

# Appendix 1 – Materials used in Public Consultation

Section 1 – Drop-in Session & Website Materials

Section 2 – Examples of Posters, Banners, and social media

# Section 1 – Drops in Session & Website Materials

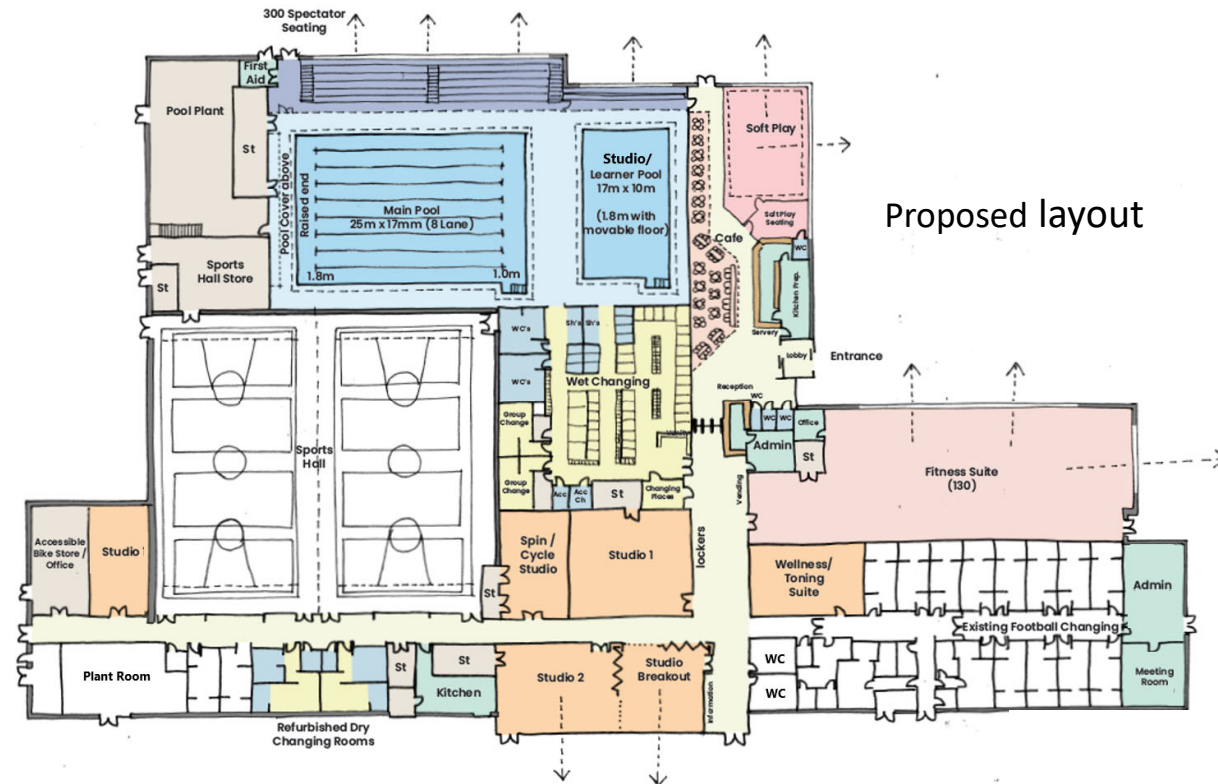
# Public consultation

## Proposal for a new pools and enhanced fitness centre at Shrewsbury Sports Village

Shropshire Council is seeking the public's views on a proposal to extend the Shrewsbury Sports Village by adding new pools and enhancing the fitness centre. This will include:

- 25m x 8 lane competition standard pool: 1m – 1.8m depth
- Easy access steps and pool pod for wheelchair users
- Spectator seating for competitions and galas
- 17m x 10m studio pool with moveable floor and party feature
- Unisex changing village with two group changing rooms
- Changing places facility
- Soft play and café
- Fitness gym with 130 stations and new cycle spin studio
- Two multi-use studios and toning suite
- All other sports village facilities will remain unchanged

The new facilities would cost £28 million which would be funded through Capital spending and if approved would take 3 years to design and build.



