

SPORT AND LEISURE FACILITIES NEEDS ASSESSMENT: ROCHFORD DISTRICT COUNCIL

REPORT: AUGUST 2018

QUALITY, INTEGRITY, PROFESSIONALISM

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**ROCHFORD DISTRICT COUNCIL
INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT**

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

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SECTION 1: INTRODUCTION

1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was commissioned by the South Essex authorities of Basildon, Castle Point, Rochford and Southend, together with Essex County Council and Sport England, to assess formal indoor sports facility needs in the four local authorities of:

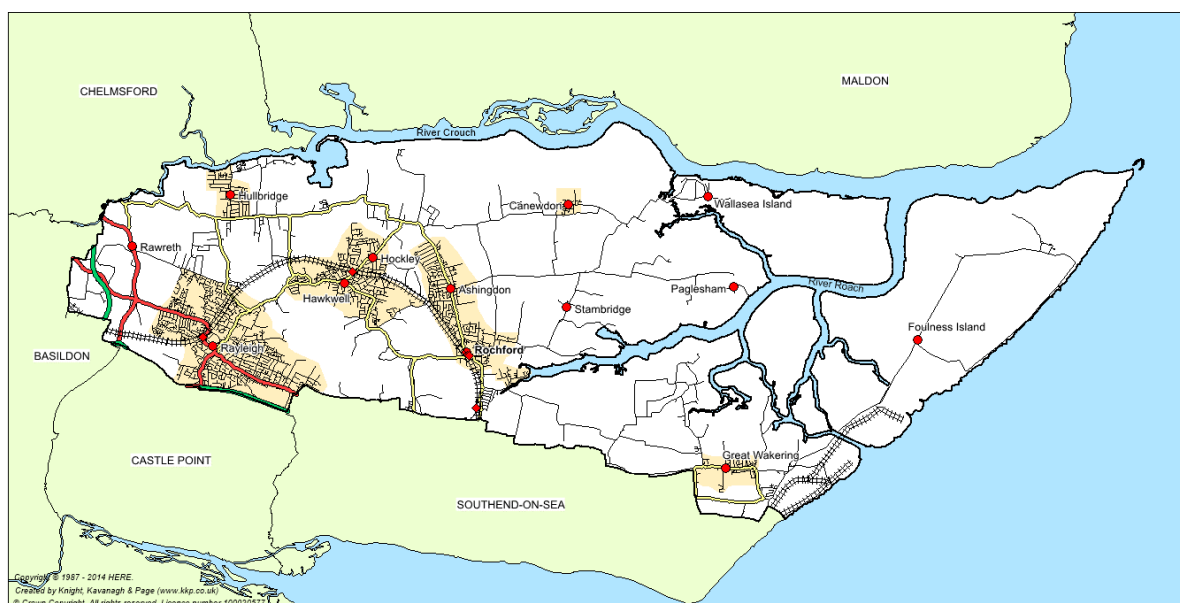
- ◀ Southend-on-Sea
- ◀ Basildon
- ◀ Rochford
- ◀ Castle Point.

The output is the provision of four separate needs assessments, four strategies across the aforementioned authorities plus one additional overarching strategy which also encompasses provision in the Thurrock Council area in order to assist strategic planning in South Essex. This report provides a detailed assessment of current provision of indoor and built sports facilities for Rochford District Council (RDC), identifying needs and gaps in provision.

1.2: Background

The following is an overview of Rochford. Data is taken from nationally recognised sources. It reflects the most up to date information presently available although it should be noted that new data is published regularly, often at different intervals.

Figure 1.1: Rochford with main roads and main settlements/towns



Rochford is a District Council within the County of Essex. It is bordered by the local authorities of Southend-on-Sea, Castle Point, Basildon, Chelmsford and the River Crouch. The Authority consists of two main towns; Rayleigh and Rochford, which are supported by a number of settlements, including Hockley, Hawkwell, Ashingdon, Great Waking, Canewdon and Hullbridge. The two key rivers in the Authority are the River Roach, which

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originates in the Rayleigh Hills and flows east and the River Crouch, which creates a natural border between Rochford and the Local Authority of Maldon. The strategic roads within the Authority include the A129 and the A1245. The A129 provides a link between Rayleigh and towns in Castle Point and the A1245 connects the Authority to key towns in Chelmsford. The A127 and A130, form the primary east/west and north/south routes through the district (albeit only small sections actually fall within the district). A127 provides road links to Southend, Basildon and London; A130 provides road links to Chelmsford and north Essex. Rayleigh, Hockley, Rochford and London Southend Airport all have railway stations, on the London Liverpool Street to Southend Victoria line.

1.3: Scope of the project

The report provides detail as to what exists in the District, its condition, location, availability and overall quality. It considers demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities/sports covered include: sports halls, swimming pools, health and fitness, indoor tennis, indoor bowls, squash, gymnastics, table tennis, sailing and village/community halls. In delivering this report KKP has:

- ◀ Individually audited identified sports halls (conventional i.e. three plus court halls) swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios), indoor bowls centres, indoor tennis courts, squash courts, dedicated gymnastics and table tennis facilities and water sports centres/sailing clubs.
- ◀ Analysed supply and demand to identify facility gaps and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice and opportunities for improved service in order to drive up participation levels.

This evidence based report provides a quantitative and qualitative audit based assessment of the facilities identified above. It is a robust, up-to-date assessment of need for sports halls, health and fitness and specialist facilities and identifies opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:

- ◀ Identify local needs and quantify levels of demand.
- ◀ Audit existing facility provision.

The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population at present and in the future (2037).
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Supply and demand analysis.
- ◀ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
- ◀ Identification of key issues to address in the future provision of indoor sports facilities.

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1.4 Report structure

The Royal Town Planning Institute (RTPI) in a report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- ◀ Have focus.
- ◀ Be genuinely strategic.
- ◀ Be spatial.
- ◀ Be collaborative.
- ◀ Have strong leadership and
- ◀ Be accountable to local electorates.

In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ◀ Section 2 - review of background policy documentation (national/regional/local) and a profile of the population and socio-demographic characteristics of the District.
- ◀ Section 3 - description of methodology employed to assess indoor provision.
- ◀ Section 4 - assessment of sports hall provision.
- ◀ Section 5 – assessment of swimming pool provision.
- ◀ Section 6 - assessment of health and fitness provision.
- ◀ Section 7 - assessment of indoor bowls.
- ◀ Section 8 - assessment of sailing and other water sports.
- ◀ Section 9 - assessment of indoor tennis.
- ◀ Section 10 - assessment of significant other sports.
- ◀ Section 11 - assessment of village halls/community centres.
- ◀ Section 12 - identification of strengths, weaknesses, opportunities and threats and a summary of key findings and strategic recommendations.

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SECTION 2: BACKGROUND

2.1: National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of needs for all levels of sport and all sectors of the community. This assessment report has been produced for the District Council applying the principles and tools identified in the Sport England Guide Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities (ANOG).

Figure 2.1: ANOG model



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This report reviews indoor and built sporting facility needs in Rochford and provides a basis for future strategic planning.

‘Sporting Future: A New Strategy for an Active Nation’

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

- ◀ Maximising international and domestic sporting success and the impact of major events.
- ◀ 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 sport sector.

It further identifies the following actions will need to occur that:

- ◀ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ◀ Meet the needs of the customer and enable them to engage in sport and physical activity.
- ◀ Strengthen the sport sector and make it more effective and resilient.

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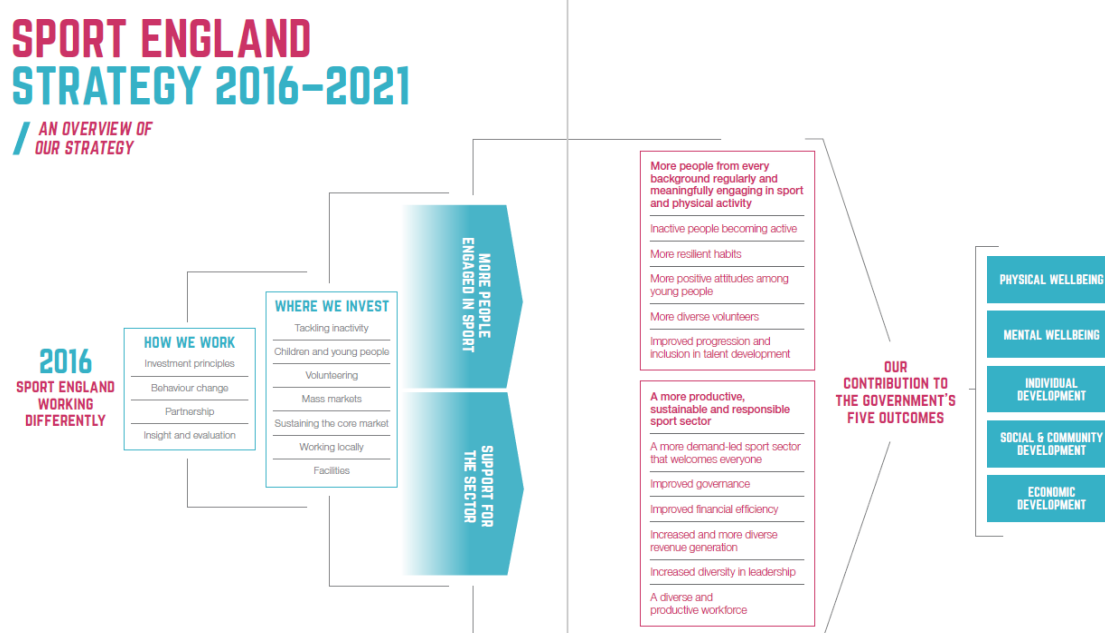
Sport England: Towards an Active Nation (2016-2021)

In its strategy, Sport England has identified that it will invest in:

- ◀ Tackling inactivity.
- ◀ Children and young people.
- ◀ Volunteering – a dual benefit.
- ◀ Taking sport and activity into the mass market.
- ◀ Supporting sport's core market.
- ◀ Local delivery.
- ◀ Facilities.

These seven investment programmes will be underpinned by a new Workforce Strategy and a new Coaching Plan.

Figure 2.2: Sport England Strategy 2016-2021



National Planning Policy Framework 2012

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of economic, social, environmental sustainable development:

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A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making, the NPPF states that local plans should meet objectively assessed needs. It is clear about sport's role delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The *promoting healthy communities* theme identifies that planning policies should be based on robust, up-to-date assessment of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs, quantitative/qualitative deficiencies and surpluses should be identified and used to inform provision requirements in an area.

Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits includes the well-being/happiness of spectators and the national pride/feel good factor derived from sporting success/achievement.

Participation in sport contributes to reducing crime and anti-social behaviour, particularly among young people. It also has a net impact on the environment; where, for example, more people walk and cycle, emissions and congestion can reduce. In summary, it can provide a range of economic and health benefits to South Essex, in general, and Rochford, in particular and its population as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

Public Health England: Everybody Active, Everyday

In October 2014, Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:

- ◀ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◀ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◀ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

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Investment in school sport

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and DCMS departments, funds went directly to primary school head teachers for them to spend on sport. Its four objectives were to:

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.
- ◀ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence.
- ◀ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◀ Ensure that schools understand and value the benefits of high quality PE and sport, including its use as a tool for whole school improvement.

Under this phase of the programme, schools with 16 or fewer eligible pupils received £1,000 per pupil while those with 17 or more received £16,000 plus a payment of £10 per head. In 2017, the amount allocated doubled and Government ministers have confirmed that funding from a tax on sugary soft drinks will continue to be ring-fenced for school sports until 2020.

Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form Sport England is, in its Strategy, committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

Summary of national context

Engaging all residents in physical activity is a high priority. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system in line with national policy recommendations.

2.2: Local context

Rochford District Council's Core Strategy (2011)

Rochford's Core Strategy is the main, overarching document of the Rochford District Local Development Framework, which is a collection of documents that will determine how the District develops up to the year 2025.

The Strategy sets out the overall vision for the District until 2025, which is "to make Rochford a place which provides opportunities for the best possible quality of life for all who live, work and visit". To support this, the Council has four main corporate objectives which are to:

- ◀ Make a difference to the residents.
- ◀ Make a difference to the community.
- ◀ Make a difference to the environment.
- ◀ Make a difference to the local economy.

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The District contains an array of both private and public sports facilities. The two main centres are Clements Hall and Rayleigh Leisure Centre, but the offer is complemented by a variety of other facilities across the District. The Local Authority recognises that there are a number of potential leisure opportunities within the District, such as within school premises, which are currently not available to all. Such facilities, if opened up fully, have the potential to increase accessibility to leisure activities for the District’s population.

Consequently, the Core Strategy (through Policy CLT9) states that the Council will work with its partners to ensure that:

- ◀ The leisure facilities across the District are maintained and enhanced.
- ◀ The Council will seek to enhance recreational opportunities at Rayleigh Leisure Centre, particularly through developer contributions. .
- ◀ The Council will also look to make the best use of existing facilities in the District by encouraging those, such as, within school premises to be made available to all.

Rochford District Council Business Plan 2016-2020

The Business Plan 2016-20 sets out the high level priorities that the Council will work towards in the years 2016-2020.

Figure 2.3: RDC Business Plan 2016-2020



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Proposed Local Development documents

The Council is currently preparing two local development documents; a new Local Plan and Community Infrastructure Levy (CIL) Charging Schedule. The new Local Plan will supersede the existing Core Strategy and will set the Council's strategic vision and policies over the next 20 years. It is anticipated that it will be adopted by summer 2021.

Essex Sports Facilities Strategy 2007-2020

The Essex Facilities Strategy, undertaken in 2007, identifies the required supply for sport facilities for all the local authorities within the County. The aim was to help inform the level and nature of facility requirements and assist in planning for cross border provision.

The Facilities Strategy stated that the supply of both swimming pools and sports halls is adequate to meet demand required by 2020. Although supply is sufficient, availability is a key issue with only half of the available water space and badminton courts available for community use. Availability is limited due to some facilities being located on educational sites. In addition, the Strategy confirms that the supply of health and fitness stations in the District is greater than demand both now and also in 2020.

Active Essex: Changing One Million Lives to get Essex Active 2017-2021

The Active Essex target is to get one million people active by the year 2021 by driving up and sustaining sports participation and physical activity. In partnership with a number of key partners and organisations, the county sports partnership (CSP) is committed to creating opportunities and resources to achieve this target which will reduce inactivity and develop positive attitudes to health and wellbeing across communities in the County. The stated intention is that the target will be met via the achievement of four key priorities identified in Table 2.1.

Table 2.1: Active Essex's strategic priorities

Priority	Focus
Increase and sustain participation	More people in Essex being active, taking part and living healthy and active lifestyles.
Change behaviours to improve the health and wellbeing of residents	Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing.
Develop individuals and organisations	Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential.
Strengthen local communities and networks	Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport.

Although the Strategy will take a county approach, specific priority will be given to the following groups, as these are most likely to be underrepresented in both sport and physical activity:

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- ◀ People aged 65+.
- ◀ Unemployed people.
- ◀ Females.
- ◀ People with a life-long limiting illness or disability.
- ◀ People from lower socio-economic groups (NS-SEC 5-8) ¹.
- ◀ Black and ethnic minorities.

Essex Health and Wellbeing Board: Joint Health and Wellbeing strategy (2013-2018)

This strategy identifies three key priorities, all of which have specific development areas which need to be achieved through partnership work as outlined in Table 2.2.

Table 2.2: Essex Health and Wellbeing Board Key Priorities

Priority	Development areas
Starting and developing well: ensuring every child in Essex has the best start in life.	<ul style="list-style-type: none"> ◀ Increasing children and young people's level of physical activity. ◀ Improving development and attainment levels of pre-school children. ◀ Working with families with complex needs to ensure better outcomes for children.
Living and working well: ensuring that residents make better lifestyle choices and residents have the opportunities needed to enjoy a healthy life.	<ul style="list-style-type: none"> ◀ Improve diet and nutrition. ◀ Increase physical activity levels. ◀ Reducing smoking, drinking and alcohol use. ◀ Supporting community provision and developing community assets.
Ageing well: ensuring that older people remain independent for as long as possible.	<ul style="list-style-type: none"> ◀ Preventing and maintaining independence in the home. ◀ Reducing dementia levels. ◀ Responding to long term conditions and chronic illness. ◀ Ensure high level of end of life care.

Summary of local policy documentation

The local policies key messages are summarised below:

- ◀ There is a commitment to ensuring leisure facilities are maintained and enhanced.
- ◀ The Local Authority will encourage schools to allow facilities to be more accessible.
- ◀ Essex Sports Facility Strategy (2007-2020) states that there is sufficient supply of pools, halls and fitness provision to meet demand until 2020. Supply of both sports halls and swimming pools are restricted due to facilities being located on education sites affecting supply. Increased community access is required to ensure future demand is met.
- ◀ There is a strategic priority from the Essex Health and Wellbeing Board to ensure the health and wellbeing of residents is supported through all stages of life.
- ◀ Active Essex supports the development of sport across Essex, in line with Sport England's strategy, which is focused on targeting the inactive to become active through a range of delivery programmes and incentives.
- ◀ The Council will seek to enhance recreational opportunities at Rayleigh Leisure Centre, particularly through developer contributions. .

¹ NS-SEC: National Statistics Socio-economic Classifications

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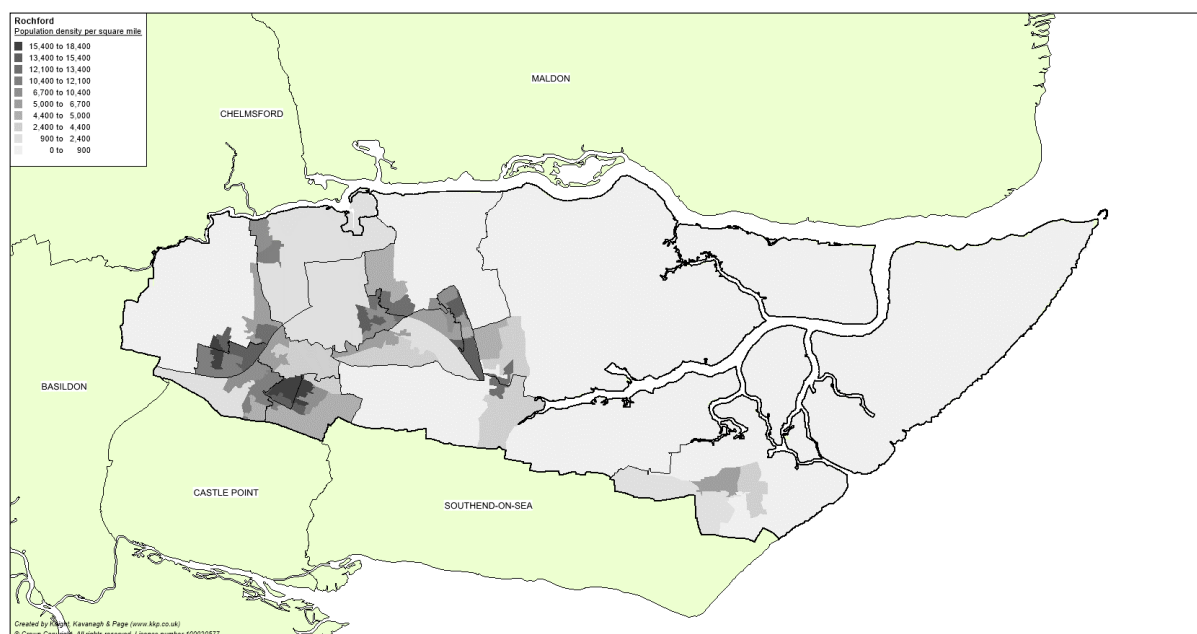
2.3 Demographic profile

The following is an overview of the demographic profile of Rochford using data drawn from nationally recognised sources.

Population and distribution

The total population of the District (2016) is 85,670 (mid-year estimate) with a slightly higher percentage of females to males (52%:48% respectively). As shown in Figure 2.3, it is at its most dense in the west of the authority around the towns of Rochford and Rayleigh. The east of the authority is predominantly rural in nature and cut off by the sea.

Figure 2.4: Population density 2016 MYE: Rochford lower super output areas (Lsoa)



The population density map is based on lower super output areas (LSOA) from ONS' most recent census of population.

Age distribution (Data source: ONS 2016)

The age structure of the District is similar to the East region. There is, however, a lower proportion of 25-39 year olds in Rochford (15.4%) compared to the East region (18.9%), this may suggest a lower level of demand from what are generally regarded as the main sports participation groups and also from young families. There are slightly more in the 45-74 age group (41.0%) in Rochford compared to the East (36.5%). These groups are likely to have higher disposable income and may also still be physically active. As a combination of factors, it suggests careful consideration should be given to the planning of sports and physical activity offers in the area. Age is a key consideration within the area.

Ethnicity (Data source: 2011 census of population, ONS)

Rochford's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (97.2%) of the local population classified

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their ethnicity as White; this is significantly higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.1% which is lower than the national equivalent (7.8%).

Crime (Data source: 2017 Recorded Crime, Home Office)

During the 12 months to March 2017 the rate for recorded crimes per 1,000 persons in Rochford was 38.8; which is markedly lower than the equivalent rate for England and Wales as a whole (73.0). In both instances the crime rate has risen since 2015, by 22.7% for Rochford and 20.8% for England & Wales.

Economic impact and value (Data source: Sport England 2015)

Sport England's economic impact model (which encompasses participation, purchasing of sportswear, gambling, volunteering, attending events, etc.) shows an overall local impact in Rochford of £29.5m (£20.3m participation, £9.2m non-participation related). This is above the national average of £20.3 million. A full breakdown can be found in Appendix 1.

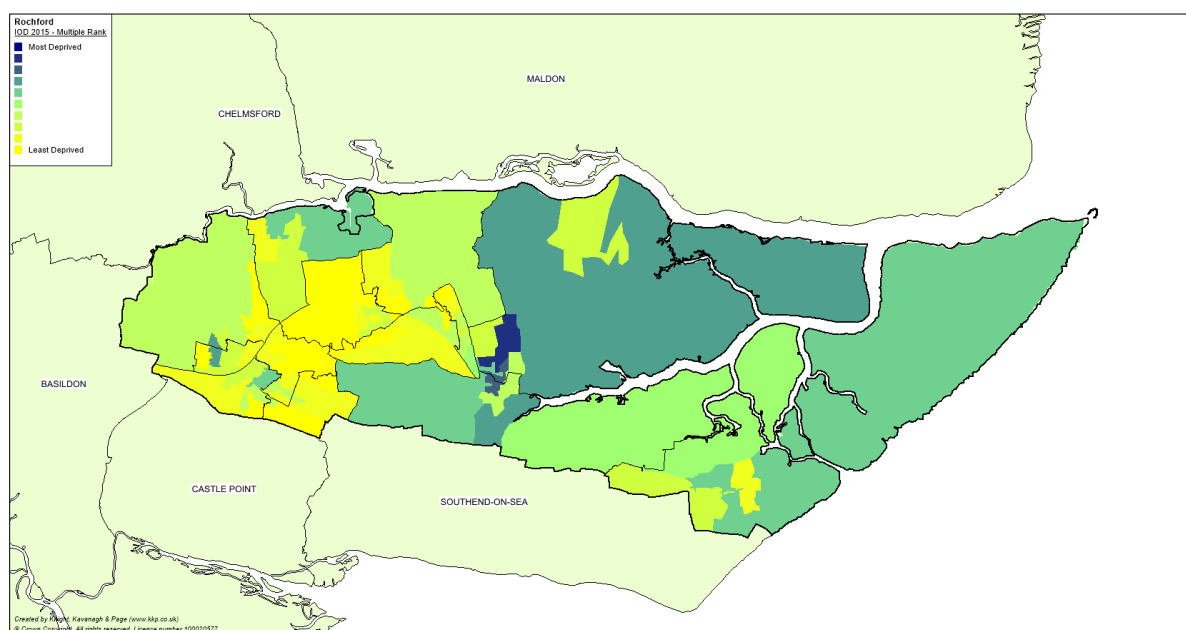
Income and benefits dependency (Data source: NOMIS (2017))

The median figure for full-time earnings (2016) in Rochford is £34,887; the comparative rate for the East is £29,609 (-15.1%) and for Great Britain is £28,132 (-19.4%).

Deprivation (Data source: 2015 indices of deprivation, DCLG)

Rochford experiences significantly lower levels of deprivation compared to other parts of the country with 4% of the District's population falling within areas covered by the country's three most deprived cohorts compared to a national average of 30%. Conversely, nearly two thirds of the population (63.7%) live in the three least deprived groupings in the country, which is significantly above the national average (30%).

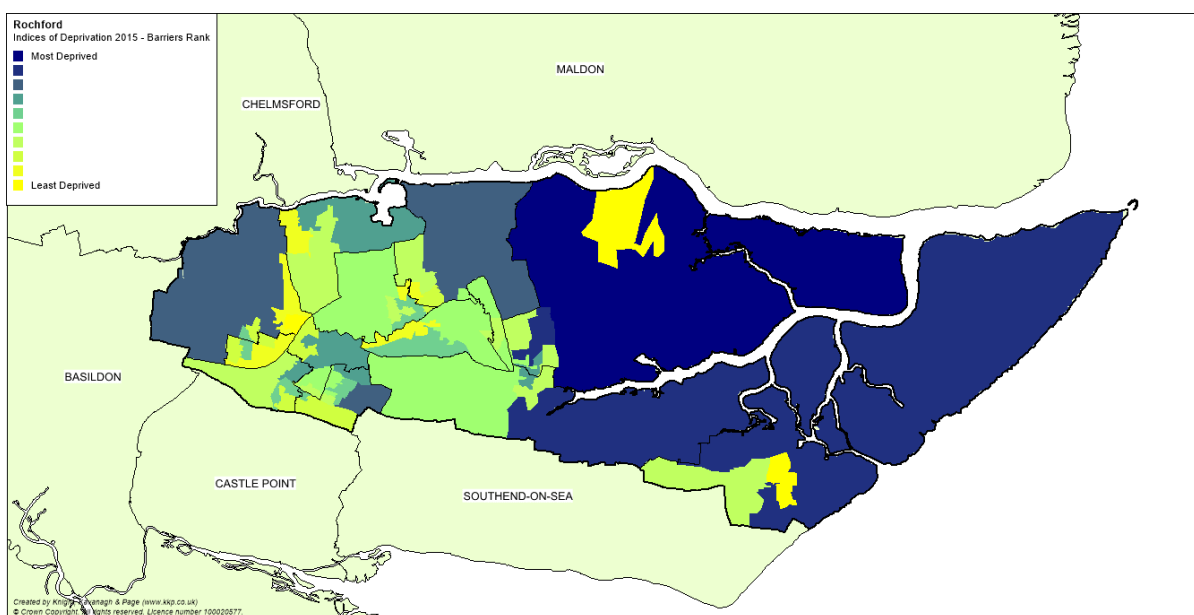
Figure 2.5: Index of multiple deprivation



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Due to the District's lower levels of deprivation and the rural nature of the authority, additional analysis was undertaken to calculate areas where there are barriers to housing and services. This calculation is one of the domains that makes up the Index of Multiple Deprivation and measures the physical and financial accessibility of housing and key local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing such as affordability.

Figure 2.6: Barriers to housing and services in Rochford



The analysis demonstrates that people living in the east of the Authority are more deprived in relation to access to services than those in the west as illustrated in Figure 2.5. Figure 2.3 above showing population density suggests very low numbers living in this area. People living in more rural areas tend to have a higher reliance on car ownership in order to access services. Within Rochford, 14.5% households do not own a car or van. This is below the regional average (East: 17%) but could indicate pockets of limited accessibility to key local services for some residents, specifically in the east of the Authority.

Health deprivation is minimal in Rochford: Only a small amount of Rochford's population (1.8%) falls within the areas covered by the three most deprived cohorts (illustrated in Figure 2.6), this compares to a national average of 30%. In some instances, this group may be acutely deprived given the potential lack of services available locally. Conversely, 81.3% live in the three least deprived groupings compared to the national average of 30%.

Health data (Data sources: ONS births and deaths, NCMP² and NOO³)

In keeping with patterns seen alongside lower levels of health deprivation, life expectancy in Rochford is higher than the national figure; the male rate is currently 81.5 compared to 79.6 for England, and the female equivalent is 84.9 compared to 83.2 nationally.⁴

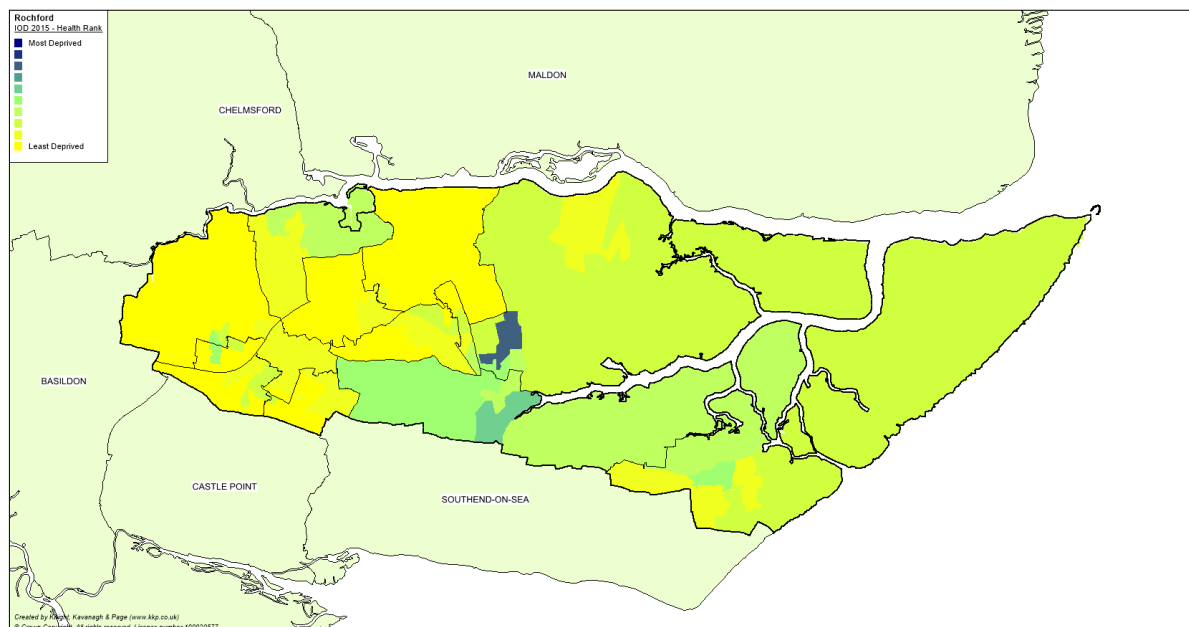
² National Child Measurement Program

³ National Obesity Observatory

⁴ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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Figure 2.7: Map of Rochford IMD Health domain



Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁵ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge. Adult obesity rates (25.3%) in Rochford are just above the national and regional averages (both 24%). Childhood obesity rates (15.6%), are, however, below both the national (19.8%) and regional (17.6%) averages.

Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report *Be Active Be Healthy* (2009) the data has subsequently been reworked for Sport England, and updated in 2014/15 by Public Health England. Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g. stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

Health costs of physical inactivity are now calculated by regional Clinical Commission Groups (CCG). Rochford's population covers 48.8% of NHS Castle Point and Rochford CCG. The annual cost to the NHS of physical inactivity for this CCG is estimated at £1,699,959.87. When compared to regional and national costs per 100,000, the costs for this

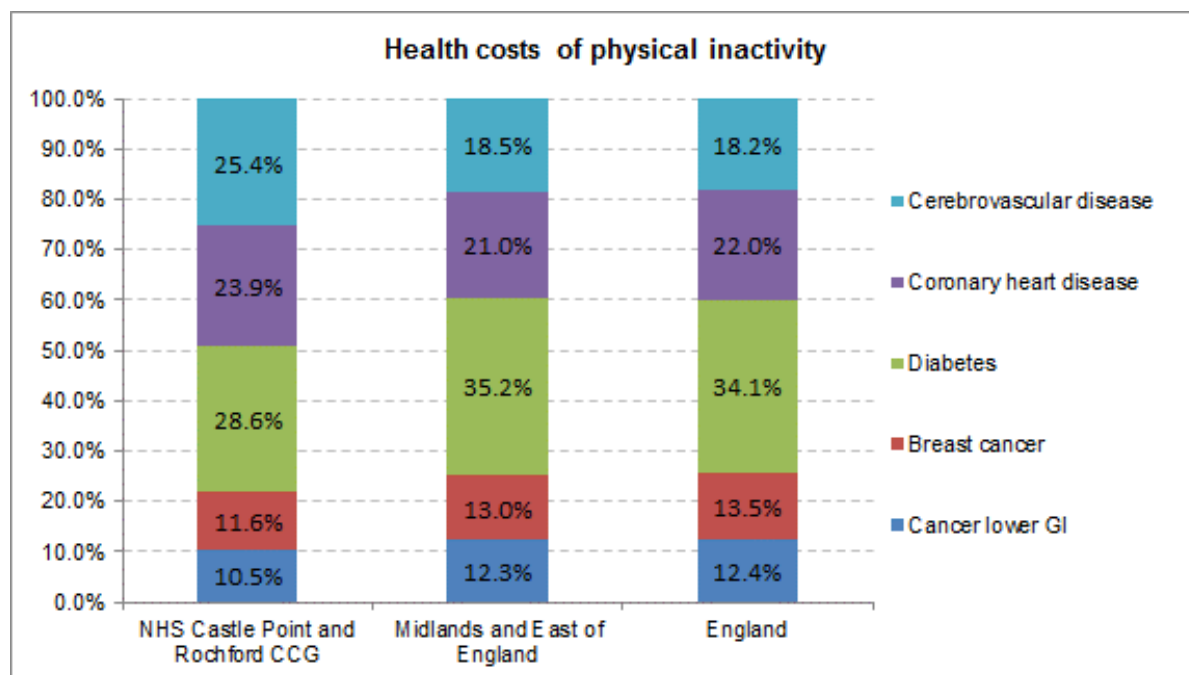
⁵ In adults, obesity is commonly defined as a body mass index (BMI) of 30 or more. For children in the UK, the British 1990 growth reference charts are used to define weight status.

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CCG (£941,717.33) is 15.2% above the national average (£817,273.95) and 15.1% above the regional average (£818,184.98). These figures are illustrated in Figure 2.8.

It should also be noted that in addition to the NHS costs, there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs.

Figure 2.8: Health costs of physical inactivity



Active People Survey (APS)

APS is the largest survey of sport and active recreation in Europe and is in its tenth year. APS10 data is listed below which was collated from October 2015 – 2016. APS was replaced by Active Lives in 2016, however Active Lives began collecting data from 2015 onwards and it has a wider remit than APS. Both sets of data are presented below.

APS data is collected on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. The survey also covers volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision. This information is compared with the nearest statistical neighbours⁶, which are: Fareham, Lewes, Eastleigh and Rushcliffe.

Data on volunteering is insufficient for the purposes of statistical analysis.

⁶ Nearest Neighbours, as defined by CIPFA (Chartered Institute of Public Finance and Accountancy), refers to authorities with similar demographics.

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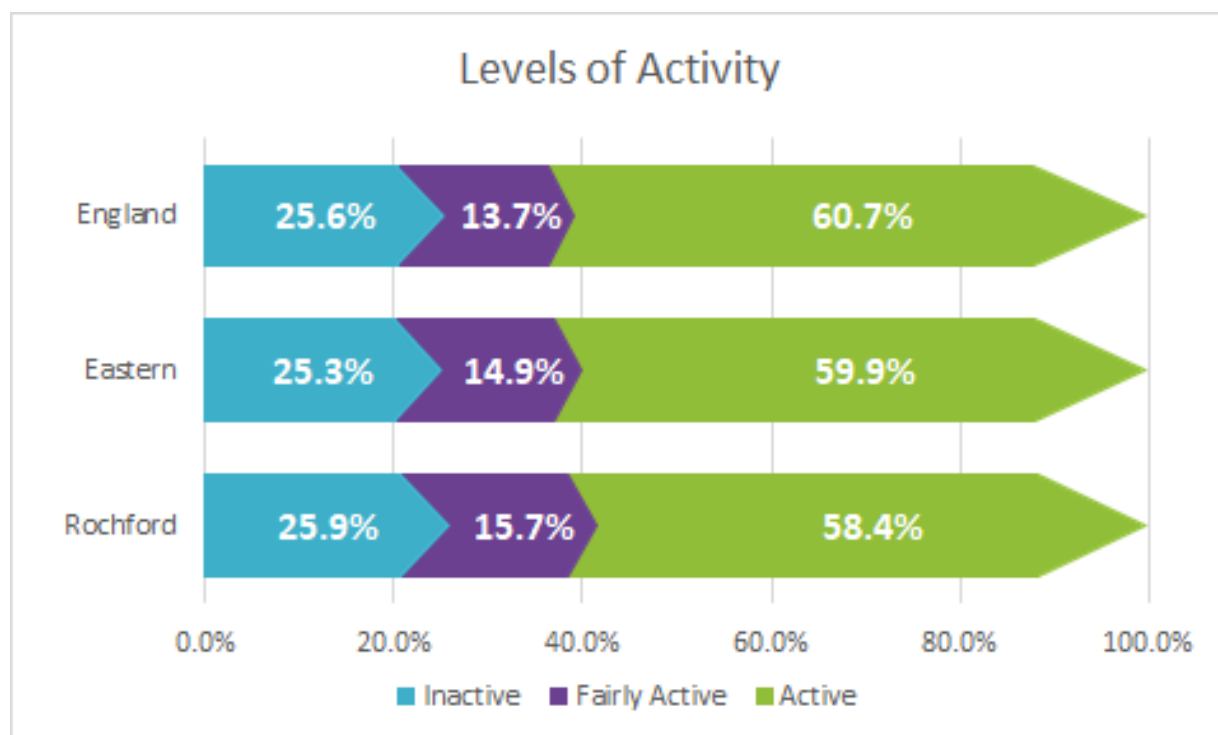
Key findings include:

- ◆ Participation – Four in ten (39.8%) adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was above the national (36.1%) and the regional averages (36.2%). It was above all but one of its ‘nearest neighbours’ which ranged from 34.1% to 48.5%.
- ◆ Sports club membership – a quarter (25.6%) of the population are members of a sports club, based on the four weeks prior to the APS. This is above the national average (22.2%) and the regional rate (22.5%) and is above all but one of its ‘nearest neighbours’.
- ◆ Sports tuition – a fifth (20.0%) received sports tuition during the 12 months prior to the APS. This was above the regional (16.3%) and national averages (15.6%). It is also above all but two of its ‘nearest neighbours’.
- ◆ Competitive sport – over 1 in 7 (15.2%) adults had taken part in competitive sport in the previous 12 months, this was higher than the national (13.3%) and regional (14.5%) averages.

Active Lives

Active Lives (the successor survey to APS) incorporates a broader definition of sport and physical activity including walking, cycling for travel and dance. Its 2015-16 survey identifies that 25.9% of adults aged 16+ in Rochford are completing less than 30 minutes moderate intensity activity per week. This is commensurate with both regional 25.3% and national averages 25.6%. A further, 58.4% of adults were recorded as being ‘active’ or undertaking more than 150 minutes of moderate intensity activity per week. This figure calculates that Rochford is again very similar to regional 59.9% and national 60.7% figures.

Figure 2.9: Active Lives data



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The most popular sports

A further aspect of Active Lives and SE segmentation is that it makes it possible to identify the top three sports within Rochford. As with many other areas, visiting the gym and swimming are among the most popular activities and are known to cut across age groups and gender; in Rochford 14% of adults visit the gym, on average, at least once a month.

Table 2.3 Most popular sports in Rochford (Source: SE Area Profiles)

Sport	Rochford		East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym Session	10.1	14.0%	514.1	10.6%	4,900.1	11.2%
Swimming	8.3	11.5%	452.7	9.3%	4,167.9	9.5%

The percentage of the Rochford population visiting the gym on a regular basis is, therefore, above both national 11.2% and regional 10.6% rates, similarly the percentage swimming 11.8% is also above the national 9.3% and regional 9.5% rates.

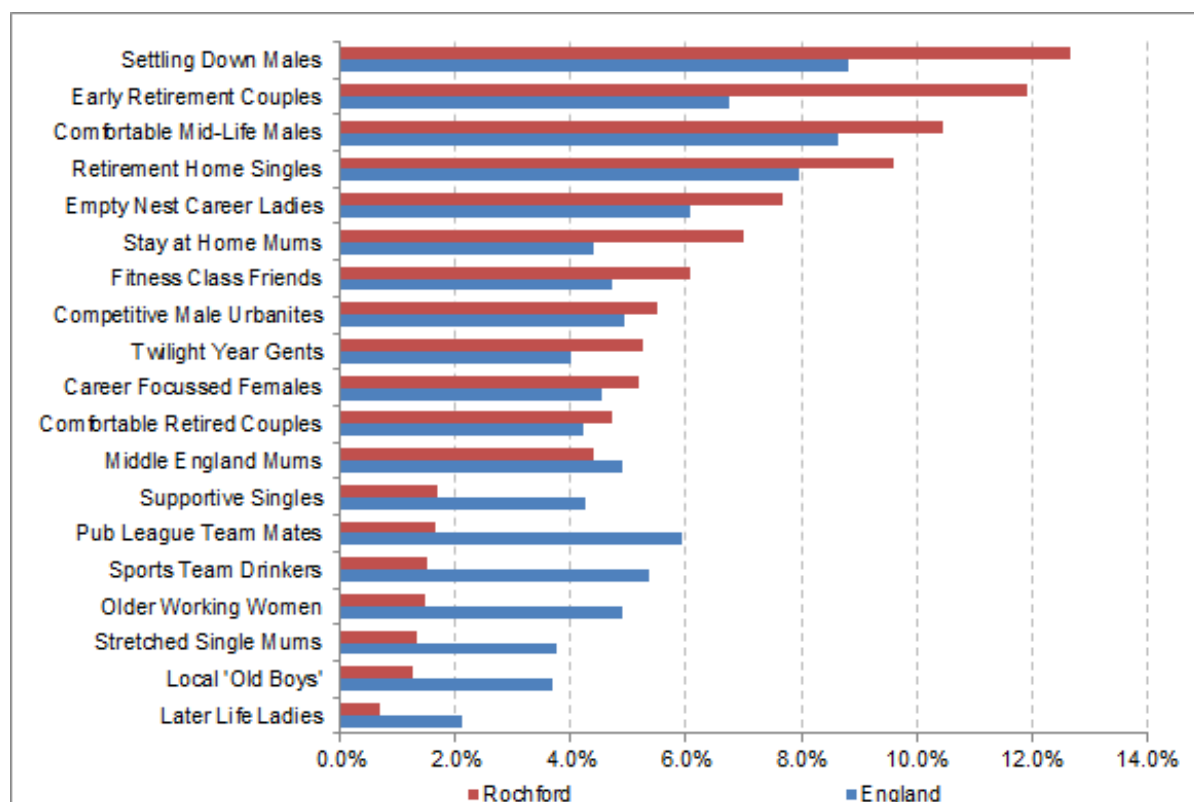
Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people take part in, other interests, the newspapers that they read etc. Knowing which segments are most dominant in the local population is important as it can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The profile for Rochford indicates 'Settling Down Males' to be the largest segment of the adult population at 12.67% (8,165) compared to a national average of 8.83%. This is closely followed by 'Early Retirement Couples' and 'Comfortable Mid-Life Males'. At the other end of the spectrum, the segments which have the least representation are 'Later Life Ladies', 'Local Old Boys' and 'Stretched Single Mums'.

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Figure 2.10: SE segmentation of Rochford compared to England



Mosaic (Data source: 2016 Mosaic analysis, Experian)

Mosaic 2016 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. Data is used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour.

Table 2.4 shows the top five mosaic classifications in Rochford compared to the country as a whole. The dominance of these five segments can be seen inasmuch as they represent over eight in 10 (81.4%) of the population compared to a national equivalent rate of just over a third (35.3%). Figure 2.9 illustrates the distribution of all segments.

The largest segment profiled for Rochford is the Domestic Success group, making up 20.1% of the adult population in the area, which is just over three times the national rate (6.1%). This group is defined as high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles. A full list of segments descriptions can be located in Appendix 2.

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Table 2.4: Mosaic – main population segments in Rochford

Mosaic group description	Rochford		National %
	#	%	
1 – Domestic Success	17,151	20.1%	6.1%
2 – Suburban Stability	16,617	19.5%	12.6%
3 – Senior Security	16,029	18.8%	3.4%
4 – Prestige Positions	12,150	14.3%	8.9%
5 – Aspiring Homemakers	7,441	8.7%	4.3%

Figure 2.11: Distribution of Mosaic segments in Rochford

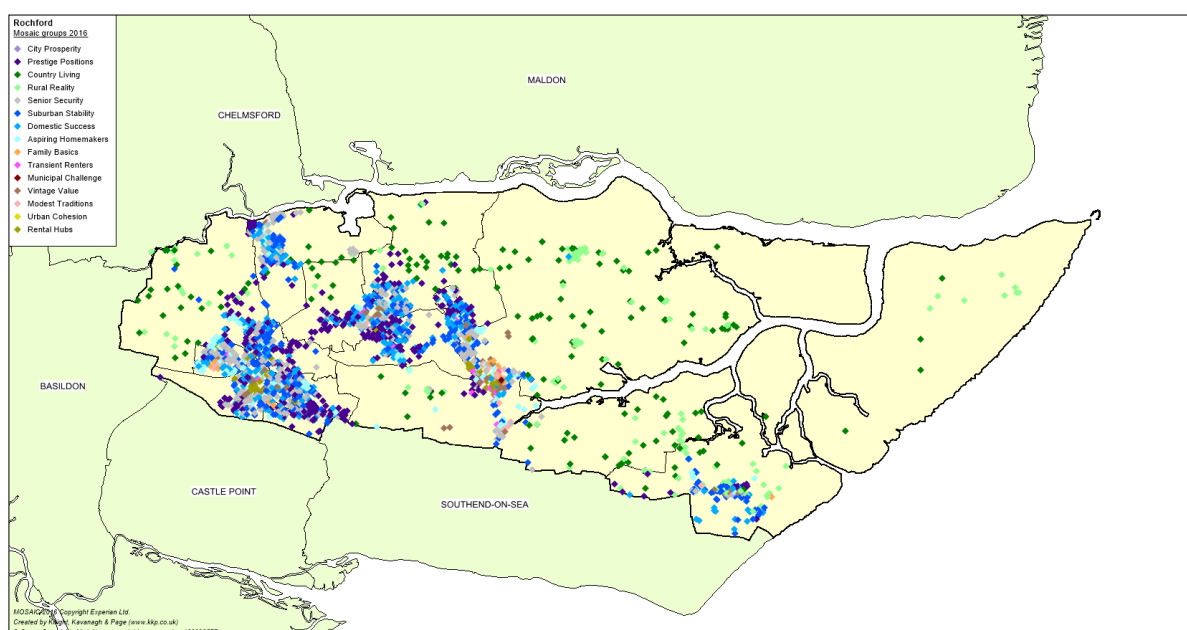





Table 2.5: Dominant Mosaic profiles in Rochford

Domestic Success 	High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.
Suburban Stability 	Typically, mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.
Senior Security 	Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

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House building

Rochford's Local Development Framework Allocations Plan identifies that during the period 2006-2021, there is a requirement to build 3,790 dwellings at an approximate average of 250 dwellings per year. Post 2021, the District is required to continue at the same development rate. The Allocations Plan lists are identified in Figure 2.12 below (sites over 250 dwellings). It is, however, likely that the Government's standard methodology for Objectively Assessed Need will lead to 362 houses per annum will be adopted

- ◀ North of London Road, Rayleigh: 550 dwellings
- ◀ South West Hullbridge: 500 dwellings
- ◀ South East Ashingdon: 500 dwellings
- ◀ West Great Wakering: 250 dwellings
- ◀ West Rochford 600 dwellings

Figure 2.12 Phase 1 development plan – West of Rayleigh



It is noted that the 'North of London Road' site is next to Rayleigh Leisure Centre and could have a significant impact on the demand for the Leisure Centre's facilities. Phase one (192 houses) will commence being built in 2018.

In addition to this, a Strategic Housing Market Assessment (SHMA) was produced for South Essex (2008) which assesses in detail; demographic trends, economic trends and affordable housing needs for the District and the wider South Essex area. The latest addendum (2017) calculates that Rochford requires between 331-361 dwellings per year over the period from 2014-2037.

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Population Projections

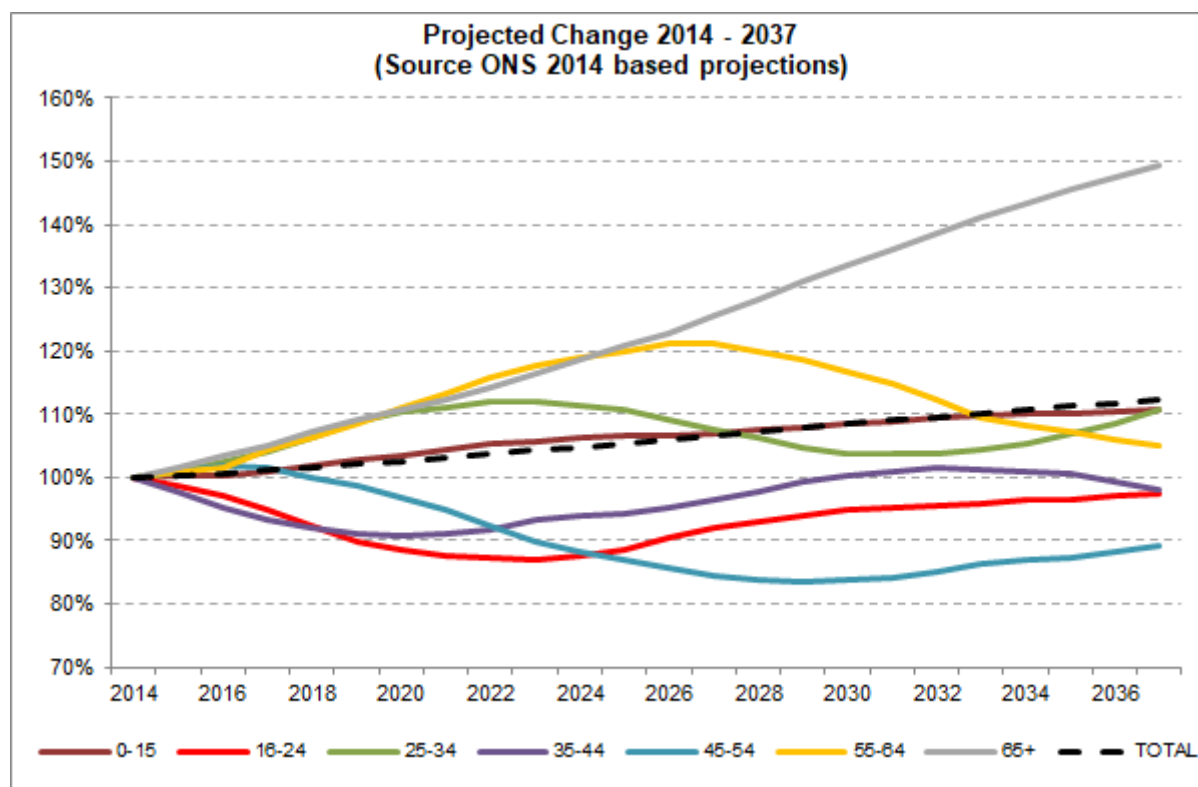
At strategic and operational levels, plans to increase levels of physical activity need to be flexible and responsive to predictable changes in age structure, gender and ethnic composition. The most recent ONS projections indicate a rise of 12.3% in Rochford's population (+10,464) over the 23 years from 2014 to 2037.

In contrast, there is predicted to be decline in the number of 16-24 year olds, -9.5% in the first period (-836) followed by growth back to -2.7% (-239) in the second period

There is a continuous increase in the numbers of persons aged 65+ and a need to consider varying sports offers for this age group. This represents an increase of +22.9% (+4,335) in the first period continuing to rise to +49.3% (+9,331) between 2014 and 2037. While the age group represented 22.3% of Rochford's population in 2014 it is projected to be 29.7% of the total by 2037.

Over this extended timeframe fluctuations are seen in rise and fall at different points across the majority of age groups. Several key points for Rochford are outlined below:

Figure 2.13: Projected change 2014-2037



The importance of ensuring that the 65+ age cohort becomes more active (with a view to general health of the local population) will become increasingly relevant. It is, thus, incumbent on operational and management staff to ensure that facility programming and access to facilities at the right times is considered as part of the District's sport and physical activity offer.

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Table 2.6: Rochford - ONS projected population (2014 to 2037)

Age (years)	Number			Age structure %			Change 2014 – 2037		
	2014	2026	2037	2014	2026	2037	2014	2026	2037
0-15	14,612	15,573	16,173	17.2%	17.3%	17.0%	100.0%	106.6%	110.7%
16-24	8,784	7,948	8,545	10.4%	8.8%	9.0%	100.0%	90.5%	97.3%
25-34	8,072	8,819	8,938	9.5%	9.8%	9.4%	100.0%	109.2%	110.7%
35-44	10,721	10,219	10,518	12.6%	11.4%	11.0%	100.0%	95.3%	98.1%
45-54	12,946	11,087	11,542	15.3%	12.3%	12.1%	100.0%	85.6%	89.2%
55-64	10,727	13,010	11,279	12.7%	14.5%	11.8%	100.0%	121.3%	105.1%
65+	18,914	23,249	28,245	22.3%	25.9%	29.7%	100.0%	122.9%	149.3%
Total	84,776	89,905	95,240	100.0%	100.0%	100.0%	100.0%	106.0%	112.3%

Projection implications

The projected increase in the general age and the size of the population in the District is likely to lead to an increase in the numbers of people wishing to take part in sport and physical activity (potential customers of leisure facilities), thereby leading to increased demand for sport and physical activity related services. This is likely to be greater in areas where housebuilding is planned.

The importance of ensuring that the population, which is currently active remains so and that the inactive become active (sustaining and improving the general health of the local population) will become increasingly relevant. Indoor and built facilities, and programmes of activity therein, need to be adaptable to changing demands and needs associated with demographic changes, i.e., an ageing population. It will also be necessary to consider whether existing sporting infrastructure can support any increased demand in specific areas, particularly those in areas of larger housing developments.

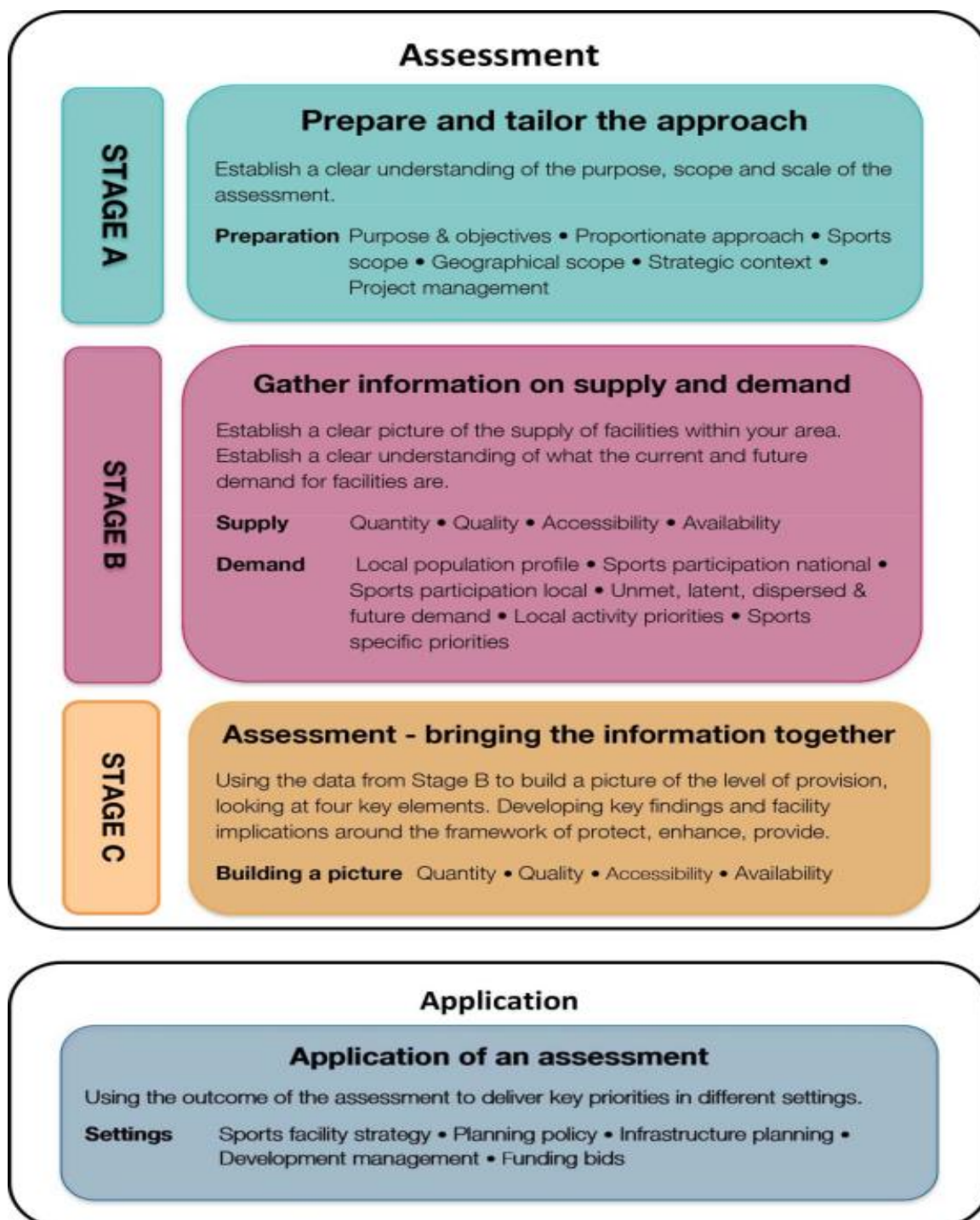
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SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH

3.1: Methodology

The assessment of provision is based on the Sport England Assessing Needs and Opportunities Guide (ANOG) for Indoor and Outdoor Sports Facilities.

Figure 3.1: Recommended approach



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This provides a recommended approach to undertaking a robust assessment of need for indoor and outdoor sports facilities. It has primarily been produced to help (local authorities) meet the requirements of the Government's NPPF, which states that:

'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.' (NPPF, Paragraph 73).

The assessment of provision is presented by analysis of the quality, quantity, accessibility and availability for the identified facility types (e.g. sports halls and swimming pools). Each facility is considered on a 'like for like' basis within its own facility type, so as to enable it to be assessed for adequacy.

Demand background, data and consultation is variable, depending upon the level of consultation garnered. In some instances, national data is available whilst in others, it has been possible to drill down and get some very detailed local information. This is evident within the demand section.

