



# SPORTS FACILITIES STRATEGY

SHROPSHIRE COUNCIL  
2016-2037

JULY 2016

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## EXECUTIVE SUMMARY

SC's Vision for future provision of sport and leisure facilities in Shropshire is:

***'To deliver a network of modern, efficient and sustainable sports facilities in the County'***

*(Source: Shropshire Council Cabinet report 30 July 2014).*

This is a vision clearly based on partnership and facilitation, as opposed to direct delivery.

### AIMS

The aim of providing sufficient high quality, fit for purpose and accessible provision is to:

- **Increase participation for health benefits**
- **Increase regular participation amongst those who are inactive**

Shropshire's Indoor Facilities Strategy (2016), reflects the above Vision, current priorities and challenges of the Unitary Authority, as well as changes in national policy. This includes the requirement to produce a Community Plan under the National Planning Policy Framework, (NPPF) the 2014 Sport England Assessing Needs and Opportunities Guidance (ANOG) approach for facility planning, the national Sports Strategy, 'Sporting Future' (Department of Culture, Media and Sport 2016), and Sport England's 'Towards an Active Nation' (2016).

### ANALYSIS OF FACILITY NEED

#### SPORTS HALLS

There is significant existing sports hall provision across Shropshire; 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.

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.

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

There is a good level of satisfied demand with 91.5% of the 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.

Based on the Sports Facility Calculator analysis there is a need for a further 16.69 badminton courts by 3027. This need can be met within the existing supply of sports hall across the county through a range of partnership and delivery arrangements.

The three main SC community leisure facilities provide a strategic-sized sports hall, and given that SC 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 North East where all existing halls will be without formal community use arrangements by 2018.

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 North East and the East areas. This is because there is no SC operated community leisure centre in these areas 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.

As SC withdraws from funding/supporting existing community use agreements in the short to medium term, it is critical that the partnerships for the future provision of sports hall facilities continue to provide community accessible facilities. Without this, there will be a significant deficit in community accessible sports halls across Shropshire.

Securing community access arrangements beyond the life of existing SC supported agreements are a priority in these areas and across the county to retain access to strategic-sized sports all from every community. Given there is actually an over-supply in all areas of the county except the North East 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.

### SWIMMING POOLS

There is sufficient provision of swimming pools now and in the future to meet current and future demand. In fact, there is an over-supply of provision (472.51sqm), equivalent to at least 1 x 4 lane x 25m pool in the north and south areas of Shropshire. This means that there is an opportunity to consider rationalisation of some smaller pools, particularly those which require significant investment, have high operational costs and low usage.

In the south, both SpArC and Church Stretton pools are small, costly to operate, require significant investment, and serve very small communities, so have low throughput. Both of these need to be considered for closure. The SpArC pool is in better condition and there could be more opportunity to work in partnership with a local organisation to take on the operation of this pool and the other adjacent sports facilities. The Church Stretton pool is in a very poor condition, and does not offer a fit for purpose environment in which to learn to swim.

If both Church Stretton (160 sqm) and SpArC (180 sqm) pools were to close, this would equate to a loss of 340 sqm of water, still well within the over-supply of 472.51 sqm (over-supply would reduce to 132.51 sqm). Even if these two pools closed, residents in both areas would still be within 30 minutes of a strategic size pool.

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Replacement of the Quarry with less water space would effectively remove any surplus in provision of community accessible water space in Shropshire, but, this calculation excludes the smaller pools, and lidos available across the county. There would still be sufficient water space to meet current and future demand for swimming, and this would be further enhanced by provision of smaller pools across the county.

Clearly any pool closures need to be accompanied by an overall review of pool programming in the area, to ensure that school swimming and Learn to Swim opportunities are programmed appropriately, to ensure they are available and accessible, and reflect potentially increased travel times to facilities.

Local communities and relevant organisations should be engaged as early as possible to seek opportunities for local communities to take over the operational responsibility for facilities which SC is no longer able to support. This is particularly relevant in relation to SpArC, Church Stretton, Market Drayton and Whitchurch pools.

The existing 3,888 sqm of community accessible water space in Shropshire more than meets both current and future demand to 2037. Allowing for increased demand from population growth, there is an over-supply of 472.51 sqm of water space; it is important to highlight that this excludes smaller pools which are not included in the FPM analysis.

In Shrewsbury, there is potential to consider siting the town's sport and leisure offer on one major site; this would increase participation opportunities, reduce operational costs and provide real savings moving forward, but not at the expense of community participation. Implementing this option would mean replacing the Quarry Swimming and fitness centre on the site of an existing multi-facility, owned and operated by SC. Equally, the fact that there is a current over-supply of water space in the county provides the opportunity to develop fit for purpose swimming pool provision in the town, based on recommended ASA and Sport England guideline for pool size and scale. Whilst potentially reducing the overall level of water space e.g. provision of an 8 lane x 25m pool plus a 10 x 10m learner/training pool would equate to 134.50 sqm less than the existing water space provided at the Quarry, this would improve the overall of provision, and would still provide for the demand in the town.

In the north of Shropshire, there are two similar swimming facilities in Whitchurch and Market Drayton. The latter also offers a learner pool and a fitness suite. It is considered that this facility should be retained as a priority. If there is a local party interested in taking responsibility for its future operational management, and this can be secured, then retaining Whitchurch should be considered. It may not however be sustainable to continue to provide both facilities within the same catchment area. SC's role in providing either facility should not be long term, but ensuring continued access to swimming facilities for the communities in both areas is a priority, because both towns are outside the 30-minute catchment drive of the

### FITNESS PROVISION

There are sufficient fitness stations to meet current and future need across the county. There is a need for more community accessible fitness stations in Shrewsbury given that the majority of commercial provision is also in this area.

## SUMMARY OF FACILITY NEEDS, PRIORITIES AND OPPORTUNITIES

SC needs to focus resources and provision in the three main towns of Oswestry, Shrewsbury and Ludlow; core provision is swimming, sports hall and fitness. Shrewsbury, as the main county town also provides the 'specialist' facilities e.g. cycling, indoor tennis, bowls and climbing.

Given the implication this has for swimming in particular, there is a need to re-think the programming of the pools to ensure school swimming is a priority - accessible, available, and can be done as effectively as possible (link here to the replacement for the Quarry which could have a room that could be used for lessons to enable schools to bring 2 or 3 classes at once and maximise water time, whilst minimising travel times and using space in the leisure centre to teach), plus also after school swimming lessons need to be planned realistically to allow for travel. Location of the Quarry replacement is crucial in this respect, as town centre could add significantly to travel times!

SC will need to continue to work in partnership, where budgets allow, to support swimming provision in the 'secondary' settlements - Market Drayton, Whitchurch (under contract until 2022), Much Wenlock (complete anomaly). These decisions can be tapered out by 2022 (except Much Wenlock), and where possible, handovers will by then have been negotiated with local partners. All these facilities are in better condition than the other secondary pools.

The geography and population distribution of the south of Shropshire is different from the north of the county and this reflected in the proposed future facilities network. Any changes in SC facility provision as a result of this Strategy will need to be reflected in future arrangements for the operational management of the three main hub sites.

There will be a need to continue supporting the operation of SpArC and Church Stretton for 12 months with a view to removing ongoing financial support after this time (no signed joint use agreements in place). On this basis, SC should not make any more capital investment in the pools, which are both in poor condition, small, and do not demonstrate financial viability in terms of the relationship between use and operational cost. If there is potential to encourage community management of these small pools, this should be undertaken; there are some other examples around the UK which function, although financially there is always some risk. It is also critical that any community organisation operating a swimming pool is clear about the operational risks.

The map of SC's direct facility provision will look very different in terms of direct provision moving forward, but overall, it should be possible, through partnership working, to retain many existing facilities, but operate them through different arrangements. This approach will optimise partnerships at local level, and importantly make best use of existing assets.

The facility needs to 2037 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;**
- **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 (no formal agreement 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)**
- **To deliver and sustain these, there is a need for SC to develop a strategic framework, or hierarchy of provision, moving forward.**

### PROPOSED HIERARCHY FOR FUTURE PROVISION OF SPORT AND LEISURE PROVISION IN SHROPSHIRE

In order to ensure that there remains sustainable and affordable SC provision of sports halls and swimming pools, there is a need to take a pragmatic view of how future provision is delivered, and how SC can best target its limited resources for non-statutory provision. Overall, in the interests of efficient, affordable and sustainable operation of non-statutory facilities, SC need to focus its future provision through a number of strategically-located, multi-facility sites. These need to provide for a minimum of a 30 minute drivetime catchment area, to be sustainable; clearly larger facilities have this capability more than smaller ones.

The above network of community facilities provides core sports facilities (sports hall, pool, fitness) within a 30 minute drivetime of all Shropshire's communities, except to the north east and east of the area; there are however existing facilities in both Market Drayton and in Bridgnorth which are community accessible. The latter is no longer operated SC but a funding agreement is in place with Bridgnorth Endowed School until 2020. There is potential for Market Drayton to be financed through an alternative source, thereby reducing the existing subsidy. This facility is currently part of the SC leisure contract, but in the longer term there may be potential for alternative delivery options for this facility.

**The hierarchy proposed is based on strategic location, community accessibility, population growth, existing communities, ability to invest, and partnership.**

- **3 (or 4) main multi-facility hub sites – Ludlow, Shrewsbury, Oswestry (South Shropshire Leisure Centre, Shrewsbury Sports Village (and /or the Quarry replacement facility), Oswestry Leisure Centre**

N.B Clearly, until a final decision is made on the future of the Quarry Swimming and fitness centre (replacement/refurbishment, and the location of this), it is difficult to state whether it should be 3 or 4 total sites i.e. 2 or 3 in Shrewsbury. In the context of achieving the most sustainable operational delivery one site in Shrewsbury would be the most effective and efficient.

- **Smaller swimming pools and fitness centres – one in the south and one in the north**
- **Secured community access arrangements to a number of sports halls, pools and fitness suites across the county – these would complement the main community sites.**

## RECOMMENDATIONS

Based on the above analysis and assessment, plus all other relevant factors, it is clear that the future distribution of directly provided SC swimming pools, sports halls and fitness centres could look very different. Although the extent of this provision may be reduced, whilst still ensuring access to all communities, it is also a fact that there is significant other provision of these types of facility across the county. The critical issue is that in SC's enabling and facilitating role it is able to ensure long term community access to these facilities.

Following from the analysis, the following recommendations are made:

### RECOMMENDATION 1 (R1)

**SC aims to invest in and support three main community leisure hubs – these will be strategically located, multi-facility sites in the market towns of Ludlow, Shrewsbury and Oswestry.**

### RECOMMENDATION 2 (R2)

**The replacement Quarry swimming facility is developed on a site where there are existing leisure facilities to maximise participation and participative opportunities, optimize investment benefits and reduce overall operational expenditure.**

### RECOMMENDATION 3 (R3)

**SC works in partnership with local partners and key organisations over the next 12 months to identify alternative future funding models to take on Market Drayton and SpArC facilities, particularly the swimming pools.**

### RECOMMENDATION 4 (R4)

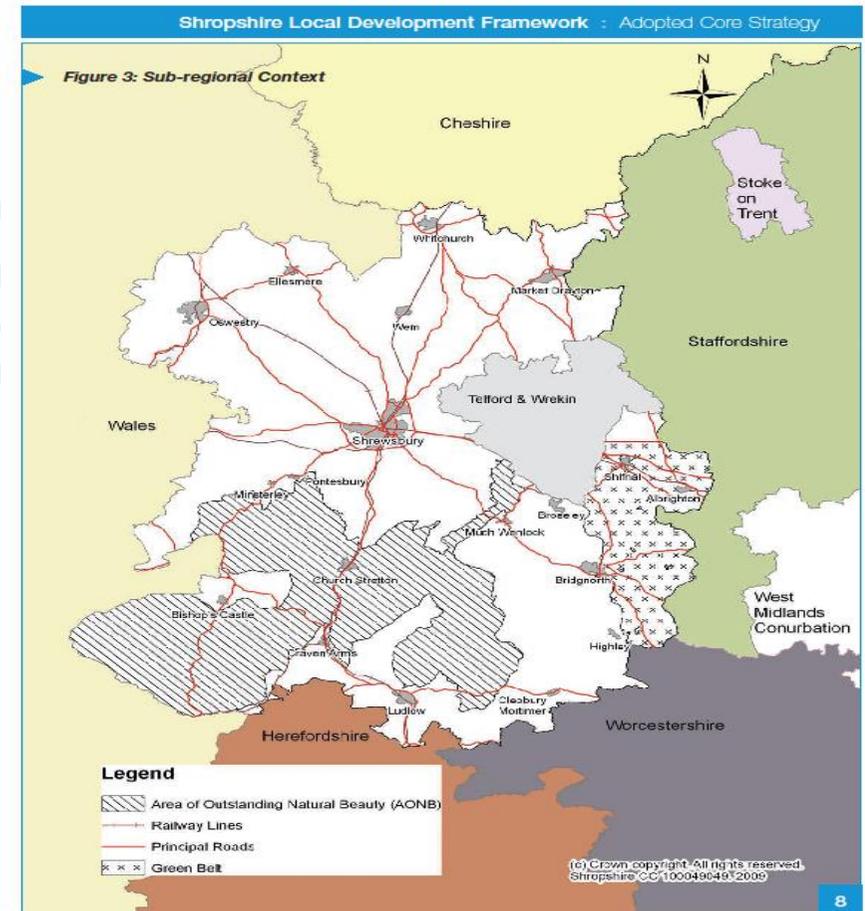
**Two swimming pools (Church Stretton Pool and SpArC) need significant investment, therefore based on the review, would not form part of SC's investment Strategy going forward. However, SC will need to work in partnership with these communities to support them in raising the necessary investment needed if these pools are still wanted by these local communities.**

# 1. INTRODUCTION AND SCOPE

## INTRODUCTION

- 1.1 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.
- 1.2 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.
- 1.3 The total population based on the ONS sub-national projection estimates is 313,000 as at 2016, with a projection of growth to 336,000 by 2037. Shropshire is one of the most sparsely populated counties in England; Shrewsbury is the county town and the largest settlement; this is where around a quarter of the total population live. It is the main commercial, cultural and administrative centre for Shropshire, with a catchment that extends into mid Wales. The main Market Towns of Oswestry, Bridgnorth, Market Drayton, Ludlow and Whitchurch are much smaller and together contain about 20% of the total population. They provide a range of facilities and services for their resident communities and surrounding rural hinterlands. There are a further 13 smaller Market Towns and Key Centres.
- 1.4 The Council has identified five spatial zones within their 2011 Core Strategy (assessed as being NPPF compliant). These zones have varied characteristics, functions and needs as an approach to local distinctiveness. This Strategy will give consideration as to these zones when determining the demand and need for sports and leisure facilities.

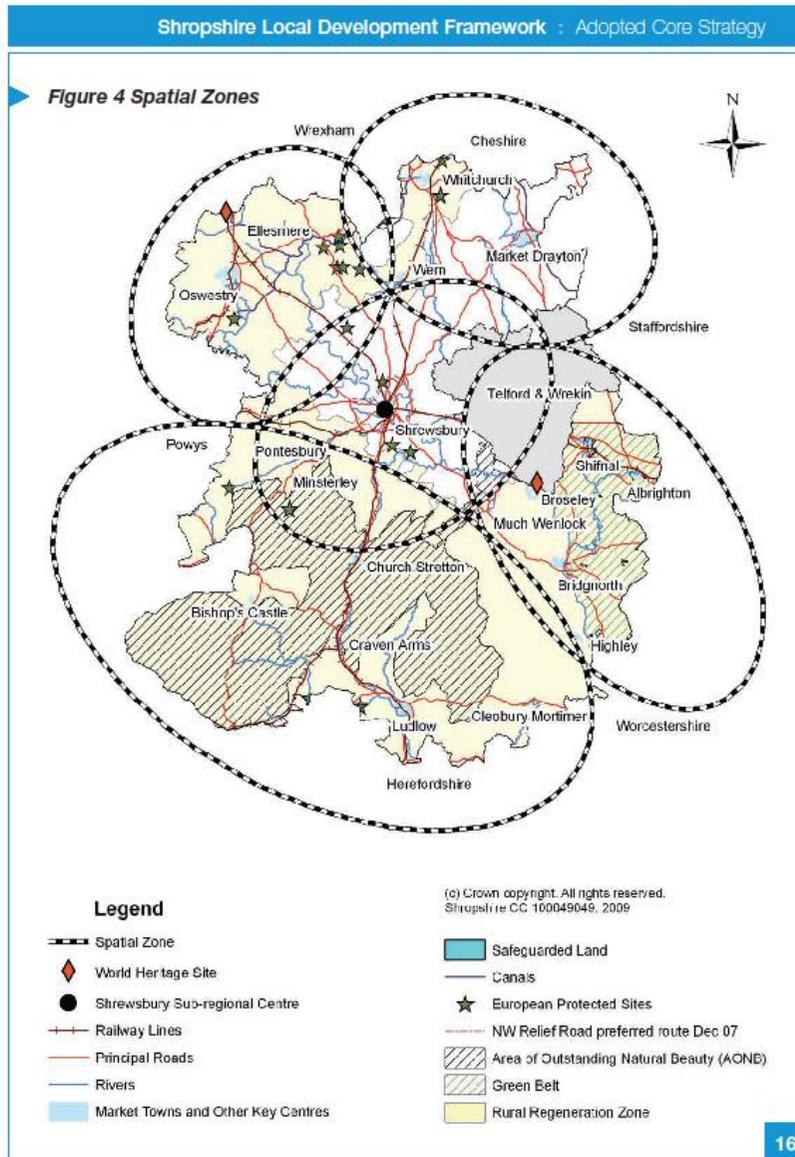
Map 1.1 Shropshire – Sub Regional Context



# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

1.5 The five spatial zones are shown in Map 1.2:

**Map 1.2: Shropshire's Five Spatial Zones**



## RATIONALE FOR DEVELOPING A SPORTS FACILITIES STRATEGY

- 1.6 In 2009 Shropshire Council became a new unitary authority and at that time, Strategic Leisure was commissioned to produce an Indoor Facilities Strategy to bring together the supply and demand from the existing local authorities and identify priorities for the new authority. This 2016 Strategy represents an update on the previous work undertaken in 2009.
- 1.7 Since 2009 the unitary authority has moved forward in terms of their local policy and strategic planning. There have been changes in national policy of which the requirement to produce a Community Plan under the NPPF has been significant. In 2014, Sport England introduced the ANOG approach for facility planning. In early 2016, the Department for Media, Culture and Sport launched the national Sports Strategy, 'Sporting Future'.

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 1.8 The Council has a statutory duty to meet the requirements of the National Planning Policy Framework. The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 73 and 74 outline the planning policies for the provision and protection of sport and recreation facilities.

***“Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning Policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision are required.”***

‘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 needs for which clearly outweigh the loss’.**

- 1.9 A key local factor is the changed financial situation of Shropshire Council (SC) (significant revenue reductions to be achieved in non-statutory service provision), and therefore the absolute need to ensure that investment in future sports and leisure facility provision is affordable, sustainable and future-proofed, and very importantly, delivers value for money
- 1.10 It is therefore, the right time for Shropshire Council to revisit and refresh their existing Indoor Facilities Strategy to reflect these local and national changes. 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.
- 1.11 Part of future service delivery will be key partnerships, developed around facility provision, and specifically to protect community access moving forward, whether there is SC funding in place or not, and irrespective of formal community use arrangements. Whilst such arrangements are preferable, it is recognised that in the context of reducing SC partnership funding, SC may need to be more of a facilitator than deliverer, and develop the ethos of shared use, as opposed to directly contributing to this.

## BACKGROUND CONTEXT

### STRATEGY SCOPE

1.12 The scope of the work included is summarised as:

- **Review existing facilities strategy using the ANOG guidance from Sport England**
- **Revisit countywide demographics**
- **Building on existing information and knowledge base to audit sports facilities**
- **Update existing facility supply county wide for swimming pools, halls and fitness facilities**
- **Revisit and identify the countywide supply and demand position**
- **Make recommendations on facilities needed**

N.B Some additional consultation has been undertaken to update this Strategy with NGBs, operators and key stakeholders, but it is important to note that the 2016 Strategy is a refresh, as opposed to a total new Strategy development.

1.13 The project scope includes the following type of facilities:

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

1.14 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**

## TERMS OF REFERENCE

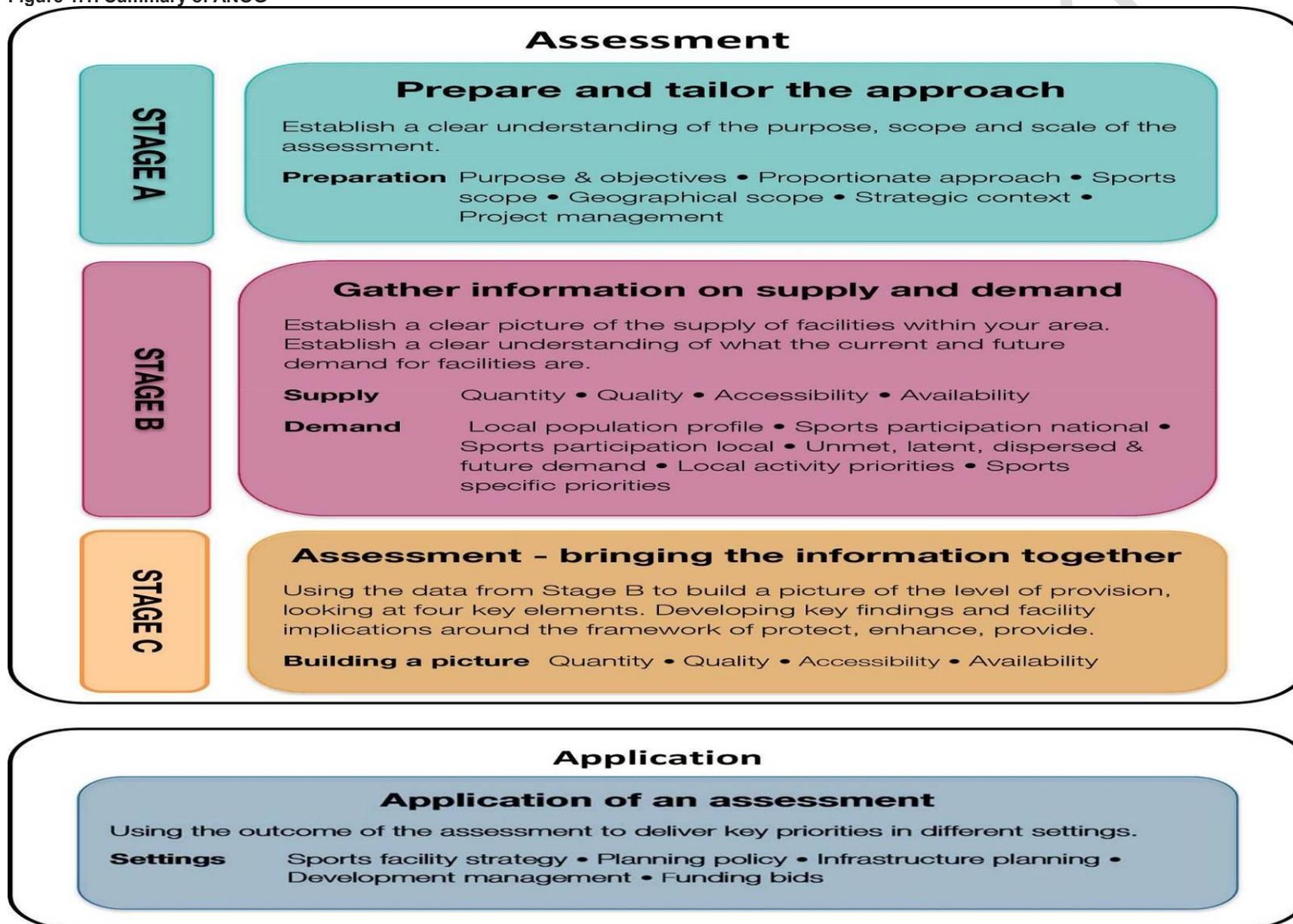
1.15 The brief developed by Shropshire Council identifies the key objectives of the strategy as:

- **To help deliver the public health agenda, and specifically the Shropshire Health and Well-Being Strategy 2012, and the draft Shropshire Health and Well-Being Strategy 2015**
- **To underpin SC's (Shropshire Council) core strategic priorities**
- **To inform the investment strategy for Council initiatives/projects**
- **To inform Local Plan Policies and assessment of planning applications**
- **To inform potential developer contributions**
- **To help facilitate and promote community use of open spaces/sport facilities/playing pitches**
- **To inform sports development initiatives**
- **To evaluate trends in participation and needs of different users particularly in respect of social inclusion and DDA**
- **To understand cross boundary border issues and facility provision**
- **To inform efficient management and maintenance of facilities in response to budgetary pressures**
- **To establish catchment areas for particular sports**
- **To protect and enhance facilities**
- **To provide evidence to secure internal and external funding**
- **To understand opportunities for dual use of facilities**

## STRATEGY STRUCTURE

1.16 The Strategy has been developed using the Sport England 2014 Assessing Needs and Opportunities Guidance (ANOG), in relation to the scope for the update work, as set out in paragraph 1.11. The structure is detailed in the Contents section, and reflects the following ANOG stages, as set out in Figure 1:

Figure 1.1: Summary of ANOG



## 2. STRATEGIC POLICY AND CONTEXT

### INTRODUCTION

#### NATIONAL LEVEL

- 2.1 The National Planning Policy Framework (NPPF) sets out the requirement of local authorities to establish and provide adequate and proper leisure facilities to meet local needs. Paragraphs 73 and 74 outline the planning policies for the provision and protection of sport and recreation facilities.
- 2.2 “Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up to date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required”.
- 2.3 **‘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 needs for which clearly outweigh the loss.’**
- 2.4 Sport England is a statutory consultee on all planning applications that affect sports facilities. It looks to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unsatisfied demand. Sport England requires local authorities to have an up-to date assessment of sports facility needs and an associated strategy including a recommendation that the evidence base is reviewed every five years.

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2.5 The key drivers for the production of the strategy as advocated by Sport England are to protect, enhance and provide playing pitches, as follows:

- **Protect:** To provide evidence to inform policy and specifically to support Site specific provision
  - Allocations and Development Management Policies which will protect sports facilities and their use by the community, irrespective of ownership
- **Enhance:** To ensure that sports facilities are effectively managed and maintained and that best uses are made of existing resources - whether facilities, expertise and/or personnel to improve and enhance existing provision – particularly in the light of pressure on local authority budgets
- **Provide:** To provide evidence to help secure external funding for new facilities and enhancements through grant aid and also through CIL and Section 106 agreements Sport England and local authorities can then use the strategies developed and the guidance provided in making key planning decisions regarding facility developments in the area and to support or protect against planning applications brought forward by developers.