*Please note: This consultation is solely about the proposals for the Shrewsbury Sports Village. The Council want to stress that no decisions has been made about the future of the Quarry Pool and Fitness Centre. The future of the Quarry will be the subject of a separate study and public consultation in due course.*

# New features

The proposed facility mix needs to attract the widest possible range of users

The new facilities need to appeal to all ages, abilities and interests. By meeting modern access standards, the sports village will be more inclusive. More visitors will make the sports village financially sustainable which is vital if leisure facilities are to be maintained.



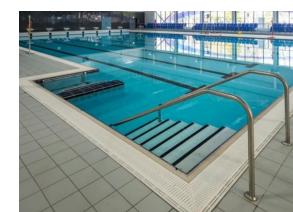
Studio pool



Competition standard pool



Moveable floor with party feature



Easy access steps



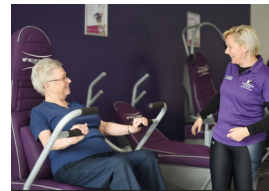
Wheelchair Pool pod



Unisex Changing village



Cycle spin



Wellness Toning Studio



Multi use immersive studios



Changing Places facility



Cafe

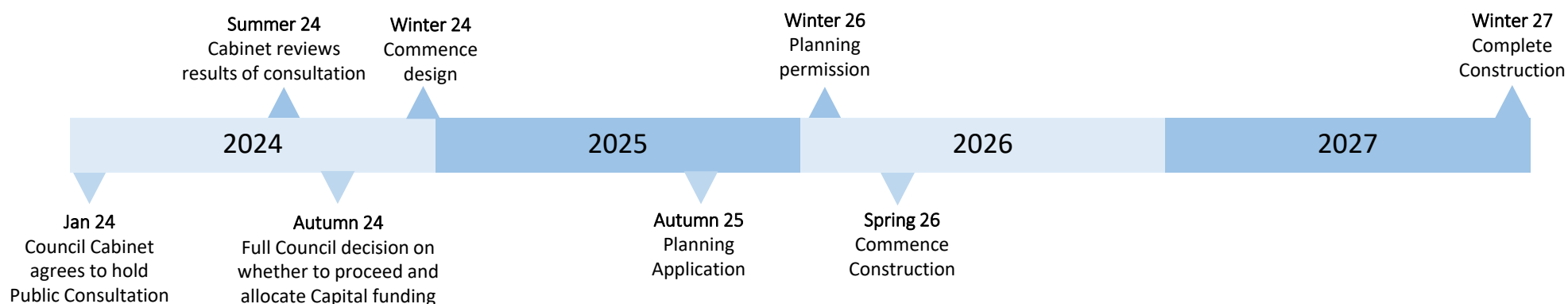


Soft play

130 station gym

# Project Timeline

<b>January 2024</b>	Council Cabinet approved an 8-week public consultation (15th March - 9th May 2024).
<b>Summer 2024</b>	Consultation results guide the Cabinet and Full Council on whether to approve and fund the project.
<b>Summer 2025</b>	If approved, design and planning would take approximately one year.
<b>Summer 2027</b>	If approved, construction is estimated to take approximately 18-24 months.
<b>Winter 2027</b>	The transformed Shrewsbury Sports Village could open late 2027 or early 2028.