The report considers the distribution of and interrelationship between facility types in the district and provides a clear indication of areas of high demand. It will identify where there is potential to provide improved and/or additional facilities to meet this demand and to, where appropriate, protect or rationalise the current stock.

3.2: Site visits

Active Places Power is used to provide baseline data to identify facilities in the study area. Where possible, assessments were undertaken in the presence of facility staff. This adds considerable value as it not only enables access to be gained to all areas of a venue, but also allows more detailed *in-situ* discussion of issues such as customer perspectives, quality, maintenance etc. This is essential to ensure that the audit (which is, in essence, a 'snapshot' visit) gathers accurate insight into the general user experience.

Site visits to key indoor facilities, those operated by other partners and the voluntary sector are undertaken. Through the audit and via informal interviews with facility managers, a 'relevance' and 'condition' register is built which describes (e.g.):

- ◀ Facility and scale.
- ◀ Usage/local market.
- ◀ Ownership, management and access arrangements (plus, where available, facility owner aspirations).
- ◀ Management, programming, catchments, user groups, gaps.
- ◀ Location (urban/rural), access and accessibility.
- ◀ Condition, maintenance, existing improvement plans, facility 'investment status' (lifespan in the short, medium and long term).
- ◀ Existing/ planned adjacent facilities.

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An assessment form captures quantity and quality data on a site by site basis and feeds directly into the main database allowing information to be stored and analysed. Quality assessments undertaken are rated in the following categories. These ratings are applied throughout the report, regardless of facility type.

Table 3.1: Quality ratings of indoor sports facilities using ANOG

Quality rating	Description
Good	Facility is assessed as being new or recently invested, up to date, well maintained, clean and well-presented and generally no older than ten years. Fixtures, fittings, equipment and sports surfaces are new or relatively new with little if any wear and tear. The facility is well lit with a modern feel. Ancillary facilities are welcoming, new or well maintained, fit for purpose, modern and attractive to use.
Above average	Facility is in reasonable condition and is well maintained and presented. May be older but it is fit for purpose and safe. Fixtures, fittings, equipment and sports surfaces are in an acceptable condition but may show some signs of wear and tear. Ancillary facilities are good quality, but potentially showing signs of age and some wear and tear.
Below average	Facility is older and showing signs of age and poor quality. Fixtures, fittings, equipment and sports surfaces are showing signs of wear and tear. The facility is usable but quality could be improved. The facility is not as attractive to customers and does not meet current expectations. Ancillary facilities are deteriorating, reasonable quality, but usable.
Poor	The facility is old and outdated. Fixtures, fittings, equipment and sports surfaces are aged, worn and/or damaged. The facility is barely usable and at times may have to be taken out of commission. The facility is unattractive to customers and does not meet basic expectations. Ancillary facilities are low quality and unattractive to use.

Ratings are based on a non-technical visual assessment carried out by a KKP assessor. Assessments take into account the age of the facility and condition of surfaces, tiles and walls. Line markings and safety equipment are rated, any problem areas such as mould, damage, leaks etc. are noted. Condition of fixtures, fittings and equipment are recorded. Adequate safety margins are important. Changing rooms are assessed. Maintenance and wear of the facility is taken into account. Disability Discrimination Act compliance is also noted, although not studied in detail for the purposes of this report. When all this data has been collated, an overall quality rating is awarded to each facility at a site. Site visits are conducted at all sites with main sports facilities, such as a three court or larger sports hall.

Catchment areas

Catchment areas for different types of provision provide a tool for identifying areas currently not served by existing indoor sports facilities. It is recognised that catchment areas vary from person to person, day to day, hour to hour. This problem has been overcome by accepting the concept of 'effective catchment', defined as the distance travelled by around 75-80% of users (used in the Sport England Facilities Planning Model).

This, coupled with KKP's experience of working with leisure facilities and use of local data and analysis where possible, enables identification of catchment areas for sports halls as follows:

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Table 3.2: Facility catchment areas

Facility type	Identified catchment area by urban/rural
Sport halls	20 minute walk/ 20 minute drive
Swimming pools	20 minute walk/ 20 minute drive
Indoor bowls centre	20 minute drive
Indoor tennis centres	20 minute drive

3.3: Facilities planning model overview

The Facilities Planning Model (FPM) is a computer model developed and used on license to Sport England from Edinburgh University, which helps to assess the strategic provision of community sports facilities. The FPM has been developed as a means of:

- ◀ Assessing requirements for different types of community sports facilities on a local, regional or national scale.
- ◀ Helping local authorities determine an adequate level of sports facility provision to meet their local needs.
- ◀ Testing ‘what if’ scenario’s in provision and changes in demand, this includes testing the impact of opening, relocating and closing facilities and the impact population changes would have on the needs of the sports facilities.

In its simplest form the model seeks to assess whether the capacity of existing facilities for a particular sport are capable of meeting local demand for that sport taking into account how far people are prepared to travel to a facility (using the integrated transport network). In order to estimate the level of sports facility provision in an area, the model compares the number of facilities (supply), by the demand for that facility (demand) that the local population will produce. The Model is prescriptive and not predictive in that it does not provide precise estimates of the use of proposed facilities. Rather, it prescribes an appropriate level of provision for any defined area in relation to demand and which reflects national expectations and policies.

The FPM can be used to test scenarios, by suggesting what impact a new facility would have, or the closure of a facility, to the overall level of facility provision. It can also take account and model the impact of changes in population, for example, from major housing development.

For this report the assessment uses the FPM data from the Strategic Assessment of provision for sports halls and swimming pools in Rochford in December 2017. It is based on the 2017 ONS projected changes in the population of the authority for both swimming pools and sports halls.

Findings are compared directly with the audit and assessment carried out by KKP.

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SECTION 4: SPORTS HALLS

Indoor multi-purpose sports halls are one of the prime sports facilities for community sport. They provide venues suitable to allow a range of sport and recreational activities to be played. The standard methodology for measuring sports halls is the number of badminton courts contained within the floor area.

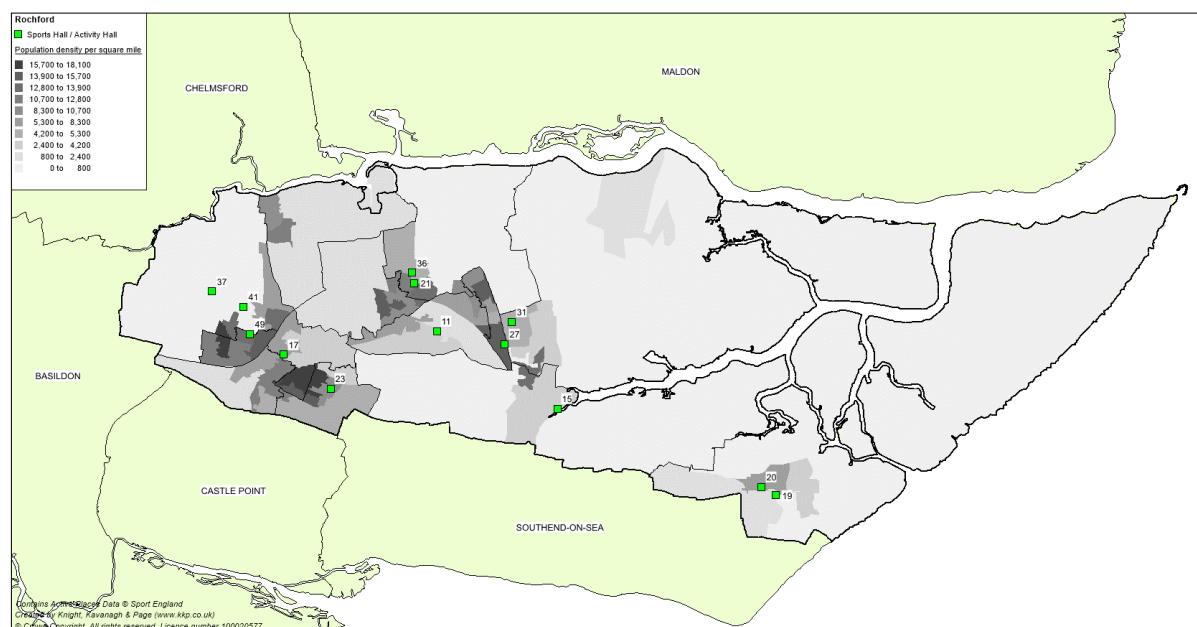
Sports halls are generally considered to be of greatest value if they are of at least 3+ badminton court size with sufficient height to allow games such as badminton to be played. It should be noted, however, that a 4-court sports hall provides greater flexibility as it can accommodate major indoor team sports such as football (5-a-side and training), basketball and netball. It also has sufficient length to accommodate indoor cricket nets and indoor athletics as such offering greater sports development flexibility than its 3-court counterpart.

Larger halls, for example those with six or eight courts, can accommodate higher level training and/or competition as well as meeting day to day need. They may also provide an option for more than one pitch/court increasing flexibility for both training and competition and hosting of indoor central venue leagues for sports such as netball. This assessment considers all 3+ court facilities in Rochford. Halls that function as specialist venues, such as dance studios are excluded.

4.1: Supply

Quantity

Figure 4.1: All sports halls in Rochford



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Table 4.1: All identified sports halls in Rochford (Active Places data)

Map ID	Site name	Courts	Community use
11	Clements Hall Leisure Centre	7	Yes
11	Clements Hall Leisure Centre	2	Yes
15	Elite Fitness Gym	0	No
17	Fitzwimarc School	5	Yes
17	Fitzwimarc School	1	Yes
17	Fitzwimarc School	1	Yes
19	Great Wakering Primary School	1	Yes
20	Samantha Boyd School of Dance*	3	Yes
21	Greensward Academy	5	Yes
23	Grove Wood Primary School	1	No
27	Holt Farm Junior School	0	No
31	King Edmund Business & Enterprise School	4	Yes
31	King Edmund Business & Enterprise School	1	Yes
36	Plumberow Primary Academy	1	No
36	Plumberow Primary Academy	1	No
37	Rawreth Club Room	0	No
41	Rayleigh Leisure Centre	4	Yes
49	Sweyne Park School	4	Yes
49	Sweyne Park School	0	Yes
49	Sweyne Park School	0	Yes
Total		41	

*previously Great Wakering Sports Centre

There are 20 sports halls offering a total of 41 badminton courts across Rochford. They are generally located in the areas of higher population density. Approximately two thirds (13) of the sports halls have two courts or fewer. While often appropriate for mat sports, exercise to music and similar provision, this is inevitably limited in terms of the range and scale of recreational and sporting activity halls with less than three courts can accommodate.

The halls of strategic size (i.e. 3+ courts), the audit identifies 31 courts across seven sports halls on seven sites of the requisite size which are available for community use. This audit identifies that all of the sports halls (3+ courts) currently offer community use:

The FPM, however, identifies six main halls (3 courts or more) on six sites. The anomaly is that the FPM reports Great Wakering Sports Centre as closing in 2013. The audit, however, found it to be both open (Private dance school – Samantha Boyd School of Dance) and available to the community.

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Quality of facilities

All available sites were subjected to a non-technical assessment to ascertain their quality.

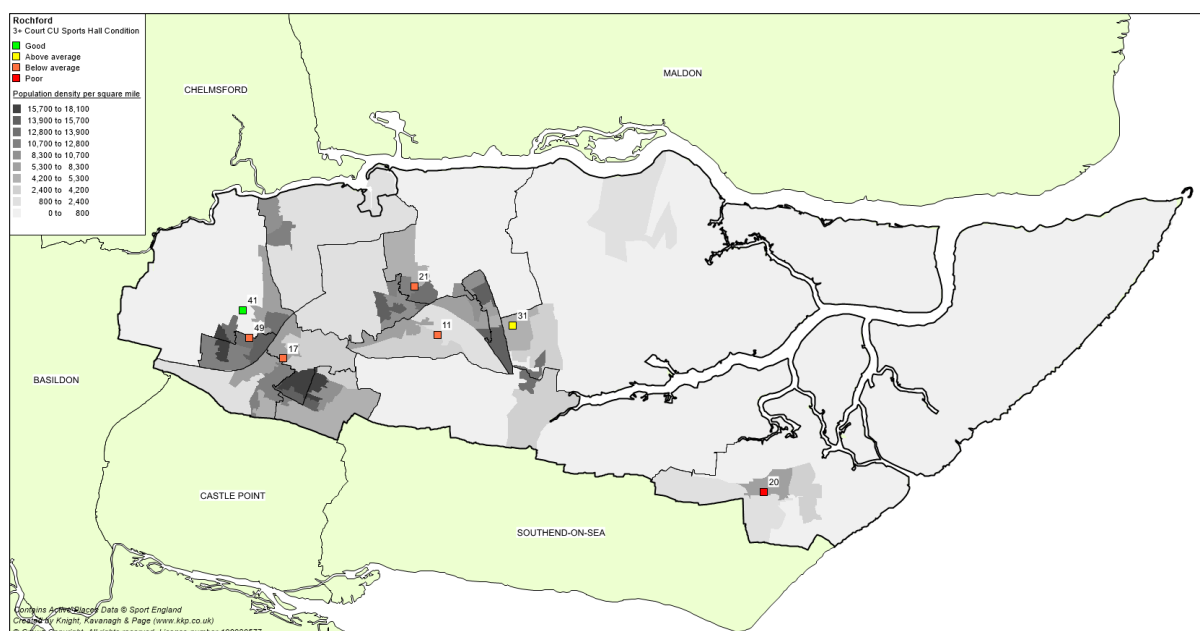
Table 4.2: Sports halls (3+ Courts) in Rochford by condition

Map ID	Site name	Courts	Condition
11	Clements Hall Leisure Centre	7	Below average
17	Fitzwimarc School	5	Below average
20	Samantha Boyd School of Dance	3	Poor
21	Greensward Academy	5	Below average
31	King Edmund Business & Enterprise School	4	Above average
41	Rayleigh Leisure Centre	4	Good
49	Sweyne Park School	4	Below average
Total		32	

One sports hall is identified as good (Rayleigh Leisure Centre), one as above average (King Edmund Business & Enterprise School), one as poor quality (Samantha Boyd School of Dance) with the remaining sites considered to be below average.

The Greensward Academy sports hall is currently assessed as below average, however, should the hall deteriorate any further it will become poor. This is mainly due to the condition of the flooring. The lines are very worn and bolts are visible. There is potential that this facility could be taken out of action for health and safety reasons. At the time of audit, it was reported that no funds had been secured and there are no plans to invest in the facilities on site. Consultation indicates that, as a result of the deteriorating condition, several sports clubs have relocated to other facilities in the area e.g. basketball. It is noted that the School's other sports facilities (artificial grass pitch, netball courts, football pitches, and swimming pool) are also in a poor state of repair and all need investment.

Figure 4.2: Rochford community use sports halls 3 court plus by condition



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Table 4.3: Facility- year of construction and refurbishment details

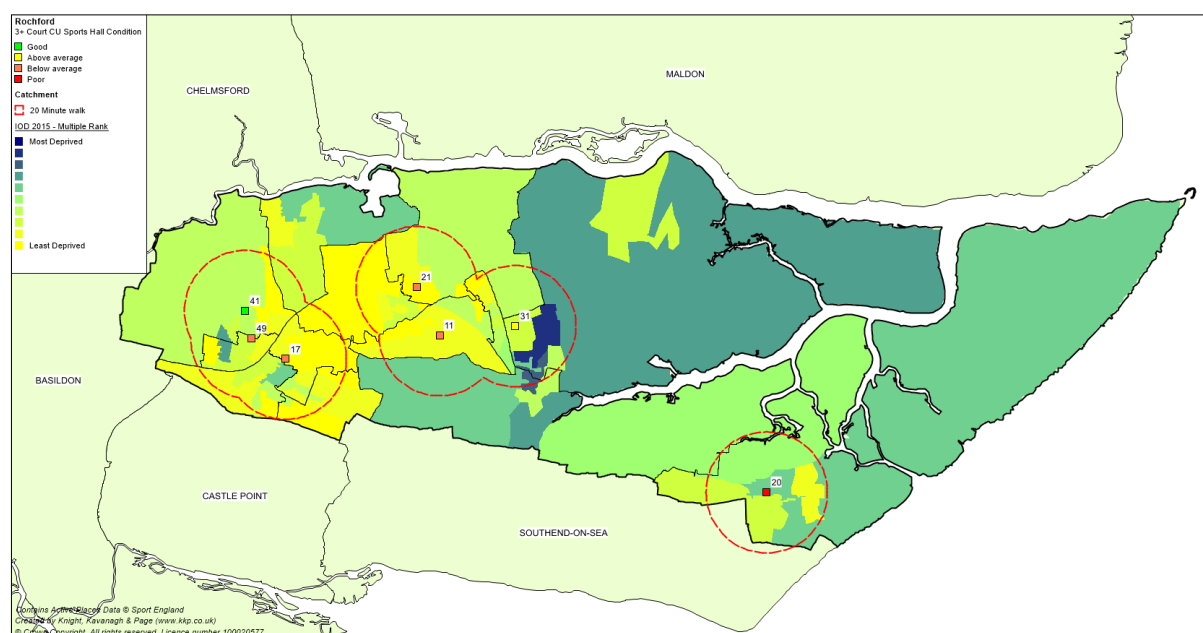
Site Name	Year opened / Refurbished	Age since opened / refurbishment
Clements Hall Leisure Centre	1979 / 2010	8
Fitzwimarc School	1997	21
Samantha Boyd School of Dance	Unknown	Unknown
Greensward Academy	1999	19
King Edmund Business & Enterprise School	1997 / 2005	13
Rayleigh Leisure Centre	2006	12
Sweyne Park School	1999	19

Accessibility

Sports hall accessibility is influenced by physical (i.e. built environment) and human (i.e. management) elements. Appropriate walk and drive-time catchments are applied to facilities to determine accessibility of facilities to communities. The normal acceptable standard is a 20 minute walk time (1 mile radial catchment) for an urban area and a 20 minute drive time for a rural area. This enables analysis of the adequacy of coverage and helps to identify areas currently not serviced by existing provision.

Figure 4.3 indicates that 70.1% of the population live within a 20 minute walk (1 mile) of a 3+ court sports hall. Residents who do not reside in the main towns in the District are, generally, outside the 20 minute walk time of an available 3+ court sports hall.

Figure 4.3: Community available 3+ court sports halls by condition with 1-mile radial catchment IMD 2015



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Research identifies that residents from more deprived areas are less likely to participate in sport than more affluent areas. This can be due to a range of reasons including, for example, cost and access. Having facilities within a suitable distance (20 minute walk time) is important to ensure all residents have access to sports facilities. Rochford has 1.8% of the population living in the most deprived areas compared to c. 20% nationally. All of these residents live within a mile of a community available sports hall.

Table 4.4: Rochford community available 3 court+ sports hall, 20-minute walk

IMD 2015 10% bands	Rochford		Sports Hall (3 Court+) with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,495	1.8%	1,495	1.8%	0	0.0%
20.1 - 30	1,836	2.2%	1,424	1.7%	412	0.5%
30.1 - 40	4,295	5.1%	1,531	1.8%	2,764	3.3%
40.1 - 50	7,498	9.0%	3,426	4.1%	4,072	4.9%
50.1 - 60	3,218	3.8%	1,597	1.9%	1,621	1.9%
60.1 - 70	12,000	14.3%	8,248	9.9%	3,752	4.5%
70.1 - 80	12,443	14.9%	9,679	11.6%	2,764	3.3%
80.1 - 90	25,314	30.2%	19,104	22.8%	6,210	7.4%
90.1 - 100	15,588	18.6%	12,200	14.6%	3,388	4.0%
Total	83,687	100.0%	58,704	70.1%	24,983	29.9%

4.2: Facilities planning model (FPM)

Sport England's FPM report provides an overview of the current and future level of provision of sports halls in Rochford. The FPM uses data from the National Facilities Audit run as of December 2017.

- ✦ The FPM indicates that there are six sites in Rochford offering four, 4-court halls, one five court hall and one six court hall. The audit differs from the FPM in that the audit found there to be an additional court at Greensward Academy (5 courts not 4 courts) and an additional court at Clements Hall Leisure Centre (7 courts not 6 courts) giving an additional supply of +2 courts to that calculated in the FPM.
- ✦ The FPM calculates there are 21 courts available for community use in the peak period.
- ✦ On average sports halls are 40 years old. SE data and insight suggests that the older facility becomes the less attractive it is in meeting the needs of modern users.
- ✦ The level of provision of badminton courts in Rochford is higher than the national (4.3) and county (4.4) averages; this equates to 5.9 courts per 10,000 residents.
- ✦ Current utilisation is reported at 67% which is below the SE comfort factor of 80%, indicating there is spare capacity during peak periods in sports halls.

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Availability and facility management

Table 4.5: Ownership and management of sports hall facilities

Site	Ownership	Management
Clements Hall Leisure Centre	Local Authority	Fusion Lifestyle
Fitzwimarc School	Academy	In house
Samantha Boys School of Dance	Local Authority	Private sports club/ commercial
Greensward Academy	Academy Trust	In house
King Edmund Business & Enterprise School	Foundation School	In house
Rayleigh Leisure Centre	Local Authority	Fusion Lifestyle
Sweyne Park School	Rayleigh School Trust	In house

Four facilities owned and located on education sites with the other three owned by the Local Authority. Management of the sites is varied with Fusion Lifestyle operating two local authority sites; a private sports clubs operating Samantha Boyd School of Dance with all the facilities located on education sites being managed in house.

Greensward Academy has already indicated that community access may be rescinded in the near future, due to a cost saving exercise for the school. As with many schools, it is found in an area that is more densely populated so its importance to the local community is high.

Table 4.6: Community use of sports halls in Rochford

Community Use Hours	KKP ID	Site	Total Courts	Main sports played
None	<i>Not applicable – there are no private use only halls in the area.</i>			
20-40	31	King Edmund Business & Enterprise School	5	Basketball, futsal, dancing and archery.
	49	Sweyne Park School	4	Football, netball, badminton.
	21	Greensward Academy	5	Football, netball, badminton*
	17	Fitzwimarc School	7	Basketball, badminton, indoor cricket
40+	41	Rayleigh Leisure Centre	4	Badminton, football, martial arts, tennis
	11	Clements Hall Leisure Centre	9	Badminton, dance, football, martial arts, walking football, trampolining, athletics, rugby.

*sports played there are reduced due to poor condition of the hall.

King Edmund Business & Enterprise School is the only school that is reported to use the sports hall for school exams, which impacts community use for approximately a half of the academic year, which has a significant impact on the clubs wishing to use the sports hall.

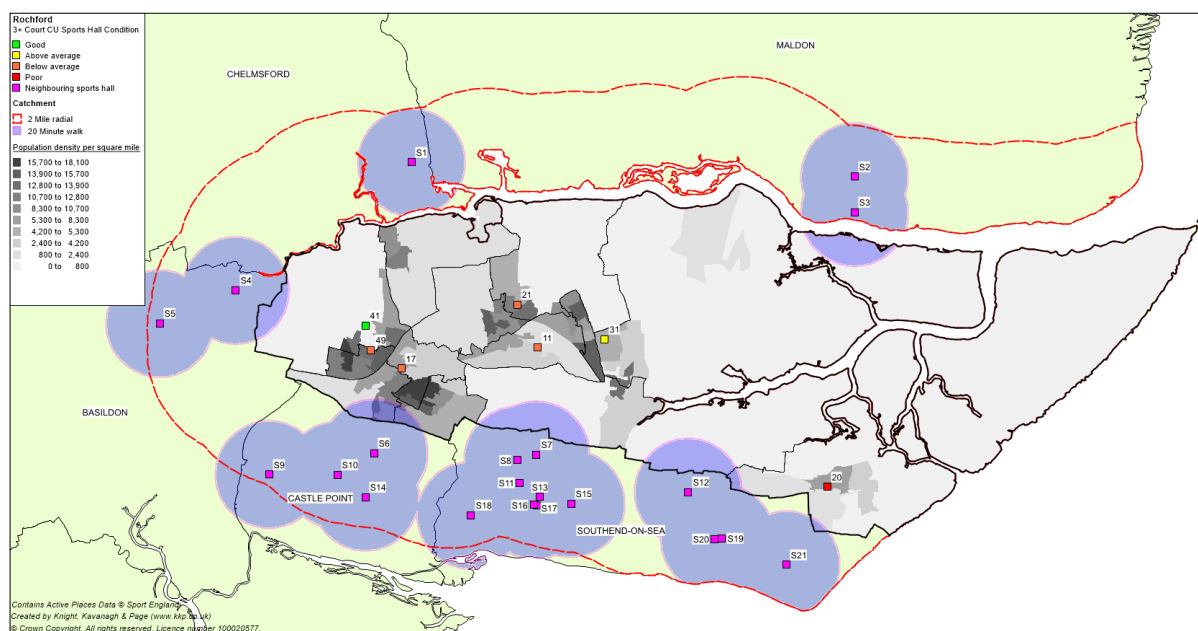
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Neighbouring facilities

Accessibility is influenced by facilities located outside the Local Authority boundary. Figure 4.4 and Table 4.7 indicates facilities within a two mile radial catchment from the RDC's boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

As shown in Figure 4.4, there is a significant number of sports halls (16) to the south of the authority, some of which are within 20 minute walk time of some Rochford residents. The shape of Southend, and the road network means it is sometimes easier for these residents to travel south to facilities rather than east to west to Rochford facilities. Two sports halls are located to the west of the Authority in Basildon with three in the North. It is unlikely that Ormiston Rivers Academy and Dengie Hundred Sports will attract many residents from Rochford as the River Crouch restricts accessibility.

Figure 4.4: Sports halls within 2 miles of local authority boundary (20-minute walk catchment)



Nearly all (98.5%) of Rochford's population is within 20 minute drive of a Rochford publicly available sports hall of minimum size at least 3 badminton courts: (84,389 out of 85,760 – MYE 2016).

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Table 4.7: Neighbouring publicly available sports halls – minimum 3 court

Map ID	Site Name	Courts	Access Type	Local Authority
S1	South Woodham Ferrers	4	Pay and Play	Chelmsford
S2	Ormiston Rivers Academy	4	Sports Club / CA	Maldon
S3	Dengie Hundred Sports	5	Pay and Play	Maldon
S4	Beauchamps High School	4	Sports Club / CA	Basildon
S5	Nuffield Health at Bromfords	5	Pay and Play	Basildon
S6	Deanes School Sports Centre	4	Pay and Play	Castle Point
S7	David Lloyd Club	4	Registered	Southend-on-Sea
S8	The Eastwood Academy	4	Sports Club / CA	Southend-on-Sea
S9	The Appleton School	4	Sports Club / CA	Castle Point
S10	Seevic College	4	Sports Club / CA	Castle Point
S11	The St Christopher's School	3	Sports Club / CA	Southend-on-Sea
S12	Southend Leisure & Tennis	8	Pay and Play	Southend-on-Sea
S13	St Thomas More High School	4	Sports Club / CA	Southend-on-Sea
S14	The King John School	4	Sports Club / CA	Castle Point
S15	Chase Sports & Fitness	4	Pay and Play	Southend-on-Sea
S16	Westcliff High School for Girls	4	Sports Club / CA	Southend-on-Sea
S17	Westcliff High School for Boys	4	Sports Club / CA	Southend-on-Sea
S18	Belfairs Academy	4	Sports Club / CA	Southend-on-Sea
S19	Futures Community College	3	Pay and Play	Southend-on-Sea
S20	Southend High School for	4	Sports Club / CA	Southend-on-Sea
S21	Shoeburyness Leisure Centre	4	Pay and Play	Southend-on-Sea

*Community Association

Summary of sports hall supply

Quantity

- ✦ There are 20 sports halls on 13 sites with a total of 41 badminton courts.
- ✦ Thirteen of these have one or two court halls.
- ✦ The audit identified an additional two courts that were not included in the FPM calculations.

Quality

- ✦ One sports hall (Rayleigh Leisure Centre) is rated as good, one above average four below average and one poor.
- ✦ The average age of the sports halls is 20 years, with Clements Hall almost 40 years old. The most modern facility is Rayleigh Leisure Centre built in 2006.
- ✦ All of the sports hall stock has with been built or been refurbished within the last 21 years.
- ✦ Greensward Academy sports hall is in urgent need of investment before the condition deteriorates further.

Accessibility

- ✦ 70.1% of RDC residents (c.25,000) live within one mile of a sports hall which leaves 29.9% which do not.
- ✦ Nearly all (98.5%) of RDC residents reside within a 20 minute drive time of a publicly available

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sports hall.

- There are twenty one publicly available sports halls within a two mile radial boundary of RDC although it is unlikely all will be used due to the prominence of the River Crouch.

Availability

- Community access is unsecure at Greensward Academy and access may be revoked in the near future.
- There are 32 community available badminton courts across seven sites.
- The Local Authority has a limited influence over the programming and provision particularly in schools.

4.3: Demand

In the context of demand, the FPM finds the following:

Table 4.8: Demand findings from the FPM

	FPM National Run 2017
Satisfied demand	94.4%
Satisfied demand retained within Rochford	66.7%
Levels of unmet demand	1.3 courts
Unmet demand of residents living outside catchment of a hall	100%
Used capacity	43.4%
Imported use (% of used capacity)	33%

The FPM report, based on comparing the number of badminton courts at sites available for community use with the demand for sports halls by Rochford residents, suggests a positive balance of 16.9 badminton courts.

Satisfied demand in Rochford is high 94.4%. Car travel is the dominant travel mode (20 minutes' drive time catchment area) with around 84% of all visits to sports halls via this mode of transport and only 10.9% made on foot. The percentage of the population without access to a car is low in Rochford, at 13.7%.

