

Appendix 2 : Indoor Leisure Facilities Strategy - Evidence Base

Shropshire Council
2020-2038

August 2020

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1. Stage A – Assessing the Needs and Opportunities Guide (ANOG) - Introducing the Assessment

Introduction

- 1.1 Shropshire Council is currently reviewing its Local Plan. As part of this work and updating the Evidence Base for the Local Plan, Shropshire Council is refreshing its original Indoor Leisure Facilities Strategy.
- 1.2 The Indoor Leisure Facilities Strategy aligns with Shropshire Council health and wellbeing priorities for its communities, and the county-wide placemaking agenda. Physical activity, health and wellbeing are at the heart of our market towns and rural villages not just for the health benefits they deliver, but also for the economic contribution they make to our communities and their identities.
- 1.3 Our revised Indoor Leisure Facilities Strategy forms part of the evidence base for the Local Plan Review. It provides a strategic framework to ensure that the provision of physical activity and indoor facilities meets the needs of residents (both existing and future) and visitors to the Shropshire Council area. It will also support those organisations, including the Council, involved in the provision of indoor sports facilities in the county. The Strategy reflects current Sport England guidance and provides robust and objective justification for future provision throughout Shropshire.
- 1.4 The Strategy is about formal places and spaces needed to facilitate engagement in physical activity for all Shropshire residents, what they look like and where they need to be located to meet both current and future need.

Shropshire – the Place

- 1.5 Shropshire is a large, diverse, predominantly rural inland county, situated in the far western corner of the West Midlands Region, on the border with Wales. The eastern part of Shropshire also has strong links with the West Midlands conurbation. Parts of north east Shropshire have connections with the Potteries and towns within south Cheshire. Western and southern parts of Shropshire have strong links with adjacent areas in Wales but are more self-contained and are remote from the influence of the major urban areas of the West Midlands.

Figure 1.1: Shropshire



- 1.6 Shropshire covers 320,000 hectares, 94% of which is classed as rural and 6% urban. Around one third of the County is upland, mostly to the south and west and almost 81,000 hectares is designated as the Shropshire Hills Area of Outstanding Natural Beauty (AONB). To the south east, land between the River Severn and the Shropshire border forms part of the West Midlands Green Belt.
- 1.7 The overall **Vision** for the strategy remains as:

Shropshire will be a county where healthier, active lifestyles are encouraged, supported and facilitated for everyone

Background Context

- 1.8 Shropshire Council is currently undertaking a Local Plan Review (LPR). This will:
- **Allow for the consideration of updated information on development needs within the county;**
 - **Reflect changes to national policy and local strategies;**
 - **Extend the Plan period to 2038; and**
 - **Provide a plan which will help to support growth and maintain local control over planning decisions.**
- 1.9 In 2018 Shropshire Council (SC) developed an Indoor Leisure Facility Strategy 2018-2023 the focus of which was to set out a hierarchy of leisure facility provision across Shropshire Council leisure facilities based on an assessment of need. It provided clarity on Shropshire Council's obligations at a time of competing interests and was developed to support a sustainable, affordable and future proofed leisure provision portfolio.
- 1.10 The Council has delivered on a number of actions identified within the Strategy but in light of changing needs and service provision opportunities now considers that the strategy needs to be developed further by focussing on community needs and aspirations in conjunction with the development of a new Community and Rural Strategy, Cultural Strategy, Corporate Plan and a Place-based approach to service development.
- 1.11 The updated document will provide a robust and evidenced based approach, providing clarity on how and where available investments should be targeted and how the Council can use their own resources and work with others to ensure that the right facilities are delivered in the right places, to deliver the right outcomes.

1.12 Part of future service delivery will be key partnerships, developed around facility provision, and specifically to protect and facilitate community access moving forward. Shropshire Council will continue to be more of a facilitator than deliverer, developing and supporting the ethos of local provision in the context of a Place-based approach to service development.

Strategy Scope

1.13 The scope of the work included is summarised as:

- **Analysis of the supply and demand of facilities and identification of gaps in provision and opportunities for improved provision. Commentary on how the gaps in provision are best addressed.**
- **Identification of the pressures of an increased population in Shropshire on our existing facilities as a result of both population and housing growth over the Local Plan period**
- **Identifying the leisure needs of Shropshire in the future, and the location of these needs.**
- **Link the delivery of indoor leisure provision with full reference to relevant strategic and local influences including well-being considerations and financial constraints**
- **Consider how best to reduce carbon footprint in existing and new facilities**
- **Consider how facilities might best be managed and funded moving forward (this links to the 2020 Management Options Review)**

N.B.: No specific additional consultation has been undertaken to update this Strategy with NGBs, operators and key stakeholders, but it is important to note that the 2020 Strategy is a refresh, as opposed to a total new Strategy development. However, extensive stakeholder consultation has been undertaken to inform the 2019 Strategic Outcomes Planning Guidance (SOPG) supported by Sport England, as well as the 2020 Management Options Review and Covid 19 Operator claims reviews.

The facility stock has not changed since the 2017 Indoor Leisure Facility Strategy; no specific additional sites visits were required as part of the refresh work because the Strategy refresh was undertaken during Covid 19 lockdown, but these have been undertaken as part of the 2020 Management Options Review to Shropshire Council facilities. The quality of ageing stock has worsened since 2017, as there has been little investment.

1.14 The Strategy scope includes the following type of facilities:

- **Sports Halls**
- **Fitness Facilities (gyms)**
- **Indoor Tennis Centres**
- **Swimming Pools – indoor and outdoor**
- **Indoor Bowls Centres**

1.15 The key sports covered by the facilities included within the scope include:

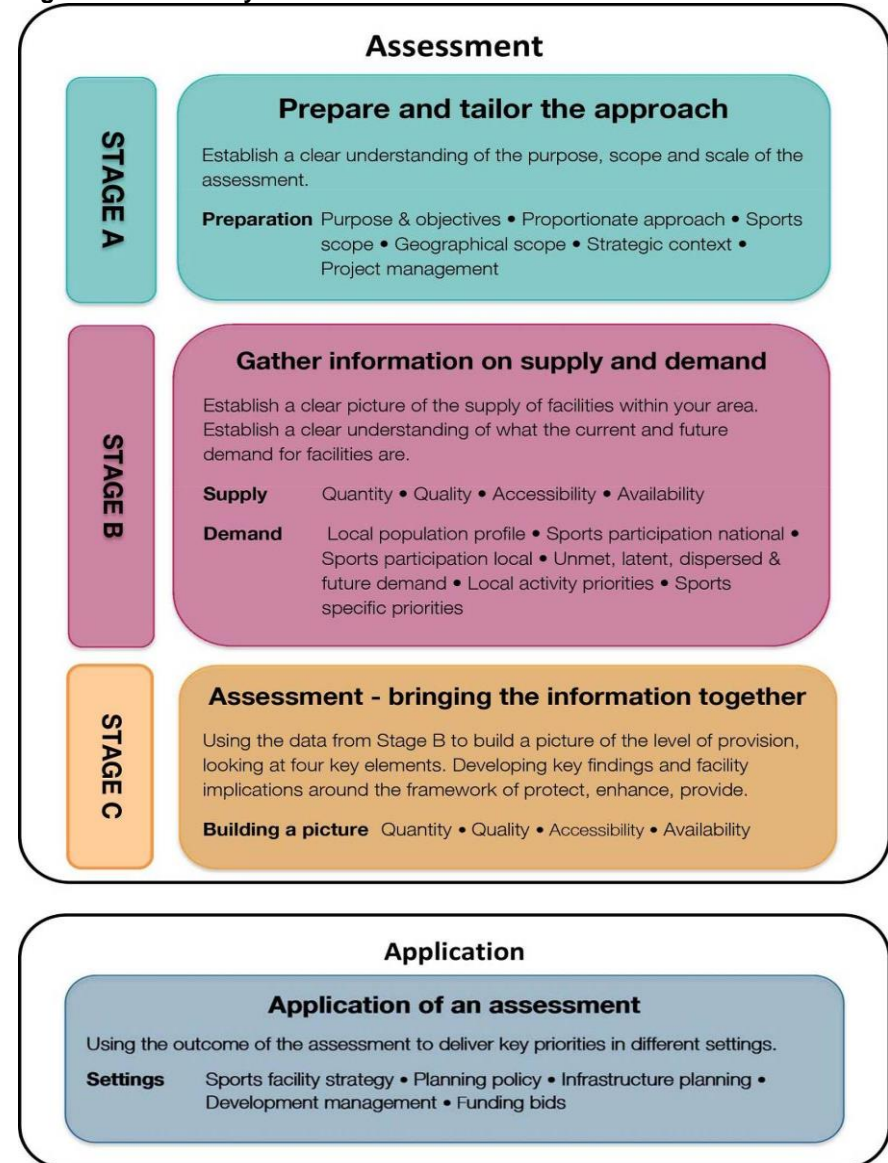
- **Badminton**
- **Volleyball**
- **Health and Fitness (Fitness Suites and dance studios)**
- **Bowls**
- **Basketball**
- **Indoor Netball**
- **Swimming (all disciplines)**
- **Indoor Tennis**
- **Table Tennis**

Strategy Structure

1.16 The overall document is essentially in two parts:

- The Evidence Base – developed based on the ANOG approach to needs assessments, as set out in Figure 2.1 below:
- The subsequent Strategy - this sets out the proposed response to the issues identified in the Evidence Base (separate document)

Figure 2.1: Summary of ANOG



2. Stage A - Strategic Policy and Context

National Level

National Planning Policy Framework (NPPF)¹

- 2.1 The National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England. A revised version was published in February 2019. The NPPF provides the framework that must be considered in the preparation of Borough Plans and is a material consideration in determining planning decisions. The NPPF highlights the purpose of the planning system in terms of contributing to the achievement of “sustainable development”, and defines the three dimensions of this – economic, social and environmental – which are interdependent and need to be pursued in mutually supportive ways.
- 2.2 The revised NPPF retains the broad policy approach of the previous version, albeit with a stronger emphasis upon housing delivery. The policy wording for sport and recreation is largely unchanged.
- 2.3 Paragraph 96 of the NPPF states that planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities and opportunities for new provision.
- 2.4 Paragraph 97 of the NPPF specifies that:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

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

¹ The NPPF was updated in February 2019.

Essentially, the guidance in the latest version remains the same, in relation to sport and recreation, with only subtle changes introduced (see paragraphs 92-96).

A New Strategy for Sport – Department For Culture, Media And Sport

- 2.5 The Department for Culture, Media and Sport following a consultation paper in 2015 launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the upsurge after the 2012 London Olympics.
- 2.6 The sport strategy is targeting five outcomes which each sports organisation, public or private sector, will be measured against:
- **Physical Wellbeing**
 - **Mental Wellbeing**
 - **Individual Development**
 - **Social and Community Development**
 - **Economic Development.**
- 2.7 Government funding will go toward organisations which can best demonstrate that they will deliver some or all of the five outcomes
- 2.8 The Delivery of the outcomes will be through three broad outputs;
- **More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.**
 - **A more productive, sustainable and responsible sports sector**
 - **Maximising international and domestic sporting success and the impact of major sporting events**

Sport England Strategy 2016 (Sport England are currently consulting on their new strategy which will be launched early in 2021)

2.9 The Vision for the current Strategy is:

We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.

2.10 The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This has meant significant change for Sport England and for their partners.

2.11 This strategy sets out Sport England will deliver this task. The key changes Sport England made are:

- Focusing more money and resources on **tackling inactivity** because this is where the gains for the individual and for society are greatest
- Investing more in **children and young people from the age of five** to build positive attitudes to sport and activity as the foundations of an active life
- **Helping those who are active now to carry on, but at lower cost to the public purse over time.** Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
- **Putting customers at the heart** of what we do, responding to how they organise their lives and helping the sector to be more **welcoming and inclusive, especially of those groups currently under-represented in sport**
- Helping sport to keep pace with the **digital expectations** of customers
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but **encouraging stronger local collaboration** to deliver a more joined-up experience of sport and activity for customers
- Working with a **wider range of partners**, including the private sector, using our expertise as well as our investment to help others align their resources
- Working with the sector to encourage innovation and share best practice particularly through applying the principles¹ and practical learning of **behaviour change**

2.12 The above Strategy is currently being revised and will be impacted by new priorities in the aftermath of Covid 19. It is understood that reducing inequalities in relation to physical activity is likely to be a focus moving forward.

2.13 The remaining national policy context is summarised in Appendix A, National Context.

Local Context

The Local Plan Context

2.14 The Shropshire Local Plan currently comprises the Core Strategy (adopted 2011) and the Site Allocations and Management of Development (SAMDev) Plan (adopted 2015), together with the adopted Neighbourhood Plans for Much Wenlock and Shifnal. These documents set out proposals for the use of land and policies to guide future development in order to help to deliver sustainable growth in Shropshire for the period up to 2026.

2.15 Shropshire Council is currently undertaking a Local Plan Review (LPR). This will:

- **Allow for the consideration of updated information on development needs within the county;**
- **Reflect changes to national policy and local strategies;**
- **Extend the Plan period to 2038; and**
- **Provide a plan which will help to support growth and maintain local control over planning decisions.**

2.16 Maintaining an up to date Local Plan will support local growth by generating certainty for investment in local development and infrastructure through a policy framework that establishes an up to date and objective assessment of development needs and supports sustainable development in Shropshire during the period 2016 to 2038.

2.17 The Strategy will ensure that existing facilities are the most appropriate in terms of quantity, quality and location and consider how best to meet the additional needs generated by the planned housing and economic growth. Infrastructure priorities for the LPR are identified through the Local Plan Implementation Plan and its associated Place Plans. The Place Plans support the Implementation Plan by listing all the priorities, needs and aspirations on a place by place basis for Shropshire's communities.

2.18 The LPR identifies a requirement for an additional 30,800 houses between 2016 and 2038. Around two thirds of these are already built or are committed (including those allocated in the previous Local Plan - SAMDev). The majority of new dwellings will be in Shropshire's towns, with Shrewsbury, Bridgnorth, Ludlow, Oswestry, Market Drayton and Whitchurch having more houses than smaller urban centres such as Ellesmere, Highley or Wem. A limited number of houses will be built in 39 rural settlements, known as Community Hubs. Section 5 sets out the number of houses proposed for each

settlement.

Housing and population growth in specific areas e.g. Shrewsbury

2.19 Similar to many other areas of the UK, Shropshire will see significant population growth. Shropshire’s overall population is projected to grow from 313,700 in 2017 to 337,300 by 2037. The Local Plan review proposes that just under 10,000 more houses need to be built by 2038 with around 3,000 of these being around Shrewsbury, the County town. The tables below are taken from the Local Plan Review and show the proposed number of houses for all settlements where land is being allocated for residential use.

Table 2.1: Residential Guidelines and Residential Supply within the Strategic Centre, Principal Centre and Key Centres

Settlement	Type of Settlement	Residential Development Guideline	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMDev Plan Allocations without Planning Permission (as at 31st March 2019)	Local Plan Allocations	
Albrighton	Key Centre	500	24	171	77	180	48
Bishops Castle	Key Centre	150	8	62	40	0	40
Bridgnorth	Principal Centre	1,800	52	38	500	1,050	160
Broseley	Key Centre	250	128	72	0	0	50
Church Stretton	Key Centre	200	17	62	0	70	51
Cleobury Mortimer	Key Centre	200	30	43	7	0	120
Craven Arms	Key Centre	500	33	48	325	0	94
Ellesmere	Key Centre	800	112	348	0	170	170
Highley	Key Centre	250	72	47	0	100	31
Ludlow	Principal Centre	1,000	106	802	0	107	82
Market Drayton	Principal Centre	1,200	85	474	0	435	206
Much Wenlock	Key Centre	200	32	21	0	120	27
Oswestry	Principal Centre	1,900	312	116	1,127	270	75
Shifnal	Key Centre	1,500	605	573	0	230	92
Shrewsbury	Strategic Centre	8,625	1,743	3,019	798	2,560	505

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Settlement	Type of Settlement	Residential Development Guideline	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMDev Plan Allocations without Planning Permission (as at 31st March 2019)	Local Plan Allocations	
Wem	Key Centre	600	129	72	100	210	89
Whitchurch	Principal Centre	1,600	260	748	60	450	82

Table 2.2: Residential Guidelines and Residential Supply within the Community Hubs

Settlement	Place Plan Area	Residential Development Guidelines	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMDev Plan Allocations without Planning Permission (as at 31st March 2018)	Local Plan Allocations	
Bucknell	Bishop's Castle	110	5	7	70	20	8
Chirbury	Bishop's Castle	45	0	0	30	14	1
Clun	Bishop's Castle	95	5	2	60	20	8
Worthen and Brockton	Bishop's Castle	55	2	4	0	45	4
Alveley	Bridgnorth	130	12	26	0	70	22
Ditton Priors	Bridgnorth	65	2	23	0	40	0
Dudleston Heath	Ellesmere	60	8	4	29	0	19
Burford	Ludlow	190	2	2	0	175	15
Clee Hill	Ludlow	75	27	25	0	20	3
Hinstock	Market Drayton	155	60	45	0	35	15
Hodnet	Market Drayton	105	2	52	0	40	11

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Settlement	Place Plan Area	Residential Development Guidelines	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMD ev Plan Allocations without Planning Permission (as at 31st March 2018)	Local Plan Allocations	
Woore, Irelands Cross and Pipe Gate	Market Drayton	88	21	29	0	0	38
Minsterley	Minsterley and Pontesbury	155	67	49	14	20	5
Pontesbury	Minsterley and Pontesbury	175	25	108	0	40	2
Cressage	Much Wenlock	80	8	0	0	64	8
Gobowen	Oswestry	360	68	134	117	25	16
Kinnerley	Oswestry	60	7	32	0	0	21
Knockin	Oswestry	55	0	25	0	25	5
Llanymynech	Oswestry	125	24	19	32	50	0
Pant	Oswestry	50	6	7	0	25	12
Ruyton XI Towns	Oswestry	125	8	18	0	65	34
St Martins	Oswestry	355	123	101	0	95	36
Trefonen	Oswestry	55	2	3	0	0	50
West Felton	Oswestry	130	39	25	0	60	6
Weston Rhyn	Oswestry	155	19	41	0	100	0
Whittington	Oswestry	200	23	6	86	70	15
Baschurch	Shrewsbury	360	135	130	0	55	40
Bayston Hill	Shrewsbury	200	27	12	0	147	14
Bicton	Shrewsbury	30	1	2	0	15	12
Bomere Heath	Shrewsbury	110	13	43	0	55	0
Cross Houses	Shrewsbury	90	18	63	0	0	9

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Settlement	Place Plan Area	Residential Development Guidelines	Total Residential Completions (2016/17, 2017/18 and 2018/19)	Total Residential Commitments			Windfall Allowance
				Sites with Planning Permission or Prior Approval (as at 31st March 2019)	Saved SAMD ev Plan Allocations without Planning Permission (as at 31st March 2018)	Local Plan Allocations	
Dorrington	Shrewsbury	150	33	16	30	0	71
Ford	Shrewsbury	125	3	36	0	75	11
Hanwood	Shrewsbury	50	1	30	0	0	19
Longden	Shrewsbury	50	20	3	0	0	27
Nesscliffe	Shrewsbury	115	11	91	0	0	13
Clive	Wem	40	0	2	0	20	18
Hadnall	Wem	125	54	19	0	40	12
Shawbury	Wem	150	59	23	0	80	0
Prees	Whitchurch	170	12	32	62	35	29

2.20 Maintaining an up to date Local Plan will support local growth by generating certainty for investment in local development and infrastructure through a policy framework that establishes an up to date and objective assessment of development needs and supports sustainable development in Shropshire during the period 2016 to 2038.

Place-Making and the Local Identity

2.21 There are currently 18 Place Plans, one for each of the market towns in the county:

- **Albrighton**
- **Broseley**
- **Craven Arms**
- **Ludlow**
- **Much Wenlock**
- **Shrewsbury**
- **Bishop’s Castle**
- **Church Stretton**
- **Ellesmere**
- **Market Drayton**
- **Oswestry**
- **Wem**
- **Bridgnorth**
- **Cleobury Mortimer**
- **Highley**
- **Minsterley and Pontesbury**
- **Shifnal**
- **Whitchurch**

2.22 The 18 place plans have been developed following conversations across the county with town and parish councils, councillors and external infrastructure providers.

2.23 They bring together information about what type of infrastructure – such as utilities, play areas, street lights, schools, broadband, and open spaces – is needed in each area.

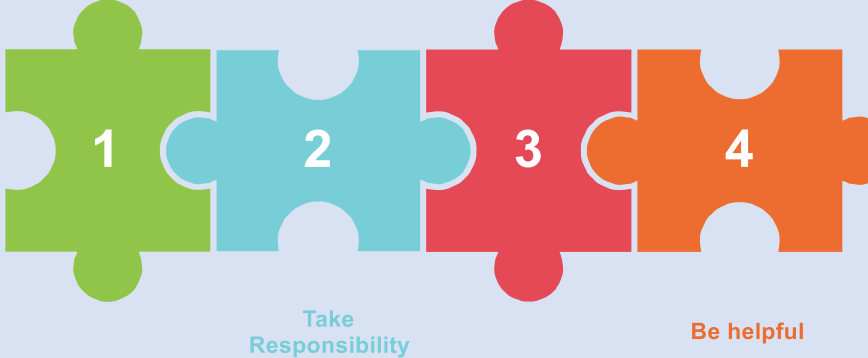
2.24 The Sub-areas referenced in the Strategy are the Place Plan areas or amalgamation of Place Plan Areas, as follows:

- **Oswestry and Ellesmere**
- **Shrewsbury, Minsterley and Pontesbury**
- **Ludlow, Church Stretton, Craven Arms and Bishop’s Castle**
- **Market Drayton, Whitchurch and Wem**
- **Much Wenlock, Shifnal, Albrighton and Broseley**
- **Bridgnorth, Highley and Cleobury Mortimer**

2.25 A number of current strategic policies, strategies and factors influence current and future supply and demand for sport and recreation facilities in Shropshire. These are summarised in Table 2.3:

Table 2.3: Summary of Strategic Context

Key Policy/Strategy	Priorities	Strategic Outcomes
Shropshire Council Corporate Plan 2019/20-2021/22- Innovate to Thrive	<p>Our vision: Innovate to thrive</p> <p>Our interlinked priorities are as follows:</p> <ul style="list-style-type: none"> • More people with a suitable home • Care for those in need at any age • A good place to do business • A healthy environment • Sustainable places and communities Embrace our rurality <p>Delivery of the Strategy outcomes will be based on the Council’s Values, supported intrinsically by our behaviours.</p>	<p>A healthy environment</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>Environment</p> <p>Leading the way in protecting, enhancing and valuing our natural resources, and respecting the historic environment</p>	
	<p>Equality and Inclusion</p> <p>Treating everyone as equal regardless of their circumstances, backgrounds, and identifying and helping people who may need support</p>	
	<p>Excellence</p> <p>Striving for excellence in every aspect of what we do and using resources wisely and responsibly in partnership with others to maximise their impact</p>	
	<p>Fairness</p> <p>Being fair, open and honest, acting with integrity, and expecting the same of others</p>	
	<p>Innovation</p> <p>Striving to improve, to learn from others, to encourage entrepreneurship and to explore new approaches with enthusiasm</p>	
	<p>Listening</p> <p>Demonstrating that we are listening and responding to community partners and staff, and treating them with respect</p>	
	<p>Partnership</p> <p>Working collaboratively with communities and partners to benefit people of Shropshire</p>	
	<p>Self-reliance</p> <p>Encouraging people to be as independent and in control of their lives as possible, for as long as possible.</p>	
Our values drive our behaviours therefore underpinning the way in which this		

Key Policy/Strategy	Priorities	Strategic Outcomes
	<p>strategy will be delivered. The Council is committed to delivering services through the following behaviours:</p> <p>Behaviours</p> <p>Represent the Council positively</p> <p>Be consistent</p>  <p>Take Responsibility</p> <p>Be helpful</p>	
<p>Shropshire Council Health and Wellbeing Strategy 2016-2021</p>	<p>Our Vision:</p> <p><i>For Shropshire people to be the healthiest and most fulfilled in England</i></p> <p>Our Aim:</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</p>	<p>Our JSNA tells us that our key health issues in Shropshire include:</p> <ul style="list-style-type: none"> • Mental health, including dementia • Rising obesity • Child Poverty • Ageing population <p>Prevention</p> <ol style="list-style-type: none"> 1. Health promotion and resilience 2. Health promotion and resilience are about encouraging people to make good choices at

Key Policy/Strategy	Priorities	Strategic Outcomes
	<p>the systems that we work and live in.</p> <p>We need to:</p> <ul style="list-style-type: none"> • Start Well – 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; • Live Well – 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; • Age Well – 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. 	<p>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.</p> <p>Sustainability</p> <ol style="list-style-type: none"> 1. Promoting independence at home 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. 3. Promoting easy to access and joined up care 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. <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>