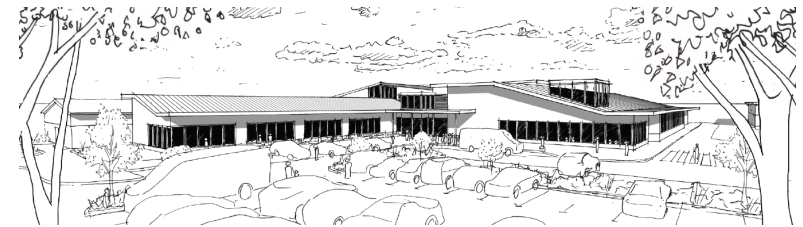
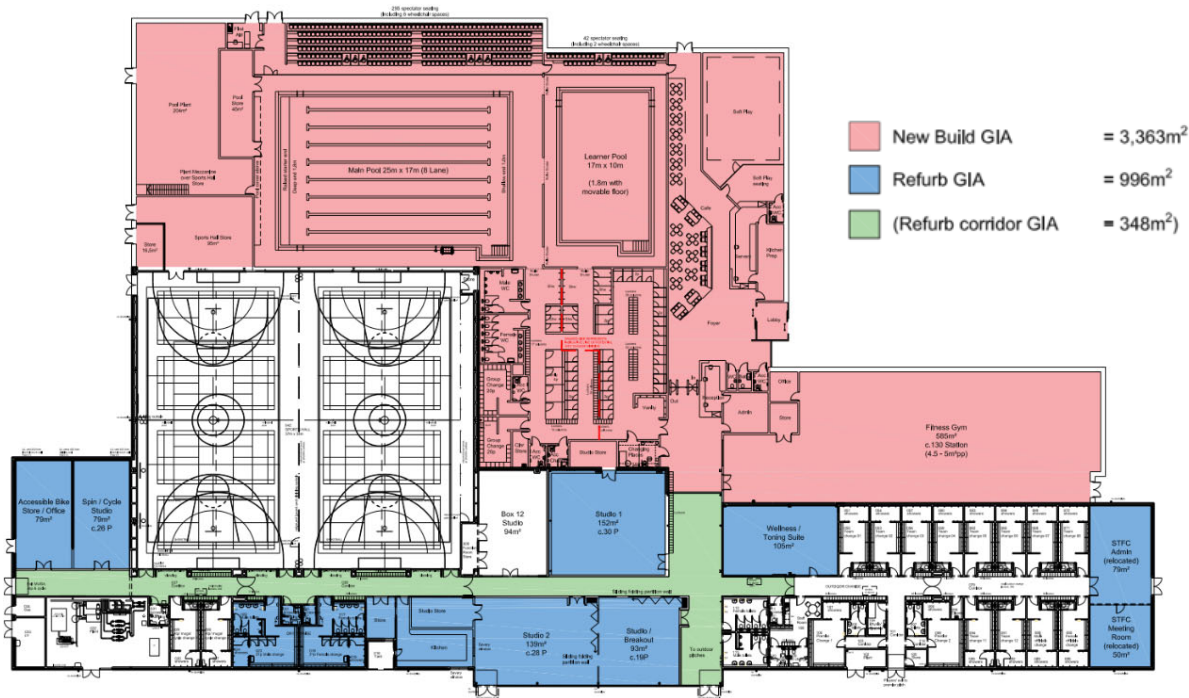
We welcome your views on the proposals which can be submitted via:

- QR code
- Website <https://next.shropshire.gov.uk/leisure-culture-and-tourism/shrewsbury-sports-village-transformation/>
- Paper questionnaire (available at drop-in sessions)
- Email [swimminginshrewsbury@shropshire.gov.uk](mailto:swimminginshrewsbury@shropshire.gov.uk)

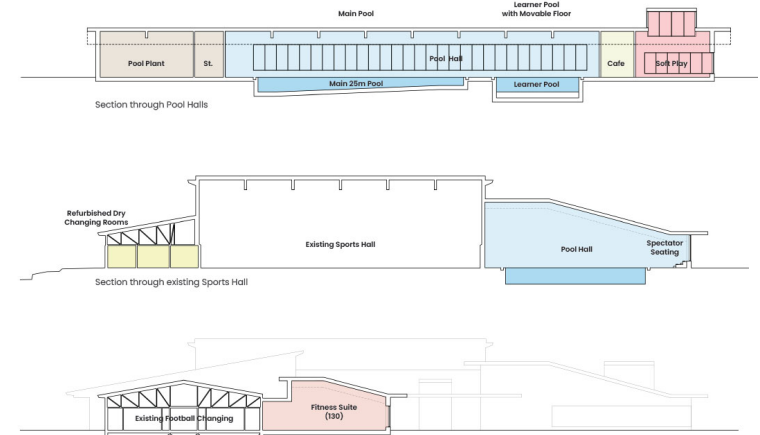
# Initial design proposals

The following drawings show the proposed layout and initial designs

Building costs have risen dramatically in recent years and so in Autumn 2022 the Council set out to plan a cost-effective single storey extension to the Shrewsbury Sports Village with a target capital budget of £27 - 28 million. Architects Roberts Limbrick were commissioned through the UK Leisure Framework to complete a high-level feasibility study to see if this was practical. Their design proposals are set out below:



Please note: This an indicative view and will change during the detailed design process



Proposed Sections

# Transforming Shrewsbury Sports Village

## More users needed for long term viability

The Sports Village, while catering well to traditional sports, relies on Council subsidies to survive as it struggles financially due to low customer numbers. Investing capital funds in new facilities will attract more users, generating income to offset the investment and improve its financial sustainability. The transformed facility would result in:

### Improved accessibility

It would meet disability access standards and provide much improved accessibility through:

- A level single storey facility
- New disabled changing and Changing Places facility
- Easy access steps and Pool Pods on both pools
- A toning studio so those with mobility issues can exercise

### Carbon neutrality

Traditional gas-heated pools are costly and environmentally harmful. To reach the Council's 2030 carbon neutrality goal, a new all-electric pool with good insulation, heat pumps and photovoltaic solar panels is needed. This facility will meet BREEAM sustainability standards and offer EV car charging.

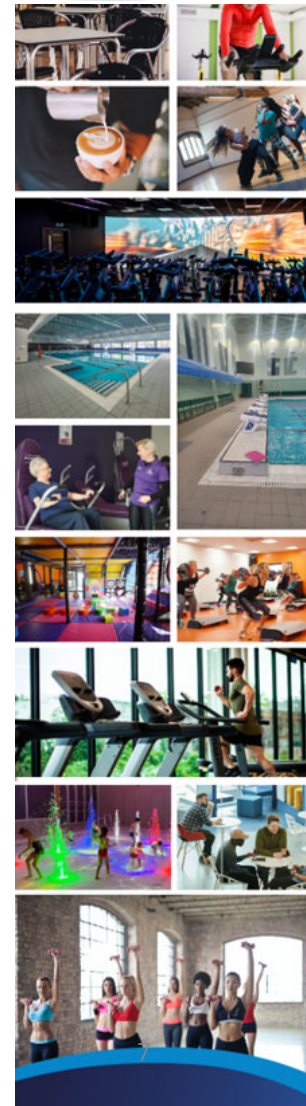
### Swimming Competitions

The Amateur Swimming Association has long advocated for a competition-standard pool in Shropshire. A new pool meeting Swim England standards would allow Shropshire to host county-level competitions and galas, eliminating the need for swimming clubs to travel to Wolverhampton or Sandwell.

### Swimming lessons and facilities for families

Schools are legally obliged to provide swimming lessons, so a good, accessible pool is crucial. The transformed Sports Village would offer easy coach access, efficient heating and a new studio training pool with accessible steps. The moveable floor and party module can help boost children's confidence and enjoyment in water.

The sizeable café, overlooking the studio pool and adjacent soft play area, will make an attractive destination for parents.



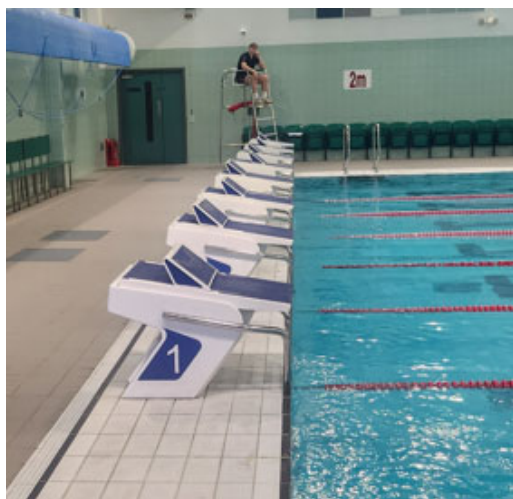
# Competition Standard Pool

A pool and centre that can host county and club competitions and galas

Shropshire lacks a competition-standard swimming pool, despite the popularity of the sporting activity and the county's annual championships and galas, which currently require travel to Wolverhampton or Sandwell. The proposed new pool would address this need by meeting Swim England competition standards.