The FPM states that 66.7% of the identified satisfied demand in Rochford, is met/ satisfied, by Rochford residents using a sports hall located in the District. The FPM does not identify where the 33.3% who travel outside of the authority go to use a sports hall. Average used capacity as a District for Rochford for sports halls is 43.4% of capacity in peak period, which is below the Sport England benchmark measure of 80% of capacity used in the weekly peak period (this allows for a comfort factor).

Rayleigh Leisure Centre is modelled to be 75% full, Clements Hall Leisure Centre 41% full with Sweyne Park only utilising 22% of the accessible peak time, indicating spare capacity at each site.

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Future demand

As noted earlier, the most recent ONS projections indicate a rise of 13.4% in Rochford's population (11,371) over the 25 years from 2014 to 2037 which will include:

- ◀ An increase in the 0-15 year olds between 2014 and 2037.
- ◀ A decline in the number of 16-24 year olds.
- ◀ A projected increase in 65+ year olds who will comprise 29.7% of the population by 2037.

This will result in different programming requirements in sports halls and increased demand for use at different times (most notably during the day) for the 65+ age group and a likely decrease in demand from the 16-24 year olds.

NGB consultation

Badminton

Badminton England (BE) is the national governing body of Badminton. Its latest strategy, Discover Badminton 2017-2025 presents a vision for badminton to become one of the nation's most popular sports and to consistently win medals at world, Olympic and Paralympic levels. To achieve this, it has identified three key objectives:

- ◀ Grow grassroots participation.
- ◀ Create a system that identifies and develops player potential to deliver consistent world class performers.
- ◀ Built financial resilience to become a well governed organisation and demonstrate compliance with the UK governance code.

Clements Hall Leisure Centre, managed by Fusion, is a key badminton site identified by Badminton England. It offers pay and play, no strings sessions and has a club based there. Fusion currently has a national agreement to work in partnership to improve badminton provision across its sites leading to greater demand on court time and usage.

Club consultation

Hawkwell Badminton Club is an affiliated club with 20 adult members and is based at Clements Hall Leisure Centre. The club competes in the Southend and District League and Essex County League.

Greensward Badminton Club is also affiliated to Badminton England and is located at Greensward Academy. It also competes in the Southend and District League and Essex County League with teams in the ladies doubles, men's doubles, mixed doubles and masters doubles. Club nights take place on Friday evenings.

Fitzwimarc Badminton Club is affiliated to Badminton England and is a competitive and recreational club that has eleven teams in the Southend and District Association for c. 45 members. Club nights are Tuesday Evenings 7.30pm until 10.00pm playing on five courts. Social play is also provided for members who do not wish to play in the leagues and there are approximately 20 members who play on Monday evenings 7.30pm until 9.30pm. Qualified coaches provide coaching for juniors aged 8 to 16 years.

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The nearest Performance Centre for the talented elite players is at David Lloyd Leisure Centre in Basildon. The Academy, which is by invitation only, has 100 members training weekly with a Level Three Badminton Coach. A franchise agreement with the Centre allows non-members to access the site for lessons.

Future demand

Table 4.9: Market Segmentation and likely target audiences in Rochford for Badminton

Badminton
<ul style="list-style-type: none">◀ 2.3% (1,505) of people currently play badminton and a further 1.9% (1,237) indicate that they would like to, giving an overall total of 4.3% (2,743).◀ Nationally, 4.5% of Ben's play badminton, which is the largest proportion of any group playing badminton, closely followed by the Tim segment at 4.0%.◀ The largest groups, from the local population, playing badminton are Tim's (21.9%) and Philip's (14.2%).◀ The groups with the most people who would like to play are Tim (16.8%) and Philip (13.0%).◀ The main group to target, for additional players due to size and interest is, therefore Tim.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

Market segmentation suggests that there is a latent demand of 1,237 people (1.9%) that would like to participate in badminton in Rochford.

Badminton is clearly the most popular sport based in a sports hall in Rochford and has the potential for most growth.

Basketball

Basketball England (BBE) is the NGB of the sport of Basketball. Its latest strategy, Transforming Basketball in Britain Together (2016 - 2028) aims to improve basketball from grassroots to GB teams, by adopting a whole sport approach and working closely with the basketball community. To achieve this, a series of key objectives have been identified:

- ◀ Develop successful GB teams.
- ◀ Build high-quality men's and women's leagues and teams.
- ◀ Support talented players, officials and coaches and coach development pathways.
- ◀ Drive increased awareness and profile of the sport.
- ◀ Increase opportunities to play the game at every level.
- ◀ Transform the leadership and culture of the sport.

To increase the opportunities to play the game at every level, BBE is in the process of producing a facilities strategy which aims to create community hubs including, where appropriate, arenas that sit at the heart of communities and are homes for the leading British Basketball League, Women's British Basketball League and community clubs.

The stated intent is that as part of its facilities strategy implementation, BBE will regularly monitor provision in schools, colleges, universities, clubs and at local authority sites and identify any gaps, looking to improve connections between these organisations to increase the availability and affordability of the right quality facilities.

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Basketball is very popular in South Essex, with the two clubs in the District and a number of clubs with national teams in neighbouring authorities.

5 Star Basketball Academy is a commercial venture which runs a number of school satellite sessions, community sports foundation sessions and birthday parties and events across South Essex. The Academy transitions players into Brentwood Leopards, which is a national team owned by 5 Star Academy.

5 Star Basketball Academy recently expanded its offer in 2016 after being successful in receiving funds to purchase wheelchairs, fund sports hall hire costs and buy additional equipment. The Academy now delivers a basketball programme in Brentwood and Rochford.

Essex Rockets is a rapidly expanding elite national league club which delivers community basketball programmes in South East Essex. With a player performance orientated approach to basketball, young people aged from six years upwards are developed through the Club's performance pathway.

The Essex Rockets Junior Academy is the first step within the Essex Rockets programme. For boys and girls in school years 1-6, the Academy offers the opportunity for the children to begin enjoying and learning about basketball in a fun, inclusive and competitive environment. The over-riding functional aim of the Academy is to develop the children's abilities on and off the basketball court. There is one session per week at The Fitzwimarc School. Membership runs from July-May.

Figure 4.5: Essex Rockets club player pathway



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Future demand

Table 4.10: Market Segmentation and likely target audiences in Rochford for Basketball

Basketball
<ul style="list-style-type: none">0.5% (345) of people currently play basketball and a further 0.3% (213) indicate that they would like to, giving an overall total of 0.9% (559).3.4% of Ben's play basketball, which is the largest proportion of any group taking part, closely followed by the Jamie segment at 2.7%Groups with the most people who would like to play are Ben (30.0%) and Tim (12.2%).The main group to target, for additional participants due to size and interest is, therefore Ben

Sport England's market segmentation suggests that there is a latent demand of 213 people (0.3%) that would like to participate in basketball in Rochford. Basketball is clearly a popular sport in the area with several pathways for young people to take up the sport, and achieve a high level performance (talent permitting).

Netball

England Netball's latest strategy, Your Game, Your Way, aims to establish England Netball as a top performing, financially sustainable National Governing Body that promotes 'Netball for Life' and develops more world class athletes. The four key priorities are:

- Grow participation in the game by an average of 10,000 participants per annum.
- Deliver a 1st class member and participant experience.
- Establish England as the number one team in the world by winning the World Netball Championships.
- Lead an effective and progressive infrastructure enabling all involved in the netball experience to collaborate as one team aligned behind one dream.

England Netball's Facilities Factsheet identifies that there are 49 venues being used for the sport in Essex. Provision for outdoor courts is similar to the national average and the provision of indoor courts in Essex is lower than the national average.

The three key facilities which host netball: Basildon Sporting Village, Southend Leisure and Tennis Centre (Southend-On-Sea) and The Deanes School (Castle Point). The NGB has been instrumental in gaining funding through Sport England to upgrade a number of key facilities in the region to allow provision to expand.

Consultation indicates there are netball clubs in Rochford, however all matches are played at a central venue outside the District at Basildon Sporting Village. Anyone wishing to play competitive netball, therefore, needs to travel to a neighbouring authority. The audit found netball to be played predominantly outdoors with indoor training taking place at Sweyne Park School and Greensward Academy.

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Future Demand

Table 4.11: Market segmentation and likely target audiences in Rochford for Netball

Netball
<ul style="list-style-type: none">◀ 0.4% (288) of people currently play netball and a further 0.4% (244) indicate that they would like to, giving an overall total of 0.8% (533).◀ 2.2% of Leanne's play netball, which is the largest proportion of any group playing netball, closely followed by the Chloe segment at 1.9%.◀ The largest groups which participate in netball are Chloe's (26.0%) and Alison's (23.3%).◀ Groups with the most people who would like to play are Chloe (29.1%) and Alison (19.7%).◀ The main group to target, for additional players due to size and interest is, therefore Chloe.

Sport England's market segmentation suggests that there is a latent demand of 244 people (0.4%) that would like to participate in netball in Rochford. Although not appearing to be as popular as badminton and basketball (using numbers alone) netball in Rochford is considered to be a strong and growing sport which requires indoor and outdoor facilities. It is also the most popular sport for females.

Indoor Cricket

Consultation with the ECB (England Cricket Board) indicates there is increasing demand for high quality cricket provision for both practice and match play across South Essex. Essex Cricket and the ECB's main objective is to increase access to indoor cricket facilities across the region, however, local clubs are increasingly finding access to indoor facilities a significant challenge, particularly at school sites. This tends to be due to use by other sports and a lack of correct equipment, such as cricket nets. The local priorities across South Essex are:

- ◀ Essex Cricket and ECB to consult closely with all local authorities to support investment at sites where sports halls are being refurbished or new sports halls are being developed.
- ◀ Regular evaluation of programming at sports halls with local authorities to ensure there is capacity to support indoor cricket practice and match play.
- ◀ Essex Cricket to develop and maintain relationships between schools and local clubs to ensure good access of indoor provision to support school club links.

In Rochford, there is indoor provision at St Edmunds School, FitzWimarc School and Swain Park School. Consultation indicates that cricket is only played at FitzWimarc School.

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Table 4.12: Market segmentation/likely target audiences – cricket in Rochford

Cricket
<ul style="list-style-type: none">0.9% (597) of people currently play cricket and a further 0.5% (308) indicate that they would like to, giving an overall total of 1.4% (906).3.8% of Ben's play cricket, which is the largest proportion of any group taking part, closely followed by the Jamie segment at 2.8%The groups with the largest of the local population playing cricket are the Tim's (32.8%) and Ben's (22.4%).The groups with the most people who would like to play are Tim (31.8%) and Philip (18.2%).The main group to target, for additional participants due to size and interest is, therefore Tim.

Futsal

Futsal involves two teams of five players and is governed by The Football Association. It is played on a hard court surface delimited by lines where walls or boards are not used. Futsal is also played with a smaller ball with less bounce than a regular football. According to the FA National Futsal Leagues Venue Specifications one indoor futsal court with some capacity for run-offs can be accommodated in a 4-badminton court sports hall.

King Edmund School is the only sports hall in the authority with the lines marked out specifically for futsal and it is the only site that accommodates futsal in the area.

Consultation reports that ABC Futsal Academy is based at King Edmund Business and Enterprise School, and was founded in January 2017. Typically, sessions attract 20 - 25 attendees. In the last year the offer has been expanded and there are currently three sessions per week for; girls (years 3,4,5), boys (years 3 & 4) and boys (years 4 & 5). Whilst in its infancy, it has seen rapid growth.

Summary of Demand

Consultation indicates that there is a demand for sports hall space from a range of sports and activities in Rochford, ranging from participatory programmes to competitive club sessions. Basketball is a popular competitive sport, with a number of clubs/academies using sports halls in Rochford. Netball, whilst having teams in the area, must travel to neighbouring authorities for competitive matches at a central venue. No clubs highlighted access issues and all report good relationships with their respective facility operators.

4.4: Supply and demand analysis

Supply and demand is summarised as follows:

- Based on the current Rochford population, the FPM reports there is a significant oversupply of courts equating to 16.9 courts plus an additional two courts that the audit found.
- The KKP audit concludes that the attractiveness of the facilities varies. This is due to the level of investment and age of the sports halls within the District.
- Consultation across a range of sports indicates sufficient supply of facilities to meet the current needs of the sports.

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4.5: Sport England's Facilities Calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (District) populations but should not be applied for strategic gap analysis as it has no spatial dimension and does not take account of:

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.
- ◀

	Population 2016 MYE	Population estimate 2037
ONS population projections	85,780	95,240
Population increase	-	9,460
Facilities to meet additional demand	-	+2.87 courts
Cost	-	£1,793,943

Calculations assume that the current sports hall stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for sports hall space. The SFC indicates that there will be a requirement for an additional 2.87 (badminton) courts, up to 2037, which is estimated to cost £1.79m.

It should be noted that both the FPM and audit identify a current supply over demand balance even at peak times. The estimated increase in demand is, therefore, likely to be accommodated through the current stock of sports halls, although investment in maintenance will be required to ensure quality is maintained.

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4.6: Summary of key facts and issues

Quantity

- ◀ There are 20 halls on 13 sites with a total of 41 badminton courts.
- ◀ Thirteen of these have one or two court halls; this leaves
- ◀ The audit found an additional two courts that were not included in the FPM calculations.

Quality

- ◀ One hall is rated as good, one above average four below average with Great Wakering being considered as poor.
- ◀ The average age of the sports halls is 20 years, with Clements Hall almost 40 years old through to Rayleigh 12 years old.
- ◀ Greensward Academy sports hall is in urgent need of investment as its condition is deteriorating.

Accessibility

- ◀ 70.1% of RDC residents (c.25,000) live within one mile of a sports hall which leaves 29.9% which do not.
- ◀ Nearly all (98.5%) of RDC residents reside within a 20 minute drive time of a publicly available sports hall.
- ◀ The FPM identifies that satisfied demand in Rochford is high at 94.4%.
- ◀ Car travel is the dominant travel mode with around 84% of all visits to sports halls via by car.
- ◀ The FPM states that 66.7% of the identified satisfied demand in Rochford, is met/ satisfied, by Rochford residents using a sports hall located in the District.
- ◀ Average used capacity as a District is 43.4% of capacity in peak period, which is below the Sport England benchmark measure of 80%, suggesting that there is spare capacity to accommodate more activity in the District, should demand increase.

Availability

- ◀ 32 available badminton courts across seven sites.
- ◀ All sports halls have some level of community use.
- ◀ Consultation indicates that community access may be revoked at Greensward Academy in the near future due to financial constraints at the school
- ◀ RDC has a limited influence over the programming and provision particularly in schools.

Other

- ◀ Badminton and basketball are the two most popular sports played in sports halls.
- ◀ It is estimated that any increase in demand through population growth will be accommodated through the current sports hall stock.

SECTION 5: SWIMMING POOLS

A swimming pool is defined as an “enclosed area of water, specifically maintained for all forms of water based sport and recreation”. It includes indoor and outdoor pools, freeform leisure pools and specific diving tanks used for general swimming, teaching, training and diving. Many small pools are used solely for recreational swimming and will not necessarily need to strictly follow the NGB recommendations. It is, however, generally recommended that standard dimensions are used to allow appropriate levels of competition and training and to help meet safety standards. Relatively few pools need to be designed to full competition standards or include spectator facilities.

Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool. With modest spectator seating, pools can also accommodate competitive events in these activities. Diving from boards, advanced synchronised swimming and more advanced sub-aqua training require deeper water. These can all be accommodated in one pool tank, which ideally should be in addition to the main pool.

The NGB responsible for administering diving, swimming, synchronised swimming and water polo in England is Swim England.

5.1: Supply

This assessment is concerned with larger pools available for community use (no restrictions to accessing the pool as a result of membership criteria). As such, pools less than 160m² water space and/or located at private member clubs offer limited value in relation to community use and delivery of outcomes related to health and deprivation and are excluded from the assessment. If a pool is smaller than 160m², however, does offer a strong community offer, it is included as part of the assessment as it is deemed important within a specific community. An example could be a school swimming pool offering several learn to swim programmes.

Quantity

The audit identified 14 pools at 13 sites as identified in Figure 5.1. This includes all pools in the area irrespective of size and seasonal access. Lidos serve specific market segments during summer months and, in some instances, are heated. Despite offering community access (pay and play basis) and some club activity during summer months, they are excluded from the assessment because they are not available throughout the full year.

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Figure 5.1 Map of all swimming pools in Rochford

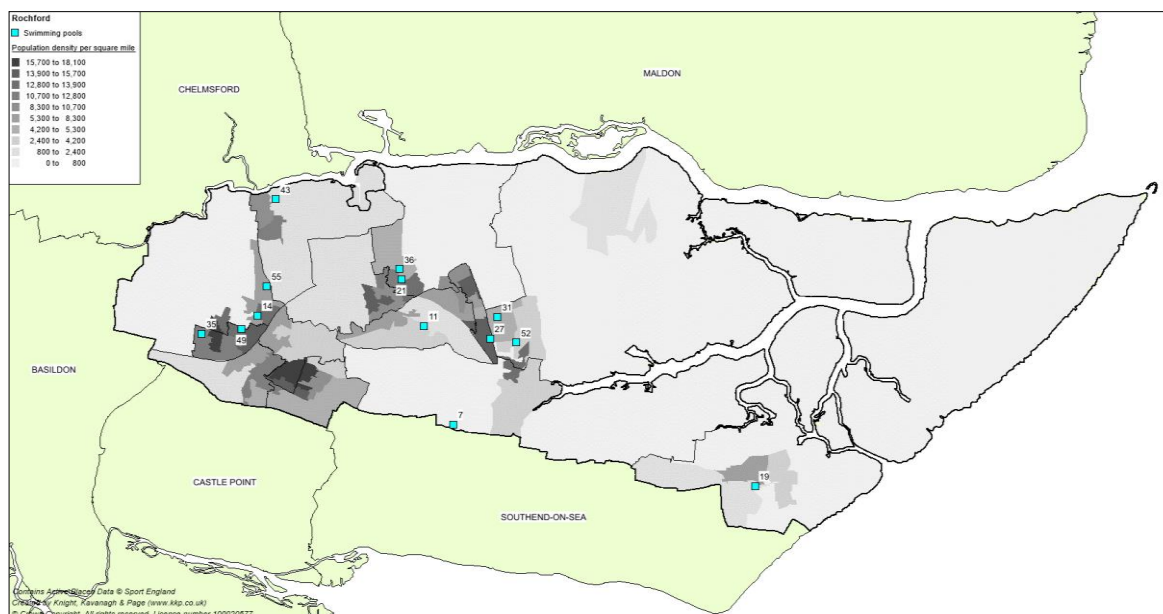


Table 5.1: All swimming pools and sites in Rochford

Map ID	Site Name	Facility Type	Lanes	Length	Area
7	Athenaeum Club Ltd	Main/General	0	25	300m ²
11	Clements Hall Leisure Centre	Main/General	8	25	425m ²
11	Clements Hall Leisure Centre	Learner/Teaching	0	12	84m ²
14	Downhall County Primary School	Lido	3	11	66m ²
19	Great Wakering Primary School	Lido	0	22	242m ²
21	Greensward Academy	Main/General	3	19	142.5m ²
27	Holt Farm Junior School	Lido	0	10	80m ²
31	King Edmund Business & Enterprise School	Main/General	3	18	180m ²
35	Our Lady Ransom Catholic Primary	Lido	0	12	66m ²
36	Plumberow Primary Academy	Lido	0	12	90m ²
43	Riverside Primary School	Lido	0	15	105m ²
49	Sweyne Park School	Main/General	4	19	152m ²
52	Waterman Primary Academy	Learner/Teaching	0	16	96m ²
55	Swimming Tales	Learner/Teaching	0	15	105m ²

The audit identified 14 swimming pools in the area, six of which are lidos, three are school pools (Greensward Academy, Sweyne Park School and Waterman Primary Academy) below 160m² and Athenaeum Club Ltd, which was found to be a spa facility (not a main/general swimming pool). This leaves Clements Hall Leisure Centre and King Edmund Business and Enterprise School as the two facilities offering community use in a swimming pool 160m² and above.

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Figure 5.2: Rochford community available pools (ANOG criteria)

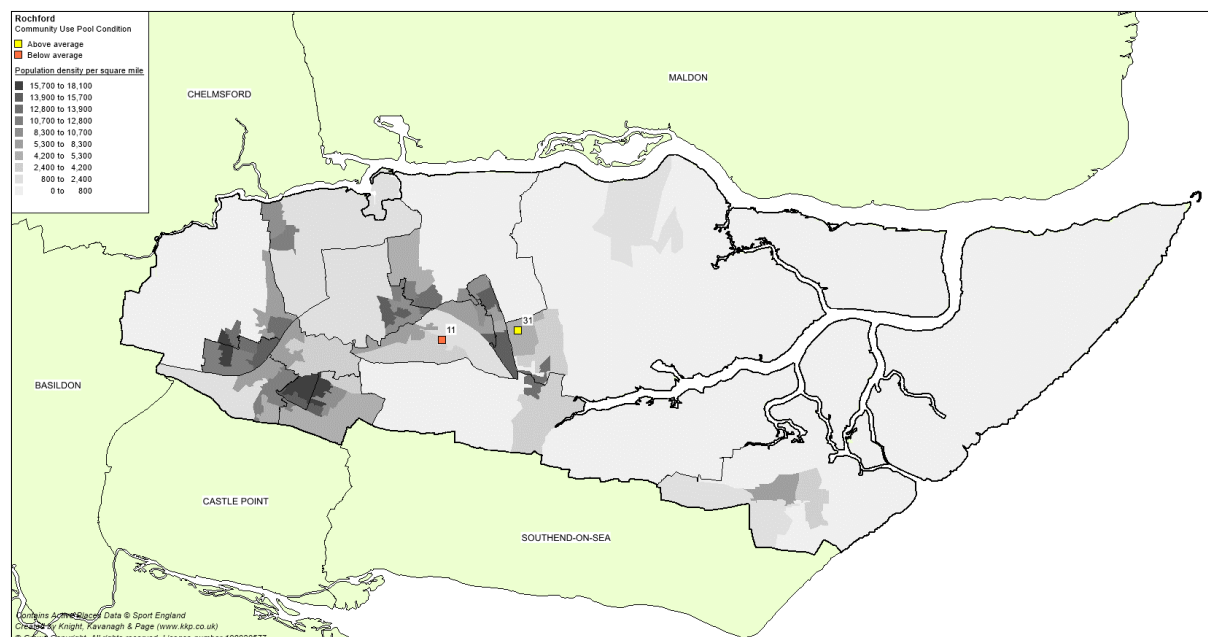


Table 5.2: Community available pools of ANOG size

Map ID	Site Name	Lanes x length	Area	Community use
11	Clements Hall Leisure Centre	8 x 25m	425m ²	Yes
31	King Edmund Business & Enterprise School	3 x 18m	180 m ²	Yes

The scale and supply of swimming pool water is limited with one larger pool (8 lane x 25m) with a learner pool facility on site; and a smaller pool located on a school site, with restricted daytime access.

Clements Hall Leisure Centre is, therefore, of significant importance to meet the needs of residents as it is the only pool in the Authority that is available at peak and off peak times.

The FPM reports total water space available to be 989m². This reduces to an effective supply of 853m² available for community use in the weekly peak period. It also reports that Rochford has 12m² of water per thousand population in 2017, which is low compared to its neighbours.

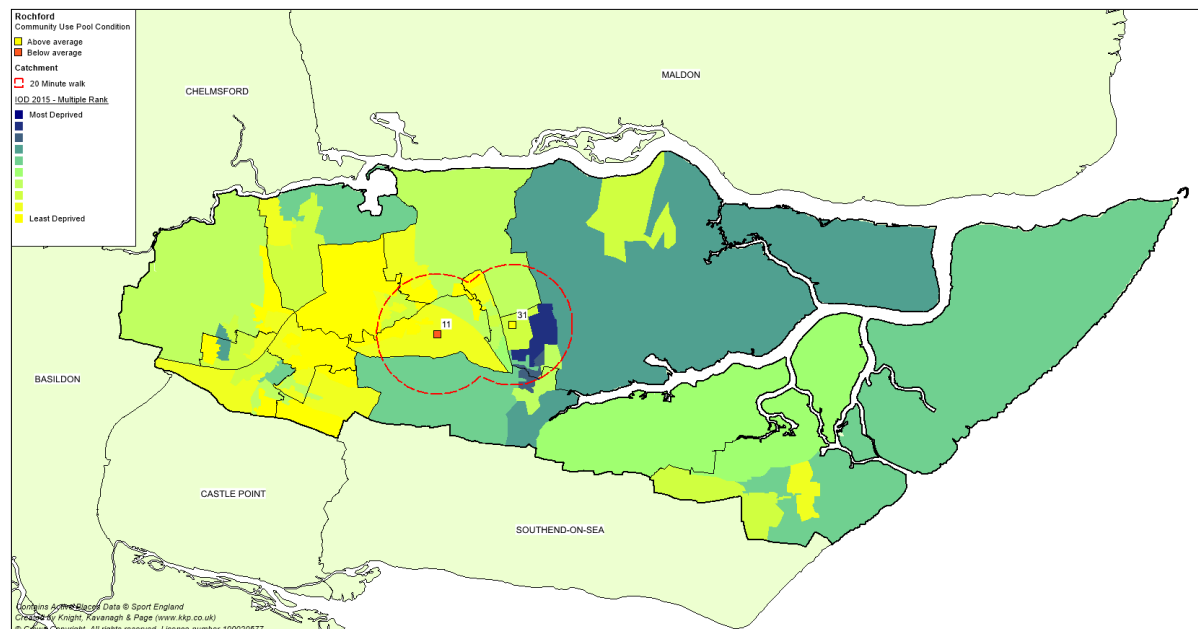
Accessibility of community available pools

As with indoor facilities, the appropriate walk and drive-time accessibility standards are applied to determine provision deficiencies. The normal urban area standard is a 20 minute walk time (1 mile radial catchment). This enables analysis of adequacy of coverage and identification of areas currently not serviced by existing provision.

Figure 5.2 identifies that approximately a quarter 25.8% of the population lives within one mile of a community available swimming pool, which suggests that three quarters of the population need to rely on public transport, cycle or use a car to access the facilities.

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Figure 5.3: Rochford Community available pools with one mile radial catchment



Quality

As part of the assessment, KKP visits main swimming pools and completes non-technical visual assessments. This encompasses assessment of changing provision as this can also play a significant role in influencing and attracting users. For the purposes of this report we analysed those pools which are community available and those which offer a significant learn to swim programme.

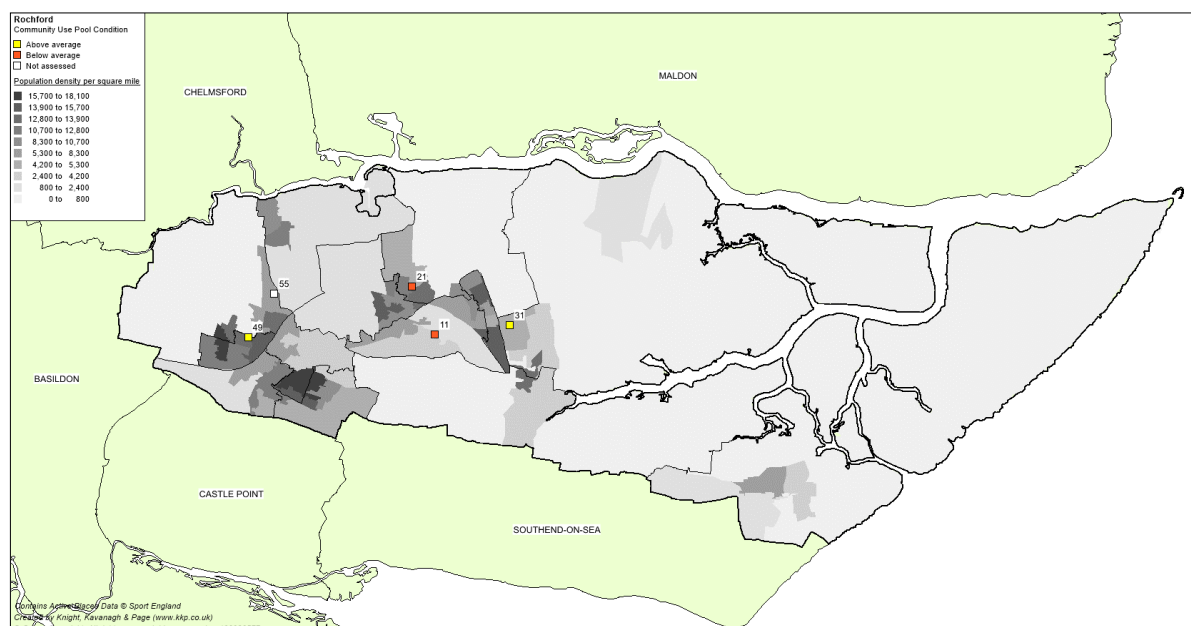
Table 5.3: community available pools and swim schools

Map ID	Site name	Size of pool	Quality	
			Pool	Changing
11	Clements Hall Leisure Centre	8 x 25m	Below average	Below average
31	King Edmund B & E School	3 x 18m	Above average	Below average
21	Greensward Academy	3 x 19m	Below average	Below average
49	Sweyne Park School	4 x 19m	Above average	Below average
55	Swimming Tales	7 x 15m	Not assessed	Not assessed

The quality assessment, therefore, took account of the additional facilities of Sweyne Park School and Greensward Academy. The audit indicates that King Edmund Business and Enterprise and Sweyne Park School have above average swimming pools. All other pools and all changing facilities were found to be below average except Swimming Tales which was unassessed.