### A NEW STRATEGY FOR SPORT – DEPARTMENT FOR CULTURE, MEDIA AND SPORT

2.6 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.

2.7 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.**

2.8 Government funding will go toward organisations which can best demonstrate that they will deliver some or all of the five outcomes

2.9 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

2.10 The Vision for this 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.**

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

2.12 This strategy sets out Sport England will deliver this task. The key changes Sport England will make 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**

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 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 principles<sup>1</sup> and practical learning of **behaviour change**

2.13 The remaining national policy context is summarised in Appendix 1, National Level.

### LOCAL CONTEXT

2.14 A number of current strategic policies, strategies and factors influence current and future supply and demand for sport and recreation facilities in Shropshire. These include:

- **Shropshire Partnership - 'Shropshire's Community Strategy 2010-2020'**
- **Council Business Plan and Financial Strategy 2014-2017**
- **Shropshire Local Development Framework – Core Strategy adopted 2011**
- **Shropshire's Draft Health & Wellbeing Strategy 2015**
- **Shropshire Joint Strategic Needs Assessment Priorities 2012**
- **Shropshire Children's Trust Children, Young People and Families Plan 2014**
- **Population Profiles and Projections**
- **Participation Trends and Rates**

### SHROPSHIRE'S COMMUNITY STRATEGY 2010-2020

2.15 To achieve the Shropshire Community Strategy 2020 vision of a 'Flourishing Shropshire', three key priorities have been identified;

- **Enterprise and growth, with strong market towns and rebalanced rural settlements**
- **Responding to climate change and enhancing our natural and built environment**
- **Healthy, safe and confident people and communities**

2.16 The Sports Facility Strategy can make a contribution to the following aims and priorities:

- **Enterprise and growth:** strong market towns and rebalanced rural settlements with services which meet the needs of local people and access is easier developments. Shropshire's reputation will be as a great place to live, work and visit.
- **Healthy, safe and confident people and communities.** Communities will be strong, healthy, safe and inclusive, and encourage cultural diversity, voluntary effort and participation in community life. By 2020 communities will be more vibrant, cohesive and residents take personal and collective responsibility for their wellbeing. Local people, particularly those who are younger, have better social, cultural and leisure facilities. Health inequalities between men and women and between affluent and non-affluent will be reduced. People are healthy and more active, and healthcare provision will be accessible and meet the needs of the community

### SHROPSHIRE COUNCIL BUSINESS PLAN AND FINANCIAL STRATEGY 2014-2017

2.17 The Strategy looks to address the key challenges which the council faces by is responding to a once in a lifetime, irreversible shift in funding by redesigning everything they do resulting in better and more responsive services at a lower cost. The Council is changing how it works to become a commissioner rather than direct deliverer of services. In looking to achieve the changes the Council sees customers at the '*centre of everything we do.*'

2.18 The sports facility strategy can support the Council to deliver against their desired strategy outcomes of:

**Your health:** Live a long, enjoyable and healthy life.

**Your life:** Feel valued as an individual and to live my life, with my choices respected and with as few compromises as possible

**Your environment:** Live in an attractive, vibrant and safe environment, in a place which is right for me

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2.19 During the period 2014-2017 the Council will review adult social care, children and young people's services, public health, commissioning, resources and support. In relation to the sports facility strategy the proposed reviews for public health and commissioning should be noted.

### PUBLIC HEALTH

2.20 Promoting the health and wellbeing of the population by enabling individuals, families and communities to lead healthier lifestyles the Council will review areas of activity including obesity management and health checks in terms of how they are best commissioned and delivered.

2.21 This work will address the key challenges for Shropshire which include the rising levels of obesity amongst children and adults, the low levels of physical activity and rural health inequalities.

### COMMISSIONING

2.22 The Council will review all current contractual arrangements with partners – whether large scale or smaller and more local – with schools, community groups and town councils to get the best possible deal for Shropshire residents.

2.23 Other key areas on which the Council will focus include:

- **Community based leisure facilities**
- **Re-design within Community Action, Positive Activities, Outdoor Recreation and Sports Development to create a Community Enablement Team (CET)**
- **Redesign of the Outdoor Recreation service that will lead to locally led approaches with a focus on physical activity**
- **Redesign across Positive Activities, Arts Development and Sports Development to create a new model for Activities for Young People**
- **Review of joint use Leisure Facilities to identify how they are best delivered on a local basis.**

2.24 Shropshire Council's strategic outcomes (**Source: Commissioning for the Future 2014**) are:

- **Your money – feeling financially secure and believing in a positive future**
- **Your health – living a long, enjoyable and healthy life**
- **Your life – feeling valued as an individual**
- **Your environment – living in an attractive, vibrant and safe environment**

SHROPSHIRE LOCAL DEVELOPMENT FRAMEWORK – CORE STRATEGY ADOPTED 2011

2.25 Looking ahead to 2026, and in planning for a “flourishing Shropshire”, the key issues and challenges the Council need to respond to and address are identified in the LDF and Core Strategy. The key challenges for Shropshire are:

- **The needs of a growing but ageing population, and encouraging more young people to remain in, or move to, the area;**
- **Sustainable communities – a thriving county town performing strongly as a sub-regional centre, revitalised Market Towns and more resilient, self-reliant rural communities;**
- **A strong, diverse and prosperous economy, promoting Shropshire as a business location with a growing enterprise culture;**
- **A mix and type of housing to meet the needs and aspirations of local people, particularly affordable housing;**
- **A lower carbon footprint, ensuring development mitigates and adapts to the effects of climate change;**
- **Transport facilities and services which offer improved accessibility and help people reduce their car dependency;**
- **The protection and enhancement of our natural and historic environment, its character, quality and diversity;**
- **Access to new and improved facilities and services – education and training, health, cultural, leisure and sport;**
- **Opportunities for local people of all ages to enjoy active, healthy safe and secure lives.**

2.26 The Strategy has identified a series of 11 objectives which will be met through the development of Spatial Planning Policy (See Map 2.2). Key objectives which the indoor facility strategy can support are:

- **Objective 1**
  - Support the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of Shropshire have access to decent affordable homes, jobs, education and training, multifunctional open space and the countryside, healthcare, leisure, cultural, shopping and other facilities and services, and the provision of infrastructure, to meet their needs
- **Objective 12**
  - Improve the quantity, quality and accessibility of multifunctional open space, rights of way, and sport, recreation and cultural facilities to provide varied opportunities for people of all ages to enjoy physical activity, cultural activities and lifetime learning, helping to improve health and well-being.

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2.27 The core strategy focuses across 5 zones which have their own key characteristics and issues. Growth during the period through to 2026 takes into the characteristics of the zone. In terms of housing development and land for employment approximately 25% will take place in Shrewsbury, 40% on market towns and key centres and 35% in rural areas.

**Table 2.1: Key Settlement Characteristics**

ZONE	KEY SETTLEMENTS (POPULATION)	KEY CHARACTERISTICS	ESTIMATED NEW HOMES AND EMPLOYMENT LAND 2006-2026
<b>NORTH EAST</b>	Market Drayton (11,100) Whitchurch (8,700) Wem (5,400)	<ul style="list-style-type: none"> <li>• Significant housing affordability issues. High proportion of existing housing is 4 - 5 bed or larger, smaller properties are in short supply.</li> <li>• Weighted towards industrial sector. Rural economy important.</li> <li>• 3 secondary school, 3 locations for post 16 education</li> <li>• Low wage levels associated with local employment, an ageing workforce and a significant part of the workforce that is unskilled or poorly qualified. Significant homeworking</li> <li>• High levels of out commuting. In proximity to the Potteries, Crewe, Chester, Telford and in, commuter zone for Manchester</li> <li>• Good transport accessibility by road (A41, A49, A53) and rail</li> </ul>	5,500 -6,050 dwellings 50 – 60 hectares' employment land
<b>NORTH WEST</b>	Oswestry (18,300) Ellesmere (3,700)	<ul style="list-style-type: none"> <li>• Significant housing affordability issues</li> <li>• Weighted towards industrial sector. Oswestry dominates but rural economy important. Above average numbers employed in routine, low skilled, low paid jobs. Low levels of employment in high value sectors;</li> <li>• 4 secondary school, 2 locations for post 16 education</li> <li>• Good transport accessibility by road (A5, A483, A495) and rail. Strong cross border links to mid and north Wales.</li> </ul>	5,5775 -6,325 dwellings 55 – 65 hectares' employment land
<b>CENTRAL</b>	Shrewsbury Minsterley (1,400) Pontesbury (1,500)  Shrewsbury acts as a sub-regional service centre for a large area including much of mid Wales.	<ul style="list-style-type: none"> <li>• Significant housing affordability issues;</li> <li>• Strong service sector with concentration in public administration, education and health. Below average employment in manufacturing. Workforce has a high skill level employed in higher value jobs. Growing entrepreneurial culture.</li> <li>• 6 secondary school, 3 locations for post 16 education</li> <li>• Centre of Shropshire road and rail transport networks, A5/M54 key east-west corridor to West Midlands conurbation and north-west to Wales.</li> <li>• Links with Telford and Powys</li> </ul>	8,250-8,800 dwellings 95-105 hectares' employment land

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ZONE	KEY SETTLEMENTS (POPULATION)	KEY CHARACTERISTICS	ESTIMATED NEW HOMES AND EMPLOYMENT LAND 2006-2026
<b>SOUTH</b>	Ludlow (9,900) Craven Arms (2,300) Church Stretton (3,700) Bishop's Castle (1,800) Cleobury Mortimer (2,400)	<ul style="list-style-type: none"> <li>• High and growing proportion of older people;</li> <li>• Significant housing affordability issues with highest house price to earnings ratio</li> <li>• Pockets of rural deprivation and restricted access to community services.</li> <li>• The most rural part of Shropshire, with a localised economy reliant on small businesses as well as agriculture and tourism. High levels of entrepreneurship and home working.</li> <li>• 4 secondary school, 2 locations for post 16 education</li> <li>• Major north-south road (A49) and rail transport corridor but poor east-west accessibility.</li> <li>• High levels of car ownership and commuting to work. Cross border public transport is an issue.</li> <li>• Strong links with mid Wales (Welshpool, Newtown) Herefordshire (Leominster, Hereford, Tenbury) and Worcestershire (Kidderminster).</li> </ul>	3,575-4,125 dwellings 35-45 hectares' employment land
<b>EAST</b>	Bridgnorth (11,400) Shifnal (5,600) Albrighton (5,100) Broseley (4,500) Much Wenlock (2,200) Highley (3,400)	<ul style="list-style-type: none"> <li>• Significant housing affordability issues.</li> <li>• Most businesses are small or micro enterprises providing predominantly low waged, low value added employment. High level of out commuting. Traditional reliance on agriculture and manufacturing. Tourism sector important and well established. Growth in 'lifestyle business'.</li> <li>• 4 secondary school, 4 locations for post 16 education</li> <li>• Major east-west (M54) and north-south (A41, A442) road transport corridor and east-west rail route to Wolverhampton and Birmingham (stations at Shifnal, Cosford &amp; Albrighton). River Severn is a natural barrier to accessibility limiting east west travel to crossing points.</li> <li>• Located between Telford (growth point) and the West Midlands conurbation (regional urban development focus). High levels of out-commuting to Telford, Kidderminster and the West Midlands conurbation. Influenced by Wolverhampton to Telford Technology Corridor. Land and property values strongly influenced by proximity to West Midlands Conurbation.</li> </ul>	3,025-3,775 dwellings 30-40 hectares' employment land

SHROPSHIRE'S DRAFT HEALTH & WELLBEING STRATEGY 2015

2.28 The Strategic vision is:

***'To help as many people as possible live long, happy and productive lives by promoting health and wellbeing at all stages of life.'***

2.29 Overall the health and wellbeing of people in Shropshire is good and life expectancy is higher than the national average.

2.30 Many people in Shropshire can expect to live a long life, have a good education, earn a decent wage and live in appropriate accommodation. However, this is not the case for everyone, health inequalities do exist meaning that some people do not have the same life chances due to where they live, the jobs and education they have, or other factors such as having a physical or learning disability. Other influences that can affect health and wellbeing are the lifestyle choices such as smoking, drinking alcohol and levels of physical activity.

2.31 The Shropshire Health and Wellbeing Board has identified the following outcomes, which will have an impact upon improvements to health and wellbeing:

- **The reduction of health inequalities**
- **Increasing healthy life expectancy**

2.32 Improving the quality of life needs to ensure that we live well at all stages of life by; starting well, living well and, aging well. The strategy identifies that these priorities can be achieved through:

- **Strengthening the community resources (buildings, people, groups) that underpin health;**
- **Investing in services and programmes that reduce the risk of disease (e.g. walking for health or healthy eating classes);**
- **Supporting people to make positive behaviour changes such as taking more physical activity and stopping smoking through community development;**
- **Working closely with our GPs, other primary care services such as pharmacies, and our hospitals to improve the health and wellbeing.**

2.33 In addition, 3 areas focusing on reworking the whole system along the principles/ objectives set out in the strategy have been highlighted.

- **Healthy weight and diabetes care**
- **Carers**
- **Mental health**

#### SHROPSHIRE JOINT STRATEGIC NEEDS ASSESSMENT (JSNA) PRIORITIES 2012

2.34 Evidence and data gathered for the JSNA highlighted the following overarching areas which will impact on health in Shropshire in the future.

- **Ageing population**
- **Health Inequalities**
- **Lifestyle risk factors to health**
- **Long term conditions and non-communicable disease including rising obesity**
- **Child poverty**
- **Mental health, including dementia**

#### SHROPSHIRE CHILDREN'S TRUST CHILDREN, YOUNG PEOPLE AND FAMILIES PLAN 2014

2.35 Children and Young People's Plan highlights four key outcomes for Shropshire:

- **Ensuring all children and young people are safe and well looked after in a supportive environment**
- **Narrowing the achievement gaps in education and work**
- **Ensuring the emotional wellbeing of children and young people by focusing on prevention and early identification**
- **Keeping more children healthy and reducing inequalities**

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- 2.36 To deliver on these outcomes consultation and engagement exercises with practitioners, children and young people and the voluntary and community sector helped identify four key priorities of which, Building Communities, is most relevant to this strategy.
- 2.37 Building communities - The JSNA tells us that overall Shropshire is a good place to grow up; however, pockets of deprivation mean that there are over 6,800 children living in poverty. These children have significantly higher health inequalities.
- 2.38 Actions to address the Building Communities priority include; in conjunction with the Health and Wellbeing Board to support the development of services that work to reduce inequalities, including the wider determinants of health (income, employment, housing) Focus on the prevention agenda (including healthy weight, active lifestyles, physical activity and emotional wellbeing for young people).
- 2.39 Other key strategic documents considered in the 2009 Strategy which are still relevant are:

### LILLESHALL SPORTING FUTURE, OUTLINE BUSINESS CASE 2007-2017, NOVEMBER 2008, AT KEARNEY

- 2.40 Following an initial feasibility assessing a number of options a business model was developed based upon Lilleshall operating as a Commercial Residential Sports Centre. The advantages of this model were described as a reasonable investment requirement, higher revenue potential and room for community participation increase.
- 2.41 The key components of the Commercial Residential Sports Centre model were described as follows:
- **World Class Sports facilities including two multi-sport halls, a gymnastics hall, and tennis centre to attract elite sports either for resident National Training Centres or pre-competition training**
  - **Modern meeting/conference facilities and technology infrastructure for the use of the Sports clients as well as other businesses**
  - **Modern residential facilities of 224 bed night/day (from 180 currently) with 25% premium capacity to respond to the demand of key customers.**

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2.42 The study claimed that the new model would result in Lilleshall breaking even operationally by 2009/10. In order to ensure the commercial success, there was a need to:

- **Invest £3m in the residential and meeting facilities (including technology) to upgrade the infrastructure to the required standard**
- **Invest £5m in upgrading current sports facilities and building a new multi-sport hall to increase business with current customers such as BGA or Home Office and attract new indoor sports customers**
- **Provide concessions on land and accommodation to attract £6.5m investment and £0.4m annual revenue from Win Tennis**
- **Set-up a professional management team with a CEO and a commercial organisation dedicated to the site**
- **Secure Shropshire Council as a guarantor to protect Lilleshall against financial fluctuations and provide subsidies for maintenance capital expenditure.**

2.43 Lilleshall has now been managed by Serco since 2011 and continues to provide for both performance sport (training and competition), and some community use.

### TELFORD & WREKIN

2.44 As Shropshire's partner authority in the sub region it is important to consider developments within Telford and Wrekin as this may impact upon future facility provision within Shropshire.

### TELFORD AND WREKIN SPORTS AND LEISURE FACILITIES FRAMEWORK 2007 – 2027

2.45 The Strategic Framework for the provision of leisure facilities within Telford and Wrekin has the following vision:

***“To create a network of inclusive high quality community and specialist sport and leisure facilities within Telford and Wrekin that will encourage an increase in its communities’ sports and physical activity levels, and enhance the quality of life of existing and future communities”.***

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

2.46 The facilities framework makes the following observations relating to facility provision within the borough.

- **Swimming** - Demand for swimming is largely met, however the main issues are the distribution of pools across the borough, the lack of pool time for teaching and school curricular swimming programme
- **Sports halls** - Whilst sport hall provision appears to meet demand there is an unbalanced distribution of community accessible sports halls across the borough. BSF represents a good opportunity to 'open up' access to education sites
- **Health and fitness** – there are few gaps in health and fitness provision.
- **Other provision** – the ice rink was identified as a valued asset, there is adequate STPs and English Netball is in support of the Regional Netball centre proposed at Wrekin College.

2.47 The Framework proposes that sports facilities in Telford and Wrekin operate within a notional hierarchy based upon several key principles:

- **Community sport and physical activity provision be developed around 'hubs' of provision encompassing schools and community-based facilities. There will be one 'hub' centre in each of the five 'cluster' areas: Newport, Wellington, Telford North, Telford Central and Telford South**
- **The hub sites will provide a range of quality facilities and opportunities and will be supported by partner sites, local sites complementing the hub sites and specialist sites catering for specific sports.**
- **Develop the 'Sports Village' (Telford Sports, Learning and Enterprise Community (TESLEC)) concept that has already been proposed for the Wellington Cluster, incorporating Wrekin College, Hadley Learning Community, AFC Telford and Telford College of Arts and Technology.**

2.48 Whilst initial proposals focused upon one particular area of the borough, the facility strategy aims to extend this across the borough as a whole, ensuring that the future network of provision is strategically located and accessible to all.

### DEPRIVATION

2.49 In terms of average rank, Shropshire ranks 101st out of 149 counties in England. In 2004, it ranked 105th and in 2007 it ranked 101st. This ranking has remained unchanged since 2007. Generally, there are higher deprivation rates in urban areas than in rural areas

2.50 The five most deprived areas in Shropshire are located within the former district wards of Harlescott, Meole Brace, Monkmoor, Battlefield and Heathgates (all in Shrewsbury) and Market Drayton East. The district with the highest proportion of its population living within the most deprived fifth of areas in England is Shrewsbury and Atcham (6.6%)

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2.51 The following wards in the county fall within the 30% most deprived in England.

- **Central zone: Harlescott (most deprived), Meole Brace, Monkmoor, Sundorne, Battlefield and Heathgates, Castlefields and Quarry, Sutton and Reabrook.**
- **North West zone: Castle, Gobowen, Gatacre, Cambrian.**
- **North East: Whitchurch North.**
- **South District: Ludlow Henley, Stokesay.**
- **East zone: Highley**

2.52 Unemployment rate is below the regional (5.2%) and national averages (5.6%) at 3%.

2.53 Attainment at GCSE (5+ Grade A-c including English and maths) is 57.8% slightly above the regional and national averages. In terms of the adults age 16-74 years 28% have no qualifications which is below the regional average and in line with national figures.

2.54 The Community Safety Partnership reports that there has been a continued decrease since 2004 in recorded crime and anti-social behaviour in Shropshire. A survey undertaken by the partnership identified the key concerns for residents, when those answering were asked what crime and anti-social behaviour issues most affect them the most frequent comments were: Youths - groups loitering / hanging around (12.5%), Youth nuisance (11.8%), Neighbour disputes / nuisance neighbours (5.9%)

2.55 Due to the rural nature of the County car ownership is high with 84.2% of households owning 1 or more cars. Car ownership is higher in the south of the county.

### HEALTH PROFILE

2.56 The health of people in Shropshire is generally better than the England average. Deprivation is lower than average, Life expectancy for both men (80 years) and women (83.9 years) is higher than the England average. Life expectancy is 5.4 years lower for men and 3.6 years lower for women in the most deprived areas of Shropshire than in the least deprived areas.

2.57 In Year 6, 16.3% (418) of children are classified as obese, better than the average for England. In 2012, 23.4% of adults are classified as obese in line with national average.

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2.58 Levels of physical activity are better than the England average and cardiovascular diseases and early deaths from cancer are better than average. The health costs associated with physical inactivity are therefore lower than the regional and national figures. The cost of inactivity in Shropshire is £1.5m with the largest costs associated with coronary heart disease.

2.59 Table 2.2 summarises the overall demographics of the District:

**Table 2.2: Summary of Shropshire Demographic Profile**

KEY FACTORS	SHROPSHIRE DISTRICT
<b>POPULATION 2015 (ALL AGES)</b> (Office for National Statistics mid-year estimates 2013)	304,400
<b>POPULATION 2037 (ALL AGES)</b>	Increase of 2.5% from 2013 (309,000) to 2019 (316,900) 336,000 increase of 7.5%
<b>POPULATION CHARACTERISTICS</b>	98.3% white or white British; 1.7% BME 3.9% unemployment rate 8.4% with a disability
<b>RURAL AREAS</b>	Levels of deprivation tend to be higher in rural areas. The LDF has identified a need to develop more resilient rural areas South of the county is the most rural
<b>CAR OWNERSHIP</b>	84.2% of households own one or more cars
<b>DEPRIVATION</b>	101 <sup>st</sup> out of 149 areas in England Unemployment levels and educational attainment perform better than the regional and national figures Crime and ASB levels continue in a downwards trend
<b>OBESITY</b>	Adult obesity rate is 62.5%, slightly lower than the regional and national averages Childhood obesity rate is 16.3%, lower than the regional and national averages
<b>HEALTH COST OF INACTIVITY</b>	£1,536,555 per 100,000 population, lower than the regional and national figures
<b>HEALTH ISSUES</b>	<ul style="list-style-type: none"> <li>• Ageing population</li> <li>• The need to reduce health inequalities</li> <li>• Increasing healthy life expectancy</li> <li>• Healthy weight and diabetes care</li> <li>• Carers</li> <li>• Mental health</li> </ul>

(Sources: Shropshire Local Plan, Sport England Local Sports Profile 2015)

## THE ECONOMIC VALUE OF SPORT

2.60 Sport has a valuable role to play in benefitting the health and social economy of the nation and at local level. It is estimated (**source: Sport England local profile 2015, and the Economic value of sport, 2013**) that sport makes an £11.3 billion contribution to the health economy of England. In 2010, sport contributed gross value-add of £20.3 billion to the economy in England. In Shropshire, 26,900 jobs are in sport or sport related sectors

## PHYSICAL ACTIVITY AND PARTICIPATION

### THE VALUE OF PARTICIPATION

2.61 The value of participation in sport and physical activity is significant, and its contribution to individual and community quality of life should not be under estimated. 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**

2.62 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.

2.63 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.

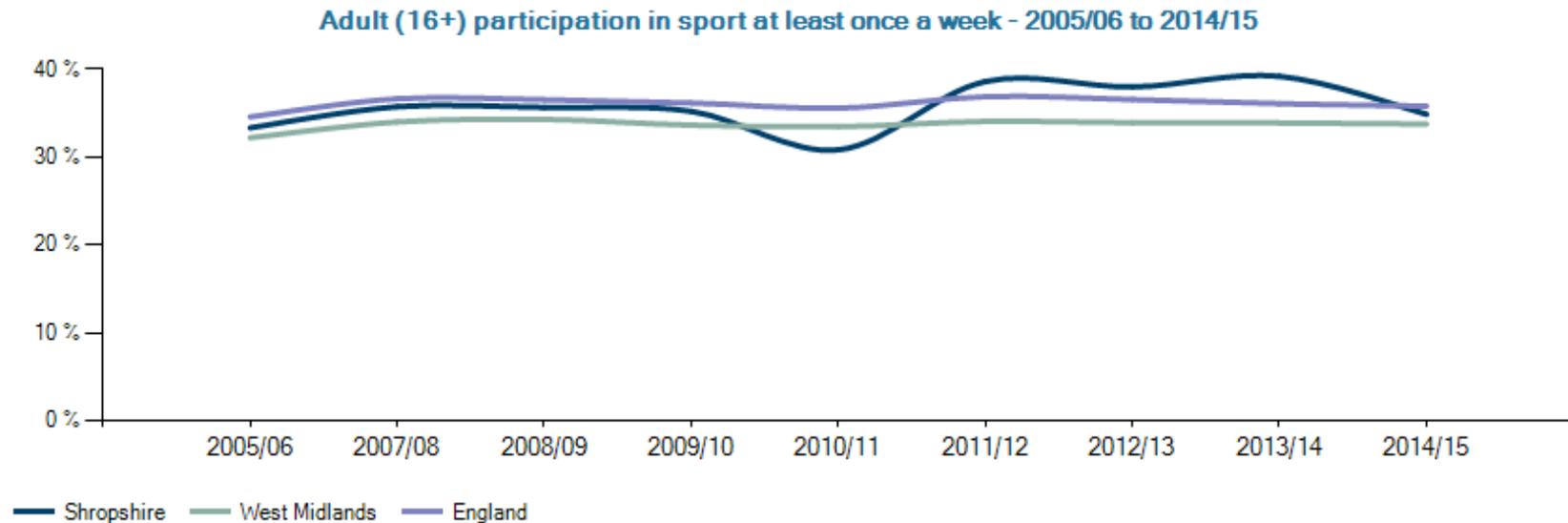
### CURRENT PARTICIPATION RATES

2.64 In terms of the Public Health England definition for physical activity (150 minutes or equivalent of at least moderate intensity activity per week) 63.2% of adults aged 16+years are classed as being active, higher than the regional (55.5% and the national (57%) averages.