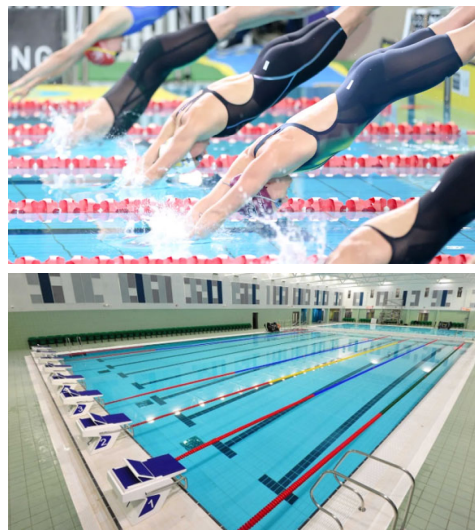
## Raised ends

Starting blocks in the deep end with automatic timing will allow competitors to qualify for Regional and National events.



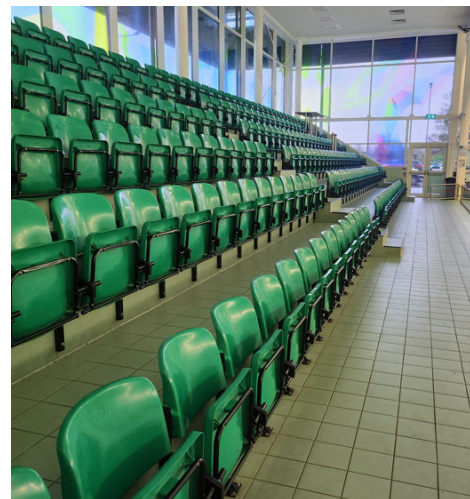
## 8 lane x 25 metres

The pool's high-quality construction and regulation 25.05m length will accommodate competition-grade timing pads. Its eight-lane design will allow for versatility beyond competitions.



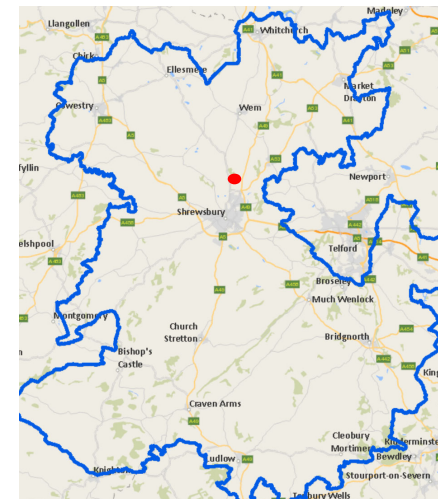
## Seating for competitors and spectators

To host county championships and major events, the pool hall must accommodate up to 250 competitors and 250 spectators.



## Good accessibility and parking

Conveniently located off the A49 Shrewsbury eastern by-pass, the facility offers ample parking for competitors and is easily accessible for county clubs.