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Figure 5.4: Map of Rochford community available pools by condition



The newest swimming pool is Swimming Tales built in 2005; the oldest is Clements Hall Leisure Centre which is 39 years old but was refurbished in 2010.

Table 5.4: Age of pools in Rochford

Site name	Year built	Refurbishment	Age (Years)
Clements Hall Leisure Centre	1979	2010	39
King Edmund Business & Enterprise School	1997	2009	21
Greensward Academy	1999	-	19
Sweyne Park School	1999	2007	19
Swimming Tales	2005		13

Accessibility

In terms of general accessibility only one quarter (25.8%) of the population live within one mile of a community available swimming pool (as identified above)

Figure 5.3 and Table 5.5 highlight that:

- ✦ Just over half (53.2%) of the population lives within a mile of a swimming pool which offers swimming lessons which equates to an extra 23,000 people.
- ✦ Only 1.8% percent of the District's population live in the most deprived areas, compared with c.20% nationally, which equates to 1,495 people.
- ✦ Of the most deprived communities identified, 100% (1,495 people) live within a mile of a swimming pool offering swimming lessons.

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Figure 5.5: Rochford swimming pools and swim schools -1-mile radial catchment -IMD 2015.

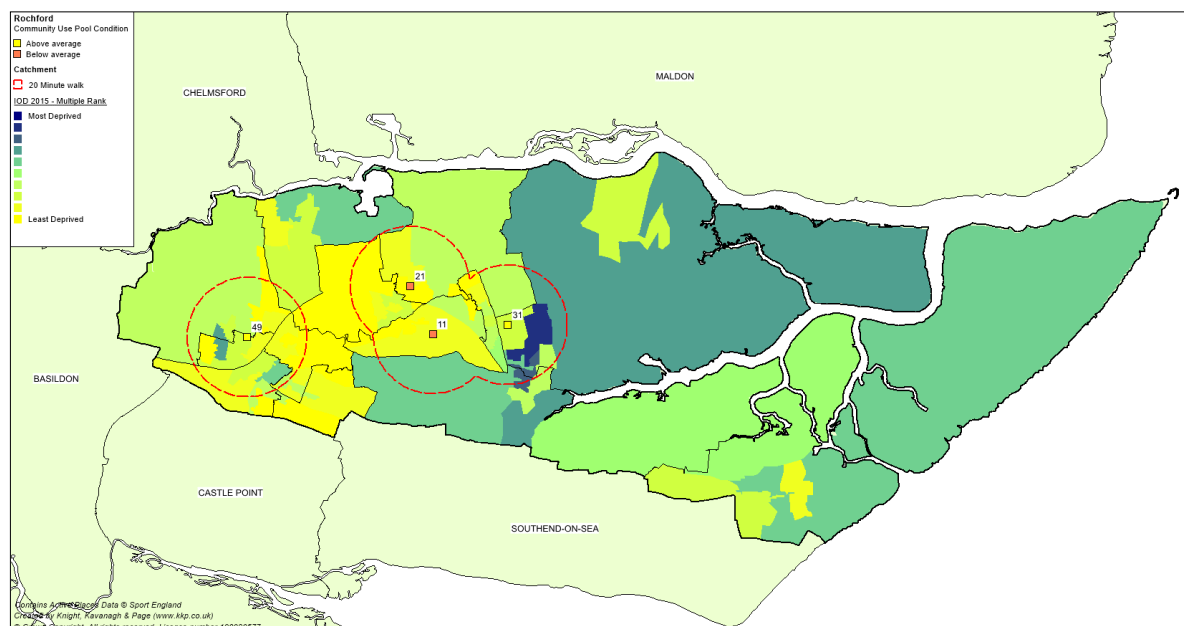


Table 5.5: IMD 2015 populations: Rochford Community Use pools, 20-minute walk

IMD 2015 10% bands	Rochford		Pools with community use. Catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,495	1.8%	1,495	1.8%	0	0.0%
20.1 - 30	1,836	2.2%	1,424	1.7%	412	0.5%
30.1 - 40	4,295	5.1%	1,531	1.8%	2,764	3.3%
40.1 - 50	7,498	9.0%	1,784	2.1%	5,714	6.8%
50.1 - 60	3,218	3.8%	1,364	1.6%	1,854	2.2%
60.1 - 70	12,000	14.3%	5,857	7.0%	6,143	7.3%
70.1 - 80	12,443	14.9%	8,564	10.2%	3,879	4.6%
80.1 - 90	25,314	30.2%	13,003	15.5%	12,311	14.7%
90.1 - 100	15,588	18.6%	9,516	11.4%	6,072	7.3%
Total	83,687	100.0%	44,538	53.2%	39,149	46.8%

The walk time catchment is identified in Figure 5.4. It indicates that 53.2% of Rochford's population is within a 20-minute walk of a Rochford swimming pool offering learn to swim programmes and/or community available. This estimates that 44,538 out of a population estimate of 85,760 (2016 MYE) are included. The main area not contained within the offer are mainly located in the east of the District in more rural areas.

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The FPM states that swimming pool users have a car demand rating of 89% with the remainder made up of people who use public transport, cycle or walk. The FPM calculates that the percentage of population that does not have access to a car is 13.7% in 2017.

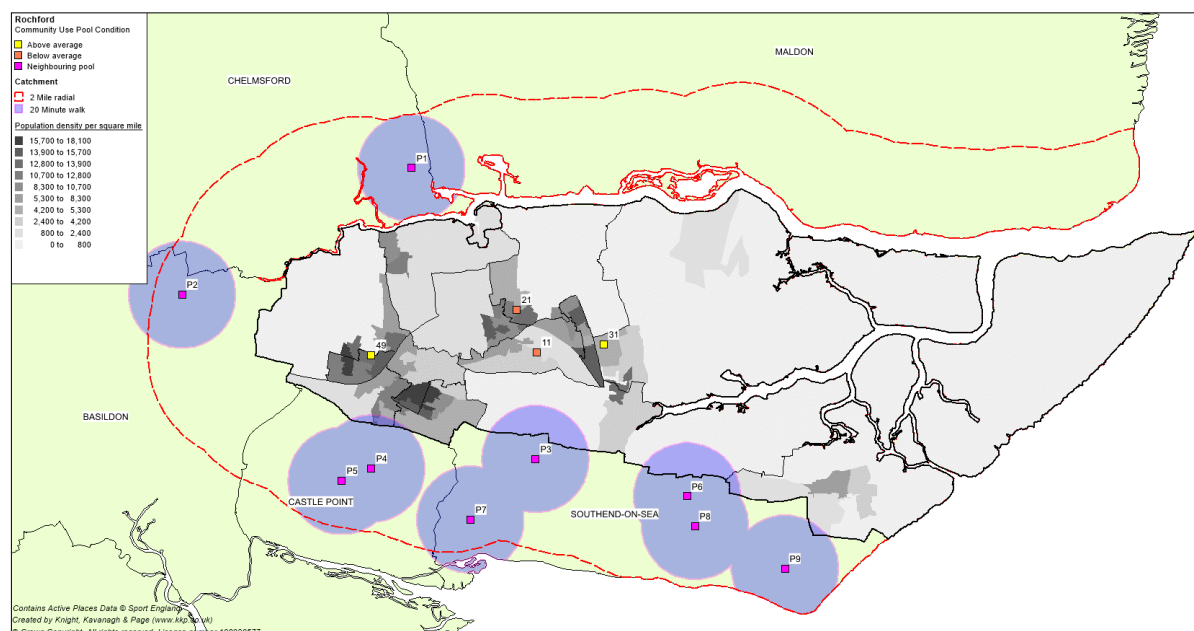
Table 5.5 indicates that 53.2% of the population lives within a one mile radial catchment of a swimming pool which offers swimming lessons (46.8% therefore lives outside this). Approximately, half of Rochford's residents are, thus, assumed to need to use public transport, cycle or use a car to access facilities. This is very high in comparison to the England rate of 24.9%.

Neighbouring Facilities

Accessibility is also influenced by facilities within easy reach of the local authority. Figure 5.6 and Table 5.6 indicate community available swimming pools located within two miles of the local authority boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

As with sports halls, the facilities located to the north of the authority are unlikely to be accessed due to the physical barrier of the River Crouch. As the largest conurbation in Rochford, residents in Rayleigh are within 15 minutes' drive of Clements Hall and are just over one mile away from David Lloyd and Virgin Active clubs in Castle Point.

Figure 5.6: Public available pools within 2-mile radial catchment of Rochford's boundary



There are nine swimming pools within a two mile catchment of Rochford. Six to the south, one to the west and one to the north. Five facilities offer pay and play access. Due to the shape of Rochford and Southend and the road network, it is easier and quicker for some residents to travel south to facilities in Southend rather than travel East and West to, for example, Clements Hall.

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Table 5.6: Public available pools within 2-mile radial catchment of Rochford's boundary

Map ID	Active Places Site Name	Lanes/Length	Access Type	Local Authority
P1	South Woodham Ferrers LC	6 x 25m	Pay and Play	Chelmsford
P2	Wickford Swim & Fitness Centre	4 x 25m	Reg. Membership	Basildon
P3	David Lloyd Club	5 x 20m	Reg. Membership	Southend-on-Sea
P4	Virgin Active Club	5 x 25m	Reg. Membership	Castle Point
P5	Runnymede Pool	6 x 25m	Pay and Play	Castle Point
P6	Southend Leisure & Tennis Centre	8 x 25m	Pay and Play	Southend-on-Sea
P7	Belfairs Swim Centre	4 x 25m	Pay and Play	Southend-on-Sea
P8	Hamstel Junior School	6 x 20m	Sports Club / CA*	Southend-on-Sea
P9	Shoeburyness LC	4 x 20m	Pay and Play	Southend-on-Sea

Source: Active Places Power 23/11/2017 *Community Association

5.2: Sport England Facilities Planning Model (FPM)

In the context of demand for swimming pools, the FPM identifies the following:

Table 5.7: Demand findings from the FPM in Rochford

	FPM 2017
Total demand	5,319 vppw*
Satisfied demand	92.9%
Satisfied demand retained within Rochford	42.1%
Levels of unmet demand	7.1%
Unmet demand of residents living outside catchment of a swimming pool	100%
Used capacity	50%
Imported use	43.7%

*visits per week in the peak period

Table 5.7 indicates that used capacity of pools in Rochford is currently calculated at 50%, suggesting that there is available capacity to be filled before pools can be considered to be full, which Sport England calculates to be around 70%. This figure is low in comparison to areas such as Basildon (66.7%), Castle Point (71.2%), Chelmsford (59%) and Maldon (55%). This suggests that there is significant capacity for the facilities to meet increased participation growth or housing growth subject to where that growth is provided.

The total water space available in Rochford is 989m² but when availability in the peak period is considered this reduces to 853m². This results in 12m² of water space per 1,000 residents being available for community swimming. This is commensurate with the national average and significantly higher than Maldon (7m²), Southend on Sea (10m²) and Thurrock (10m²) but lower than Basildon (15m²), Chelmsford (15m²) and Castle Point (14m²).

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When looked at in isolation the population of Rochford creates a demand for 883m² of water space, with a current supply available in the peak period of 853m². This provides a small undersupply of just 30m².

There is only a small modelled level of under supply in Rochford but this has to be seen in the context that 57.9% of all swims demanded by Rochford residents are actually met by facilities based in neighbouring authorities. It is, therefore, necessary for local authorities to engage and communicate to ensure that long term swimming access remains available to residents and planning across boundaries forms part of the future dialogue.

These statistics currently include the Athenaeum Club Ltd which is a private facility with membership restrictions. Athenaeum Club only accepts members aged 18 years and over and requires a £500 joining fee and charges £101.10 per month membership.

5.3: Demand

NGB Consultation

Swim England's latest strategy, *Towards a Nation Swimming: a strategic plan for swimming in England 2017-21*, aims to creating a happier, healthier and more successful nation through swimming. To achieve this, a number of strategic objectives have been set:

- ◀ Provide strong leadership and be the recognised authority for swimming.
- ◀ Substantially increase the number of people able to swim.
- ◀ Significantly grow the number and diversity of people enjoying and benefitting from regular swimming.
- ◀ Create a world leading talent system for all disciplines.
- ◀ Deliver a high quality, diverse and motivated workforce within swimming.
- ◀ Strengthening organisational sustainability for future generations.

It considers all usable swimming pools in South Essex to be important for the sport and focuses on providing adequate water space for the relevant population. Local Authority pools are of particular importance to Swim England given their ability to support its key objectives to increase participation and support the talent base (club usage). It should be noted that there is no capital funding available from the NGB, however, by working closely with Sport England it aims to target funding at projects that will have the greatest impact on increasing participation and benefit the sport and its clubs.

Swim England highlights that there are two key facilities within South Essex, which are Basildon Sporting Village and Southend Leisure and Tennis Centre. Basildon is a regional centre for swimming and Southend is a regional and elite centre for diving. Although the area has two regional facilities, other sites are of a concern due to their age. These are predominantly on education sites and could lead to a major reduction in availability if there is no commitment to maintain or replace pools where possible.

The NGB reports regional variance in the supply of water. Generally, there is a water deficit in the east of the South Essex region (Southend and Rochford) while the authorities in the west of the South Essex region (Basildon and Castle Point) have a surplus.

Swim England also supports clubs with coaching and pool time. It identifies the key challenges are to enhance club workforce development, ensure that pool operators keep

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hire charges at a reasonable price and that they offer clubs some peak time slots to allow them to develop.

Club Consultation

Rochford and District Swimming Club (RADS) was founded in 1978. RADS is primarily a competitive club and competes in a number of leagues and in open events. It trains at Clements Hall, Hawkwell as per the programme below. The whole club meets on Tuesday and Thursday evenings and has early morning training sessions five times per week in addition to evening sessions. The Club's training plan is as follows:

Figure 5.6 RADS training plan at Clements Hall Leisure Centre

	Novice (Teaching Pool)	Improver (Main Pool)	Eddie's Squad	Junior Squad	Senior Squad	Masters
Monday			05:30-07:00	05:30-07:00	05:30-07:00	05:30-07:00
Tuesday	19:15-19:45	18:00-18:45	18:45-19:45	05:30-07:00 18:45-19:45	05:30-07:00 19:45-20:45	05:30-07:00 20:45-21:30
Wednesday						
Thursday	19:15-19:45	18:00-18:45	18:45-19:45	05:30-07:00 18:45-19:45	05:30-07:00 19:45-20:45	05:30-07:00 20:45-21:30
Friday			05:30-07:00	05:30-07:00	05:30-07:00	05:30-07:00
Saturday		07:00-08:00	07:00-08:00			07:00-08:00
Sunday				18:00-19:30	17:30-19:30	

Future demand

Table 5.7: Market Segmentation and likely target audiences in Rochford for swimming

Swimming
<ul style="list-style-type: none"> ◀ 14.7% (9,468) of people currently swim and a further 13.5% (8,728) indicate that they would like to, giving an overall total of 28.2% (18,197). ◀ Nationally, 25.3% of Alison's swim, which is the largest proportion of any group swimming, closely followed by the Chloe segment at 24.1%. ◀ The groups with the largest of the local population swimming are the Tim's (13.3%) and Alison's (12.1%). ◀ The groups with the most people who would like to swim are Alison (11.9%) and Roger & Joy (11.0%). ◀ The main group to target, for additional swimmers due to size and interest is, therefore Alison.

**A full description of each Sport England Market Segmentation is located in Appendix 3*

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Market segmentation suggests that there is a latent demand of 8,728 people (13.5%) that would like to participate in swimming in Rochford. Swimming is clearly the most popular sport in the District and has the potential for most growth.

5.4: Supply and demand analysis

Supply and demand analysis indicates the following:

- ◀ The audit identified 13 pools at 12 sites.
- ◀ Used capacity of pools in Rochford is currently calculated at 50%, suggesting that there is available capacity to be filled before pools can be considered to be full.
- ◀ The population of Rochford creates a demand for 883m² of water space, with a current supply available in the peak period of 853m². This provides a small undersupply of just 30m² but this has to be seen in the context that 57.9% of all swims demanded by Rochford residents are actually met by facilities based in neighbouring authorities.
- ◀ The FPM states the average age of Rochford swimming pools is 30 years old, which will affect user experience as time progresses and their attractiveness decreases.
- ◀ Swimming is the most popular sport in Rochford and has the potential for most growth.
- ◀ The Clements Hall Leisure Centre is the oldest pool in the area and is of below average quality.

5.5: Sport England's facilities calculator (SFC)

This assists local planning authorities to quantify additional demand for community sports facilities generated by new growth populations, development and regeneration areas. It can be used to estimate facility needs for whole area (District) populations but should not be applied for strategic gap analysis as it has no spatial dimension as it does not take account of:

- ◀ Facility location compared to demand.
- ◀ Capacity and availability of facilities – opening hours.
- ◀ Cross boundary movement of demand.
- ◀ Travel networks and topography.
- ◀ Attractiveness of facilities.

Table 5.8: Sports facilities calculator

	Population 2016	Population estimate 203
ONS population projections	84,776	95,240
Population increase	-	10,464
Facilities to meet additional demand	-	+2.03 lanes
Cost	-	£1,926,147

Calculations assume that the current swimming pool stock remains available for community use and the quality remains the same. It appears that the projected increase in population will lead to an increase in demand for pools. The SFC indicates that there will be a requirement for an additional 2.03 swimming lanes, up to 2037, which is estimated to cost £1.9m.

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It should be noted that both the FPM and audit identify a current supply over demand balance even at peak times. The estimated increase in demand is, therefore, likely to be accommodated through the current supply of swimming pools.

5.6: Summary of key facts and issues

In summary, the above consultation and analysis would indicate that Rochford is in the following position with regards to its swimming pool provision:

Summary of swimming pools key facts and issues

Quantity

- There are 14 pools at 13 sites in Rochford.

Quality

- Two pools are rated above average (King Edmund Business & Enterprise School and Sweyne Park School) and two pools are rated below average (Clements Hall Leisure Centre and Greensward Academy) as is all the changing provision, which has the potential to impact negatively on customer experience.
- The average age of swimming pools in Rochford is 30 years, the oldest (Clements Hall Leisure Centre) is 39 years old and the newest (Sweyne Park School) is 11 years old.
- Clements Hall Leisure Centre swimming pool is the oldest in the area and is of below average quality.

Accessibility

- Over half of the population (53.2%) live within 1 mile of a swimming pool. Approximately 92% live within 20 minutes' drive of a swimming pool.
- There are nine pools in neighbouring authorities that are located within 2 miles of the Rochford authority boundary.
- Approximately 57% of swims demanded in Rochford are met by facilities in neighbouring authorities (given the relatively close location of Southend-on-Sea's Leisure and Tennis Centre with its modern swimming and diving facilities).

Availability

- Two pools (Clements Hall Leisure Centre and King Edmund Business & Enterprise School) have a strong community offer.
- Other three pools (Greensward Academy, Swimming Tales and Sweyne Park School) offer significant swimming lesson opportunity along with the Clements and King Edmund Business & Enterprise School.
- Used capacity of the pools (FPM calculation) is 50%, which suggests there is significant opportunity to increase usage at swimming pools in the area, without affecting the quality of the experience of current users.

Other

- The FPM reports a small under supply of waterspace of 30m².
- Market segmentation suggests that there is a latent demand of 8,728 people (13.5%) that would like to participate in swimming.
- Both the FPM and audit identify a current supply over demand balance even at peak times indicating that it is more important to invest in quality of current facilities than consider building new ones.

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SECTION 6: HEALTH AND FITNESS SUITES

For the purposes of assessment health and fitness suites are normally defined as 20 stations or more. A station is a piece of static fitness equipment; larger health and fitness centres with more stations are generally able to make a more attractive offer to both members and casual users.

They can provide a valuable way to assist people of all ages, ethnicities and abilities to introduce physical exercise into their daily lives with the obvious concomitant benefits to health, fitness and wellbeing.

The current state of the UK fitness industry is complex with a variety of providers including the private sector (ranging from low cost operators to the high end market), trusts, schools and local authority operators. Within the UK private fitness market has continued to grow steadily over the last 12 months with an estimated increase of 5.1% in the number of members, 4.6% in the number of facilities and 6.3% in market value.

All parts of the country have seen an increase in the number of clubs, members and total market value but only four regions have seen an increase in average membership fees over the last 12 months.

According to the State of the UK Fitness Industry Report (2016) there are now 6,728 fitness facilities in the UK, up from 6,435 last year. The total industry membership is up 5.1% to £9.7 million which equates to one in seven people in the UK is a member of a gym. The influential low cost market with its large membership numbers, online joining, 24/7 opening hours and low price points has continued to expand rapidly and drive the growth in the sector.

The total market value is estimated at £4.7 billion, up 6.3% on 2016. The UK penetration rate is also up at 14.9%, compared to 14.3% in the previous year.

A total of 272 new public and private fitness facilities opened in the last 12 months, up from 224 in 2016. The low cost market has continued to be the main driving force behind the private sector growth over the last 12 months. There are now over 500 low cost clubs which account for 15% of the market value and is 35% of membership in the private sector. The UK's leading operators, in both the public and the private sectors (by number of clubs and members), remain the same as last year: Pure Gym and GLL, with 176 and 167 gyms, respectively.

6.1: Supply

Quantity

There are 12 health and fitness suites in Rochford with a total of 871 stations. Some sites place restrictions with regard to membership/registration fees or are not available to the public on a pay and play basis. Figure 6.1 illustrates that areas of higher population density, within the Local Authority, are serviced by a number of health and fitness facilities; there are none in the north or east of the authority in the more rural areas.

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Figure 6.1: All health and fitness facilities in Rochford on population density

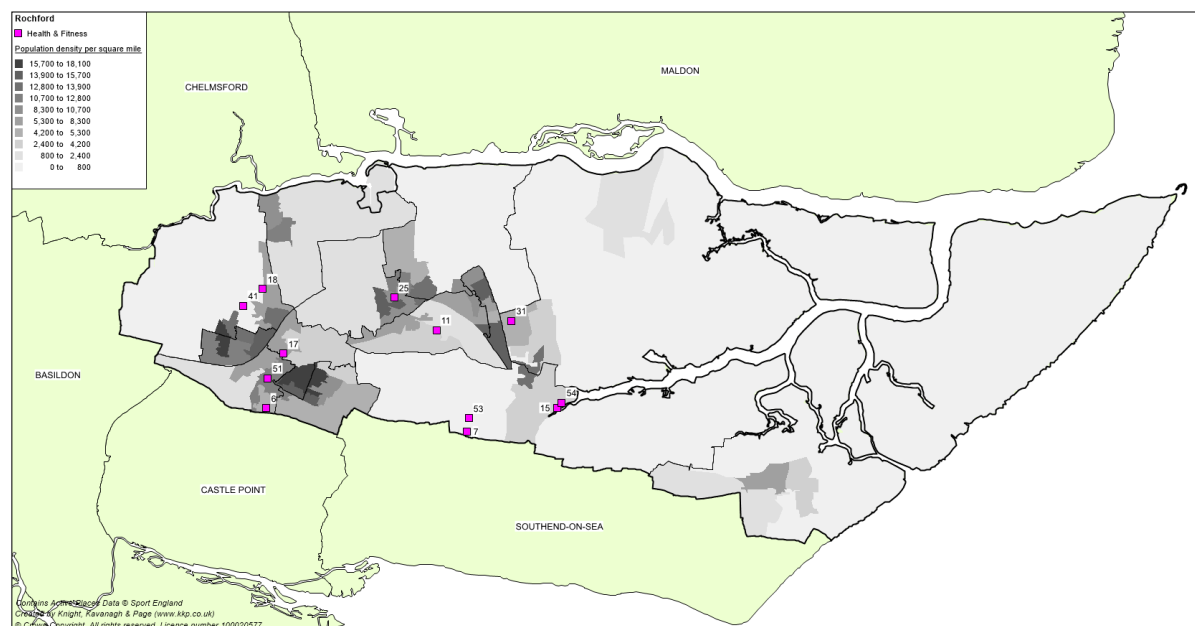


Table 6.1: All health and fitness facilities in Rochford

Map ID	Site Name	Stations
6	Stackhouse Gym	60
7	Athenaeum Club Ltd	44
11	Clements Hall Leisure Centre	120
15	Elite Fitness Gym	30
17	Fitzwimarc School	18
18	Fungi Fitness	40
25	Hockley Gym	60
31	King Edmund Business & Enterprise School	20
41	Rayleigh Leisure Centre	42
51	Titans Health & Fitness	23
53	Westcliff RFC	14
54	Xercise4Less (Southend)	400
Total		871

It should be noted that fitness facilities containing fewer than 20 stations are generally not considered within the assessment although they can be available and service small sections of the community, where this is the case they are included. For the purpose of this report, however, they are discounted because of their scale. This reduces the number of available health and fitness suites available in Rochford to 10. Health and fitness suites when taking account of those with fewer than 20 stations. King Edmund Business & Enterprise School does not allow any community use so is also discounted from the assessment.

Table 6.2: Health and fitness facilities and access policy

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Map ID	Site Name	Stations	Access Type
6	Stackhouse Gym	60	Registered Membership
7	Athenaeum Club Ltd	44	Registered Membership
11	Clements Hall Leisure Centre	120	Pay and Play
15	Elite Fitness Gym	30	Registered Membership
17	Fitzwimarc School	18	Private Use
18	Fungi Fitness	40	Registered Membership
25	Hockley Gym	60	Registered Membership
31	King Edmund Business & Enterprise School	20	Private Use
41	Rayleigh Leisure Centre	42	Pay and Play
51	Titans Health & Fitness	23	Registered Membership
53	Westcliff RFC	14	Sports Club / CA*
54	Xercise4Less (Southend)	400	Registered Membership

*CA- Community Association

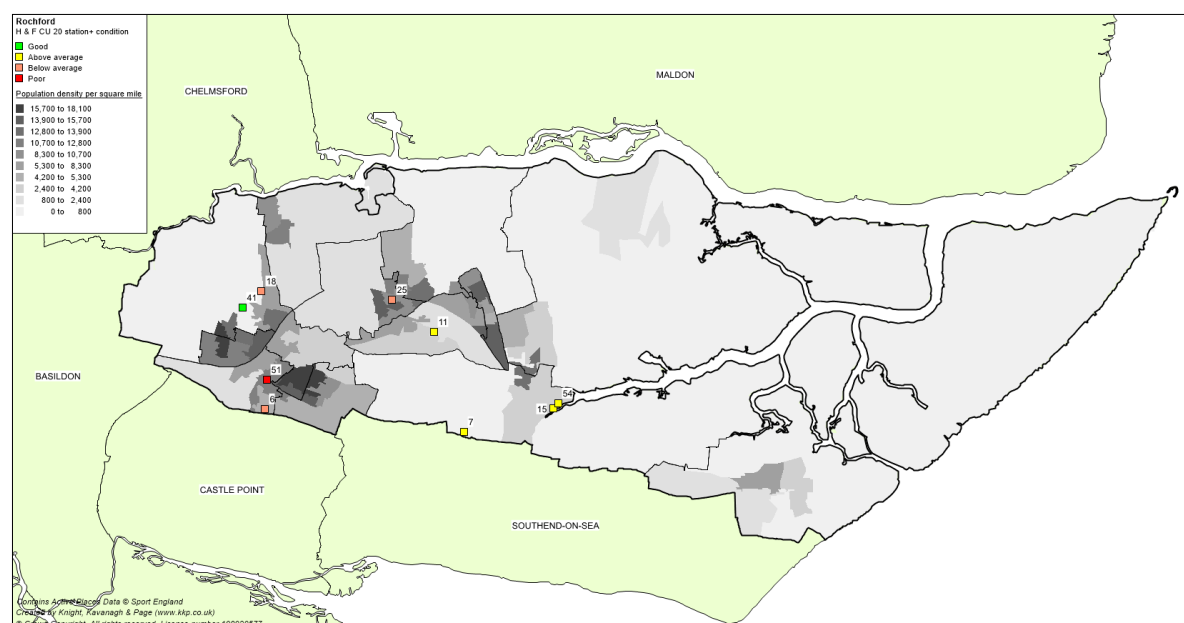
Quality

Site assessments

Rochford has nine health and fitness suites with 20+ stations, a total of 819 stations available to the community. Access was gained to all the sites, to undertake a non-technical quality assessment. It is noted that one facility (Xercise4less Southend) provides almost 50% of the supply in Rochford in the one facility.

Of all the health and fitness provision in Rochford, one site is rated as good and four are rated as above average, three below average and one facility rated as poor (Titans Health and Fitness) as identified in Figure 6.3 and Tables 6.3 and 6.4.

Figure 6.3: Health & fitness suites with 20+ stations on population density by condition



ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.3: Health & fitness suites with 20+ stations on population density by condition

Map ID	Site Name	Stations	Condition	Access Type
6	Stackhouse Gym	60	Below average	Registered Membership
7	Athenaeum Club Ltd	44	Above average	Registered Membership
11	Clements Hall Leisure Centre	120	Above average	Pay and Play
15	Elite Fitness Gym	30	Above average	Registered Membership
18	Fungi Fitness	40	Below average	Registered Membership
25	Hockley Gym	60	Below average	Registered Membership
41	Rayleigh Leisure Centre	42	Good	Pay and Play
51	Titans Health & Fitness	23	Poor	Registered Membership
54	Xercise4Less (Southend)	400	Above average	Registered Membership

Table 6.3 Quality rating of health and fitness suites in Rochford

Quality rating of assessed health and fitness suites			
Good	Above average	Below average	Poor
1	4	3	1

Accessibility

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee which can vary considerably.

