools, as these are only accessible by stairs.

The quality of the existing facility does not meet modern expectations and is impacting on participation in both swimming and fitness.

There is very limited parking on site, accessed from a narrow one-way street.

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## Our Place Insight

*Agree the objectives needed to contribute to shared strategic outcomes*

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The Sports Village is located on the edge of town. It is opposite to an area where there are areas of deprivation based on measured indices and does not currently provide a pool. The Sports Village comprises a fitness suite and studio, climbing wall, natural and all weather pitches, an off road cycling track, and tennis /netball courts. The facility currently operates at a deficit. Although the Sports Village offers fitness facilities, it is predominantly a facility used at the weekends and evenings by teams for training and competition.

- 2.15 Currently provision for swimming in Shrewsbury would benefit from significant investment to modernise the offer and improve accessibility and the physical activity environment. Participation numbers are falling at present due to the condition of the facility.
- 2.16 Given there is a river running through Shrewsbury the ability to swim is an important life skill to acquire at a young age; learning to swim on a good quality environment is important to encourage lifelong participation. Development of a new town centre pool will create an improved environment for those learning to swim, both young people and adults.
- 2.17 There is also a lack of a high quality town centre fitness offer – fitness suite and studios- which would complement better opportunities for swimming.
- 2.18 The potential of links with the Quarry Park i.e. rooftop views out into the Park, development of informal physical activity opportunities managed from the site, using the facility as an event venue plays no part in the existing offer.
- 2.19 We want to change this and provide a range of high quality physical activity activities in Shrewsbury, with swimming at the core. This is because of the role swimming can play in addressing our community’s challenges- at every stage of life.
- 2.20 We want to offer a better-quality swimming offer across Shrewsbury, which is more accessible to more people, facilitates increased participation from existing users and enables new users to take part for health benefits, capitalises on town centre and other infrastructure, and is operationally sustainable long term. This means being flexible in our approach and re-thinking what aquatic opportunities best fit our need.

### Agree the objectives needed to contribute to shared strategic outcomes

- 2.21 In developing our objectives, we are clear that there are multiple priorities to address for both existing, and our potential new users. Our objectives reflect the priorities of our stakeholders and have informed the options considered for investment.

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## Our Place Insight

*Agree the objectives needed to contribute to shared strategic outcomes*

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2.23 Based on the research and consultation, and the opportunities identified, the objectives for swimming in Shrewsbury are:

To create a destination offer in the town centre

To address wider health needs and take the opportunity to work with partners to deliver wider health benefits

Investment in high quality facilities to increase participation, across the community in physical activity

To retain the opportunity to swim in the town centre

To improve the fitness offer in the town centre

To consider the benefits of also providing swimming facilities and improving the offer at the Sports Village

To consider provision of a spa, leisure water, improved food and beverage offer and multi-purpose space, in the Quarry

To co-locate other services and provision with swimming and fitness in the town centre:

Provision for a GP surgery which currently has no modern facility into which it can be re-located;

hosting a range of outreach medical services which could otherwise be re-located from the town centre;

creating the opportunity to co-locate commercial provision e.g. a spa which is not currently available in the town centre and would provide an offer addressing both resident and visitor health and well-being;

high quality fitness facilities which are currently unavailable in the town centre, and specifically linking them and a new pool to a new social prescribing approach delivered in partnership with the GPs

a new rooftop bistro, optimising the assets of the Quarry Park to attract visitors and Quarry users, and create a significant income stream which will assist in off-setting operational costs;

potentially some function space; and

new toilets for Park visitors and to further support event usage.

To provide a hub facility in the town centre which will be used by both residents and visitors to the town

Take advantage of the opportunity to link with the wider open space and encourage active travel (cycling, walking etc)

Separate support for the delivery of GP and wider outreach health services, co-located with swimming and fitness, in the Quarry Park,

All Shropshire Council swimming facilities to be operationally sustainable long term.

To contribute to Shropshire Council environmental sustainability targets.

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## **Our Place Insight**

*Agree the objectives needed to contribute to shared strategic outcomes*

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2.24 The identified objectives for the future provision of swimming are deliberately ambitious; future provision is about changing the opportunities for town centre physical activity and putting community health and well-being at the heart of future investment. This will benefit the greatest number of people in terms of opportunities for participation in informal and formal physical activity, contribute to the Vision for the development of Shrewsbury, and provide high quality environments for a range of aquatic activities.



## 3. Interventions

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## Interventions

*Identify how the outcomes can be delivered sustainably*

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### Identify how the Outcomes can be Delivered Sustainably

- 3.1. There are 29 individual pools located at 22 swimming pool sites across Shropshire county in 2019. The total supply of water space available for community use in the weekly peak period is 4,121 sq. metres of water. (Note: for context a 25m x 4 lane pool is between 210 and 250 sq. metres of water, depending on lane width).
- 3.2. The Quarry pool equates to 893 sqm; 21% of all pool provision in the county.
- 3.3. There is weekly demand in the peak period for 3,111 sq. m of water space; given there is an existing 4,121 sq. m, there is a theoretical over-supply of 1,010 sq. m of water space in the county. Need to justify this around the demographic and why there is an oversupply and this is to be expected etc
- 3.4. Of the 89% of overall demand for swimming from Shropshire residents, 85% is met within Shropshire; for 8 out of 10 visits to a pool, this is therefore a pool in the county.
- 3.5. Existing quarry pool = 47% of available capacity is used.
- 3.6. This means there is the opportunity to look at the future scale of any swimming provision, given the over-supply across the county.
- 3.7. In order to deliver the identified objectives, there is a need to consider existing users of the Quarry Swimming and Fitness Centre as well as the new priorities for the town centre, potential new users, and the overall focus on improving community health and well-being.

### Existing users

- 3.8. Many existing users of the Quarry Swimming and Fitness Centre are town centre residents. It will be important to retain the ability to walk to a swimming pool in the town centre to facilitate access to both lane and fitness swimming, as well as lessons. It is also important to recognise that day to day demands for swimming are impacted by school, working times and other factors and that at weekends and in the evenings, there may be other demands better accommodated in a larger pool.

### Schools

- 3.9. The following schools use the existing Quarry Swimming and Fitness Centre for swimming lessons. Some of these schools walk to the Quarry Swimming and Fitness Centre; retaining their ability to walk to swimming lessons will be important to ensure the resources ( time and costs) required to deliver school swimming lessons swimming do not increase.

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## Interventions

*Identify how the outcomes can be delivered sustainably*

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### Autumn Term (September-December):

- Shrewsbury High School
- Severndale
- Belvidere Primary
- Prep School
- Shrewsbury College
- Harlescott Primary School
- Mount Pleasant
- St Winefrides
- Marton Wilson
- Crucktons

### Winter/Spring Term (January-April):

- Severndale
- Bomere Heath
- Shrewsbury High School
- Wilfred Owen
- Radbrook
- Coleham
- Condover
- Cruckton
- Cathedral School
- Hanwood
- Belvidere School
- Harlescott
- Prep School

### Summer Term (May-July):

- Mount Pleasant
- Bomere Heath
- Coleham
- St Edwards Dorington
- Cathedral School
- Belvidere

## Clubs

3.10. Existing Club Use is summarised below. It is important to note the following:

- Shrewsbury Amateur Swimming Club (SAC) now have one extra session per week at the Quarry Swimming and Fitness Centre. Masters swimmers are able to access this session to train at the same time. SAC now organises its training sessions based on swimmer capability; there is a squad of 21 performance swimmers, a squad of 46 developing swimmers, and sessions open to all 145 regular swimmers. There is a concern about ability to access early morning training in the town centre, given there is a high percentage (quoted as 85% by the Quarry Forum) of SAC members who live in the town centre;
- Morning training sessions are not popular with Maters' swimmers but they can access SAC training sessions on Tuesdays or Thursdays, or some choose to do open water swimming at these times;

## Interventions

*Identify how the outcomes can be delivered sustainably*

- Use of the Shrewsbury School Pool can only be booked and confirmed for three months ahead. Priority is given to providing for paying students at the school, so sessions do get moved. For example the Masters' session on a Monday night has been re-scheduled from 8pm to 8.30pm. The Shrewsbury School pool is cheaper to hire than Shropshire Council facilities. Despite this it is hard for Masters' swimmers to hire additional sessions at the School as a minimum of 22-23 swimmers are needed to cover costs; and
- There is currently no competition pool in Shropshire; the Shrewsbury Amateur Swimming Club does however perform well, and recently achieved third position in the national league. However, the Club is unable to host County level galas or above, due to the lack of a competition pool.

**Table 3: Summary of Existing Club Use**

Club Name	Times/Frequency of Use	Membership	Active membership
<b>Shrewsbury Sub Aqua Club</b>	<p>Main Quarry Pool</p> <p>Thursday 8pm to 9pm, whole main pool 33.3 yds 6 lanes</p> <p>Also use training room for 20 people for theory, first aid, AEDefib and 02 admin</p> <p>During sub aqua use of the pool no other usage is permitted</p>	90 as of November 2019	<p>Majority of the members train on a regular basis.</p> <p>Average per session is 40 members.</p>
<b>Shrewsbury Masters (age 18 years plus)</b>	<p>Quarry Priory Pool</p> <p>Tuesday 6pm to 7pm, whole pool 4 lanes</p> <p>Wednesday 8pm to 9pm, whole pool 4 lanes</p> <p>Thursday 8pm to 9pm, whole pool 4 lanes</p> <p>Saturday 8am to 9am, whole pool 4 lanes</p> <p>(Use the Shrewsbury School pool Monday 8pm to 9pm whole pool 25m 6 lanes</p> <p>Average 32 swimmers per session)</p> <p>Also hire the school pool on adhoc basis for pre Masters' competition training</p>	205, as of November 2019	<p>145 members train on a regular basis.</p> <p>Average per session is 26 swimmers.</p>

## Interventions

*Identify how the outcomes can be delivered sustainably*

Club Name	Times/Frequency of Use	Membership	Active membership
<b>Shrewsbury Amateur Swimming Club (Age 11 plus)</b>	<p>Sunday 5pm to 7pm Priory pool 4 lanes</p> <p>Monday 6am to 8am Quarry pool &amp; 4.30pm to 6pm Priory pool</p> <p>Tuesday 6am to 8am Quarry pool &amp; 7pm to 8pm half of Quarry pool</p> <p>Wednesday 6am to 8am Quarry pool &amp; 5pm to 8pm Priory pool</p> <p>Thursday 6am to 8am Quarry pool &amp; 6pm to 7pm All Quarry pool</p> <p>Friday 6am to 8am Quarry pool &amp; 4pm to 9pm Priory pool</p> <p>Use the Shrewsbury School pool:</p> <p>Monday 6pm to 8pm</p> <p>Wednesday 6pm to 8pm, whole pool 25m 6 lanes</p> <p>Average 30 swimmers per session)</p>	300 as of November 2019	<p>120 swimmers train on a regular basis.</p> <p>Average per session is minimum 15 swimmers to 60 in the main Quarry pool</p>
<b>Shrewsbury Canoe Club</b>	<p>Quarry Priory Pool, Monday 8pm to 9pm, whole pool 4 lanes</p> <p>Tuesday 7pm to 8pm, whole pool 4 lanes</p>	<p>175 as of November 2019</p> <p>There is also an active Canoe Polo Club, as part of the Canoe Club</p>	<p>25 members train on a regular basis.</p> <p>Average per session is 14, Limited to 10 boats in pool</p>
<b>Shrewsbury Tri Club</b>	<p>Use Quarry Priory Pool</p> <p>Some members of SY- Tri come and train with Shrewsbury Masters SC at all sessions</p> <p>Tuesday 6pm to 7pm, whole pool 4 lanes</p> <p>Wednesday 8pm to 9pm, whole pool 4 lanes</p> <p>Thursday 8pm to 9pm, whole pool 4 lanes</p> <p>Saturday 8am to 9am, whole pool 4 lanes</p>	335 as of November 2019	<p>55 members train on a regular basis.</p> <p>Average at the Quarry 8 members</p>