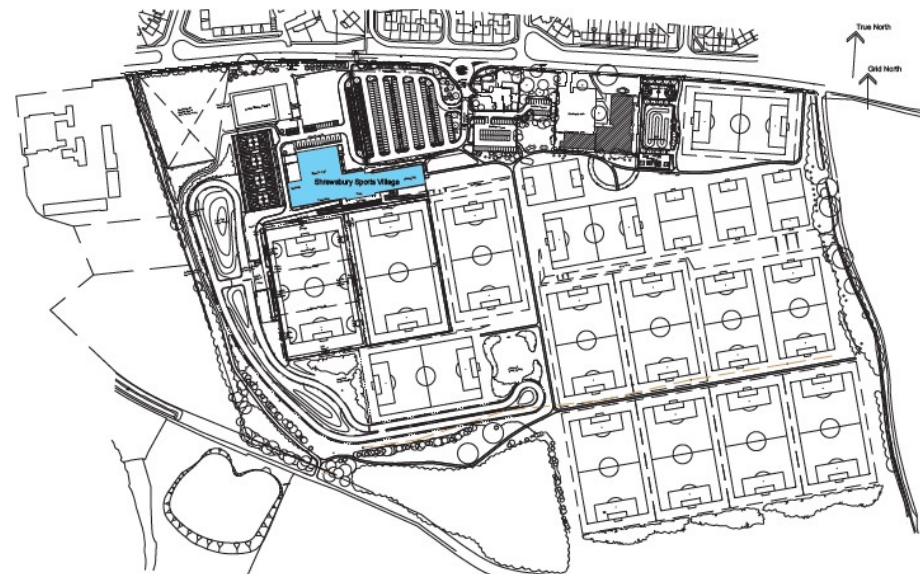


# Location

## Shrewsbury Sports Village is in the north-east of Shrewsbury

Shrewsbury Sports Village is located northeast of Shrewsbury in Sundorne, accessible via Sundorne Road. It's a short distance from the A49 ring road and shares its car park with Shrewsbury Bowls Centre. The former Sundorne Sports Centre, now a special school, is further along Sundorne Road. The Severn Fields health centre is adjacent to the Sports Village on the west.

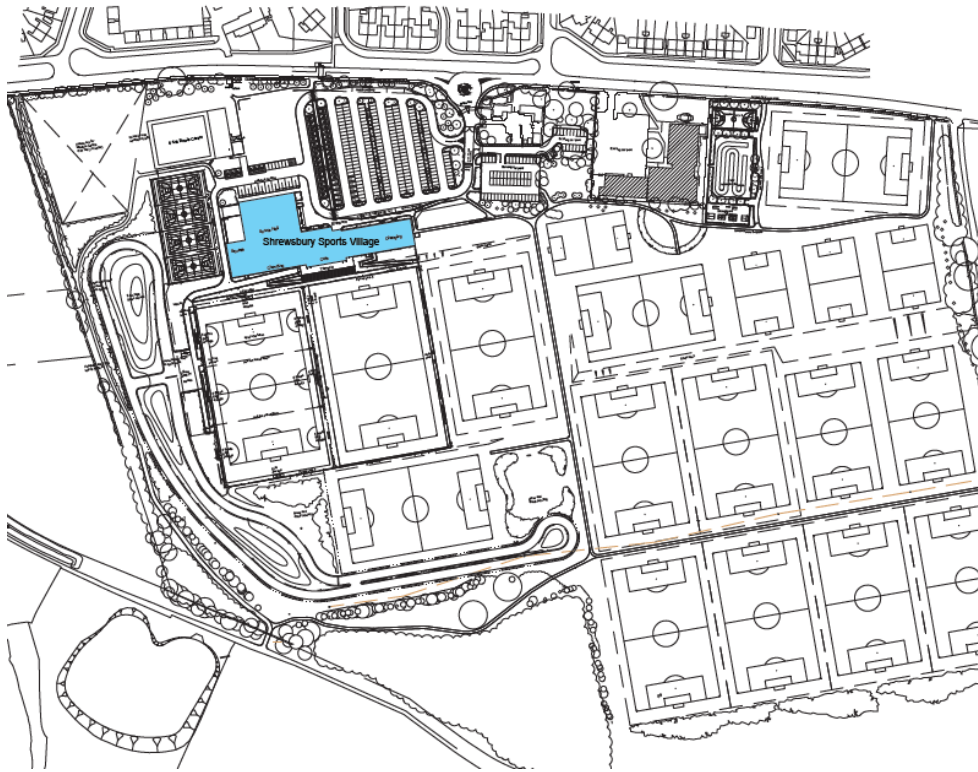
Shrewsbury Sports Village was opened in 2005 by the former Shrewsbury and Atcham Borough Council. Now owned by Shropshire Council, its development was part-funded by Sport England and the Football Foundation. The site includes 16 football pitches and changing rooms, with grant terms protecting this football provision for several years.