Private operators do not have a contractual obligation to, for example, offer exercise referral nor do they necessarily actively target hard to reach groups. It is also acknowledged that some of the memberships which are considered expensive offer access to different market segments, suggesting that they may ease pressure on the more available facilities.

As with swimming pools and sports halls, appropriate walk and drive-time accessibility standards are applied to health and fitness suites to determine provision deficiencies or surpluses. The normal acceptable standard is a 20 minute walk time (one mile radial catchment) for an urban area and a 20 minute drive time for a rural area.

There are 1,495 people (1.8%) that live in the areas of higher deprivation (compared to the national average of 20%) in Rochford. Of these only 112 people reside within one mile of a health and fitness facility.

Nearly two thirds of the population (64%) lives within one mile of an available health and fitness facility indicating that approximately one third of the population must cycle, use a car or public transport to gain such access. As with other facilities (swimming pools and sports halls), almost all (97.12%) of Rochford population resides within 20 minute drive of a health and fitness facility that has a minimum of 20 stations; 83,202 out of 85,670 (2016 MYE population).

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.4: Community available health & fitness suites with 20+ cv stations on IMD 2015 + 1 mile radial catchment

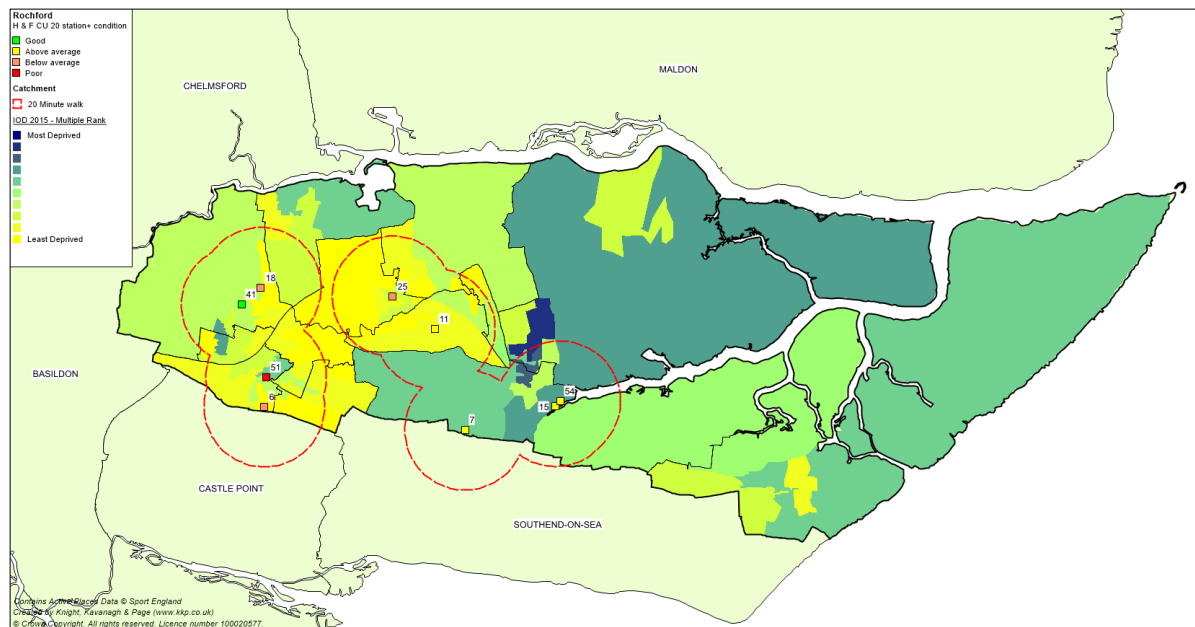
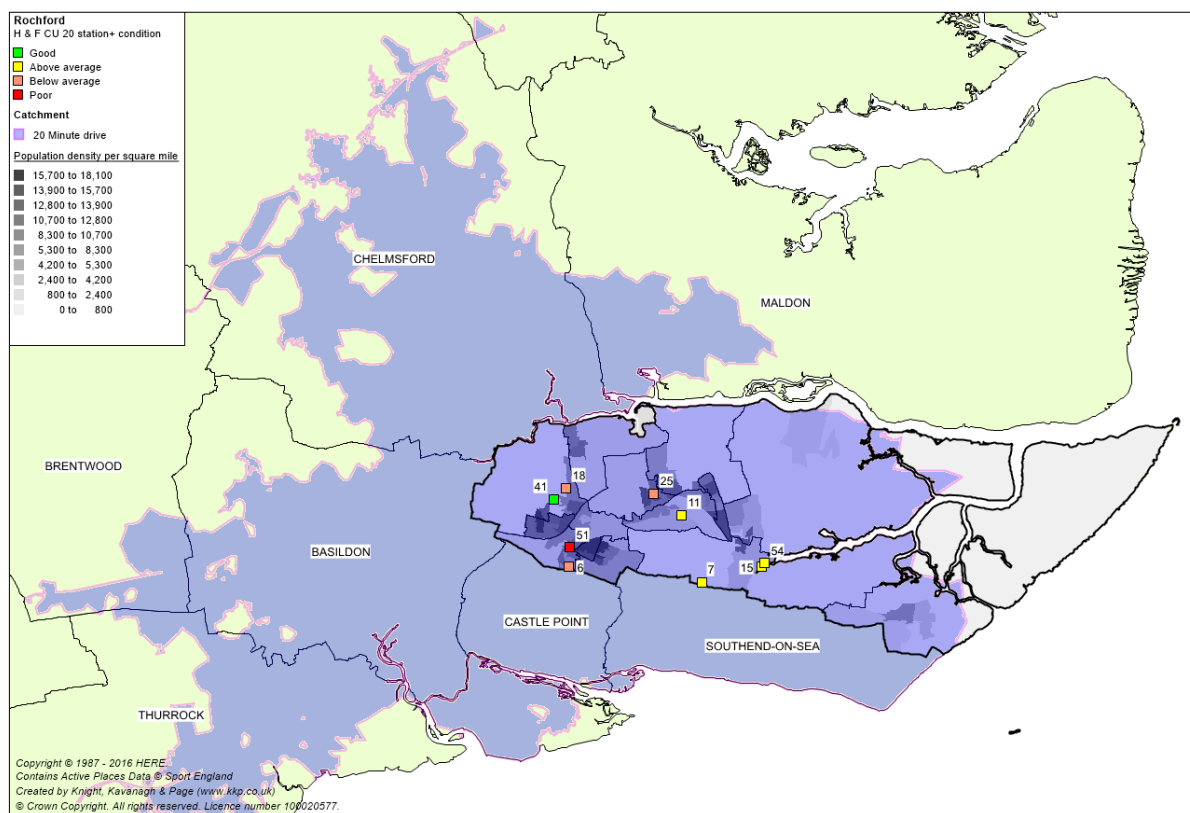


Table 6.4: Health and fitness facilities in Rochford min 20 stations, 20-minute walk

IMD 2015 10% bands	Rochford		Health & Fitness with community use (min 20 stations) catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	0	0.0%	0	0.0%	0	0.0%
10.1 - 20	1,495	1.8%	112	0.1%	1,383	1.7%
20.1 - 30	1,836	2.2%	1,796	2.1%	40	0.0%
30.1 - 40	4,295	5.1%	3,004	3.6%	1,291	1.5%
40.1 - 50	7,498	9.0%	2,375	2.8%	5,123	6.1%
50.1 - 60	3,218	3.8%	280	0.3%	2,938	3.5%
60.1 - 70	12,000	14.3%	8,193	9.8%	3,807	4.5%
70.1 - 80	12,443	14.9%	8,116	9.7%	4,327	5.2%
80.1 - 90	25,314	30.2%	17,414	20.8%	7,900	9.4%
90.1 - 100	15,588	18.6%	12,467	14.9%	3,121	3.7%
Total	83,687	100.0%	53,757	64.2%	29,930	35.8%

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 6.6: Health and fitness facilities by condition, 20-minute drive time, MYE 2016



Availability and programming

The Sport England classification of access type defines registered membership use facilities as being publicly available. For health and fitness suites, this generally means a monthly membership fee, which can vary considerably in cost. It is acknowledged that some of memberships which might be considered expensive offer access to different market segments, suggesting that they ease pressure on the more available facilities (i.e. those with cheaper membership options). A breakdown of membership choices is illustrated below.

Table 6.5: Payment types for health and fitness facilities in Rochford

Site Name	Pay & Play	Monthly	12 months direct debit	Annual	GP Referrals
Stackhouse Gym		£40	£30		
Athenaeum Club Ltd			£101.10	£1,182.65	
Clements Hall Leisure Centre	£6.55		£43	£473	Yes
Elite Fitness Gym		£25	£20	£180	
Fungi Fitness	£4.50	£29.50			
Hockley Gym				£218	Yes
Rayleigh Leisure Centre	£6.55		£43	£473	Yes
Titans Health & Fitness	£5	£35	£35		
Xercise4Less (Southend)	Yes	£19.99	£14.99*		

*Joining fee/ administration fee

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Joining fees range from £20 at Xercise4less to £500 at Athenaeum Club Ltd. Table 6.5 indicates that monthly costs vary from the cheapest at £14.99 per month at Xercise4less to the most expensive at £101.10 at Athenaeum Club Ltd.

Neighbouring authorities

Figure 6.5 illustrates the number of health and fitness facilities within two miles of the District's boundary. The two mile border is meant to be indicative of how far people might be likely to travel and serves as an example only.

Figure 6.5. Health and fitness facilities within 2-mile radial catchment of Rochford with 20-minute walk catchment)

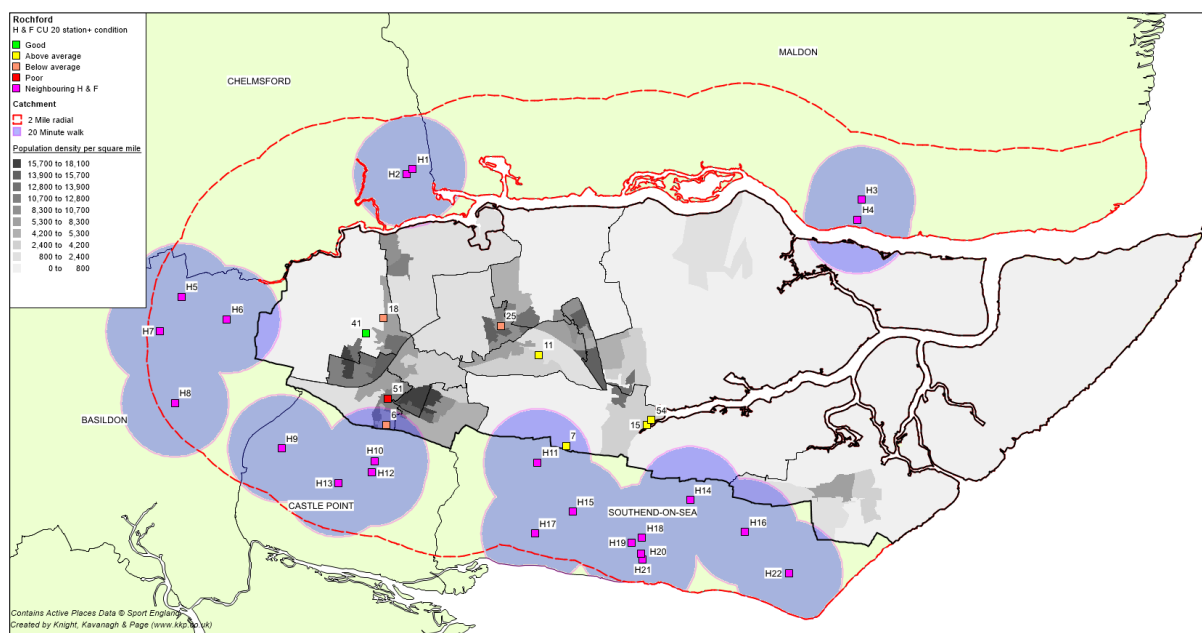


Table 6.6: Community available H&F 20 station+ within 2 miles of Rochford LA boundary

Map ID	Site name	Stations	Access type	Local Authority
H1	South Woodham Ferrers LC	26	Pay and Play	Chelmsford
H2	Club Woodham	85	Reg. Membership	Chelmsford
H3	Trackside Fitness	35	Reg. Membership	Maldon
H4	Dengie Hundred Sports Centre	25	Reg. Membership	Maldon
H5	Wickford Swim & Fitness Centre	65	Reg. Membership	Basildon
H6	The Gym Hub	90	Reg. Membership	Basildon
H7	Nuffield Health (Bromfords Sports Centre)	27	Pay and Play	Basildon
H8	Ripped Gym	107	Reg. Membership	Basildon
H9	Oasis Ladies	26	Reg. Membership	Castle Point

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Map ID	Site name	Stations	Access type	Local Authority
H10	Deanes School Sports Centre	25	Pay and Play	Castle Point
H11	David Lloyd Club	77	Reg. Membership	Southend-on-Sea
H12	Virgin Active Club	320	Reg. Membership	Castle Point
H13	Seevic College	24	Reg. Membership	Castle Point
H14	Southend Leisure & Tennis Centre	150	Pay and Play	Southend-on-Sea
H15	Chase Sports & Fitness Centre	21	Reg. Membership	Southend-on-Sea
H16	DW Sports Fitness	180	Reg. Membership	Southend-on-Sea
H17	Leigh Fitness Centre	21	Pay and Play	Southend-on-Sea
H18	SAS Gym	60	Reg. Membership	Southend-on-Sea
H19	Rush Fitness Southend	76	Reg. Membership	Southend-on-Sea
H20	Fitness4Less (Southend)	250	Reg. Membership	Southend-on-Sea
H21	Anytime Fitness	200	Reg. Membership	Southend-on-Sea
H22	Shoeburyness LC	30	Reg. Membership	Southend-on-Sea

Source: Active Places Power 27/11/2017

The health and fitness market in and around Rochford is highly competitive. There are 22 facilities located within a two mile radius of the Rochford authority boundary; the majority of which are located to south of the Authority. Five of these have in excess of 150 stations and are of considerable size. These are likely to serve the Rochford area due to their proximity.

Future Developments

There are no known health and fitness gym developments planned in the area at the time of audit.

6.2: Demand

Health and fitness via exercising in a gym or class environment is a highly popular form of exercise, appealing to men and women across a range of age groups. To identify the adequacy of provision quantity a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether current supply will meet future demand.

To identify the adequacy of the quantity of provision a demand calculation based upon the assumption that 'UK penetration rates' will increase slightly in the future is applied. Population increases are also factored in to enable a calculation of whether supply will meet future demand.

According to UK penetration rates (identified in Table 6.7 overleaf) there is a current need for 430 stations across Rochford. This is expected to grow to 594 by 2037, which takes account of a comfort factor (particularly at peak times).

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Table 6.7: UK penetration rates; health/fitness in Rochford (ONS Data)

	Curent (2014)	Future (2026)	Future (2037)
Adult population	70,164	74,332	79,067
UK penetration rate	15%	16%	17%
Number of potential members	9,823	11,893	13,43
Number of visits per week (1.75/member)	17,190	20,813	23,700
% of visits in peak time	65	65	65
No. of visits in peak time (equated to no. of stations required i.e. no. of visits/39 weeks*65%)	287	347	395
Number of stations (with comfort factor applied)	430	520	594

The model identifies 1.75 visits per week by members and 65% usage during 39 weeks of the year. (All figures rounded up/down)

When comparing the number of community available stations currently available (819) and accounting for the comfort factor, the market appears to have a supply demand balance to service the adult population based on the calculations above. This balance will continue until 2037.

It is not uncommon for the private sector to identify niche markets and fill them with a range of health and fitness stations which can appear to look as though the market is congested. The key issue is that while some of these may be budget operators it does not necessarily make them available to harder to reach groups and people from areas of (relative) disadvantage (as cost is only one factor which may hinder usage). Further, the rural nature of the authority makes it difficult to identify specific areas where such facilities are needed above others. Consultation did not indicate demand for further stations. As mentioned previously, one facility (Xercise4less Southend) provides almost 50% of the supply in Rochford, which indicates that private operators believe the market is capable of sustaining this level of activity for different market segments.

Future Demand

Table 6.8: Market Segmentation and likely target audiences in Rochford for keep fit and gym

Keep fit and gym
<ul style="list-style-type: none"> ◆ 18.0% (11,598) of people currently take part in keep fit and gym and a further 7.0% (4,486) indicate that they would like to, giving an overall total of 25.0% (16,085). ◆ Nationally, 28.2% of Chloe's take part in keep fit and gym, which is the largest proportion of any group taking part, closely followed by the Alison segment at 27.3% ◆ The groups with the largest of the local population taking part in keep fit and gym are the Tim's (14.2%) and Alison's (10.6%). ◆ The groups with the most people who would like to take part are Alison (13.3%) and Tim (11.7%). ◆ The main group to target, for additional participants due to size and interest is, therefore Alison

*A full description of each Sport England Market Segmentation is located in Appendix 3

Market segmentation suggests that there is a latent demand of 4,486 people (7%) that would like to participate in keep fit and gym activities in Rochford.

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Supply and demand analysis

Health and fitness facilities are an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming. For Rochford, the challenge is to provide opportunity for those located in remote rural areas and the disadvantaged.

6.3: Dance studios

Dance studios are a very important element of the wider health, fitness and conditioning market. They vary in size, shape, quality of environment, access to sprung wooden floors and quality of ancillary facilities. There appears to have been an increase in the numbers of people accessing fitness classes as identified in the increase in the UK penetration rates. The type of activity offered also varies massively between low impact classes such as Pilates and yoga to the more active dance, step, Boxercise and Zumba. It is also worth noting that dance classes and clubs are also a key user of studio spaces throughout the country.

Figure 6.7 Map of Rochford studios

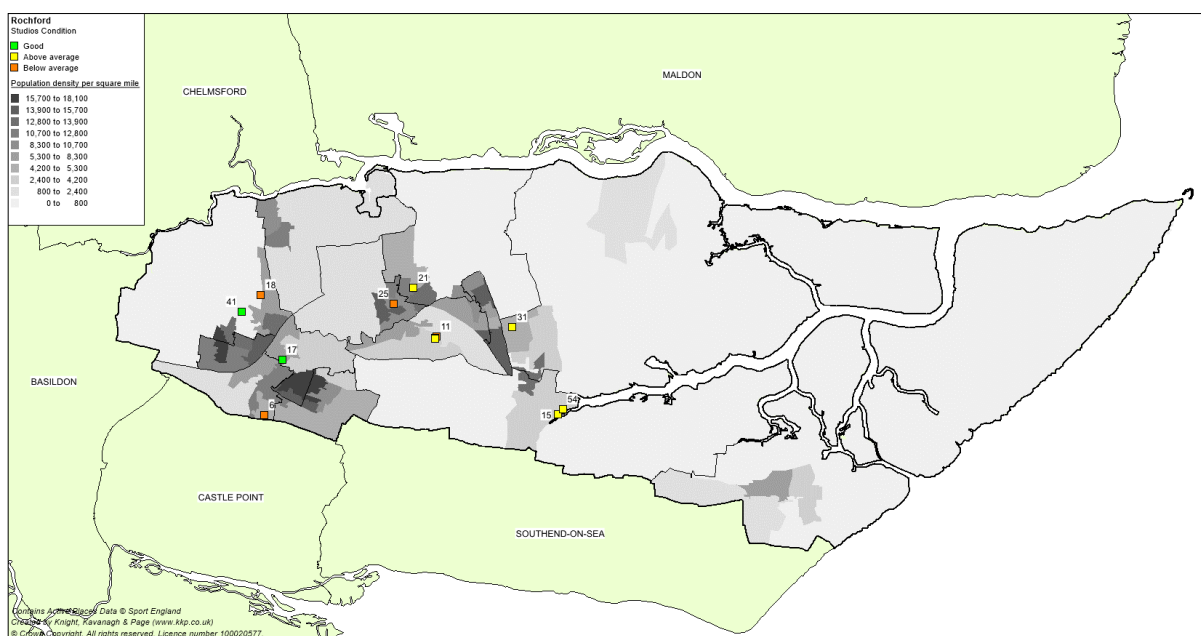


Table 6.9: List of all Rochford studios

Map ID	Site Name	Condition
6	Stackhouse Gym	Below average
11	Clements Hall Leisure Centre	Below average
11	Clements Hall Leisure Centre	Above average
11	Clements Hall Leisure Centre	Above average
15	Elite Fitness Gym	Above average
17	Fitzwimarc School	Good

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Map ID	Site Name	Condition
18	Fungi Fitness	Below average
21	Greensward Academy	Above average
25	Hockley Gym	Below average
31	King Edmund Business & Enterprise School	Above average
41	Rayleigh Leisure Centre	Good
54	Xercise4less	Above average

The audit found there to be 12 studios, two are rated good, six are rated above average and four below average.

6.4: Supply and demand analysis

Health and fitness facilities are seen as an important facet of leisure provision and have been a very successful addition to sports centres over the past three decades. Income derived from them helps to offset the cost/underpin the viability of other aspects of leisure provision, especially swimming and targeted physical activity programmes such as GP Referral.

6.5: Summary of key facts and issues

Quantity

- There are 12 health and fitness facilities with 871 stations in Rochford.
- Xercise4less (Southend) provides almost 50% of the supply in Rochford indicating that the market can sustain this level.

Quality

- There is one facility rated as good (Rayleigh Leisure Centre), four are above average, three below average and one (Titans Health and Fitness) is rated as poor.

Accessibility

- Approximately 64% of the population live within one mile of a health and fitness facility and c.97% of the population live within 20 minutes' drive of a facility.
- There are 22 health and fitness facilities in neighbouring authorities within 2 miles of the Rochford authority boundary.

Availability

- There are nine health and fitness suites with 20+ stations, a total of 819 stations available to the community.
- Monthly prices to attend a gym vary from the cheapest (direct debit) payment of £14.99 to the most expensive of £101.10 at Athenaeum Club Ltd.

Other

- The demand calculations made using the UK penetration rates show demand for 594 stations, Rochford has a supply of 819 stations which appears to be significantly more than needed to accommodate future population growth.

ROCHFORD DISTRICT COUNCIL

INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

SECTION 7: INDOOR BOWLS

7.1: Introduction

The five forms of bowls that can be played indoors are flat/level green, crown green, Longmat, short-mat and carpet mat. Each format of the game requires a different technical specification for their indoor facility.

Indoor flat / level green bowls are purpose built indoor greens which comply with the laws of the sport of Indoor Bowls. The NGB is EIBA (English Indoor Bowling Association). It requires a standard bowling green; a flat area 34-40 metres long divided into playing areas called rinks. The number of these varies, depending on the width of the green.

Crown green bowls requires a standard crown green, artificial grass (carpeted) area of approximately 38m square which is crowned i.e. higher in the centre than round the perimeter. Indoor crown greens are relatively rare – substantially less common than those provided for flat green bowls. The NGB is the British Crown Green Bowling Association.

Carpet mat bowls is played on a rectangular carpet (45 x 6 feet) that is rolled out. It can be accommodated in any indoor space large enough to accommodate the mats which come in different lengths. Carpet mat bowls tends to be played at a recreational level whereas indoor flat and crown green bowls tend to be more competitive and organised around inter-club competitions and leagues. The NGB is the English Carpet Bowls Association.

Short mat bowls is typically played in sports halls, Parish Council rooms, outdoor bowls club pavilions; on indoor flat green bowls club greens. The NGB is the English Short Mat Bowling Association.

Longmat bowls is played on a rolled carpet typically laid on a sports hall floor. There are no ditches in this game. It is typically found in areas of low flat-green supply and/or where Crown Green bowls is played outdoors. There is no NGB for this version of the game.

An indoor bowling centre typically comprises a single flat green with a number of rinks and ancillary accommodation such as changing rooms, lounge/bar, viewing area, kitchen, office/meeting rooms and stores plus designated car parking. The size of ancillary accommodation varies according to the number of rinks available.

A successful indoor bowls centre requires a combination of the right location, design, and financial and general management. Sport England⁷ guidelines on catchment for indoor bowls centres are set out to be interpreted in the light of local circumstances:

- ◀ Assume the majority of users live locally and not travel more than 20 minutes.
- ◀ Assume that 90% of users will travel by car, with the remainder by foot.
- ◀ As a guide, calculate demand on the basis of one rink per 14,000-17,000 of total population.
- ◀ A six-rink green, therefore, is required for a population of 85,000-100,000. This depends upon the population profile of the area.
- ◀ The number of rinks required can be related to the estimated number of members, assume 80-100 members per rink.

⁷ Sport England Design Guidance Note Indoor Bowls 2005

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The flat/level green game is governed by EIBA (English Indoor Bowling Association) the National Governing Body for indoor level green bowls in England. The EIBA priorities are:

- ◀ Recruitment of participants
- ◀ Retention of participants
- ◀ Clubs obtaining “Clubmark Accreditation”
- ◀ Retention and improvement of facilities.
- ◀ New indoor facilities in areas of low-supply and high-demand.

EIBA Outline Plan 2017 - 2021

The EIBA plan is focussed on the following areas; recruit and retain 45+ and recruit and retain 70+ both are different markets which requires growth. The 45+ requiring new versions/formats of the game and the 70+ wishing to continue with current formats.

The focus areas are:

- ◀ Facilities: build, improve, retain
- ◀ Youth and the family
- ◀ Women – increase participation and retention
- ◀ Disability
- ◀ Competitions
- ◀ Internationals
- ◀ Promotion
- ◀ Commercial partnerships

“Recruit and Retain Strategy” is to concentrate on encouraging and supporting clubs to increase participation and improve the experience of all participants in bowls. Its objectives include:

- ◀ Growing participation across the adult population in local communities. Targeted work to increase female participation.
- ◀ Growing participation in the 12-18 age range as part of the “EIBA Development Pathway”
- ◀ The provision of an excellent sporting experience for new and existing participants.
- ◀ A growth in Indoor Bowls participation by people who have disabilities.

Running alongside is the Sport England funded development work provided jointly by the indoor NGB (EIBA); outdoor NGB (Bowls England) and the “Bowls Development Alliance” (BDA). Each NGB has two directors on the board of BDA.

Sport England advised that “Bowls” will receive £1,628,512 for the next four years to help to keep more people playing the sport well into later life.

The BDA Vision is “Working with flat green clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life time”

The next four years 2017- 2021 will see the following actions:

- ◀ Intensive support to 200 identified clubs to help strengthen resilience in the core market through the new Club Development Programme.

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

- ◀ Supporting clubs to encourage those who are presently inactive to engage with bowls through the Play Bowls Package.
- ◀ Upskilling of volunteers so as to impact directly on sustaining membership and to continue to grow participation particularly providing more opportunities for those with a disability.
- ◀ Assisting bowls clubs to become an integral part of the local community.
- ◀ Ensuring clubs have the support and guidance they need to keep their facilities at a standard that will maintain the habit of physical activity of their members.

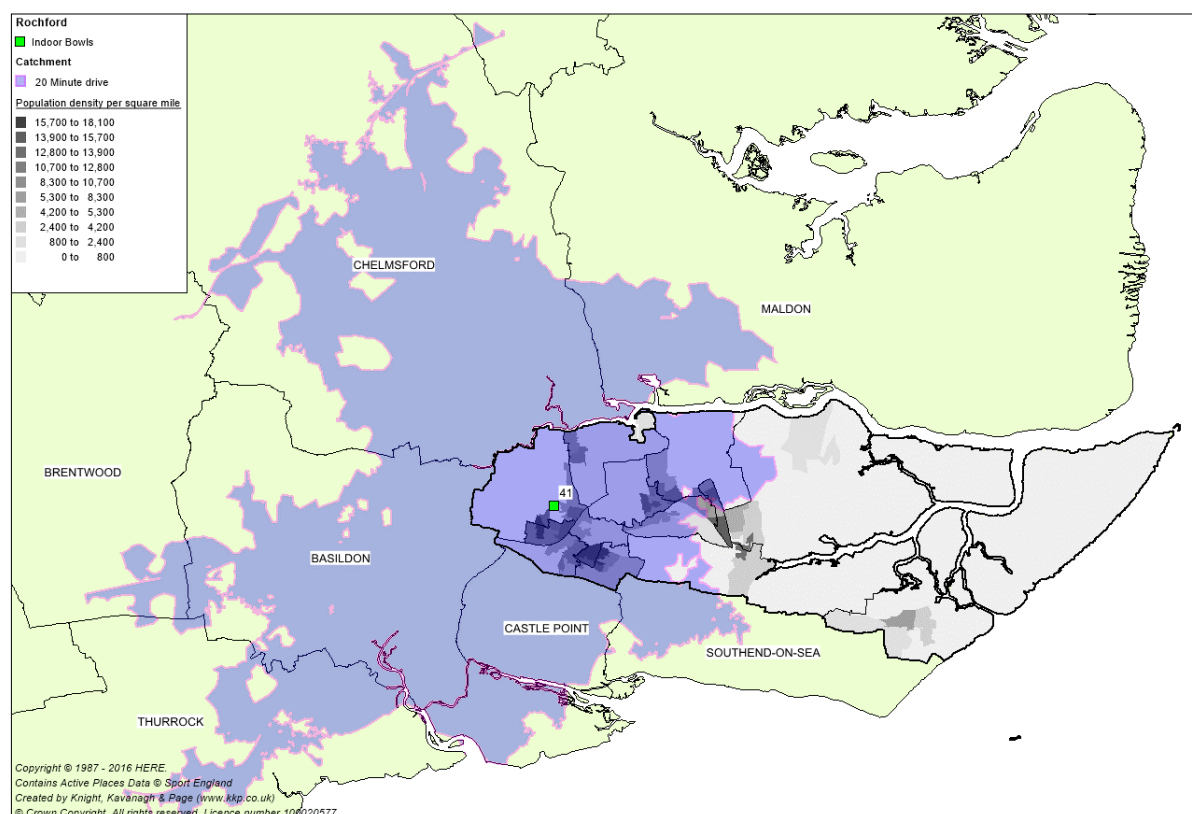
7.2: Supply

There is one indoor bowls facility in Rochford, located at Rayleigh Leisure Centre. It has four rinks and was built in 2006.