Key Policy/Strategy	Priorities	Strategic Outcomes
		<ul style="list-style-type: none"> • Healthy weight and diabetes care • Carers • Mental health
<p>Shropshire JSNA – Health & Well Being Board Shropshire Sustainability and Transformation Plan 2016 – 2021</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>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>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"> • Mental health, including dementia • Rising obesity • Child Poverty • Ageing population <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>Shropshire Cultural Strategy – Independent by nature (Draft)</p>	<p>The Shropshire Cultural Strategy is currently out for consultation. Our Vision is: By 2030, Shropshire’s vibrant culture will be inspiring more people – both local communities and visitors alike - to explore, create, be active and enjoy themselves. It will enhance lives and nurture the environment for all our futures.</p>	<p>Culture better supports the growth of the local economy and creates more opportunities to earn a living</p> <p>Explore Delighting and surprising visitors and residents with independent, authentic experiences</p> <p>Enjoy Using culture to support people to be active, happy, healthy and connected</p>

Key Policy/Strategy	Priorities	Strategic Outcomes																				
		<p>Live Harnessing the power of distinctive places for the benefit of all</p> <p>Nurture Shropshire’s high-quality natural landscapes are valued and enhanced for future generations</p> <p>Innovate Driving digital development to enhance cultural experiences, improve physical and intellectual access and tackle social isolation</p> <p>Connect Forge strong partnerships to drive forward our shared cultural ambition</p>																				
<p>Energize Getting Hearts Beating Faster- Actively Improving Lives 2022</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"> • Independence in Later Life • Actively Ageing Well • Building Active Families • Stabilising Young Lives 	<table border="1"> <thead> <tr> <th data-bbox="1500 595 1697 707"></th> <th data-bbox="1697 595 1850 707">Reach inactive audiences</th> <th data-bbox="1850 595 1980 707">Create regular habits</th> <th data-bbox="1980 595 2134 707">Sustain and improve provision</th> </tr> </thead> <tbody> <tr> <td data-bbox="1500 707 1697 762">Independence in later life</td> <td data-bbox="1697 707 1850 762">✓</td> <td data-bbox="1850 707 1980 762"></td> <td data-bbox="1980 707 2134 762">✓</td> </tr> <tr> <td data-bbox="1500 762 1697 818">Actively living well</td> <td data-bbox="1697 762 1850 818"></td> <td data-bbox="1850 762 1980 818">✓</td> <td data-bbox="1980 762 2134 818">✓</td> </tr> <tr> <td data-bbox="1500 818 1697 874">Building active families</td> <td data-bbox="1697 818 1850 874">✓</td> <td data-bbox="1850 818 1980 874">✓</td> <td data-bbox="1980 818 2134 874">✓</td> </tr> <tr> <td data-bbox="1500 874 1697 930">Stabilising young people</td> <td data-bbox="1697 874 1850 930">✓</td> <td data-bbox="1850 874 1980 930"></td> <td data-bbox="1980 874 2134 930"></td> </tr> </tbody> </table>		Reach inactive audiences	Create regular habits	Sustain and improve provision	Independence in later life	✓		✓	Actively living well		✓	✓	Building active families	✓	✓	✓	Stabilising young people	✓		
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Actively living well		✓	✓																			
Building active families	✓	✓	✓																			
Stabilising young people	✓																					
<p>Social Value Charter for Shropshire</p>	<p>Sets out how public sector commissioners, service providers, voluntary, community & 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>	<ol style="list-style-type: none"> 1. Supporting the Shropshire economy: 2. Promoting wellbeing in Shropshire: 3. A great place to live <p>Implementation of the Charter - Charter signatories will commit to supporting the three principles set out above</p>																				
<p>Shropshire Playing Fields Association - Freedom to Move</p>	<p>Freedom to Move 2019 – 2024</p>	<p>Create a regional cycling hub site</p> <p>Identify main arterial off road cycle and pedestrian routes</p>																				

Key Policy/Strategy	Priorities	Strategic Outcomes
		<p>Creation of additional cycling hub, drop in stations along the route of the River Severn Create an innovative enterprise zone along the length of the route</p>
<p>Shropshire Council Medium Term Financial Strategy</p>		<p>Innovate - 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>Raise Income Focus on investment and commercial activity</p> <p>Cut Services 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>Use Reserves In a strategic manner to enable and smooth the delivery of the above.</p>
<p>Vision and Strategy for Adult Social Care 2018/19 – 2020/21 - Promoting Wellbeing and Independence in our Communities</p>	<p>Promoting Wellbeing and Independence in our Communities – Our Vision and Strategy for Adult Social Care 2018/19 – 2020/21</p>	<p>Promoting Wellbeing and Independence in our Communities – Our Vision and Strategy for Adult Social Care 2018/19 – 2020/21</p>
<p>Shropshire Economic Growth Strategy</p>	<p>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>	<p>The strategy’s six priority actions are:</p> <ol style="list-style-type: none"> 1. Target actions and resources where there are economic opportunities 2. Enable businesses to start, grow and succeed 3. Deliver infrastructure to support growth

Key Policy/Strategy	Priorities	Strategic Outcomes
		<p>4. Meet skills needs of businesses and people’s aspirations for work</p> <p>5. Promote Shropshire to investors</p> <p>6. Build our reputation as a council that is ‘good to do business with’</p>
<p>Shropshire Local Place Plans</p>	<p>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.</p>	<p>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.</p>
<p>Shropshire Local Transport Plan 2011-2026</p>	<p>Physical activity, health and road safety</p> <p>Supporting sustainable tourism</p>	<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>
<p>Shropshire Great Outdoors Strategy 2018 - 28</p>	<p>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>	<p>Happy- Encourage enjoyment of Shropshire’s Great Outdoors by more people, of all ages and abilities.</p> <p>Healthy- Benefit the health of residents and visitors through increased physical activity and improved</p>

Key Policy/Strategy	Priorities	Strategic Outcomes
		<p>mental wellbeing in the Great Outdoors.</p> <p>Prosperous- Promote opportunities to improve the local economy by sympathetic commercial use and development of the outdoor assets.</p> <p>Connected- 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>Cherished- Conserve and enhance special places that are important for nature, heritage and people.</p> <p>Safe - 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>

- 2.26 The Big Town Plan is of particular relevance to future provision in Shrewsbury because its delivery brings together partnership vision and support for Shrewsbury place-making, with physical activity at its heart
- 2.27 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.

2.28 The Big Town Plan Outcomes Framework prioritises:



**Making movement
better**



Balancing growth



The big network



**The Shrewsbury green
network**



The big connection

2.29 The Big Town Plan will deliver improved walking and cycling links to the Quarry Park and pool site. The co-location of complementary provision is a key plank of the Big Town Plan

2.30 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 Cultural Strategy, and the Masterplan for the West end of Shrewsbury. Re-development of the Quarry Swimming and Fitness Centre so that physical activity facilities are part of the re-shaped urban landscape, will contribute to the town's economy, and help to optimise the wider assets of the Quarry Park and riverside area.

Demographic Profile

2.31 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 317,500², this gives a density of only 0.98 persons per hectare.

2.32 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.

² Source: ONS mid-year estimates, 2017

2.33 There are some key factors influencing what Shropshire will look like in the future:

Rising Numbers of Older People

- **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.**
- **The 65+ 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.**
- **26% of the female population are aged 65 or over, compared to 22% of men.**
- **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. 6,407 of those over 85 are women (64%).**
- **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.³**
- **Amongst 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.**
- **The Place Plan areas with the highest percentage of those aged 65+ are 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 are 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.**

Ageing Well

Ageing is inevitable but suffering ill health in later life is not. It is never too late to adopt a healthier lifestyle and take steps to prevent ill health. It is 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.⁴

³ Reference JSNA Older people’s needs assessment 2019

⁴ JSNA Older people’s needs assessment 2019

Population Growth: Shropshire’s overall population is projected to grow from 313,700 in 2017 to 337,300 by 2037, there will be 21% more houses built by 2036; a third of these are already built.

Long Term Health Conditions: The ageing demographic across Shropshire has 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% ⁵;**
- **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 ⁶; and**
- **increasing levels of obesity (9.8%), significantly higher than England but lower than the West Midlands.**

Younger People

Younger people in Shropshire 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.

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.

⁵JSNA Older people’s needs assessment 2019

⁶ JSNA Older people’s needs assessment 2019

2.34 Other key influences on future leisure provision include:

The current level of participation in physical activity in Shropshire is 63.8% (Active People April 2020). 12% of the population is fairly active and 24.2% i.e. nearly a quarter of the population is inactive.

Levels of deprivation in the County are relatively low, but where there is deprivation it is significant. Rural deprivation is a key issue, relating to poor access, isolation and loneliness.

The Full Objectively Assessed Housing Need for Shropshire' (FOAHN) has been published to assess the future level of housing need in Shropshire between 2016 and 2036. The 2012 Sub-national Population / Household Projections (ONS / DCLG) are used as a starting point for this assessment. This FOAHN estimates that 25,178 new dwellings are required to meet future housing need (around 1,259 dwellings per annum). The first ten years of this FOAHN coincide with the next ten years of the period addressed within the Development Plan housing requirement (2016-2026). Over this period the housing need identified within the FOAHN is comparable, but less than the current housing requirement.

Scale and Rurality- the size of Shropshire and the fact that the County is so rural means that public transport is limited, journeys can take longer, and access is impacted. There are fewer large urban areas and more smaller communities which means services and infrastructure provide for a wider area.

Car Ownership- 14.9% of Shropshire residents do not have access to a car

The most important and effective health interventions are those which address inequalities and health behaviours in a child's early years.⁷

⁷ JSNA Young people's needs assessment 2019

There is a need to increase sport and physical activity across Shropshire to enable communities to reap the benefits it brings by raising aspirations, improving physical and mental health, growing the economy, reducing inequality and supporting social interaction and strong and resilient communities. This is at the heart of this revised Strategy. It will be delivered in the context, and in support, of the Council's interlinked Corporate priorities

Innovate to Thrive :

1. **More people in a suitable home**
2. **Care for those in need at any age**
3. **A good place to do business**
4. **A healthy environment**
5. **Sustainable places and communities**
6. **Embrace our rurality**

Physical Activity, Sport and Participation

The Value of Participation

2.35 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be underestimated. This is true for both younger and older people; participation in sport and physical activity delivers:

- **Opportunities for physical activity, and therefore more 'active living'**
- **Health benefits – cardio-vascular, stronger bones, mobility**
- **Health improvement**
- **Mental health benefits**
- **Social benefits – socialisation, communication, inter-action, regular contact, stimulation**

2.36 In addition, participation in sport and physical activity can facilitate the learning of new skills, development of individual and team ability / performance, and provide a 'disciplined' environment in which participants can 'grow' and develop.

2.37 The benefits of regular and active participation in sport and physical activity will be important to promote in relation to future sport, leisure and physical activity in Shropshire. There is an existing audience in the County, which already recognise the advantages of participation, and a latent community who are ready to take part. The sport, physical activity and leisure offer in the County can support the delivery of the desired outcomes across a number of regional and county Strategic priorities and objectives.

Current Physical Activity Participation Rates

2.38 Sport England Active Places (April 2020, data 2019) identifies the following:

- **62.7% of Shropshire residents are active for 150+ minutes per week; this rate has increased by 2.8% since the last Active Places Survey**
- **14.5% of Shropshire residents are active for between 30 and 149 minutes per week**
- **22.8% of Shropshire residents are inactive i.e. they do less than 30 minutes physical activity per week**

3. Stage B – Supply - Existing Facility Provision

Introduction

- 3.1. The current level and nature of facility provision in Shropshire has been assessed overall on the basis of 6 key place-making sub areas. Each of these 6 sub areas includes at least one key population centre, where many in the community will travel for education, employment, retail etc. Aligning future provision with these sub areas and the key population centres makes strategic sense given this is close to where the majority of people live, and they already make journeys there, so participating in sport and physical activity does not have to mean additional travel.
- 3.2. The Sub-areas referenced in the Strategy are the Place Plan areas or amalgamation of Place Plan Areas, as follows:
- **Oswestry and Ellesmere**
 - **Shrewsbury, Minsterley and Pontesbury**
 - **Ludlow, Church Stretton, Craven Arms and Bishop’s Castle**
 - **Market Drayton, Whitchurch and Wem**
 - **Much Wenlock, Shifnal, Albrighton and Broseley**
 - **Bridgnorth, Highley and Cleobury Mortimer**

Supply of Sport and Recreational Facilities in Shropshire

- 3.3. Based on the Active Places database, the Sport England Facility Planning Model (FPM), the local sports profile data (Sport England), and the audit undertaken to inform this Strategy, the maps used in the following facility assessments show the extent of existing built leisure facility provision in Shropshire.
- 3.4. Active Places facilitates identification of sports facilities in an area. Nationally, it contains information regarding 50,000 facilities, across eleven facility types.
- 3.5. Users of sport and recreation facilities do not recognise administrative boundaries and will use facilities that are convenient and/or provide a quality/value for money experience. Ownership and management are, in this context, a minor consideration for most users.
- 3.6. The availability of facilities in neighbouring areas can and does influence sports facility usage patterns; however, in Shropshire, usage patterns are more affected by accessibility, given the rurality of the area, levels of car ownership (72.5% of the population have access to private transport), and limited public transport.

Catchment Areas

- 3.7. Catchment areas for different types of provision provide a means of identifying areas currently not served by existing indoor sports facilities. It is however, recognised that catchment areas vary from person to person, day to day, hour to hour, and are also very different in rural and urban areas. This problem is overcome by accepting the concept of ‘effective catchment’, defined as the distance travelled by around 75-80% of users. The Maps in Section 3 demonstrate catchment areas for facility provision in Shropshire, based on this approach. Catchment areas shown are 20 minutes and 30 minutes; the latter to reflect the rural nature of the area and the former which is more applicable in built up areas. In rural areas it is recognised that the population is generally more dispersed, and there are longer travel times to reach community facilities (due to narrow roads, and or agricultural traffic), plus facilities cater for a wider area than would be the case in a town or city; therefore, a 30 minute drivetime catchment has been used.

Public Transport

- 3.8. Due to the rural nature of the County levels of car ownership are high, with 84.2% of households owning 1 or more cars. Car ownership is higher in the south of the county than in the north.
- 3.9. For a rural county, Shropshire has a fairly extensive bus network. However, a dispersed population and long distances, combined with high levels of car ownership in rural areas, make it difficult to provide bus services that are economical and convenient. Improving accessibility, the ease by which people can get to key services and destinations, is a key challenge in Shropshire.
- 3.10. The destinations to which accessibility (by public transport, walking or cycling) is poorest are hospitals and larger urban areas, such as Shrewsbury. 35% of households cannot get to a major town within an hour by public transport. Access to post 16 education establishments and to public libraries is also poor.

Stage B - Assessment of Existing Sports Facility Provision in Shropshire

Overview

- 3.11. Given the range of facilities in Shropshire, each type is summarised below and assessed separately, to provide a more detailed picture of the current supply and demand, and critically future need.
- 3.12. The facility types assessed are:
- **Sports Halls**
 - **Swimming Pools – indoor and outdoor**
 - **Indoor Tennis Centres**
 - **Fitness Facilities (gyms)**
 - **Indoor Bowls Centres**

- 3.13. The quality assessments undertaken in 2017 focused on the SC owned and operated facilities. However, commentary has also been provided in Section

3 on the other facilities, but detailed quality audits have not been undertaken for them all.

3.14. The quality audits comprise an independent visual assessment of the quality and condition of the facilities; results are recorded on the ANOG assessment sheet, developed by Sport England.

3.15. The audit scores are based on a numerical value, detailed on each assessment sheet, as follows:

Table 3.1: Audit Scoring System

Key	Rating
>80%	Excellent
60% - 80%	Good
40% - 59%	Average
20%-39%	Poor
<20%	Very Poor

3.16. A facility scoring highly in terms of visual quality and condition is likely to require less investment than one which is in a poorer visual condition. The combination of the scores results in the facility rating, and identification of investment need (significant, moderate etc.). The changes in the SC facility stock since 2017 are highlighted in bold.

Table 3.2: Summary of SC Facilities in Shropshire – Quality Audits

Facility	Quantitative Audit Score (2017)	Qualitative Audit Score	Need for Investment
Church Stretton Pool and Sports Centre	61%	Good	Significant – pool very poor Dry side facilities are newer than the pool
Market Drayton Swimming Centre	78%	Good	Some
Oswestry Leisure Centre	92%	Excellent	Some
Shrewsbury Sports Village	91%	Excellent	Minimal in existing, but significant development potential
SpArC Centre	68%	Good	Some
South Shropshire Leisure Centre (Ludlow)	94%	Excellent	Some
The Quarry Swimming and Fitness Centre	38%	Poor	Significant; roof was damaged in 2010 storms and blew off. Facility has been closed since February 2020). Re opened in November 2020 after repairs

Facility	Quantitative Audit Score (2017)	Qualitative Audit Score	Need for Investment
Whitchurch Swimming Centre	57% (35% Score reduced due to pool tank failing)	Average - Good (Now poor)	Significant investment now needed in the pool tank which is leaking badly. The facility is at the end of its useful life.

3.17. Shropshire Council wishes to ensure that quality leisure and sporting facilities are provided for the local community, through a range of different operations and partnership sites across the borough. Given the financial position of the Council and the fact these are non-statutory services, there is a need for Shropshire Council to work with a range of partners to facilitate delivery of opportunities for participation in sport and physical activity.

Sports Facilities - Overall Supply

3.18. The existing indoor facilities within the Council’s leisure portfolio are outlined in the table below, along with consultation and 2017 site visit commentary. In most cases the transfer of the facilities’ management to the School (name of facility shown in italics) is accompanied by a short-term funding agreement. All of these are due to end by 2025. Much Wenlock Sports Centre is the only facility managed by Shropshire Council without an end date in place in relation to management and funding support.

Table 3.3: Existing Local Authority operated/subsidised Leisure Facilities within Shropshire – all facilities have formal community use

Name of Facility	Facilities Provided	Facility Description	Site Visit / Consultation Comments (based on 2017 comments, but updated in bold based on 2020 comments.)
Oswestry and Ellesmere			
Oswestry Leisure Centre	<ul style="list-style-type: none"> • 25m x 6 lane swimming pool • Learner pool • Station fitness suite • Workout Studio • Meeting/training room • 4 badminton court Sports Hall • Cafeteria 	Operated by SCLT on behalf of Shropshire Council.	The leisure centre in Oswestry provides a flagship facility in the North West of Shropshire.
Lakelands Sports Centre, Ellesmere	<ul style="list-style-type: none"> • 2 court sports hall • 20 station fitness suite • Multi-Suite (dance and fitness classes) • ATP • 4 tennis courts 	Built in 1999, the Academy is now operating the facilities (from 2014).	Only a 2 court hall which limits the number of activities that can take place.

St. Martin's Sports Centre (Formerly Rhyn Park Sports Centre)	<ul style="list-style-type: none"> • 4 Court sports hall • 25m x 4 lane swimming pool 	<p>A dual use site with community use of a 4 court hall after 5pm.</p> <p>The facility was built in 1991 and refurbished in 2004. The sports hall is now managed by the School (from 2015).</p> <p>The School also manages a swimming pool on site.</p>	<p>The facility represents the only publicly accessible indoor facility within St Martins.</p>
Market Drayton, Whitchurch and Wem			
Market Drayton Swimming Centre	<ul style="list-style-type: none"> • 25 metre x 6 lane swimming pool • 12 m x 5m learner pool • 12m x 5m outdoor pool • 34 station fitness suite 	<p>A wet and dry facility with main and learner pool. In addition, there is an outdoor pool open between May and September.</p> <p>The facility was built in 1995, underwent refurbishment in 2003 and 2012 to incorporate a fitness suite</p> <p>Community leisure centre operated by Shropshire Community Leisure Trust, on behalf of Shropshire Council.</p>	<p>A well-used and well maintained facility.</p>
Thomas Adams Sports Centre, Wem	<ul style="list-style-type: none"> • 4 court sports hall • Small hall for aerobics and martial arts • 25 station fitness suite 	<p>A site at Thomas Adams School. The fitness facility was recently extended and now has 25 stations.</p> <p>School has operated facility since 2013.</p>	<p>The fitness facility and sports hall are only accessible out of school hours</p>
Whitchurch Leisure Centre	<ul style="list-style-type: none"> • 4 Court Main Sports Hall • Small gymnasium • 25 station fitness suite • Theatre • ATP 39.5m x 21.5m • Outdoor pitches 	<p>Whitchurch Leisure Centre is a Joint Use Centre with Sir John Talbot's Technology College (now an Academy). The facility was built in 1996 and in addition to the leisure facilities there is a theatre on site.</p> <p>Operated by the school since 2014.</p>	<p>Well-used facility; some potential for investment in the fabric of the building, due to heavy use.</p>
Whitchurch Swimming Centre	<ul style="list-style-type: none"> • 25 metre x 5 lane swimming pool 	<p>A single pool facility with changing built in 1972.</p>	<p>Given the age of the centre issues were raised with the current quality of the facility.</p>

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		Community leisure centre operated by Shropshire Community Leisure Trust, on behalf of Shropshire Council.	Any replacement pool may potentially be better located within a wet and dry Whitchurch Leisure Centre.
Shrewsbury, Minsterley and Pontesbury			
Grange Sports Centre	<ul style="list-style-type: none"> • 4 court main sports hall • 2 court sports hall 	<p>A dual use site with Grange School built in 1992.</p> <p>Managed by the Shrewsbury Academies Trust.</p>	Facilities accessible to the community; some need for investment in provision given the age of the buildings.
Mary Webb Sports Centre	<ul style="list-style-type: none"> • 3 court multi-purpose sports hall • 18 station gymnasium 	<p>Sports hall also used as a dining hall.</p> <p>Now managed by the School. No community use agreement in place (ended January 2016).</p>	Facilities accessible to the community; some need for investment in provision given the age of the buildings.
Roman Road Sports Centre	<ul style="list-style-type: none"> • 3 court sports hall • Sand based ATP 	Managed by Shropshire Council (contract ends 2025) on behalf of Meole Brace School.	Facilities accessible to the community; some need for investment in provision given the age of the buildings.
Shrewsbury Sports Village and Indoor Bowls Centre	<ul style="list-style-type: none"> • 8 court sports hall • Climbing wall / bouldering room • Multi-function room & education room • 6 rink indoor bowls centre • Café • 16 grass pitches, 1 ATP • 65 Station Fitness Suite 	<p>The Sports Village was completed in 2006 and has extensive indoor and outdoor facilities.</p> <p>The indoor bowls rink was added in 2008.</p> <p>Community leisure centre operated by Shropshire Community Leisure Trust, on behalf of Shropshire Council</p>	A flagship facility serving the Central area of Shropshire. Facility in excellent condition.
Quarry Swimming and Fitness Centre	<ul style="list-style-type: none"> • Four swimming pools • 37 station fitness suite & dance studio • Café • Sauna, steam room and spa pool 	<p>This facility is currently the subject of a feasibility study to identify the way forward for a replacement centre. Site options have also been considered.</p> <p>Community leisure centre operated by Shropshire Community Leisure Trust, on behalf of Shropshire Council.</p>	Existing facility is in poor condition and requires significant investment/replacement. Main pay and play swimming facility in Shrewsbury.
Bridgnorth, Highley And Cleobury Mortimer			

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Bridgnorth Sports and Leisure Centre	<ul style="list-style-type: none"> • 25 metre Swimming Pool • 4 Court Sports Hall • 27 station fitness suite • 1 Small Sports Hall • Licensed Lounge Bar 	<p>Joint use facility on site of Bridgnorth Endowed School.</p> <p>Managed by Halo Leisure on behalf of the Academy.</p>	<p>Facility in need of some investment and modernisation.</p>
Cleobury Mortimer Sports Centre	<ul style="list-style-type: none"> • 4 badminton court sports hall • Viewing gallery • 22 station fitness suite • 2 x full size STPs • Outdoor pitches 	<p>Dual use facility on site of Lacon Childe School.</p> <p>Managed by Teme Leisure, supported by a grant from Shropshire Council.</p>	<p>All facilities accessible to the community.</p>
Ludlow, Church Stretton, Craven Arms And Bishop's Castle			
Church Stretton Pool and Sports Centre	<ul style="list-style-type: none"> • 20 x 4 lane pool • 4 badminton court Sports hall • 16 Station Fitness suite • Dance/fitness studio • 4 x tennis courts 	<p>Pool - Managed by Shropshire Council but on Primary School site.</p> <p>Sports Centre managed by Shropshire Council and Academy Trust</p>	<p>New sports hall and fitness suite on site – excellent condition. Investment required in pool plant.</p> <p>Recent repairs to pool hall roof</p>
SpArC Leisure Centre, Bishops Castle	<ul style="list-style-type: none"> • 20m x 4 lane pool • Health suite • Multi-purpose Sports Hall • 3 x Badminton Courts • 2 x Squash Courts • 22-Station Fitness Suite • Arts facilities theatre • Studio and gallery space • Green Room • Multi Use Games Area 	<p>Managed by Shropshire Council</p> <p>MUGA managed by Enterprise South West Shropshire.</p> <p>Hire agreement with Bishops Castle school for school use.</p>	<p>Pool, squash courts and fitness suite available to the community during the school day but total availability limited.</p> <p>Recent refurbishment of pool changing rooms</p>
South Shropshire Leisure Centre, Ludlow	<ul style="list-style-type: none"> • 25m, 6 lane Swimming Pool with Water Slide, Diving Plunge Pool and Two Leisure Pools with Water Features • 55 Station Fitness Suite with Air Conditioning • 2 x Exercise Studio • 6 Badminton Court Sports Hall 	<p>Teme Leisure holds a lease to operate leisure centre</p> <p>Grant funding agreement between Teme Leisure and Shropshire Council</p>	<p>Facilities in excellent condition.</p>

	<ul style="list-style-type: none"> • Coffee Shop • Crèche • Recently upgraded health suite that includes: <ul style="list-style-type: none"> ➤ Saunarium ➤ Salt Inhalation Room ➤ Sauna ➤ Spa Pool ➤ Heated Loungers ➤ Monsoon Showers 		
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Much Wenlock, Shifnal, Albrighton And Broseley			
Idsall Sports Centre, Shifnal	<ul style="list-style-type: none"> • 4 court sports hall • Gymnasium • 27 station fitness suite • Conference facilities • MUGA • Outdoor pitches 	Joint use facility with Idsall School. Idsall School is now an Academy	Facilities in need of investment.
Much Wenlock Leisure Centre	<ul style="list-style-type: none"> • 25m x 6 lane pool • 4 court hall • 25 station health and fitness • Dance Studio • Small gymnasium (2 court hall) • 1 x Full size ATP (not floodlit initially) • Floodlit 4 court MUGA (asphalt) • Outdoor grass pitches • 200m athletics track 	Constructed as part of the William Brooks School re-development (Pathfinder School) through Building Schools for the Future. Managed by Shropshire Council on behalf of the School.	All facilities will be accessible to the community.