## Interventions

*Identify how the outcomes can be delivered sustainably*

Club Name	Times/Frequency of Use	Membership	Active membership
	(Use Shrewsbury School pool Friday 7.30pm to 8.30pm and Sunday 8am to 9am (Adults) and 9am to 10am (Juniors) whole pool 25m 6 lanes  Average 35 swimmers per session)  SY- Tri is requesting more swimming time in both the School pool and Quarry centre		

- 3.11. Both Shrewsbury Masters and Shrewsbury Triathlon Club also use the Shrewsbury School pool. This is because these two clubs are unable to access sufficient water space at the Quarry Pool. It is important to note that these two clubs are only able to use the School pool because they are clubs; individual access for swimming is not permitted.
- 3.12. Based on the above Club usage requirements (Table 3), there is a need for a minimum 18 club sessions per week.
- 3.13. In considering the options for the future provision of swimming in Shrewsbury, the needs of the clubs are an important factor, alongside the needs of the community. Future swimming facilities should offer sufficient capacity to accommodate both usage types. Existing swimming provision in Shrewsbury does not offer the opportunity for the clubs to train in a competition pool. This opportunity is also not available in Shropshire.
- 3.14. Operational and environmental sustainability of future provision will be best met by ensuring future provision meets identified local need. At the moment the Quarry Swimming and Fitness Centre is an ageing building, which is inefficient to operate and has high operational costs. It is also experiencing declining usage and therefore falling income.
- 3.15. Sustainable development and long-term viability will be best met through co-location of provision, and reduction, wherever possible in operational costs. Sustainability will also be achieved by ensuring future provision reflects identified needs across the community and partners.

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## Interventions

*Consider a range of facility and service interventions across the board range of provision*

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### Consider a range of facility and service interventions across the broad range of provision

- 3.16. To address all identified needs and priorities for swimming in Shrewsbury is a significant challenge, given the diversity of these. There are multiple priorities and agendas to meet; the provision of one type of swimming provision in one location is therefore unlikely to meet these.
- 3.17. The identified potential future provision options (which take into account previous consultation feedback) are therefore identified as:



Option 1 - Do Nothing



Option 2 - Re-develop The Quarry Site as the Town's Main Swimming Facility (i.e. Replacement for Existing Facility)

UNLIKELY TO BE SUPPORTED BY SPORT ENGLAND



Option 3 - Re-develop The Quarry Site to include a 25m competition pool, as well as a leisure pool and the wider range of provision to support health, wellbeing and fitness.



Option 4 – Re-develop the Quarry Site to Provide a town centre pool facility, health, wellbeing and leisure destination and develop a new competition pool at the Sports Village.

N.B. It is important to note that these options may require some form of temporary pool provision during any construction work at the Quarry Swimming and Fitness site

# Interventions

Consider a range of facility and service interventions across the board range of provision

3.18. Analysis of these options is shown in Table 4.

**Table 4: Analysis of potential development options**

Options	Impact and Implications										
	Retains Water in Town Centre	Addresses Town Centre Priorities	Reflects BTP	Addresses Community Need	Co-Location of Services	Meets Club Needs	Increases Pa	Capital Cost	Revenue Impact	Resolves SV Operational Subsidy	Temporary Pool
<b>OPTION 1</b>	Improved quality?	Only if there is a tangible change in quality and offer.	Only in terms of retaining 'something' in the town centre; not quality or attraction.	No; existing facility is ageing, No DDA, changing rooms poor, limited parking etc	No	Only partially; existing facility is ageing, No DDA, changing rooms poor, limited parking etc	Not significantly	Depends on what, if any improvements are made.	Unlikely to generate significantly increased income	No	No need
<b>OPTION 2</b>	Swimming needs met as a priority- this would be lane swimming, not necessarily leisure water	Provides a town centre facility, but this may not be a true destination attraction	Traditional swimming offer, so, as present, will contribute to economy, but not to same extent as an attraction.	Yes – improved quality swimming offer, better accessibility, new programming targeted at those who are inactive etc	No- constraint is site size	Yes – for training and competition	Yes	Unknown at present as depends on pool scale, extent of infrastructure etc Likely to be lowest of all options- one site investment.	Likely to generate increased income, but extent will depend on programme offered.	No	Yes – on Quarry, adjacent to Quarry, or SV site. Opportunity to work with Shrewsbury School. Possible School may be interested in taking temporary pool on as a new facility to replace their existing pool.
<b>OPTION 3</b>	Extent of water would depend on overall offer given site constraints	Potentially; will depend on extent and nature of on-site water, which will be determined by what else is brought onto site	Yes	Yes – improved quality swimming offer, better accessibility, new programming targeted at those who are inactive etc	Yes – extent will depend on nature and number	Depends on nature and extent of water space; of a smaller pool, unlikely.	Likely; extent will be determined by co-location mix and nature.	Unknown at present as depends on pool scale, extent of infrastructure etc Could attract some capital funding to development through co-location.	Likely to generate more income, but will depend on co-location offer and nature	Possibly, depends on nature of water space provided at the Quarry, and therefore what is needed at SV.	Yes – on Quarry, adjacent to Quarry, or SV site. Opportunity to work with Shrewsbury School. Possible School may be interested in taking temporary pool on as a new facility to replace their existing pool.

## Interventions

Consider a range of facility and service interventions across the board range of provision

Options	Impact and Implications										
	Retains Water in Town Centre	Addresses Town Centre Priorities	Reflects BTP	Addresses Community Need	Co-Location of Services	Meets Club Needs	Increases Pa	Capital Cost	Revenue Impact	Resolves SV Operational Subsidy	Temporary Pool
OPTION 4	Swimming and town centre needs met; focus would be on 'tourism and family water offer', with ability to deliver day to day swimming lessons	Co-located offer, with the focus on leisure and fun water; includes capacity and capability for leisure/fun water	Contribution to economic regeneration. Provides significant opportunity for a park restaurant.	Yes; two different water offers provide opportunity to focus on families, day to day lessons and leisure/fun water in town centre, and all other pool uses out of town.	Yes, in town centre; this would create excellent environment for social prescribing.	Town centre pool unlikely to be large enough for club training needs. Opportunity to consider increased hours art Shrewsbury school?	Yes – water offer is targeted at different audiences.	Likely to be highest, but revenue generation could off-set this to a significant extent, as long as fitness is also enhanced. Could attract some capital funding to development through co-location.	Likely to be highest; fitness is significant opportunity in the town centre, but also needs Investment at SV.	Yes, because locating a pool to SV will increase local participation opportunities, increase user numbers and flow in daytime, and increase secondary spend. Existing operation will benefit, and staffing levels will only need to increase marginally.	Yes – on Quarry, adjacent to Quarry, or SV site. Opportunity to work with Shrewsbury School. Possible School may be interested in taking temporary pool on as a new facility to replace their existing pool.

3.19. Neither Option 1 nor 2 meet the identified objectives for future provision of swimming in Shrewsbury and have not been taken forward.

3.20. Therefore, Options 3 and 4 are considered in more detail.

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## Interventions

### Option 3 - Contribution

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#### Determine the optimal and sustainable mix of facility and service interventions context

3.21. The objectives for future provision of swimming in Shrewsbury are identified as:

To create a destination offer in the town centre

To address wider health needs and take the opportunity to work with partners to deliver wider health benefits

Investment in high quality facilities to increase participation, across the community in physical activity

To retain at the opportunity to swim in the town centre

To improve the fitness offer in the town centre

To consider the benefits of also providing swimming facilities and improving the offer at the Sports Village

To consider provision of a spa, leisure water, improved food and beverage offer and multi-purpose space, in the Quarry

To co-locate other services and provision with swimming and fitness in the town centre:

provision for a 5 GP surgery which currently has no modern facility into which it can be re-located;

hosting a range of outreach medical services which could otherwise be re-located from the town centre;

creating the opportunity to co-locate commercial provision e.g. a spa which is not currently available in the town centre and would provide an offer addressing both resident and visitor health and well-being;

high quality fitness facilities which are currently unavailable in the town centre, and specifically linking them and a new pool to a new social prescribing approach delivered in partnership with the GPs

a new rooftop bistro, optimising the assets of the Quarry Park to attract visitors and Quarry users, and create a significant income stream which will assist in off-setting operational costs;

potentially some function space; and

new toilets for Park visitors and to further support event usage.

To provide a hub facility in the town centre which will be used by both residents and visitors to the town

Take advantage of opportunity to link with the wider open space and encourage active travel (cycling, walking etc)

Separate support for the delivery of GP and wider outreach health services, co-located with swimming and fitness, in the Quarry Park,

All Shropshire Council swimming facilities to be operationally sustainable long term.

To contribute to Shropshire Council environmental sustainability targets.

# Interventions

## Option 3 - Contribution

### Option 3 - Re-Develop The Quarry Site to accommodate a greater range of provision

3.22. Table 5 summarises how Option 3 contributes to meeting the identified objectives for future provision of swimming in Shrewsbury

**Table 5: Summary of how Option 3 meets the identified objectives**

Objectives For Future Swimming Provision In Shrewsbury	Option 3	Commentary
To create a destination offer in the town centre	Limited extent	Option 3 would deliver a limited destination offer in the town centre; this is because the scale of leisure water would be limited because there is insufficient space on the existing site to accommodate all identified priorities to a desirable scale.
To address wider health needs and take the opportunity to work with partners to deliver wider health benefits	Y	Specifically, the leisure water offer would be small, and therefore may not attract the level of use and interest intended by visitors to Shrewsbury; the aim of creating a town centre destination is to increase town centre dwell time to benefit other businesses, as well as overall health and well-being, using physical activity as a means to achieve this.
Investment in high quality facilities to increase participation, across the community in physical activity	Y	
To retain at the opportunity to swim in the town centre	Y	There is a lack of good quality fitness facilities (fitness suites and studios) in Shrewsbury town centre; providing these facilities as part of a multi-service health hub provides the opportunity to increase participation in physical activity, extend the range of activities available through programmed studio classes, increase levels of secondary spend, and generate income.
To improve the fitness offer in the town centre	Y	
To consider the benefits of also providing swimming facilities and improving the offer at the Sports Village	N	
To consider provision of a spa, leisure water, improved food and beverage offer and multi-purpose space, in the Quarry	Y but scale may be impacted	The opportunity to develop a rooftop bistro and a spa is important to attract visitors and generate income. Commercial facilities such as these need to provide a high quality experience to be able to command commercial prices; compromising on the circulation and operational space could impact on commercial viability.
To co-locate other services and provision with swimming and fitness in the town centre (based on stakeholder consultation, a hub site could significantly contribute to town centre regeneration by including: <ul style="list-style-type: none"> <li>provision for a 5 GP surgery which currently has no modern facility into which it can be re-located;</li> <li>hosting a range of outreach medical services which could otherwise be re-located from the town centre;</li> </ul>	Y	