The non-technical assessment identified the facility as good quality.

Figure 7.1 shows the 20 minute drive time catchment area of the indoor bowls facility in Rayleigh, it is accepted and likely that participants in the more rural areas travel up to 30 minutes both by public transport and car to access a facility.

Figure 7.1 Indoor Bowls 20-minute drive time



Approximately 72.04% of Rochford's population is within a 20-minute drive of the indoor bowls facility (61,715 out of 2016 MYE population estimate of 85,760).

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7.3: Demand

Club consultation

Rayleigh Leisure Indoor Bowls Club is based at the Rayleigh Leisure Centre. The Club has a mixed membership of 300+ bowlers and accepts membership from bowlers of any level. New bowlers are given additional support and free training. The Club organises a number of internal leagues, competitions and friendly matches with other clubs. Both members and the Club enter National and County competitions including the Men's County League and Over 60's league and the Lady's County League and Masons Trophy.

7.4: Summary of key facts and issues

Quantity

- ◀ There is one indoor bowls facility in Rochford located at Rayleigh Leisure Centre with four rinks.

Quality

- ◀ The facility is 12 years old and good quality.

Accessibility

- ◀ Approximately 72% of the population are located within 20 minutes' drive of the facility.

Availability

- ◀ There is one indoor bowls club with over 300 members based at Rayleigh Leisure Centre.
- ◀ The supply satisfies the demand for indoor bowls in Rochford.

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SECTION 8: SAILING AND WATERSPORTS

Introduction

This section covers both sailing and water sports. Sailing and water sports are popular activities in the District, with a number of clubs participating in their respective sports.

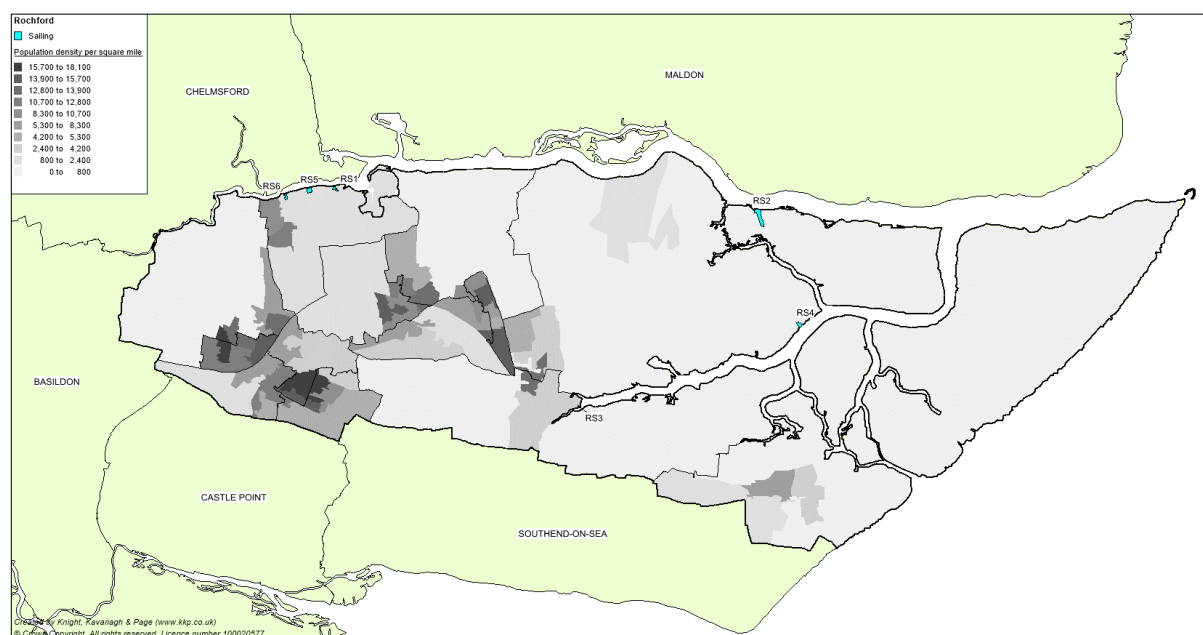
The Royal Yachting Association (RYA) is the national body for all forms of boating, including dinghy and yacht racing, motor and sail cruising, RIBs and sports boats, powerboat racing, windsurfing, canal and river boat cruising, and personal watercraft. Within its Strategic Plan 2017-2021, the mission is to be more tailored in everything it does in order to increase the relevance and value to members, affiliates and stakeholders. The RYA has identified four core objectives to achieve this mission which focus on the following:

- ◀ *Membership:* Provide a tailored service to current and potential RYA members, affiliates and volunteers in order to grow our relevance and influence.
- ◀ *Performance:* be the most successful nation in boating competitions in order to inspire future participants, volunteers, coaches and champions.
- ◀ *Participation:* Shift from supply-side to demand led approach in order to increase the number and diversity of participants in all types of boating.
- ◀ *Training:* Put candidates' needs and preferences at the heart of every scheme in order to remain the world's best-known and best regarded boating training.

These core objectives will also be achieved through a tailored and streamlined support service which will maximise the impact of member and government funds.

8.1: Supply

Figure 8.1: Map of Rochford sailing clubs



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Table 8.1: Rochford sailing clubs

Map Ref	Facility Name	Address
RS1	Brandy Hole Yacht Station	Kingsmans Farm Road, Hullbridge
RS2	Essex Marina Yacht Club	Essex Marina, Wallasea Island, Rochford
RS3	Wakering Yacht Club	Purdeys IE, Rochehall Way, Rochford
RS4	Hostellers Sailing Club	Paglesham Boatyard, Waterside Road, Paglesham
RS5	Hullbridge Yacht Club	Pooles Lane, Hullbridge
RS6	Up River Yacht Club	Pooles Lane, Hullbridge

8.2: Demand

NGB Consultation

The Essex coast line is a priority area for the RYA and it reports a good relationship with the majority of the clubs. The key priorities for the RYA in the region are:

- ◆ Support clubs with facility improvements by accessing funding streams. In 2013-2017, clubs received £1.7m capital investment to improve facilities.
- ◆ Increase the number of RYA registered training centres in the region.
- ◆ Reduce membership churn within clubs.
- ◆ Tailor delivery programmes to increase demand, through programmes such as Push the Boat Out, On-board programme and the Go Sailing programme.
- ◆ Develop regular sailing opportunities for people with disabilities, through the *Sailability* programme.
- ◆ Encourage more females into the sport through the This Girl Can programme, by encouraging clubs to deliver women only sessions.

Despite these priorities, the RYA is concerned that there is no community sailing facility in the region due to the closure of the Southend Marine Activity Centre in 2015 (which was a Local Authority run facility). Consequently, there is no venue which delivers regular casual opportunities for sailing and water sports in the region and all activity must now be delivered through local clubs.

It also identifies a key challenge for certain clubs within the region is the increasing siltation of certain estuaries. A number of clubs are located along small estuaries, which, over time, are silting up, restricting access for boat storage and sailing opportunities. In addition, certain clubs have been subjected to land rental increases due to the attractive location of certain clubhouses. Consequently, these clubs have had to increase member fees which has negatively affected overall membership.

Local Club Consultation

Up the River Yacht Club was established in 1936. It is a non-profit RYA affiliated sailing club, situated on the River Crouch at Hullbridge, offering facilities for all types of sailing for all ages. It is the largest private members club in Rochford with over 600 members. The Club is in the process of becoming a RYA training centre.

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Club facilities include a lounge, galley, conservatory and outside decking area with views of the river. A club bar opens for social events. There is ample space for dinghies and yacht tenders, car parking and race box. There are also adequate changing rooms, showers, disability accessible toilet and baby changing.

A number of programmes have been delivered recently including *Push the boat out* and *Learn to Sail* programme with the aim to increase membership. The Club offers:

- ◀ Dinghies – social sailing and racing throughout the year.
- ◀ Cadet Programme – low cost training sessions in its fleet of club dinghies.
- ◀ Family Fun weekend – culmination of the cadet programme.
- ◀ Fun Sails – dinghy sailing in company with the assurance of a club safety boat.
- ◀ Yachts – large sailing cruiser section (moorings available).
- ◀ Launch and recovery facilities – winter lay-up in the club grounds.
- ◀ Social events throughout the year.
- ◀ Hosts the Hullbridge Regatta, an annual fundraising event.

Essex Marina Yacht Club is an RYA affiliated private members club with a club house and licensed bar.

Wakering Yacht Club – is also an RYA affiliated private members club with a club house and licensed bar.

Brandy Hole Yacht Station is not affiliated to the RYA. The facilities are used more for private events rather than as a sailing club.

Hostellers Sailing Club (HSC) offers day sailing and dinghy cruising during the summer and country walking during the winter. The HSC suits all levels of sailing experience including complete beginners. The club provides boats for its members to sail and offers an alternative to sailing for the winter months. It is affiliated to the Youth Hostels Association and organises a programme of country walking weekends over the winter, often staying overnight at Youth Hostels.

One of the main sailing activities of the HSC is dinghy cruising, a branch of sailing few other clubs support. Currently, one of the boats (the wayfarer dinghy 'Merganser') is kept on a mooring throughout the summer months, which allows members to go sailing without needing to use launching trolleys. The other boat is kept on shore with a road trailer so that it is available for members to road trail to explore new waters.

HSC does not have a proper clubhouse but instead, uses a local public house. The Club has a small storage space that is shared with the Roach Sailing Association in the Paglesham boat yard and this is used to store lifejackets and various items of equipment. The lack of a clubhouse does not prevent the club from having social events as a local village hall or community hall is used.

Hullbridge Yacht Club – Club status is unknown. Despite numerous attempts to make contact, the Club has not responded. It is known that there is a club house and a solid pontoon with a club work boat moored alongside.

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8.3: Summary of key issues and facts

Quantity

- ◀ There are 6 sailing clubs in Rochford.
- ◀ The Up River Yacht Club is the largest in the area with over 600 members. It is in the process of becoming an RYA training centre.
- ◀ Hullbridge Yacht Club may be closed and no longer in operation.

Quality

- ◀ The facilities are good quality meeting the needs of the members.
- ◀ Clubs are in general maintaining facilities without the need for additional support.
- ◀ There are no reported issues with quality of facilities.

Accessibility

- ◀ There is an increasing siltation of certain estuaries.

Availability

- ◀ There is no venue which delivers regular casual opportunities for sailing and water sports in the region and all activity is now delivered through local clubs.
- ◀ There is a healthy network of sailing opportunities in Rochford.

Other

- ◀ Rochford is a priority area for the RYA and clubs are well supported by the NGB.

SECTION 9: INDOOR TENNIS

The Lawn Tennis Association (LTA) is the NGB for all tennis provision within the UK and administers the sport at national and regional level. One of its key objectives is to get more people playing tennis more often. To achieve this, its latest Strategic Plan 2015 – 2018, highlights three key objectives:

- ◀ Deliver great service to clubs.
- ◀ Build partnerships in the community.
- ◀ Grow Participation among children and young people.

This section considers indoor tennis facilities provision within South Essex. It uses two terms to describe indoor building types:

Traditional - A permanent structure made of traditional materials using traditional construction techniques. This commonly takes the form of steel or timber portal frame spanning the full length of the court (including run backs) clad in a material to suit local conditions e.g. metal cladding, brickwork or timber boarding.

Non-traditional - A permanent or non-permanent structure made of non-traditional materials using non-traditional construction techniques. Three types of structure fall into this category:

- ◀ Air supported structures (air halls).
- ◀ Framed fabric structures.
- ◀ Tensile structures.

This report considers traditional structures and the Playing Pitch Strategy considers non-traditional structures.

The LTA has a tiered approach to local authorities when prioritising its investment and loans for its park courts and the community hub programme.

9.1: Supply

Indoor tennis provision is a specialist facility, which has an appeal beyond a local authority boundary. Consequently, this audit has considered all provision within the South Essex region, and has mapped these with a 20 minute drive time catchment to demonstrate accessibility to all facilities. The location and catchments of these facilities are illustrated in Figure 9.1 and Table 9.1.

ROCHFORD DISTRICT COUNCIL INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

Figure 9.1: Indoor tennis provision

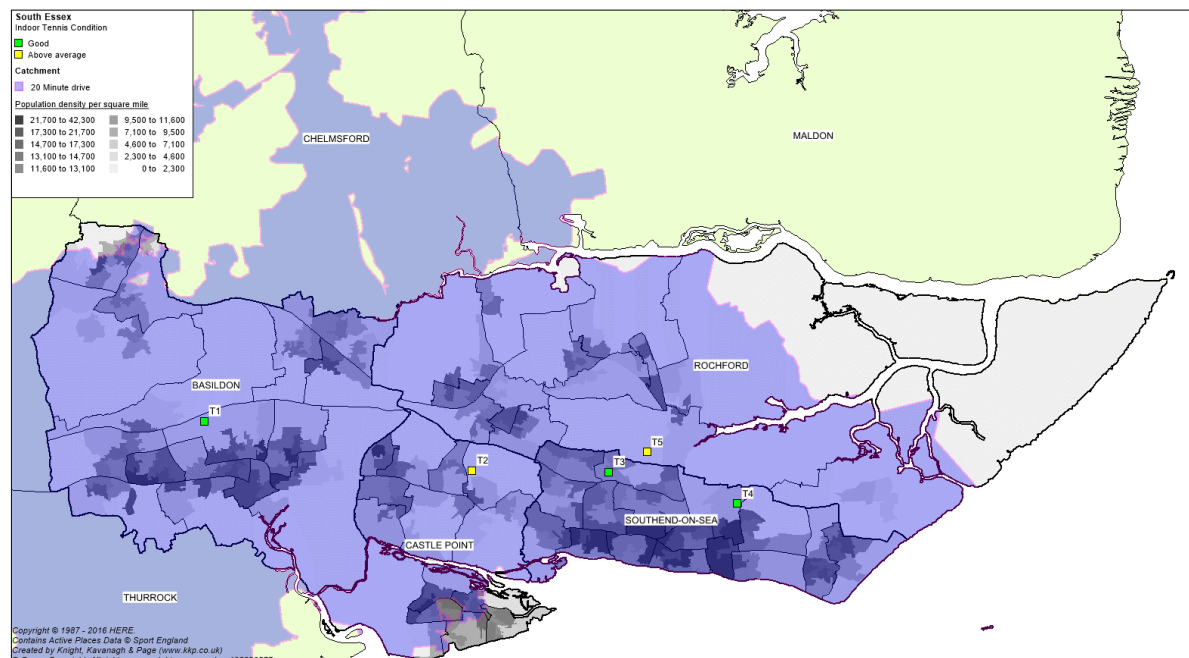


Table 9.1 Table of indoor tennis facilities in South Essex

Map ID	Site name	Access	Courts	Condition	Local authority
T1	David Lloyd Club (Basildon)	Registered Membership	6	Good	Basildon
T2	Deanes School Sports Centre	Pay and Play	3	Above average	Castle Point
T3	David Lloyd Club (Southend)	Registered Membership	5	Good	Southend-on-Sea
T4	Southend Leisure & Tennis Centre	Pay and Play	4	Good	Southend-on-Sea
T5	Athenaeum Club	Registered Membership	3	Above average	Rochford

Rochford has one facility with indoor tennis provision (Athenaeum Club). It has three indoor courts but is only available to registered members and does not offer any pay and play access. Whilst this facility does serve a small element of the community, the nearest community available facility offering pay and play access is the Southend Tennis and Leisure Centre. The site offers day time and evening access, and also delivers a number of participation programmes. The facility has three indoor courts and is rated above average.

In terms of accessibility, approximately 96% of Rochford residents live within a 20 minute drive of an indoor tennis facility.

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9.2: Demand

NGB Consultation

Consultation with the LTA indicates its key strategic priority for South Essex is to grow participation across the region by increasing the number of sites available for casual tennis. It identifies two priority sites for indoor tennis, both are on neighbouring authorities; Southend Tennis and Leisure Centre and Deanes School Sports Centre. Each site has an LTA funded coach, with the objective of increasing participation through a variety of different programmes, including community coaching programmes, This Girl Can, pay and play sessions.

The LTA acknowledges that there are other indoor venues, such as the Athenaeum Club Ltd which serves a small element of the population, however, these are not priority sites as they do not offer community available tennis.

Club consultation

The Athenaeum Club, the only indoor facility in Rochford, is a private members club for over 18 years only and does not allow for any pay and play or community access. Membership fees at the club are £110.10 per month. Anyone in Rochford wishing to play tennis indoors needs to become a member of Athenaeum (if over 18 years) or travel out of the area into a neighbouring authority.

Table 9.3 Market Segmentation and likely target audiences in Rochford for Tennis

Tennis
<ul style="list-style-type: none"> ◀ 2.4% (1,542) of people currently play tennis and a further 2.5% (1,591) indicate that they would like to, giving an overall total of 4.9% (3,134). ◀ 6.3% of Ben's play tennis, which is the largest proportion of any group playing tennis, closely followed by the Tim segment at 3.7%. ◀ Groups with the most people who would like to play are Tim (16.6%) and Chloe (11.6%). ◀ The main group to target, for additional players due to size and interest is, therefore Tim.

Market segmentation suggests that there is a latent demand of 4,486 people (7%) that would like to participate in tennis activities in Rochford.

9.3 Summary of Key facts and issues

<p>Quantity</p> <ul style="list-style-type: none"> ◀ There is one indoor tennis facility in Rochford (Athenaeum Club Ltd).
<p>Quality</p> <ul style="list-style-type: none"> ◀ The Athenaeum Club Ltd is rated above average quality.
<p>Accessibility</p> <ul style="list-style-type: none"> ◀ Nearly all (96%) of Rochford residents live within a 20 minute drive of an indoor tennis facility.
<p>Availability</p> <ul style="list-style-type: none"> ◀ The facility is a private members club with a monthly fee of £110.10 which is not affordable to much of the community. ◀ The area is also served by other indoor tennis clubs, in particular, Southend Leisure and Tennis Centre which has a regional influence (including indoor, outdoor and performance level).

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SECTION 10: OTHER SPORTS

10.1: Squash

England Squash and Racketball's Game Changer Strategy (2015 - 2017) states that squash will be the number one racquet sport played in England by 2017 and there will be net increase of 11,000 people playing the sport. This will be achieved by working across three platforms, education, leisure providers (commercial & public) and clubs to increase the supply of opportunities to play.

This will be supported through a range of participatory products, such as Squash 57 and Squash Girls Can delivered across venues to achieve this net gain. In addition, a platform will be developed to support these programmes, which include increasing workforce development and improving technology in the sport.

There are currently 10 courts in the area and all are considered to offer some level of community use. Two courts are rated below average and eight are rated above average.

Figure 10.1: Map of Rochford squash courts

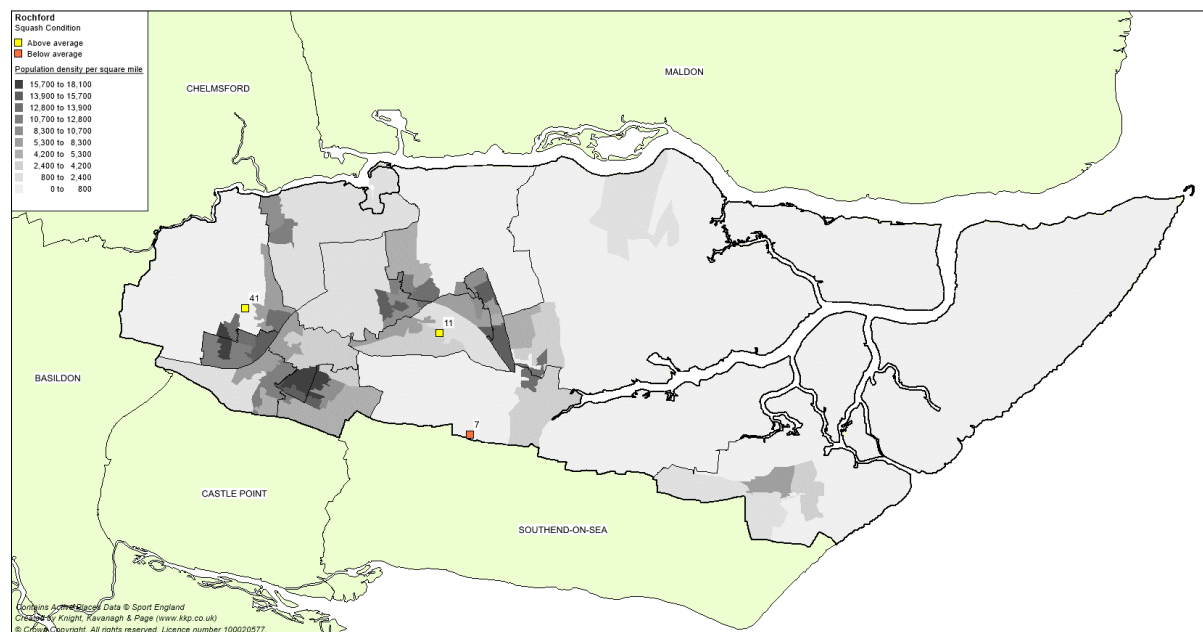


Table 10.1: Squash courts in Rochford

Map Ref	Site Name	Courts	Glass backed	Condition
7	Athenaeum Club Ltd	0	2	Below average
11	Clements Hall Leisure Centre	6	0	Above average
41	Rayleigh Leisure Centre	0	2	Above average

It is increasingly unusual for facilities to offer as many as six courts. It is not unique but has the capacity to offer a strong squash programme.

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Pay and play is available at Clements Hall and Rayleigh leisure centres. The one competitive squash club in Rochford is Clements Squash Club.

Clements Squash Club has approximately 100 members and currently enters two mens teams into the Essex SRA leagues. It runs in-house leagues which last approximately six weeks each and provide the opportunity to compete against other players of a similar standard.

Clements Squash Club also runs an internal Racketball League, which replaces the old ladder system. The Club would like to expand this league and would welcome both male and female players of any standard.

Rayleigh Leisure Centre has pay and play access for the community. The Athenaeum Club is a private members club for over 18 years only. There are no leagues or teams reported to be playing at the facility.

The average ratio of courts offered is one per 8,391 population which meets the England Squash national requirement of one court per 10,000 people.

Future demand

Table 10.2: Market segmentation and likely target audiences in Rochford

Squash & Racketball
◀ 1.3% (812) of people currently play squash and racketball and a further 0.8% (492) indicate that they would like to, giving an overall total of 2.0% (1,305).
◀ 4.0% of Ben's play squash and racketball, which is the largest proportion of any group taking part, closely followed by the Tim segment at 3.4%
◀ Groups with the largest of the local population playing squash and racketball are the Tim's (34.1%) and Philip's (19.5%).
◀ Groups with the most people who would like to play are Tim (29.3%) and Philip (20.3%).
◀ The main group to target, for additional participants due to size and interest is, therefore Tim

Market segmentation shows there is latent demand for 492 people (0.8%) that would like to participate in squash and racketball in the area.

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Neighbouring facilities

Figure 10.2: Squash facilities within 2 miles of Rochford local authority boundary

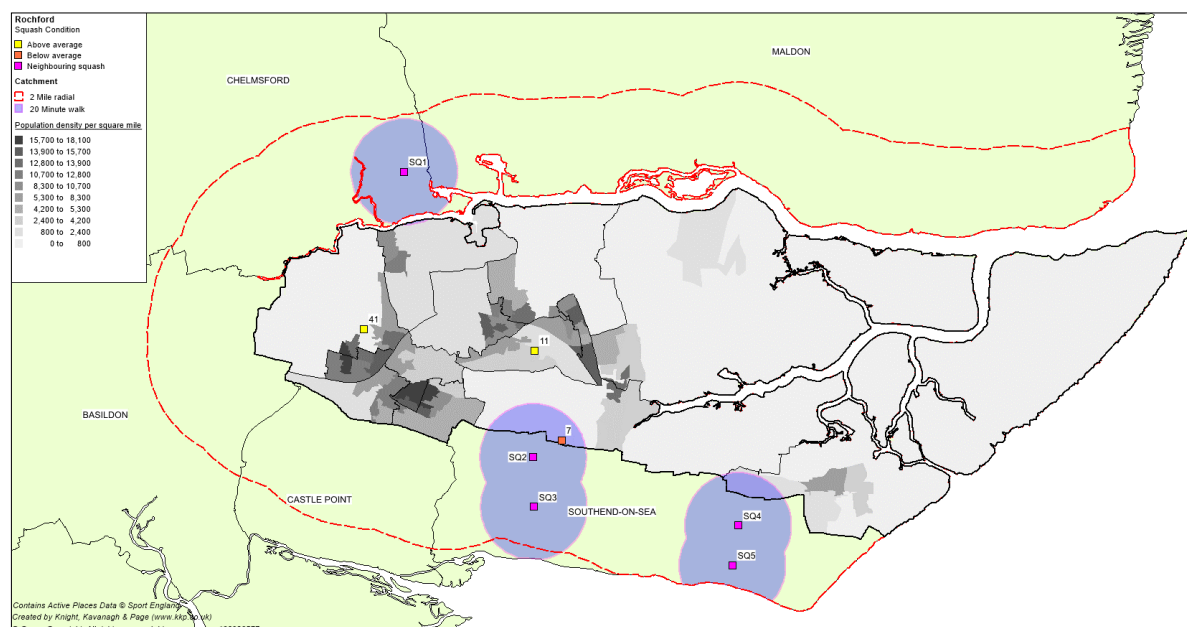


Table 10.2: Squash facilities within 2 miles of Rochford local authority boundary

Map ID	Active Places Site Name	Courts	Access Type	Local Authority
SQ1	Club Woodham	3	Registered Membership	Chelmsford
SQ2	David Lloyd Club	2	Registered Membership	Southend-on-Sea
SQ3	Westcliff High School for Boys	2	Sports Club/CA*	Southend-on-Sea
SQ4	DW Sports Fitness	4	Registered Membership	Southend-on-Sea
SQ5	Thorpe Hall Golf Club	1	Sports Club/CA	Southend-on-Sea

Source: Active Places Power 06/12/2017 * Community association

Summary

Quantity

- There are ten squash courts in Rochford across three sites.
- Clements Hall Leisure Centre is a key site with 6 courts.

Quality

- Two courts (Athenaeum Club Ltd) are rated below average the others are all above average.

Accessibility

- Courts are distributed across the authority.
- There are five facilities in neighbouring authorities within two miles of the Rochford border.

Availability

- The Athenaeum Club facility is a private members club with a monthly fee of £110.10. This is nearly three times as much as the next most expensive facility (Rayleigh Leisure Centre - £43.00) which suggests that it is not affordable to much of the community.

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- Two of the three facilities are located in public leisure centres available at both on and off peak times.

Other

- Both competitive and non competitive opportunities are available for members to play recreationally and at performance level.

10.2: Gymnastics

British Gymnastics' (BG) Strategic framework 2017-2021 identifies three key priorities:

- Diversify sources of revenue to develop and grow the provision of gymnastics.
- Build the capacity and grow the demand in gymnastics.
- Raise the profile and increase the appeal of gymnastics.

In addition, BG facility development priorities (for the period 2017 - 2021) outlined are:

- Support increased capacity within gymnastics through clubs, leisure providers and other delivery providers.
- Guide funding investment through the United Kingdom from British Gymnastics, home country sports councils, local authorities and other potential funders.
- Maintain and improve the quality of facilities and equipment within existing delivery partners.
- Develop insight, understanding and direction of how facility developments can contribute towards other BG strategic priorities.

There are two clubs in Rochford both located within Clements Hall Leisure Centre.

Table 10.3: Rochford gymnastics

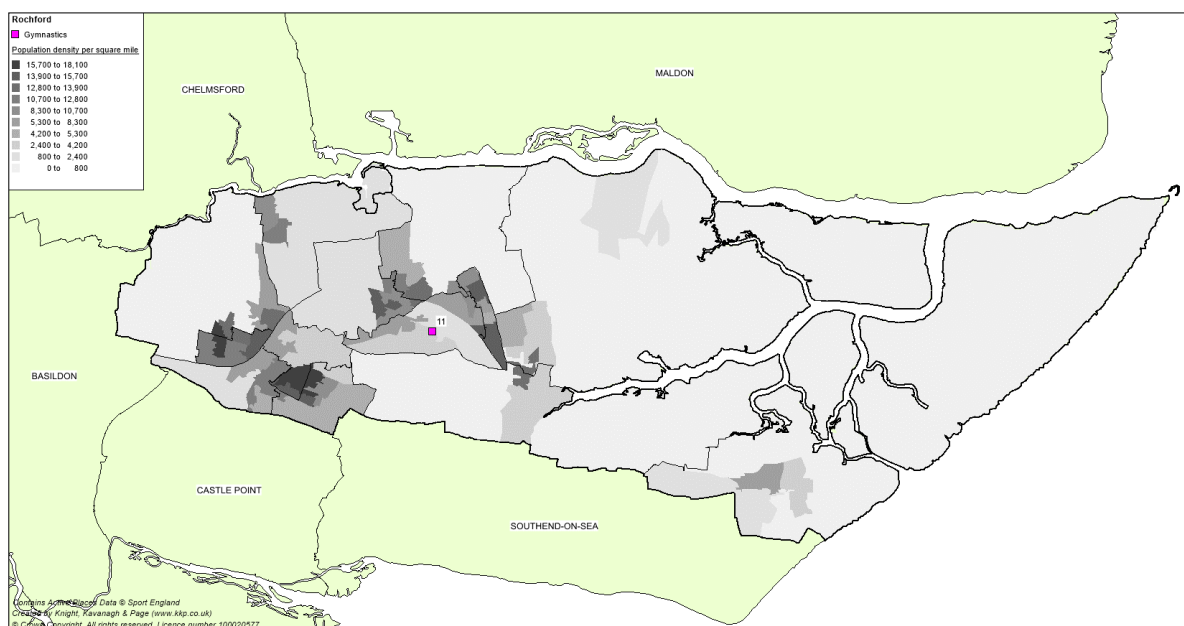
Map Ref	Club Name	Facility Name
11	Team Twisters	Clements Hall Leisure Centre
11	Arabesque Gymnastics Club	Clements Hall Leisure Centre

Arabesque Gymnastics Club offers both men's and women's gymnastics and is based at Clements Hall Leisure centre. The Club has 51 members registered with British Gymnastics.