3.19. In addition to the community and formal dual use facilities summarised above (i.e. those facilities which either have a formal CUA and those operated as full-time community use facilities), there are a significant number of school sports facilities in the county, which are available for community use, but which are operated by organisations other than the local authority.

- 3.20. The fact that they offer community access is important, particularly in the more rural areas, where the population is less; however, the issue is how the facilities are managed and by whom, as community access may in fact be limited by membership costs, hours of opening etc.
- 3.21. School facilities identified as offering at least some form of community access (i.e. the community can use the facilities, but there is no formal CUA under-pinning this, so use could be withdrawn at any time) are summarised in Table 3.5. Those that appear in Table 3.4 are not duplicated in Table 3.5.

Table 3.4: Existing Schools' Sports Facility Provision – available for at least some community access, but do not have formal Community Use Agreements (CUAs)

Name of School (Secondary Unless Otherwise Indicated)	Town/Village	Existing Sports Facilities	Joint Use	Community Use	Sports Facilities To Be Provided
Oswestry and Ellesmere					
Criftins Village Hall and Primary School	Oswestry	<ul style="list-style-type: none"> Activity Hall 		Y	N/A
Ellesmere Primary School	Ellesmere	<ul style="list-style-type: none"> 20m Pool 		Y	N/A
Marches School	Oswestry	<ul style="list-style-type: none"> 4 Court Sports Hall Dance Studio Gymnasium 1 X Full size ATP – No Run Off Area, Floodlit 		Y	N/A
Market Drayton, Whitchurch And Wem					
Grove School	Market Drayton	<ul style="list-style-type: none"> 4 Court Sports Hall Lots of Land Available 	N	Y	N/A
Baschurch Primary School	Baschurch	<ul style="list-style-type: none"> Tennis Courts – community use scheme in place; key operated 	N	Y	N/A
Corbet School	Baschurch	<ul style="list-style-type: none"> 2 Court Sports Hall (2004/5) 	N	Y	N/A
Shrewsbury, Minsterley And Pontesbury					
Sundorne School	Shrewsbury	<ul style="list-style-type: none"> 3 Court Sports Hall Gymnasium 		Y	N/A
Belvedere School	Shrewsbury	<ul style="list-style-type: none"> 3 Court Sports Hall (2006) 		Y	N/A
Wakeman School-	Shrewsbury	<ul style="list-style-type: none"> Large Hall Separate Pitch Site (No Changing/Toilets) 	N	Y	Keen to develop community use of pitches
Wilfred Owen School (Monkmoor Campus)	Shrewsbury	<ul style="list-style-type: none"> 1 X 1 Court Hall ATP – Not Full Size, Floodlit 	N	Y	N/A

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Name of School (Secondary Unless Otherwise Indicated)	Town/Village	Existing Sports Facilities	Joint Use	Community Use	Sports Facilities To Be Provided
Severndale School (Monkmoor Campus)	Shrewsbury	<ul style="list-style-type: none"> 1 X 1 Court Hall 	N	Y	N/A
Priory School	Shrewsbury	<ul style="list-style-type: none"> 3 Court Sports Hall 1 X Grass Pitch 		Y	N/A
Meole Brace School	Shrewsbury	<ul style="list-style-type: none"> 1 X 1 Court Hall 9 Grass Pitches 	Y	Y	N/A
Bicton Primary	Shrewsbury	<ul style="list-style-type: none"> 1 Court Sports Hall 	N	Y	N/A
South					
Brockton Primary School	Brockton	<ul style="list-style-type: none"> 1 Court Sports Hall 		Y	N/A
Ludlow, Church Stretton, Craven Arms and Bishop's Castle					
New Primary School (Replacing Cabonnell And Caynham Primary Schools)	Ludlow	<ul style="list-style-type: none"> Possibly One; Site of Village Hall – If So, Will Have Lots of Pitches 		Y	N/A
Church Stretton School	Church Stretton	<ul style="list-style-type: none"> 4 courts 	Y	Y	N/A
Bridgnorth, Highley And Cleobury Mortimer					
Oldbury Wells (Grade 2 Listed)	Bridgnorth	<ul style="list-style-type: none"> 4 court Sports Hall 2 court hall Tennis Courts Outdoor Pitches Swimming pool – pupil use only 	Y	Y	N/A
Much Wenlock, Shifnal, Albrighton and Broseley					
Albrighton Primary School	Albrighton,	<ul style="list-style-type: none"> Outdoor Pool, Run by Swimming Club, (Easter to Autumn 	N	Y	N/A

Name of School (Secondary Unless Otherwise Indicated)	Town/Village	Existing Sports Facilities	Joint Use	Community Use	Sports Facilities To Be Provided
	Adjacent to Cosford (Really Only Caters for Elite Use)	Half Term) <ul style="list-style-type: none"> • Refurbished Changing Rooms • Outdoor Changing Rooms for Cross Country • Skateboard Park • Mini Football Pitch • 2 X Junior Football Pitches – Managed by Junior Club 			
Broseley Primary School	Broseley	<ul style="list-style-type: none"> • 45m x 25m ATP floodlit is now in place 	N	Y	New ATP,

3.22. There is also potential for shared use of school/village halls (community and other partner) at Corvedale Primary School, and Sheriffhales Primary School (South area).

3.23. The facilities in Table 3.4 offer at least some degree of community access, but there are no formal community use agreements covering the facilities; this means that community access could be withdrawn at any time.

3.24. There is also a range of other facilities under various different ownerships. These include:

- **Lilleshall National Sports Centre (owned by Sports Council’s Trust Company, SERCO operated)**
- **The Shrewsbury Club (formerly the Welti Tennis Centre) (private ownership and operation)**
- **Maurice Chandler Leisure Centre (private ownership, operated by a community Trust)**
- **Wem Swimming Centre (operated by Friends of Wem supported by Town Council)**
- **London Road Sports Centre (owned Shrewsbury College of Arts and Technology, operated by a commercial operator on behalf of the College)**
- **Severn Centre (owned by Shropshire Council, operated by a local Trust)**

3.25. These facilities along with private health and fitness providers and education facilities are discussed in more detail in Table 3.5.

Table 3.5: Other Facility Provision, Shropshire

Name of Facility	Ownership and Management	Facilities Provided	Facility Description	Site Visit/Consultation Comments
Oswestry and Ellesmere				
Pools				
Oswestry School	Oswestry School owned and operated	<ul style="list-style-type: none"> 25m Swimming Pool 	Facility located at public school; some community use, but no formal agreement	Good quality
Wynnstay Coach House Health Club	Wynnstay Coach House Health Club	<ul style="list-style-type: none"> Small pool 	Membership use only, plus guests	Good quality
Moreton Hall School	Owned and managed by school	<ul style="list-style-type: none"> 2m x 10m pool used by community clubs 	Community use/no formal dual use	
Sports Halls		Courts		
Moreton Hall School	Owned and managed by school	<ul style="list-style-type: none"> 5 	Community use/no formal dual use	
Ellesmere College	Owned and managed by school	<ul style="list-style-type: none"> 4 	Community use/no formal dual use	
Market Drayton, Whitchurch and Wem				
Pools				
Market Drayton Lido	Local Authority, but only operates 3 months of the year	<ul style="list-style-type: none"> 25m outdoor pool 	Limited opening hours; dependent on weather	Some investment needed
Wem Swimming Centre, Wem	Operated by Friends of Wem supported by Town Council	<ul style="list-style-type: none"> 20m pool Small meeting room Large car park Outdoor/portacabin facilities for community groups 	Small community facility, adjacent to secondary school	In need of some investment; limited opening hours
Sports Halls				
Maurice Chandler Leisure	Registered Charity run by a	<ul style="list-style-type: none"> 40m x 20m indoor 	Pay and Play	Incorporates Shropshire

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Name of Facility	Ownership and Management	Facilities Provided	Facility Description	Site Visit/Consultation Comments
Centre, Market Drayton	volunteer committee	ATP <ul style="list-style-type: none"> • 10 x badminton courts • 9 station fitness suite • 2 x indoor bowls mats 		Roller Arena
Lilleshall National Sports Centre, Edmond	Owned by the Sports Council Trust Company; operated currently by SERCO	12 (plus a range of other indoor and outdoor facilities (see section 4))	Pay and Play	Good quality
Shrewsbury, Minsterley and Pontesbury				
Pools				
Bannatynes Shrewsbury	Privately owned and operated	25m pool	Membership use	Good quality
Castle Country Club	Privately owned and operated	Small pool	Membership use	Good quality
Concord College	Privately owned and operated	Small pool	Limited community use – no formal agreement	Good quality
Mercure Albrighton Hotel	Privately owned and operated	Small pool	Membership use	Good quality
Prestfelde	Owned and managed by school	25m pool	School use only	Good quality
Shrewsbury School	Privately owned and operated	25m x 6 lane pool	Limited community use – no formal agreement	Good quality
The Shrewsbury Club	Privately owned and operated	20m swimming pool	Membership use	Good quality
Sports Halls		Courts		
Concord College	Owned and managed by school	4	Community use/no formal dual use	Good quality
Shrewsbury High School Sports	Owned and managed by school	4	Community use/no formal dual use	Good quality

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Name of Facility	Ownership and Management	Facilities Provided	Facility Description	Site Visit/Consultation Comments
Centre				
The Shrewsbury Club	Privately owned and operated	4 (plus other indoor facilities e.g. studio, indoor tennis, and outdoor tennis courts)	Registered Membership use	Good quality
Belvedere School	Owned and managed by school	3	Community use/no formal dual use	Good quality
Shrewsbury School	Owned and managed by school	3	Community use/no formal dual use	Good quality
The Priory School Sports Hall	Owned and managed by school	3	Community use/no formal dual use	Good quality
London Road Sports Centre	Owned by the College; operated by a commercial company on their behalf	4 court multi-purpose sports hall 2 court sports hall	Community use/no formal dual use A dual use site with Shrewsbury College of Arts and Technology built in 1987.	Dry side facilities average; pitches good quality Facilities accessible to the community; some need for investment in provision given the age of the buildings.
Ludlow, Church Stretton, Craven Arms and Bishop's Castle				
Pools				
Haughton Hall Health Club	Privately owned and operated	Small pool	Membership use	Good quality
Sports Halls		Courts		
Craven Arms Community Centre	Local authority owned and operated	3	Pay and Play	Good quality
Bridgnorth, Highley and Cleobury Mortimer				
Pools				
Severn Centre, Highley	Owned by Shropshire Council	25m pool	Limited community use – no formal agreement	Some investment needed

Name of Facility	Ownership and Management	Facilities Provided	Facility Description	Site Visit/Consultation Comments
			Seasonal use of swimming pool as outdoor but quite extensively used – weather permitting.	
Halls				
Much Wenlock, Shifnal, Albrighton and Broseley				
Pools				
Elysium Health Club, Albrighton	Privately owned and operated	Small pool	Membership use	Good quality

3.26. In addition to the above there are also a number of key facilities in and around Telford which, should be taken into account in considering any additional developments at Lilleshall and in Shrewsbury, given their geographical proximity.

Lilleshall National Sports Centre

3.27. Owned by the Sports Council Trust Company, Lilleshall is currently operated by SERCO, a commercial leisure operator. Part of the West Midlands English Institute of Sport (EIS), Lilleshall is both a national and regional facility, whilst also providing a venue for social events and local sports clubs.

3.28. Lilleshall provides a range of sports facilities, catering for both elite athletes and use by the local community (there are 83 local sports clubs comprising members of the local community and from the Shropshire catchment area, based from Lilleshall). It is also a popular venue for functions such as weddings, as it is set in countryside, with gardens laid out by Adams. Use by elite athletes is for training, as Lilleshall has no spectator facilities (except for Archery).

3.29. Existing facilities on site provide for the training needs of weightlifting, gymnastics, archery, hockey, and football. In addition, comprehensive provision exists for rehabilitation and physiotherapy services; these are well used for football and squash players.

3.30. Existing facilities on site include an 8 court sports hall, gymnastics hall (not high enough to cater for trampolining), an archery hall, fitness suite (rehabilitation use only), outdoor grass pitches, and an STP. 2 water-based pitches have been constructed to cater specifically for hockey and football training; the England Youth Hockey Squads will be based from Lilleshall in the future. There is accommodation on site which provides basic facilities for training athletes or other residents on site for courses etc.; these residents also have use of the sports facilities in the evenings while on site. Lilleshall is also used extensively by other agencies and local community sports clubs (but it is not currently a pay and play facility except by residents). There is a 60-year agreement with the Home Office (33 years remaining) for use of the facilities to train PTIs.

- 3.31. A number of significant challenges need to be considered in the future operation of Lilleshall, given the fact the main house is a beautiful but ageing building, not designed to function as a sports facility, the accommodation badly needs ongoing investment to modernise it e.g. heating, decor, and some sports facilities no longer provide the appropriate environment for elite athlete training. The gymnastics hall cannot accommodate either trampolining or rhythmic gymnastics; a purpose-built facility is needed. A new archery facility (for use by the Archery Association) has been developed.
- 3.32. Given the fact that community access to the existing facilities at Lilleshall is limited i.e. no pay and play fitness suite, and that it is predominantly through use by local sports clubs, which operate on a membership basis, there is also potential to consider this aspect of future use of the facility. There is potential with a clearer focus on sport (participation, training, coaching, and coach education, to develop Lilleshall's role in relation to community access, accepting that this will have implications for operational management, programming, and access.

Assessment of Individual Facility Types

Sports Halls - Supply

Quantity – Sports Halls in Shropshire

- 3.33. Indoor multi-sports halls are defined as areas where a range of sport and recreational activities are carried out. They are at least 10m x 18m (e.g., the size of one badminton court including surrounding safety area) and include specifically designed venues such as leisure centres and school sports halls. The definition also applies to halls where activities can take place, such as school assembly halls, community buildings and community centres (the main ones are included in the table below). Specialist centres, e.g. dance centres, are not included. 1 badminton court halls are only included as facilities where they are provided on the same site as a minimum 3 badminton court sports hall.
- 3.34. Strategic sized sports halls are a minimum of 3 badminton courts.

3.35. Table 3.6 summarises sports hall supply in Shropshire:

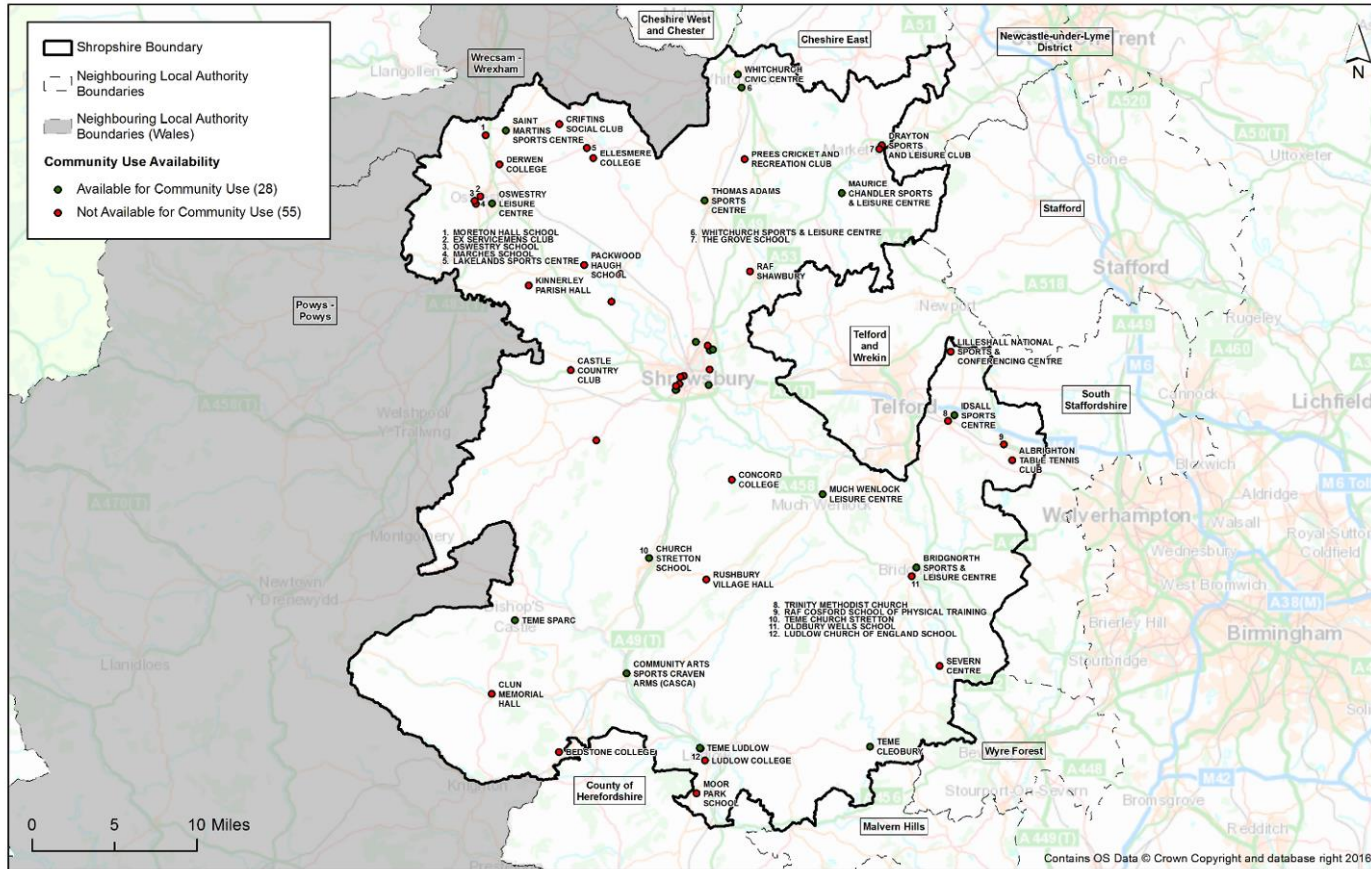
Table 3.6: Summary of Sports Hall Supply in Shropshire

Total Badminton Courts	207
Total Sports Halls	84
Total Community Accessible 3+ Courts Sports Halls	19
Community Accessible 3 court	3
Community Accessible 4 court	10
Community Accessible 5 court	0
Community Accessible 6 court	1
Community Accessible 8 court	1
Community Accessible 10 court	0
Community Accessible 12 court	1
Total Activity Halls 2 courts or less	17
Community Accessible Activity Halls	14

3.36. The supply analysis identifies that Shropshire has a total of 84 sports halls across 20 sites. Appendix 8 details the overall hall supply in Shropshire⁸. The sports halls and activity halls are shown in two maps - Maps 3.3 and 3.3a (this map focusses on the central area of Shropshire), because there are a lot of facilities across the county.

⁸ Source: SE Active Places July 2020

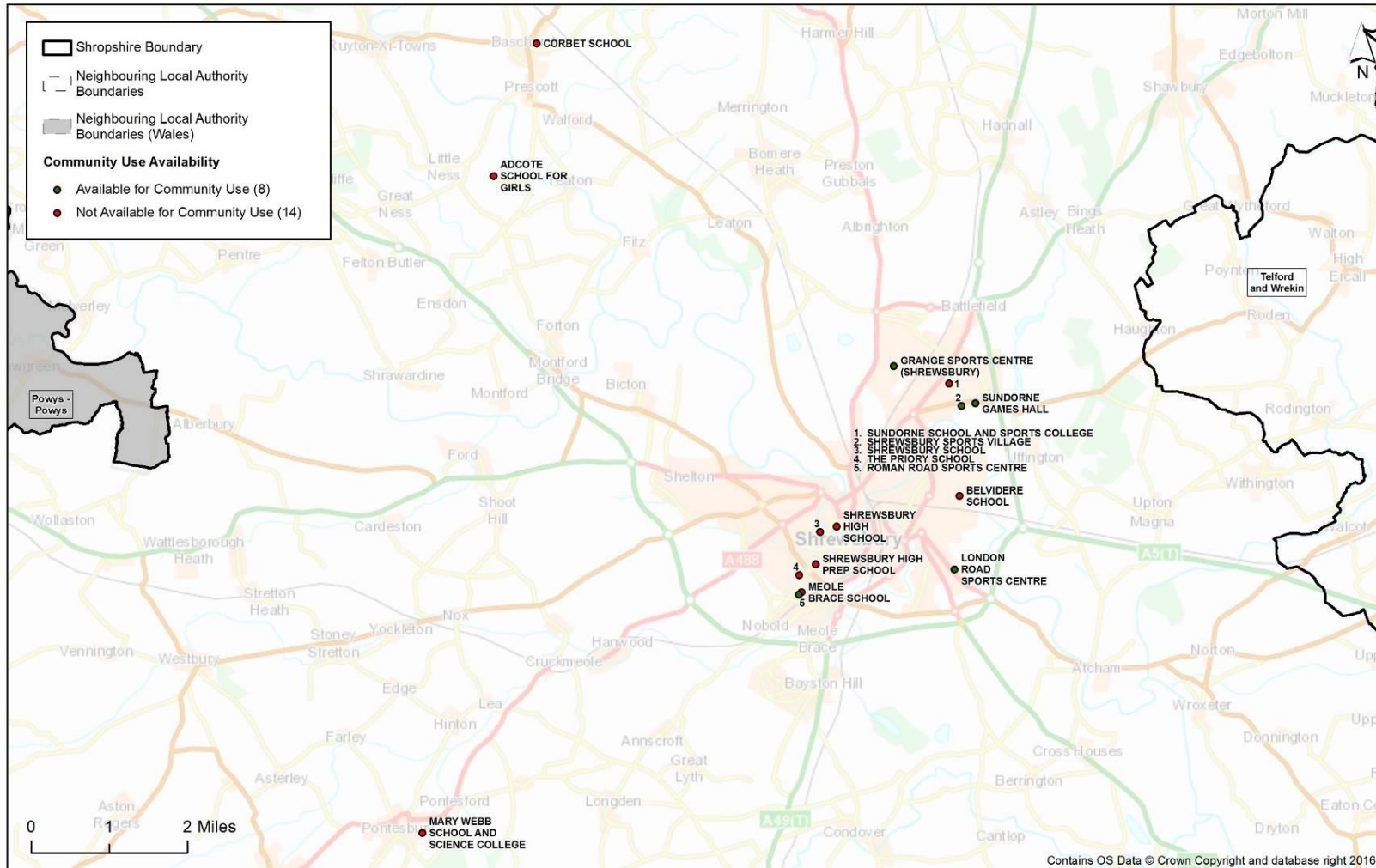
Map 3.3: Main Sports Halls and Activity Halls in Shropshire



Sports Halls by community use availability in Shropshire



Map 3.3a: Main Sports Halls and Activity Halls in Shropshire – (former central area).