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

2.65 The Sport England Active People Survey (APS) shows a steady increase in participation in the first 4 years of APS for once a week participation in sport for adults age 16+ years. Participation rose to around 38% and remained around this level until a drop off in 2014/15 to 34.9%. Throughout the ten-year APS period Shropshire has fluctuated in terms of participation levels being above, and below, both the regional and national averages. The APS 9 2014/15 participation level is 34.9% compared with 33.8% for the region and 35.8% nationally. Fig 2.1 illustrates the trend in participation.

**Figure 2.1: Participation Trends in Shropshire**



Source: Sport England Local Sports Profile

2.66 Comparing the 2005/06 APS figures to the current 2014/15 APS figures (at last once a week) participation by men has declined from 36.4% to 34.9%, whilst there has been an increase in female participation from 30.4% to 34.9%. Levels for male participation are below both regional and national averages, whilst female participation is above both the regional and national levels.

2.67 Participation rates for 3 x 30 minutes per week (formally NI18) show an increase for both males and females. The overall participation level at APS 9 is 22.3%. Participation levels are only above both regional and national averages for males. Females and the overall position are below the regional and national levels.

2.68 The number of adults wanting to do more sport is 46.1% which is below the regional and national figures.

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- 2.69 The SE Small Area Estimates maps for the County indicate in geographic terms the areas where there is greatest participation. Once a week participation is highest in the central zone around Shrewsbury and is classed as middle - high levels in the north-west and east zones. The lowest rates of participation are in the more rural south of the County. The Small Area Estimates map for 3 x 30 min per week shows a comparable geographical distribution.
- 2.70 Club membership is fairly static at around 22% and is slightly above the regional and national averages. Tuition and coaching and participation in competition is above regional and national averages.
- 2.71 Satisfaction levels with local sports provision has declined to 64.6% but remains above regional and national averages.

### SPORT ENGLAND KEY PERFORMANCE INDICATORS

- 2.72 Sport England, the Government agency for sport, measures 5 key areas in relation to sport activity. Tables 2.3 and 2.4 set out the performance of Shropshire, compared with the West Midlands-region and England.

**Table 2.3: Participation Frequency in Physical Activity - Comparison with Sport England KPIs**

KPI1 3 x 30 – PHYSICAL ACTIVITY PER WEEK	YEAR	SHROPSHIRE			WEST MIDLANDS			ENGLAND		
		ALL	MALE	FEMALE	ALL	MALE	FEMALE	ALL	MALE	FEMALE
	2005/06	22.3%	23.7%	20.9%	19.5%	22.3%	16.8%	21.3%	24%	18.7%
2014/15	26.1%	28.1%	24.2%	22.7%	25.8%	19.7%	23.3%	26.2%	20.6%	

**Table 2.4: Participation – Comparison with Sport England KPIs**

INDICATOR	SHROPSHIRE				WEST MIDLANDS				ENGLAND			
	2011/12	2012/13	2013/14	2014/15	2011/12	2012/13	2013/14	2014/15	2011/12	2012/13	2013/14	2014/15
KPI2 * - Volunteering at least one hour a week	Any sports volunteering therefore not directly comparable: 2010/2012 15% 2012/2014 13.2% 2013/2015 13.4%				14.2%	11.1%	11.5%	11.2%	14%	12%	12.5%	12.7%
KPI3 - Club Membership in the last 4 weeks	22.9%	23.9%	21.5%	22.7%	21.7 %	19.7 %	20.6 %	19.5 %	22.8 %	21.5 %	21.6 %	21.6 %

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INDICATOR	SHROPSHIRE				WEST MIDLANDS				ENGLAND			
	2011/12	2012/13	2013/14	2014/15	2011/12	2012/13	2013/14	2014/15	2011/12	2012/13	2013/14	2014/15
KPI4 - Received tuition / coaching in last 12 months	21.0%	19.7%	16.2%	16.4%	16.0%	15.8%	14.5%	12.8%	16.8%	15.8%	16.4%	15.6%
KPI5 - Took part in organised competition in last 12 months	16.4%	15.6%	*	14.3%	14.0%	13.1%	11.7%	11.8%	14.4%	11.2%	13.3%	13.3%
KPI6 - Satisfaction with local provision	-	61.5 %	63.5 %	59.7 %		62.2 %	60.3 %	60.7 %		60.3 %	61.6 %	61.7 %

Source: Active People Survey, Year: 2011/12-2014/15, Measure: Key Performance Indicators 3, 4, 5, 6  
\* Data unavailable, question not asked or insufficient sample size

## SPORTS ACTIVITY

- 2.73 Active People Survey 9 (APS9) identifies that Gym sessions (10.2%), Cycling (9.4%), Swimming (9.3%) and Athletics (7.1%) are the top sports in which people participate at least one a month in Shropshire.
- 2.74 Preference of the settings in which people prefer to participate are outdoor settings (21.9%) and locations for running and cycling (15.4%); this has increased from APS8 (12.3%). Participation in an indoor setting is 19%, a decline from APS8 (26%).

## MARKET SEGMENTATION

- 2.75 Sport England's market segmentation model comprises of 19 'sporting' segments. It is designed to assist understanding of attitudes, motivations and perceived barriers to sports participation and to assist agencies involved in the delivery of sport and recreation to develop tailored interventions, communicate more effectively with the target market and to better understand participation in the context of life stages and cycles.
- 2.76 In Shropshire the dominant segments are Tim, Philip, Roger & Joy, Elaine and, Elsie and Arnold as summarised below;

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Table 2.5: Summary of Market Segmentation for Shropshire

MARKET SEGMENT	KEY CHARACTERISTICS	% SHROPSHIRE	ACTIVITIES / SPORTS THAT APPEAL TO SEGMENT
<b>TIM, SETTLING DOWN MALES</b>	<p>Tim is an active type that takes part in sport on a regular basis.</p> <p>He is aged 26-35, may be married or single, is career professional and may or may not have children.</p> <p>Tim participates in very active, technical sports, team sports, individual activities and is likely to have a gym membership</p>	10.2	Cycling, Keep fit/gym, swimming. Football, athletics or running, football
<b>PHILIP, COMFORTABLE MID-LIFE MALES</b>	<p>Mid-life professional, sporty males with older children and more time to themselves.</p> <p>Philip's sporting activity levels are above the national average. The top sports that Philip participates in are cycling and 16% of this segment do this at least once a month, almost double the national average.</p> <p>Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.</p>	10.1	Cycling, Keep fit/Gym Swimming Football, Golf, Athletics or Running
<b>ROGER &amp; JOY, EARLY RETIREMENT COUPLES</b>	<p>Free-time couples nearing the end of their careers aged 56-65 years.</p> <p>Roger &amp; Joy are slightly less active than the average adult population.</p> <p>The top sports that Roger &amp; Joy participate in are keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).</p> <p>Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling</p>	9	Swimming, Keep fit/gym Cycling, Golf, Angling
<b>RALPH &amp; PHYLLIS, COMFORTABLE RETIRED COUPLES</b>	<p>Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home.</p> <p>Ralph &amp; Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.</p>	8	Keep fit/gym, swimming, golf

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MARKET SEGMENT	KEY CHARACTERISTICS	% SHROPSHIRE	ACTIVITIES / SPORTS THAT APPEAL TO SEGMENT
	<p>They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.</p> <p>The top sports that Ralph &amp; Phyllis participate in are shown 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% bowls</p>		
<b>ELAINE &amp; ARNOLD RETIREMENT HOME SINGLES</b>	<p>Retired singles or widowers, predominantly female, living in sheltered accommodation. Aged 66+ years.</p> <p>Elsie &amp; Arnold are much less active than the average adult population. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports that Elsie &amp; Arnold participate in are 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% in bowls</p>	7.9	Keep fit/gym, Swimming, Bowls
<b>ELAINE, EMPTY NEST CAREER LADIES</b>	<p>Mid-life professionals who have more time for themselves since their children left home, aged 46-55 years.</p> <p>Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators. The top sports that Elaine participates in are Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%). Her participation levels are above average for keep fit/gym and swimming</p>	7.9	Keep fit/gym, Swimming, Cycling

2.77 The geographic spread of the dominant segments indicates Tim, Roger and Joy dominate the Central, North East, North West and East zones of the County. The South zone is dominated by Ralph and Phyllis.

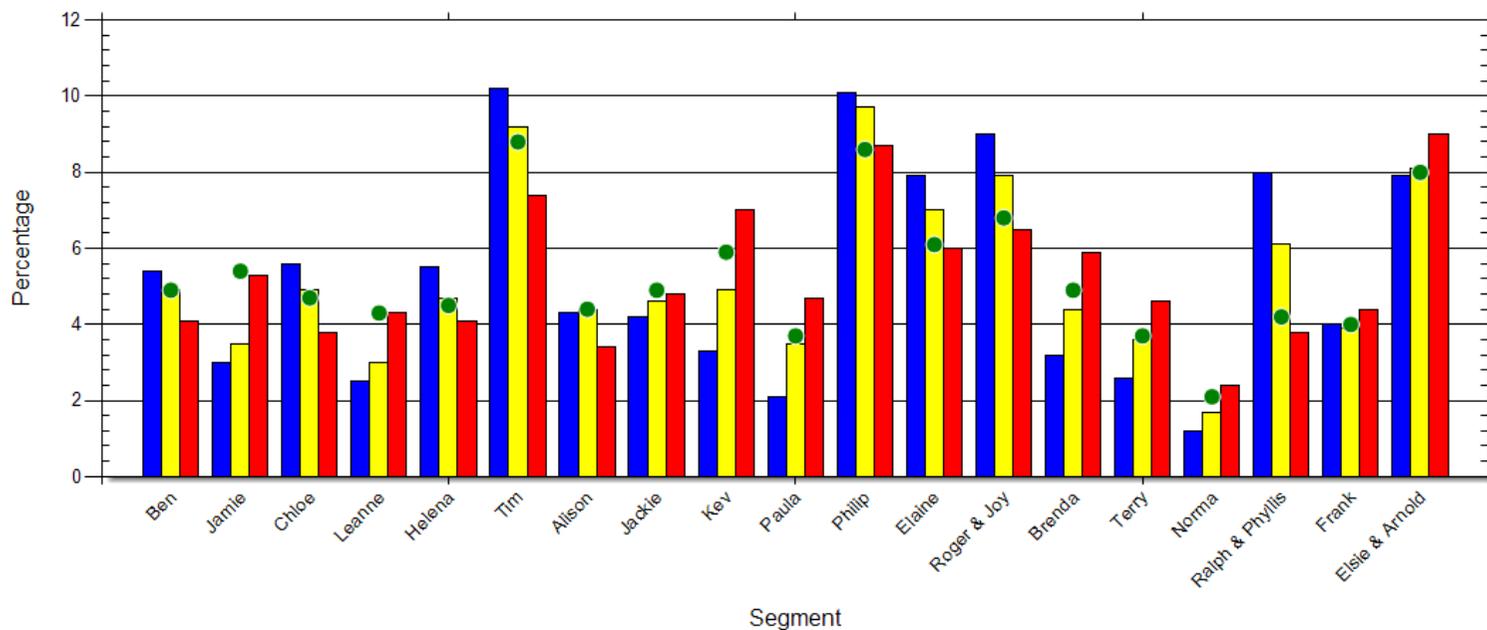
Figure 2.2: Dominant Market Segments in Shropshire

Population of all segments within catchment area



Catchment area:  
Shropshire

- Shropshire
- Shropshire
- West Midlands
- England



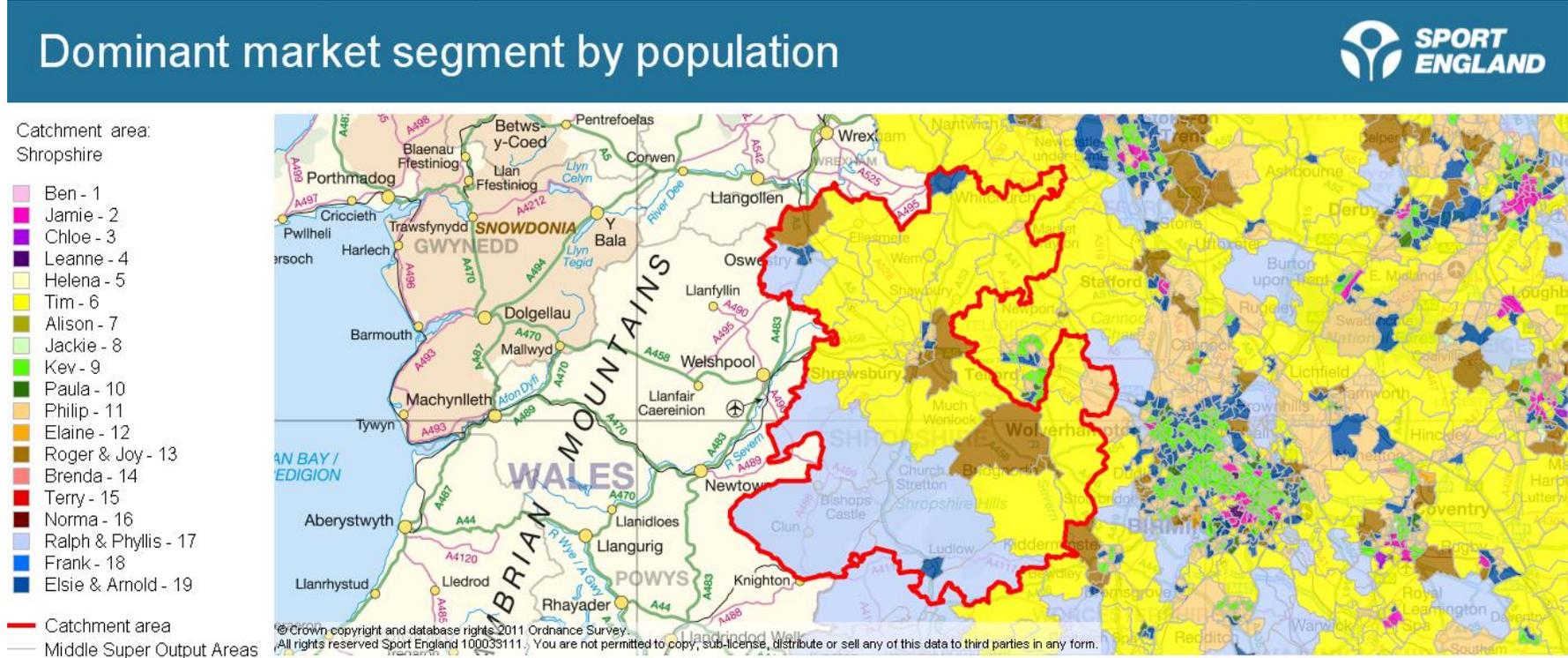
Source: Sport England October 2015

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2.78 The implications of the above analysis are that there is a need to ensure accessible and high quality facilities are available for keep fit/gym, swimming, bowls, and safe accessible places to cycle.

Figure 2.3: Dominant Market Segments in Shropshire



STRATEGIC CONTEXT - SUMMARY

2.79 In terms of planning for future provision of community sports facilities in Shropshire the key factors to be taken into account, based on the identified strategic context are:

Table 2.6: Strategic Context Key Factors

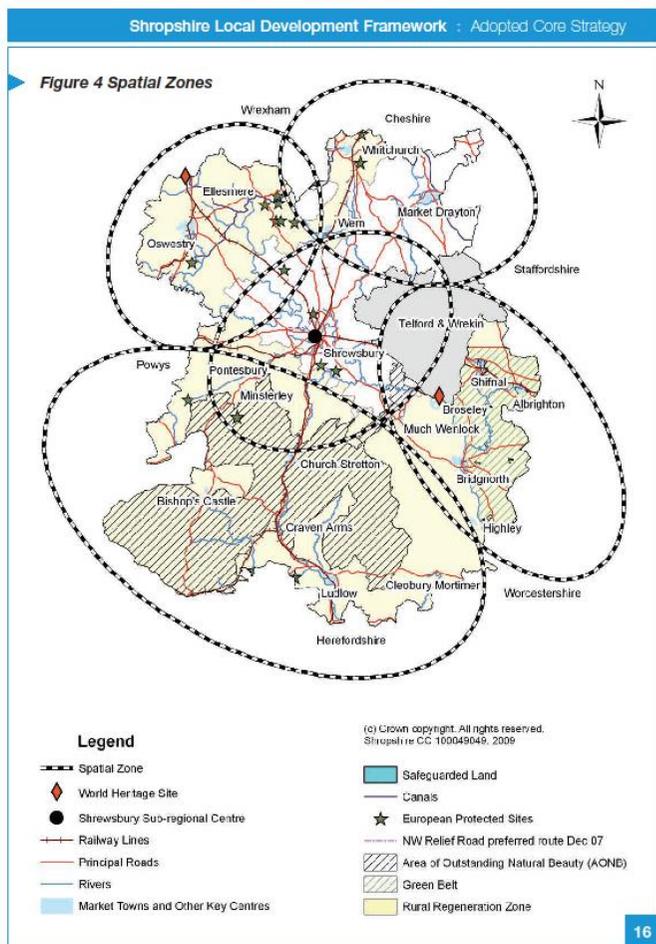
FACTOR	IMPLICATIONS
<b>DEMOGRAPHICS</b>	Small, but growing population, predominantly around Shrewsbury; low percentage of minority ethnic groups; relatively affluent population with increasing levels of car ownership.
<b>SHROPSHIRE COUNCIL FINANCIAL POSITION</b>	Significant threat to continued direct provision of non-statutory services, including all community sports facilities. Partnerships for future delivery, combined with rationalisation and alternative access arrangements will be key to maintain a network of provision to facilitate, grow and support community participation.
<b>PARTICIPATION</b>	Participation has remained relatively constant, but is declining slightly. Participation levels remain above regional and below national averages. Need to align facility needs with the aim of increasing participation in sport and physical activity. Differentiation in dominant market segments between the 5 spatial zones.
<b>SATISFACTION WITH FACILITY PROVISION</b>	Satisfaction with the provision of sports facilities is gradually decreasing.
<b>EDUCATION</b>	Opportunities for investment in sports facilities on school sites providing for both community and curriculum use, and also the potential for schools to take on the management of these assets.
<b>GROWTH OF SHREWSBURY</b>	Increased population will result in increased demand for community sports facilities; there is a need to resolve the issue of replacement for the existing Quarry Pools.
<b>NGB PRIORITIES</b>	Need to continue to reflect facility development priorities at club and county level.
<b>LILLESHALL</b>	Role of this facility in continuing to provide for NGB and community needs.
<b>SUB REGIONAL FACILITY PROVISION</b>	Development of a hierarchy of provision at sub regional and county level.

### 3. EXISTING FACILITY PROVISION

#### INTRODUCTION

3.1. The current level and nature of facility provision in Shropshire has been assessed overall on the basis of the Council’s 5 spatial zones.

Map 3.1: Shropshire showing Analysis Sub Areas



VERSION 10

SUPPLY OF SPORT AND RECREATIONAL FACILITIES IN SHROPSHIRE

3.2. The following summarises the existing provision of the indoor sports facilities (within the scope of this Strategy), across Shropshire:

Table 3.1: Existing Indoor Sports Facilities – Shropshire

FACILITIES	SHROPSHIRE	NORTH EAST	NORTH WEST	CENTRAL	EAST	SOUTH
HEALTH & FITNESS SUITE	50					
SPORTS HALL	84	12 (6 sports halls 3 courts +; 2 main halls on education sites)	14 (7 sports halls 3 courts +; 5 main halls on education sites)	22 (12 sports halls 3 courts +; 7 main halls on education sites)	21 (8 sports halls 3 courts +; 4 main halls on education sites)	15 (9 sports halls 3 courts +; 5 main halls on education sites)
SQUASH COURTS	38	4	6	10	13	6
SWIMMING POOL	44	5 pools and 1 lido; 1 learner pool	14 pools and 1 lido; 2 learner pools	8 pools, 1 lido; 3 learner pools	7 pools; no learner pool	8 pools; 2 learner pools
INDOOR TENNIS	1	N/A	N/A	1	N/A	N/A
INDOOR BOWLS	1	N/A	N/A	1	N/A	N/A
<b>TOTAL</b>	<b>215</b>					

N.B Outdoor facilities are covered in the 2009 Shropshire Playing Pitch Strategy

- 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 sport and leisure built 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.

### 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 major towns, such as Shrewsbury and Telford. 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.

### ASSESSMENT OF EXISTING SPORTS FACILITY PROVISION IN SHROPSHIRE

- 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 Bowls Centres**
  - **Indoor Tennis Centres**
- 3.13. The quality assessments have 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.

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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. Details of the audits undertaken are included in Appendices 6a-6f.

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

**Table 3.2: 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 in a poorer visual condition. The combination of the scores results in the facility rating, and identification of investment need (significant, moderate etc.).

**Table 3.3: Summary of SC Facilities in Shropshire – Quality Audits**

FACILITY	QUANTITATIVE AUDIT SCORE	QUALITATIVE AUDIT SCORE	NEED FOR INVESTMENT
<b>CHURCH STRETTON POOL AND SPORTS CENTRE</b>	61%	Good	Significant – pool very poor Dry side facilities relatively new.
<b>MARKET DRAYTON SWIMMING CENTRE</b>	78%	Good	Some
<b>OSWESTRY LEISURE CENTRE</b>	92%	Excellent	Some
<b>SHREWSBURY SPORTS VILLAGE</b>	91%	Excellent	Minimal in existing, but significant development potential
<b>SpArC CENTRE</b>	68%	Good	Some
<b>SOUTH SHROPSHIRE LEISURE CENTRE</b>	94%	Excellent	Some
<b>THE QUARRY SWIMMING AND FITNESS CENTRE</b>	38%	Poor	Significant
<b>WHITCHURCH SWIMMING CENTRE</b>	79%	Good	Some

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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 partnerships sites across the borough. Given the financial position of SC and the fact these are non-statutory services, there is a need for SC to work with a range of partners to facilitate delivery of opportunities for participation in sport and physical activity.

3.18. The existing indoor facilities within the Council's leisure portfolio are outlined in the table below, along with consultation and 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, and the majority by 2018. Much Wenlock Sports Centre is the only facility managed by SC without an end date in place in relation to management and funding support.

**Table 3.4: Existing Local Authority operated/subsidised Leisure Facilities within Shropshire**

NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>NORTH WEST</b>			
<b>OSWESTRY LEISURE CENTRE</b>	<ul style="list-style-type: none"> <li>• 25m x 6 lane swimming pool</li> <li>• Learner pool</li> <li>• Station fitness suite</li> <li>• Workout Studio</li> <li>• Meeting/training room</li> <li>• 4 badminton court Sports Hall</li> <li>• Cafeteria</li> </ul>	Operated by SCLT on behalf of Shropshire Council.	The leisure centre in Oswestry provides a flagship facility in the North West of Shropshire.
<b>LAKELANDS SPORTS CENTRE, ELLESMERE</b>	<ul style="list-style-type: none"> <li>• 2 court sports hall</li> <li>• 20 station fitness suite</li> <li>• Multi-Suite (dance and fitness classes)</li> <li>• ATP</li> <li>• 4 tennis courts</li> </ul>	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.
<b>ST. MARTIN'S SPORTS CENTRE (FORMERLY RHYN PARK SPORTS CENTRE)</b>	<ul style="list-style-type: none"> <li>• 4 Court sports hall</li> <li>• 25m x 4 lane swimming pool</li> </ul>	<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>	The facility represents the only publicly accessible indoor facility within St Martins.
<b>NORTH EAST</b>			

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NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>MARKET DRAYTON SWIMMING CENTRE</b>	<ul style="list-style-type: none"> <li>• 25 metre x 6 lane swimming pool</li> <li>• 12 m x 5m learner pool</li> <li>• 12m x 5m outdoor pool</li> <li>• 34 station fitness suite</li> </ul>	<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 SCLT, on behalf of SC.</p>	A well-used and well maintained facility.
<b>THOMAS ADAMS SPORTS CENTRE, WEM</b>	<ul style="list-style-type: none"> <li>• 4 court sports hall</li> <li>• Small hall for aerobics and martial arts</li> <li>• 25 station fitness suite</li> </ul>	<p>A dual use 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>	The fitness facility and sports hall are only accessible out of school hours
<b>WHITCHURCH LEISURE CENTRE</b>	<ul style="list-style-type: none"> <li>• 4 Court Main Sports Hall</li> <li>• Small gymnasium</li> <li>• 25 station fitness suite</li> <li>• Theatre</li> <li>• ATP 39.5m x 21.5m</li> <li>• Outdoor pitches</li> </ul>	<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>	Well-used facility; some potential for investment in the fabric of the building, due to heavy use.
<b>WHITCHURCH SWIMMING CENTRE</b>	<ul style="list-style-type: none"> <li>• 25 metre x 5 lane swimming pool</li> </ul>	<p>A single pool facility with changing built in 1972.</p> <p>Community leisure centre operated by SCLT, on behalf of SC.</p>	<p>Given the age of the centre issues were raised with the current quality of the facility.</p> <p>Any replacement pool would potentially be better located within a wet and dry Whitchurch Leisure Centre.</p>
<b>GRANGE SPORTS CENTRE</b>	<ul style="list-style-type: none"> <li>• 4 court main sports hall</li> <li>• 2 court sports hall</li> </ul>	<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.

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NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>MARY WEBB SPORTS CENTRE</b>	<ul style="list-style-type: none"> <li>• 3 court multi-purpose sports hall</li> <li>• 18 station gymnasium</li> </ul>	<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.
<b>ROMAN ROAD SPORTS CENTRE</b>	<ul style="list-style-type: none"> <li>• 3 court sports hall</li> <li>• Sand based ATP</li> </ul>	Managed by SC (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.
<b>SHREWSBURY SPORTS VILLAGE AND INDOOR BOWLS CENTRE</b>	<ul style="list-style-type: none"> <li>• 8 court sports hall</li> <li>• Climbing wall / bouldering room</li> <li>• Multi-function room &amp; education room</li> <li>• 6 rink indoor bowls centre</li> <li>• Café</li> <li>• 16 grass pitches, 1 ATP</li> <li>• 65 Station Fitness Suite</li> </ul>	<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 SCLT, on behalf of SC</p>	A flagship facility serving the Central area of Shropshire. Facility in excellent condition.
<b>QUARRY SWIMMING AND FITNESS CENTRE</b>	<ul style="list-style-type: none"> <li>• Four swimming pools</li> <li>• 37 station fitness suite &amp; dance studio</li> <li>• Café</li> <li>• Sauna, steam room and spa pool</li> </ul>	<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 SCLT, on behalf of SC.</p>	Existing facility is in poor condition and requires significant investment/replacement. Main pay and play swimming facility in Shrewsbury.
<b>BRIDGNORTH SPORTS AND LEISURE CENTRE</b>	<ul style="list-style-type: none"> <li>• 25 metre Swimming Pool</li> <li>• 4 Court Sports Hall</li> <li>• 27 station fitness suite</li> <li>• 1 Small Sports Hall</li> <li>• Licensed Lounge Bar</li> </ul>	<p>Joint use facility on site of Bridgnorth Endowed School.</p> <p>Managed by Halo Leisure on behalf of the Academy.</p>	Facility in need of investment and modernisation.