Team Twisters is a trampoline club offering mainstream and disability sessions. The Club has 73 registered members with British Gymnastics and trains for ten hours per week at Clements Hall Leisure Centre. The club reports a waiting list however the club already has eight trampolines and there is no capacity to store more or to increase the number of sessions due to all the coaches being volunteers and unable to commit more time than they already do for training and competitions.

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Figure 10.3 Map of gymnastics clubs in Rochford



Future demand

Table 10:4: Market segmentation/likely target audiences – gymnastics in Rochford

Gymnastics and trampolining
<ul style="list-style-type: none"> 0.2% (139) of people currently take part in gymnastics and trampolining and a further 0.1% (91) indicate that they would like to, giving an overall total of 0.4% (231). Nationally, 0.6% of Chloe's take part in gymnastics and trampolining, which is the largest proportion of any group taking part, closely followed by the Leanne segment at 0.5%. The groups with the largest of the local population taking part in gymnastics and trampolining are the Chloe's (18.0%) and Alison's (12.2%). The groups with the most people who would like to take part are Chloe (26.4%) and Jackie (9.9%). The main group to target, for additional players due to size and interest is, therefore Chloe.

Market segmentation shows there is latent demand for 91 people (0.1%) that would like to participate in gymnastics and trampolining in the area.

Summary of key facts

<p>Quantity</p> <ul style="list-style-type: none"> There is one gymnastics club and one trampoline club in Rochford.
<p>Quality</p> <ul style="list-style-type: none"> The clubs do not report any quality issues with the facilities.
<p>Accessibility</p> <ul style="list-style-type: none"> Both clubs are located within the public leisure centre maximising accessibility to the facilities.
<p>Availability</p> <ul style="list-style-type: none"> Both of the clubs are reported to be at capacity with no capacity within the workforce to further enhance opportunity..

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10.3: Table tennis

Table Tennis England (TTE) has the Mission 2025 strategy to develop table tennis during the next 10 years. This will ensure that facility investment (£750k from Sport England) enables “A network of vibrant table tennis venues, meeting the needs of social and committed participants that cater for current participants and enable an increase to 200,000 regular participants”.

Our purpose

Table Tennis England exists to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in table tennis.

Our vision	Our values	Our strategy
<p>Everybody is talking about table tennis.</p> <p>Table Tennis England aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence and inspires medal-winning performances.</p>	<p>Respect</p> <p>.....</p> <p>Ambition</p> <p>.....</p> <p>Inclusion</p> <p>.....</p> <p>Teamwork</p> <p>.....</p> <p>Focus</p> <p>.....</p> <p>Excellence</p>	<p>Our strategy is based on four pillars that underpin the whole purpose of Table Tennis England.</p> <p>Our four P's are:</p> <ol style="list-style-type: none"> 1. Participation 2. People 3. Places 4. Performance <p>Each pillar supports the structure – if one is weak, the others will wobble.</p>

Key to delivering this are schools and young people. TTE recognises that getting schools and young people to embrace table tennis is paramount to its long-term growth. TTE aims to offer table tennis for young people in 500 additional community venues and get it played in 1,000 more schools than in 2015. It has a plan to re-launch a new school-club link programme to provide a vital and sustainable partnership. A key target is that by 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.

Consultation with the Essex County Table Tennis Association indicates that there are nine table tennis clubs in the District, with the largest being Northlands Park (Basildon). The Association would like a dedicated facility to develop the sport in the region and is in the early stages of looking at possible venues.

Southend TT League is the largest league in Essex. The League covers the areas of Southend/Rochford/Castle Point. It comprises 72 teams (6 leagues with 12 teams in a league). The biggest club is Hullbridge (Rochford) which has over 80 members. Other significant clubs include Rawreth (50 members). This also has a strong junior section. The League would like to have its own dedicated facility, preferably in a central location which could focus on all age ranges and abilities. It currently hires Clements Hall Leisure Centre for competitions (at a cost of £2,500 per annum), which it reports is too expensive.

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Future demand

Table 10.5: Market segmentation/likely target audiences – table tennis in Rochford

Table Tennis	
<ul style="list-style-type: none"> ◀ 0.5% (321) of people currently play table tennis and a further 0.2% (141) indicate that they would like to, giving an overall total of 0.7% (463). ◀ Nationally, 0.7% of Ben's play table tennis, which is the largest proportion of any group playing table tennis, closely followed by the Jamie segment at 0.7%. ◀ The groups with the largest of the local population playing table tennis are the Tim's (17.8%) and Philip's (15.0%). ◀ The groups with the most people who would like to play are Roger & Joy (19.9%) and Tim (17.7%). ◀ The main group to target, for additional players due to size and interest is, therefore Roger & Joy. 	

Summary

Table tennis is popular in the District with both competitive and recreational opportunities available. Clubs are generally located smaller community halls and centres with central venue competition being played in the sports hall at Clements Hall Leisure Centre.

<p>Quantity</p> <ul style="list-style-type: none"> ◀ There nine table tennis clubs in Rochford. <p>Quality</p> <ul style="list-style-type: none"> ◀ The quality of the venues vary, the facilities range from small halls/multi purpose rooms to sports halls. <p>Accessibility</p> <ul style="list-style-type: none"> ◀ Clubs are generally located smaller community halls and centres which are very accessible. <p>Availability</p> <ul style="list-style-type: none"> ◀ The larger clubs have a challenge in booking sports halls space at peak times due to competition from other sports. <p>Other</p> <ul style="list-style-type: none"> ◀ The Southend TT league have aspirations for a dedicated facility. 	
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Active Rochford

In collaboration with the strategic priorities of Active Essex, Active Rochford is delivering a range of projects including:

- ◀ Walking Sports Programme: there are a number of different walking programmes established to increase participation in certain sports.
- ◀ 55+ sports programme: there are a range of activities delivered at Rayleigh Leisure Centre to engage with people aged over 55 years.
- ◀ Work Place Challenge - companies across Essex are invited to take party in the Work Place Challenge. The aim is to promote sport and physical activity across workplaces in Essex.
- ◀ Sports club support - provides traditional support for sports clubs, including coach education opportunities, volunteer engagement programmes and grant support.

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- ◀ District Health Walks: there are a number of volunteer led district health walks delivered in both Castle Point and Rochford. In Rochford, there are health walks in Hullbridge and Hockley Woods.
- ◀ Park Run: The Active Network helped establish the Park Run at Hockley.
- ◀ Disability Sports Programme*: a weekly disability sports club takes place and is a joint initiative by both Active Castle Point and Active Rochford. Activities include boccia, goalball, sitting volleyball, table cricket and tennis. The programme is delivered at Stambridge Memorial Hall in Rochford.

*At the time of audit sessions are not being delivered although, it is understood that sessions will in the future re-commence.

10.4 Summary of Other Sports key issues and facts

Quantity

- ◀ There are 10 squash courts in Rochford, four of which are glass backed. There does not appear to be significant demand for squash with facilities increasingly used as a multi-purpose venue.
- ◀ There are two gymnastics clubs in Rochford (one trampoline, one artistic), both located at Clements Hall Leisure Centre.

Quality

- ◀ Two squash courts are assessed as below average (Athenaeum Club Ltd) with the remaining four assessed as above average.

Accessibility

- ◀ There are 12 courts in neighbouring authorities within two miles of Rochford.
- ◀ Table tennis is played in a variety of venues sports halls, community centres and village halls both recreationally and competitively.

Availability

- ◀ Gymnastics clubs are reported to be at capacity with no additional workforce to enhance opportunity.
- ◀ Smaller sports struggle to hire facilities at peak times.

Other

- ◀ Table tennis is popular in the County. Rochford has two strong clubs which compete locally and are, purportedly, looking to identify a purpose-built facility, even though they quibble at the current cost of hiring facilities.
- ◀ Active Rochford delivers disability programmes which includes multi sports at Stambridge Memorial Hall.

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SECTION 11: VILLAGE HALLS/COMMUNITY CENTRES

Introduction

Village halls and community centres are important recreational facilities, especially in rural areas and areas where day time access to sports centres is restricted. They are usually multi-functional, providing places for meetings, socialising and for sports and recreation clubs and activities. In some parishes, a church hall or a sports pavilion can also serve a range of functions depending on its size. Figure 12.1 indicates the spread of village halls/community centres in Rochford.

11.1 Supply

There are 15 village halls / community centres in Rochford as identified in Figure and Table 11.1:

Figure 11.1: Map of village halls/community centres in Rochford with 800m catchment

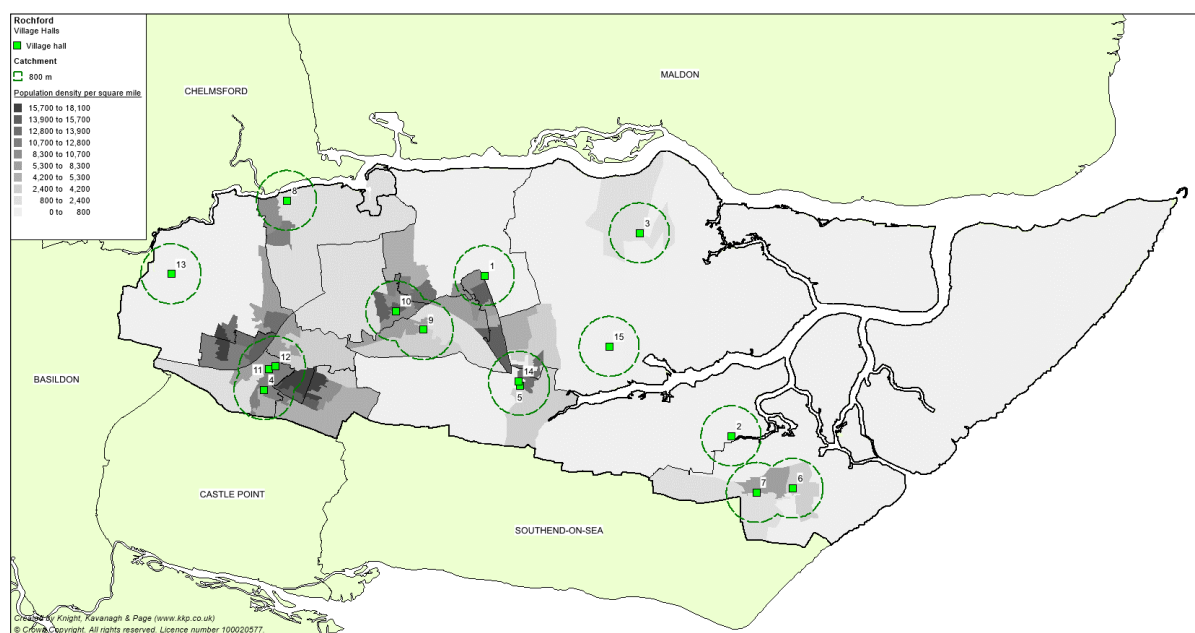


Table 11.1: Village halls / community centres in Rochford

Map ref	Village hall	Map ref	Village hall
1	Ashingdon & East Hawkwell Memorial Hall	9	Hawkwell Village Hall
2	Barling Magna	10	Hockley Parish Council (Old Fire Station)
3	Canewdon Village Hall	11	The Mill Arts and Events Centre
4	Castle Hall	12	Old Parish Rooms
5	Freight House	13	Rawreth Village Hall
6	Great Wakering Village Memorial Hall	14	Rochford Parish Rooms
7	Great Wakering Community Centre	15	Stambridge Memorial Hall
8	Hullbridge Community Centre		

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Figure 11.1 indicates that approximately one third (37.07%) of Rochford's population lives within 800m of a Rochford village hall or community centre (31,758 out of 85,760 population). The majority of village halls are found in areas of higher population density, although several are to be found in the more rural areas also.

11.2: Demand

Research undertaken for the audit suggests that many of the village halls and community centres identified above do not currently offer sport and physical activity opportunities. Notable exceptions to this are Ashingdon and East Hawkwell Memorial Hall and Hullbridge Community Centre, which both offer a wide range of activities including various dance groups, martial arts, yoga, indoor bowls and activities for the University of the Third Age.

Village halls and community centres can play an important role within the Authority, particularly in areas where sports hall availability is restricted. In the towns and villages where there are no daytime community available sports halls, therefore these facilities can ensure there is a daytime available physical activity offer and/or it is an opportunity to get residents involved in physical activity on the doorstep and link into the health and wellbeing agenda.

11.3: Summary of village halls and community centres key facts and issues

Quantity

- ◀ There are fifteen village halls in Rochford.

Accessibility

- ◀ Approximately 40% of the population live within 800m of a village hall/community centre.
- ◀ Village halls and community centres are located both in the rural and more densely populated areas of Rochford.
- ◀ The halls in the rural areas are of particular importance to those in the community that do not have access to personal transport.

Availability

- ◀ Many of the village halls and community centres identified in Rochford do not offer sport or physical activity opportunity to the local community.

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SECTION 12: SWOT ANALYSIS

12.1: Strengths

- ◀ Rayleigh Leisure Centre is a good quality facility.
- ◀ Nearly all (98.5%) of RDC residents reside within a 20 minute drive time of a publicly available sports hall.
- ◀ Over half of the population (53.2%) live within 1 mile of a swimming pool. Over nine in ten residents (92%) live within 20 minutes' drive of a swimming pool.
- ◀ Satisfied demand of sports halls is high in Rochford (94.4%).
- ◀ Basketball and badminton are strong sports with talented athlete performance pathways in place.
- ◀ Three pools (Greensward Academy, Swimming Tales and Sweyne Park School) although slightly smaller than ANOG guidelines have a strong swimming lesson offer.
- ◀ Both the FPM and audit for pools identify a current supply over demand balance even at peak times.
- ◀ There is a wide range of health and fitness opportunities with different membership prices, across Rochford.
- ◀ Nearly all (97%) of the population live within 20 minutes' drive of a health and fitness facility.
- ◀ There are a range of health and fitness facilities and pricing schedules which appear to satisfy demand across the District.
- ◀ There is a good quality indoor bowls facility with 300+ members in Rochford.
- ◀ There are several sailing clubs and with Up River Yacht Club being especially strong with 600+ members. It is in the process of becoming a RYA training centre.
- ◀ Table tennis is popular in the County with the District hosting two strong clubs.
- ◀ There are a range of village halls/community centres which are offering different and local opportunities for residents to take part in sport and physical activity sessions, making them available to the local population and those in rural areas and without personal transport.
- ◀ Fusion Lifestyle (Operator at Clements Hall Leisure Centre and Rayleigh Sports Centre) currently has a National agreement to work in partnership to improve badminton provision across their sites meaning greater demand on court time and usage.
- ◀ Sailing is a popular sport in Rochford.
- ◀ Active Rochford and Active Essex have a variety of programmes for increasing participation in sports and health and wellbeing activities.

12.2: Weaknesses

- ◀ Samantha Boyd School of Dance sports hall is rated as poor quality.
- ◀ The current general condition of the sports facilities at Greensward Academy is deteriorating requiring urgent and significant investment before it becomes unusable.
- ◀ The Local Authority has a limited influence over the programming of facilities, particularly in schools.
- ◀ Clements Hall Leisure Centre is almost 40 years old and requires significant investment on both wet and dry side, including changing rooms, to ensure it remains fit for purpose as a modern, relevant sports facility.
- ◀ There is no venue which delivers regular causal opportunities for sailing and water sports in the District, so all activity is now delivered through member clubs.
- ◀ Indoor tennis is not available to juniors in the District as the indoor tennis facility is adult only. It is an expensive sports facility (in comparison with other tennis facilities in the area) requiring both a registration fee and an annual membership. This makes it inaccessible to certain sections of the community.

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12.3: Opportunities

- ◀ To work in partnership with Greensward Academy to improve the condition of its sports facilities in agreement for long term community access to the facilities.
- ◀ To invest in Clements Hall to improve the quality for the local population.
- ◀ Average used capacity of sports halls as a District is 43.4% of capacity in peak period and pools is 50%, there is capacity to expand the sport and health and wellbeing offer in the area, particularly at Clements Hall Leisure Centre.
- ◀ To drive up participation in swimming given that Market segmentation indicates a latent demand of 8,728 people (13.5%) that would like to participate in swimming.
- ◀ Rochford is a priority area for the Royal Yachting Association.

12.4: Threats

- ◀ The increasing financial constraints within which RDC has to work.
- ◀ The rising age profile of the population is likely to lead to increased demand for facilities during peak periods and during the day (when education stock is generally unavailable).
- ◀ Community access at Greensward Academy may be revoked.
- ◀ Approximately 57% of swims demanded in Rochford are met by facilities in neighbouring authorities. This is potentially a major risk to long term swimming access unless planning across boundaries forms part of the future dialogue.
- ◀ There is sufficient supply of health and fitness to meet the current and future demand; a watching brief should be kept to prevent market saturation, which could jeopardise business.
- ◀ There is an increasing siltation of certain estuaries affecting sailing clubs.
- ◀ The limited influence that RDC has on educational sporting facilities and not achieving maximum benefit from them in terms of wider health and wellbeing.
- ◀ Lack of information sharing between leisure providers will lead to reduced understanding of who is using what and when. Long term planning of and investment in specific facilities can, therefore, be undermined.

11.5: Summary and strategic recommendations

Key strategic recommendations therefore include:

- ◀ Improve the basis of strategic work across a range of agencies including Public Health and Active Rochford to ensure that real progress is made in respect of all aspects of increasing physical activity and sport.
- ◀ Consider what investment is needed and how it can be obtained to improve the facilities at Clements Hall Leisure Centre.
- ◀ Consider how to work with Greensward Academy to improve its facilities, otherwise, they may be lost to community use in the short term.
- ◀ Improve the breadth, depth and quality of performance management data collected (and shared) and the associated analysis of facility usage to inform future marketing, promotion, programming and pricing etc.
- ◀ Moving forward, reflect the future demand differences that will be created by identified growth in the 'grey market', which is expected to make up c.30% of the population by 2037 (65+ years).
- ◀ Ensure that all school sports facilities are made fully available for community use (through binding and appropriate community use agreements) and that an agreed minimum level of availability is agreed.

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- ◀ Support other developments (via planning, developer contributions and officer expertise) which, may assist in increasing sport and physical activity within the wider community (e.g., table tennis, basketball, netball and badminton).
- ◀ Continue to work with local sports clubs to ensure facilities and workforce development programmes meet the needs of all clubs.
- ◀ Ensure that RDC owned facilities make a progressively greater (and measured) contribution to reducing health inequalities and are fully accessible from all the District's communities through targeted initiatives, facilities, programming and training.
- ◀ Identify ongoing investment, maintenance and refurbishment requirements to protect and improve existing sports facilities.

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Appendix 1: Economic impact of sport – Rochford

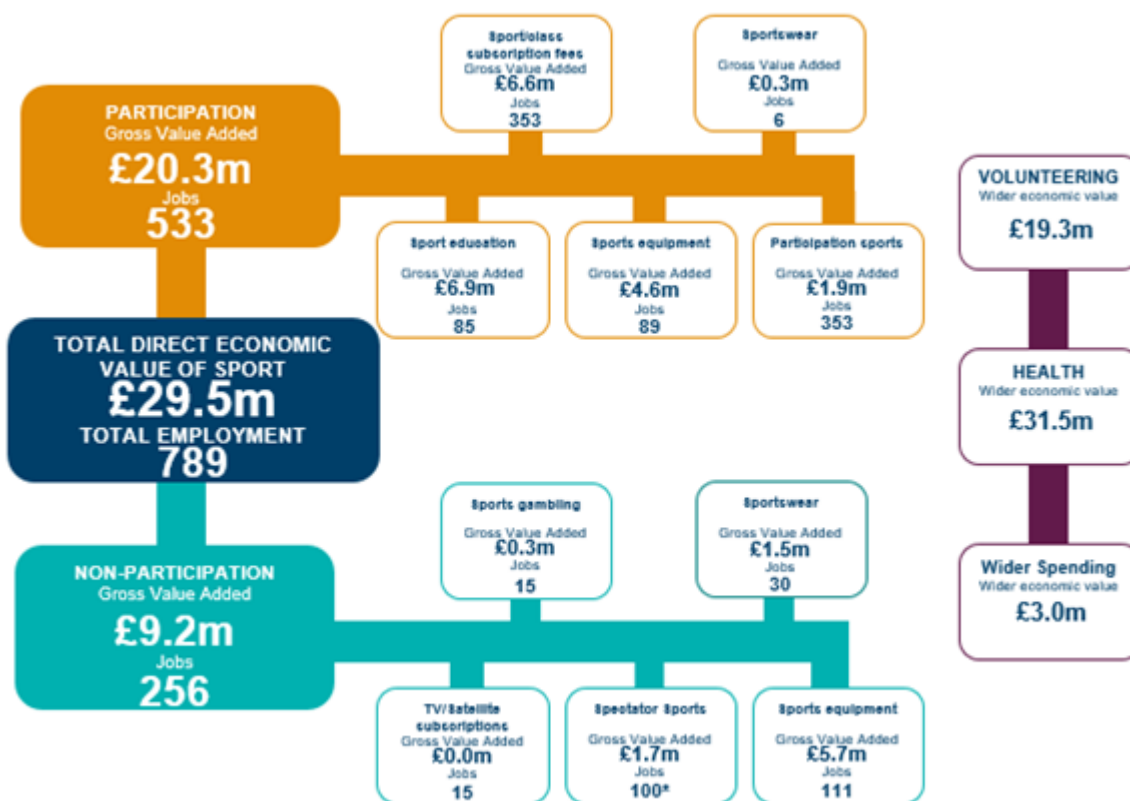


Table 9: Economic value of sport (Nov 2015) – Comparative overview

Measure	England		Rochford	
Participation impacts				
Sports & fitness memberships	£4,646.4m	22.8%	£6.6m	22.4%
Education and training	£4,630.3m	22.7%	£6.9m	23.4%
Sports equipment	£1,267.2m	6.2%	£4.6m	15.6%
Sports participation	£1,267.2m	6.2%	£1.9m	6.4%
Sportswear	£84.5m	0.4%	£0.3m	1.0%
Sub-total	£11,895.6m	58.3%	£20.3m	68.8%
Non-participation impacts				
TV and satellite broadcasting*	£4,646.4m	22.8%	£0.0m	0.0%
Sports equipment	£1,584.0m	7.7%	£5.7m	19.3%
Spectator sports	£1,161.6m	5.7%	£1.7m	5.8%
Sportswear	£422.4m	2.1%	£1.5m	5.1%
Sports related gaming/betting	£690.0m	3.4%	£0.3m	1.0%
Sub-total	£8,504.4m	41.7%	£9.2m	31.2%
Overall total	£20,399.9m	100.0%	£29.5m	100.0%

Note: Totals in local authority based figures may differ slightly due to rounding



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Appendix 2: Mosaic segmentation




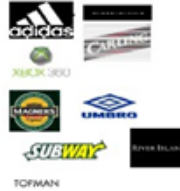




<p>City Prosperity</p> 	<p>Work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.</p>
<p>Prestige Positions</p> 	<p>Affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.</p>
<p>Country Living</p> 	<p>Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.</p>
<p>Rural Reality</p> 	<p>People who live in rural communities and generally own their relatively low-cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.</p>
<p>Senior Security</p> 	<p>Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.</p>
<p>Suburban Stability</p> 	<p>Typically, mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>
<p>Domestic Success</p> 	<p>High-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.</p>
<p>Aspiring Homemakers</p> 	<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>
<p>Family Basics</p> 	<p>Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.</p>

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<p>Transient Renters</p> 	<p>Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.</p>
<p>Municipal Challenge</p> 	<p>Long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.</p>
<p>Vintage Value</p> 	<p>Elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.</p>
<p>Modest Traditions</p> 	<p>Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.</p>
<p>Urban Cohesion</p> 	<p>Settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.</p>
<p>Rental Hubs</p> 	<p>Predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.</p>

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Appendix 3: Sport England market segmentation

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-poptn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<p>Ben Competitive Male Urbanites</p> <p>Also known as Josh, Luke, Adam, Matesuz, Kamil</p>	<p>Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i></p>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	<p>Jamie Sports Team Lads</p> <p>Also known as Ryan, Nathan, Ashley, Adeel, Pawel</p>	<p>Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i></p>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	<p>Chloe Fitness Class Friends</p> <p>Also known as Nisha, Sophie, Lauren, Charlotte, Lucy</p>	<p>Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i></p>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	<p>Leanne Supportive Singles</p> <p>Also known as Hayley, Kerry, Danielle, Nisha, Saima</p>	<p>Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i></p>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					









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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					





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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					
	Paula Stretched Single Mum Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
				13%					
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
				20%					
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-pn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	<p>Brenda Older Working Women</p> <p>Also known as Shirley, June, Maureen, Janet, Diane</p>	<p>Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i></p>	46-65	C2DE	29%	4.9%	<p>Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.</p>		<p>Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).</p>
				8%					
	<p>Terry Local 'Old Boys'</p> <p>Also known as Derek, Brian, Malcolm, Raymond, Michael</p>	<p>Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i></p>	56-65	DE	26%	3.7%	<p>Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.</p>		<p>Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).</p>
				9%					
	<p>Norma Late Life Ladies</p> <p>Also known as Pauline, Angela, Irene, Denise, Jean</p>	<p>Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i></p>	56-65	DE	23%	2.1%	<p>Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.</p>		<p>Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).</p>
				6%					
	<p>Ralph & Phyllis Comfortable Retired Couples</p> <p>Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie</p>	<p>Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i></p>	66+	ABC1	28%	4.2%	<p>Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.</p>		<p>Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).</p>
				9%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng-popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).
				5%					

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Appendix 4: Consultation List – Rochford

Name	Designation	Organisation/Club
Dan Goodman	Planner	Rochford District Council
Mark Aldous	Leisure Services	Rochford District Council
Matt Harwood White	Commercial Services- Director	Rochford District Council
Natalie Hayward	Senior Planner	Rochford District Council
Blaise Gammie	School Places Data & Intelligence Manager	Essex County Council
Rob Hayne	Strategic Lead, Business Operations	Active Essex
Linda Gaine	Strategic Lead Delivery Manager	Active Essex
Steve Bish	Active Network Chair	Active Rochford
Stephen Rodwell	Development Manager	English Indoor Bowls Association
Lee Ward	Senior Relationship Manager	Badminton England
Natalie Laws	Business Development Manager	British Gymnastics
Dennis Freeman-Wright	Head of facilities	Swim England
Charlotte Malyon	Capital Investment and Facilities Manager	England Netball
Emily St John	Head of Partnerships Network	England Netball
Peter Griffiths	Senior Delivery Manager - Infrastructure	Basketball England
Robbie Bell	East Regional Development Officer	Royal Yachting Association
Ken Field	Chairman	Essex Table Tennis Association
Darren Clarke	Regional Facilities Project Manager - East	Lawn Tennis Association
Gill France	Business Resource Manager	Greensward Academy
Christine Packer	School Business Manager	King Edmund Business & Enterprise School
Tom Dunn	Head of PE	Fitzwimarc School
Simon Smith	Facilities Manager	Sweyne Park School
Mark Aldous	Leisure Services	Clements Hall Leisure Centre
Charlotte	Duty Manager	Rayleigh Leisure Centre
Noel Cooper	General Manager	Rayleigh Leisure Centre
Duncan Jenkinson	Regional Club and Facilities Manager	England Cricket Board
	Duty Manager	Titans Health & Fitness
	Duty Manager	Xercise4less (Southend)
	Duty Manager	Aspire Active
	Duty Manager	Athenaeum Club Ltd
	Duty Manager	Elite Fitness Gym
	Duty Manager	Fungi Fitness
	Duty Manager	Hockley Gym

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Name	Designation	Organisation/Club
	Communications officer	Rochford And District Swimming Club
	Duty Manager	Stackhouse Gym
Dennis Haggerty	Chair	Up River Yacht Club
Samantha Boyd	Principal	School of Dance (Great Wakering Leisure Centre)
Matt Young	Manager	Brandy Hole Yacht Station
Josephine	Committee Member	Hostellers Sailing Club
Ian Morgan	Commodore	Essex Marina Yacht Club
Gary Holt	Secretary	Fuse Junior Squash Club
Chris Green	Secretary	Hawkwell Badminton - Adult
Andy Blunt / Carl Sims	Founders	ABC Futsal Academy
Josh Prentice	Club Director	Essex Rockets
Robert Youngblood	CEO	5 Star Basketball Academy
Mike Worship	Chairman	Fitzwimarc Badminton Club
Mandie	Secretary	Greensward Badminton Club
Mr Goddard	Head Coach	Arabesque Gymnastics Club
Sue Skinner	Head Coach	Team Twisters
David McKenzie	Chairman	Clements Squash Club