Sports Halls by community use availability in Central Shropshire



Quality - Sports Halls In Shropshire

- 3.37. Detailed quality assessments were undertaken on all Shropshire Council facilities for the previous facilities strategy. These are summarised in Table 3.4. These were not repeated to update the analysis as no major changes, other than ageing have taken place.
- 3.38. It is clear from these assessments that the majority of the Shropshire Council facility sports halls are in good or better condition. All Shropshire Council facilities are 4 court sports halls except those at SpArC, Shrewsbury Sports Village and South Shropshire Leisure Centre.
- 3.39. The majority of existing sports halls in Shropshire were built and /or refurbished in the late 1970s to the late 1980s. The newest sports hall is at Oswestry Leisure Centre built in 2011, and the oldest is Maurice Chandler Sports Centre. Built in 1960, this facility is a conversion of a previous facility, so is not purpose built. It is not in very good condition, despite some investment. The roof leaks and it is very cold in the winter. Sports halls in Shropshire are generally of a reasonable to good condition, although several facilities on education sites are now ageing. The SpARc Centre, Bishops Castle, Much Wenlock Sports Centre, Oswestry Sports Centre, Shrewsbury Sports Village and Teme Church Stretton are the newer facilities built since 20

Accessibility - Sports Halls In Shropshire

- 3.40. Given Shropshire is a very rural county, existing levels of sports hall provision are very good. There is a community accessible strategic-sized sports hall provision available to every community area, except the immediate south of Shrewsbury. Each of these strategic –sized sports halls are either a community leisure facility, or has a formal community use agreement in place, so community access is secured, at least in the medium term.
- 3.41. Whilst not every community is within a 20-minute drive time of a 4 court sports hall (typical urban area drivetime), the more likely catchment area in rural areas is a minimum of 30 minutes. **All communities have access to a 4 court hall within 30 minutes drivetime.**

Availability – Sports Halls In Shropshire

- 3.42. Table 3.7 details the overall supply of community accessible strategic size (3 + court) sports halls in Shropshire.

Table 3.7: Community Accessible 3 court + sports halls in Shropshire

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Bridgnorth, Highley and Cleobury Mortimer	Bridgnorth Sports & Leisure Centre	Main	4	Pay and Play	Trust	1976	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Community Arts Sports Craven Arms (CaSC)	Main	3	Pay and Play	Other	1996	2001
Shrewsbury, Minsterley and Pontesbury	Grange Sports Centre (Shrewsbury)	Main	4	Pay and Play	Education	1992	2005
Much Wenlock, Shifnal, Albrighton and Broseley	Idsall Sports Centre	Main	4	Pay and Play	Local Authority (in house)	1970	2007
Shrewsbury, Minsterley and Pontesbury	London Road Sports Centre	Main	4	Pay and Play	Commercial Management	1987	2004
Market Drayton, Whitchurch and Wem	Maurice Chandler Sports & Leisure Centre	Main	12	Pay and Play	Community Organisation	1960	
Much Wenlock, Shifnal, Albrighton and Broseley	Much Wenlock Leisure Centre	Main	4	Pay and Play	Local Authority (in house)	2010	
Oswestry and Ellesmere	Oswestry Leisure Centre	Main	4	Pay and Play	Trust (Serco)	2011	
Shrewsbury, Minsterley and Pontesbury	Roman Road Sports Centre	Main	3	Pay and Play	Local Authority (in house)	1993	2010
Oswestry and Ellesmere	St Martin's Sports Centre	Main	4	Pay and Play	Education	1991	2004
Shrewsbury, Minsterley and Pontesbury	Shrewsbury Sports Village	Main	8	Pay and Play	Trust (Serco)	2006	

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Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Shrewsbury, Minsterley and Pontesbury	Sundorne Games Hall	Main	4	Pay and Play	Local Authority (in house)	1973	2004
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Church Stretton	Main	4	Pay and Play	Trust	2010	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Cleobury	Main	4	Pay and Play	Trust	1985	2007
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Ludlow	Main	6	Pay and Play	Trust	1995	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	SpArC	Main	3	Pay and Play	Trust	2006	
Market Drayton, Whitchurch and Wem	Thomas Adams Sports Centre	Main	4	Pay and Play	Education	1975	2004
Market Drayton, Whitchurch and Wem	Whitchurch Civic Centre	Main	4	Pay and Play	Local Authority (in house)	1960	
Market Drayton, Whitchurch and Wem	Whitchurch Sports & Leisure Centre	Main	4	Pay and Play	Education	1996	

3.43. There are 42 strategically sized sports halls (i.e. 3 courts or larger) of which 19 are community accessible i.e. provide pay and play access. These are operated by either SC, a commercial operator or a leisure trust (Serco, Teme Leisure or Halo – see Tables 3.5 and 3.6 for details). There is one 8 badminton court sports hall at Shrewsbury Sports Village and one 6 badminton court sports hall at South Shropshire Leisure Centre, Ludlow.

3.44. Maurice Chandler Sports Centre has 12 courts but is also the oldest sports hall in the county.

3.45. The strategic sized sports halls are distributed across Shropshire as shown in Table 3.8.

Table 3.8: Distribution of strategic sized sports halls in Shropshire

Zone	No. Halls 3 Courts +	Number of Community Accessible courts	Formal Community Use Agreement in Place N/Y
Oswestry and Ellesmere	2	8	Oswestry LC – Community Facility; St Martins Sports Centre – N
Market Drayton, Whitchurch and Wem	4	24	Maurice Chandler N; Whitchurch LC; Thomas Adams N; Civic Centre N; (Lakelands SC 2 Court Only)
Shrewsbury, Minsterley and Pontesbury	5	23	Grange N; London Road N; Sundorne N; Shrewsbury Sports Village – Community Facility; Roman Road Y;
Bridgnorth, Highley and Cleobury Mortimer	3	8	Bridgnorth LC N; Cleobury Mortimer SC N; There is a formal community use agreement in place at Bridgnorth through the funding from Shropshire Council to the school. This ends in 2020, however it is operated by Halo as a community sports facility.
Ludlow, Church Stretton, Craven Arms and Bishop’s Castle	5	20	CaSC N; Church Stretton SC N; SpArC; Ludlow LC – Community Facility
Much Wenlock, Shifnal, Albrighton and Broseley		8	Much Wenlock LC Y; Idsall LC Y
Totals	19	87	

- 3.46. Based on the above analysis, there are a total of 6 sports halls of 3 courts or more, which have formal community use arrangements i.e. a formal signed community use agreement (CUA), which means the community has access out of school hours. There is 1 such facility in every spatial zone; there are 2 in the Central zone where 25% of the total population of Shropshire currently live. Population in the Central Zone is set to grow significantly with two major Urban Extensions before 2026.
- 3.47. There are currently 2 sports halls of 3 courts or more which have formal community use agreements in the South Spatial Zone, but one of these is due to end in 2019. There are 2 such facilities in the East Spatial Zone.
- 3.48. **This means that every settlement area can provide communities with access to a strategic-sized sports hall, which is either a community leisure centre, or has a formal agreement relating to community access.**
- 3.49. There is a total of 38 activity halls (may be smaller than a badminton court, or be 1 or 2 court size, but without formal courts marked), of which only 16 are community accessible i.e. they are managed on a pay and pay basis by SC, a commercial operator, a trust or a community organisation.

Table 3.9: Total Activity Halls in Shropshire

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Bridgnorth, Highley and Cleobury Mortimer	Bridgnorth Sports & Leisure Centre	Activity Hall	1	Pay and Play	Trust	1976	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Clun Memorial Hall	Activity Hall	1	Pay and Play	Community Organisation	1986	2007
Shrewsbury, Minsterley and Pontesbury	Corbet School	Activity Hall	1	Private Use	Education	1960	2011
Shrewsbury, Minsterley and Pontesbury	Corbet School	Activity Hall	2	Limited - bookings	Education	2005	2011
Oswestry and Ellesmere	Criffins Social Club	Activity Hall	0	Limited - bookings	Community Organisation	2011	
Market Drayton, Whitchurch and Wem	Drayton Sports and Leisure Club	Activity Hall	0	Pay and Play	Sport Club	1975	

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Oswestry and Ellesmere	Ellesmere College	Activity Hall	0	Limited - bookings	Education	1950	
Oswestry and Ellesmere	Ex Servicemen's Club	Activity Hall	0	Limited - bookings	Community Organisation	n/a	
Shrewsbury, Minsterley and Pontesbury	Grange Sports Centre (Shrewsbury)	Activity Hall	0	Pay and Play	Education	1992	2010
Much Wenlock, Shifnal, Albrighton and Broseley	Idsall Sports Centre	Activity Hall	1	Pay and Play	Local Authority (in house)	1970	
Oswestry and Ellesmere	Kinnerley Parish Hall	Activity Hall	0	Pay and Play	Community Organisation	n/a	
Market Drayton, Whitchurch and Wem	Lakelands Sports Centre	Activity Hall	2	Pay and Play	Education	1999	
Market Drayton, Whitchurch and Wem	Lilleshall National Sports & Conferencing Centre	Activity Hall	0	Limited - bookings	Trust (Serco)	1920	2002
Shrewsbury, Minsterley and Pontesbury	London Road Sports Centre	Activity Hall	2	Pay and Play	Commercial Management	1987	2005
Oswestry and Ellesmere	Marches School	Activity Hall	1	Limited - bookings	Education	2008	
Shrewsbury, Minsterley and Pontesbury	Meole Brace School	Activity Hall	1	Limited - bookings	Education	1960	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Moor Park School	Activity Hall	2	Limited - bookings	Trust	1998	

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Much Wenlock, Shifnal, Albrighton and Broseley	Much Wenlock Leisure Centre	Activity Hall	1	Pay and Play	Local Authority (in house)	2010	
Bridgnorth, Highley and Cleobury Mortimer	Oldbury Wells School	Activity Hall	1	Limited - bookings	Education	1955	
Bridgnorth, Highley and Cleobury Mortimer	Oldbury Wells School	Activity Hall	0	Limited - bookings	Education	1955	
Bridgnorth, Highley and Cleobury Mortimer	Oldbury Wells School	Activity Hall	1	Limited - bookings	Education	1955	2005
Oswestry and Ellesmere	Oswestry School	Activity Hall	1	Limited - bookings	Education	1980	2001
Market Drayton, Whitchurch and Wem	Prees Cricket and Recreation Club	Activity Hall	0	Pay and Play	Sport Club	2005	
Bridgnorth, Highley and Cleobury Mortimer	RAF Cosford School of Physical Training	Activity Hall	0	Limited - bookings	MOD	1948	2008
Bridgnorth, Highley and Cleobury Mortimer	RAF Cosford School of Physical Training	Activity Hall	0	Limited - bookings	MOD	1948	1994
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Rushbury Village Hall	Activity Hall	1	Pay and Play	Community Organisation	1996	
Bridgnorth, Highley and Cleobury Mortimer	Severn Centre	Activity Hall	2	Pay and Play	Trust	2004	
Bridgnorth, Highley and Cleobury Mortimer	Severn Centre	Activity Hall	0	Pay and Play	Trust	2004	

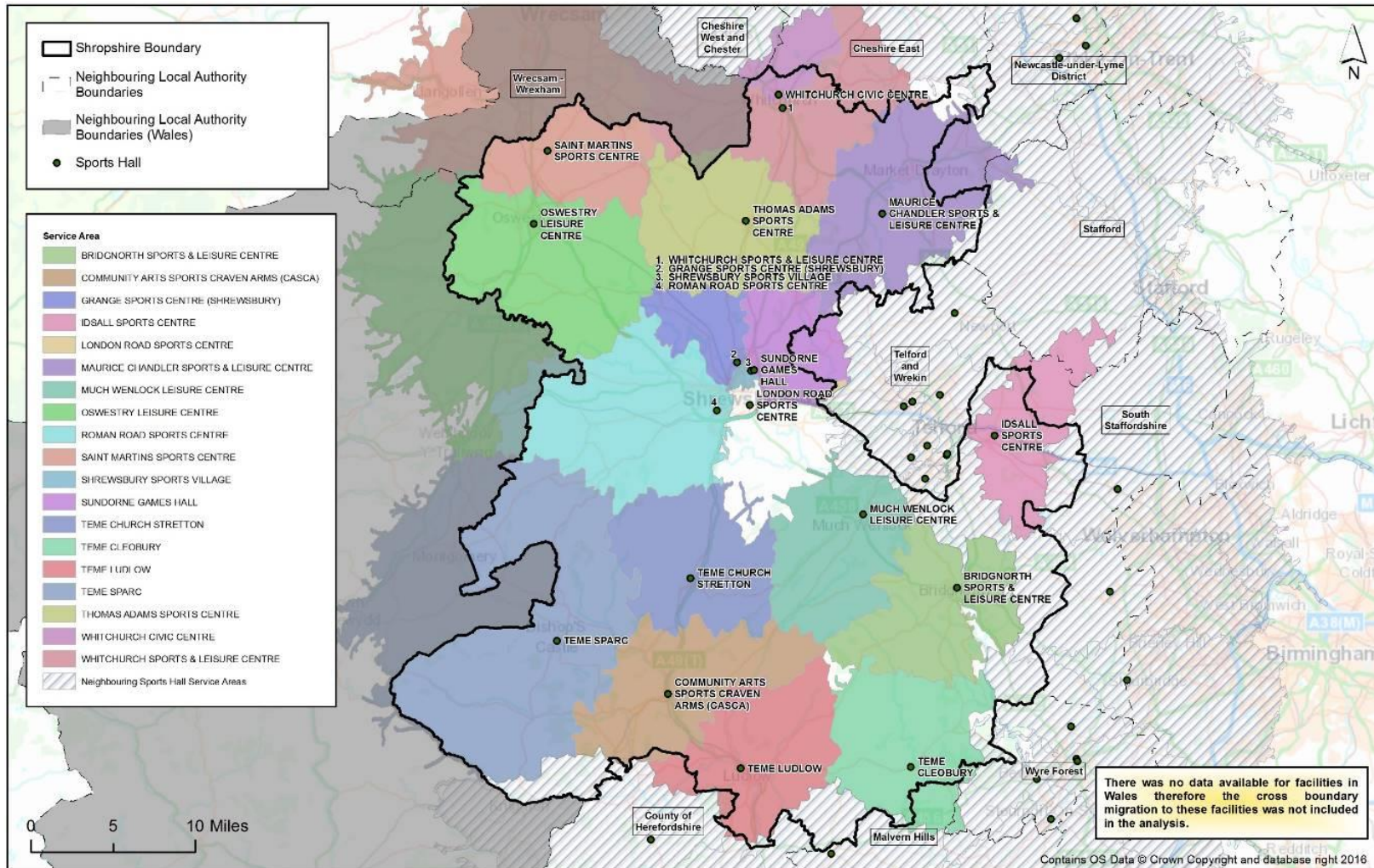
Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Shrewsbury, Minsterley and Pontesbury	Shrewsbury High Prep School	Activity Hall	1	Private Use	Education	2008	
Shrewsbury, Minsterley and Pontesbury	Shrewsbury High School	Activity Hall	0	Private Use	Education	1970	
Shrewsbury, Minsterley and Pontesbury	Shrewsbury Sports Village	Activity Hall	0	Pay and Play	Trust (Serco)	2006	
Shrewsbury, Minsterley and Pontesbury	Sundorne School and Sports College	Activity Hall	1	Private Use	Education	1954	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Cleobury	Activity Hall	2	Limited - bookings	Trust	1985	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	SpArC	Activity Hall	0	Pay and Play	Trust	2006	
Market Drayton, Whitchurch and Wem	The Grove School	Activity Hall	1	Limited - bookings	Education	1960	
Bridgnorth, Highley and Cleobury Mortimer	Trinity Methodist Church	Activity Hall	0	Pay and Play	Community Organisation	N/A	
Market Drayton, Whitchurch and Wem	Whitchurch Sports & Leisure Centre	Activity Hall	0	Limited - bookings	Trust (Serco)	1997	
Market Drayton, Whitchurch and Wem	Woodlands School	Activity Hall	1	Private Use	Education	2003	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Church Stretton	Main	4	Pay and Play	Trust	2010	

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	Facility Type	Badminton Courts	Access Policy	Management	Date Built	Year Refurbished
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Ludlow	Main	6	Pay and Play	Trust	1995	

Map 3.4: Sports Halls in Shropshire – Service Areas



Sports Hall service areas in Shropshire (up to 20 minute rural drive time)



3.50. The challenge in Shropshire is that the area is very rural, and one of the least densely populated in England. Whilst these factors in themselves do not

justify either less provision, or lower quality provision, they do mean that there are less people in the area to use the facilities provided. This means that in order for facilities to be sustainable, the catchment areas are larger than would be the case in more densely populated, or urban areas. In addition, 84.2% of the Shropshire population have access to at least one car; this high level of car ownership reflects the rural nature of the area, and the fact that people are reliant on cars to access services.

Sports Halls - Demand

Consultation

- 3.51. Consultation was undertaken with National Governing Bodies (NGB's) in relation to the 2018-23 strategy. This feedback has not been specifically updated for this analysis except where there has been a known change in need.

Table 3.10: Summary of National Governing Body Consultation – Sports Hall Sports

National Governing Body	Current Focus/Priorities	Future Focus/Priorities
<p>England Netball</p>	<p>There are 31 venues in Shropshire being used for netball activity.</p> <p>73 outdoor courts, 20 of which are floodlit, no outdoor covered courts and 36 indoor courts. The provision of outdoor courts in Shropshire is higher than the national average.</p> <p>The provision of indoor courts in Shropshire is higher than the national average.</p> <p>38% of the venues are based on educational sites.</p> <p>Nearly two thirds of the clubs believe changing facilities to be inadequate for their needs.</p> <p>46% of clubs rate the condition of venues used in Shropshire as very good, with remaining given a good or average rating.</p> <p>77% of clubs find it either very easy or easy to book venues for netball activity.</p>	<p>Issues And Opportunities</p> <p>Burton Borough - no outdoor provision. Club have previously experienced access issues and in the process of re-engaging.</p> <p>Ellesmere College - courts outside are in poor condition, needs new posts.</p> <p>Lilleshall National Sports and Conference Centre - needs outdoor courts to increase participation. Leagues and B2N sessions run out of Lilleshall. New community use consultation group formed.</p> <p>Moreton Hall School - great facility but some issues with restricted access. Phoenix Academy - not an approved UKCC centre. Needs floodlights to be able to increase participation. Car parking is an issue. Underutilised.</p> <p>Shrewsbury High School - needs floodlights to support increasing leagues. 6 courts at school site and 2 more courts at second site.</p> <p>Recommended priorities for inclusion in County plans are: Explore the potential for installing floodlights at Phoenix Academy and Shrewsbury High School.</p> <p>Support the improvement of outdoor court surfaces and posts at Ellesmere College.</p>

National Governing Body	Current Focus/Priorities	Future Focus/Priorities
		Investigate the potential for outdoor courts to be provided at Lilleshall National Sports and Conference Centre.
Basketball	Nothing to add since 2009 Strategy	
Table Tennis	No response	
Volleyball	<p>Nothing has significantly changed strategically since 2018-23 Strategy.</p> <p>Shropshire is part of our Volleyball England investment zones (1 of 5 in the country).</p> <p>The zones predominately focus on delivery support of projects, programmes and club development through Relationship Managers (Liz Fletcher covering the area).</p>	
Badminton	<p>Having supported the refurbishment of Abraham Darby Leisure Centre with capital funds, the sports hall has since become unfit for purpose with a number of badminton clubs relocating due to the slippery floor, which unfortunately caused some injuries to club members. The Shropshire Junior Badminton Academy had initially planned to use Ab Dabs as a high performance venue to train the County's juniors but this is now no longer the case and junior developments in the county have been hindered due to this. It was also planned to hold Coaching and Young Leader training courses but due to the floor these have been arranged at TCAT instead.</p>	<p>With the ABLC issues in mind, a priority going forward would be to re-establish Abraham Darby LC as an appropriate venue for high level badminton by addressing the flooring, which has not been maintained to the appropriate standard and may need replacing or re-surfacing.</p>

Sports Halls - Supply and Demand Analysis

3.52. No new provision has been developed since the 2018-23 Strategy and assessment of need analysis. There have, however, been operational changes. Shropshire Council now manages the facilities at SpArC and Church Stretton.

Sport England's Facilities Planning Model

Sport England Facility Planning Model (FPM)

Sports Halls

3.53. The Sport England Facility Planning Model (FPM) for sports halls was produced in May 2020; it is based on 2019/20 data. There is one difference with SLL data in that the SLL data identifies 19 sports halls.

3.54. **Shropshire has a very extensive supply of sports halls; the supply of sports halls is more than meeting the Shropshire demand for sports halls.** The majority of sports hall venues are 4 badminton court size sports halls. In addition, there are four venues with either a 6 or 8 badminton court size main hall.

3.55. 17 of the 18 sports halls are on education sites. Therefore, access for community use for indoor hall sports, is influenced by the policy and programmes of use at these education venues.

3.56. The average age of the sports hall sites is 25 years old; of the 18 four badminton court sports halls opened before 2000, 13 have been modernised. (Modernisation is defined as one or more of the sports hall floors upgraded to a sprung timber floor, the sports hall lighting replaced, or the changing accommodation modernised). There will however be an increasing need to modernise the post 2000 sports halls.

3.57. The location and catchment area of the 18 sports halls correlates very well with the location of the Shropshire demand for sports halls. The unmet demand located outside catchment equates to only 6 badminton courts, set against an available supply for community use of 140 badminton courts and a total supply of 204 badminton courts across Shropshire.



Key findings from the National Run report - Sports Hall Supply

The key findings on the sports halls supply are:

There are 53 individual sports halls located at 34 sports hall sites across Shropshire County. The total supply of sports halls is 204 badminton courts of which 140 are available for community use in some of the weekly peak period (known as the effective supply). The peak period is weekday evenings (up to 5 hours per day) and weekend days (up to 7 hours per weekend day).

The reason for the difference between the total supply of badminton courts and the effective supply, is because of the variable hours of access for community use at the sports halls located on education sites.

There are thirteen public leisure centre sports hall sites, seventeen school or college sports halls sites, one national centre sports hall site at Lilleshall, two community based organisations sports hall sites and one commercial sports hall site.

- The **first key finding** is the education sector sports hall supply, this represents 50% of the total number of sports hall sites in Shropshire. The education sports halls have different hours of access for community use. Some schools and colleges proactively manage venues for wider community use, predominantly by sports clubs and community groups. Other schools and colleges let their sports halls on a responsive basis to sports clubs or community groups, for a term or even shorter irregular lettings. Some education venues may not provide access for community use at all.
- The **second key finding** is that the variable policy by different schools/colleges towards community use, is the reason why the total supply of sports halls is 204 badminton courts, and the supply available for community use, is 140 badminton courts, in the weekly peak period. In effect, across the 17 sites, there is an aggregate total of 64 badminton courts, which represents 31% of the total supply, which are unavailable for community use.

These quantitative findings illustrate the impact any changes in the policy of education providers towards community use and access will have on the overall supply of sports halls. Any reduction in community use at the school/college sites, will transfer more demand, most likely club use, to the public leisure centres.

An example of the interaction of these findings, is The Grove School, has a three badminton court sports hall, it is an old facility having opened in 1973 and refurbished in 2010. However, despite its size and age it has an estimated 100% of its capacity used at peak times. It is an important facility to retain in this area as there are few alternative facilities.

The public leisure centre sites represent 38% of the total number of sports hall sites in Shropshire

The largest sports hall sites are the 8 badminton court size sports hall, located at Shrewsbury Sports Village (opened in 2006) and Oswestry School

(opened in 2018). There is also an 8 badminton court size sports hall at Lilleshall National Sports Centre (opened in 1989 and modernised in 2004). There is a 6 badminton court size sports hall at Oswestry Leisure Centre (opened in 2011).

There are 21 sports halls which are 4 badminton court size. This size of sports hall can accommodate all indoor hall sports at the community level of participation.

The size of a 4 badminton court sports hall does vary, because education authorities consider a 4 badminton court size sports hall for curriculum use, can have dimensions of 33m x 18m.

However, in 2013, Sport England and the National Governing Bodies for hall sports reviewed and set the size of a main 4 badminton court size sports hall at 34.5m x 20m. Halls below these dimensions do have the correct dimensions for the playing area, but have limited space between the courts and run off space at the back of the courts.

There are 15 venues which have a 4 badminton court sports hall below 34.5m x 20m and 6 venues with these dimensions.

Of the 13 four badminton court sports halls opened before 2000, 10 have been modernised, so a good record of modernisation. Modernisation is defined as one or more of the sports hall floor upgraded to a sprung timber floor, the sports hall lighting replaced, or the changing accommodation modernised.

The average age of all the sports hall sites is 25 years, the oldest sports hall is the Ludlow Church of England School opened in 1955 and last modernised in 2007.

Measure of Provision

Based on a measure of number of badminton courts per 10,000 population, the Shropshire County supply is 6.4 badminton courts. Shropshire has the second highest supply based on this measure, after Malvern Hills with 6.7 badminton courts per 10,000 population.

The West Midlands Region and England wide averages are both 4.2 badminton courts per 10,000 population.

The provision of sports hall space across Shropshire County is higher than in all but one of the eleven neighbouring local authorities, West Midlands Region and the England wide average.

The resident population of Shropshire generates a demand for 84.4 badminton courts in the weekly peak period. This compares to a supply of 140.20 badminton courts which are available for community use in the weekly peak period. So, the Shropshire supply exceeds the Shropshire demand by 55.8

badminton courts.

Satisfied Demand or Met Demand for Sports Halls

Satisfied demand is the proportion of total demand that is met by the capacity at the sports halls from residents who live within the driving, walking or public transport catchment area of a sports hall.