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NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>CHURCH STRETTON POOL AND SPORTS CENTRE</b>	<ul style="list-style-type: none"> <li>• Small pool</li> <li>• 4 badminton court Sports hall</li> <li>• 16 Station Fitness suite</li> </ul>	<p>Pool - Managed by Teme Leisure on behalf of Shropshire Council but on Primary School site.</p> <p>Sports Centre managed by Teme Leisure on behalf of Shropshire Council and Academy Trust</p>	New sports hall and fitness suite on site – excellent condition. Pool in very poor condition.
<b>CLEOBURY MORTIMER SPORTS CENTRE</b>	<ul style="list-style-type: none"> <li>• 4 badminton court sports hall</li> <li>• Viewing gallery</li> <li>• 22 station fitness suite</li> <li>• 2 x full size STPs</li> <li>• Outdoor pitches</li> </ul>	<p>Dual use facility on site of Lacon Childe School.</p> <p>Managed by Teme Leisure, on behalf of SC.</p>	All facilities accessible to the community.
<b>SpArC LEISURE CENTRE, BISHOPS CASTLE</b>	<ul style="list-style-type: none"> <li>• 20m x 4 lane pool</li> <li>• Health suite</li> <li>• Multi-purpose Sports Hall</li> <li>• 3 x Badminton Courts</li> <li>• 2 x Squash Courts</li> <li>• 22-Station Fitness Suite</li> <li>• Arts facilities theatre</li> <li>• Studio and gallery space</li> <li>• Green Room</li> <li>• Tennis courts</li> <li>• Outdoor grass pitches</li> </ul>	<p>Community College manage all school swimming.</p> <p>Outdoor pitches are on adjacent site across the road.</p> <p>Managed by Teme Leisure on behalf of SC.</p>	<p>Pool, squash courts and fitness suite available to the community during the school day but total availability limited.</p> <p>Pool hall roof requires replacement.</p> <p>Tennis courts in poor condition.</p>
<b>SOUTH SHROPSHIRE LEISURE CENTRE, LUDLOW</b>	<ul style="list-style-type: none"> <li>• 25m, 6 lane Swimming Pool with Water Slide, Diving Plunge Pool and Two Leisure Pools with Water Features</li> <li>• 55 Station Fitness Suite with Air Conditioning</li> <li>• 2 x Exercise Studio</li> <li>• 6 Badminton Court Sports Hall</li> <li>• Coffee Shop</li> <li>• Crèche</li> <li>• Recently upgraded health suite that includes:</li> </ul>	<p>Sports halls and first floor rooms only subject to joint-use agreement and operational lease.</p> <p>Managed by Teme Leisure on behalf of SC.</p>	Facilities in excellent condition.

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NAME OF FACILITY	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
	<ul style="list-style-type: none"> <li>• Saunarium</li> <li>• Salt Inhalation Room</li> <li>• Sauna</li> <li>• Spa Pool</li> <li>• Heated Loungers</li> <li>• Monsoon Showers</li> </ul>		
<b>EAST</b>			
<b>IDSALL SPORTS CENTRE, SHIFNAL</b>	<ul style="list-style-type: none"> <li>• 4 court sports hall</li> <li>• Gymnasium</li> <li>• 27 station fitness suite</li> <li>• Conference facilities</li> <li>• MUGA</li> <li>• Outdoor pitches</li> </ul>	<p>Joint use facility with Idsall School.</p> <p>Transfer to school operation expected November 2016.</p>	Facilities in need of investment.
<b>MUCH WENLOCK LEISURE CENTRE</b>	<ul style="list-style-type: none"> <li>• 25m x 6 lane pool</li> <li>• 4 court hall</li> <li>• 25 station health and fitness</li> <li>• Dance Studio</li> <li>• Small gymnasium (2 court hall)</li> <li>• 1 x Full size ATP (not floodlit initially)</li> <li>• Floodlit 4 court MUGA (asphalt)</li> <li>• Outdoor grass pitches</li> <li>• 200m athletics track</li> </ul>	<p>Constructed as part of the William Brooks School re-development (Pathfinder School) through Building Schools for the Future.</p> <p>Managed by SC on behalf of the School.</p>	All facilities will be accessible to the community.

3.19. In addition to the formal dual use facilities summarised above, 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 are summarised in Table 3.6. Those that appear in Table 3.4 are not duplicated in Table 3.5.

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**Table 3.5: Existing Schools' Sports Facility Provision – available for at least some community access**

NAME OF SCHOOL (SECONDARY UNLESS OTHERWISE INDICATED)	TOWN/VILLAGE	EXISTING SPORTS FACILITIES	JOINT USE	COMMUNITY USE	SPORTS FACILITIES TO BE PROVIDED
<b>NORTH WEST</b>					
<b>CRIFTINS PRIMARY SCHOOL</b>		<ul style="list-style-type: none"> <li>• Court Sports Hall</li> </ul>		Y	N/A
<b>ELLESMERE PRIMARY SCHOOL</b>	Ellesmere	<ul style="list-style-type: none"> <li>• 20m Pool</li> </ul>		Y	N/A
<b>MARCHES SCHOOL</b>	Oswestry	<ul style="list-style-type: none"> <li>• 4 Court Sports Hall</li> <li>• Dance Studio</li> <li>• Gymnasium</li> <li>• 1 X Full size ATP – No Run Off Area, Floodlit</li> </ul>		Y	N/A
<b>NORTH EAST</b>					
<b>GROVE SCHOOL</b>	Market Drayton	<ul style="list-style-type: none"> <li>• 4 Court Sports Hall</li> <li>• Lots of Land Available</li> </ul>	N	Y	N/A
<b>BASCHURCH PRIMARY SCHOOL</b>		<ul style="list-style-type: none"> <li>• Tennis Courts – community use scheme in place; key operated</li> </ul>	N	Y	N/A
<b>CORBET SCHOOL</b>	Baschurch	<ul style="list-style-type: none"> <li>• 2 Court Sports Hall (2004/5)</li> </ul>	N	Y	N/A
<b>CENTRAL</b>					
<b>SUNDORNE SCHOOL</b>	Shrewsbury	<ul style="list-style-type: none"> <li>• 3 Court Sports Hall</li> <li>• Gymnasium</li> </ul>		Y	N/A
<b>BELVEDERE SCHOOL</b>	Shrewsbury	<ul style="list-style-type: none"> <li>• 3 Court Sports Hall (2006)</li> </ul>		Y	N/A
<b>WAKEMAN SCHOOL-</b>	Shrewsbury	<ul style="list-style-type: none"> <li>• Large Hall</li> <li>• Separate Pitch Site (No Changing/Toilets)</li> </ul>	N	Y	Keen to develop community use of pitches

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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
<b>WILFRED OWEN SCHOOL (MONKMOOR CAMPUS)</b>	Shrewsbury	<ul style="list-style-type: none"> <li>1 X 1 Court Hall</li> <li>ATP – Not Full Size, Floodlit</li> </ul>	N	Y	N/A
<b>SEVERNDALE SCHOOL (MONKMOOR CAMPUS)</b>	Shrewsbury	<ul style="list-style-type: none"> <li>1 X 1 Court Hall</li> </ul>	N	Y	N/A
<b>PRIORY SCHOOL</b>	Shrewsbury	<ul style="list-style-type: none"> <li>3 Court Sports Hall</li> <li>1 X Grass Pitch</li> </ul>		Y	N/A
<b>MEOLE BRACE SCHOOL</b>	Shrewsbury	<ul style="list-style-type: none"> <li>1 X 1 Court Hall</li> <li>9 Grass Pitches</li> </ul>	Y	Y	N/A
<b>BICTON PRIMARY</b>	Shrewsbury	<ul style="list-style-type: none"> <li>1 Court Sports Hall</li> </ul>	N	Y	N/A
<b>SOUTH</b>					
<b>BROCKTON PRIMARY SCHOOL</b>	Brockton	<ul style="list-style-type: none"> <li>1 Court Sports Hall</li> </ul>		Y	N/A
<b>NEW PRIMARY SCHOOL (REPLACING CABONNELL AND CAYNHAM PRIMARY SCHOOLS)</b>	Ludlow	<ul style="list-style-type: none"> <li>Possibly One;</li> <li>Site of Village Hall – If So, Will Have Lots of Pitches</li> </ul>		Y	N/A
<b>EAST</b>					
<b>OLDBURY WELLS (GRADE 2 LISTED)</b>	Bridgnorth	<ul style="list-style-type: none"> <li>4 court Sports Hall</li> <li>2 court hall</li> <li>Tennis Courts</li> <li>Outdoor Pitches</li> <li>Swimming pool – pupil use only</li> </ul>	Y	Y	N/A
<b>ALBRIGHTON PRIMARY SCHOOL</b>	Albrighton, Adjacent to Cosford (Really Only Caters for Elite Use)	<ul style="list-style-type: none"> <li>Outdoor Pool, Run by Swimming Club, (Easter to Autumn Half Term)</li> <li>Refurbished Changing Rooms</li> <li>Outdoor Changing Rooms for Cross Country</li> <li>Skateboard Park</li> <li>Mini Football Pitch</li> <li>2 X Junior Football Pitches – Managed by Junior Club</li> </ul>	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
<b>BROSELEY PRIMARY SCHOOL</b>	Broseley	<ul style="list-style-type: none"> <li>45m x 25m ATP floodlit is now in place</li> </ul>	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 3.5 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 in Table 3.6.

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**Table 3.6: Other Facility Provision, Shropshire**

NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>NORTH WEST</b>				
<b>POOLS</b>				
<b>OSWESTRY SCHOOL</b>	Oswestry School owned and operated	<ul style="list-style-type: none"> <li>25m Swimming Pool</li> </ul>	Facility located at public school; some community use, but no formal agreement	Good quality
<b>WYNNSTAY COACH HOUSE HEALTH CLUB</b>	Wynnstay Coach House Health Club	<ul style="list-style-type: none"> <li>Small pool</li> </ul>	Membership use only, plus guests	Good quality
<b>MORETON HALL SCHOOL</b>	Owned and managed by school	<ul style="list-style-type: none"> <li>2m x 10m pool used by community clubs</li> </ul>	Community use/no formal dual use	
<b>SPORTS HALLS</b>		<b>COURTS</b>		
<b>MORETON HALL SCHOOL</b>	Owned and managed by school	<ul style="list-style-type: none"> <li>5</li> </ul>	Community use/no formal dual use	
<b>ELLESMERE COLLEGE</b>	Owned and managed by school	<ul style="list-style-type: none"> <li>4</li> </ul>	Community use/no formal dual use	
<b>NORTH EAST</b>				
<b>POOLS</b>				
<b>MARKET DRAYTON LIDO</b>	Local Authority, but only operates 3 months of the year	<ul style="list-style-type: none"> <li>25m outdoor pool</li> </ul>	Limited opening hours; dependent on weather	Some investment needed
<b>WEM SWIMMING CENTRE, WEM</b>	Operated by Friends of Wem supported by Town Council	<ul style="list-style-type: none"> <li>20m pool</li> <li>Small meeting room</li> <li>Large car park</li> <li>Outdoor/portacabin facilities for community groups</li> </ul>	Small community facility, adjacent to secondary school	In need of some investment; limited opening hours

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NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>SPORTS HALLS</b>				
<b>MAURICE CHANDLER LEISURE CENTRE, MARKET DRAYTON</b>	Registered Charity run by a volunteer committee	<ul style="list-style-type: none"> <li>• 40m x 20m indoor ATP</li> <li>• 10 x badminton courts</li> <li>• 9 station fitness suite</li> <li>• 2 x indoor bowls mats</li> </ul>	Pay and Play	Incorporates Shropshire Roller Arena
<b>CENTRAL AREA</b>				
<b>POOLS</b>				
<b>BANNATYNES SHREWSBURY</b>	Privately owned and operated	25m pool	Membership use	Good quality
<b>CASTLE COUNTRY CLUB</b>	Privately owned and operated	Small pool	Membership use	Good quality
<b>CONCORD COLLEGE</b>	Privately owned and operated	Small pool	Limited community use – no formal agreement	Good quality
<b>MERCURE ALBRIGHTON HOTEL</b>	Privately owned and operated	Small pool	Membership use	Good quality
<b>PRESTFELDE</b>	Owned and managed by school	25m pool	School use only	Good quality
<b>SHREWSBURY SCHOOL</b>	Privately owned and operated	25m x 6 lane pool	Limited community use – no formal agreement	Good quality
<b>THE SHREWSBURY CLUB</b>	Privately owned and operated	20m swimming pool	Membership use	Good quality
<b>SPORTS HALLS</b>		<b>COURTS</b>		
<b>CONCORD COLLEGE</b>	Owned and managed by school	4	Community use/no formal dual use	Good quality
<b>SHREWSBURY HIGH SCHOOL SPORTS CENTRE</b>	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
<b>THE SHREWSBURY CLUB</b>	Privately owned and operated	4 (plus other indoor facilities e.g. studio, indoor tennis, and outdoor tennis courts)	Registered Membership use	Good quality
<b>BELVEDERE SCHOOL</b>	Owned and managed by school	3	Community use/no formal dual use	Good quality
<b>SHREWSBURY SCHOOL</b>	Owned and managed by school	3	Community use/no formal dual use	Good quality
<b>THE PRIORY SCHOOL SPORTS HALL</b>	Owned and managed by school	3	Community use/no formal dual use	Good quality
<b>LONDON ROAD SPORTS CENTRE</b>	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.
<b>SOUTH AREA</b>				
<b>POOLS</b>				
<b>HAUGHTON HALL HEALTH CLUB</b>	Privately owned and operated	Small pool	Membership use	Good quality
<b>SPORTS HALLS</b>		<b>COURTS</b>		
<b>CRAVEN ARMS COMMUNITY CENTRE</b>	Local authority owned and operated	3	Pay and Play	Good quality
<b>EAST</b>				
<b>POOLS</b>				
<b>ELYSIUM HEALTH CLUB, ALBRIGHTON</b>	Privately owned and operated	Small pool	Membership use	Good quality

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NAME OF FACILITY	OWNERSHIP AND MANAGEMENT	FACILITIES PROVIDED	FACILITY DESCRIPTION	SITE VISIT/CONSULTATION COMMENTS
<b>SEVERN CENTRE, HIGHLEY</b>	Owned by Shropshire Council	25m pool	Limited community use – no formal agreement  Seasonal use of swimming pool as outdoor but quite extensively used – weather permitting.	Some investment needed
<b>HALLS</b>				
<b>LILLESHALL NATIONAL SPORTS CENTRE, EDGMOND</b>	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

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).

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 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. 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.
- 3.30. 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.
- 3.31. 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.

### SPORTS HALLS

#### EXISTING PROVISION - SUPPLY

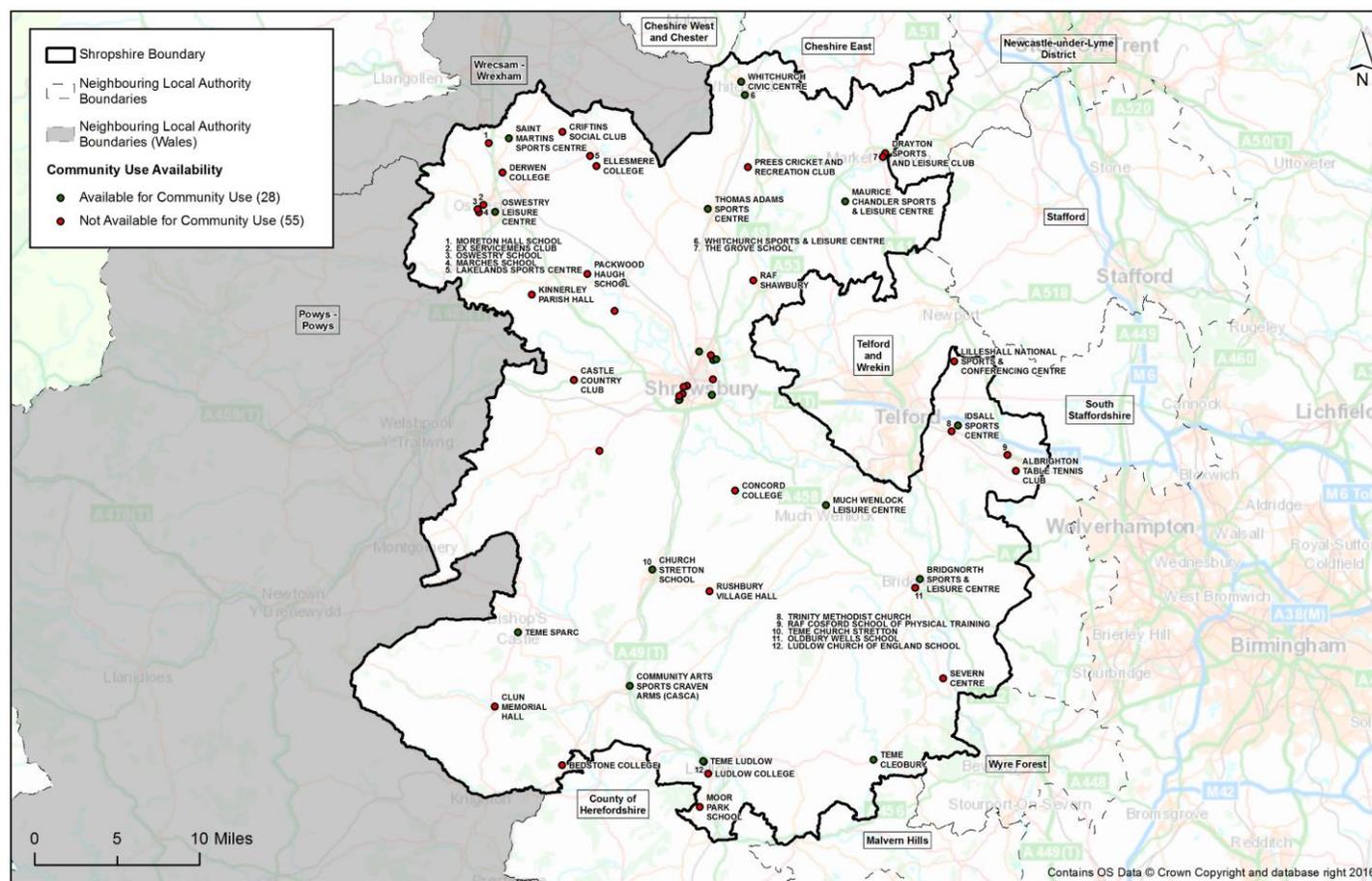
- 3.32. Indoor multi-sports halls are defined as areas where a range of sport and recreational activities are carried out. They are at least 10m x 18m (e.g., the size of one badminton court including surrounding safety area) and include specifically designed venues such as leisure centres and school 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.
- 3.33. Strategic sized sports halls are a minimum of 3 badminton courts.

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## SPORTS HALL SUPPLY IN SHROPSHIRE

3.34. The supply analysis identifies that Shropshire has a total of 84 sports halls across 59 sites. Appendix 8 details the overall hall supply in Shropshire (Source SE Active Places March 2016). 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.

**Map 3.3: Main Sports Halls and Activity Halls in Shropshire**

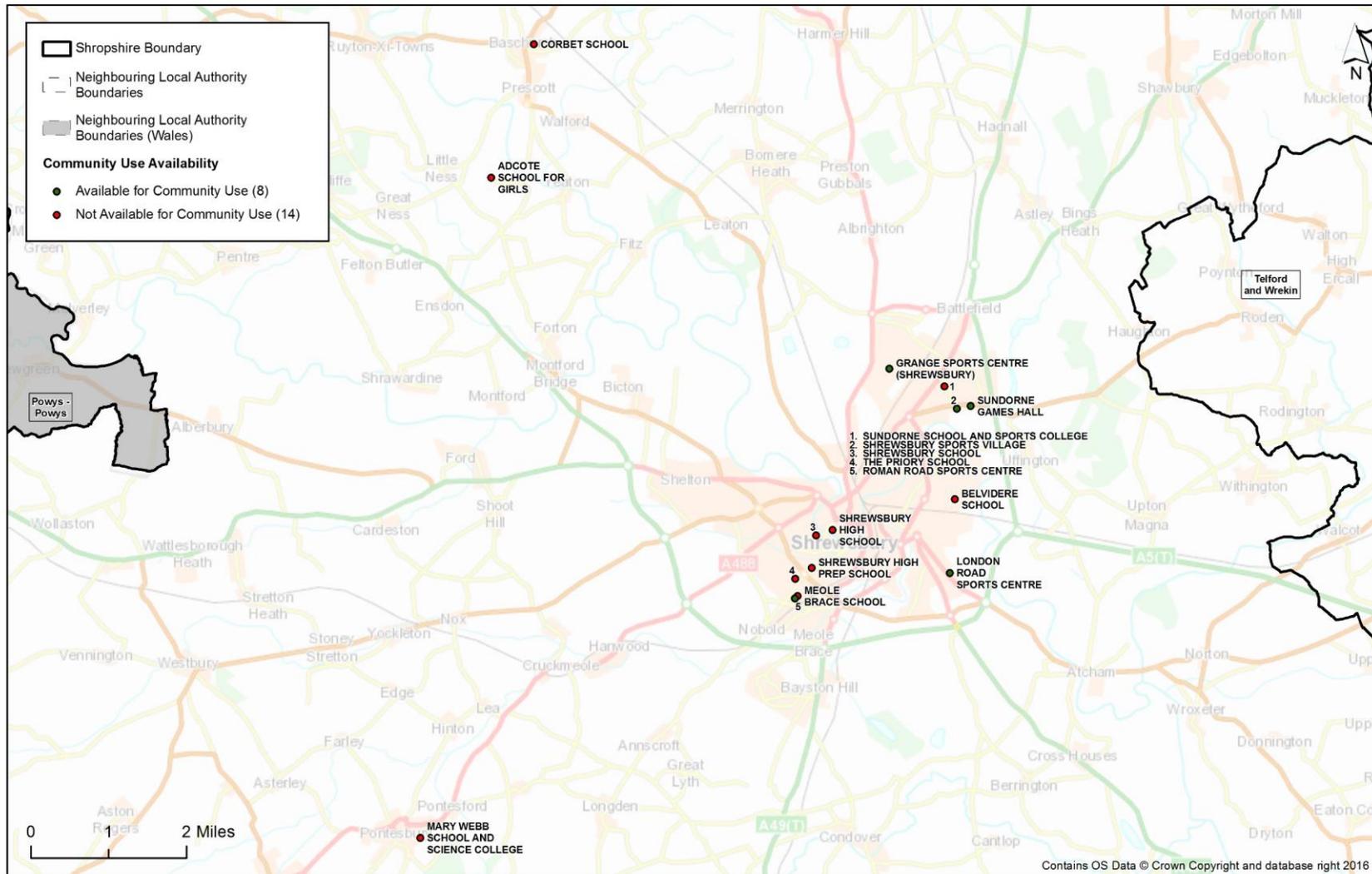


**Sports Halls by community use availability in Shropshire**



# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.3a: Main Sports Halls and Activity Halls in Shropshire - CENTRAL



Sports Halls by community use availability in Central Shropshire



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3.35. Table 3.7 summarises sports hall supply in Shropshire:

**Table 3.7: 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	13
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. Table 3.8 details the overall supply of community accessible strategic size (3 + court) sports halls in Shropshire

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**Table 3.8: Community Accessible 3 court + sports halls in Shropshire**

ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
East	Bridgnorth Sports & Leisure Centre	Main	4	Pay and Play	Trust	1976	
South	Community Arts Sports Craven Arms (CaSC)	Main	3	Pay and Play	Other	1996	2001
Central	Grange Sports Centre (Shrewsbury)	Main	4	Pay and Play	Education	1992	2005
East	Idsall Sports Centre	Main	4	Pay and Play	Local Authority (in house)	1970	2007
Central	London Road Sports Centre	Main	4	Pay and Play	Commercial Management	1987	2004
North East	Maurice Chandler Sports & Leisure Centre	Main	12	Pay and Play	Community Organisation	1960	
East	Much Wenlock Leisure Centre	Main	4	Pay and Play	Local Authority (in house)	2010	
North West	Oswestry Leisure Centre	Main	4	Pay and Play	Trust (Serco)	2011	
Central	Roman Road Sports Centre	Main	3	Pay and Play	Local Authority (in house)	1993	2010
North West	St Martin's Sports Centre	Main	4	Pay and Play	Education	1991	2004
Central	Shrewsbury Sports Village	Main	8	Pay and Play	Trust (Serco)	2006	
Central	Sundorne Games Hall	Main	4	Pay and Play	Local Authority (in house)	1973	2004
South	Teme Church Stretton	Main	4	Pay and Play	Trust	2010	
South	Teme Cleobury	Main	4	Pay and Play	Trust	1985	2007
South	Teme Ludlow	Main	6	Pay and Play	Trust	1995	
South	Teme SpArC	Main	3	Pay and Play	Trust	2006	
North East	Thomas Adams Sports Centre	Main	4	Pay and Play	Education	1975	2004
North East	Whitchurch Civic Centre	Main	4	Pay and Play	Local Authority (in house)	1960	
North East	Whitchurch Sports & Leisure Centre	Main	4	Pay and Play	Education	1996	

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

3.37. There are 42 strategically sized sports halls (i.e. 3 courts or larger) of which 19 are community accessible i.e. 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.

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

3.39. The strategic sized sports halls are distributed across Shropshire as shown in Table 3.9.

**Table 3.9: 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
NORTH EAST	4	24	Maurice Chandler N; Whitchurch LC – until 2018; Thomas Adams N; Civic Centre N; (Lakelands SC 2 Court Only)
NORTH WEST	2	8	Oswestry LC – Community Facility; St Martins Sports Centre – N
CENTRAL	5	23	Grange N; London Road N; Sundorne N; Shrewsbury Sports Village – Community Facility; Roman Road Y;
EAST	3	8	Bridgnorth LC N; Idsall L Y; Much Wenlock LC Y;  There is a formal community use agreement in place at Bridgnorth through the funding from Shropshire Council to the school. Ends 2020.
SOUTH	5	20	CaSC N; Cleobury Mortimer SC N; Church Stretton SC N; SpArC Until 2019; Ludlow LC – Community Facility  There is a formal agreement at Cleobury Mortimer until August 2017
<b>TOTALS</b>	<b>19</b>	<b>83</b>	

3.40. Based on the above analysis, there are now a total of 6 sports halls of 3 courts or more, which have formal community use arrangements. 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.