# Interventions

## Option 3 - Contribution

Objectives For Future Swimming Provision In Shrewsbury	Option 3	Commentary
<ul style="list-style-type: none"> <li>• creating the opportunity to co-locate commercial provision e.g. a spa which is not currently available in the town centre and would provide an offer addressing both resident and visitor health and well-being;</li> <li>• high quality fitness facilities which are currently unavailable in the town centre, and specifically linking them and a new pool to a new social prescribing approach delivered in partnership with the GPs</li> <li>• a new rooftop bistro, optimising the assets of the Quarry Park to attract visitors and Quarry users, and create a significant income stream which will assist in off-setting operational costs</li> <li>• potentially some function space</li> <li>• new toilets for Park visitors and to further support event usage</li> </ul>		<p>The concept of a town centre health and well-being hub requires the management of many different users eg GP patients, outreach health service appointments, swimming pool users, those accessing the spa and bistro and fitness users. Adequate circulation and operational space is needed to deliver all these services appropriately. There is concern that it may just not be feasible to achieve all this on the existing site.</p> <p>The further challenges of trying to accommodate all identified priorities on the existing site relate to operational efficiency and safety and car parking. Deliveries of chemicals, food, equipment etc would be difficult to accommodate in a facility that is literally built to the site curtilage. There would be insufficient space to accommodate additional on-site car parking, the demand for which could increase if all desired facilities and services are co-located.</p>
<p><b>To provide a hub facility in the town centre which will be used by both residents and visitors to the town</b></p>	<p>Y but potentially limited</p>	
<p><b>Take advantage of opportunity to link with the wider open space and encourage active travel (cycling, walking etc)</b></p>	<p>Y</p>	
<p><b>Separate support for the delivery of GP and wider outreach health services, co-located with swimming and fitness, in the Quarry Park,</b></p>	<p>Y Scale and operational success will depend on design</p>	<p>The concern would be that in trying to meet all agendas and deliver on all priorities that in fact a new facility becomes an operational compromise and therefore unsustainable in the long term, and due to lack of space for users etc does not actually attract all the users it could do.</p>
<p><b>All Shropshire Council swimming facilities to be operationally sustainable long term.</b></p>	<p>Y</p>	<p>Option 3 does not necessarily address the opportunity to attract new users from the more deprived areas of Shrewsbury. It also does not realise the opportunity of addressing existing operational challenges and the deficit at the Sports Village.</p>
<p><b>To contribute to Shropshire Council environmental sustainability targets.</b></p>	<p>Y</p>	<p>Option 3 would address the needs of the existing swimming clubs in terms of modern, fit for purpose swimming pools; however, the inability to accommodate additional car parking would be detrimental in terms of hosting competitive events, although having two pools on one site would be positive in relation to this type of usage.</p>

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## Interventions

### Option 3 - Contribution

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Objectives For Future Swimming Provision In Shrewsbury	Option 3	Commentary
		<p>The challenge is that although Option 3 would have some limited leisure water, it would in reality offer only new swimming facilities to replace what is already provided at the Quarry Swimming and Fitness Centre; in this sense it would not address the need for a new town centre destination.</p> <p>Clearly, any town centre swimming pool is likely to attract usage, but for visitors to Shrewsbury limited leisure water is more likely to attract usage when the weather is bad, as opposed to being a destination attraction in its own right. This is because there are so many other attractions in and around the town.</p>

3.23. Summarised below are concept plans for Option 3 to illustrate what it could look like.

# Interventions

## Option 3 - Site Opportunities

### Option 3 - Site Opportunities



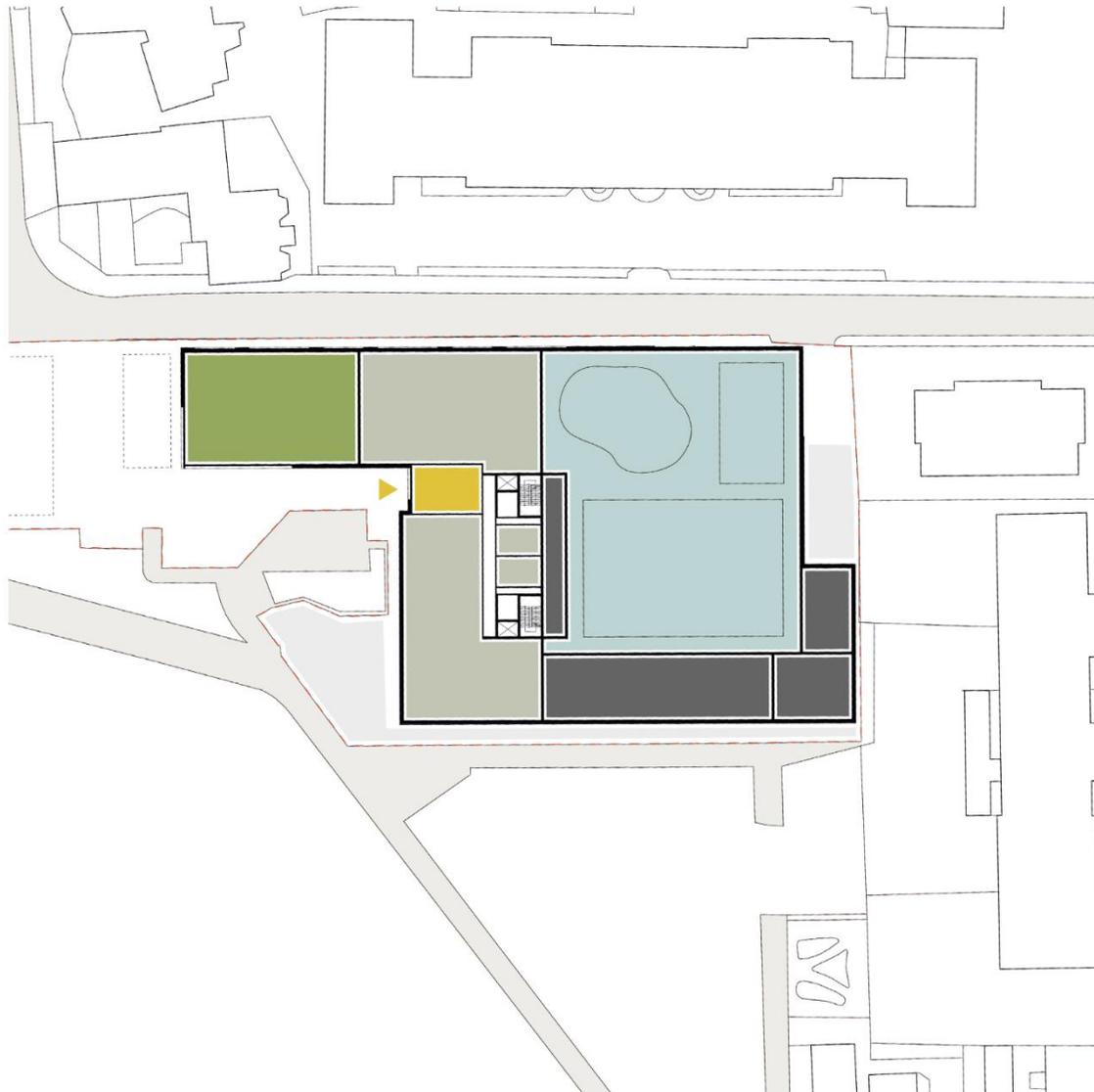
#### Key

- Site Boundary
- Proximity to educational facilities
- Proximity to other leisure offerings
- Proximity to park
- Potential inclusion of horticultural society
- Potential inclusion of St John's Ambulance
- Potential to add to cultural facilities
- Proximity to waterside leisure culture
- Potential to activate frontages

# Interventions

## Option 3 - Site Plans

### Option 3 - Level 00



### Key

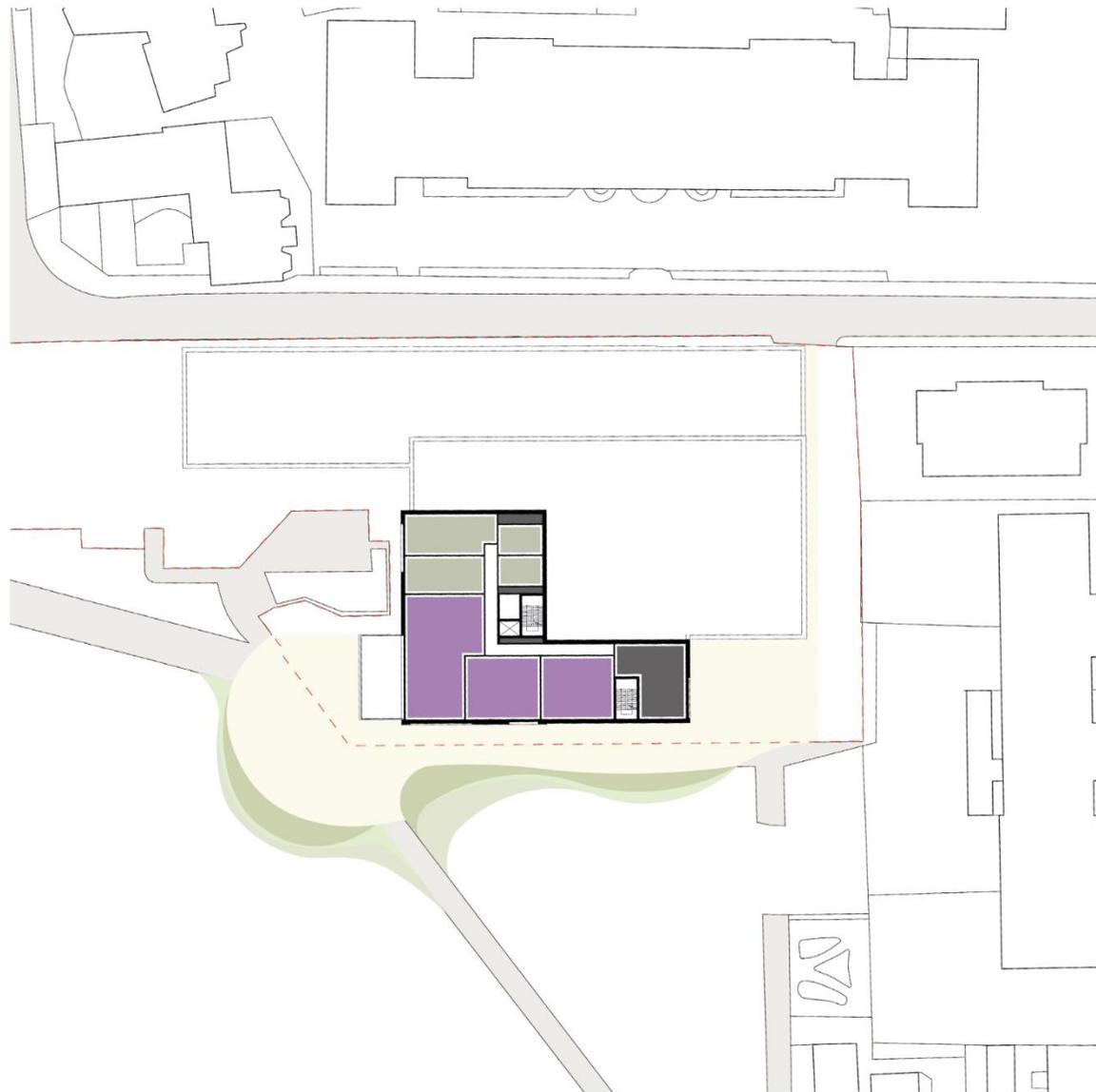
- Site Boundary
- GP Surgery
- Change and WC facilities
- Competition Pool and Leisure Water
- Plant and storage
- Leisure centre entrance
- Below ground zone