- The **third key finding** is the Shropshire satisfied demand is 92% of the total demand for sports halls. This means this level of the Shropshire total demand for sports halls is located within the catchment area of a sports hall, and there is enough capacity at the venues to meet 92% of total demand. A very high level of the total demand for sports halls can be met.

Retained demand

A sub-set of satisfied demand is retained demand, this measures how much of the Shropshire satisfied demand is met at sports halls in the authority. This assessment is based on the catchment area of the sports halls and residents using the nearest sports hall to where they live.

Retained demand is 92% of the total Shropshire satisfied demand for sports halls.

The **fourth key finding** is that the location and catchment area of the sports hall sites in the County, are very closely correlated with the location of the Shropshire demand for sports halls. On the assumption that residents use the nearest sports hall to where they live, then the nearest sports hall for over nine out of ten visits to a sports hall by a Shropshire resident, is to a venue located in the County.

Exported demand

The residual of satisfied demand after retained demand, is export of the Shropshire demand for sports halls, again based on Shropshire residents using the nearest venue to where they live, and which is a sports hall in a neighbouring authority.

The finding is that Shropshire is exporting 8% of its satisfied demand for sports halls; this is met through provision in neighbouring authorities.

For context, the exported demand equates to 1,784 visits in the weekly peak period and the Shropshire retained demand is 20,786 visits in the weekly peak period.

Unmet Demand

The unmet demand definition has two parts to it - demand for sports halls which cannot be met because (1) there is too much demand for any

particular sports hall within its catchment area; or (2) the demand is located outside the catchment area of a sports hall and is then classified as unmet demand.

- The **fifth key finding** is the Shropshire unmet demand is 8.2% of total demand for sports halls and equates to just fewer than 7 badminton courts.

Of the total unmet demand, 6% is from lack of sports hall capacity and 94% is unmet demand located outside the catchment area of a sports hall.

- The **sixth key finding** is not that unmet demand outside catchment exists, but the SCALE and in Shropshire it equates to just over 6 badminton courts of the total unmet demand of just fewer than 7 badminton courts.

However, there is not one cluster location of high unmet demand (minimum 3 badminton courts) that warrants consideration to increase the provision of sports halls, so as to improve accessibility for residents.

Used Capacity (how full are the sports halls?)

Used capacity - is an estimated measure of usage and throughput at sports halls and estimates how well used/how full facilities are. The facilities planning model is designed to include a 'comfort factor', beyond which, the venues are too full. Sport England sets the comfort level at 80% of capacity used at peak times (weekday evenings and weekend days).

- The **seventh key finding** is that as a countywide average, the Shropshire sports halls are estimated to be operating at 48.4% of used capacity in the weekly peak period weekday evenings (up to 5 hours per day) and weekend days (up to 7 hours per weekend day).

This appears to be a low level of used capacity, but it does vary at individual centres and the public leisure centres have a higher estimated used capacity than the County wide average. The reasons for the variations are:

- **Firstly**, - the public leisure centres have (1) the highest accessibility for both sports club and public use, (2) they are available for day time use, which is not possible at education venues during term time (3) the operators actively promote hall sports and physical activity participation, and with a programme of use which reflects the activities and times that customers want to participate.

For all these reasons, the public leisure centre capacity findings are higher than the Shropshire average, e.g. 100% of capacity used at peak times at Oswestry Leisure Centre, 61% at the Thomas Adams Sports Centre In Oswestry the findings are an estimated 62% at Ludlow and 100% of sports hall capacity used at SpArC.

It is important to consider the scale and capacity of a sports hall when looking at the estimated used capacity and not consider the percentage figure in isolation.

SpArC has an estimated 100% of sports hall capacity used at peak times (it is a 3 badminton court size sports hall). Ludlow has an estimated 62% of sports hall capacity used at peak times but it is a 5 badminton court sports hall and so it can accommodate more activities at the same time and therefore higher usage than the 3 court venue at SpArC.

The estimated 62% of capacity used at Ludlow compares very favourably in terms of usage with the 100% of capacity used at SpArC. To repeat it is important to consider the capacity of a sports hall site when looking at used capacity and not just the percentage figure.

- **Secondly** - the used capacity of a sports hall does depend on the hours available for community use. Self-evidently a sports hall on an education site, which is only available for a few hours a week, and with an irregular pattern of club use, is very different from a public leisure centre sports hall, with a full programme of community use.

The findings for each individual school site do vary considerably and the findings are based on the hours each venue is open for community use outside of education use and any school/college extra-curricular use

The level of used capacity at education sports halls, also reflects the policy of each school/college on community use. Some schools and colleges actively promote community use, whilst other education venues let the sports halls on a responsive basis, to requests for lets from sports clubs or community groups on a term, or even shorter periods.

Independent schools vary in their approach, some tend not to promote community use and provide time outside of education use, for use by school clubs, feeder schools or organisations affiliated to the school. Other independent schools actively promote community use, and usually through a membership system.

So, for all the reasons set out, the used capacity of education sports halls do have a wide variation

- **Thirdly** - the amount of demand in the catchment area of sports halls. If there are sports hall locations where the catchment areas overlap, as there is in Shrewsbury, then the demand is shared between venues and this contributes to the used capacity at each venue.

By contrast if there are sports halls which have few competing venues in their catchment area, as there are in Craven Arms, Market Drayton and Whitchurch, then these venues retain the sports hall demand in their catchment area.

- **Fourthly** - the quality and range of the offer, along with the age and condition of a sports hall. These features are all of increasing importance to customers and impact on participation levels. The features include a modern sports hall, with a sprung timber floor, good quality lighting and modern changing rooms, plus other facilities on site, such as a studio and/or a gym.

- Residents may travel further to use a sports hall with this all round offer, rather than participate at the sports hall located closest to where they live. Several of the older Shropshire sports halls sites, pre 2000 (and which have not been modernised) have a lower estimated used capacity.⁹

3.58. Future Need - Based on the Sports Facility Calculator (SFC) analysis there is a need for a further 6.33 badminton courts by 2036 to meet increased demand from the population growth of 23,600 across the county.

N.B.: **The Sports Facility Calculator (SFC)** provides a quantitative estimate of future need, but unlike the FPM the SFC model analysis does not identify specific locations for future provision. That needs to be informed by the nature and location of future housing development (where locations are known), local geography and accessibility, and, critically, the location of existing facilities. This is because future demand may have the potential to be addressed through facility extension, or refurbishment, as well as new locations. However, in the absence of any other future demand calculator, the SFC provides an indicator of the level of future provision needed. The SFC can be applied to the same facilities as those modelled in the FPM.

⁹ Source: Sport England Sports Hall FPM 2020

Swimming Pools

Swimming Pools - Supply

Quantity – Swimming Pools in Shropshire

- 3.59. The supply analysis identifies that Shropshire has a total of 45 swimming pools across 34 sites. Appendix 8 details the overall pool supply in Shropshire; data source SE Active Places March 2016.
- 3.60. There are marginally more community accessible pools (i.e. pay and play and those which have limited bookings) than non - accessible. There are 12 pools of 25m in length with 4 or more lanes, of which 8 are community accessible.
- 3.61. The pools are distributed throughout the County.
- 3.62. Map 3.5 shows the swimming pools in Shropshire and their location. The analysis of the overall swimming pool supply in Shropshire is as follows:

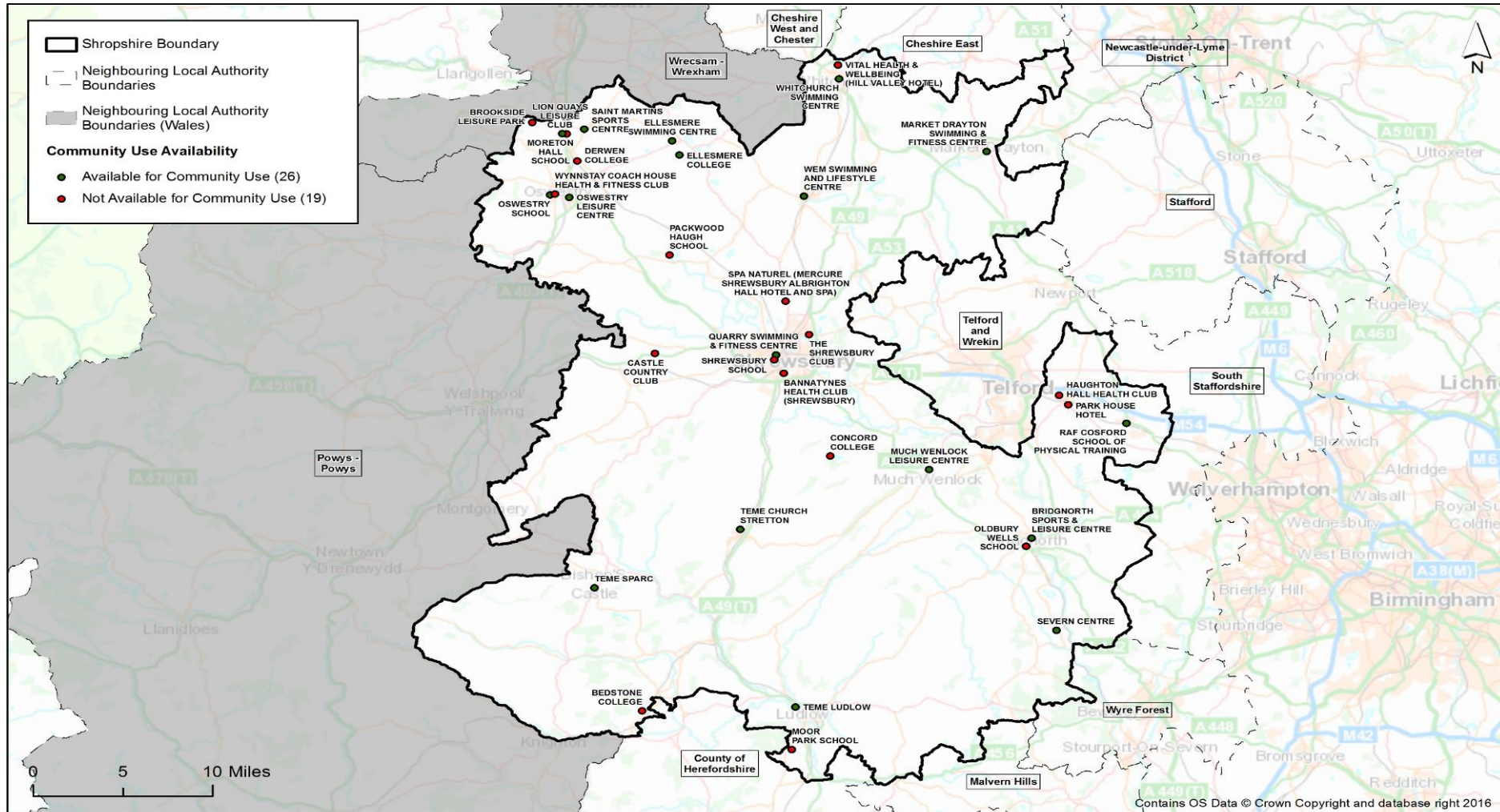
Table 3.11: Analysis of Swimming Pool Supply in Shropshire

	Number of Pools	No of sites
Total Community Accessible Swimming Pools	19 (excluding lidos and leisure pool)	15
Main Pools (250 sqm or more)	11	9
Learner Pools (approx. 160 sqm)	7	5
Diving	1	1
Leisure**	1	1
Lido*	3	3
Local Authority pools (5 main, 2 learner; 2 small pools (the Quarry))	9	5
Pools with Local Authority Funding subsidy (mostly education but includes the Severn Centre – agreement due to end in 2027)	3	3
Education Sector	6	2
Other Pools (may offer limited booking access)	1	1
Non Community Accessible Pools	21	18

*Excluded from analysis as seasonal facility

**Excluded from analysis as not a standard pool tank

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*



Swimming Pools by community use availability in Shropshire



Quality – Swimming Pools In Shropshire

- 3.63. Detailed quality assessments undertaken on the Shropshire Council swimming facilities for the 2018/23 Indoor Leisure Facilities Strategy. These have not been repeated as in the main there has been no change in facility quality. Ageing facilities have simply got older. One of these Whitchurch Leisure Centre now has an extremely bad leak to the main swimming pool tank. Quality audits are summarised in Table 3.5. Quality assessments have also been undertaken on a number of other pools. Of all the pools in Shropshire, Whitchurch Leisure Centre, and the existing small pools (20m x 5 lane) at Church Stretton and SpArC are in the worst condition. The Church Stretton pool facility is covered but is not in a purpose-built pool hall. It is in extremely poor condition and needs significant investment. There is no insulation to the pool hall, so it is also costly to operate.
- 3.64. The SpArC pool is in slightly better condition than that at Church Stretton; however, the pool building needs significant investment.
- 3.65. The oldest swimming facilities in Shropshire are the pools at the Quarry Swimming and Fitness Centre. This facility was originally built in 1880 and added to in 1950. This facility is also in need of significant investment in terms of both the swimming and fitness facilities, but also the building itself, which does not meet modern day standards in terms of inclusive access. In autumn 2019 the roof blew off and has had to be replaced. Feasibility work to look at replacement of this facility is ongoing.
- 3.66. The majority of Shropshire's swimming pools were built in the late 1990s; the newest swimming pools are those in the Oswestry Leisure Centre, built in 2011, and the pool at Much Wenlock, built in 2010. Other pools were built in the late 1980s and late 1970s. Overall the swimming pool stock is in reasonable condition, with the main exceptions of the Quarry, Whitchurch, Church Stretton and SpArC pools. All these pools are managed by Shropshire Council and comprise the majority of the public swimming pool provision in the County.
- 3.67. These swimming pools no longer provide an appropriate quality of provision, and an environment conducive to increasing participation in physical activity for health benefits.
- 3.68. The Church Stretton pool is located in an immediate community of around 4,671 (2011 Census), and the SpArC pool in a community of around 1,893 (including surrounding settlements 4,000); this means usage levels are relatively low (see Section 4), in comparison to pools in larger communities, and therefore operational costs are higher.

Accessibility - Swimming Pools In Shropshire

- 3.69. Shropshire Council Swimming pool facilities are located in each one of the main market towns, including Shrewsbury, the county town. Each one of these three facilities provides a main pool tank (although no swimming pool is 8 lanes wide and suitable for competitive swimming), and separate water space for learn to swim.
- 3.70. All communities in Shropshire are within 30 minutes drivetime of one of these facilities, except in the north of the county. Communities between Shrewsbury and Oswestry have access to two other SC swimming pools at Market Drayton and Whitchurch, the facility at Market Drayton comprises a main and a learner pool.

Availability – Swimming Pools In Shropshire

3.71. The overall supply of community accessible pools is:

Table 3.12: Community Accessible Swimming Pools in Shropshire

Zone	Site Name	Facility Type (m ²)					Length	Width	Lanes	Access Policy	Management	Date Built	Year Refurbished
		Main	Learner	Diving	Leisure	Lido							
Bridgnorth, Highley and Cleobury Mortimer	Bridgnorth Sports & Leisure Centre	200					25	8	4	Pay and Play	Trust	1976	
Oswestry and Ellesmere	Ellesmere College	250					25	10	4	limited - bookings	Education	1950	2007
Oswestry and Ellesmere	Ellesmere Swimming Centre	160					20	8	5	limited - bookings	Education	1972	2003
Market Drayton, Whitchurch and Wem	Market Drayton Swimming & Fitness Centre	325					25	13	6	Pay and Play	Trust (Serco)	1995	2012
Market Drayton, Whitchurch and Wem	Market Drayton Swimming & Fitness Centre					239.25	16.5	14.5	0	Pay and Play	Trust (Serco)	1995	2012
Market Drayton, Whitchurch and Wem	Market Drayton Swimming & Fitness Centre		60				12	5	0	Pay and Play	Trust (Serco)	1995	2003

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	Facility Type (m ²)					Length	Width	Lanes	Access Policy	Management	Date Built	Year Refurbished
		Main	Learner	Diving	Leisure	Lido							
Oswestry and Ellesmere	Moreton Hall School	250					25	10	0	limited - bookings	Education	1975	2008
Much Wenlock, Shifnal, Albrighton and Broseley	Much Wenlock Leisure Centre	312.5					25	12.5	6	Pay and Play	Local Authority (in house)	2010	
Oswestry and Ellesmere	Oswestry Leisure Centre	287.5	126.5				25	11.5	6	Pay and Play	Trust (Serco)	2011	
Oswestry and Ellesmere	Oswestry Leisure Centre						11.5	11	0	Pay and Play	Trust (Serco)	2011	
Oswestry and Ellesmere	Oswestry School	180					20	9	5	Private Use	Education	1975	
Shrewsbury, Minsterley and Pontesbury	Quarry Swimming & Fitness Centre	412.5					33	12.5	6	Pay and Play	Trust (Serco)	1971	1995
Shrewsbury, Minsterley and Pontesbury	Quarry Swimming & Fitness Centre					70	10	7	0	Free Public Access	Shrewsbury Town Council	1950	2005
Shrewsbury, Minsterley and Pontesbury	Quarry Swimming & Fitness Centre						10.5	6.5	0	Pay and Play	Trust (Serco)	1880	1995

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	Facility Type (m ²)					Length	Width	Lanes	Access Policy	Management	Date Built	Year Refurbished
		Main	Learner	Diving	Leisure	Lido							
Shrewsbury, Minsterley and Pontesbury	Quarry Swimming & Fitness Centre	250					25	10	4	Pay and Play	Trust (Serco)	1880	1995
Shrewsbury, Minsterley and Pontesbury	Quarry Swimming & Fitness Centre	162					18	9	0	Pay and Play	Trust (Serco)	1880	1995
Bridgnorth, Highley and Cleobury Mortimer	RAF Cosford School of Physical Training	375					25	15	6	limited - bookings	MOD	1948	
Oswestry and Ellesmere	St Martin's Sports Centre (Formerly Rhyn Park Sports Hall)	250					25	10	5	limited - bookings	Education	1981	2004
Bridgnorth, Highley and Cleobury Mortimer	Severn Centre					237.5	25	9.5	4	Pay and Play	Trust	1970	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Church Stretton	160					20	8	4	Pay and Play	Trust	1980	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Ludlow	325					25	13	6	Pay and Play	Trust	1997	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Ludlow				72		12	6	0	Pay and Play	Trust	1997	

Zone	Site Name	Facility Type (m ²)					Length	Width	Lanes	Access Policy	Management	Date Built	Year Refurbished
		Main	Learner	Diving	Leisure	Lido							
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Ludlow			85			10	8.5	0	Pay and Play	Trust	1997	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	SpArC	180					20	9	4	Pay and Play	Trust	1972	2006
Market Drayton, Whitchurch and Wem	Wem Swimming and Lifestyle Centre	160					20	8	4	Pay and Play	Trust	2005	
Market Drayton, Whitchurch and Wem	Whitchurch Swimming Centre	225					25	9	5	Pay and Play	Trust (Serco)		

3.72. Of these, the key Shropshire Council community accessible pools are:

- **Oswestry Leisure Centre, Oswestry**
- **The Quarry Swimming and Fitness Centre, Shrewsbury (and the replacement for this existing facility)**
- **South Shropshire Leisure Centre, Ludlow (Teme Ludlow)**

3.73. These facilities provide at least a main pool and a learner pool, although in the South Shropshire Leisure Centre the learner function is delivered through both the diving and leisure pool facilities.

3.74. In addition to these facilities, Shropshire Council provides facilities through the Market Drayton Swimming and Fitness Centre, the Whitchurch Swimming Centre, (north of Shropshire), and in the south through the Church Stretton Pool and SpArC (Bishops Castle).

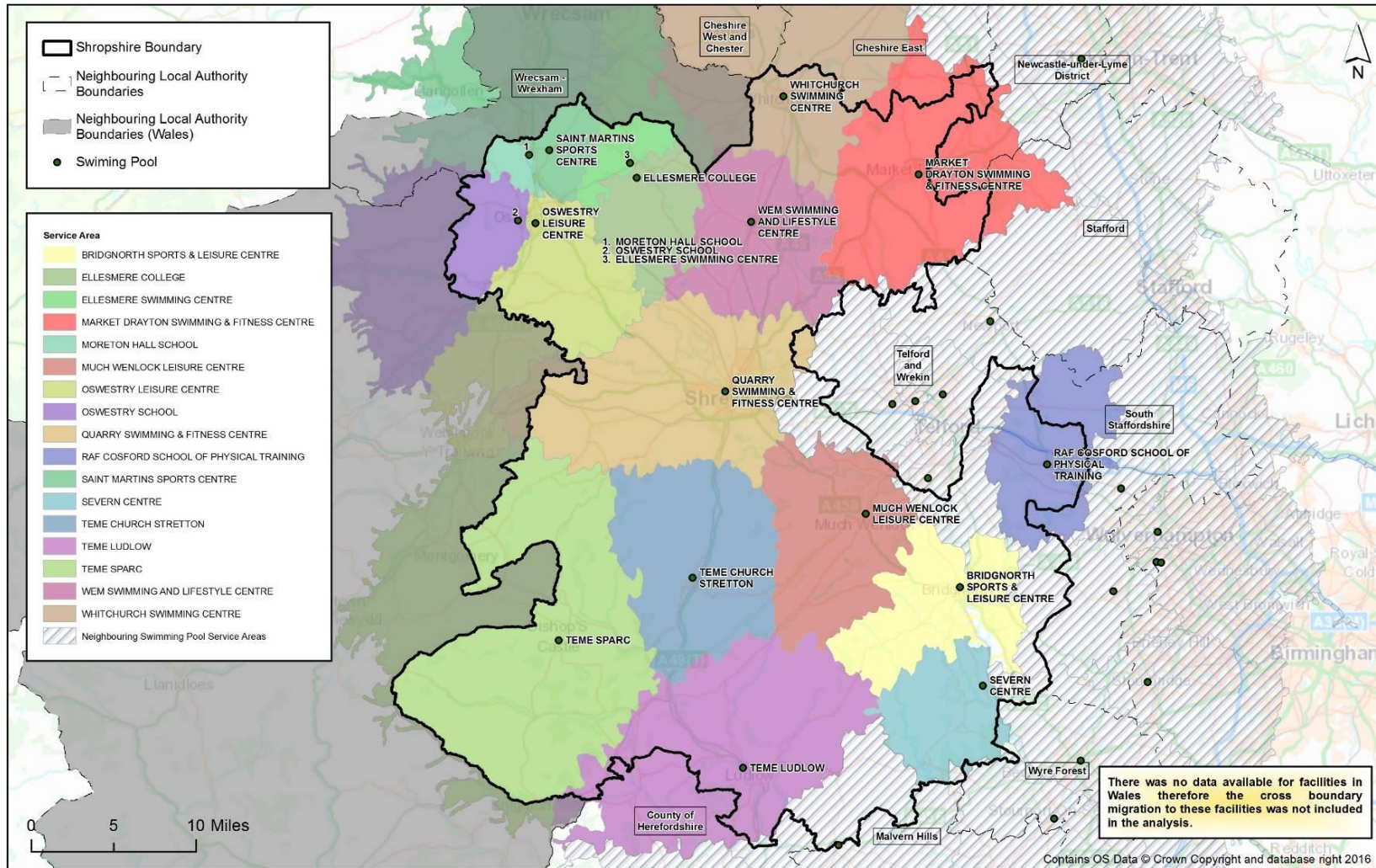
3.75. In addition to these Shropshire Council facilities, there are a number of other swimming pools (usually small pools) which are available for at least some degree of community use.

3.76. Some of these are covered by a formal community use agreement, and some are education operated; some of the latter have a short-term subsidy from Shropshire Council.

3.77. All funding agreements for swimming pools are due to end by 2022 at the latest, except Much Wenlock, which has no end date to its community use and Shropshire Council funding support agreement.

3.78. Table 3.12 highlights that of the 16 pools with at least some form of community access, 9 are in Shropshire Council community leisure centres. Of the total 45 swimming pools in Shropshire, 19 i.e. less than half are available for community use. However, of these 19 pools, 11 are in a Shropshire Council community leisure facility.

Map 3.6: Swimming Pools in Shropshire – Service Areas



Swimming Pool service areas in Shropshire (up to 20 minute rural drive time)



Swimming Pools - Demand

Consultation

3.79. Consultation with relevant National Governing Bodies (NGBs), and local clubs, highlights local factors in relation to supply and demand for swimming pool provision in the future. This consultation has not been updated since the 2018-23 Facilities Strategy as there have been no major changes in demand.

Table 3.13: Summary of National Governing Body Consultation – Aquatic Activities

National Governing Body	Current Focus/Priorities	Future Focus/Priorities
Amateur Swimming Association (Asa)	The ASA is now focused on the sustainability of swimming pools as this will ensure the ongoing provision of water space for community participation. This means that the facility needs to be accessible, and have the appropriate infrastructure e.g. parking, around it, and be operationally sustainable i.e. affordable operational costs. Co-locating a swimming pool with other community sports facilities is operationally more effective. An out of town location in Shrewsbury will provide increased opportunities for community participation, and will be more operationally sustainable. This is because an out of town location can be a larger site, with the potential to provide a greater number of facilities and therefore a wider range of participative opportunities.	The ASA is very keen to support the future use of pools by clubs, but community pay and play use is also a priority, as is the schools’ programme; more children learning to swim at an early age in fit for purpose pools is likely to mean sustainable future participation.