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 3.41. 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.
- 3.42. 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.
- 3.43. 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 16 are community accessible i.e. they are managed on a pay and play basis by SC, a commercial operator, a trust or a community organisation.

**Table 3.10: Total Activity Halls in Shropshire**

ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
East	Bridgnorth Sports & Leisure Centre	Activity Hall	1	Pay and Play	Trust	1976	
South	Clun Memorial Hall	Activity Hall	1	Pay and Play	Community Organisation	1986	2007
Central	Corbet School	Activity Hall	1	Private Use	Education	1960	2011
Central	Corbet School	Activity Hall	2	Limited - bookings	Education	2005	2011
North West	Criftins Social Club	Activity Hall	0	Limited - bookings	Community Organisation	2011	
North East	Drayton Sports and Leisure Club	Activity Hall	0	Pay and Play	Sport Club	1975	
North West	Ellesmere College	Activity Hall	0	Limited - bookings	Education	1950	
North West	Ex Servicemen's Club	Activity Hall	0	Limited - bookings	Community Organisation	n/a	
Central	Grange Sports Centre (Shrewsbury)	Activity Hall	0	Pay and Play	Education	1992	2010
East	Idsall Sports Centre	Activity Hall	1	Pay and Play	Local Authority (in house)	1970	
North West	Kinnerley Parish Hall	Activity Hall	0	Pay and Play	Community Organisation	n/a	
North East	Lakelands Sports Centre	Activity Hall	2	Pay and Play	Education	1999	
East	Lilleshall National Sports & Conferencing Centre	Activity Hall	0	Limited - bookings	Trust (Serco)	1920	2002
Central	London Road Sports Centre	Activity Hall	2	Pay and Play	Commercial Management	1987	2005

SPORT AND LEISURE FACILITIES STRATEGY  
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ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
North West	Marches School	Activity Hall	1	Limited - bookings	Education	2008	
Central	Meole Brace School	Activity Hall	1	Limited - bookings	Education	1960	
South	Moor Park School	Activity Hall	2	Limited - bookings	Trust	1998	
East	Much Wenlock Leisure Centre	Activity Hall	1	Pay and Play	Local Authority (in house)	2010	
East	Oldbury Wells School	Activity Hall	1	Limited - bookings	Education	1955	
East	Oldbury Wells School	Activity Hall	0	Limited - bookings	Education	1955	
East	Oldbury Wells School	Activity Hall	1	Limited - bookings	Education	1955	2005
North West	Oswestry School	Activity Hall	1	Limited - bookings	Education	1980	2001
North East	Prees Cricket and Recreation Club	Activity Hall	0	Pay and Play	Sport Club	2005	
East	Raf Cosford School of Physical Training	Activity Hall	0	Limited - bookings	MOD	1948	2008
East	Raf Cosford School of Physical Training	Activity Hall	0	Limited - bookings	MOD	1948	1994
South	Rushbury Village Hall	Activity Hall	1	Pay and Play	Community Organisation	1996	
East	Severn Centre	Activity Hall	2	Pay and Play	Trust	2004	
East	Severn Centre	Activity Hall	0	Pay and Play	Trust	2004	
Central	Shrewsbury High Prep School	Activity Hall	1	Private Use	Education	2008	
Central	Shrewsbury High School	Activity Hall	0	Private Use	Education	1970	
Central	Shrewsbury Sports Village	Activity Hall	0	Pay and Play	Trust (Serco)	2006	
Central	Sundorne School and Sports College	Activity Hall	1	Private Use	Education	1954	
South	Teme Cleobury	Activity Hall	2	Limited - bookings	Trust	1985	
South	Teme SpArC	Activity Hall	0	Pay and Play	Trust	2006	

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ZONE	SITE NAME	FACILITY TYPE	BADMINTON COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
North East	The Grove School	Activity Hall	1	Limited - bookings	Education	1960	
East	Trinity Methodist Church	Activity Hall	0	Pay and Play	Community Organisation	N/A	
North East	Whitchurch Sports & Leisure Centre	Activity Hall	0	Limited - bookings	Trust (Serco)	1997	
North East	Woodlands School	Activity Hall	1	Private Use	Education	2003	
South	Teme Church Stretton	Main	4	Pay and Play	Trust	2010	
South	Teme Ludlow	Main	6	Pay and Play	Trust	1995	

EXISTING SUPPLY – GEOGRAPHICAL DISTRIBUTION AND QUALITY

QUALITY

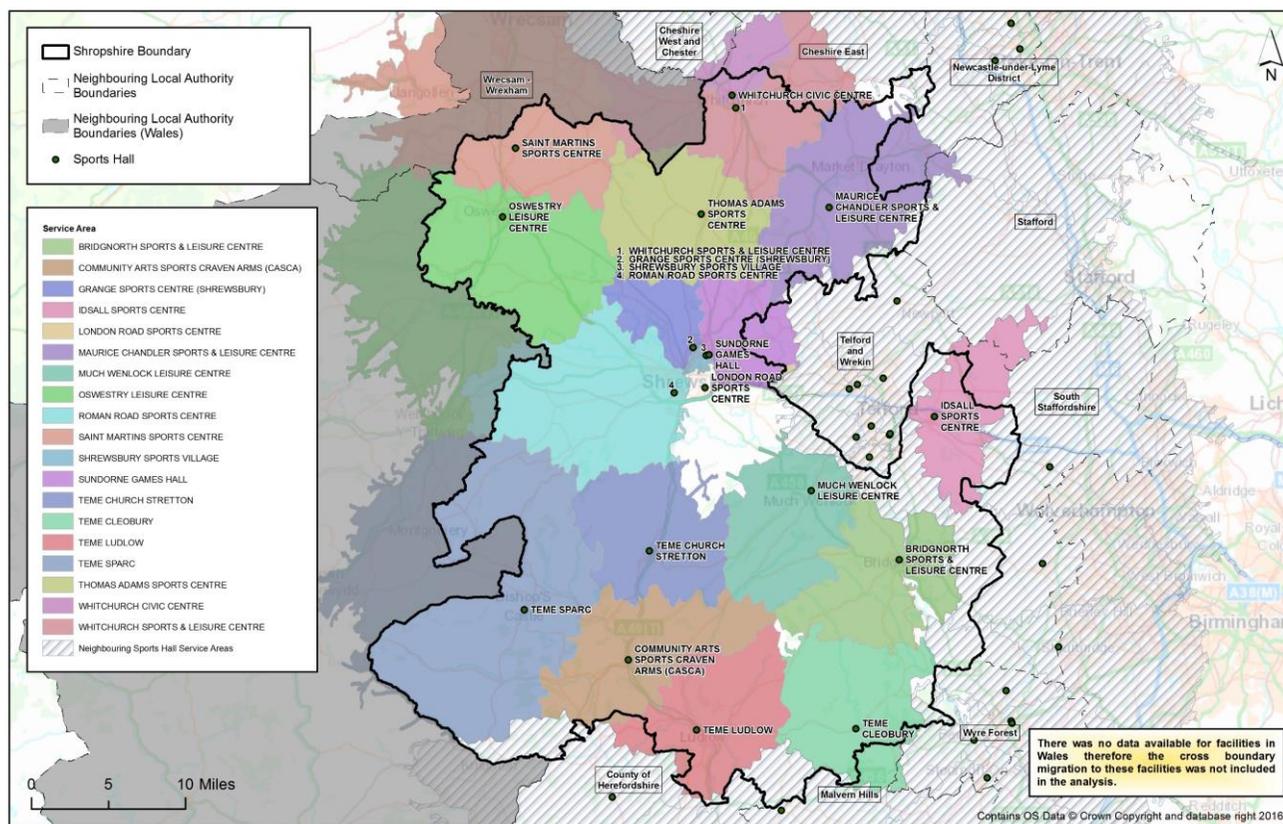
- 3.44. Detailed quality assessments have been undertaken on all SC facilities. These are summarised in Table 3.4.
- 3.45. It is clear from these assessments that the majority of the SC facility sports halls are in good or better condition. All SC facilities are 4 court sports halls except that at SpArC, Shrewsbury Sports Village and South Shropshire Leisure Centre.
- 3.46. 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.

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## EXISTING SUPPLY - ACCESSIBILITY

- 3.47. Geographical distribution of sports hall provision is identified below, based on the SC Spatial Zones. It is clear from this map that there is community accessible strategic-sized sports hall provision in every spatial zone. 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.
- 3.48. Whilst not every community is within a 20-minute drive time of a 4 court sports hall, the more likely catchment area in rural areas is a minimum of 30 minutes. All communities in each spatial zone have access to a 4 court hall within 30 minutes.

**Map 3.4: Sports Halls in Shropshire – Service Areas**



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



## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

3.49. 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.

### SUPPLY AND DEMAND ANALYSIS

3.50. In 2009, the assessment of need for sports hall provision in Shropshire was undertaken on the basis of three identified areas as follows:

**Table 3.11: 2009 Assessment of Need for Sports Hall Provision**

	NORTH	CENTRAL	SOUTH
SPORTS HALLS	<b>2009</b> 36 accessible badminton courts Demand for 28 badminton courts  <i><b>Oversupply</b> of 8 courts.</i>	<b>2009</b> 34 accessible badminton courts Demand for 27 badminton courts  <i><b>Oversupply</b> of 9 courts.</i>	<b>2009</b> 37 accessible badminton courts Demand for 26 badminton courts  <i><b>Oversupply</b> of 11 courts.</i>
	<b>2019</b> 24 accessible badminton courts Demand for 32 badminton courts  <i><b>Undersupply</b> of 8 badminton courts.</i> Assumes closure of Maurice Chandler by 2019 and hence the large change in the supply and demand picture.	<b>2019</b> 34 accessible badminton courts Demand for 29 badminton courts  <i><b>Oversupply</b> of 5 badminton courts.</i>	<b>2019</b> 37 accessible badminton courts Demand for 29 badminton courts  <i><b>Oversupply</b> of 8 badminton courts.</i> This assumes the continued availability of Lilleshall for community sports hall usage.

3.51. Table 3.12 clearly highlights that in 2009 there was an over-supply of sports halls in all three identified spatial areas. By 2019, the 2009 assessment identified a continued surplus of provision in the Central and South areas, albeit slightly reduced, and an under supply of 8 courts in the North area, based on the closure of Maurice Chandler Sports Centre.

3.52. Since the 2009 Strategy and assessment of need analysis, the level and nature of sports hall provision has changed across Shropshire; new facilities have opened at Oswestry Leisure Centre (replacement), and Church Stretton (new facility), and community use is available at an increased number of sites (not necessarily under-pinned by a formal community use agreement). Maurice Chandler Sports Centre is unlikely to close as it has had some investment and is managed by a community trust.

### SPORT ENGLAND'S FACILITIES PLANNING MODEL

3.53. Strategic Leisure was provided with Sport England's Facilities Planning Model National Run (May 2016 report, based on January 2016 data) for sports hall provision in Shropshire.

### SHROPSHIRE

3.54. The report sets out an assessment of the current situation regarding sports hall supply, based on 2015 population (55,574). The key findings are summarised below. The full report can be accessed at Appendix 2.

### SUPPLY

3.55. The Sport England Facilities Planning Model analysis for Shropshire identifies that there are 49 strategic sized (i.e. 3 badminton courts and above) sports halls on 32 different sites in Shropshire with 13 halls in the northern sub areas, 13 in the central and 23 in the southern areas.

3.56. Overall provision equates to just under 39,000 visits per week in the peak period (vpwpp); this equates to 11,500 vpwpp in the north, 10,500 vpwpp in the central are and 17,000 vpwpp in the south of the county.

3.57. There is an excellent level of supply with 8.8 courts per 10,000 population which is double the regional average of 4.3 courts/10,000. The supply varies from 4.6 courts/10,000 in the north sub area to 16 courts/10,000 in the south sub area. The figure for the Shropshire South sub area is very large and reflects the location of the National Sports Centre at Lilleshall.

**NB: "Supply of total hall space in courts" - this figure is NOT the count of 'marked courts' that will be found in Active Places. This figure is the 'equivalent in courts' to the total hall space that is used in the model to calculate the sites capacity.**

### CURRENT DEMAND

3.58. The Sport England Facilities Planning Model analysis identifies that the 2016 population of just under 313,000 demands provision of 18, 172 vpwpp. The demand and population is evenly distributed across the north, south and centre of the county.

3.59. This level of demand equates to just over 83 badminton courts, allowing for the Sport England 'comfort factor' (the 'comfort factor' models sports halls as being full at 80% capacity, given that at 100% occupancy there is actually no capacity to play sport in them).

3.60. 14.9% of the Shropshire population do not have access to a car; this compares to the regional average of 24% which means that in general, Shropshire residents are more mobile (nearly 85% of Shropshire residents have access to at least one car).

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 3.61. Based on the FPM analysis, there is a current demand for 83 badminton courts to meet the demand for this type of provision in the peak period. There are currently 142.7 badminton courts (FPM) analysis available for community use in Shropshire. This means there is significant over-provision of 59.49 badminton courts against current demand.
- 3.62. Of the 18,172 vpwpp demanded, 91.5% (16,623) are met within Shropshire (just above the regional average of 91%). Levels of satisfied demand are highest in the central area (93%), and lowest in the south (90%); nearly a fifth of visits to sports halls are exported to neighbouring authorities. This reflects the very rural nature of the area, and the fact that people will use the facility most accessible to them, whether it is in Shropshire or not. There are a number of sports halls very close to the Shropshire borders in Tenbury Wells, Herefordshire and Wyre Forest District, which may be more accessible to Shropshire residents, particularly given that the large sports hall at Lilleshall does not provide for significant community use.
- 3.63. The majority of visits to sports halls are made by car (85.47%), although in the central area, 12.2% of visits are made on foot. Across the County, only 4.94% of visits to sports halls are made using public transport.
- 3.64. 93.2% (15,493) of all satisfied demand for sports halls visits is retained within Shropshire; only 6.2% (1,130) of demand is exported to neighbouring authorities.
- 3.65. 8.5% of demand for sports hall provision is unsatisfied in the County; this equates to 1,549 vpwpp. Almost 99% of this unmet demand is due to people living in very rural areas, outside of the catchment of a community accessible sports hall. Of this figure, around 73% of unmet demand reflects the fact that just under 15% of people do not have access to a car. In other words, there are a very few people living in the rural areas who are unable to access sports halls because they have no private transport, and choose not to use public transport, or maybe this is not suitable.
- 3.66. Table 3.12 summarises the analysis described in paragraphs 3.55 – 3.64.

**Table 3.12: Summary of 2016 Supply and Demand Analysis**

2016 DEMAND FOR COURTS	2016 SUPPLY OF COURTS	SURPLUS (+)/ DEFICIENCY (-) OF COURTS	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) DEMANDED BY CURRENT POPULATION	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) SATISFIED	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) UNSATISFIED	DEMAND MET IN SHROPSHIRE	DEMAND UNMET IN THE DISTRICT
83	142.7	<b>+59.49</b>	18,172	16,623	<b>1,549</b>	91.5%	<b>8.5%</b>

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 3.67. Overall the existing sports hall provision in Shropshire is very good, and meets the demands of the majority of the population. Effectively, there is a balance between supply and demand.
- 3.68. Those with private transport are able to access other facilities outside the County, which may be more convenient. The majority of unmet demand is a result of people with no private transport living outside the catchment area (20 minutes) of a community accessible sports hall. These people may, however have access to a community hall.

### FUTURE DEMAND

- 3.69. The Sport England FPM analysis undertaken does not address future demand. The Sports Facility Calculator (SFC) has therefore been used to identify a global figure to estimate the future level of sports hall provision demanded by the population of Shropshire by 2037.
- 3.70. The SFC does not take into account specific locations of future demand; in Shropshire given that current supply meets demand, any additional demand is most likely to be in areas of population growth i.e. in and around Shrewsbury, where the majority of new homes will be built.

**Table 3.13: Future Facility Demand (2030) – Shropshire**

FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP
<b>SPORTS HALL</b>	99.69 badminton courts	24.92 sports halls	21,773

- 3.71. Clearly future population growth will increase demand for sports hall provision, as illustrated in Table 3.13.
- 3.72. Taking into account that there is an existing supply/demand balance (i.e. 83 badminton courts demanded, and 83 badminton courts provided, although it is recognised that not all of these have a formal community use agreement securing community access), future demand for sports halls equates to an additional 16.69 courts. These could be provided through new build, or through increasing access, in partnership to existing facilities, given that there are several sports halls in the County without community access/formal community use agreements in place.
- 3.73. It is important to highlight that overall there are 207 existing badminton courts available in Shropshire, 83 of which are currently accessible for community use. Whilst the others may not be in strategic-sized sports halls i.e. 3 courts or larger, in a rural area like Shropshire this provides the opportunity to ensure that communities have access to both halls of 3+ courts, and in the more rural areas, badminton courts, or spaces in which badminton and other sports hall sports can be played in village or community halls, or smaller sports halls.
- 3.74. The identified need for a further 16.69 badminton courts by 2037 can be met within the existing supply of sports halls; delivering this will require a range of different partnerships and access arrangements, developed to complement the strategically located multi facility hubs.

CONSULTATION

3.75. Consultation was undertaken with National Governing Bodies (NGB's) in relation to the 2009 strategy. NGB's were asked to review their feedback from the 2009 strategy and asked to provide updated information based on their developments and priorities since 2009 and going forward.

**Table 3.14: Summary of National Governing Body Consultation – Sports Hall Sports**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
<b>ENGLAND NETBALL</b>	<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><b>ISSUES AND OPPORTUNITIES</b></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> <p>Investigate the potential for outdoor courts to be provided at Lilleshall National Sports and Conference Centre.</p>

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NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
<b>BASKETBALL</b>	Nothing to add since 2009 Strategy	
<b>TABLE TENNIS</b>	No response	
<b>VOLLEYBALL</b>	<p>Nothing has significantly changed strategically since 2009 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>	
<b>BADMINTON</b>	<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 slippy 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>

DRAFT

SUMMARY CONCLUSIONS – SPORTS HALLS

- 3.76. 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.
- 3.77. Based on the SFC analysis there is a need for a further 16.69 badminton courts by 3027. This need can be met within the existing supply of sports hall across the county through a range of partnership and delivery arrangements.
- 3.78. 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.
- 3.79. 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 North East and the East areas. This is because there is no SC operated community leisure centre in these areas 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.
- 3.80. The three main SC community leisure facilities provide a strategic–sized sports hall, and given that SC 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 North East where all existing halls will be without formal community use arrangements by 2018.
- 3.81. As SC withdraws from funding/supporting existing community use agreements in the short to medium term, it is critical that the partnerships for the future provision of sports hall facilities continue to provide community accessible facilities. Without this, there will be a significant deficit in community accessible sports halls across Shropshire.

## SWIMMING POOLS

### SWIMMING POOL SUPPLY IN SHROPSHIRE

- 3.82. 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.
- 3.83. 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.
- 3.84. The pools are distributed throughout the County. Community accessible pools as follows:

**Table 3.15: Locations of Community Accessible Swimming Pools (excludes lidos and leisure pools)**

<b>ZONE</b>	<b>POOLS</b>	<b>SITES</b>
<b>CENTRAL</b>	4	1
<b>EAST</b>	3	3
<b>NORTH WEST</b>	6	3
<b>NORTH EAST</b>	4	4
<b>SOUTH</b>	4	3

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3.85. The overall supply of community accessible pools is:

Table 3.16: Community Accessible Swimming Pools in Shropshire

ZONE	SITE NAME	FACILITY TYPE (M2)					LENGTH	WIDTH	LANES	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
		MAIN	LEARNER	DIVING	LEISURE	LIDO							
East	Bridgnorth Sports & Leisure Centre	200					25	8	4	Pay and Play	Trust	1976	
North West	Ellesmere College	250					25	10	4	limited - bookings	Education	1950	2007
North West	Ellesmere Swimming Centre	160					20	8	5	limited - bookings	Education	1972	2003
North East	Market Drayton Swimming & Fitness Centre	325					25	13	6	Pay and Play	Trust (Serco)	1995	2012
North East	Market Drayton Swimming & Fitness Centre					239.25	16.5	14.5	0	Pay and Play	Trust (Serco)	1995	2012
North East	Market Drayton Swimming & Fitness Centre		60				12	5	0	Pay and Play	Trust (Serco)	1995	2003
North West	Moreton Hall School	250					25	10	0	limited - bookings	Education	1975	2008
East	Much Wenlock Leisure Centre	312.5					25	12.5	6	Pay and Play	Local Authority (in house)	2010	
North West	Oswestry Leisure Centre	287.5	126.5				25	11.5	6	Pay and Play	Trust (Serco)	2011	
North West	Oswestry Leisure Centre						11.5	11	0	Pay and Play	Trust (Serco)	2011	
North West	Oswestry School	180					20	9	5	Private Use	Education	1975	

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ZONE	SITE NAME	FACILITY TYPE (M2)					LENGTH	WIDTH	LANES	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
		MAIN	LEARNER	DIVING	LEISURE	LIDO							
Central	Quarry Swimming & Fitness Centre	412.5					33	12.5	6	Pay and Play	Trust (Serco)	1971	1995
Central	Quarry Swimming & Fitness Centre					70	10	7	0	Free Public Access	Shrewsbury Town Council	1950	2005
Central	Quarry Swimming & Fitness Centre						10.5	6.5	0	Pay and Play	Trust (Serco)	1880	1995
Central	Quarry Swimming & Fitness Centre	250					25	10	4	Pay and Play	Trust (Serco)	1880	1995
Central	Quarry Swimming & Fitness Centre	162					18	9	0	Pay and Play	Trust (Serco)	1880	1995
East	RAF Cosford School of Physical Training	375					25	15	6	limited - bookings	MOD	1948	
North West	St Martin's Sports Centre (Formerly Rhyn Park Sports Hall)	250					25	10	5	limited - bookings	Education	1981	2004
East	Severn Centre					237.5	25	9.5	4	Pay and Play	Trust	1970	
South	Teme Church Stretton	160					20	8	4	Pay and Play	Trust	1980	
South	Teme Ludlow	325					25	13	6	Pay and Play	Trust	1997	
South	Teme Ludlow				72		12	6	0	Pay and Play	Trust	1997	
South	Teme Ludlow			85			10	8.5	0	Pay and Play	Trust	1997	

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ZONE	SITE NAME	FACILITY TYPE (M2)					LENGTH	WIDTH	LANES	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
		MAIN	LEARNER	DIVING	LEISURE	LIDO							
South	Teme SpArC	180					20	9	4	Pay and Play	Trust	1972	2006
North East	Wem Swimming and Lifestyle Centre	160					20	8	4	Pay and Play	Trust	2005	
North East	Whitchurch Swimming Centre	225					25	9	5	Pay and Play	Trust (Serco)	1974	

3.86. Of these the key SC 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**

3.87. 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.

3.88. In addition to these facilities, SC 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).

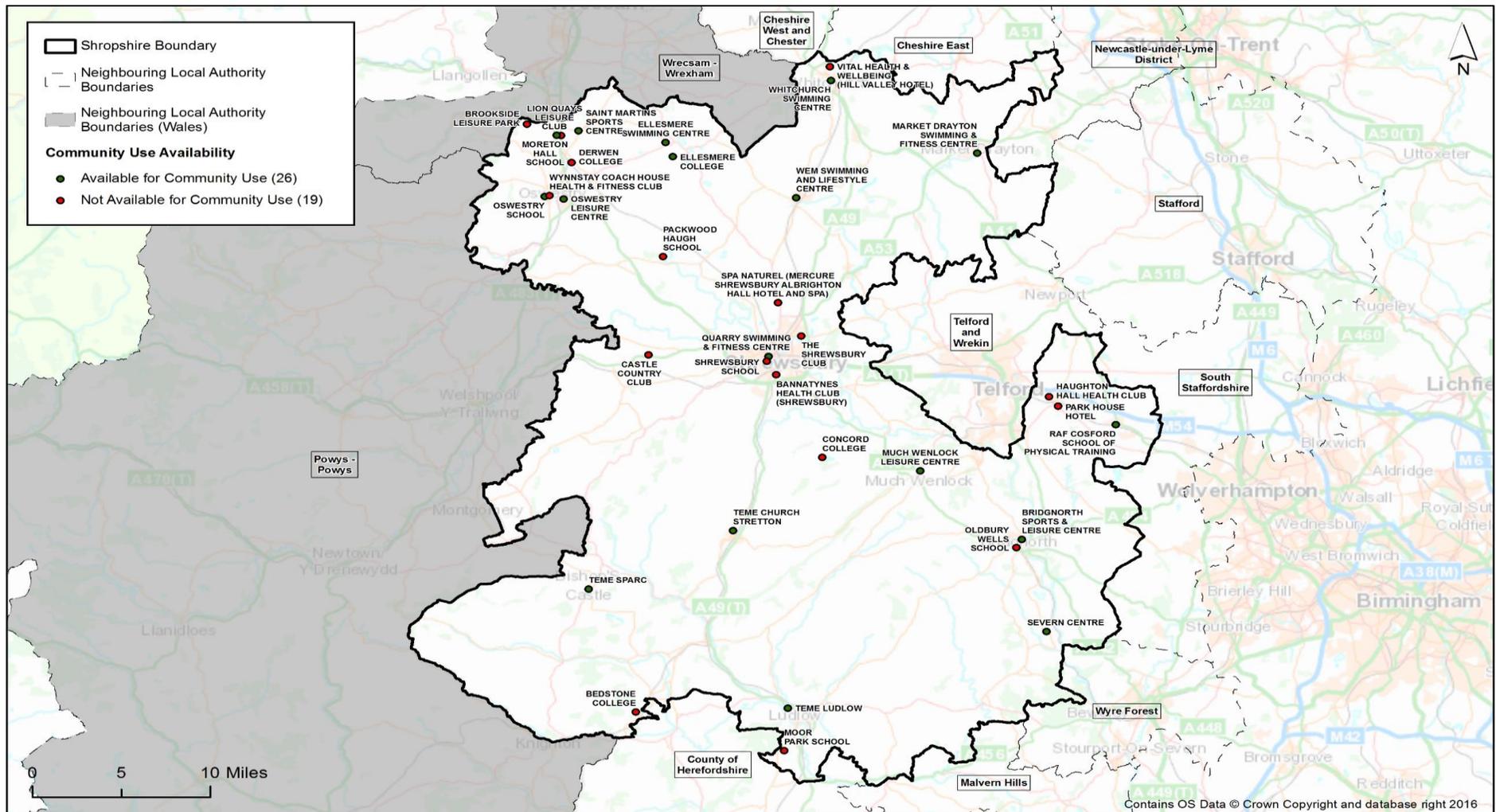
3.89. In addition to these SC facilities, there are a number of other swimming pools (usually small pools) which are available for at least some degree of community use.