# Interventions

## Option 3 - Site Plans

### Option 3 - Level 02



#### Key

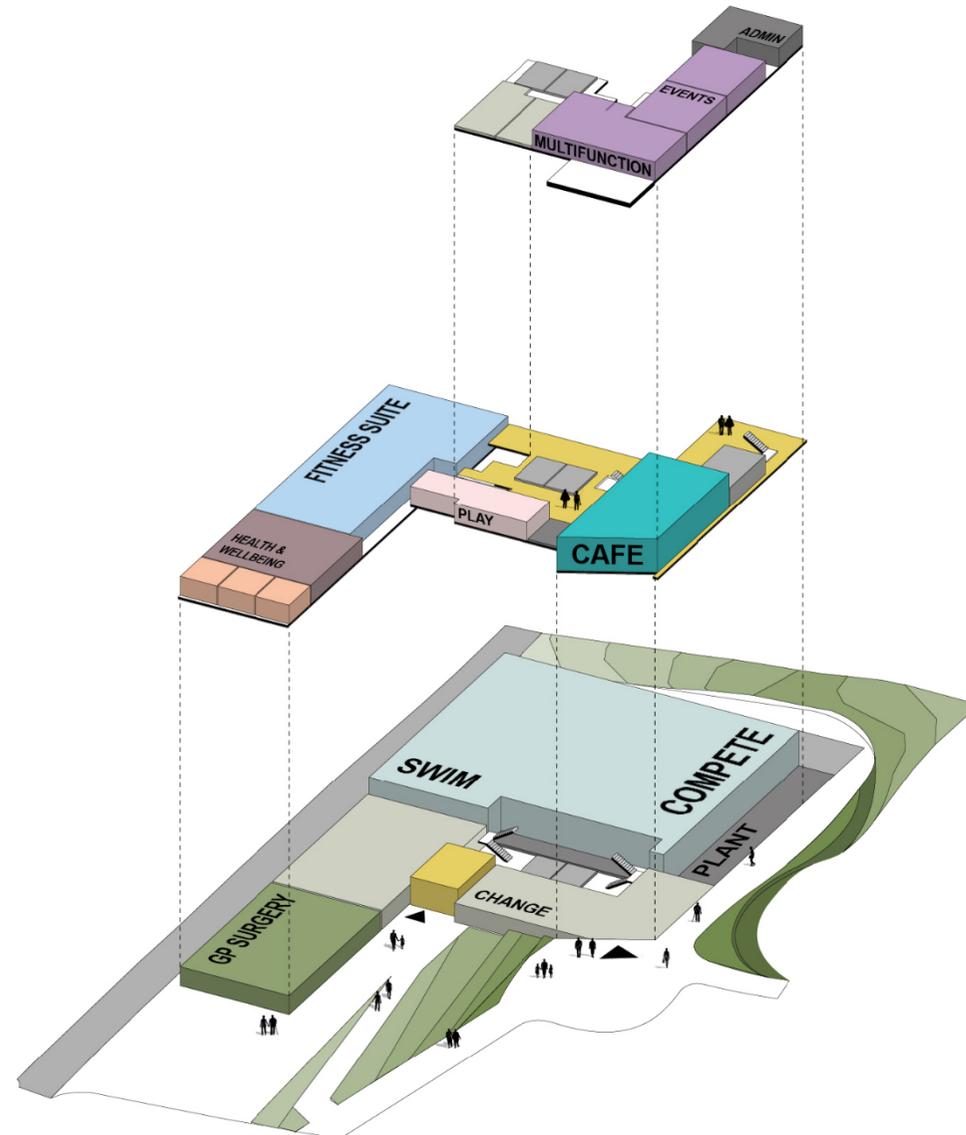
-  Site Boundary
-  Multifunction Room
-  Dry Change / WC's
-  Admin

# Interventions

## Option 3 - Site Plans

### Option 3 - Accommodation Schedule

SCHEDULE OF ACCOMMODATION	POOL FACILITIES	1240m <sup>2</sup>
	CHANGING / WC	877m <sup>2</sup>
	GP SURGERY	302m <sup>2</sup>
	HEALTH & WELLBEING / SPA	169m <sup>2</sup>
	CONSULTATION ROOMS	57m <sup>2</sup>
	SOFT PLAY	56m <sup>2</sup>
	CAFE / BISTRO	197m <sup>2</sup>
	ENTRANCE HUB	168m <sup>2</sup>
	FITNESS SUITE	421m <sup>2</sup>
	MULTIFUNCTION / STUDIOS	278m <sup>2</sup>
	BACK OF HOUSE	162m <sup>2</sup>
	PLANT / STORE	446m <sup>2</sup>
	<b>TOTAL</b>	<b>4373m<sup>2</sup></b>
	<b>GIA</b>	<b>4940m<sup>2</sup></b>



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# Interventions

## *Option 3 - An overview*

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### Option 3 - An Overview

- **Facility Mix** - 15m x 8m pool; fun water elements; 25m x 8 lane pool; fun water elements; fitness suite 80 stations); 2 fitness studios;/multi-purpose area and store (capacity 150 people); spa; bistro/restaurant; GP Surgery; 3-4 spaces for delivery of outreach health services (tbc); public toilets for the park;
- **Accommodation Requires 3 Levels**- all proposed facilities can be accommodated on site, but it is very tight; no- onsite servicing/delivery capacity; no space for any other activity e.g. Tag Active
- **Leisure Water** would comprise of a flume and small water area
- **Planning Considerations** – height restrictions (there needs to be consideration from SC planners as to the acceptable height of any new building on the existing Quarry site; the proximity of the Option 3 building to the site boundary may impact on operational delivery; existing parking capacity remains; reliance on use of main road for deliveries/servicing
- **Gross Internal Floor Area (GIFA) 4,940 sq. m**

## Interventions

### Option 4 - Contribution

Option 4 Re-Develop The Quarry Site to provide a town centre attraction, including a small pool and some fun water, and develop a new competition swimming pool at the Sports Village

3.24. Table 6 summarises how Option 4 contributes to meeting the identified objectives for future provision of swimming in Shrewsbury

Table 6: Summary of how Option 4 meets the identified objectives

Objectives For Future Swimming Provision In Shrewsbury	Option 4	Commentary
To create a destination offer in the town centre	Y	Option 4 provides the opportunity to create a town centre destination with significant leisure water, alongside a small pool, so that swimming and other aquatic activities can be retained in the town centre. This offer would be co-located with a range of other health-related and commercial provision. The co-location of complementary provision is a key plank of the Big Town Plan
To address wider health needs and take the opportunity to work with partners to deliver wider health benefits	Y	
Investment in high quality facilities to increase participation, across the community in physical activity	Y	Option 4 would see the same range of provision developed at the Quarry site except that the main 8 lane x 25m pool would be sited at the Sports Village. This would mean that the town centre health and well-being hub better addresses the priorities for provision of a visitor destination. The existing site would be better able to accommodate the range of proposed facilities without the main pool, which would be positive in terms of operational sustainability.
To retain at the opportunity to swim in the town centre	Y	
To improve the fitness offer in the town centre	Y	Town centre swimming would still be provided, but in a smaller pool; whilst 20m is not ideal in terms of the swimming clubs, it is still possible to train in a pool of this scale, and this size of pool would provide well for swimming lessons and for those who need to swim for health reasons.
To consider the benefits of also providing swimming facilities and improving the offer at the Sports Village	Y	
To consider provision of a spa, leisure water, improved food and beverage offer and multi-purpose space, in the Quarry	Y	The ability to offer town centre swimming lessons is critical in terms of reducing the number of children who are unable to swim; the opportunity to offer swimming in a smaller pool fits well with the focus on swimming for health (physical and mental) reasons, and would provide families, those who are ageing, and younger people with both lane/fitness swimming and leisure water. This reflects identified priorities for the Shrewsbury and Shropshire communities.
To co-locate other services and provision with swimming and fitness in the town centre (based on stakeholder consultation, a hub site could significantly contribute to town centre regeneration by including: <ul style="list-style-type: none"> <li>provision for a 5 GP surgery which currently has no modern facility into which it can be re-located;</li> </ul>	Y	

# Interventions

## Option 4 - Contribution

Objectives For Future Swimming Provision In Shrewsbury	Option 4	Commentary
<ul style="list-style-type: none"> <li>• hosting a range of outreach medical services which could otherwise be re-located from the town centre;</li> <li>• creating the opportunity to co-locate commercial provision e.g. a spa which is not currently available in the town centre and would provide an offer addressing both resident and visitor health and well-being;</li> <li>• high quality fitness facilities which are currently unavailable in the town centre, and specifically linking them and a new pool to a new social prescribing approach delivered in partnership with the GPs</li> <li>• a new rooftop bistro, optimising the assets of the Quarry Park to attract visitors and Quarry users, and create a significant income stream which will assist in off-setting operational costs</li> <li>• potentially some function space</li> <li>• new toilets for Park visitors and to further support event usage</li> </ul>		<p>There is a lack of good quality fitness facilities (fitness suites and studios) in Shrewsbury town centre; providing these facilities as part of a multi-service health hub provides the opportunity to increase participation in physical activity, extend the range of activities available through programmed studio classes, increase levels of secondary spend, and generate income. Option 4 would also comprise re-modelling of the existing fitness offer at the Sports Village.</p> <p>The opportunity to develop a rooftop bistro and a spa is important to attract visitors and generate income. Commercial facilities such as these need to provide a high quality experience to be able to command commercial prices; compromising on the circulation and operational space could impact on commercial viability.</p>
<p><b>To provide a hub facility in the town centre which will be used by both residents and visitors to the town</b></p>	Y	<p>The concept of a town centre health and well-being hub requires the management of many different users eg GP patients, outreach health service appointments, swimming pool users, those accessing the spa and bistro and fitness users. Adequate circulation and operational space is needed to deliver all these services appropriately and would be more likely to be achieved through Option 4.</p>
<p><b>Take advantage of opportunity to link with the wider open space and encourage active travel (cycling, walking etc)</b></p>	Y	
<p><b>Separate support for the delivery of GP and wider outreach health services, co-located with swimming and fitness, in the Quarry Park,</b></p>	Y	<p>Option 4 also potentially facilitates the development of additional on-site car parking spaces.</p>
<p><b>All Shropshire Council swimming facilities to be operationally sustainable long term.</b></p>	Y	<p>Option 4 would see a new 8 lane x 25m pool developed on the Sports Village site. Access to this facility would be challenging for those without a car, but it would provide walking access to the most deprived areas in Shrewsbury, where inactivity levels are high.</p>
<p><b>To contribute to Shropshire Council environmental sustainability targets.</b></p>	Y	<p>Locating a main pool on the Sports Village site would mean that for the first time Shrewsbury and Shropshire have a competition pool, an opportunity supported by Swim England and Shropshire County Swimming Association. Whilst it is accepted that clubs prefer to access a town centre pool, the advantages of providing at the Sports Village location is that access would be easier for those living out of Shrewsbury, and those travelling to competitive events. The construction of the new Northern Relief Road will impact positively on access to edge of town centre provision.</p>

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## Interventions

### Option 4 - Contribution

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Objectives For Future Swimming Provision In Shrewsbury	Option 4	Commentary
		A multi-site approach to future swimming provision would be an option that best meets all identified priorities. Its added benefit is the ability to reduce the existing operational deficit Sports Village; therefore two existing facilities become both better quality and more operationally sustainable long term. Programming early morning swimming training across the two sites should be an effective approach to meeting swimming club needs, and critically enabling them to train in a scale of pool in which they compete.