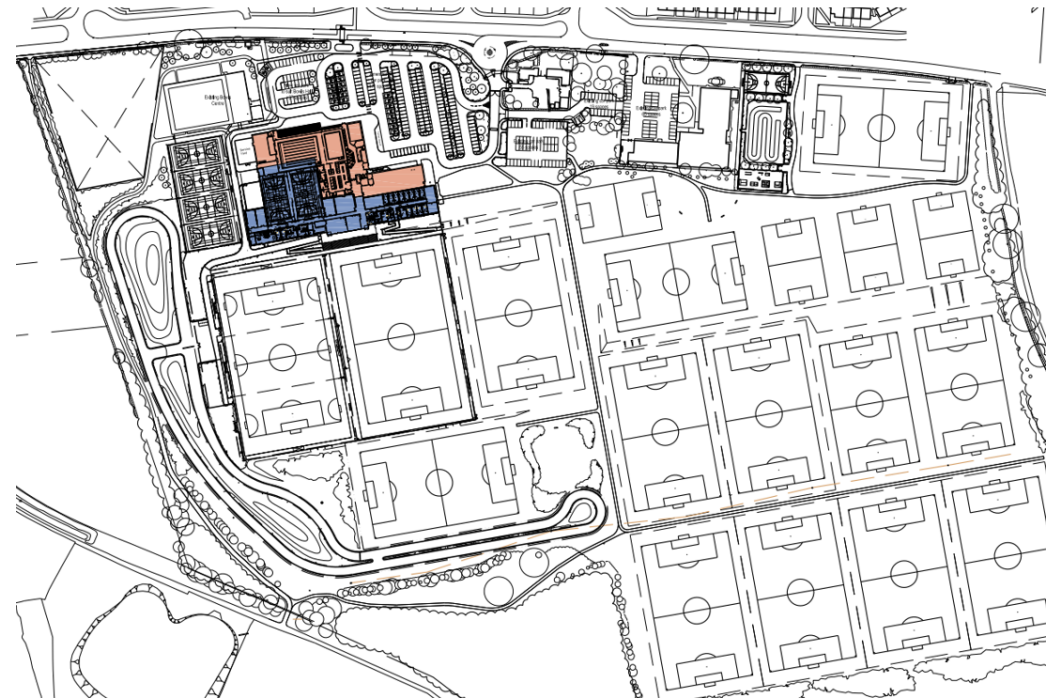
# Location

The new facilities will be built on the north side of the current building

Current site layout



Proposed layout



# Site Access

The Sports Village has good car access with public transport and cycle routes

## Car Parking

The Sports Village currently offers an ample 340 parking spaces. The development will reduce spaces by 114 but add 37 new ones near the Bowls Hall. Additional parking and overflow options are available if needed.

A detailed transport study, including traffic and parking demand modelling, will be conducted in the next project phase.



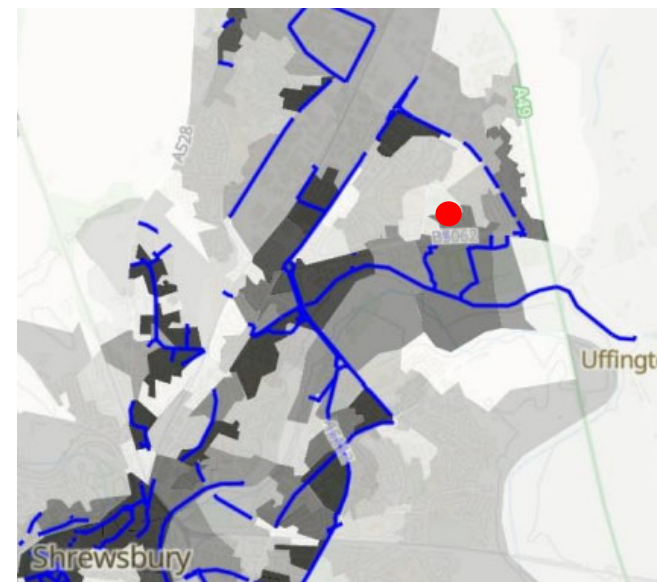
## Public Transport

The Sports Village is currently served by the number 24 bus route, providing a direct link to and from Shrewsbury bus station. If the project is approved, the Council will explore options to further enhance public transport offerings.



## Walking & Cycling

The Sports Village benefits from cycle paths like National Cycle Route 81 (along the old canal) and local routes on Sundorne Road. The Council's Cycling and Walking Plan seeks to improve cycling access, increasing leisure opportunities, particularly for communities like Sundorne, Harlescott and Castlefield where car ownership is lower.