3.90. 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 SC.

3.91. 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 SC funding support agreement.

# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.5: Swimming Pools in Shropshire



Swimming Pools by community use availability in Shropshire



## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

3.92. 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 3.17: 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 2017)	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

3.93. Table 3.17 highlights that of the 16 pools with at least some form of community access, 9 are in SC 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 of are in a SC community leisure facility.

### EXISTING SUPPLY – GEOGRAPHICAL DISTRIBUTION AND QUALITY

#### QUALITY

3.94. Detailed quality assessments have been undertaken on the SC swimming facilities; these are summarised in Table 3.5. Quality assessments have also been undertaken on a number of other pools. Of all the pools in Shropshire, 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.

3.95. The SpArC pool is in slightly better condition than that at Church Stretton; however, the pool building also needs significant investment.

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

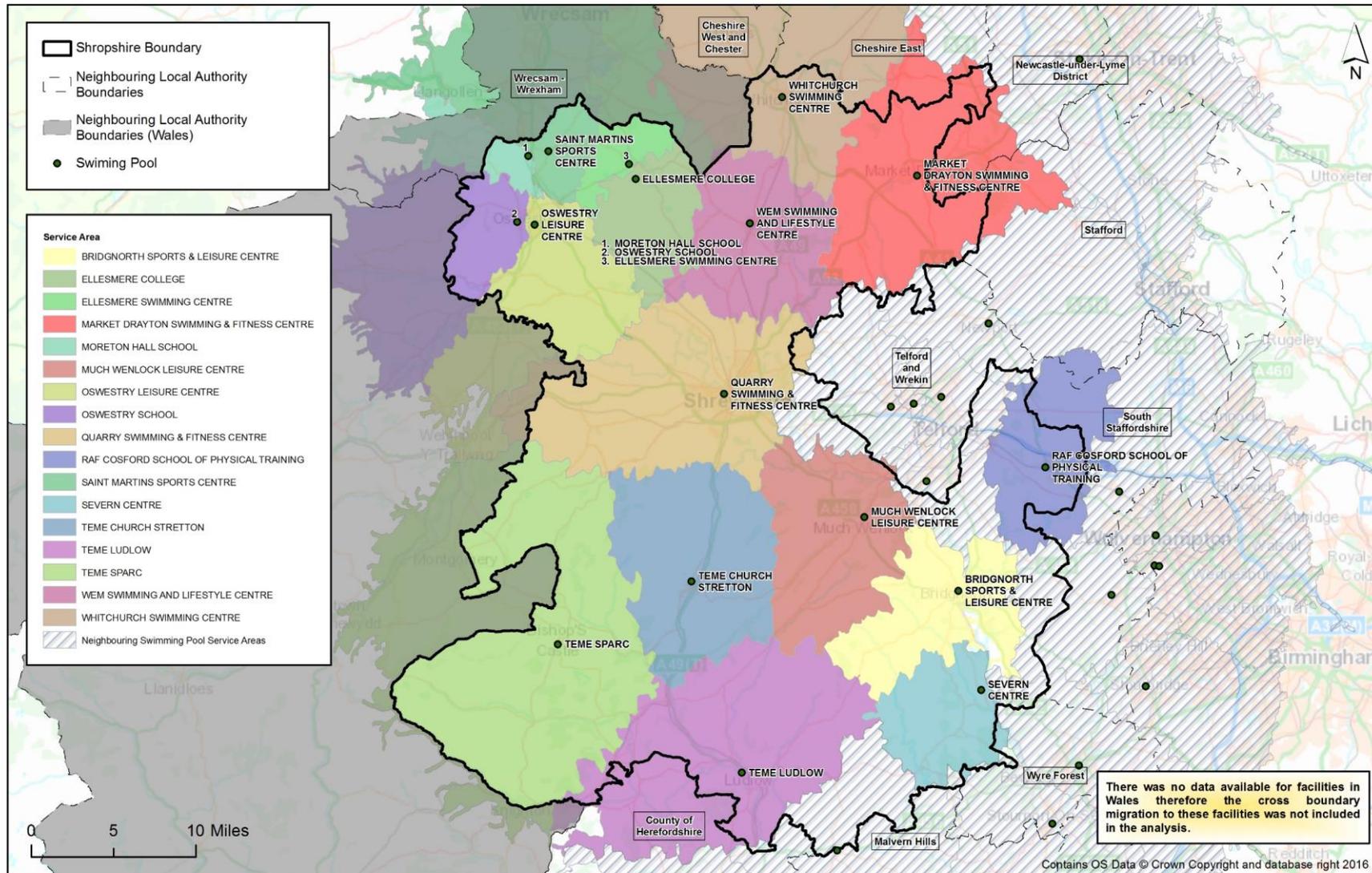
- 3.96. The oldest swimming facilities in Shropshire are the pools at the Quarry Swimming and Fitness Centre. This facility was originally built in 1880, added to in 1950. This facility is also in need of significant investment in terms of both the swimming and fitness facilities, but also the building itself, which does not meet modern day standards in terms of inclusive access. Feasibility work to look at replacement of this facility is ongoing.
- 3.97. 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 is in reasonable condition, with the main exceptions of the Quarry, Church Stretton and SpArC pools.
- 3.98. These swimming pools no longer provide an appropriate quality of provision, and an environment conducive to increasing participation in physical activity for health benefits.
- 3.99. The Church Stretton pool is located in a community of around 4,671 (2011 census), and the SpArC pool in a community of around 1,893; this means usage levels are relatively low (see Section 4), in comparison to pools in larger communities, and therefore operational costs are higher.

### EXISTING SUPPLY - ACCESSIBILITY

- 3.100. SC 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.
- 3.101. 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.

# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.6: Swimming Pools in Shropshire – Service Areas



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



SUPPLY AND DEMAND ANALYSIS

3.102. The 2009 Shropshire Strategy assessment of need identifies the following for swimming pools across the county:

**Table 3.18: 2009 Assessment of Need for Swimming Pools in Shropshire**

	NORTH	CENTRAL	SOUTH
<b>SWIMMING POOLS</b>	<p><b>2009</b> 1, 357m<sup>2</sup> of accessible water space. 1, 011m<sup>2</sup> demand for water</p> <p><i><b>Oversupply</b> of 346m<sup>2</sup> of water</i></p>	<p><b>2009</b> 1, 418m<sup>2</sup> of accessible water space. 962m<sup>2</sup> demand for water</p> <p><i><b>Oversupply</b> of 456m<sup>2</sup> of water</i></p>	<p><b>2009</b> 1, 261m<sup>2</sup> of accessible water space. 1, 018m<sup>2</sup> demand for water</p> <p><i><b>Oversupply</b> of 330m<sup>2</sup> of water</i></p>
	<p><b>2019</b> 1, 357m<sup>2</sup> of accessible water space. 1, 143m<sup>2</sup> demand for water</p> <p><i><b>Oversupply</b> of 214m<sup>2</sup> of water, roughly equivalent to a 25m x 4 lane pool.</i></p>	<p><b>2019</b> 1, 045m<sup>2</sup> of accessible water space. 1, 1034m<sup>2</sup> demand for water</p> <p><i>Small <b>oversupply</b> of 11m<sup>2</sup> of water, therefore supply meets demand</i> Assumes replacement of Quarry Pools with facility discussed in recent Feasibility Study.</p>	<p><b>2019</b> 1, 261m<sup>2</sup> of accessible water space. 1, 018m<sup>2</sup> demand for water</p> <p><i><b>Oversupply</b> of 243m<sup>2</sup> of water, roughly equivalent to a 25m x 5 lane pool.</i></p>

3.103. Table 3.18 clearly shows that in 2009 there was an over-supply of water space across Shropshire. The 2009 assessment identified that this surplus of water space would still exist by 2019, although this is reduced in both the north and south of the county, and supply and demand are virtually the same in the central area.

3.104. The 2009 assessment identifies that by 2019 there would be an oversupply roughly equivalent to 1 x 25m x 4 lane swimming pool in both the north and the south of Shropshire.

3.105. Given this position it is clear there is already some over-provision of pools in Shropshire.

SPORT ENGLAND'S FACILITIES PLANNING MODEL

3.106. Strategic Leisure was provided with the Sport England's Facilities Planning Model National Run January 2016 (May 2016).

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

### SUPPLY

- 3.107. The Sport England Facilities Planning Model analysis for Shropshire identifies that there are 29 strategic sized (i.e. above 20m) pools on 20 different sites in Shropshire with 12 halls in the northern sub areas, 7 in the central and 8 in the southern areas.
- 3.108. Overall provision equates to just under 33,711 visits per week in the peak period (vpwpp); this equates to 14,245 vpwpp in the north, 9,934 vpwpp in the central area and 9,532 vpwpp in the south of the county.
- 3.109. There is a very good level of supply with 18 sqm of water space per 1,000 population which compares to a regional average of 11.5 sqm/1,000. The supply varies from 23.1 sqm/1,000 in the north sub area to 14.2 sqm/1,000 in the central sub area.

### CURRENT DEMAND

- 3.110. The Sport England Facilities Planning Model analysis identifies that the 2016 population of just under 313,000 demands provision of 19,300 vpwpp. The demand and population is evenly distributed across the north, south and centre of the county.
- 3.111. This level of demand equates to just over 3,200 sqm of water space, allowing for the Sport England 'comfort factor' (the 'comfort factor' models pools as being full at 70% capacity, given that at 100% occupancy there is actually no capacity to swim in them).
- 3.112. 14.9% of the Shropshire population do not have access to a car; this compares to the regional average of 24% which means that in general, Shropshire residents are more mobile (nearly 85% of Shropshire residents have access to at least one car).
- 3.113. Based on the FPM analysis, there is a current demand for 3,210 sqm of water space, to meet the demand for this type of provision in the peak period. There is currently 3,888 sqm of water space (FPM) analysis available for community use in Shropshire. This means there is over-provision of 678 sqm of water space, against current demand. N.B A 4 lane x 25m pool equates to approx. 212 sqm of water space.
- 3.114. Based on the FPM analysis there would appear to be over provision equating to just over 3 swimming pools of size 4 lane x 25m.
- 3.115. Of the 19,300 vpwpp demanded, 90% (17,409) are met within Shropshire (just below the regional average of 91%). Levels of satisfied demand are highest in the northern area (92.7%), and lowest in the south (86%); 13.5% of visits to swimming pools are exported to neighbouring authorities. This reflects the very rural nature of the area, and the fact that people will use the facility most accessible to them, whether it is in Shropshire or not. There are a number of sports halls very close to the Shropshire borders in Tenbury Wells, Herefordshire and Wyre Forest District, which may be more accessible to Shropshire residents.
- 3.116. The majority of visits to sports halls are made by car (86.26%), although in the central area, 83.9% of visits are made by car. Interestingly, only 8.98 of visits to swimming pools in the central area are made by foot, compared to 10.2% in the north and 6.18% in the south. Across the County, only 5.19% of visits to swimming pools are made using public transport.

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 3.117. 86.5% (15,059) of all satisfied demand for swimming pool visits is retained within Shropshire; 13.5% (2,350) of demand is exported to neighbouring authorities.
- 3.118. 10% of demand for swimming pool provision is unsatisfied in the County; this equates to 1,931 vpwpp. Almost 98% of this unmet demand is due to people living in very rural areas, outside of the catchment of a community accessible swimming pool. Of this figure, around 41.17% of unmet demand reflects the fact that just under 15% of people do not have access to a car. In other words, there are people living in the rural areas who are unable to access swimming pools because they have no private transport, and choose not to use public transport, or maybe this is not suitable.
- 3.119. Table 3.19 summarises the analysis described in paragraphs 3.106 – 3.117.

### CURRENT DEMAND

- 3.120. The Facilities Planning Model analysis identifies that the 2015 population has a demand for swimming pool provision of 3,888 sqm; this is equivalent to 18.33 swimming pools 4 lane x 25m.

**Table 3.19: Summary of 2015 Supply and Demand Analysis**

2015 DEMAND FOR POOLS SqM	2015 SUPPLY OF POOLS SqM	SURPLUS (+)/ DEFICIENCY (-) OF POOLS	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) DEMANDED BY CURRENT POPULATION	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) SATISFIED	VISITS PER WEEK IN THE PEAK PERIOD (VPWPP) UNSATISFIED	DEMAND MET IN SHROPSHIRE	DEMAND UNMET IN THE DISTRICT
3,210	3,888 sqm	<b>+678</b>	19,300	17,409	<b>1,931</b>	90%	<b>10%</b>

### FUTURE DEMAND

- 3.121. The Sport England FPM analysis undertaken does not address future demand. The Sports Facility Calculator (SFC) has therefore been used to identify a global figure to estimate the future level of sports hall provision demanded by the population of Shropshire by 2037.
- 3.122. The SFC does not take into account specific locations of future demand; in Shropshire given that current supply meets demand, any additional demand is most likely to be in areas of population growth i.e. in and around Shrewsbury, where the majority of new homes will be built.
- 3.123. The SFC for Shropshire identifies the following future facility demand (Table 3.20), based on a population increase to 336,000 by 2037.

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**Table 3.20: Future Facility Demand (2030) – Shropshire**

FACILITY TYPE	UNIT	FACILITY	ADDITIONAL VPWPP
<b>SWIMMING POOL</b>	3,415.49 sqm (64.29 lanes)	16.07 (equivalent to 16.07 x 4 lane x 25m pools)	20,573

3.124. Clearly, the growth in population results in additional demand for swimming pool provision by 2037.

3.125. There is existing provision of 3,888 sqm of community accessible water space in Shropshire which is an over-supply of +678 sqm against current demand of 3,210; population growth increases future demand by 215.49 sqm, which can clearly be accommodated within the existing oversupply in the county. It also needs to be highlighted that the FPM analysis is only based on strategic sized pools; there are in the county other existing pools smaller than 20m which provide opportunities for community use, although these may not be under-pinned by a formal community use agreement, and/or may only be open for limited operational periods.

**CONSULTATION**

3.126. 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.

**Table 3.21: Summary of National Governing Body Consultation – Aquatic Activities**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
<b>AMATEUR SWIMMING ASSOCIATION (ASA)</b>	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.	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.

### SUMMARY CONCLUSIONS – SWIMMING POOLS

- 3.127. 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.
- 3.128. Currently, swimming pools in Market Drayton and Whitchurch address this gap in accessibility. The Market Drayton facility also provides a learner pool.
- 3.129. Swimming pools are costly facilities to operate and maintain; there is a need for SC, 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, day time usage and peak time usage.
- 3.130. SC needs to ensure that any investment in non-statutory provision represents the best possible value in the long term; therefore, continued provision of all SC swimming pools does need to be carefully considered.
- 3.131. 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 SC to be the direct deliverer of the number of pools currently provided across Shropshire.
- 3.132. Similar to the analysis undertaken for sports halls, there may be a case for less, but better quality, more flexible provision, strategically located.
- 3.133. There is significant existing swimming pool provision across Shropshire and importantly all identified spatial zones 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.
- 3.134. 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. SC has gradually been withdrawing from funding and community use agreements at many small, education-based pools.
- 3.135. The three main SC community leisure facilities provide a strategic–sized swimming pool, plus learn to swim opportunities, and given that SC 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,

## SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

- 3.136. As SC withdraws from funding/supporting existing community use agreements in the short to medium term, it is important that the partnerships for the future provision of swimming pools 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. There is therefore an opportunity to consider some rationalisation of swimming pools moving forward.
- 3.137. From the FPM, which is only one element of the overall assessment of swimming pools in Shropshire, it is clear that there is sufficient existing supply of swimming pools. It is also clear, using the SFC that there is sufficient provision in existing pools to accommodate future demand. 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.
- 3.138. Current need for swimming pools equates to 3,210 sqm; future need equates to 3,415.49 sqm. Existing community accessible provision equates to 3,888 sqm. Therefore, even taking into account future demand by 2037, there would remain an over-supply of water space of 472.51 sqm. This is roughly equivalent to 2 x 25m x 4 lane pools (225 sqm).
- 3.139. 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, Church Stretton and SpArC; the long term future of Whitchurch also needs to be considered. Older pools, in poor condition have high investment needs and operational costs.

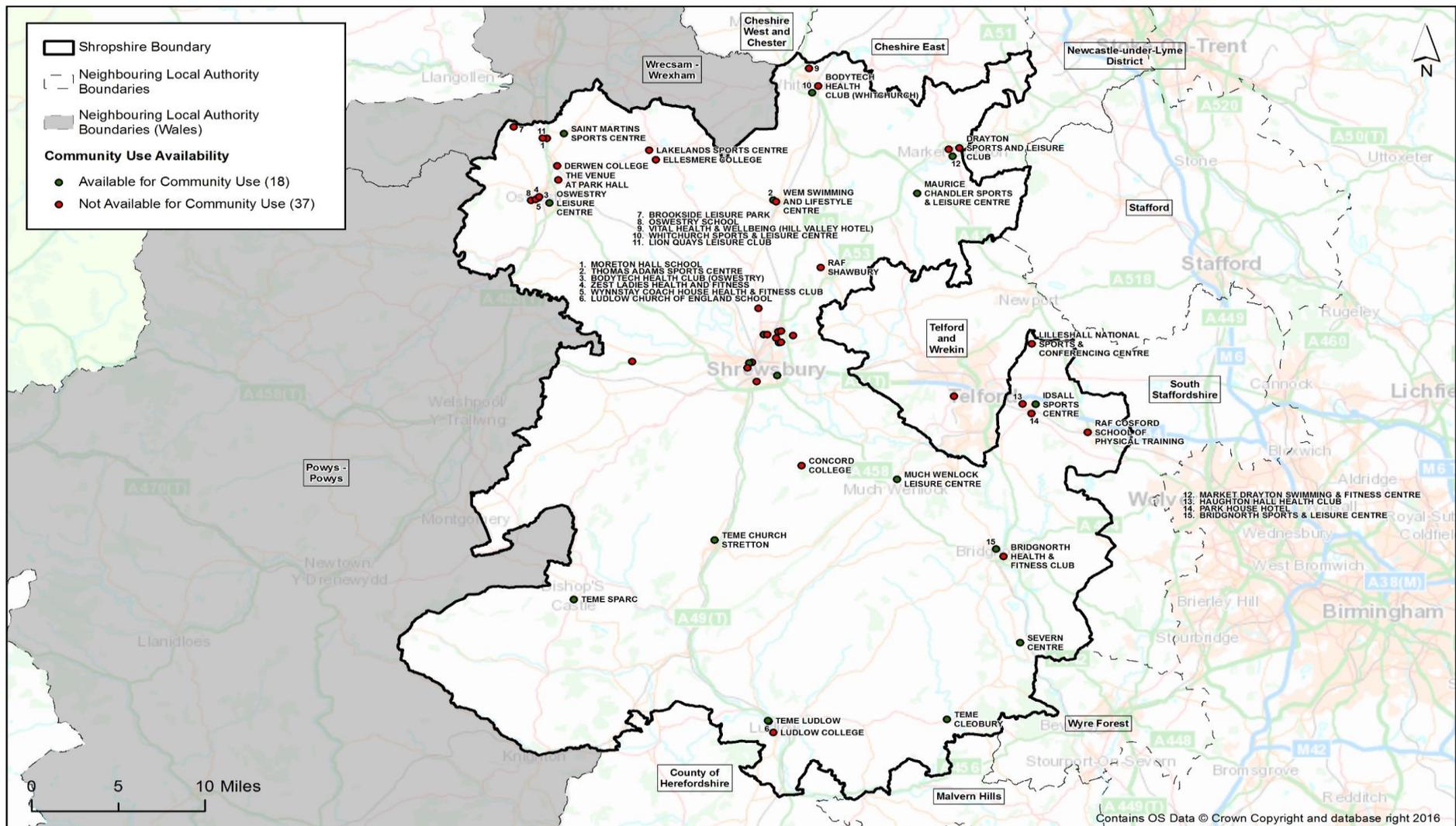
## HEALTH AND FITNESS FACILITIES

### SUPPLY OF HEALTH AND FITNESS SUITES IN SHROPSHIRE

- 3.140. The supply analysis identifies that Shropshire has a total of 54 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 March 2016.
- 3.141. 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, 1 for each zone and 1 for Shropshire as a whole.

# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.7: Health and Fitness Facilities Shropshire

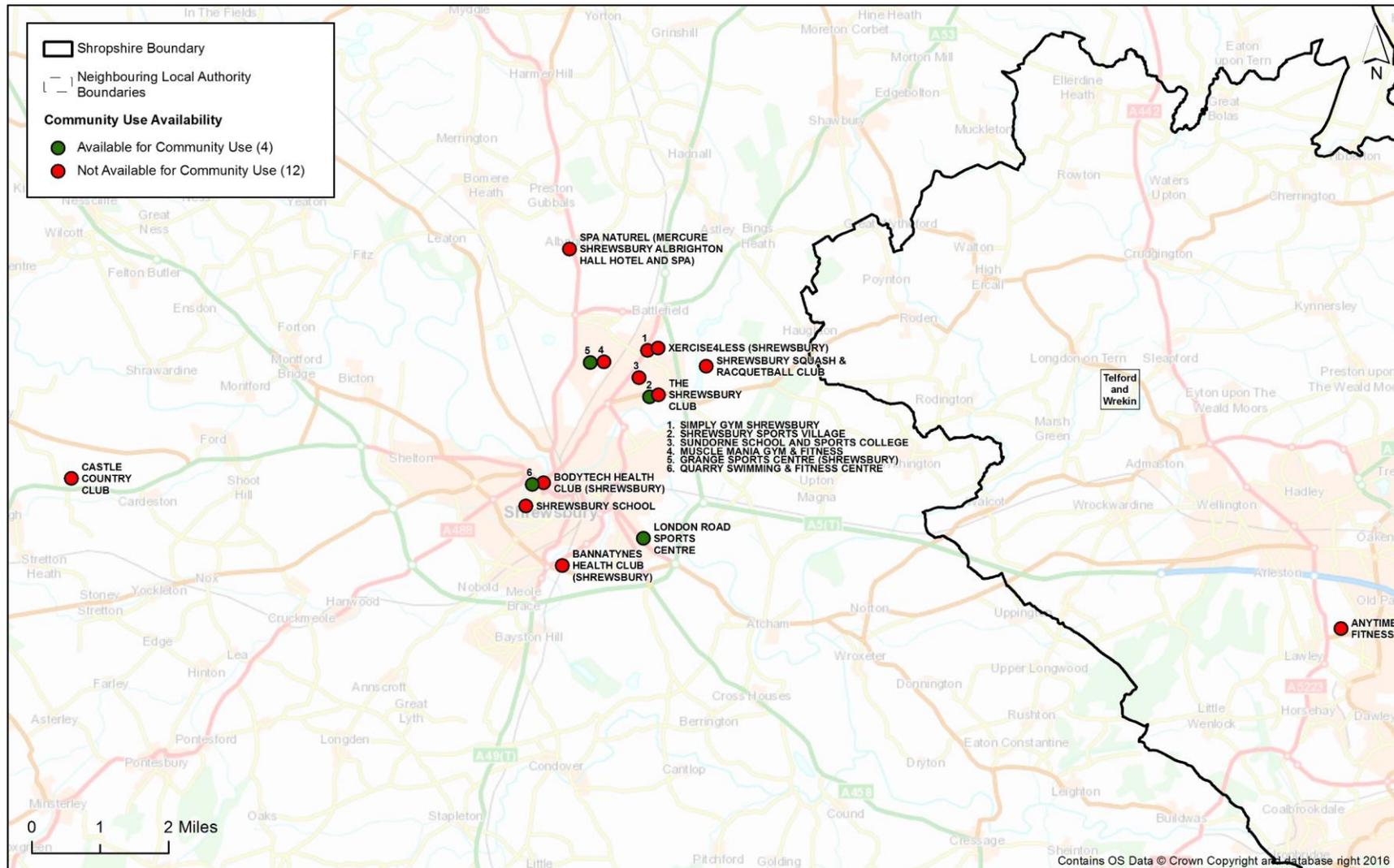


Health and Fitness by community use availability in Shropshire



# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.7a: Health and Fitness Facilities Shropshire – CENTRAL