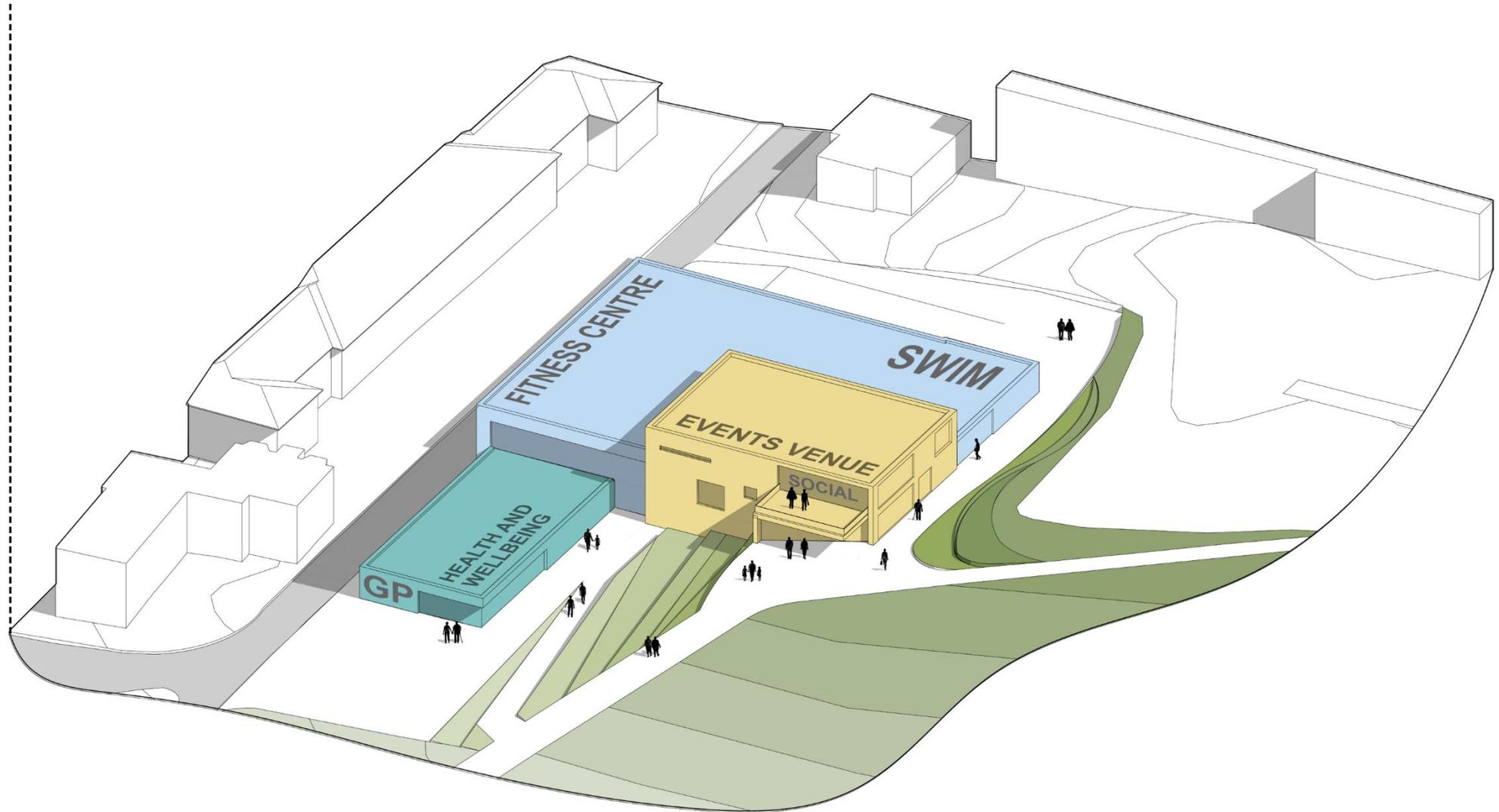
3.25. In considering future access to swimming facilities for existing users of the Quarry Swimming and Fitness Centre, there is a need to recognise that the construction of the final section of the North West relief road may enable easier access to edge of town sites such as the existing Sports Village site; the new road will mean that there is no need to go through the existing town centre route to access that side of Shrewsbury. It will also significantly improve access to Shrewsbury for those living outside the town.

3.26. Summarised below are concept plans for Option 4 to illustrate what it could look like.

# Interventions

## Option 4 - Site Opportunities

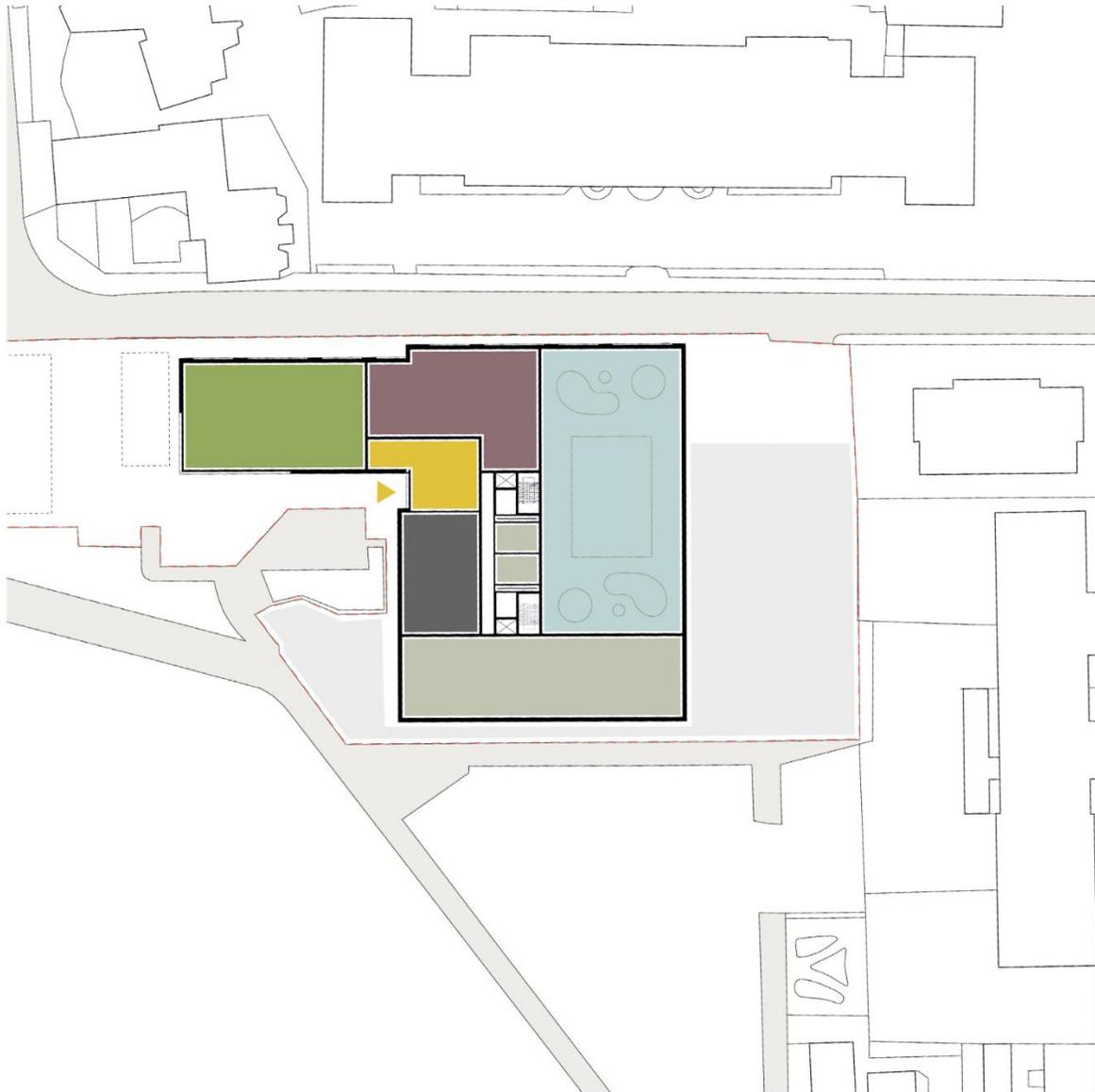
### Option 4 - Quarry Leisure and Fitness Facility



# Interventions

## Option 4 – Site Plans

### Option 4 - Level 00



#### Key

- Site Boundary
- Fitness Suite
- Soft Play
- Consultation rooms
- Park Entrance Hub
- Cafe on the Park
- WC's
- Kitchen and Park WC's
- Outdoor Landscaping

# Interventions

## Option 4 – Site Plans

### Option 4 - Level 01



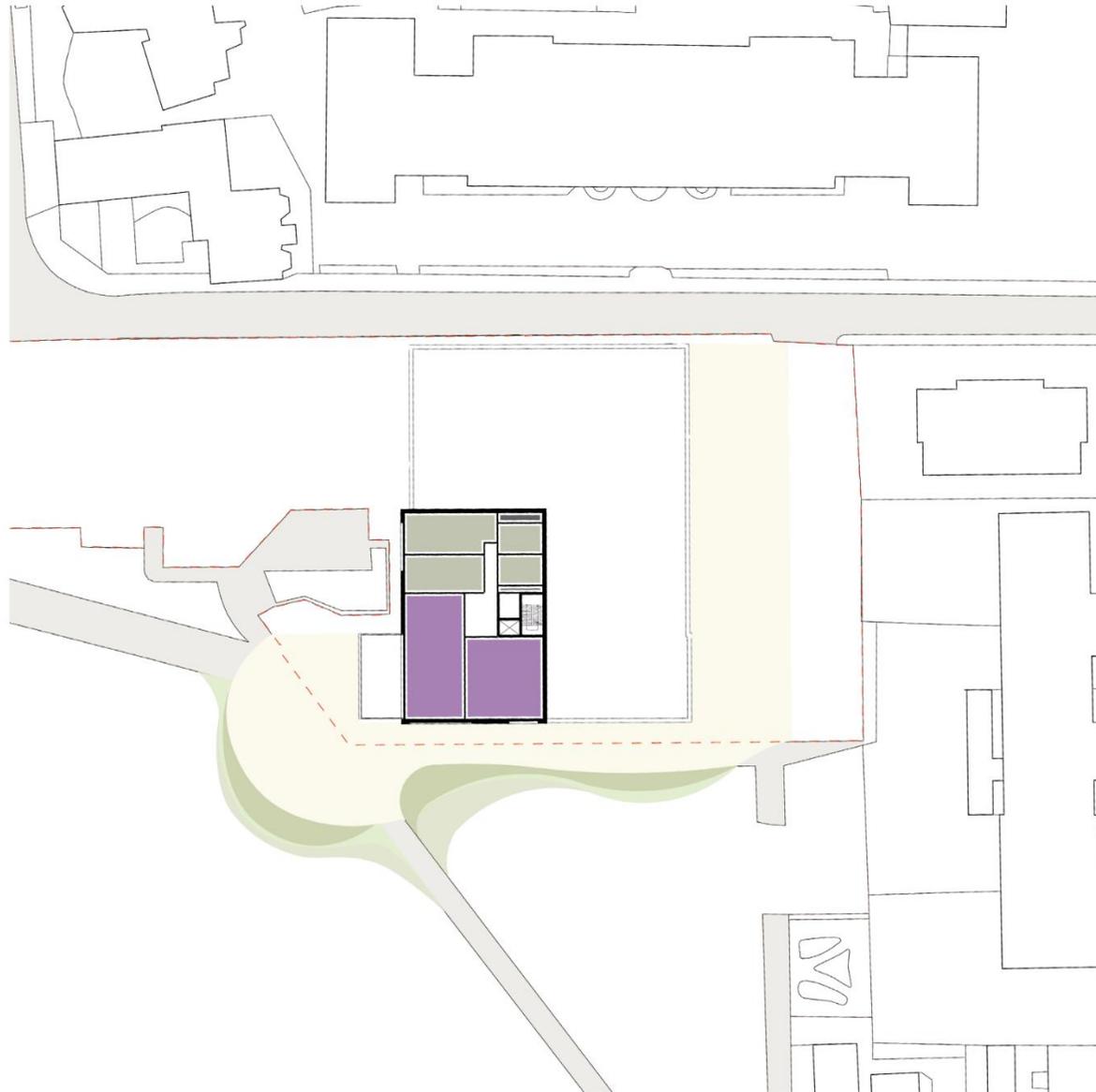
### Key

- Site Boundary
- Fitness Suite
- Soft Play
- Consultation rooms
- Park Entrance Hub
- Cafe on the Park
- WC's
- Kitchen and Park WC's
- Outdoor Landscaping