# Section 2 – Examples of Posters, Banners and Social Media



## Public Consultation

### New pools and enhanced fitness centre at Shrewsbury Sports Village

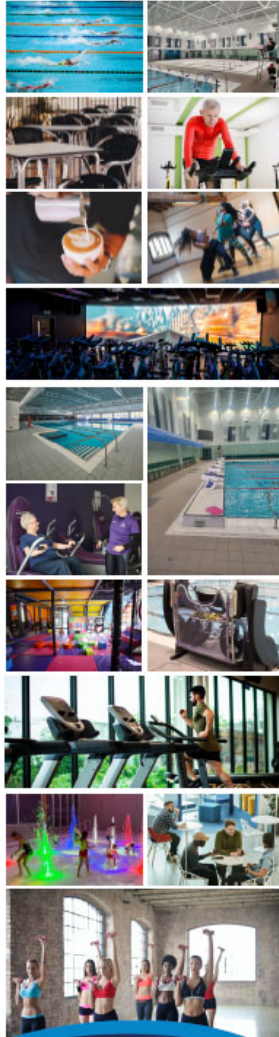
Shropshire Council is seeking the public's views on a proposal to extend the Shrewsbury Sports Village by adding two pools and enhanced fitness centre, this will include:

- 25m x 8 lane competition standard pool (1m – 1.8m depth)
- Easy access steps and pool pod for wheelchair users
- Spectator seating for competitions and galas
- Studio pool 17m x 10m with moveable floor
- Unisex changing village, with two group changing rooms
- Changing Places facility
- Soft play and café
- Fitness gym with 130 stations and new cycle spin studio
- 2 multi use studios and toning suite
- Immersive splash party
- All other sports facilities will remain in place

Use this QR code to have your say or log on to the website at



[next.shropshire.gov.uk/leisure-culture-and-tourism/shrewsbury-sports-village-transformation/](https://next.shropshire.gov.uk/leisure-culture-and-tourism/shrewsbury-sports-village-transformation/)



## A4 and A3 Posters and A5 flyer

On-site for duration of Consultation at:

- Shops and Supermarkets
- Libraries and Council service points



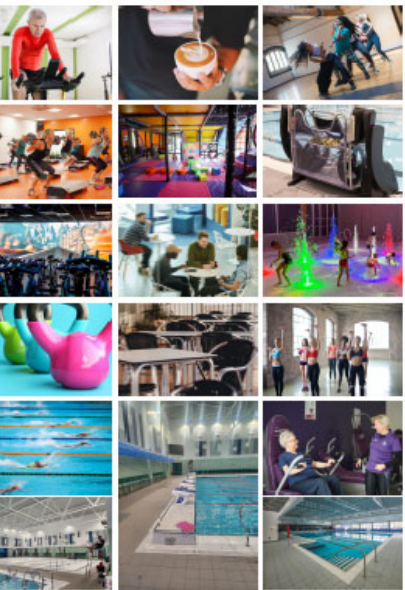
## Public Consultation

New pools and enhanced fitness centre  
Shrewsbury Sports Village

This is a once in a generation opportunity  
to develop new pool, fitness and leisure facilities  
on this scale in the county  
we would welcome your views  
for more information and to have your  
views taken into account  
Please use the QR code or log on at:



[shropshire.gov.uk/leisure-culture-and-tourism/shrewsbury-sports-village-transformation/](http://shropshire.gov.uk/leisure-culture-and-tourism/shrewsbury-sports-village-transformation/)




# Single banners


On-site for duration of Consultation at: Darwin centre, Quarry Pool, Sundorne  
Severn Health Village, Lantern Centre Library



# Social Media

Social Media posts and press releases were made throughout the consultation period and before every drop-in session


 **Shropshire Council**  
15 March · 🌐

Do you want to see improved leisure opportunities in Shrewsbury?  
It's time to have a say on our plans for a £28m enhancement at the Sports Village  
Two swimming pools, spin studio, dance studio and soft play are some of the features we have planned  
Follow the link in comments to find out more and to go to our survey  
More info here: <https://orlo.uk/3Yrt8>





  139

203 comments 38 shares

 **Shropshire Council**  
24 April · 🌐

We are at the Quarry Swimming and Fitness Centre this week to showcase our plans to enhance the Sports Village  
Pop in and take a look - we'll be there between 10am and 6pm tomorrow (25 April) and on Saturday (27 April) from 10am to 2pm  
Or have a say at: <https://orlo.uk/LFK3a>



 You and 4 others

11 comments 16 shares