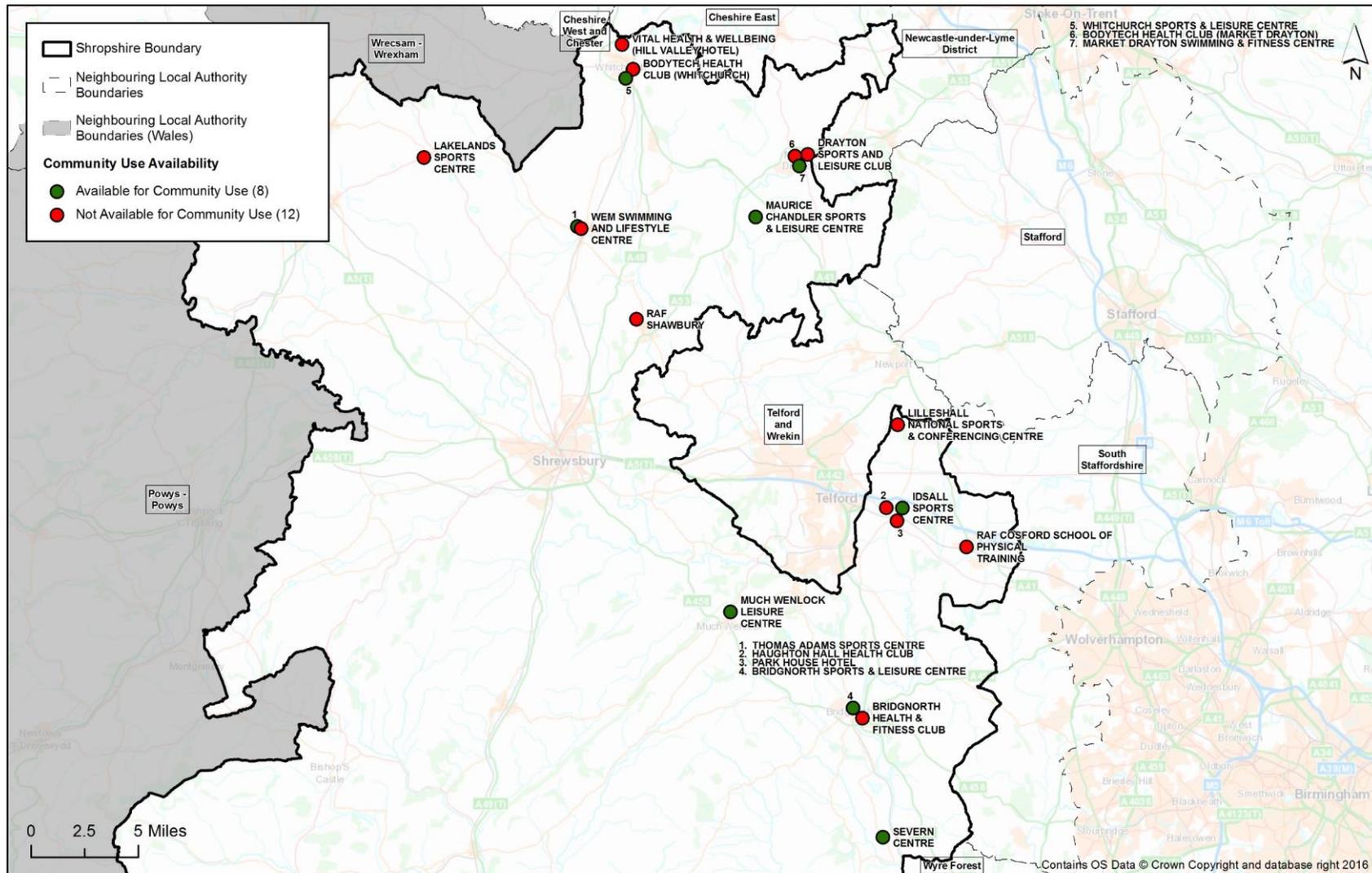


Health and Fitness Suites by community use availability in Central Shropshire



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Map 3.7b: Health and Fitness Facilities Shropshire – NORTH EAST and EAST

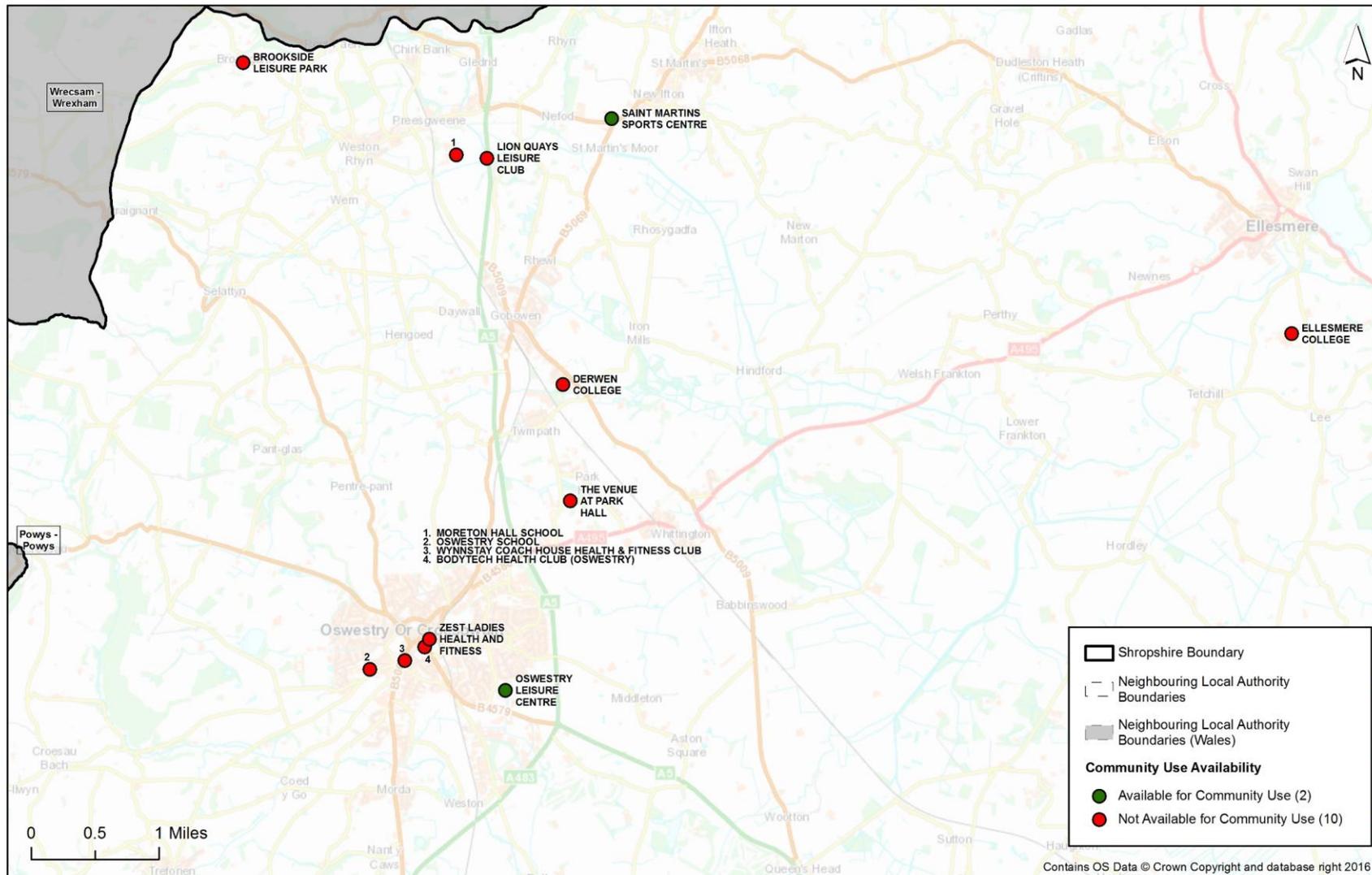


Health and Fitness Suites by community use availability in East and North East Shropshire



# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.7c: Health and Fitness Facilities Shropshire – NORTH WEST

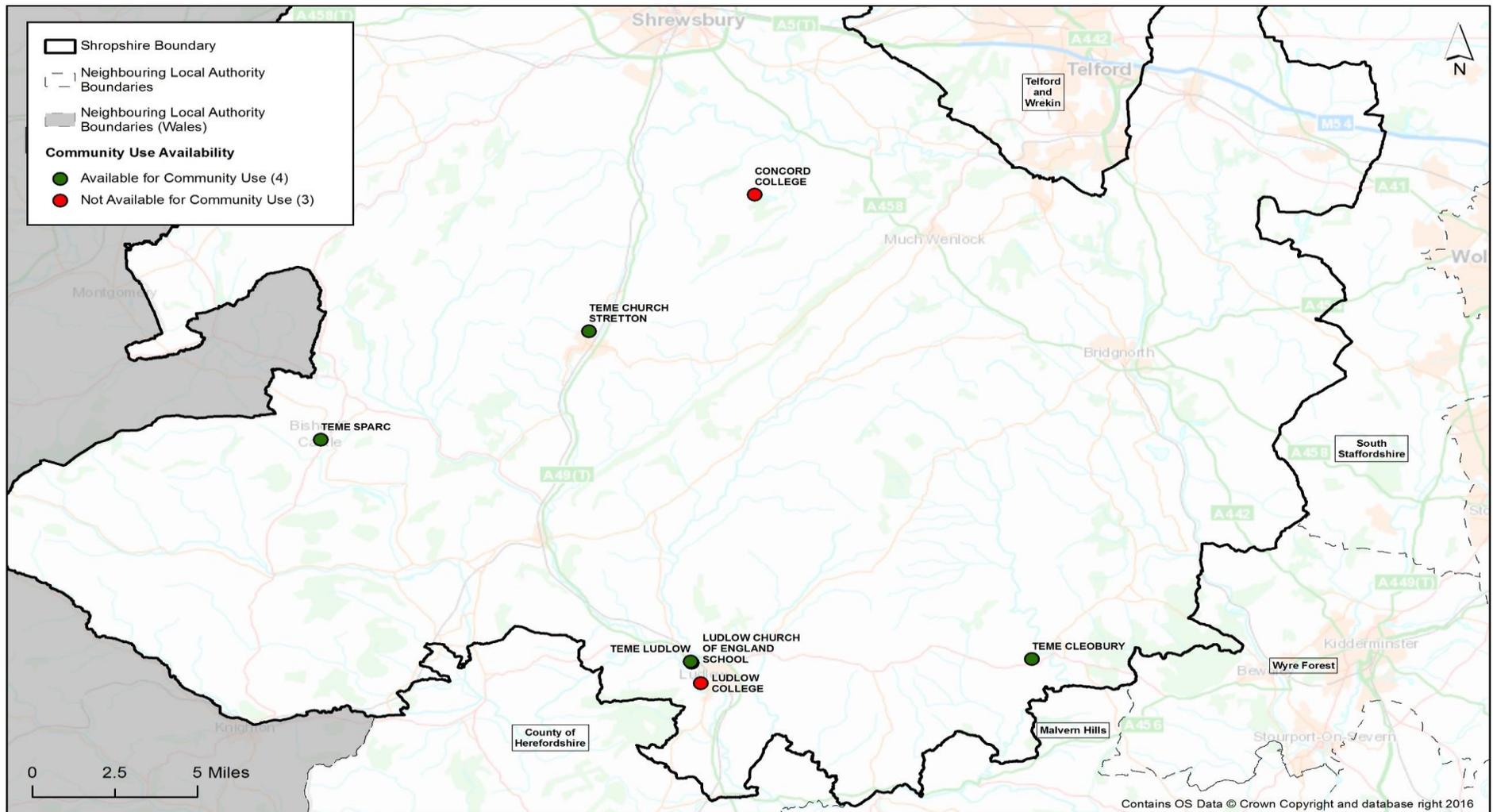


Health and Fitness Suites by community use availability in North West Shropshire



# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.7d: Health and Fitness Facilities Shropshire – SOUTH



Health and Fitness Suites by community use availability in South Shropshire



EXISTING SUPPLY – GEOGRAPHICAL DISTRIBUTION AND QUALITY

QUALITY

3.142. Detailed quality assessments have been undertaken on the SC facility and other main sites (see Table 3.5). 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.

EXISTING SUPPLY - ACCESSIBILITY

3.143. The geographical distribution of fitness suites is;

Table 3.22: Fitness Suite distribution in Shropshire

ZONE	FITNESS SUITES
CENTRAL	16
NORTH EAST	11
NORTH WEST	12
EAST	9
SOUTH	7

3.144. Appendix 8 details all fitness suites provided in Shropshire (Active Places March 2016, plus additional local research to update this. There are 1,918 fitness stations in total in Shropshire.

3.145. 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 3.23: Community Accessible Fitness Suites in Shropshire

SPATIAL ZONE	FACILITY NAME	NUMBER OF FITNESS STATIONS	ACCESSIBILITY	MANAGEMENT	YEAR BUILT	YEAR REFURBISHED
East	Bridgnorth Sports & Leisure Centre	20	Pay and Play	Trust	1991	2008
Central	Grange Sports Centre (Shrewsbury)	13	Pay and Play	Education	2011	
East	Idsall Sports Centre	26	Pay and Play	Local Authority (in house)	2002	2009

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SPATIAL ZONE	FACILITY NAME	NUMBER OF FITNESS STATIONS	ACCESSIBILITY	MANAGEMENT	YEAR BUILT	YEAR REFURBISHED
Central	London Road Sports Centre	10	Pay and Play	Commercial Management	1987	2005
North East	Market Drayton Swimming & Fitness Centre	34	Pay and Play	Trust (Serco)	2012	
North East	Maurice Chandler Sports & Leisure Centre	12	Pay and Play	Community Organisation	2009	
East	Much Wenlock Leisure Centre	18	Pay and Play	Local Authority (in house)	2010	
North West	Oswestry Leisure Centre	56	Pay and Play	Trust (Serco)	2011	2014
Central	Quarry Swimming & Fitness Centre	37	Pay and Play	Trust (Serco)	1994	
North West	Saint Martin's Sports Centre	40	Pay and Play	Education	n/a	
East	Severn Centre	26	Pay and Play	Trust	2004	
Central	Shrewsbury Sports Village	65	Pay and Play	Trust (Serco)	2010	2012
South	Teme Church Stretton	16	Pay and Play	Trust	2010	
South	Teme Cleobury	22	Pay and Play	Trust	2001	2010
South	Teme Ludlow	52	Pay and Play	Trust	1995	2013
South	Teme SpArC	21	Pay and Play	Trust	1998	2006
North East	Thomas Adams Sports Centre	18	Pay and Play	Education	2000	2009
North East	Whitchurch Sports & Leisure Centre	25	Pay and Play	Education	1996	2007
TOTAL FITNESS STATIONS			1918			
TOTAL PAY AND PLAY FITNESS STATIONS			511			

**N.B Not all the fitness suites denoted as Pay and Play in Appendix 8 actually provide this; the table above reflects 'true' pay and play access**

- 3.146. 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.
- 3.147. 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.

SPORT AND LEISURE FACILITIES STRATEGY  
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3.148. The analysis of the overall fitness suite supply in Shropshire is as follows:

**Table 3.24: Analysis of Fitness Suite provision in Shropshire**

<b>TOTAL FITNESS SUITES</b>	55
<b>TOTAL FITNESS STATIONS</b>	1918
<b>COMMUNITY ACCESSIBLE FITNESS SUITES</b> All require some form of prior payment/membership Ownership Local Authority/ Education Sector	18
<b>COMMUNITY ACCESSIBLE FITNESS STATIONS</b>	511
<b>COMMERCIAL/PRIVATE MEMBERSHIP FITNESS SUITES</b>	37
<b>COMMERCIAL SECTOR FITNESS STATIONS</b>	1,407

3.149. Table 3.25 shows the breakdown of the size of fitness suites across Shropshire

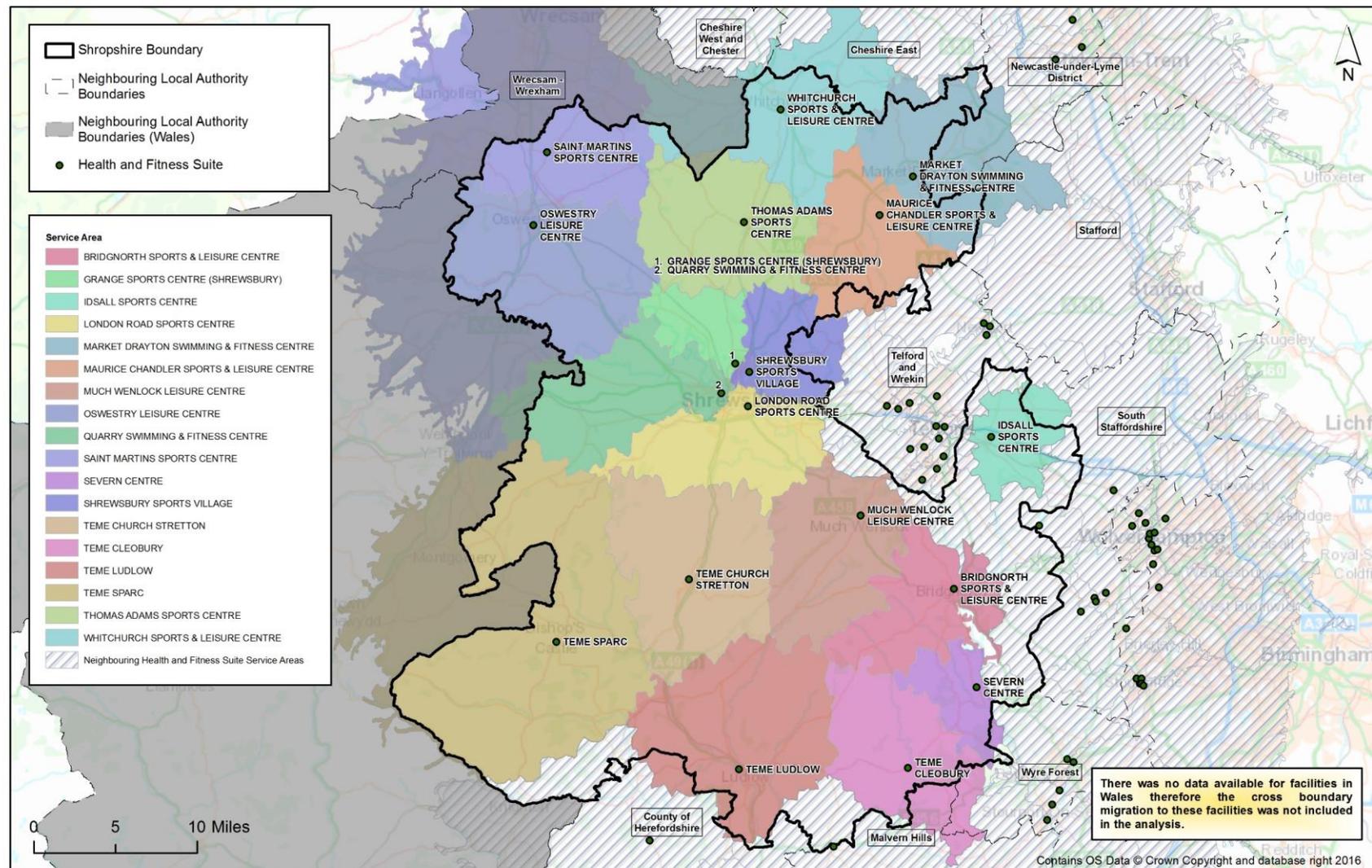
**Table 3.25: Analysis of Fitness Suite provision in Shropshire**

<b>NUMBER OF FITNESS STATIONS</b>	<b>NO. FITNESS SUITES</b>
<b>150+</b>	1
<b>100 - 149</b>	2
<b>50 - 99</b>	7
<b>30-49</b>	11
<b>29 or less</b>	33

3.150. Based on Map 3.8 there are accessible fitness stations within 20-30 minutes of all communities in Shropshire; clearly there are ore clustered in the main towns and larger settlements as this is where the majority of the population lives.

# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

Map 3.8: Fitness Suites in Shropshire – Service Areas



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



SUPPLY AND DEMAND ANALYSIS

3.151. In 2009, the assessment of need based on the three areas – North, Central and South identified:

Table 3.26:2009 Assessment of Need – Health and Fitness Stations

	NORTH	CENTRAL	SOUTH
HEALTH AND FITNESS	<b>2009</b> 262 accessible fitness stations Demand for 260 fitness stations	<b>2009</b> 244 accessible fitness stations Demand for 351 fitness stations	<b>2009</b> 274 accessible fitness stations Demand for 248 fitness stations
	<i>Oversupply of 2 fitness stations</i>	<i>Undersupply of 1 fitness station</i>	<i>Oversupply of 26 fitness stations</i>
	<b>2019</b> 281* accessible fitness stations Demand for 391 fitness stations	<b>2019</b> 244 accessible fitness stations Demand for 351 fitness stations	<b>2019</b> 274 accessible fitness stations Demand for 358 fitness stations
	<i>Undersupply of 110 fitness stations.</i>	<i>Undersupply of 107 fitness stations.</i>	<i>Undersupply of 84 fitness stations.</i>

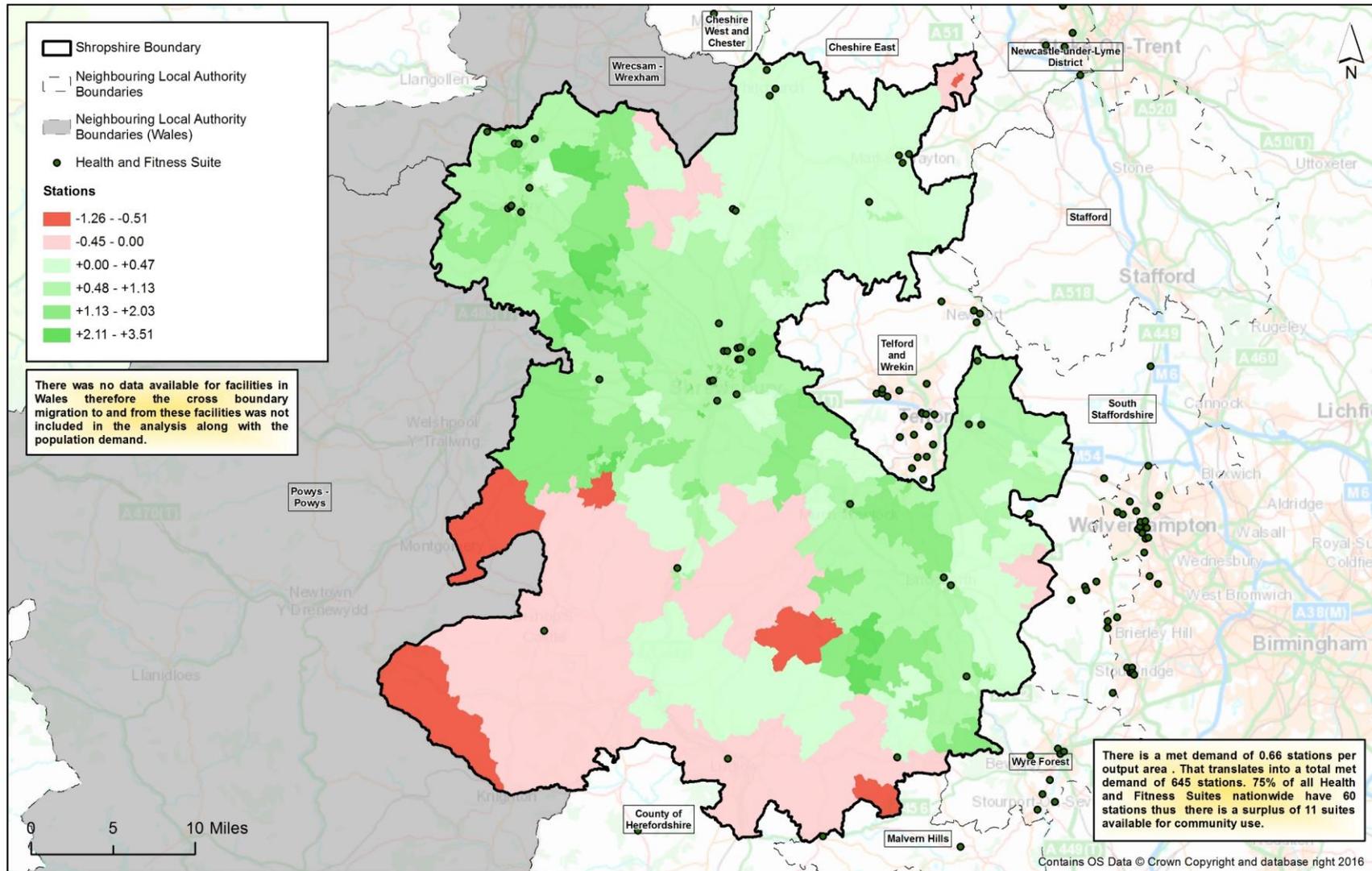
3.152. Clearly the 2009 assessment showed an over-supply in each area, which becomes an under-supply in 2019. The 2016 assessment reflects the fact that new facilities have opened, plus additional pay and play facilities have been developed, therefore increasing the level of this type of provision.

3.153. 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 2037.

3.154. Based on Appendices 4 and 5 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 2037, +123 fitness stations. This oversupply across the whole of Shropshire masks under supply of community accessible fitness stations in Shrewsbury, where the majority of provision is through the commercial sector.

# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

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



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



### SUMMARY CONCLUSIONS – FITNESS SUITES

- 3.155. There is sufficient current provision of fitness stations across Shropshire to meet both current and future demand, based on mid-2012 and mid-2015 population estimates. There is an under supply of community accessible fitness stations in Shrewsbury, because most of the provision in the main county town is made through the commercial sector.
- 3.156. 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.

DRAFT VERSION

# SPORT AND LEISURE FACILITIES STRATEGY SHROPSHIRE COUNCIL

## SQUASH

### SUPPLY OF SQUASH FACILITIES IN SHROPSHIRE

3.157. 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.

3.158. The overall supply of squash courts is:

**Table 3.27: Overall supply of Squash Courts**

Zone	SITE NAME	NO. OF COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
South	BEDSTONE COLLEGE	2	Private Use	Education	1980	
East	BRIDGNORTH SPORTS & LEISURE CENTRE	4	Pay and Play	Trust	1976	2008
North West	BROOKSIDE LEISURE PARK	Glass-backed	2	Pay and Play	Commercial Manager	1985
Central	CASTLE COUNTRY CLUB	Glass-backed	2	Registered Membership use	Commercial Manager	1985
South	CONCORD COLLEGE	Glass-backed	2	Private Use	Education	2007
North East	DRAYTON SPORTS AND LEISURE CLUB	Glass-backed	1	Pay and Play	Sport Club	1975
North East	DRAYTON SPORTS AND LEISURE CLUB		1	Pay and Play	Sport Club	1975
North West	ELLESMERE COLLEGE		2	Pay and Play	Education	1970
East	LILLESHELL NATIONAL SPORTS & CONFERENCING CENTRE		3	Limited - bookings	Commercial Manager	1986
East	LILLESHELL NATIONAL SPORTS & CONFERENCING CENTRE	Glass-backed	2	Limited - bookings	Commercial Manager	1986
North West	PACKWOOD HAUGH SCHOOL		2	Limited - bookings	Education	1970
East	RAF COSFORD SCHOOL OF PHYSICAL TRAINING		2	Limited - bookings	MOD	1986
East	RAF COSFORD SCHOOL OF PHYSICAL TRAINING	Glass-backed	2	Limited - bookings	MOD	1986
North East	RAF SHAWBURY		2	Private Use	MOD	2012
Central	SHREWSBURY SCHOOL		4	Limited - bookings	Education	1985
Central	SHREWSBURY SQUASH & RACQUETBALL CLUB		2	Limited - bookings/membership	Sport Club	1976
Central	SHREWSBURY SQUASH & RACQUETBALL CLUB	Glass-backed	1	Limited - bookings/membership	Sport Club	2013
Central	SPA NATUREL (MERCURE SHREWSBURY ALBRIGHTON HAL	Glass-backed	1	Registered Membership use	Commercial Manager	1989
South	TEME SPARC	Glass-backed	2	Pay and Play	Trust	1998

3.159. 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 also been investment in some facilities e.g. Shrewsbury Squash and Racketball Club, which has a thriving junior section, and is very well used.