# Interventions

## Option 4 – Site Plans

### Option 4 - Level 02



#### Key

-  Site Boundary
-  Multifunction Room
-  Dry Change / WC's

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## Interventions

### *Option 4 - An overview*

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#### Option 4 - An Overview

- **Facility Mix** - 15m x 8m pool; fun water elements; fitness suite (80 stations); 2 fitness studios;/multi-purpose area and store (capacity 150 people); spa; bistro/restaurant; GP Surgery; 3-4 spaces for delivery of outreach health service; function room (capacity 150 people); public toilets for the park;
- **Accommodation Requires 3 Levels**- all proposed facilities can be accommodated on site; larger leisure water and potentially other leisure attractions e.g. Soft Play, Tag Active; more operational flexibility;
- **Leisure Water** offer would comprise flumes, large water space, fun pool, children's area;
- **Planning** – height restrictions (there needs to be consideration from SC planners as to the acceptable height of any new building on the existing Quarry site; could potentially provide more car parking spaces; and
- **GIFA- 3,787 sq. m.**

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## Interventions

*Explore and Identify effective management model (s)*

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### Summary

- 3.27. In summary, both Options 3 and 4 could fit on the existing Quarry site. Both potential schemes have advantages and disadvantages, and both meet a range of identified objectives for the future provision of swimming in Shrewsbury.
- 3.28. The scale and extent of the proposals for Option 3 could mean accommodating all elements is challenging given the site size and location. Accommodating the extent of the proposals for Option 3 may also impact on their scale; the amount of leisure water in Option 3 is likely to be less than that the amount that could be provided in Option 4. There is also more flexibility in Option 4 to accommodate other leisure elements e.g. adventure soft play which would contribute to the Quarry being a destination.. The proposals for Option 3 provide a main swimming pool (25m x 8m plus a smaller pool (15m x 8m)).
- 3.29. Option 3 provides a small visitor destination offer which, given the scale of proposed development it would be very difficult to enhance through the inclusion of other visitor attractions.
- 3.30. Given the identified objectives for the future provision of swimming in Shrewsbury, we have also looked at the option for multi-site provision:
- **A co-located swimming offer in the town centre which delivers for town centre residents and visitors, some club training use and swimming lessons, as well as health and well-being; and**
  - **Another location which offers clubs, competitive and fitness swimmers, as well as those who are physically inactive, the opportunity to swim in a high quality environment.**
- 3.31. **Option 4** is based on a smaller GIFA of 3,787 sq. m; this is achieved by removing the 25m pool from the mix but increasing the size of the leisure water area to create a town centre destination/attraction. A slightly larger teaching pool of 20m by 10m could be considered in Option 4 to replace the small pool (15m x 8m) which would allow some swim training use.
- 3.32. The proposed Option 4 facility mix is likely to be more easily accommodated on the existing Quarry site because the competition swimming pool is not proposed as part of the facility mix. Option 4 could therefore have a larger leisure water offer, plus has the potential to include another destination leisure offer alongside the small pool (15m x 8m).
- 3.33. Option 4 provides the opportunity to address town centre priorities for a visitor destination, potentially develop further complementary activities, and could contribute to reducing the existing operational deficit at the Sports Village.
- 3.34. At this stage it is recognised that further detailed work is needed on both Options 3 and 4 to explore site layout, design and operational delivery, as well as capital cost and revenue impact, to enable more analysis and assessment of each scheme. This is important to ensure the optimum way forward is identified for swimming in Shrewsbury.

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## Interventions

*Explore and Identify effective management model (s)*

---

### Explore and identify effective management model(s)

3.35. The options for operational management of either Option 3 or 4 would need to align to the future delivery model for the rest of the SC portfolio. This is currently under consideration as part of the wider review of leisure services.

3.36. The realistic options for future operational delivery are:



Outsourced service delivered through a specialist leisure operator as at present; this option assumes an external operator would benefit from national non-domestic rates (NNDR) and VAT savings, based on the fact that at least part of their operation is treated as charitable



In-house operational delivery (this would involve taking back in-house the existing operation of SC leisure facilities)



Establishment of a new Charitable Trust organisation (would benefit from NNDR and VAT savings)



Establishment of a new Local Authority owned company (would benefit from NNDR and VAT savings)

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## Interventions

*Establish the key performance indicators (KPI's) for each intervention*

---

Establish the key performance indicators (KPI's) for each intervention

3.37. The key performance indicators (KPIs) for both Options 3 and 4 would reflect the identified objectives for future provision of swimming in Shrewsbury. They would focus on the:



**Participation**



**Health**



**Economic**



**Environmental**



**and Financial**

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## Interventions

*Establish the key performance indicators (KPI's) for each intervention*

---

### Outcomes to be achieved from investment in improved swimming provision in Shrewsbury

3.38. Indicative KPIs are:

Increased number of people swimming in Shrewsbury year on year

Reduction in the number of children leaving primary school without being able to swim from 25% (1 in 4) by 2 % per annum

Decrease in the number of adults who cannot swim from 33% (1 in 3) by 2 per annum

Increased numbers of people from deprived areas in Shrewsbury taking part in aquatic activities at the new health and well-being hubs

Reduced number of adults classed as overweight or obese

Contributing to fewer children being classed as overweight or obese when they leave primary school

Contributing to increased numbers of visitors to Shrewsbury

Contributing to reduced incidence of depression in older Shrewsbury residents

Increased numbers of people of all ages becoming physical active as a result of the Social Prescribing scheme

Increased numbers of people walking to work more than 3 days per week

Increased numbers of people cycling to work more than 3 days per week

Contribution to an increased healthy life expectancy across the Town



## 4. Commitment

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## Commitment

*Secure investment commitment to outcome delivery*

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### Secure investment commitment to outcome delivery

- 4.1. To move the project from concept proposal to implementation there will be a need to secure buy-in and commitment from all stakeholders and partners. This process will need to discuss and further explain the rationale for the development of the options and the selection of the preferred way forward. SC needs to be clear about the future direction it supports before sharing with partners and stakeholders, so that a consistent view is presented.
- 4.2. It is suggested that as a minimum the following partners will need to confirm commitment to the preferred way forward:



Shropshire Council



BID



Shrewsbury Town Council



Energize



The Quarry Forum



Town Centre GPs



Existing Outreach Health Services

### Agree a sustainable and effective business case

N.B Full revenue modelling is to be completed as part of more detailed work.

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## Commitment

### *Secure stakeholder commitment and move to implementation*

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#### Identify resource requirements to support implementation

4.3. To implement the preferred option for the future provision of swimming in Shrewsbury there will be a need for the following resources as a minimum:



Capital and development of the funding strategy



A Project Manager



SC legal, procurement, and finance input



Potentially additional support to review proposals to date, refine revenue models, etc



Other specialist skills e.g architect, QS, clerk of works

4.4. A detailed project plan setting out tasks, input and timelines should be developed to guide and support the implementation of the project.

#### Secure stakeholder commitment and move to implementation

4.5. As part of the next steps there will be a need to re-engage with all stakeholders to discuss the identified options for the way forward. Re-engagement should take place once the SOPG report has been considered internally, capital and revenue models have been developed, and a preferred option selected by SC.



Appendices



Appendix 1  
Wider Local Strategic  
Outcomes for  
Shropshire And  
Shrewsbury

# The Appendices

## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

### Appendix 1 - Wider Local Strategic Outcomes for Shropshire And Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes
<p><b>Shropshire Council Corporate Plan 2019/20-2021/22- Innovate to Thrive</b></p>	<p><b>Our vision: Innovate to thrive</b></p> <p>Our interlinked priorities are as follows:</p> <ul style="list-style-type: none"> <li>• More people with a suitable home</li> <li>• Care for those in need at any age</li> <li>• A good place to do business</li> <li>• A healthy environment</li> <li>• Sustainable places and communities Embrace our rurality</li> </ul>	<p><b>A healthy environment</b></p> <p>The Council will ensure that its infrastructure and assets are as efficient and environmentally sensitive as they can be to reduce environmental pollution.</p> <p>The Council will work with partners to maintain Shropshire’s landscapes, culture and heritage to support good health, communities and growth of the economy.</p> <p>The Council will encourage positive lifestyle choices and in doing so provide information, advice and opportunities for health and well-being.</p>
<p><b>Shropshire Council Health and Wellbeing Strategy 2016-2021</b></p>	<p><b>Our Vision:</b></p> <p><i>For Shropshire people to be the healthiest and most fulfilled in England</i></p> <p><b>Our Aim:</b></p> <p><i>To improve the population’s health and wellbeing; to reduce health inequalities that can cause unfair and avoidable differences in people’s health; to help as many people as possible live long, happy and productive lives by promoting health and wellbeing at all stages of life.</i></p> <p>The Health and Wellbeing Board (HWBB) believes we need a new approach to health and care that nurtures wellness and encourages positive health behaviour at all stages of people’s lives, across all communities and across all the systems that we work and live in.</p>	<p>Our JSNA tells us that our key health issues in Shropshire include:</p> <ul style="list-style-type: none"> <li>• Mental health, including dementia</li> <li>• Rising obesity</li> <li>• Child Poverty</li> <li>• Ageing population</li> </ul> <p><b>Prevention</b></p> <ol style="list-style-type: none"> <li>1. Health promotion and resilience</li> <li>2. Health promotion and resilience are about encouraging people to make good choices at every stage of life. It is also about making sure that the right support is available when it is needed and that services are there not only to help us to feel better, but to help stop illness or physical difficulty from happening again.</li> </ol> <p><b>Sustainability</b></p> <ol style="list-style-type: none"> <li>1. Promoting independence at home</li> </ol>