Swimming Pools - Supply and Demand Analysis

Sport England's Facilities Planning Model

3.80. The Sport England Facility Planning Model (FPM) for pools in Shropshire was produced in July 2019. This reflects 2019/19 data.

Key findings from the National Run report - Swimming Pools

A summary of the Shropshire County swimming pool supply findings is:

There are 29 individual pools located at 22 swimming pool sites across Shropshire. 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).

Five of the 22 swimming pool sites are public leisure centre swimming pools sites, there are 8 commercial swimming pools sites, 7 education swimming pool sites. Wem Swimming and Lifestyle Centre, is owned by a charity. There is also the RAF Cosford pool site.

The largest pool site is Quarry Swimming and Fitness Centre, which has a 25m x 8 lane main pool and two further main pools of 25m x 4 lanes plus a 18m x 9m pool.

- The **First key finding** is that the Quarry Swimming and Fitness Centre is the largest swimming pool site in the County, it has 4 individual pools and a total water area of 893 sq. metres of water, which is 21% of the total water area available for community use, across all the 22 swimming pool sites in the County

There are 25m x 6 lane main pools at Market Drayton Swimming and Fitness Centre, Oswestry Leisure Centre, and Much Wenlock Leisure Centre. The main pool at Whitchurch Swimming Centre is a 25m x 4 lane pool. At the Whitchurch Swimming Centre and the Much Wenlock Leisure Centre, the scale of the main pool means they are also able to provide for the full range of swimming activities, albeit they are single pool sites.

At 3 of these centres there are also separate teaching/leaner pools, with a 12m x 5m pool at Market Drayton, a 13m x 8m pool at Oswestry and an 11m x 8m pool at the Quarry Swimming and Fitness Centre.

- **Second key finding** - the scale of provision at the public leisure centres, means they can provide for all the swimming activities of: learn to swim; casual recreational swimming; lane and aqua aerobics fitness swimming activities; and swimming development through clubs. Furthermore, at three of the sites this can take place in dedicated and separate pools.

Overall, there is a very extensive provision of public leisure centre swimming pools, with pools that that can provide for all swimming activities.

The education swimming pools sites are smaller in scale; there is a 25m x 6 lane main pool at Shrewsbury School and 25m x 4 lane pools at Ellesmere College, Moreton Hall School, and St Martins Sports Centre. Smaller education pool sites are located at Ellesmere Swimming Centre with a 20m x 4 lane main pool and Moor Park School 18m x 9m main pool.

The education pool sites will provide for organised swimming club use and may operate a swim school. The hours of access for this wider community use depends on the policy of each education provider. Some schools and colleges are proactive in providing for community use, whilst other schools and colleges let the pool in response to requests. Independent schools tend to provide for extra-curricular use by school sports clubs and partner schools and not provide for wider community use

The largest commercial swimming pool site is at Ludlow, which has a 25m x 6 lane main pool with water slide, diving plunge pool and two leisure pools with water features. The other commercial pool sites are single pool sites ranging from the 25m x 4 lane pool at Lions Quays Leisure Centre to the 20m x 3 lane pool at The Shrewsbury Club. Commercial pools provide for recreational swimming by the centre membership and some also operate a swim school.

- **Third key finding** - the average age of the public swimming pool sites, is 27 years, the oldest pool site being the Quarry Swimming and Fitness Centre, which opened in 1971. The most recent public leisure centre is Oswestry Leisure Centre which opened in 2011.

The average age of all the swimming pool sites is 29 years excluding Ellesmere College, which opened in 1950 and RAF Cosford which opened in 1948. The most recent pool site to open is Oswestry Leisure Centre (2011).

- **Fourth key finding** - the Shropshire supply of swimming pool sites is 13.1% of the total number of swimming pool sites in the study area.

Measure of Provision

Based on a measure of water space per 1,000 population, the Shropshire supply is 19 sq. metres of water space per 1,000 population in 2019. The West Midlands Region average is 11 sq. metres of water per 1,000 population and for England wide it is 12 sq. metres of water per 1,000 population in 2019.

Supply and Demand for Swimming Pools

- **Fifth key finding** - in 2019 the resident population of Shropshire generated a demand for 3,111 sq. metres of water. The supply available for community use is 4,121 sq. metres of water, in the weekly peak period. So, there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019.
- **Sixth key finding** - these findings mean that when the assessment is based on the catchment area of swimming pools, and across local authority

boundaries, a very high level of the total demand for swimming will be met.

Satisfied or Met Demand for Swimming

Satisfied demand, measures the proportion of total demand that is met by the capacity of the swimming pools from residents who live within the car, walking or public transport catchment area of a swimming pool (pools located both inside and outside the Borough)

- **Seventh key finding** - satisfied demand is 89% of the total demand for swimming from Shropshire residents. This means this level of Shropshire's total demand for swimming is located inside the catchment area of a swimming pool, and there is enough swimming pool capacity to meet 89% of the Shropshire County total demand for swimming.

Retained demand

A subset of findings for satisfied demand, is how much of the Shropshire satisfied demand for swimming is retained at the swimming pool sites located in Shropshire. This assessment is based on Shropshire residents travelling to and using the nearest pool to where they live, and it is a swimming pool located in Shropshire.

- **Eighth key finding** - in 2019, some 85% of the total 89% Shropshire demand for swimming which is satisfied, is retained demand within the Shropshire.
- **Ninth key finding** - is that there is a very close correlation between the Shropshire swimming pool locations and catchment areas and the location of the Shropshire County demand for swimming pools. So much so, that the nearest pool for over eight out of ten visits to a swimming pool by a Shropshire resident is a pool located in the authority.

Exported demand

The residual of satisfied demand, after retained demand, is exported demand. The 2019 finding is that 14% of the Shropshire satisfied demand for swimming is met outside the authority. This is based on the fact that the nearest pool for this level of Shropshire's satisfied demand, is a pool located outside Shropshire.

Shropshire's retained demand is 14, 383 visits per week in the weekly peak period. The Shropshire exported demand is 2.392 visits in the weekly peak period.

Unmet Demand for Swimming Pools

The unmet demand definition has two parts to it (1) there is too much demand for any particular swimming pool within its catchment area; or (2) the demand is located outside the catchment area of any pool and is then classified as unmet demand.

- **Tenth key finding** - the Shropshire total unmet demand is 10.5% of total demand, and this equates to 328 sq. metres of water. 98% is from the definition, unmet demand located outside the catchment area of a pool and 2% is from lack of swimming pool capacity (reviewed under the used capacity heading).

Unmet demand outside catchment will always exist, this is because it is not possible to get complete spatial coverage, whereby all areas are inside catchment. This is especially so when an authority has an extensive land area, such as Shropshire. There are extensive areas in the south and west of the County, where there are no swimming pool sites. Fortunately, there is not a lot of demand for swimming located in these areas.

- **Eleventh key finding** - the total unmet demand outside catchment, is 1,933 visits per week in the weekly peak period. This compares with the demand inside catchment, and which is being met, of 16,776 visits per week in the weekly peak period.
- **Twelfth key finding** - the overall key point, is not that unmet demand outside catchment exists, but the SCALE of the unmet demand and which is more important. **Unmet** demand is highest in the area in and around the Shrewsbury town; it totals 48 sq. metres of water but this over quite an extensive land area. It is likely in this area, there are residents who do not have access to a car and live outside the walking or public transport catchment area of a swimming pool.

Unmet demand in the Wem area totals between 10 - 15 sq. metres of water, in the Oswestry area unmet demand is between 5 – 10 sq. metres of water, and in both the Market Drayton and Ludlow areas, it is around 5 sq. metres of water. Overall the unmet demand is very low in the main settlements within Shropshire. The remainder of the unmet demand is distributed in low values, across the rest of Shropshire.

Thirteenth key finding - the total unmet demand of 328 sq. metres across the County is a low total. There is insufficient unmet demand clustered in any one location, to consider increasing swimming pool provision, so as to increase access to pools for residents. (For context, a 25m x 4 lane swimming pool is between 210 – 250 sq. metres of water, depending on lane width).

Used Capacity (how full are the Swimming Pools?)

Used capacity estimates how well used/how full facilities are. The facilities planning model is designed to include a 'comfort factor', beyond which the venues are too full. The pool itself becomes too busy to be able to swim comfortably, plus the changing and circulation areas become too crowded.

The model assumes that usage over 70% of capacity used in the weekly peak period is busy and the swimming pool is operating at an uncomfortable level above that percentage.

- **Fourteenth key finding** - the estimated used capacity of the swimming pools as a Shropshire average, is 45% of pool capacity used in the weekly peak period. This is well within the Sport England benchmark of pools being comfortably full, at 70% of pool capacity used.
- **Fifteenth key finding** - (the three bullet points) The findings on used capacity can be explained by some of the earlier findings, namely:

The Shropshire demand for swimming equates to 3,111 sq. metres of water, whilst the total supply is 4,121 sq. metres of water; there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019.

Nearly 90% of the total demand for swimming from Shropshire residents is satisfied/met. Shropshire's total demand for swimming located inside the catchment area of a swimming pool and the pools have enough capacity to meet this level of total demand.

Unmet demand for swimming from Shropshire residents is low, at 328 sq. metres of water. This compares with an available supply of water space which is 4,121 sq. metres of water. Of the total unmet demand, 98% is demand located outside the catchment area of a pool and only 2% from lack of swimming pool capacity.

The findings for each individual pool site vary from the countywide average. The estimated used capacity for swimming pools can vary for several reasons:

- **Firstly** - the public leisure centres provide for all the swimming activities: learn to swim; public recreational swimming; fun and leisure activities; lane and fitness swimming; and swimming development through clubs.

The centres are accessible for public use as well as swimming club use. The opening hours are extensive, and the centres are proactively managed to encourage and support swimming participation and physical activity. Finally, as public leisure centres there is not the requirement to pay a monthly membership fee to access the swimming pools, as there is with commercial swimming pools and this can be a disincentive to use a commercial swimming pool. All these factors contribute to the levels of pool usage at the public swimming pool sites.

Whitchurch Swimming Centre has an estimated used capacity of 82% in the weekly peak period, at **Oswestry Leisure Centre** it is 57% at **Market Drayton Swimming and Fitness Centre** it is 53% at **Quarry Swimming and Fitness Centre** it is 47% and at **Much Wenlock Leisure Centre** it is 40%

- **Secondly** - it is important to also consider the scale of each pool site and not view the used capacity percentage figure in isolation. The **Quarry Swimming and Fitness Centre** is the largest swimming pool site in the County, it has 4 individual pools and a total water area of 893 sq. metres of water, which is 21% of the total water area available for community use, across all the 22 swimming pool sites in the County – it is a very extensive swimming pool site. The **Quarry Swimming and Fitness Centre** can accommodate far more usage than any other swimming pool site. Its estimated used capacity of 47% in the weekly peak period has to be seen in this wider context, of the very large amount of water space and usage it can accommodate. Its usage compares very favourably with (say) the 63% of pool capacity used at the **Ellesmere Swimming Centre**,

which has one pool of 20m x 8m and a water area of 160 sq. metres of water.

- **Thirdly** - the estimated used capacity for the education pools for community use, not education use, ranges from **Moor Park School** with 19% to **Shrewsbury School** with 100%. The hours available for community use will vary at each education pool site and this will be reflected in the amount of pool capacity used. An education pool site which only has 10 hours of community use available a week, can have a high used capacity. The opposite will also apply, if a pool is available for say 30 hours a week for community use, then there is more time to fill and the used capacity can be lower.

The programme of use at the education pools will be predominately for club use and learn to swim programmes. Very few education swimming pool sites provide for public recreational pay and swim use, unless there is a joint use agreement in place, whereby the pool is managed and operated for public as well as school use. Independent schools tend to make swimming pools available for extra-curricular use by school clubs, feeder schools and groups associated with the school, and not available for wider community use.

The used capacity of the education pool sites will reflect a much narrower programme of community use than the public leisure centres and for far fewer hours of access for community use.

- **Fourthly** - the smaller commercial swimming pool sites pool capacity used in the weekly peak period ranges from **Lion Quays Leisure Club** with 19% to **Bannatynes Health Club** with 80%. The type of use at the commercial pools is recreational swimming by the centre membership and some commercial pools may also provide learn to swim programmes. So again, a much more limited programme of use than at the public leisure centre, in terms of swimming activities and with access for only the centre membership
- **Fifthly** - if a pool site has few other pool sites in its catchment area then it will retain a high level of demand. The opposite can also apply, and if there are several pool sites with overlapping catchments, then this means the demand is shared between several pool sites. The latter appears to be the case in Shrewsbury (Map 2.2) Oswestry and the Western Rhyn areas. Whereas in the Ludlow and Much Wenlock areas the opposite applies, and there are no competing pool sites for the demand in those areas.
- **Sixthly** – the estimated used capacity will reflect the amount of demand located in an area with areas that have the highest population density having the highest demand and vice versa. This may explain why the estimated used capacity for the Much Wenlock Leisure Centre is lower than in an area with a higher population density such as Shrewsbury.

3.81. Finally, swimming pools offer more scope than any other indoor sports facility type, to contribute to an active and healthy lifestyle by residents. They are the only facility type which provides for participation by all age groups and from cradle to grave. Also, swimming is one of the few indoor activities where female participation is higher than male participation and it is also a family-based activity.

3.82. It is important to stress:

- 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).
- The Quarry pool equates to 893 sqm; 21% of all pool provision in the county.
- 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.
- 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.
- Existing quarry pool = 47% of available capacity is used.
- This means there is the opportunity to look at the future scale of any swimming provision, given the theoretical over-supply across the county. It is not unusual for there to be at least a slight over supply in a rural area with a dispersed population, where people travel further, and longer to access a range of services. It is also important to highlight that Shropshire has a growing population, particularly in and around Shrewsbury, and this will increase demand for all community services, including access to swimming pools.
- The real issue in Shropshire is not the level of provision, but the age and quality of swimming facilities, particularly those providing for community access.
- Future need for swimming pools (based on the Sports Facilities Calculator (SFC)) equates to 234.34 sq. m to meet the needs of the 23,600 population growth in the county, much of which will be in and around Shrewsbury. Existing community accessible provision equates to 4,121 sqm. Therefore, even taking into account future demand by 2037, there would remain an over-supply of water space of 775.66 sqm (4,121 – (3,111 + 234.34 sqm)). This is roughly equivalent to 3 x 25m x 4 lane pools (225 sqm).

Health and Fitness Facilities

Health and Fitness Facilities - Supply

Quantity - Health and Fitness Suites in Shropshire

3.83. The analysis of the overall fitness suite supply in Shropshire is as follows:

Table 3.14: Analysis of Fitness Suite provision in Shropshire

Total Fitness Suites	55
Total Fitness Stations	1,548
Community Accessible Fitness Suites All require some form of prior payment/membership Ownership Local Authority/ Education Sector/Commercial Budget gyms	18
Community Accessible Fitness Stations	511
Commercial/Private Membership Fitness Suites	37
Commercial Sector Fitness Stations	1,037

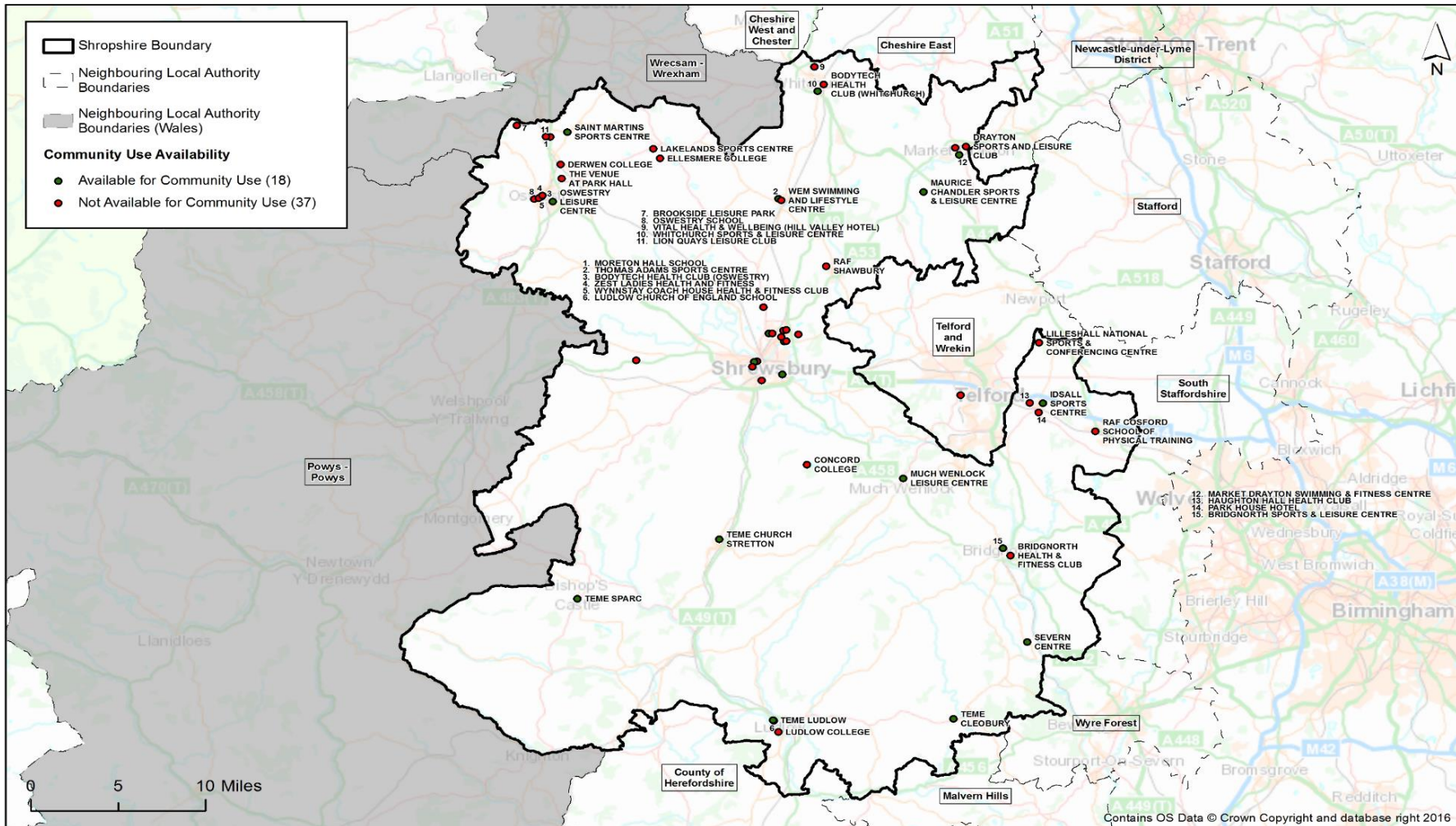
3.84. Table 3.15 shows the breakdown of the size of fitness suites across Shropshire

Table 3.15: Analysis of Fitness Suite provision in Shropshire

Number of Fitness Stations	No. Fitness Suites
150+	1
100 - 149	2
50 - 99	7
30-49	11
29 or less	34

- 3.85. The supply analysis identifies that Shropshire has a total of 55 fitness suites, although very few are of significant size in terms of the number of stations. Appendix 8 details the overall supply of fitness stations in Shropshire; data source SE Active Places July 2020.
- 3.86. Map 3.7 shows all the fitness suites in Shropshire. Due to the high number of facilities within Shropshire, the Health and Fitness audit is shown through 5 separate maps, one for each geographical area and one for Shropshire as a whole.

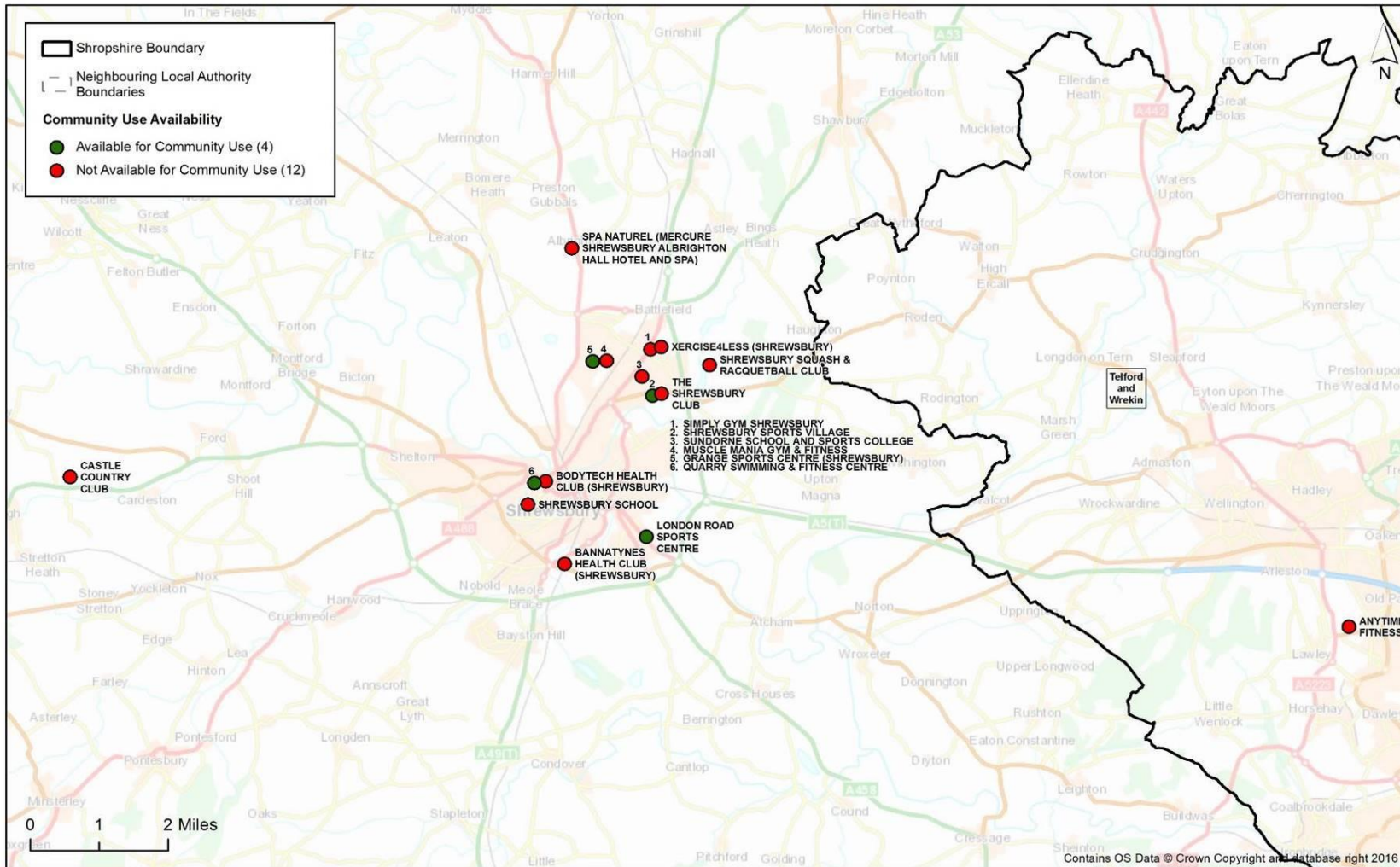
Map 3.7: Health and Fitness Facilities Shropshire