3.160. 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

TENNIS

3.161. Indoor Tennis is located at:

**Table 3.28: Indoor Tennis Locations**

Zone	SITE NAME	FACILITY TYPE	NO. OF COURTS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
Central	THE SHREWSBURY CLUB	Indoor Tennis Centre	6	Registered Membership use	Commercial Management	2005	

3.162. 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 prioritized 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.

CONSULTATION

**Table 3.29: 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.

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

## BOWLS

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

**Table 3.30: Indoor Bowls Locations**

ZONE	SITE NAME	NO. OF RINKS	ACCESS POLICY	MANAGEMENT	DATE BUILT	YEAR REFURBISHED
Central	SHREWSBURY SPORTS VILLAGE	6	Pay and Play	Commercial Management	2007	No

3.165. 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.

3.166. 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.

3.167. 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

## CONSULTATION

**Table 3.31: Bowls Consultation**

NATIONAL GOVERNING BODY	CURRENT FOCUS/PRIORITIES	FUTURE FOCUS/PRIORITIES
<b>EIBA – English Indoor Bowls Association</b>	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”.

3.168. 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.

3.169. No additional demand for indoor bowls provision has been identified.

## 4. APPLYING THE ANALYSIS

### PROVISION IN NEIGHBOURING LOCAL AUTHORITIES

- 4.1. 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.
- 4.2. 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.
- 4.3. 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.

### CURRENT OPERATIONAL PERFORMANCE

- 4.4. Given the rural nature of Shropshire, population distribution and growth, the overall level of provision, and critically the revenue position of SC it is also important to consider the operational analysis of the existing provision in Shropshire. This is of particular relevance to non-statutory services, such as sport and leisure. SC may be in a position where it needs to cease provision of all non-statutory services.
- 4.5. Recognising that this option could be a reality is an essential factor in assessing how best to provide sport and leisure facilities in the future.
- 4.6. Some of SC's existing facilities offer only 1 or 2 facilities e.g. – Whitchurch Swimming Centre, the Quarry; these sites have lower levels of throughput and income, but the operational costs do not always reflect this.

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4.7. In considering these challenges, it is important to think about the locations of the current SC facilities, and those supported by SC 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 area has more young people, and a growing population; population density in this area is 1.08 people per hectare**
- **The central area has the highest population density at 1.60 people per hectare, and the fastest growing population**

4.8. In terms of the market towns themselves, populations are around:

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

(Source: 2004 Shropshire Profile)

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

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**Table 4.1: Summary of SC leisure Facility Costs 2014/15 (direct provision and supported facilities)**

LEISURE FACILITY	NOTES	2015/16 NUMBER OF VISITS	ESTIMATED SHROPSHIRE COUNCIL 2015/16 COST PER VISIT
Quarry Swimming and Fitness Centre	Costs included are running costs only and do not include swimming pool project costs	305,000	1.09
Shrewsbury Sports Village		211,000	1.10
South Shropshire Leisure Centre		268,200	0.69
Bishops Castle SpArC		55,100	1.95
Whitchurch Swimming Pool		118,500	1.19
London Road Sports Centre	Transition year so cost is distorted		
Oswestry Leisure Centre		223,555	0.44
Market Drayton Swimming Pool		150,430	0.58
Severn Centre, Highley		35,825	2.09
Church Stretton Swimming Pool / Sports Hall		49,990	0.87
Cleobury Mortimer Sports Centre	Costs included do not include £40k contribution to sinking fund relating to previous years	32,980	1.29
Grange Sports Centre		39,350	0.28
Lakelands Sports Centre		9,850	1.62
Thomas Adams Sports Centre		7,440	1.12
Meole Brace Golf Course		26,710	0.09
Whitchurch Joint Use Centre	Transition year so cost is distorted	34,280	0.73
Bridgnorth Leisure Centre	Costs include replacement of AHU	239,518	0.42
Idsall Joint Use Centre		61,423	0.85
Mary Webb Sports Facility		22,164	0.27
Wem Swimming Pool		25,090	0.18
Rhyn Park Sports Hall		7,480	0.48
Roman Road Sports Centre		45,725	-0.07
Much Wenlock Leisure Centre		111,144	0.33
		<b>2,080,754</b>	<b>0.77</b>

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- 4.10. Table 4.1 above illustrates the subsidy per visit for all the facilities which are currently directly provided by SC or are contributed to by SC. From this it is clear that subsidies are high at the Quarry, Shropshire Sports Village (this is predominantly an evening/weekend use facility, these costs would be lower if there were more facilities e.g. swimming pools that were used on a daily basis), Severn Centre (Highley), Cleobury Mortimer Sports Centre, Whitchurch Swimming Centre, SpArC Centre, Lakelands Sports Centre and Thomas Adams Sports Centre. Church Stretton Pool has a relatively high subsidy and it is important to highlight that the figures above exclude the contribution to the facility sinking fund, which would increase the level of subsidy. It is also clear from Table 4.1 that the newer, more modern, energy efficient, facilities cost less to operate.
- 4.11. Given the financial position of SC regarding non-statutory provision, 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 possible, long term.
- 4.12. In reality, this means that fewer, better quality multi-facility sites, are 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.

### DEVELOPMENT OF A HIERARCHY OF PROVISION

- 4.13. In terms of sport and leisure provision, SC has, since 2011, been gradually withdrawing from joint/dual-use arrangements, and supporting partners to continue this provision, at least in the short term. Many of these short term support arrangements have now ended, with the exception of those at Lakelands Sports Centre (Ellesmere), Whitchurch Leisure Centre, Bridgnorth Leisure Centre, Idsall Sports Centre and the Severn Centre.
- 4.14. In terms of establishing long term partnerships to facilitate community access, this approach has been successful; this approach now needs to be built on the further reduce SC's financial commitments, whilst protecting, and wherever possible, enhancing opportunities for community use.
- 4.15. As part of moving forward, it is also the right time to consider whether all existing facilities, and specifically pools are required into the future, given the analysis which highlights that there is a current and future oversupply of this type of provision.

### KEY ISSUES AND OPTIONS

- 4.16. 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:

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- **The revenue position of SC, and specifically likely future resource reductions for non-statutory provision**
- **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 age, condition and poor quality of some facilities – specifically the Quarry, Church Stretton Pool, SpArC pool, Maurice Chandler Sports Centre (not SC facility)**
- **The cost of continuing to support some facilities which are unsustainable given their age, condition, nature and investment requirements**
- **The cost of continuing to operate swimming pools which may be surplus to requirements**
- **Current surplus levels of provision, and particularly swimming pools**
- **The need to develop a clear hierarchy of provision, based on accessibility, need, sustainability and affordability**
- **The rural nature of Shropshire, sparse population density, and high levels of car ownership**
- **The focus on the geographical Spatial Zones 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**
- **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**

4.17. Based on the quality audits and assessments, age and condition, the priorities for future investment in facility provision are:

- **Swimming Pools – a replacement facility for the Quarry Swimming and Fitness Centre;**

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- **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 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)**

4.18. Based on the analysis, consultation and identified key issues, the main overall facility priorities to address are:

- **The need for some facility rationalisation of SC's current portfolio, together with asset transfer of identified facilities if interested parties are available to take on the facilities**
- **Consideration of the future approach to ageing facilities such as Whitchurch Swimming Pool and Maurice Chandler Sports Hall**
- **Population growth now and into the future and critically the fact that the majority of the population is and will be in and around Shrewsbury; population size in other secondary settlements**
- **Location - there is a clear north, south and central focus in terms of service centres**
- **Existing facility condition, nature and scale**
- **SC investment so far and what is a priority moving forward**
- **Accessibility - whilst this differs at various time of the day, most settlements are within 30 minutes of a major retail, education and 'other' centre**
- **Financial situation - capital and revenue - SC**
- **Current overall operational performance - usage, cost, subsidy**
- **The opportunity to deliver provision through a number of alternative arrangements at local level, given that there is significant existing provision, particularly of sports halls and swimming pools, sufficient to meet both current and future demand as a result of population growth, but that not all existing provision is accessible to the community**

- 4.19. There is a significant amount of fitness provision across Shropshire, with the majority of facilities being provided by the public/commercial and education sectors.
- 4.20. Overall there is sufficient provision of fitness stations to meet current and future need. There is, however, a need to increase the level of community accessible fitness stations in Shrewsbury, given that the majority of provision in the town is commercial.

#### OTHER FACILITIES

- 4.21. No need has been identified for any other additional specific sports facilities at this time, although demand for indoor bowls should be kept under review.

DRAFT VERSION 10

## 5. DELIVERING THE STRATEGY

### INTRODUCTION

- 5.1. Overall, there is a good range of sport and leisure facilities across Shropshire. These are provided by SC, the education, commercial and voluntary sectors. Whilst there are some very old sports halls and swimming pools in the county, SC's main community leisure centre sites are good quality and fit for purpose.
- 5.2. The Quarry Swimming and Fitness Centre, built in 1880, and added to in 1950, is the exception to this. The facility is beyond its useful life, given it needs significant investment to meet modern day standards for inclusive access, and is costly to operate. Whitchurch Swimming Centre is a single facility site, and Market Drayton offers a pool and fitness facility. The Shrewsbury Sports Village provides both indoor and outdoor facilities, but has potential to be further developed, to increase throughput and revenue at the site.
- 5.3. SC has also traditionally supported a number of other smaller sports facilities around the county. Some of this support has been a contribution to a joint/dual-use arrangements, and some of it has been one-off, or regular grant support. Since 2011, SC has gradually been withdrawing from these agreements, all of which will be terminated, except that at Much Wenlock, by 2022. This does not mean that community use will end; indeed, the support provided by SC in withdrawing from the various arrangements has specifically been to ensure that community access is continued, although facilities will be managed by the school/community association, etc.
- 5.4. SC is now facing a very challenging time in terms of revenue funding, and particularly so in terms of continuing to provide non-statutory services. Any ongoing funding and investment in sport and leisure provision must be able to demonstrate value for money, sustainability, and maximum benefit for Shropshire residents, moving forward.
- 5.5. Whilst there is the potential for SC to completely withdraw from any form of sports and leisure provision, it is clear from the analysis underpinning this Strategy, that there is a need for facility provision to deliver on SC's health and well-being priorities. The issue is that not all existing facilities may be needed, and that there are significant factors to be considered in continuing to invest in provision.

### VISION

- 5.6. SC's Vision for future provision of sport and leisure facilities in Shropshire is:

***'To deliver a network of modern, efficient and sustainable sports facilities in the County' (Source: Shropshire Council Cabinet report 30 July 2014).***

5.7. This is a vision clearly based on partnership and facilitation, as opposed to direct delivery.

### AIMS

5.8. The aim of providing sufficient high quality, fit for purpose and accessible provision is to:

- **Increase participation for health benefits**
- **Increase regular participation amongst those who are inactive**

5.9. There are some specific aims for the future provision of swimming pools in the county:

<b>PRIORITY AIMS FOR FUTURE SWIMMING FACILITIES</b>	<ul style="list-style-type: none"> <li>• <b>Recreational swimming</b></li> <li>• <b>Learn to swim programmes</b></li> <li>• <b>School use</b></li> <li>• <b>Club use</b></li> <li>• <b>Competition use</b></li> </ul>
<b>OBJECTIVES FOR FUTURE SWIMMING FACILITIES</b>	<ul style="list-style-type: none"> <li>• <b>Be modern, efficient, and sustainable</b></li> <li>• <b>Be fit for purpose</b></li> <li>• <b>Provide value for money</b></li> <li>• <b>Reflect industry standards</b></li> <li>• <b>Link to other aquatic provision</b></li> <li>• <b>Deliver learning and health opportunities</b></li> </ul>

### PRINCIPLES FOR FUTURE PROVISION

5.10. Analysis of existing provision also identifies that moving forward, there are a number of principles that should underpin all future sport and leisure facility provision in Shropshire, in order to be sustainable, provide value for money, and deliver maximum benefit. These are to:

- **Focus provision through key, strategically located, multi-facility sites (preferably wet and dry, indoor and outdoor)**
- **Ensure provision is inclusive, and accessible to as many people as possible; this means location in main population centres is critical**
- **Invest in modern, fit for purpose, energy efficient facilities, which can be operated effectively, to minimise costs, whilst maximising participative opportunities**

SUMMARY OF NEEDS, PRIORITIES AND OPPORTUNITIES

- 5.11. The assessment and analysis undertaken to develop this Strategy identifies a future need (to 2037) for sport and leisure facilities in the county.
- 5.12. There are sufficient sports halls to meet current and future need, except in the East area. Securing community access arrangements beyond the life of existing SC supported agreements are a priority in these areas and across the county to retain access to strategic-sized sports all from every community. Given there is actually an over-supply in all areas of the county except the North East 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.
- 5.13. There are sufficient fitness stations to meet current and future need across the county. There is a need for more community accessible fitness stations in Shrewsbury given that the majority of commercial provision is also in this area.
- 5.14. There is sufficient provision of swimming pools now and in the future to meet current and future demand. In fact, there is an over-supply of provision, equivalent to at least 1 x 4 lane x 25m pool in the north and south areas of Shropshire. This means that there is an opportunity to consider rationalisation of some smaller pools, particularly those which require significant investment, have high operational costs and low usage.
- 5.15. Overall, in the interests of efficient, affordable and sustainable operation of non-statutory facilities, SC need to focus its future provision through a number of strategically-located, multi-facility sites. These need to provide for a minimum of a 30 minute drivetime catchment area, to be sustainable; clearly larger facilities have this capability more than smaller ones.
- 5.16. 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.
- 5.17. As a result, there is a good level of satisfied demand with 91.5% 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.
- 5.18. 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 90% (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.
- 5.19. The northern area having a higher level of satisfied demand (93%) reflecting the greater level and accessible location of water space.

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5.20. In Shropshire South satisfied demand is noticeably lower than the Shropshire and regional averages which is due to the large rural nature of the sub area and the distribution of water space with some residents (even those with access to a car) living outside the catchment area of a swimming pool – this is reflected in the used capacity figure with less than 50% of the capacity in the sub area being used

5.21. 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;**
- **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)**
- **To deliver and sustain these, there is a need for SC to develop a strategic framework, or hierarchy of provision, moving forward.**

5.22. The hierarchy proposed is based on strategic location, community accessibility, population growth, existing communities, ability to invest, and partnership.

### PROPOSED HIERARCHY FOR FUTURE PROVISION OF SPORT AND LEISURE PROVISION IN SHROPSHIRE

- **3 (or 4) main multi-facility hub sites – Ludlow, Shrewsbury, Oswestry (Teme Ludlow – South Shropshire Leisure Centre, Shrewsbury Sports Village (and /or the Quarry replacement facility), Oswestry Leisure Centre)**
- **Smaller swimming pools and fitness centres – one in the south and one in the north**

5.23. Clearly, until a final decision is made on the future of the Quarry Swimming and fitness centre (replacement/refurbishment, and the location of this), it is difficult to state whether it should be 3 or 4 total sites i.e. 2 or 3 in Shrewsbury. In the context of achieving the most sustainable operational delivery one site in Shrewsbury would be the most effective and efficient.

5.24. Map 5.1 illustrates what this three site network of provision would look like.



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- 5.25. Secured community access arrangements to a number of sports halls, pools and fitness suites across the county – these would complement the main community sites.
- 5.26. Based on the above, it is considered that in the context of the very real funding challenges faced by SC, the ability to afford to sustain provision is critical. This has to be a factor in determining the future number and locations of facilities.
- 5.27. The above network of community facilities (Map 3.1) provides core sports facilities (sports hall, pool, fitness) within a 30 minute drivetime of all Shropshire's communities, except to the north east and east of the area; there are however existing facilities in both Market Drayton and in Bridgnorth which are community accessible.. There is potential for Market Drayton to be financed through an alternative source, thereby reducing the existing subsidy. This facility is currently part of the SC leisure contract, but in the longer term there may be potential for alternative delivery options for this facility.
- 5.28. In order to ensure that there remains sustainable and affordable SC provision of sports halls and swimming pools, there is a need to take a pragmatic view of how future provision is delivered, and how SC can best target its limited resources for non-statutory provision.
- 5.29. The existing 3,888 sqm of community accessible water space in Shropshire more than meets both current and future demand to 2037. Allowing for increased demand from population growth, there is an over-supply of 472.51 sqm of water space; it is important to highlight that this excludes smaller pools which are not included in the FPM analysis.
- 5.30. In Shrewsbury, there is potential to consider siting the town's sport and leisure offer on one major site; this would increase participation opportunities, reduce operational costs and provide real savings moving forward, but not at the expense of community participation. Implementing this option would mean replacing the Quarry Swimming and Fitness Centre on the site of an existing multi-facility, owned and operated by SC. Equally, the fact that there is a current over-supply of water space in the county provides the opportunity to develop fit for purpose swimming pool provision in the town, based on recommended ASA and Sport England guideline for pool size and scale. Whilst potentially reducing the overall level of water space e.g. provision of an 8 lane x 25m pool plus a 10 x 10m learner/training pool would equate to 134.50 sqm less than the existing water space provided at the Quarry, this would improve the overall of provision, and would still provide for the demand in the town.
- 5.31. In the north of Shropshire, there are two similar swimming facilities in Whitchurch and Market Drayton. The latter also offers a learner pool and a fitness suite. It is considered that this facility should be retained as a priority. If there is a local party interested in taking responsibility for its future operational management, and this can be secured, then retaining Whitchurch should be considered. It may not however be sustainable to continue to provide both facilities within the same catchment area. SC's role in providing either facility should not be long term, but ensuring continued access to swimming facilities for the communities in both areas is a priority, because both towns are outside the 30-minute catchment drive of the

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- 5.32. In the south, both SpArC and Church Stretton pools are small, costly to operate, require significant investment, and serve very small communities, so have low throughput. Both of these need to be considered for closure. The SpArC pool is in better condition and there could be more opportunity to work in partnership with a local organisation to take on the operation of this pool and the other adjacent sports facilities. The Church Stretton pool is in a very poor condition, and does not offer a fit for purpose environment in which to learn to swim.
- 5.33. If both Church Stretton (160 sqm) and SpArC (180 sqm) pools were to close, this would equate to a loss of 340 sqm of water, still well within the over-supply of 472. 51 sqm (over supply would reduce to 132.51 sqm). Map 5.1 illustrates that even if these two pools closed, residents in both areas would still be within 30 minutes of a strategic size pool.
- 5.34. Replacement of the Quarry with less water space would effectively remove any surplus in provision of community accessible water space in Shropshire, but as highlighted earlier, this calculation excludes the smaller pools, and lidos available across the county. So effectively, there would still be sufficient water space to meet current and future demand for swimming, and this would be further enhanced by provision of smaller pools across the county.
- 5.35. Clearly any pool closures need to be accompanied by an overall review of pool programming in the area, to ensure that school swimming and Learn to Swim opportunities are programmed appropriately, to ensure they are available and accessible, and reflect potentially increased travel times to facilities.
- 5.36. Equally, local communities and relevant organisations should be engaged as early as possible to seek opportunities for local communities to take over the operational responsibility for facilities which SC is no longer able to support. This is particularly relevant in relation to SpArC, Church Stretton, Market Drayton and Whitchurch pools.

### SUMMARY

- 5.37. The map of SC's provision will look very different in terms of direct provision moving forward, but overall, it should be possible, through partnership working, to retain many existing facilities, but operate them through different arrangements. This approach will optimise partnerships at local level, and importantly make best use of existing assets.
- 5.38. SC needs to focus resources and provision in the three main towns of Oswestry, Shrewsbury and Ludlow; core provision is swimming, sports hall and fitness. Shrewsbury, as the main county town also provides the 'specialist' facilities e.g. cycling, indoor tennis and bowls, climbing.
- 5.39. Given the implication this has for swimming in particular, there is a need to re-think the programming of the pools to ensure school swimming is a priority - accessible, available, and can be done as effectively as possible (link here to the replacement for the Quarry which could have a room that could be used for lessons to enable schools to bring 2 or 3 classes at once and maximise water time, whilst minimising travel times and using space in the leisure centre to teach), plus also after school swimming lessons need to be planned realistically to allow for travel. Location of the Quarry replacement is crucial in this respect, as town centre could add significantly to travel times!

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- 5.40. SC will need to continue to work in partnership, where budgets allow, to support swimming provision in the 'secondary' settlements - Market Drayton, Whitchurch (contract agreement until 2022), Much Wenlock (complete anomaly). These decisions can be tapered out by 2022 (except Much Wenlock), and where possible, handovers will by then have been negotiated with local partners. All these facilities are in better condition than the other secondary pools.
- 5.41. The geography and population distribution of the south of Shropshire is different from the north of the county and this reflected in the proposed future facilities network. Any changes in SC facility provision as a result of this Strategy will need to be reflected in future arrangements for the operational management of the three main hub sites.
- 5.42. There will be a need to continue supporting the operation of SpArC and Church Stretton for 12 months with a view to removing ongoing financial support after this time (no signed joint use agreements in place). On this basis, SC should not make any more capital investment in the pools, which are both in poor condition, small, and do not demonstrate financial viability in terms of the relationship between use and operational cost. If there is potential to encourage community management of these small pools, this should be undertaken; there are some other examples around the UK which function, although financially there is always some risk. It is also critical that any community organisation operating a swimming pool is clear about the operational risks.
- 5.43. Based on the above analysis and assessment, plus all other relevant factors, it is clear that the future distribution of directly provided SC swimming pools, sports halls and fitness centres could look very different. Although the extent of this provision may be reduced, whilst still ensuring access to all communities, it is also a fact that there is significant other provision of these types of facility across the county. The critical issue is that in SC's enabling and facilitating role it is able to ensure long term community access to these facilities.
- 5.44. Following from the analysis, the following recommendations are made:

## RECOMMENDATIONS

### RECOMMENDATION 1 (R1)

**SC aims to invest in and support three main community leisure hubs – these will be strategically located, multi-facility sites in the market towns of Ludlow, Shrewsbury and Oswestry.**

### RECOMMENDATION 2 (R2)

**The replacement Quarry swimming facility is developed on a site where there are existing leisure facilities to maximise participation and participative opportunities, optimize investment benefits and reduce overall operational expenditure.**

### RECOMMENDATION 3 (R3)

**SC works in partnership with local partners and key organisations over the next 12 months to identify alternative future funding models to take on Market Drayton and SpArC facilities, particularly the swimming pools.**

### RECOMMENDATION 4 (R4)

**Two swimming pools (Church Stretton Pool and SpArC's) need significant investment, therefore based on the review, would not form part of SC's investment Strategy going forward. However, SC will need to work in partnership with these communities to support them in raising the necessary investment needed if these pools are still wanted by these local communities.**

**RECOMMENDATION 5 (R5)**

**SC withdraws from all remaining joint use funding arrangements as soon as is practicable, but works with local partners to secure future community access.**

**RECOMMENDATION 6 (R6)**

**Through partnership working, SC ensures it is aware of any changes in sports facility provision in neighbouring authorities which might impact on accessibility for Shropshire residents.**

**RECOMMENDATION 7 (R7)**

**This Strategy and analysis is reviewed and updated every 5 years to ensure the needs analysis remains robust and relevant and properly informs decisions about sports facility provision beyond 2037.**

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ACTION PLAN

5.45. The Action Plan underpinning the Strategy is summarised in the table below:

Table 5.3: Strategy Action Plan

RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 3 YEARS	
			MEDIUM	= 5-10 YEARS	
			LONG TERM	= 10 +YEARS	
<b>RECOMMENDATION 1 (R1)</b> SC aims to invest in and support three main community leisure hubs – these will be strategically located, multi-facility sites in the market towns of Ludlow, Shrewsbury and Oswestry.	SC to continue to review its ability to sustain non-statutory provision, and focuses available resources on three strategic multi-facility hubs, accessible to the community.	SC External operator	Ongoing		SC capital and revenue
<b>RECOMMENDATION 2 (R2)</b> The replacement Quarry swimming facility is developed on a site where there are existing leisure facilities to maximise participation and participative opportunities, optimize investment benefits and reduce overall operational expenditure.	SC undertakes more detailed and technical feasibility work to progress replacement of the Quarry Swimming and Fitness Centre in line with its future target of investing in, and supporting, three strategically located multi-facility hubs across Shropshire.  SC also progress all relevant opportunities to secure external resources to assist with the development of a replacement Quarry facility.	SC External resources e.g. Sport England	Short		SC capital and revenue External resources
<b>RECOMMENDATION 3(R3)</b> SC works in partnership with local partners and key organisations over the next 12 months to identify alternative future funding models to take on Market Drayton and SpArC facilities, particularly the swimming pools.	SC initiate discussions with potential partners about taking on responsibility for these facilities.	SC Local partners	Short		SC officers and Members

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RECOMMENDATION	ACTION	RESPONSIBILITY	TIMESCALE		RESOURCES
			SHORT	= 1 – 3 YEARS	
			MEDIUM	= 5-10 YEARS	
			LONG TERM	= 10 +YEARS	
<b>RECOMMENDATION 4(R4)</b> <b>Two swimming pools (Church Stretton Pool and SpArC) need significant investment, therefore based on the review, would not form part of SC’s investment Strategy going forward. However, SC will need to work in partnership with these communities to support them in raising the necessary investment needed if these pools are still wanted by these local communities.</b>	SC advise the two communities of the situation regarding these pools, and work with them to reach an appropriate solution in terms of the pools’ futures.	SC Local partners	Short		SC officers and Members
<b>RECOMMENDATION 5 (R5)</b> <b>SC withdraws from all remaining joint use funding arrangements as soon as is practicable, but works with local partners to secure future community access.</b>	SC initiate relevant discussions with all remaining partners as soon as practicable, where there is SC funding/involvement in facility provision.	SC Local partners and organisations	Ongoing		SC Leisure officers
<b>RECOMMENDATION 6 (R6)</b> <b>Through partnership working, SC ensures it is aware of any changes in sports facility provision in neighbouring authorities which might impact on accessibility for Shropshire residents.</b>	Ensure ongoing dialogue with neighbouring local authorities.	SC	Ongoing		SC Leisure officers
<b>RECOMMENDATION 7 (R7)</b> <b>This Strategy and analysis is reviewed and updated every 5 years to ensure the needs analysis remains robust and relevant and properly informs decisions about sports facility provision beyond 2037.</b>	Establish monitoring process  Ensure ongoing dialogue with neighbouring local authorities.	SC	Ongoing		SC Leisure officers

DISCLAIMER

Forecasts and recommendation in any proposal, report or letter are made in good faith and on the basis of the information before the Company at the time. Their achievement must depend, among other things, on effective co-operation of the Client and the Client's staff. In any consequence, no statement in any proposal, report or letter is to be deemed to be in any circumstances a representation, undertaking, warranty or contractual condition.

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