# The Appendices

## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes
	<p>We need to:</p> <ul style="list-style-type: none"> <li>• <b>Start Well</b> – parents make good choices for their bumps and babes; early years and schools support good mental and physical health and wellbeing; services are available when and if they are needed;</li> <li>• <b>Live Well</b> – we make good choices for ourselves as we become adults to keep well and healthy, both physically and mentally; accessing support from services when and if they are needed;</li> <li>• <b>Age Well</b> – making good choices as an adult means that as Shropshire people age they are as fit and well as they can be; people continuing to make good lifestyle choices throughout their lives can prevent many long term conditions such as dementia and heart disease.</li> </ul>	<ol style="list-style-type: none"> <li>2. Promoting independence at home will involve planning support so that people are able to stay in a place that is familiar to them as well as having the assistance of their community in keeping well and living their daily life.</li> <li>3. Promoting easy to access and joined up care</li> <li>4. Promoting easy to access and joined up care will mean that people are able to experience care that can best meet their individual needs. Care will not feel disjointed and to help people to access care, they will have the right information about where to go and what to expect. People will also receive the right information to help them make informed choices.</li> </ol> <p>To embed this new approach within the mind-set and planning of all our partners and Shropshire people, the Board intends to establish exemplar/development projects in three key areas focusing on reworking the whole system along the principles and objectives set out in this strategy.</p> <p>These projects will form the HWBB Action Plan and are:</p> <ul style="list-style-type: none"> <li>• <b>Healthy weight and diabetes care</b></li> <li>• <b>Carers</b></li> <li>• <b>Mental health</b></li> </ul>
<p><b>Shropshire JSNA - Health &amp; Well Being Board Shropshire Sustainability and Transformation Plan 2016 - 2021</b></p>	<p>The JSNA has informed the priorities in the Shropshire health and Well-Being Strategy.</p> <p>To materially improve the health and well-being of our populations. To achieve this goal we want our communities to be illness free and independent for as long as possible, provide community based integrated health and social care models of care; and when needed, ensure our patients receive the safest acute based services. To do this we want to transform our partnerships to bring unity of purpose across our health and social care sector.</p>	<p>The identified priorities through the JSNA are:</p> <p>Our JSNA tells us that our key health issues in Shropshire include:</p> <ul style="list-style-type: none"> <li>• <b>Mental health, including dementia</b></li> <li>• <b>Rising obesity</b></li> <li>• <b>Child Poverty</b></li> <li>• <b>Ageing population</b></li> </ul>

# The Appendices

## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes						
	<p>Key features of our plan will result in integrated technology and data moving freely across our system to support a place-based delivery model, backed up by a one public estate philosophy which maximises the use of public assets to the full.</p> <p>We will work with our populations to improve public engagement and accountability and build social capital to enable us replace a sickness paradigm with wellness.</p> <p>We will use our scarce resources to focus on interventions and services that supports the prevention of poor health, early detection of disease and community based treatment where needed and possible. We believe this help us to reduce over reliance on our acute services.</p> <p>As employers of a significant number of local people in this area we also want to use this leverage to support economic prosperity in our communities.</p>	<p>To build resilience and social capital into people’s environment so they have the knowledge and skills to help themselves to live healthier and happier lives enabled by current and emerging digital technologies.</p> <p>To work as one Health and Care system to deliver for patients and citizens and develop a single shared view of the place-based needs of the population using advanced business intelligence capabilities.</p> <p>To develop a sustainable workforce that is fit for purpose</p> <p>To develop and support Future Fit and Community Fit programmes</p>						
<p><b>Shropshire Sport and Physical Activity Strategy (emerging draft September 2019)</b></p>	<table border="1"> <thead> <tr> <th data-bbox="474 922 1016 1011">Sport and Physical Activity Strategy Priorities</th> <th data-bbox="1016 922 1218 1011">Corporate Plan Priorities</th> </tr> </thead> <tbody> <tr> <td data-bbox="474 1011 658 1260"><b>Strategic Outcome One</b></td> <td data-bbox="658 1011 1016 1260"><b>To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people</b></td> </tr> <tr> <td data-bbox="474 1260 658 1474"><b>Strategic Outcome Two</b></td> <td data-bbox="658 1260 1016 1474"><b>To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.</b></td> </tr> </tbody> </table>	Sport and Physical Activity Strategy Priorities	Corporate Plan Priorities	<b>Strategic Outcome One</b>	<b>To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people</b>	<b>Strategic Outcome Two</b>	<b>To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.</b>	<p><b>Strategic Outcome One</b>  <b>To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people</b></p> <ul style="list-style-type: none"> <li>• We will encourage and support the inactive to be more active</li> <li>• We will work to achieve, sustainable, positive health outcomes for older people living in Shropshire through targeted activities.</li> <li>• We will promote social connections and reduce social isolation by bringing people together to participate in sport and physical activity in their community</li> <li>• We will work with Adult Social Care and Health, Public Health, CCG’s and voluntary organisations to improve quality of life and social outcomes in communities in line with local strategy</li> <li>• We will promote targeted health and exercise referral programmes to address priority health issues across Shropshire e.g. obesity, diabetes, hypertension, dementia and mental health issues</li> <li>• We will improve opportunities to participate, progress and achieve in sport</li> </ul>
Sport and Physical Activity Strategy Priorities	Corporate Plan Priorities							
<b>Strategic Outcome One</b>	<b>To work with partners to support the people of Shropshire to live longer, healthier and quality lives through sport and physical activity with a focus on young and older people</b>							
<b>Strategic Outcome Two</b>	<b>To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.</b>							

# The Appendices

## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities		Strategic Outcomes
	<b>Sport and Physical Activity Strategy Priorities</b>		<ul style="list-style-type: none"> <li>We will actively support the provision of a wide diversity of physical activities and sports for all ages and abilities</li> </ul>
	<b>Strategic Outcome Three</b>	<b>To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities</b>	<p><b>Strategic Outcome Two</b>  <b>To support the resilience of local communities and the development of Place by strengthening local communities through sport and physical activity.</b></p> <ul style="list-style-type: none"> <li>We will work with education providers to ensure provision of sport and physical activities on joint use sites.</li> <li>Through sport and physical activity we will help children and young people to obtain a broad range of skills and capabilities to achieve and succeed</li> <li>We will deliver after school clubs and holiday activity programmes</li> <li>We will utilise technology to engage with young people</li> <li>We will ensure strong links to Children and Young People’s services and the Children &amp; Young People’s Plan</li> <li>We will support volunteering, modern apprenticeships, accredited learning and other initiatives to support people into work. We will work with schools to support the delivery of the School Sport and Activity Action Plan</li> </ul>
	<b>Strategic Outcome Four</b>	<b>To take a cross county Place based approach to the delivery of high quality leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial acumen in order to reduce levels of subsidy.</b>	
	<b>Strategic Outcome Five</b>	<b>To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030</b>	<p><b>Strategic Outcome Three</b>  <b>To support economic growth by developing opportunities for people to reach their full potential by providing employment, volunteering and tourism opportunities</b></p> <ul style="list-style-type: none"> <li>We will support local community groups to grow and sustain their sport and physical activity provision</li> <li>We will provide job opportunities and relevant training for local people</li> <li>We will support positive activity programmes with local sports clubs, voluntary organisations and specifically local housing associations</li> <li>We will work with local health providers to coordinate delivery of appropriate sport and physical activities in rural areas</li> </ul>

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## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes
		<p><b>Strategic Outcome Four</b>  <b>To take a cross county Place based approach to the delivery of high quality leisure facilities through targeted investment, partnership opportunities, community empowerment and commercial acumen in order to reduce levels of subsidy</b></p> <ul style="list-style-type: none"> <li>• We will work with local Town and Parish Councils and forums of interest to support the local area</li> <li>• We will provide local opportunities in rural areas for training and work</li> <li>• We will provide local opportunities for volunteers to get involved in activities, by leading activities and developing local initiatives</li> <li>• We will work with Voluntary and Community Sector Assembly to coordinate volunteer support across Shropshire</li> <li>• We will support the tourism and cultural offer of Shropshire by providing activities and infrastructure to attract visitors to the area</li> </ul> <p><b>Strategic Outcome Five</b>  <b>To aim to reduce our carbon footprint in line with the commitment of Shropshire Council to the declaration of Climate emergency to become carbon neutral by 2030</b></p> <ul style="list-style-type: none"> <li>• We will develop outreach programmes and links to local clubs and societies</li> <li>• We will work with partners and stakeholders to attract external funding</li> <li>• We will explore opportunities for the provision of shared services and coterminous sites providing potential 'hubs' within communities</li> </ul>
<p><b>Indoor Leisure Facilities Strategy for Shropshire 2018-2023 (June 2017)</b></p>	<p>Our <b>vision</b> is that: Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone</p> <p>A set of core <b>principles</b> will underpin the delivery of our vision:</p> <p>Support for the creation of a high quality and sustainable indoor leisure facility mix, which provides accessible and inclusive activities for all Shropshire residents leading to increased participation and active lifestyles, thereby meeting community need.</p>	<p>This adopted Strategy is now being reviewed and facility-related outcomes will be incorporated in the new Sport and Physical Activity Strategy.</p>

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### Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

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Key Policy/Strategy	Priorities	Strategic Outcomes
	<p>The importance of leisure facilities as relevant community spaces, accessible to all and offering opportunities for the delivery of a wide range of activities, services, support and entertainment to local communities and people.</p> <p>A commitment to work with a wide range of partner organisations and individuals as co-creators and co-deliverers* of leisure facilities so that they best reflect the differing needs of local communities.</p> <p>* including existing leisure operators (independent trusts, schools), Town / Parish Councils, voluntary sector, etc.</p> <p>In taking forward our vision and core principles our <b>strategic aims</b> are:</p> <ol style="list-style-type: none"><li>1. To support effective strategic and local partnerships that deliver a modern, efficient and sustainable community leisure facility offer.</li><li>2. To support the provision of leisure facilities that are fit for purpose to meet demands for participation now and in the future.</li><li>3. To align sport and leisure priorities to support national and local priorities including healthy, prosperous, safe and strong communities.</li></ol>	

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## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes																							
<p><b>Energize Getting Hearts Beating Faster- Actively Improving Lives 2022</b></p>	<p>Our mission is to improve lives and empower communities through the power of physical activity and sport.</p> <p>Our priority audiences in our community are:</p> <ul style="list-style-type: none"> <li>• <b>Independence in Later Life</b></li> <li>• <b>Actively Ageing Well</b></li> <li>• <b>Building Active Families</b></li> <li>• <b>Stabilising Young Lives</b></li> </ul>		<table border="1"> <thead> <tr> <th></th> <th>Reach inactive audiences</th> <th>Create regular habits</th> <th>Sustain and improve provision</th> </tr> </thead> <tbody> <tr> <td><b>Independence in later life</b></td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td><b>Actively living well</b></td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Building active families</b></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Stabilising young people</b></td> <td>✓</td> <td></td> <td></td> </tr> </tbody> </table>		Reach inactive audiences	Create regular habits	Sustain and improve provision	<b>Independence in later life</b>	✓		✓	<b>Actively living well</b>		✓	✓	<b>Building active families</b>	✓	✓	✓	<b>Stabilising young people</b>	✓				
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<b>Actively living well</b>		✓	✓																						
<b>Building active families</b>	✓	✓	✓																						
<b>Stabilising young people</b>	✓																								
<p><b>Shrewsbury – the Big Town Plan</b></p>	<p>Shrewsbury’s Big Town Plan clearly sets out how we want to shape the evolution of the town over the next two decades.</p> <p>It is the result of an extraordinary coming together of individuals and organisations, decision-makers, business leaders, Council officers and local experts, working together to refresh previous Shrewsbury visioning work that informed the Local Plan, in a new way that has not happened before that re- establishes its relevance.</p> <p>Everyone involved is united by two things; an abiding love of the town; and, an ambition to shape the town’s future, ensuring that it thrives in the future.</p> <p>Our aim is to put people at the heart of our plan- making and place-making and we want to achieve this in four ways:</p> <ul style="list-style-type: none"> <li>• <b>Rethinking movement and place;</b></li> <li>• <b>Supporting, creating and nurturing vitality, life and a mix of uses;</b></li> <li>• <b>Creating a place for enterprise;</b></li> <li>• <b>Nurturing natural Shrewsbury.</b></li> </ul>	<p>The whole town is much better connected by cycle or on foot, in a safe way, avoiding conflict with vehicular traffic . It is possible now to make your way across town by cycle or on foot.</p> <p>There are now much closer networks and links between the Hospital, healthcare, sports and leisure and schools and colleges.</p> <p>We make decisions differently now. The Big Town Plan means that we test everything against the vision. New development and new infrastructure has to pass what we will call “the Shrewsbury Test “. – referenced as the Shrewsbury Development Strategy (CS2) in the adopted Core Strategy. Does it support our vision? Does it strengthen the identity of Shrewsbury? Is it right for that part of town and most importantly, does it make life better for people?</p> <p>The Outcomes Framework prioritises:</p> <ul style="list-style-type: none"> <li>• <b>Making Movement Better</b></li> <li>• <b>Balancing Growth</b></li> <li>• <b>The Big Network</b></li> <li>• <b>The Shrewsbury Green Network</b></li> <li>• <b>The Big Connection</b></li> </ul>																							