Health and Fitness by community use availability in Shropshire



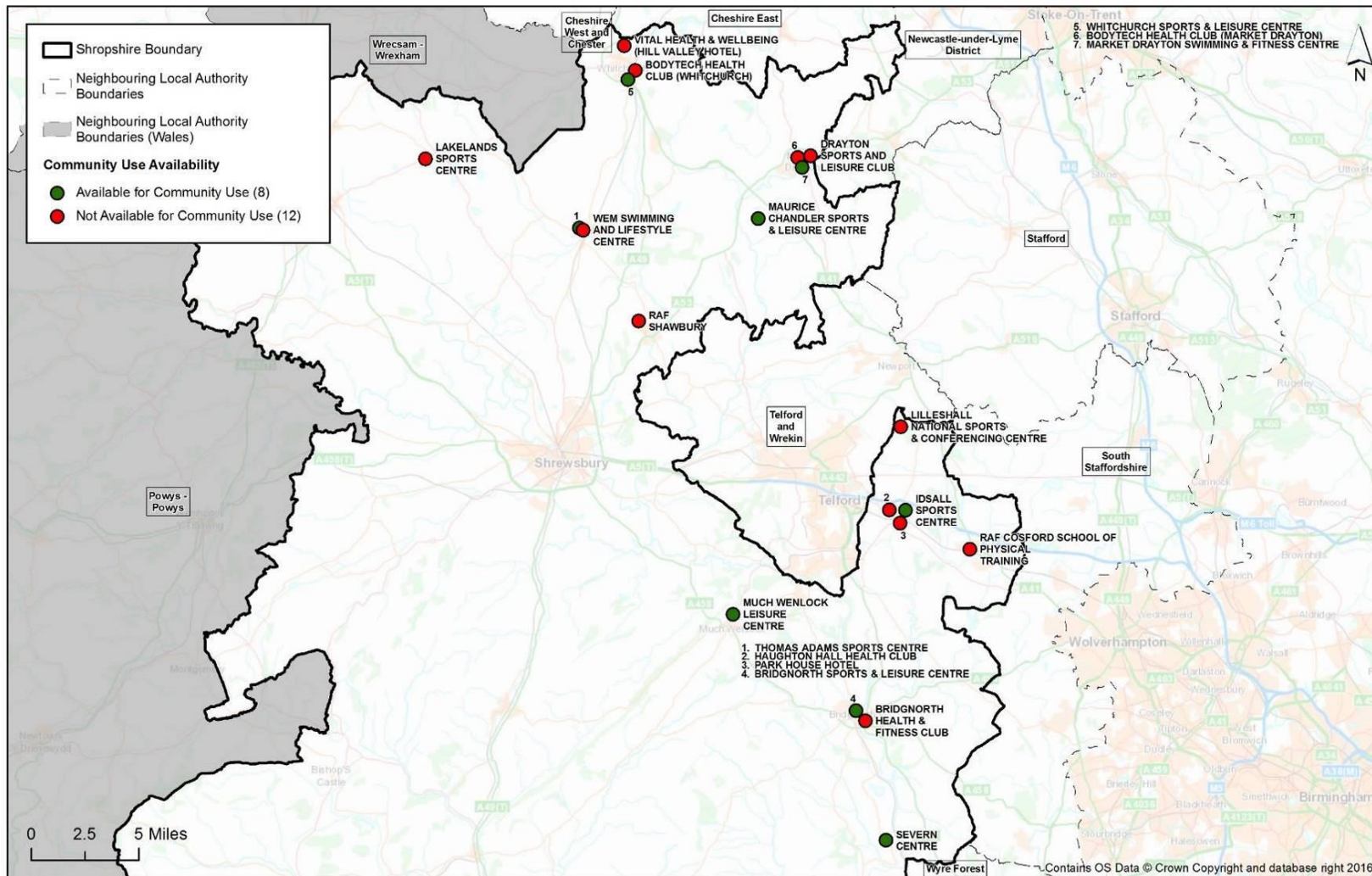
Map 3.7a: Health and Fitness Facilities Shropshire – Shrewsbury, Minsterley and Pontesbury



Health and Fitness Suites by community use availability in Central Shropshire



Map 3.7b: Health and Fitness Facilities Shropshire – Market Drayton, Whitchurch, Wem, Bridgnorth, Highley, Cleobury Mortimer, Much Wenlock, Shifnal, Albrighton and Broseley

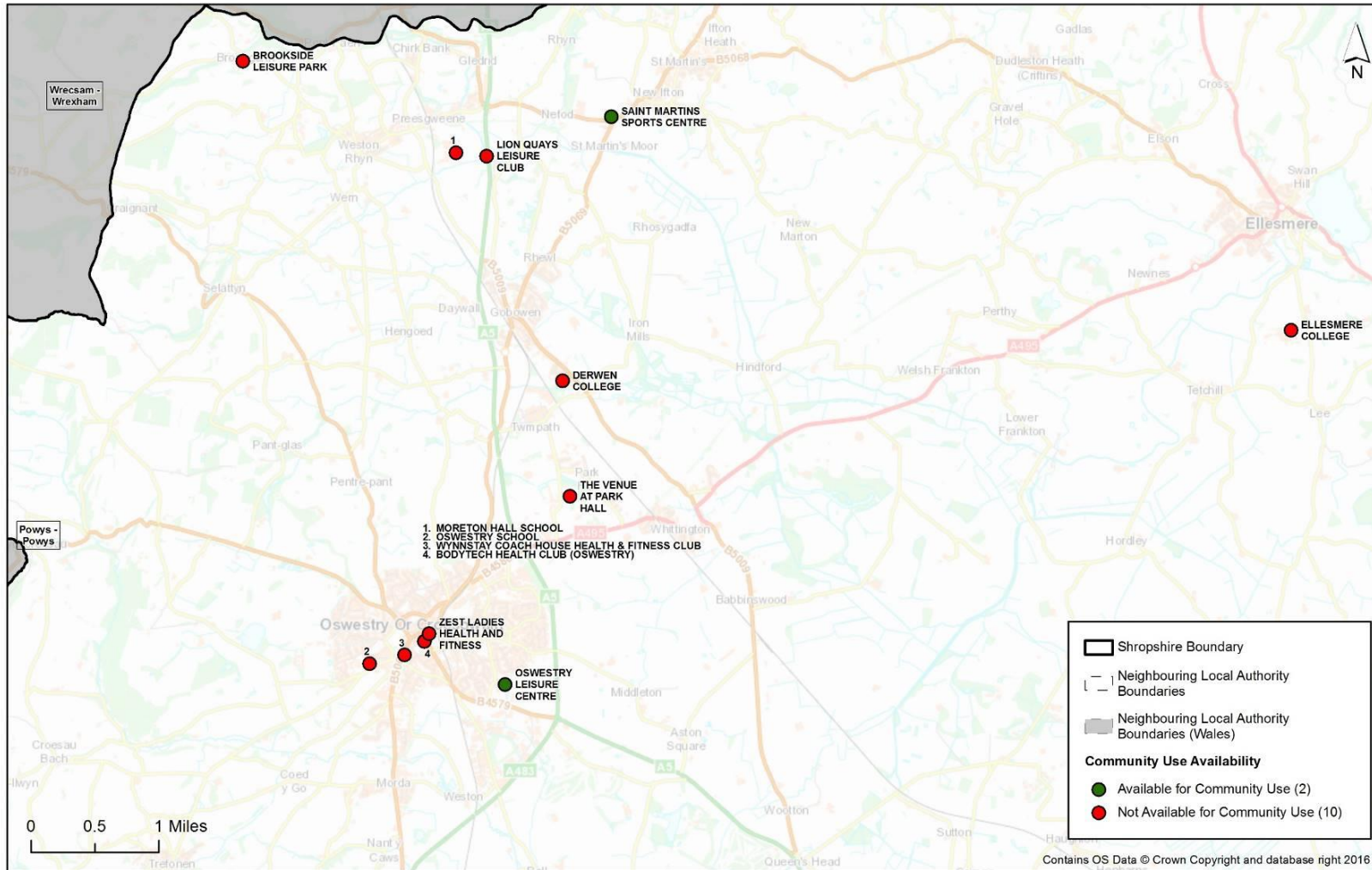


Health and Fitness Suites by community use availability in East and North East Shropshire



Map 3.7c: Health and Fitness Facilities Shropshire – Oswestry and Ellesmere

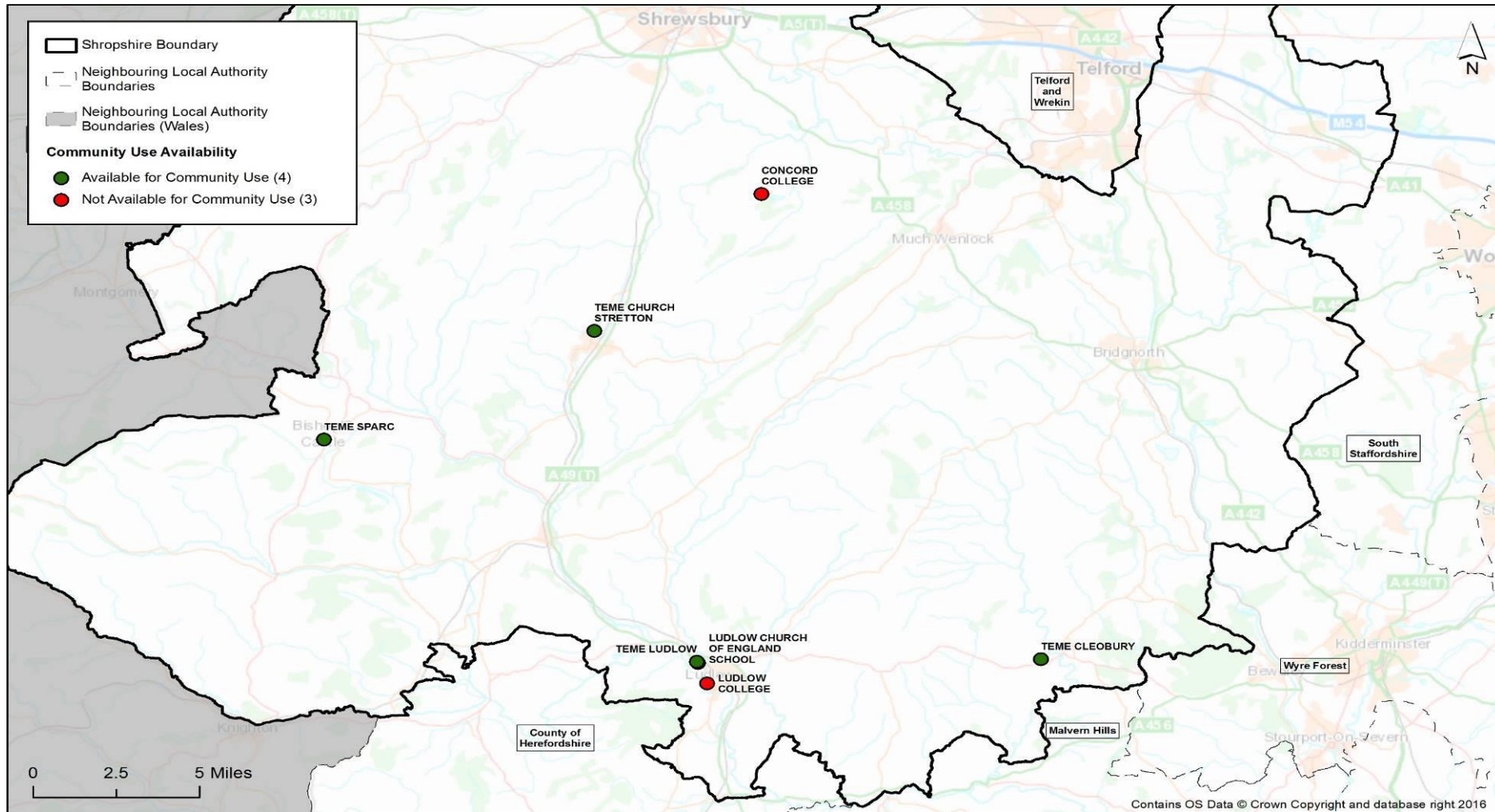
Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*



Health and Fitness Suites by community use availability in North West Shropshire



Map 3.7d: Health and Fitness Facilities Shropshire – Ludlow, Church Stretton, Craven Arms and Bishop’s Castle



Health and Fitness Suites by community use availability in South Shropshire



Quality - Health and Fitness Suites In Shropshire

3.87. Detailed quality assessments were undertaken on the Shropshire Council facility and other main sites (see Table 3.5) for the 2018-23 Indoor Leisure Facility Strategy. These have not been repeated as there have been no major changes to the facility stock in the last two years. The oldest facility is the Quarry Swimming and Fitness Centre which has a small fitness suite (37 fitness stations), in a room converted from other uses. The room has a low ceiling and limited disability access. It is in need of investment.

Accessibility- Health and Fitness Suites In Shropshire

3.88. The geographical distribution of fitness suites is:

Table 3.16: Fitness Suite distribution in Shropshire

Zone	Fitness Suites
Shrewsbury, Minsterley and Pontesbury	16
Market Drayton, Whitchurch, and Wem	10
Oswestry and Ellesmere	12
Much Wenlock, Shifnal, Albrighton and Broseley	5
Bridgnorth, Highley and Cleobury Mortimer	5
Ludlow, Church Stretton, Craven Arms and Bishop’s Castle	7

3.89. Appendix 8 details all fitness suites provided in Shropshire (Active Places July 2020), plus additional local research to update this. There are 1,918 fitness stations in total in Shropshire.

Availability - Health and Fitness Suites In Shropshire

3.90. The supply of community accessible fitness suites i.e. no requirement to be a registered member, even if a monthly DD is paid, is;

Table 3.17: Community Accessible Fitness Suites in Shropshire

Spatial Zone	Facility Name	Number of fitness Stations	Accessibility	Management	Year Built	Year Refurbished
Bridgnorth, Highley and Cleobury Mortimer	Bridgnorth Sports & Leisure Centre	20	Pay and Play	Trust	1991	2008

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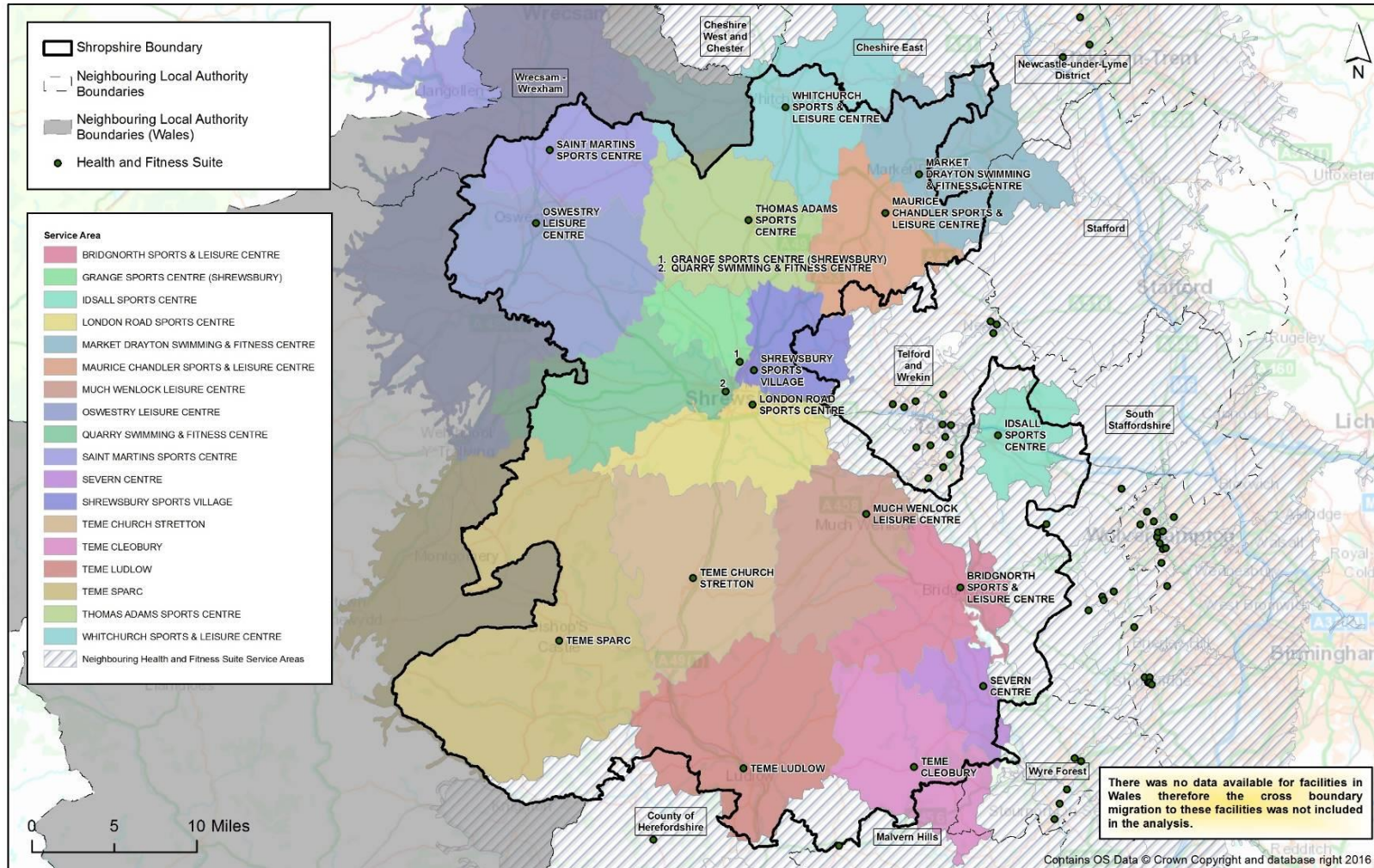
Spatial Zone	Facility Name	Number of fitness Stations	Accessibility	Management	Year Built	Year Refurbished
Shrewsbury, Minsterley and Pontesbury	Grange Sports Centre (Shrewsbury)	13	Pay and Play	Education	2011	
Much Wenlock, Shifnal, Albrighton and Broseley	Idsall Sports Centre	26	Pay and Play	Local Authority (in house)	2002	2009
Shrewsbury, Minsterley and Pontesbury	London Road Sports Centre	10	Pay and Play	Commercial Management	1987	2005
Market Drayton, Whitchurch, and Wem	Market Drayton Swimming & Fitness Centre	34	Pay and Play	Trust (Serco)	2012	
Market Drayton, Whitchurch, and Wem	Maurice Chandler Sports & Leisure Centre	12	Pay and Play	Community Organisation	2009	
Much Wenlock, Shifnal, Albrighton and Broseley	Much Wenlock Leisure Centre	18	Pay and Play	Local Authority (in house)	2010	
Oswestry and Ellesmere	Oswestry Leisure Centre	56	Pay and Play	Trust (Serco)	2011	2014
Shrewsbury, Minsterley and Pontesbury	Quarry Swimming & Fitness Centre	37	Pay and Play	Trust (Serco)	1994	
Oswestry and Ellesmere	Saint Martin's Sports Centre	40	Pay and Play	Education	n/a	
Bridgnorth, Highley and Cleobury Mortimer	Severn Centre	26	Pay and Play	Trust	2004	
Shrewsbury, Minsterley and Pontesbury	Shrewsbury Sports Village	65	Pay and Play	Trust (Serco)	2010	2012
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Church Stretton	16	Pay and Play	Trust	2010	

Spatial Zone	Facility Name	Number of fitness Stations	Accessibility	Management	Year Built	Year Refurbished
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Cleobury	22	Pay and Play	Trust	2001	2010
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Teme Ludlow	52	Pay and Play	Trust	1995	2013
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	SpArC	21	Pay and Play	Trust	1998	2006
Market Drayton, Whitchurch, and Wem	Thomas Adams Sports Centre	18	Pay and Play	Education	2000	2009
Market Drayton, Whitchurch, and Wem	Whitchurch Sports & Leisure Centre	25	Pay and Play	Education	1996	2007
Total Fitness Stations			1,548			
Total Pay and Play Fitness Stations			511			

N.B.: Not all the fitness suites denoted as Pay and Play in Appendix E actually provide this; the table above reflects 'true' pay and play access

- 3.91. The supply of accessible fitness suites equates to 511 across Shropshire. These are complemented by some top end provision e.g. private registered membership clubs and some more affordable facilities e.g. Simply Gym.
- 3.92. Overall there is significant provision of fitness facilities across Shropshire, but less community accessible provision in Shrewsbury, where there is a cluster of commercially operated facilities.
- 3.93. Based on Map 3.8 there are accessible fitness stations within 20-30 minutes of all communities in Shropshire; clearly there are clustered in the main towns and larger settlements as this is where the majority of the population live.

Map 3.8: Fitness Suites in Shropshire – Service Areas



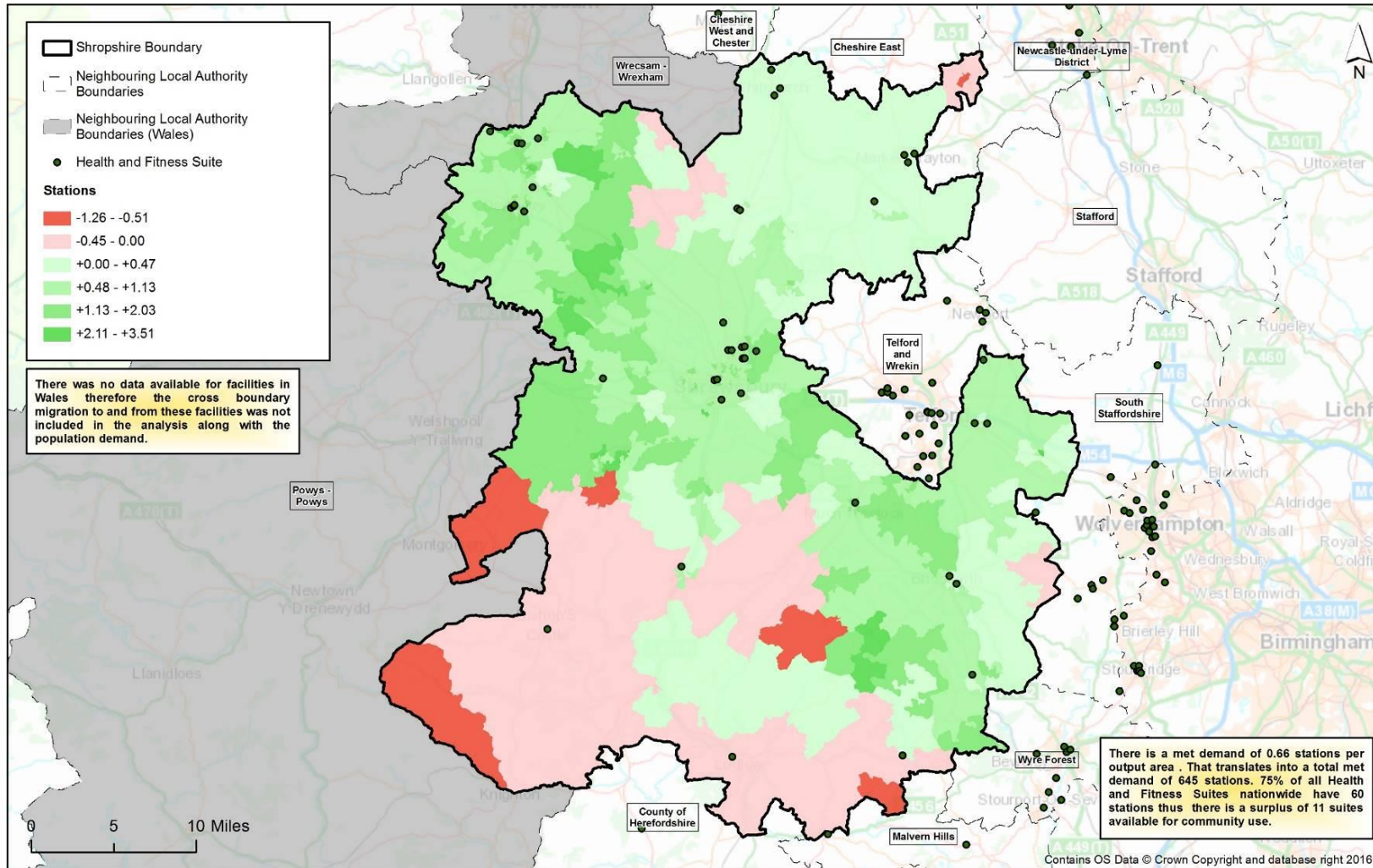
Health and Fitness Suite service areas in Shropshire (up to 20 minute rural drive time)



Health and Fitness Suites - Supply and Demand Analysis

- 3.94. Appendices 4 and 5 model the current supply and demand of community accessible fitness stations in more detail; based on current population demand for fitness in Shropshire, and likely demand by 2036.
- 3.95. Based on the 15+ population there is a demand from the 2020 population for 362 fitness stations; existing supply of community accessible fitness stations is 511. Therefore, there is surplus of 149 fitness stations across the county.
- 3.96. By 2038 the population will have increased by 23,600. Much of this growth will be in and around Shrewsbury. Demand for fitness stations by 2038 will increase to 388; based on a supply of 511 community accessible fitness stations there will still be a surplus of provision, but this will reduce to 123 fitness stations.
- 3.97. Based on Appendices F and G there is a current and future oversupply of fitness facilities across the whole of Shropshire, against the demand generated by the current and future population (assuming no change in the number of fitness stations provided. Currently there is an oversupply of +149 fitness stations and by 2038, +123 fitness stations. This oversupply across the whole of Shropshire masks potential under supply of community accessible fitness stations in Shrewsbury, where the majority of provision is through the commercial sector.
- 3.98. Map 3.9 illustrates latent demand for fitness provision across the County; the darker colours highlight where there is high latent demand for this facility type.

Map 3.9: Fitness Suites in Shropshire – Supply and Demand Analysis



Shropshire Health and Fitness Suites latent demand in stations per output area



Squash

Squash Facilities - Supply

Quantity and Quality - Squash Facilities in Shropshire

3.99. There are 39 courts of which 15 are glass backed across 15 facilities in Shropshire. Community accessible courts i.e. pay and play number 12 in total across 5 facilities.