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### Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

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Key Policy/Strategy	Priorities	Strategic Outcomes
	<p data-bbox="477 320 792 347"><b>10 Goals for Shrewsbury</b></p> <ol data-bbox="477 384 1249 1305" style="list-style-type: none"><li data-bbox="477 384 1249 507">1. We want to make it much better for the pedestrian and cyclist, especially in the town centre. This means shifting the balance of priority given to movement across the town from the private car to walking and cycling and greater use of rail and bus.</li><li data-bbox="477 539 1249 662">2. We recognise the rapid changes in working patterns and working practice. We want to create new, flexible workspace environments built around buzzy, active places, both in and around the town centre and out on the edge of town.</li><li data-bbox="477 694 1249 817">3. We want to plan for future sustainable growth that utilises development opportunities on a mix of sites, including land in and on the edge of the town centre, as well as development on land located on the periphery of town.</li><li data-bbox="477 849 1249 997">4. We want to build strong physical and virtual networks connecting education, healthcare, business start-ups, new industries and sports provision across the town to improve mobility and to form new alliances. The importance of well-being in Shrewsbury is key.</li><li data-bbox="477 1029 1249 1152">5. We want to open up the housing market in the town through increasing choice and improving affordability. This means increasing town centre living and introducing different housing models and tenures.</li><li data-bbox="477 1184 1249 1305">6. We are very proud of our education establishments. We want to retain more of our best young talent in the town and attract new talent from outside. We want to support innovation and start- ups in exciting new places.</li></ol>	

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## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes
	<p>7. We want to strengthen the all-round appeal of the town centre based around better place-making, the town’s extra- ordinary built heritage and the visitor experience. We want to strengthen independent shopping whilst continuing to attract destination brands. We want to inject greater diversity of use into the centre, housing leisure, entertainment, culture and the arts.</p> <p>8. We want to make this green town greener still, by connecting existing green spaces across the town, making new links and new parks where we can and making much more of the River corridor. We want to make strong connections from the town centre, through the suburbs and out into the wider countryside and improve the health and well-being for everyone.</p> <p>9. We want to raise the quality of design across the town, particularly for new housing. We will develop what we will call “The Shrewsbury Test” to raise standards for all new development.</p> <p>10. We want to encourage new development, infrastructure and investment but will take a much more holistic and integrated approach to the way we make decisions making them more joined-up in line with the Vision and Big Town Plan.</p>	
<p><b>Social Value Charter for Shropshire</b></p>	<p>Sets out how public sector commissioners, service providers, voluntary, community &amp; social enterprise organisations and businesses will aim to improve the social, economic and environmental wellbeing of Shropshire.</p> <p>The Social Value Charter aims to clearly communicate the Social Value priorities for Shropshire</p>	<p>1. Supporting the Shropshire economy:</p> <p>2. Promoting wellbeing in Shropshire:</p> <p>3. A great place to live</p> <p>Implementation of the Charter - Charter signatories will commit to supporting the three principles set out above</p>

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## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes
<b>Shropshire Playing Fields Association - Freedom to Move</b>	Freedom to Move 2019 - 2024	<p>Create a regional cycling hub site</p> <p>Identify main arterial off road cycle and pedestrian routes</p> <p>Creation of additional cycling hub, drop in stations along the route of the River Severn</p> <p>Create an innovative enterprise zone along the length of the route</p>
<b>Shropshire Council Medium Term Financial Strategy</b>		<p><b>Innovate</b> - Focus on the highest priority areas and those most likely to provide greatest reward including Children's Services, Digital Transformation and Health and Adult Services</p> <p><b>Raise Income</b> Focus on investment and commercial activity</p> <p><b>Cut Services</b> Reconsider the core services the Council will continue to provide and focus resources on that core offer only. Once decided, make these decisions as quickly as possible.</p> <p><b>Use Reserves In a strategic manner</b> to enable and smooth the delivery of the above.</p>
<b>Vision and Strategy for Adult Social Care 2018/19 – 2020/21 - Promoting Wellbeing and Independence in our Communities</b>	Promoting Wellbeing and Independence in our Communities – Our Vision and Strategy for Adult Social Care 2018/19 – 2020/21	Promoting Wellbeing and Independence in our Communities – Our Vision and Strategy for Adult Social Care 2018/19 – 2020/21
<b>Shropshire Economic Growth Strategy</b>	Our Economic Growth Vision for Shropshire To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high quality assets	<p>The strategy's six priority actions are:</p> <ol style="list-style-type: none"> <li>1. <b>Target actions and resources where there are economic opportunities</b></li> <li>2. <b>Enable businesses to start, grow and succeed</b></li> <li>3. <b>Deliver infrastructure to support growth</b></li> </ol>

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## Appendix 1 -Wider Local Strategic Outcomes for Shropshire and Shrewsbury

Key Policy/Strategy	Priorities	Strategic Outcomes
		<p><b>4. Meet skills needs of businesses and people’s aspirations for work</b></p> <p><b>5. Promote Shropshire to investors</b></p> <p><b>6. Build our reputation as a council that is ‘good to do business with’</b></p>
<b>Shropshire Local Plan Review 2016 -2036</b>	Review currently underway - key housing investment and growth areas	
<b>Shropshire Local Place Plans</b>	New development relies on the timely provision of infrastructure and investment. Place Plans play a vital role in delivering this investment, and in doing so will help deliver the Council's Local Development Framework (LDF) programme, as well as wider community priorities.	Priorities are defined on an individual place plan basis but generally include access to leisure facilities and activities. Consideration be given to provision and activities appropriate to local demographics and to attract short term visitors/tourism and investment.
<b>Shropshire Local Transport Plan 2011-2026</b>	Physical activity, health and road safety  Supporting sustainable tourism	<p>Creating conditions which encourage and facilitate walking and cycling to make a significant contribution towards healthier lifestyles.</p> <p>Continuing to improve the safety of Shropshire’s roads with a particular emphasis on key risk groups and factors including motorcyclists, pedestrians and cyclists, young road users and rural roads.</p> <p>Enabling the signing of appropriate visitor attractions in line with our tourism sign policy.</p> <p>Seeking to enhance the use of information and view point lay-bys at appropriate locations.</p> <p>Supporting and promoting tourism related walking, cycling and horse riding, through improved promotion, information and signing; appropriate route maintenance and targeted network improvements.</p>

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Key Policy/Strategy	Priorities	Strategic Outcomes
<b>Shropshire Great Outdoors Strategy 2018 - 28</b>	By the end of 2028, people will be happier, healthier and more prosperous by being better connected to Shropshire's Great Outdoors through safe and cherished publicly accessible outdoor assets.	<p><b>Happy-</b> Encourage enjoyment of Shropshire's Great Outdoors by more people, of all ages and abilities.</p> <p><b>Healthy-</b> Benefit the health of residents and visitors through increased physical activity and improved mental wellbeing in the Great Outdoors.</p> <p><b>Prosperous-</b> Promote opportunities to improve the local economy by sympathetic commercial use and development of the outdoor assets.</p> <p><b>Connected-</b> Bring people together within their communities to appreciate the potential and make decisions locally about their outdoor assets and actively participate in its maintenance and improvement.</p> <p><b>Cherished-</b> Conserve and enhance special places that are important for nature, heritage and people.</p> <p><b>Safe -</b> Ensure Shropshire's outdoor assets are safe and well maintained to meet statutory obligations and new opportunities now and in the future, within current financial restrictions</p>



# Appendix 2 Stakeholder Consultation

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## Appendix 2 -Stakeholder Consultation

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Organisation	Name Of Stakeholder	Consultation Media	Timescale
Sport England	Ian Silvera	Telephone Call	July 2019
	Jonathan Couves; Jerry Thompson	Site visit	September 2019
Swim England	Richard Lambourne	Telephone call	August 2019
Energize STW	Chris Childs	Face to Face meeting	July 2019
Shropshire Community Leisure Trust	Brian Taylor (Chair)	Telephone Call	July 2019
Shropshire Community Leisure Trust	Chris Stanbrook (Partnership Manager)	Face to Face meeting	July 2019
		Emails/Telephone calls re info required/to check details	August/September/October 2019
		Email re School swimming	November 2019
Shropshire Community Leisure Trust	Alan Elliott (Partnership Director)	Telephone Call	August 2019
Shrewsbury Town Council	Helen Ball	Face to Face meeting	July 2019
		Emails	August/September 2019
The Shrewsbury Business Improvement District	Seb Slater	Face to Face meeting	July 2019
The Quarry Swimming and Fitness Forum	Bernard Wills	Face to Face meeting	July 2019
		Various calls/emails	July, September, October, November 2019
		Telephone call to re-check data agreed in the summer	November 2019
The Shropshire Disability Network	Ruby Hatshorn	Face to Face meeting	July 2019
The Shropshire Wheelchair Users' Group	Rob Hood	Email	July 2019
The Shrewsbury Access Forum	Rob Hood	Email	July 2019

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### Appendix 2 -Stakeholder Consultation

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Organisation	Name Of Stakeholder	Consultation Media	Timescale
<b>The Northgate Swimming Club</b>	<b>Andy Hawker</b>	Email	July 2019
<b>Public Health</b>	SC Officer Statistics	Face to Face meeting	July 2019
<b>Shrewsbury School</b>	Bursar	Telephone Call	October 2019
	Ed Moore Facilities Manager	Face to Face meeting	July 2019
<b>Shrewsbury Colleges Group</b>	Paul Partridge Business Development Manager	Telephone Call	July 2019
<b>Shrewsbury High School</b>	Head of Pe	Telephone Call	July 2019
<b>St Winefride's School</b>	Headteacher	Telephone Call	July 2019
<b>Shrewsbury Schools' Consultation</b>	Email and cover letter explaining survey	Emails and short survey sent to all	September 2019
<b>Shropshire County Swimming Organisation</b>	Strategic Lead for Swimming	Email	November 2019
<b>GP Surgery (Town centre)</b>		Vis SC	Summer 2019