3.100. The overall supply of squash courts is:

Table 3.18: Overall supply of Squash Courts

Zone	Site Name	No. Of Courts	Access Policy	Management	Date Built	Year Refurbished
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Bedstone College		2	Private Use	Education	1980
Bridgnorth, Highley and Cleobury Mortimer	Bridgnorth Sports & Leisure Centre		4	Pay and Play	Trust	1976 2008
Oswestry and Ellesmere	Brookside Leisure Park	Glass-backed	2	Pay and Play	Commercial Management	1985
Shrewsbury, Minsterley and Pontesbury	Castle Country Club	Glass-backed	2	Registered Membership use	Commercial Management	1985 2013
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	Concord College	Glass-backed	2	Private Use	Education	2007
Much Wenlock, Shifnal, Albrighton and Broseley	Drayton Sports And Leisure Club	Glass-backed	1	Pay and Play	Sport Club	1975
Much Wenlock, Shifnal, Albrighton and Broseley	Drayton Sports And Leisure Club		1	Pay and Play	Sport Club	1975
Oswestry and Ellesmere	Ellesmere College		2	Pay and Play	Education	1970

Shropshire Council *Indoor Leisure Facilities Strategy – Evidence Base*

Zone	Site Name	No. Of Courts		Access Policy	Management	Date Built	Year Refurbished
Much Wenlock, Shifnal, Albrighton and Broseley	Lilleshall National Sports & Conferencing Centre		3	Limited - bookings	Trust	1986	2010
Much Wenlock, Shifnal, Albrighton and Broseley	Lilleshall National Sports & Conferencing Centre	Glass-backed	2	Limited - bookings	Trust	1986	2010
Oswestry and Ellesmere	Packwood Haugh School		2	Limited - bookings	Education	1970	
Bridgnorth, Highley and Cleobury Mortimer	Raf Cosford School Of Physical Training		2	Limited - bookings	MOD	1986	
Bridgnorth, Highley and Cleobury Mortimer	Raf Cosford School Of Physical Training	Glass-backed	2	Limited - bookings	MOD	1986	
Much Wenlock, Shifnal, Albrighton and Broseley	Raf Shawbury		2	Private Use	MOD	2012	
Shrewsbury, Minsterley and Pontesbury	Shrewsbury School		4	Limited - bookings	Education	1985	2010
Shrewsbury, Minsterley and Pontesbury	Shrewsbury Squash & Racquetball Club		2	Limited - bookings/membership	Sport Club	1976	2005
Shrewsbury, Minsterley and Pontesbury	Shrewsbury Squash & Racquetball Club	Glass-backed	1	Limited - bookings/membership	Sport Club	2013	
Shrewsbury, Minsterley and Pontesbury	Spa Naturel (Mercure Shrewsbury Albrighton Hall Hotel And Spa)	Glass-backed	1	Registered Membership use	Commercial Management	1989	
Ludlow, Church Stretton, Craven Arms and Bishop's Castle	SpArC	Glass-backed	2	Pay and Play	Shropshire Council	1998	2006

3.101. Club, private and Council squash courts are of good quality.

3.102. The number of available squash courts has reduced over recent years, predominantly due to the closure of smaller private clubs, which were unsustainable. There has been investment in some facilities e.g. Shrewsbury Squash and Racketball Club, which has a thriving junior section, and is

very well used.

Accessibility and Availability - Squash Facilities in Shropshire

- 3.103. There are community accessible squash courts at the SpArC Centre, Bishop’s Castle, Bridgnorth Sports Centre, and a number of the education sites in the county, but there are no community pay and play courts in Shrewsbury.

Squash - Demand

- 3.104. England Squash and Racketball has not yet responded to the Strategy consultation, but no need has been identified for additional squash courts in the area. Supplementing the pay and play accessible courts there are a number of local clubs and schools with squash courts which are available for community use, albeit on a limited basis.

Other Sports Facility Needs Identified Through Consultation

Indoor Tennis

Indoor Tennis Courts - Supply

Quantity and Quality – Indoor Tennis Courts In Shropshire

- 3.105. Indoor Tennis is located at:

Table 3.19: Indoor Tennis Locations

Zone	Site Name	Facility Type	No. Of Courts	Access Policy	Management	Date Built	Year Refurbished
Shrewsbury, Minsterley and Pontesbury	The Shrewsbury Club	Indoor Tennis Centre	6	Registered Membership use	Commercial Management	2005	

3.106. The Shrewsbury Club is located close to Shrewsbury Sports Village. Operated commercially, the Shropshire Club provides the only indoor tennis site in Shropshire. In 2009, the LTA prioritised investment into the then Rackets Centre in Telford; this is now a purpose-built indoor tennis centre, providing the main facilities and resources for indoor tennis (community use) in the County.

3.107. The Shrewsbury Club provides very good quality indoor and outdoor tennis courts.

[Accessibility and Availability – Indoor Tennis Courts In Shropshire](#)

3.108. There is one, centrally-located indoor tennis facility in Shropshire, in Shrewsbury. Access to the courts is by membership only.

[Indoor Tennis – Demand](#)

[Consultation](#)

Table 3.20: Tennis Consultation

National Governing Body	Current Focus/Priorities	Future Focus/Priorities
LTA	As well as the courts at The Shrewsbury Club (formerly Welti) there is now indoor court provision at Telford Tennis Centre based on the same site as Oakengates Leisure Centre in Wrockwardine Wood. There are 4 indoor acrylic courts (and 4 outdoor courts) which have been in action since 2012.	There are no plans for indoor courts within the LA area.

3.109. No additional demand for indoor tennis courts has been identified.

Bowls

Indoor Bowls Facilities - Supply

Quantity and Quality – Indoor Bowls Facilities In Shropshire

3.110. There is one indoor bowls facility at the Shrewsbury Sports Village.

Table 3.21: Indoor Bowls Locations

Zone	Site Name	No. Of Rinks	Access Policy	Management	Date Built	Year Refurbished
Shrewsbury, Minsterley and Pontesbury	Shrewsbury Sports Village	6	Pay and Play	Trust (Serco)	2007	No

3.111. The Shrewsbury Sports Village Indoor Bowls Centre facility is located adjacent to the other Shrewsbury Sports Village facilities, in a separate building. It is operated through the local club, but is heavily reliant on partnership support through the Shrewsbury Sports Village operator e.g. catering, building security, maintenance etc.

3.112. It is the only indoor bowls centre in Shropshire. By 2037, based on the SFC there will be a need in Shropshire for 4.62 bowls centres, or the equivalent of 27.74 rinks. This is clearly well above the current level of provision by nearly 21 rinks.

Accessibility and Availability- Squash Facilities In Shropshire

3.113. England Bowls recommend that 1 indoor rink is provided per 1000 people. On this basis it suggests that there is a lack of indoor bowling facilities in the County, however, this has not been identified as an issue by the bowling clubs themselves.

3.114. The centre is located in Shrewsbury, where over 25% of Shropshire’s population are resident. Although this location means bowlers living out of Shrewsbury have to travel to participate, the centre is easily accessible from the ring road, and provides a significant amount of on-site parking. In more rural areas, it is inevitable that there is a need to travel to more specialist facilities, as they would be unsustainable in areas without large populations.

3.115. Access to the Indoor Bowling Centre is by club membership, but there is some limited pay and play access as well.

Indoor Bowls Facilities – Demand

Consultation

Table 3.22: Bowls Consultation

National Governing Body	Current Focus/Priorities	Future Focus/Priorities
EIBA – English Indoor Bowls Association	Whilst the existing facility meets some of the demand: existing participants have a long way to travel for “Inter-Club Fixtures” and “National Competitions”	Potential participants (bearing in mind that 54% of the population are over 45 and 36% are over 55) must be switched off by the fact that they have to travel a long way to even “try out the sport”.

3.116. No additional demand for indoor bowls provision has been identified at this time, but this should be regularly reviewed, given the ageing population, and the growth in numbers of older people.

Provision in Neighbouring Local Authorities

3.117. In determining the nature, level and location of sports facility provision required for the future in Shropshire, it is also important to be aware of how neighbouring local authorities are planning for the future. Given that communities use sports facilities in areas other than where they live, the development of new or improved provision can impact significantly on both participation levels and capacity cross-boundary.

3.118. The development of new/improved sports facilities in Telford could provide increased access to Shropshire residents, and particularly those in the central area, given the proximity of Telford and indeed Wellington, to Shrewsbury and the surrounding area. In practice, although it is only around 15 miles to Telford centre and less to Wellington, both locations of swimming pools and sports halls, residents of Shrewsbury are more likely to use facilities in the town than travel, except to access more specialist provision such as indoor tennis.

3.119. In the north of Shropshire, some residents close to the border with Cheshire, or indeed north Wales, may find it easier to access facilities in these localities. However, the fact that the majority of sports facilities in Shropshire are located in and around the main market towns and larger settlements, to which people travel regularly for shopping, education and other services, Shropshire residents are likely to use the sports halls, fitness facilities and swimming pools in these locations. In the south of the county, residents right on the border with Herefordshire or Worcestershire may choose to access facilities in Stourport-on Severn (Wyre Forest DC is developing a new leisure centre here), Leominster, Tenbury Wells or Hereford, depending on accessibility. There are swimming pools, sports halls and fitness facilities in all these towns.

4. Stage C - Applying the Analysis and Summary Facility Conclusions

4.1 Stage C of ANOG brings together all the data detailed in Stage B; based on the analysis undertaken, the summary conclusion for current and future provision of each facility type assessed in the Borough is set out in Table 5.1:

Table 4.1: Summary Conclusions by Facility Type

Facility Type	Summary Conclusions
Sports Halls	<ul style="list-style-type: none"> • The resident population of Shropshire generates a demand for 84.4 badminton courts in the weekly peak period. This compares to a supply of 140.20 badminton courts which are available for community use in the weekly peak period. So, the Shropshire supply exceeds the Shropshire demand by 55.8 badminton courts. • From the Sport England Facility Planning Model (FPM), which is only one element of the needs assessment, the simplistic analysis of supply versus demand in relation to sports halls within Shropshire has identified there are sufficient sports halls across the County to meet both current and future demand. • Based on the SFC analysis there is a need for a further 6.33 badminton courts by 2036 to meet increased demand from the population growth of 23,600 across the county. This need can be met within the existing supply of sports halls across the county through a range of partnership and delivery arrangements. • There is significant existing sports hall provision across Shropshire and importantly all identified spatial zones have access to a strategic-sized sports hall which is either protected for community use through a formal community use agreement, or is part of one of the three major community leisure facilities, located in Ludlow, Shrewsbury and Oswestry. • Given the need to ensure all communities have access to a strategic-sized sports hall, there will be a need to consider future arrangements in the Market Drayton, Whitchurch and Wem area. This is because there is no SC operated community leisure centre in this area and the halls which provide community access are not all part of a formal community use agreement. Even where there is a formal community use agreement, these are all, with the exception of Much Wenlock, time limited. The sports hall at Bridgnorth Leisure Centre is open for community use; this is dependent on the continued operation of facilities by Halo Leisure. A new long-term contract is likely to be signed between the Academy and Halo to continue operation of facilities at the site. <p>The three main Shropshire Council community leisure facilities provide a strategic-sized sports hall, and given that Shropshire Council has limited future funding for non-statutory provision, there is a need to ensure a mechanism is in place to protect and continue community access to sports hall provision across Shropshire, but especially in the Market Drayton, Whitchurch and Wem area where all existing formal community use arrangements for access to sports halls ended in 2018.</p> <ul style="list-style-type: none"> • It is critical that the partnerships for the future provision of sports hall facilities continue to develop and provide community accessible facilities. Without this, there will be a significant deficit in community accessible sports halls across Shropshire.

Facility Type	Summary Conclusions
<p>Swimming Pools</p>	<ul style="list-style-type: none"> • All three of Shropshire’s main market towns – Ludlow, Oswestry and Shrewsbury provide a main swimming pool, or the equivalent of this (minimum 25m x 6 lane) and a learner pool or a learner function. All communities in Shropshire are within 30 minutes of one of these facilities, with the exception of the communities in the north. • Currently, swimming pools in Market Drayton and Whitchurch address this gap in accessibility. The Market Drayton facility also provides a learner pool. • Swimming pools are costly facilities to operate and maintain; there is a need for Shropshire Council, given the funding context for non-statutory provision, to invest in sustainable, fit for purpose and efficient swimming pools, which deliver a quality experience. Swimming pools are most sustainable in the areas with highest population; it is in these communities that there is likely to be highest school use, daytime usage and peak time usage. • Shropshire Council needs to ensure that any investment in non-statutory provision represents the best possible value in the long term; therefore, continued provision of all Shropshire Council swimming pools does need to be carefully considered. • It is critical that opportunities for swimming are provided given it is an important life skill for young people, but it may not be necessary for Shropshire Council to be the direct deliverer of the number of pools currently provided across Shropshire. • Similar to the analysis undertaken for sports halls, there may be a case for less, but better quality, more flexible provision, strategically located. This is of particular importance in Shrewsbury where there is significant new housing development to the south of the town. • The quality of existing swimming pool provision is of greatest concern in Whitchurch and Shrewsbury. Further investment is also required in Church Stretton and Bishops Castle. • There is significant existing swimming pool provision across Shropshire and importantly all identified localities have access to a strategic –sized swimming pool which is either protected for community use through a formal community use agreement, or is part of one of the three major community leisure facilities, located in Ludlow, Shrewsbury and Oswestry. • Given the need to facilitate all communities having access to a quality strategic size, swimming pool, there will be a need to consider future arrangements for all swimming pools not provided through the three main community leisure centres • The three main community leisure facilities provide a strategic–sized swimming pool, plus learn to swim opportunities, and given that Shropshire Council has limited future funding for non-statutory provision, there is some need to ensure a mechanism is in place to protect and continue community access to other pools across Shropshire, • It is important that partnerships for the future provision of swimming pools develop and continue to provide community accessible facilities. Under provision of swimming pools would only result if all pools closed, or if only the three main SC facilities remained open.

Facility Type	Summary Conclusions
	<ul style="list-style-type: none"> From the FPM, which is only one element of the overall assessment of swimming pools in Shropshire, it is clear that there is an over-supply of swimming pools. The FPM only assess strategic size pools; across Shropshire there are other smaller pools which also have the potential to provide at least some community access (28 pools in Shropshire have not been included in the FPM analysis as these are smaller than 20m); whilst these may not have secured community access in the long term, this is an issue which may be possible to address through further partnership working, and/or alternative delivery arrangements. In 2019 the resident population of Shropshire generated a demand for 3,111 sq. metres of water. The supply available for community use is 4,121 sq. metres of water, in the weekly peak period. So, there is a positive balance of supply exceeding demand by 1,010 sq. metres of water in 2019. Future need for swimming pools (based on the Sports Facilities Calculator (SFC)) equates to 234.34 sq. m to meet the needs of the 23,600 population growth in the county, much of which will be in and around Shrewsbury. Existing community accessible provision equates to 4,121 sqm. Therefore, even taking into account future demand by 2037, there would remain an over-supply of water space of 775.66 sqm (4,121 – (3,111 + 234.34 sqm)). This is roughly equivalent to 3 x 25m x 4 lane pools (225 sqm). Whilst reducing the amount of water space could be an option, this needs serious consideration in a large rural area, given the challenges of accessibility. This situation does, however, provide the opportunity to think differently about the provision of swimming pool facilities, particularly in Shrewsbury because the Quarry pool needs to be replaced, and consider the option of two facilities, potentially one in the town centre and one outside the town centre to improve accessibility, and provide more flexibly. At the moment a significant proportion of the county's swimming pool provision is in one building i.e. the Quarry. There is a need to consider the age, condition and quality of the existing pools in Shropshire as the quality of some facilities is poor. This is predominantly due to age and condition. The facilities which need to be considered in terms of quality are the Quarry, Whitchurch, Church Stretton and SpArC. Older pools, in poor condition have high investment needs and operational costs. However, there is some potential to consider investment in those which are strategically located, and in particular provide at a very local level, to enable development of community capacity and financial resilience to operate the facility, even if for reduced hours.
Health and Fitness (Fitness Suites and Studios)	<ul style="list-style-type: none"> Based on the 15+ population there is a demand from the 2020 population for 362 fitness stations; existing supply of community accessible fitness stations is 511. Therefore, there is surplus of 149 fitness stations across the county. By 2038 the population will have increased by 23,600. Much of this growth will be in and around Shrewsbury. Demand for fitness stations by 2038 will increase to 388; based on a supply of 511 community accessible fitness stations there will still be a surplus of provision, but this will reduce to 123 fitness stations. There is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on 2019 population estimates. There is a need to ensure a sufficient supply of community accessible fitness stations in Shrewsbury because most of the provision in the main county town is made through the commercial sector.

Facility Type	Summary Conclusions
	<ul style="list-style-type: none"> Across the rest of Shropshire, there is sufficient provision to meet demand; identified community accessible provision is complemented by provision made through the education, voluntary and commercial sectors, all of which has different limitations on accessibility. Overall, the majority of communities in Shropshire have access to a pay and play (community accessible) fitness suite within 20-30 minutes drivetime.
Squash Courts	<ul style="list-style-type: none"> No need for additional squash courts has been identified in the County by England Squash and Racketball. There is a need to maintain the quality of existing provision, to ensure existing participation levels are retained as a minimum, and where possible, grow.
Indoor Tennis	<ul style="list-style-type: none"> No need has been identified for more indoor courts in the County.
Indoor Bowls	<ul style="list-style-type: none"> No need for additional indoor bowls facilities has been identified at this stage, but the current level of provision is below that recommended by EIBA per 1000 population; although the bowling clubs have not identified the need for additional provision, this should be regularly reviewed, given the growing older population.

4.2 There is a need to consider how best to prioritise any future investment in sport and leisure facility provision across Shropshire, to ensure accessible, and sustainable opportunities are provided for increased physical activity and participation, whilst ensuring that resources are targeted to benefit the most people.

4.3 It is important to think about the locations of the current Shropshire Council facilities, and those supported by Shropshire Council and the catchment areas for each facility. In general terms:

- **Around 36% of Shropshire’s population live in the rural area;**
- **Around 25% of Shropshire’s population live in Shrewsbury; this will increase with two major suburban extensions planned for development by 2031;**
- **Around 20% of the Shropshire population live in and around the market towns;**
- **The population in the south is growing at a slower rate than the rest of the county; there are fewer young people and more older people in this area of Shropshire; population density is around 0.57 people per hectare;**

- **The north of Shropshire has more young people, and a growing population; population density in this area is 1.08 people per hectare; and**
- **The area in and around Shrewsbury has the highest population density at 1.60 people per hectare, and the fastest growing population.**

4.4 In terms of the market towns themselves, populations are around¹⁰:

- **Oswestry 16,660**
- **Market Drayton 10,407**
- **Whitchurch 8,067**
- **Bridgnorth 11,891**
- **Ludlow 9,250**
- **Shrewsbury 67,126**

4.5 Bishops Castle has a population of around 2,000, and Church Stretton 3,000. Both these small pools require investment.

4.6 In reality this means that fewer, better quality multi-facility sites may be the way forward, strategically located and accessible to the most people possible. Co-locating indoor and outdoor facilities where possible and providing a greater range of provision on one site reduces operational management costs, increases participation and participative opportunities, and drives revenue; all these elements make sports facilities more sustainable in the long run, particularly if they are also strategically located, with the appropriate catchment area.

4.7 However, bearing in mind the Place based approach there is also significant potential to consider co-location with a range of other locality and community services in more rural areas which could improve viability and sustainability of all e.g. libraries, health services, voluntary sector etc. Primarily given the rurality of Shropshire a 'one size fits all approach' may not be the best approach for rural communities taking into account the accessibility, health and well-being needs, transport, and demographics of those areas.

¹⁰ Source: 2004 Shropshire Profile

Summary of Needs, Priorities and Opportunities

- 4.8 The assessment and analysis undertaken to develop this Strategy identifies a future need (to 2038) for sport and leisure facilities in the county.
- 4.9 There are sufficient sports halls to meet current and future need, but there is a need to ensure long term community access to facilities in and around the Bridgnorth locality. Securing community access arrangements beyond the life of existing Shropshire Council supported agreements are a priority across the county to retain access to strategic-sized sports all from every community. Given there is actually an over-supply of sports halls in all areas of the county except in and around Market Drayton, Whitchurch and Wem, whilst retaining secured community access is important, it is not requisite that every sports hall on an education site provides community use. Some could continue to operate limited books, targeted at sports clubs, as they do now.
- 4.10 Essentially, the FPM identifies that Shropshire has a very good supply of sports halls, with the amount of courts per 10,000 being double the regional average. The population in Shropshire is also relatively mobile and able to access halls in the Local Authority and adjoining areas.
- 4.11 As a result, there is a good level of satisfied demand with 92% visits demanded being satisfied. The majority of demand from Shropshire residents is met at halls in Shropshire (i.e. demand is retained) and the hall network has significant spare capacity to provide for future demand.
- 4.12 Based on the 15+ population there is a demand from the 2020 population for 362 fitness stations; existing supply of community accessible fitness stations is 511. Therefore, there is surplus of 149 fitness stations across the county.
- 4.13 By 2038 the population will have increased by 23,600. Much of this growth will be in and around Shrewsbury. Demand for fitness stations by 2038 will increase to 388; based on a supply of 511 community accessible fitness stations there will still be a surplus of provision, but this will reduce to 123 fitness stations.
- 4.14 There are sufficient fitness stations to meet current and future need across the county. There is a need to ensure there is sufficient community accessible fitness provision in Shrewsbury given that the majority of commercial provision is also in this area.
- 4.15 There is sufficient provision of swimming pools now and in the future to meet current and future demand. It is the age and quality of some facilities in the County that is the real issue. The significant population growth in and around Shrewsbury, and the opportunity to provide in both the north and south of the town are important factors to consider in the context of the Quarry currently providing a fifth of the overall pool supply across Shropshire. Providing this amount of swimming pool provision over two sites would ensure improved accessibility for more people and reflect the increased growth in the town as well as the opening up of the access routes through the final stretch of the Northern Relief road.
- 4.16 The FPM identifies that in terms of swimming pools, there is a good supply with the amount of water space per 1,000 people significantly above the regional average. The population in Shropshire is also relatively mobile and able to access pools in the Local Authority and adjoining areas. There is

therefore a reasonably good level of satisfied demand with 89% (9 out of 10) of swims demanded being satisfied. The majority of demand from Shropshire residents is met at pools in Shropshire (i.e. demand is retained) and the pool network has spare care capacity to absorb future demand provided that the current level of water continues to be accessible.

4.17 Overall, in the interests of efficient, affordable and sustainable operation of non-statutory facilities, Shropshire Council needs to focus its future provision through a mix of strategically-located, multi-facility sites and take a Place based approach to reflecting local need by working with local communities and sharing service provision to secure the provision of local facilities in rural communities..

4.18 Based on the local context and the supply and demand analysis, the following are key issues which need to be taken into account in planning for future provision of community sports facilities in Shropshire:

- **The age, condition and quality of some facilities – specifically the Quarry, Whitchurch Pool, Church Stretton Pool, SpArC pool, Maurice Chandler Sports Centre (not SC facility);**
- **The focus on placemaking in terms of community provision and accessibility;**
- **Long term population growth in Shropshire, which will increase demand for community facilities, including sport and leisure provision, particularly in Shrewsbury and the main the market towns where the majority of new homes will be built;**
- **The needs of an ageing population;**
- **The aim of increasing participation in physical activity for community health benefits;**
- **The opportunity to facilitate provision of good quality community sport and leisure facilities for all Shropshire communities; and**
- **SC’s future role in relation to provision of sport and leisure facilities i.e. a focus on health and well-being, not necessarily direct provision.**
- **Current surplus levels of provision, and particularly swimming pools;**
- **The need to facilitate access to provision, based on the identified localities’ need, sustainability and affordability;**
- **The rural nature of Shropshire, sparse population density, and high levels of car ownership;**
- **The need to ensure any investment in non-statutory provision represents good value for money, because it will benefit most residents, is sustainable and of good quality;**

- **The cost of continuing to support some facilities which are unsustainable given their age, condition, nature and investment requirements;**

Facility Investment Priorities

4.19 Provision needs to be based around the identified and strategic localities (place-making), community accessibility, population growth, existing communities, ability to invest, and partnership.

4.20 The facility needs have been identified as a result of the qualitative, quantitative and accessibility analysis undertaken.

- **Swimming Pools – a replacement facility for the Quarry Swimming and Fitness Centre; consideration of the future of Whitchurch Leisure Centre pool; investment in Church Stretton and SpARC’s pools (Bishop Castle); opportunity to develop a new swimming pool at the Sports Village**
- **Sports Halls – facilitating access to a strategic –size sports hall (i.e. 3 badminton courts +), with long term accessible community use in the North East area, and potentially in the East area, depending on what happens with the current joint use arrangement at Much Wenlock (William Brookes School), Market Drayton (Grove School - no formal community use agreement in place), Corbet School (no formal community use agreement in place). There is already community use at Oldbury Wells School in the East but no formal community use agreement is in place;**
- **Facilities on Education sites due to age (sports halls could include: Idsall School, Ellesmere College, Moreton Hall, St Martin’s, Wem – all built in the mid-1970s or earlier); and**
- **To deliver and sustain these, there is a need for Shropshire Council to develop a strategic framework of provision, moving forward.**

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